

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 fort 9th Five Year Plan 1997-2002. Approved outlay for the 10th Five Year Plan expenditure during 2002-2003, revised outlay during 2003-04 and approved outlay during 2004-05 are as under: -

S N	Agency	9 th five year plan 1997- 2002 Approved Outlay	Exp. 1997- 2002	10 th FYP 2002- 2007 Approved Outlay	Annual Plan 2002-03 Exp.	Annual Plan 2003-04		Annual Plan 2004-05 Approved Outlay
						Approv ed outlay	Revised outlay	
1	2	3	4	5	6	7	8	9
1	Department of Tourism	1000.00	294.94	3800.00	334.62	950.00	945.00	1000.00
2	Delhi Institute of Hotel Management & Catering tech.	1800.00	263.04	2000.00	124.35	310.00	210.00	300.00
3	GIA to DTTDC	400.00	226.50	100.00	20.00	20.00	20.00	20.00
4	Urban Development Department.	--	4.10	100.00	--	--	--	--
	Total	3200.00	788.58	6000.00	478.97	1280.0 0	1275.00	1320.00

Tourism Department

1. STG OF DTE OF TOURISM –ESTABLISHMENT, EVALUATION AND STUDIES (Rs.5.00LAKH).

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 .

- (a) promotion of domestic and international tourism .
- (b) Development of Tourism related infrastructure.
- (c) Co-ordination with agencies involved in tourism industry
- (d) Classification of Hotels and .
- (e) Licensing of Tour Operators. Travel Agents etc.
- (f) To be administrative Department for
- (g) Delhi Tourism & Transportation Development Corporation Ltd.
- (h) Delhi Institute of Hotel Management Catering Technology.

Besides Paying Guest Residential Accommodation Scheme is being implemented 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 82 properties have been registered under this scheme and efforts are being made to popularities this scheme Apart from this it is proposed to take up approval of restaurants and registration tour and travel operators. Guide lines in the regard are being Finalized and after approval from the competent authority these will be implemented in its right perspective. 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 principal of creation of posts of **Director (1)JAPO(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 2004-2005.

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 2003-04 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 2003-04. An amount of Rs. 5.00 lakh is approved for the annual plan 2004-2005.

2. TOURISM INFRASTRUCTURE (870.00 lakhs)

Tourism is acknowledged as a 'high growth' industry globally with over 700 million tourist arrivals internationally, the sector accounts for more than US \$ 500 billion by way of receipts. Besides, the sector possesses immense income, employment and foreign exchange generation potential, thereby, providing a multiplier effect to the economy. The tourism industry is widely regarded as having the ability to generate high levels of economic output with relatively lesser levels of capital investment.

The potential and benefits of the tourism sector become more relevant especially for developing economies like India, where capital availability is scarce and need for economic and employment generation activity is high. With a mere 0.4% share of international tourist arrivals and a large volume of domestic travelers-mainly in the religion / pilgrimage segment – the sector still accounts for 5.6% of GDP while providing direct employment to 20 million people. However, compared to global averages, the industry has not scaled up to its full potential. Geographically smaller countries have managed successfully to generate much higher levels of revenue from this industry. This is borne out by the fact that globally, the industry contributes approximately 11.6% to the GDP.

Delhi, the capital of India, has its origin from 1450 B.C. and has been in continuous existence for over a thousand years now. It is a site of many historic capital cities, traces of ten of which survive even today. The city is significant for the role it has played throughout history, having been the center of an empire for the majority of

this millennium. It is an important city in the Indian subcontinent and comparisons have often been made to other great cities of the world. However, very few cities carry with them, to such an extent, the weight of several layers of continuous history. In spite of this rich and diverse cultural heritage, Delhi is used only as a gateway for traveling to Jaipur, Agra and other cities of tourist interest. Though, Delhi has the highest number of tourist arrivals, it is only used as an entry point to the country. There has been no concerted effort to project Delhi as a Tourism Destination, with attractions to provide the visitors 2-3 night stays and with a view to achieve this goal, following on going programmes shall be implemented during Annual plan 2004-05 .

a) Water Sports Tourism Complex at Bhalswa

Delhi Tourism is in possession of Bhalswa Lake Over the past decade and it has developed facilities for outdoor leisure by undertaking water sports and allied activities in the lake. Such recreational activities have added to the civic life of capital. Recreational-boating through pedal boats, hovercraft, water scooter, shikara and sports boats like kayaking, canoeing and rowing has already been introduced by the Corporation. In the recent past an earthen bandh has been constructed around the lake and fixed sluice gate between the lake and supplementary drain to maintain the water level in the lake. Indian Kayaking & Canoeing Association has given proposal to organize national and international level competition at this lake. At present the facilities for tourists/ visitors are very limited. It is proposed to add some facilities like open shed, change room, water cooler for drinking water for visitors/ tourists.

