

MINISTRY OF TOURISM

DEMAND NO. 95

Ministry of Tourism*(In ₹ crores)*

	Actual 2015-2016			Budget 2016-2017			Revised 2016-2017			Budget 2017-2018		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
Gross	896.46	3.62	900.08	1589.27	1.05	1590.32	1669.88	1.05	1670.93	1839.69	1.08	1840.77
Recoveries	-21.83	...	-21.83
Receipts
Net	874.63	3.62	878.25	1589.27	1.05	1590.32	1669.88	1.05	1670.93	1839.69	1.08	1840.77
A. The Budget allocations, net of recoveries, are given below:												
CENTRE'S EXPENDITURE												
Establishment Expenditure of the Centre												
1. Secretariat	7.58	...	7.58	8.95	...	8.95	6.90	...	6.90	8.30	...	8.30
2. Director General of Tourism	63.68	...	63.68	108.00	...	108.00	82.36	...	82.36	109.88	...	109.88
	-5.28	...	-5.28
<i>Net</i>	58.40	...	58.40	108.00	...	108.00	82.36	...	82.36	109.88	...	109.88
Total-Establishment Expenditure of the Centre	65.98	...	65.98	116.95	...	116.95	89.26	...	89.26	118.18	...	118.18
Central Sector Schemes/Projects												
Tourism Infrastructure												
3. Integrated Development of Tourist Circuits around specific themes (Swadesh Darshan)	309.54	...	309.54	706.35	...	706.35	972.40	...	972.40	959.91	...	959.91
4. Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)	39.99	...	39.99	100.00	...	100.00	100.00	...	100.00	100.00	...	100.00
5. <i>Other Support to Tourist Infrastructure</i>												
5.01 Product/Infrastructure Development for Destination and Circuits	10.00	...	10.00	10.00	...	10.00	10.00	...	10.00	10.00	...	10.00
	-20.41	...	-20.41
<i>Net</i>	-10.41	...	-10.41	10.00	...	10.00	10.00	...	10.00	10.00	...	10.00
5.02 Assistance for Large Revenue Generating Projects	0.99	...	0.99	0.99	...	0.99	2.99	...	2.99
5.03 Assistance to Central Agencies	11.00	...	11.00	70.00	...	70.00	70.00	...	70.00	70.00	...	70.00
5.04 Market Research	10.31	...	10.31	11.00	...	11.00	11.00	...	11.00	6.00	...	6.00
5.05 Incentive to Accommodation Infrastructure	0.10	...	0.10	0.60	...	0.60	0.60	...	0.60	0.01	...	0.01
<i>Total- Other Support to Tourist Infrastructure</i>	11.00	...	11.00	92.59	...	92.59	92.59	...	92.59	89.00	...	89.00
6. Bharat Paryatan Bhawan	...	3.00	3.00	...	1.00	1.00	...	1.00	1.00	...	1.07	1.07

(In ₹ crores)

	Actual 2015-2016			Budget 2016-2017			Revised 2016-2017			Budget 2017-2018		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
7. Buddhist Circuits												
7.01 Programme Component	0.01	...	0.01	0.01	...	0.01	0.01	...	0.01
7.02 EAP Component	...	0.62	0.62	...	0.05	0.05	...	0.05	0.05	...	0.01	0.01
<i>Total- Buddhist Circuits</i>	...	0.62	0.62	0.01	0.05	0.06	0.01	0.05	0.06	0.01	0.01	0.02
Total-Tourism Infrastructure	360.53	3.62	364.15	898.95	1.05	900.00	1165.00	1.05	1166.05	1148.92	1.08	1150.00
Promotion and Publicity												
8. Overseas Promotion and Publicity including Market Development Assistance	2.70	...	2.70	302.87	...	302.87	225.32	...	225.32	302.59	...	302.59
9. Domestic Promotion and Publicity including Market Development Assistance	299.62	...	299.62	110.00	...	110.00	75.00	...	75.00	110.00	...	110.00
Total-Promotion and Publicity	302.32	...	302.32	412.87	...	412.87	300.32	...	300.32	412.59	...	412.59
Training and Skill Development												
10. Assistance to IHMS/FCIs/IITM/NIWS	95.75	...	95.75	95.50	...	95.50	85.30	...	85.30	95.00	...	95.00
11. Capacity Building for Service Providers	50.05	...	50.05	65.00	...	65.00	30.00	...	30.00	65.00	...	65.00
Total-Training and Skill Development	145.80	...	145.80	160.50	...	160.50	115.30	...	115.30	160.00	...	160.00
Total-Central Sector Schemes/Projects	808.65	3.62	812.27	1472.32	1.05	1473.37	1580.62	1.05	1581.67	1721.51	1.08	1722.59
Grand Total	874.63	3.62	878.25	1589.27	1.05	1590.32	1669.88	1.05	1670.93	1839.69	1.08	1840.77
B. Developmental Heads												
General Services												
1. Miscellaneous General Services	0.98	...	0.98	1.00	...	1.00	0.45	...	0.45	0.70	...	0.70
2. Capital Outlay on Public Works	...	3.00	3.00	...	1.00	1.00	...	1.00	1.00	...	1.07	1.07
Total-General Services	0.98	3.00	3.98	1.00	1.00	2.00	0.45	1.00	1.45	0.70	1.07	1.77
Economic Services												
3. Secretariat-Economic Services	7.58	...	7.58	8.95	...	8.95	6.90	...	6.90	8.30	...	8.30
4. Tourism	689.05	...	689.05	1429.32	...	1429.32	1512.53	...	1512.53	1655.69	...	1655.69
5. Capital Outlay on Tourism	...	0.62	0.62	...	0.05	0.05	...	0.05	0.05	...	0.01	0.01
Total-Economic Services	696.63	0.62	697.25	1438.27	0.05	1438.32	1519.43	0.05	1519.48	1663.99	0.01	1664.00
Others												
6. North Eastern Areas	150.00	...	150.00	150.00	...	150.00	175.00	...	175.00
7. Grants-in-aid to State Governments	167.02	...	167.02
8. Grants-in-aid to Union Territory Governments	10.00	...	10.00
Total-Others	177.02	...	177.02	150.00	...	150.00	150.00	...	150.00	175.00	...	175.00
Grand Total	874.63	3.62	878.25	1589.27	1.05	1590.32	1669.88	1.05	1670.93	1839.69	1.08	1840.77