Besides, the Government of NCT of Delhi has a plan to develop this area as an integrated tourist complex by creating infrastructure facilities like water sports, golf course, amusement rides and various other adventure activities. It is an ambitious project and could be developed as a center-point for sports lovers from all over the world.

A provision of Rs. 10.00lakhs has been kept in the Annual Plan 2004-05.

b) Establishment of Wayside Amenities

At present, the arrival of foreign tourists in Delhi is approximately 13 lacs annually with the growth rate of 5% p.a. With the introduction of modern techniques of

dissemination of tourists information, identification of new destinations, better marketing and services, it is contemplated that growth rate shall be progressively stepped up and by the year 2008, number of tourists visiting Delhi shall be approx. 25 lacs. In addition, domestic tourists shall be double within the next five years.

In the present scenario, no wayside amenities are available at the national highways around the city. The nearest wayside amenities provided by the adjoining states are at a distance of 40 km or more from the entry point of Delhi. The Corporation is in possession of land measuring 2.08 acres at Delhi-Jaipur Road, National Highway No. 8. The Corporation has a plan to provide these amenities to the tourists and commuters through developing this site into a unique project.

The concept/design of the project has been finalised. The construction work of the project will start soon. However, the boundary wall, earth work and boring of two tube wells, have been done. The projected cost of the scheme is Rs. 417.00 lacs.

A provision of Rs. 25.00lacs has been kept in the Annual Plan 2004-05.

c) Development of Dilli Haat type projects in different parts of Delhi.

The Corporation has set up a Dilli Haat at INA, Sri Aurobindindo Marg, which is an upgraded version of traditional part offering a delightful amalgam of craft, food and cultural activities with a major difference—while the Village haat is a mobile, flexible arrangements, here it is the craftsmen who are mobile and ever changing there by offering panoramic view of the richness and diversity of Indian handicrafts and artifacts. The project has already won heritage and cultural awards i.e. PATA gold award.

In view of its wide success and in pursuance of govt. policy of promoting and preserving our immense heritage of human skills, the government has to decided to set up more Haats in the Capital. The Corporation is in the process of identifying the sites for the purpose. The DDA has been approached by DTTDC for identification of suitable sites to set up these projects.

One site at Pitampura near TV Tower has been allotted to DTTDC for this purpose. A provision of Rs. 735.00lakhs has been kept in the Annual Plan 2004-05.

d) Restoration of Denotified Monuments.

Delhi, being a city of monuments consisting historical importance, rich heritage and religious tradition and culture, attracts a large flow of tourists towards it. There is a series of denotified monuments that have remained neglected, unknown and unvisited due to absence of proper maintenance, hygienic conditions, publicity and better accessibility. Since 1996, Delhi Tourism has undertaken the restoration of such denotified monuments through INTACH. A study has been conducted by INTACH in the area and identified over 80 monuments. The Corporation has restored 30 denotified monuments in Mehrauli area and the work at 4 more monuments is in full swing. The corporation has to prepare a comprehensive action chart for restoration of identified monuments. Delhi Tourism proposes to restore 04 more monuments, identified by INTACH in the Area during the current year. A provision of Rs. 10.00lakhs has been kept in the Annual Plan 2004-05.

e) Refurbishment of monuments

DTTDC has conducted a study with the help of Resource Earth Management for water harvesting around Old Fort for filling the lake outside old fort to maintain the beauty of the monument. As per plan, untreated water will be taken out from NDMC drain, treated and put into the lake. The surplus water will be utilized for watering the adjoining park. The total cost of the project is Rs. 19.95 lakhs. A provision of Rs. 10 lakhs has been kept during annual plan 2004-05

f) Signage at monuments and other historical places for identification and awareness of tourists.

There is lack of information and awareness amongst the tourists and residents of Delhi for the cities with historic past. There are a large number of monuments in the Mehrauli heritage area and other parts of the city that has tremendous historical significance but unveiled. In order to provide more detailed information on the rich architecture of the buildings, their historic importance and other aspects, DTTDC proposes installation of signage aesthetically designed at these monuments.

Department of tourism, Government of India has sanctioned a scheme for installation of signage at monuments/ historical buildings in Delhi. The total cost of the project is Rs. 32.56 lacs with 50% central share and 50% state share. GNCTD and DOT, GOI have released Rs. 8.57 lakhs each under this scheme which is 50% of the scheme. To finalise the scheme the balance amount is required. It is proposed that a provision of Rs. 8.57 lakhs is being kept in the Annual Plan 2004-05.

g) Illumination of Monuments

Many tourists are visiting Delhi from India and abroad. There is much to see during daytime but hardly any thing for the evenings. To enhance the beauty of Delhi during evenings DTTDC proposes to illuminate the ancient monuments, which are visible from the roads while driving.

DTTDC intends to illuminate Rahim Khan-e-Khanan Tomb and Shershah Suri Gate at Mathura Road with an estimated amount of Rs. 11.00 lacs and Rs. 12.00 lacs respectively. ASI has informed vide their letter that they would be very happy if the illumination of Khan-I-Khanan Tomb is taken up by Delhi Tourism & Transportation Development Corporation. A provision of Rs. 10.00 lakhs is being kept under the annual plan 2004-05

h) Development of Lakes

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 hills, particularly in Mehrauli area of South Delhi had underground water level at 50 feet. Now, the water level has drastically gone down to 200 feet deep, which is not only disastrous from agricultural point of view but also for tourism potential. Water bodies with recreational facilities provide ample attraction to the tourists. These facilities have added to the civic life of capital. For the purpose, infrastructure for various types of amusement could also be developed on the embankment of the lakes. There is an emergent need for development preservation and maintenance of existing water bodies available with Delhi Tourism (Bhalswa Lake, Old Fort Lake, India Gate Water Channel, Hari Nagar Lake, Naini

Lake and Prasad Nagar Lake) to beautify the city and to keep it at par with the other major cities of the world and to cater to the widening demands.

An amount of Rs. 10.00 lacs kept in the Annual Plan 2004-05 under the scheme.

i) Development of Coffee Homes in different parts of Delhi.

The Corporation has set up Coffee Homes at Connaught Place, Laxmi Nagar, R.K. Puram and Ajmal Khan Park to provide clean hygienic, wholesome food to delhities / visitors at reasonable rates. These coffee homes become popular. To extent these facilities in other parts of the city DTTDC proposes to set four new coffee homes under Annual Plan 2004-05.

A provision of Rs. 41.43 lakhs has been kept in the Annual Plan 2004-05.

j) Installation of Sport Climbing Wall

Recently, DTTDC has developed Garden of Five Senses at Said-ul-Ajaib. The Garden is spread on 20.5 acres of land. To attract school children and youth, DTTDC proposes to install a Sport Climbing Wall at Garden of Five Senses, Said-ul-Ajaib. A provision of Rs. 10 lakhs has been kept for installation of Sport Climbing Wall under Annual Plan 2004-05.

3. PROMOTION OF TOURISM- DESLHI AS A DESTINATION (Rs. 125.00 lakh)

a) Participation in National/International/fairs/conferences/conventions etc.,

India is one of the top four domestic tourism markets in the World. Indians traveling abroad spent over Rs.80 billion in 2001 while domestic tourists spent over Rs.550 billion. Over the year 1995-2001 period, it is the domestic tourist that kept the Indian Tourism Industry afloat. Since the fairs have a large participation of national tourism organizations dealing with overseas and outbound tours, airlines, destination marketers etc., it has become imperative to participate in the marts to make the presence felt in the show and to interact.

Delhi Tourism proposes to participate in the following national and international fairs with prior approval of Finance Department is which necessary specially for international tours.

National Fairs:

1. Travel & Tourism Fair (TTF)
2. SATTE
3. IATO Convention
4. TAAI Convention
5. India International Travel Tourism Mart

International Fairs at WTM London and ITB Berlin

An amount of Rs 20 Lakhs has been kept in the Annual Plan 2004-05 under the scheme.

b) Publicity through Print and Electronic Media

Extensive print publicity has made Kerala the most sought after destination in the country. The corporation plans to promote Delhi as “not to be missed tourist destination”, a gateway and not a get away. To promote the city's attraction, a print publicity campaign in the happening travel/ tourism magazines is proposed. This includes the top tourism /travel magazines, special supplements during IATO/TAAI, Trav Talk, Delhi Diary, hospitality India, travel planner, swagat, Namaskar the inflight magazines, Explore India, the newsletter of DOT, FHRAI directory, travel express is proposed.