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

2. **Director General Tourism:** 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 initiatives of the Ministry of Tourism and States/Union Territory Administrations for providing improved tourist facilitation

3. **Integrated Development of Tourist Circuits around specific themes (Swadesh Darshan):** Swadesh Darshan: The objective of this scheme is to develop theme-based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Presently there are 13 Projects identified thematic Circuits of Swadesh Darshan Scheme in the country. This includes ₹ 200 crores for Prime Minister J&K Development Package 2015 for ongoing projects.

4. **Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD):** The objective of this scheme is to identify and develop pilgrimage tourist destinations on the principles of high tourist visits, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich religious/ spiritual tourist experience and enhance employment opportunities. There are total 13 projects identified.

5.01. **Product/Infrastructure Development for Destinations and circuits:** The objective of the scheme is to identify tourist circuits and destinations in the country and develop them to international standards. This includes rural tourism.

5.02. **Assistance for Large Revenue Generating Projects:** The objective of the scheme is to ensure public sector and private sector partnership in development of tourism infrastructure in the country.

5.03. **Assistance to Central Agencies:** The objective of the scheme is to ensure tourism infrastructure development through Central Financial Assistance of the Ministry and successful project implementation, proper maintenance and management of the illumination/preservation of monuments, development of cruise terminals, etc. by the concerned central agencies like Archaeological Survey of India, Port Trust of India, India Tourism Development Corporation, Ministry of Railways, etc. who own the assets.

5.04. **Market Research:** The Ministry of Tourism carries out various studies and surveys relating to tourism to provide the inputs for decision making and planning. Perspective Plans and Master Plans are prepared for different regions/destinations.

5.05. **Incentive to Accommodation Infrastructure:** To augment the inventory of quality hotel rooms for tourism promotion, a new scheme was launched during the Plan period for providing subsidy for construction of Budget Hotel Accommodation. However due to non-receipt of approvals, the scheme was operational only for one financial year, ending 31st March 2008. To meet the expenditure on court cases provision of ₹ 1 lakh is kept as token.

6. **Bharat Paryatan Bhawan:** This objective of this project is to develop an office accommodation named Bharat Paryatan Bhawan for Ministry of Tourism on Mandir Marg/ Udyan Marg opposite Birla Mandir Marg to be constructed by NDMC.

7.01. **Programme Component:** A MoU was signed between Ministry of Tourism and International Finance Cooperation for the project which aims at development and implementation of Integrated Buddhist Circuit Development strategy targeting, inter alia, increased private investment, local employment, tourism and SME growth in destinations along the Buddhist circuits.

7.02. **EAP Component:** The Externally Aided Project is a scheme of the Ministry of Finance, Department of Economic Affairs. Ministry of Tourism works as the line Ministry for implementation of the Tourism related Projects under this scheme, which is funded by Japan International Cooperation Agency (JICA).

8. **Overseas Promotion and Publicity including Market Development Assistance:** The objective of this program is to position India globally as the most favored destination. Vigorous publicity and marketing campaigns are initiated under this scheme. The Ministry has been working on a two-pronged strategy for marketing of brand Incredible India. Promotional activities in some of the markets such as Spain, China, France, etc. are undertaken in vernacular languages for a wider and targeted reach. Apart from these, efforts are being made to establish representative offices of the Ministry in new markets.

9. **Domestic Promotion and Publicity including Market Development Assistance:** Under this scheme, various activities for promotion of domestic tourism and spread of social awareness messages are undertaken. Campaigns were launched in electronic and print media in India to promote important tourist products of the country. Campaigns were also initiated to promote North East region and Jammu & Kashmir as tourist destinations.

10. **Assistance to IHMS/FCIs/IITM/NIWS:** The tourism sector in the country has been experiencing huge deficit in quality human resources. Ministry of Tourism extends Central Financial Assistance to expand and upgrade existing Institutes of Hotel Management (IHMs), Food Craft Institutes (FCIs), Indian Institute of Tourism and Travel Management (IITM), National Council of Hotel Management and Catering Technology (NCHMCT), National Institute of Water Sports (NIWS) and also to set up new institutes such as Institutes of Hotel Management (IHM) and Food Craft Institutes (FCI) so as to meet the requirements of trained manpower in the tourism industry and the funds allocated under the scheme are utilized for this purpose.

11. **Capacity Building for Service Providers:** Under this Scheme, the Ministry of Tourism (MOT) has launched a major programme, titled Hunar Se Rozgar Tak, to train youth who are minimum 8th pass and in the age group of 18 to 28 years. The programme is intended to meet the skilled manpower requirement of the Sector, as also to reach out to the poor in the society to give them employable skills. A National Programme of Skill Testing and Certification has also been launched to test and certify the Skills of the existing Senior providers. The two programmes are being implemented with the institutes of Hotel Management sponsored by the MOT playing a key role.