An amount of Rs. 20 lakhs has been kept in the annual plan 2004-05.

c) Production of Tourist Literature - Scrollers, Folders, Leaflets, Brochures, Guide Maps, Guide Books, CD's etc.

1. Scrollers: An innovative means of advertising, it helps maximise the space available to us for display of our product range by using backlit pictures displayed one at a time. An amount of Rs. 3.00 lakhs is proposed for annual plan 2004-05 under the scheme.
2. Mini Delhi Booklets: The booklet is handy and compact. This contains basic tourist information from the history of the capital city to the information on hotels, embassies and shopping centers. The booklet is aimed for distribution from disembarkation points of national and international airports for tourists arriving in

Delhi. Quantity proposed one lakh. An amount of Rs.2.0 lakhs is proposed for annual plan 2004-05.

3. Tourist Guide Map: The map containing basic tourist information on Delhi is the best handy map to be carried by a tourist. It would be distributed free of cost from counters of Delhi Tourism, leading hotels and all the major locations. Delhi Tourism proposes to advertise in quarterly map on a regular basis. An amount of Rs.4.00 lakhs is proposed for the annual plan 2004-05 under the scheme.
4. Folders: The handmade folder for giving literature at the time of international/national marts/conferences to invitees etc. An amount of Rs 2.00 lacs are proposed for the annual plan 2004-05 under the scheme.
5. Printing of Posters and brochures: Printing of posters on Adventure activities and Azad Hind Gram. The estimated cost of these posters is Rs. 3 lacs which is proposed under the annual plan 2004-05.
6. Images/ photographs of Delhi's monuments/ tourists places : For the promotion of tourism, Delhi Tourism requires good quality stocks of photographs/transparencies. An amount of Rs 2.00 lakhs is proposed for the Annual Plan 2004-05 under the scheme.
7. Production of Virtual Reality CD-ROM on Delhi, promoting Delhi as a tourist destination. An amount of Rs 4 lakhs is proposed for the Annual Plan 2004-05 under the scheme.

d) 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 religions and regions of India. The multiple culture and diversity of Delhi provides excellent opportunities to organise 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 citizens.

Delhi Tourism has prepared a plan to organise such cultural events on monthly basis to project various interesting aspects of this capital city. The festivals to be organised during the year 2004-05 along with estimated expenditures of Rs.80.00 lakhs. Kite flying festival, mango festival, chaudavin ka chand, chrysanthemum show, jahan-e-khusrau, Spic Macay festival, folk music festival, bhakti utsav, annya festival, garden tourism festival, sharad utsav Roshanara festivals etc. shall be organized during 2004-05 after approval of calendar of events by Chief Minister.

A provision of Rs. 65.00 lakh has been made in the Annual Plan 2004-05.

4 DELHI INSTITUTE OF HOTEL MANAGEMENT & CATERING TECHNOLOGY (Rs 300.00 lakhs)

Delhi Institute of Hotel Management & Catering Technology formerly known as Food Craft Institute was set up by the Central Ministry of Tourism in in the year 1979 in collaboration with Delhi Administration. The institute started functioning from the year 1983. Administration and financial control of the institute for first five years remained with the Ministry of Tourism, Govt. of India. Seed Capital and Revenue expenditure were given and borne by the Central Ministry of Tourism (GOI) for running five streams of Hotel and Hospitality related disciplines of one & half year trade diploma courses. The courses were affiliated to the Board of Technical Education, Delhi. On completion of 5 years of operation in 1988, the Central Government transferred the assets and liabilities to the Delhi Administration for running the Institute. Delhi Institute of Hotel Management is presently housed in Old Gargi College Building, Lajpat Nagar-IV, New Delhi-110024.

With the growth of the Tourism and Hospitality Industry during the previous five year plans and expected turn around in the current five year plan the Craft level institute was upgraded to full-fledged diploma level w.e.f. 1998. The institute has further been upgraded to three year Degree level institute from the academic

session 2002-03. The Degree course is affiliated to the National Council for Hotel Management & Catering Technology an apex autonomous body set up by the Central Government (Ministry of Tourism). Under the Degree programme manpower is being trained for the supervisory and management level. Delhi Institute of Hotel Management and Catering Technology is presently housed in Old Gargi College Building, Lajpat Nagar-IV, New Delhi –110024.

Upon the up-gradation of the institute the Govt. of NCT of Delhi allotted 5.06 acres of land for construction of institute's administrative and academic block, advance training center, student's hostels and staff accommodations. First phase of construction, which includes academic and administrative block, is in full swing and is likely to be completed by the end of August 2004. Construction of the second phase of the building will be taken up on completion of phase-I, which will include advance training center, student's hostels and staff accommodations.

The Academic and Administrative block nearing completion will house the following training facility;

- ⇒ Basic Training Kitchen (two)
- ⇒ Quantity Food Kitchen (one)
- ⇒ Advance Training Kitchen (one)
- ⇒ Studio Kitchen & Research Lab (one)
- ⇒ Bakery and Patisserie Lab (two)
- ⇒ Confectionery Lab (one)
- ⇒ Basic Training Restaurant (one)
- ⇒ Advance Training Restaurant (one)
- ⇒ Language Lab (one)
- ⇒ MIS and Computer lab (one)
- ⇒ Housekeeping Lab (one)
- ⇒ Training Laundry and Linen Room (one)
- ⇒ Library and Resource Center (one)
- ⇒ Front Office Lab (one)
- ⇒ Training Guest Room (twin & suite room - two)

The above training facilities will required to be equipped with the latest equipment as per the norms prescribed by the National Council for Hotel Management (NCHM) and All India Council for Technical Education (AICTE). However, more modern equipment are being proposed to be added to the infrastructure over and above NCHM & AICTE list. Proposed estimated expenditure (approximate) required from plan fund for different heads will be:

- | | |
|--|------------------|
| a. Training Kitchens, Bakery & Confectionery equipment | - Rs.200.00 lacs |
| b. Training Restaurants furniture & equipment | - Rs. 80.00 lacs |
| c. Training Housekeeping lab, Laundry and Linen room lab | - Rs.100.00 lacs |
| d. MIS and Computer Lab | - Rs.75.00 lacs |
| e. Language Lab | - Rs.5.00 lacs |
| f. Front Office Lab | - Rs.5.00 lacs |
| g. Studio Kitchen & Food Science Lab | - Rs.10.00 lacs |
| h. Training Guest rooms (one twin # + one suite) | - Rs.20.00 lacs |
| i. Class Rooms & faculty room furniture, etc. | - Rs.50.00 lacs |
| j. Exhaust, ventilation, air-conditioning for Kitchens & Restaurants | -Rs.250.00 lacs |
| k. Telecommunication and Data-communication systems | -Rs.50.00 lacs |
| l. Music, Public & Class room address system & Digital recording systems | - Rs.50.00 lacs |

Along with the administrative block meeting and conference room and other student's facilities for co-curricular and extra curricular activities will require being equipped. It is proposed to use the latest technology (IT) for e-governance of academic and administrative activities for which number of customized software will be required for adoption. Support in terms of capital & revenue from the plan funds will be needed from time to time for infrastructure construction and development during the 10th Five Year Plan. Initial capital expenditure from plan fund and revenue expenditure support from plan fund will also be required during the incubation period of the institute for around 4-5 years. The institute will become self-sustaining after increase of intake and introduction of few novel courses required by the hospitality/hotel industry, which will also give job opportunities to the youngsters joining the various coursed offered at the institute.

For infrastructures activity i.e. plan capital expenditure proposal is submitted by the P.W.D., Govt. of NCT of Delhi. Major capital expenditure will be required during the second phase of the building which will have advance training center, hostel facilities as well as staff accommodation. Keeping in view condition of self sustaining, laid down by Planning Commission, Government of India with the approval of the scheme, posts will be created with the approval of Planning & Finance Department as per norms of NCHM&CT. The equipments will also be purchased as per norms of NCHM&CT.

An outlay of Rs. 2000.00 lac is approved in the 10th FYP 2002-07. The institute incurred an expenditure of Rs. 124.35 lac during 2002-03. An amount of Rs. 210.00 lac has been provided in RE 2003-04 against approved outlay of Rs. 310.00 lac. An outlay of Rs. 300.00 lac including Rs. 25.00 lac under revenue head is approved in the Annual Plan 2004-05.

5. GRANT-IN-AID TO DTTDC FOR STRENGTHENING OF TOURIST INFORMATION CENTERS (Rs 20 .00 Lakhs)

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 closing down of 10 TIC out of 16 and running of remaining six Information Centers in ten shifts with a provision of financial assistance under plan to the extent of 50% of salary.

An outlay of Rs. 100.00 lac is approved in the 10th FYP 2002-07. During 2002-03 and 2003-04 Rs. 50.00 lac were spent (Rs. 20.00 each year). An outlay of Rs. 20.00 lac is approved for the Annual Plan 2004-05.
