

MINISTRY OF TOURISM

DEMAND NO. 99

Ministry of Tourism*(In ₹ crores)*

	Actual 2021-2022			Budget 2022-2023			Revised 2022-2023			Budget 2023-2024		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
Gross	803.88	...	803.88	2405.27	...	2405.27	1343.13	...	1343.13	2400.00	...	2400.00
Recoveries	-21.87	...	-21.87	-5.27	...	-5.27
Receipts
Net	782.01	...	782.01	2400.00	...	2400.00	1343.13	...	1343.13	2400.00	...	2400.00
A. The Budget allocations, net of recoveries, are given below:												
CENTRE'S EXPENDITURE												
Establishment Expenditure of the Centre												
1. Secretariat	8.04	...	8.04	8.67	...	8.67	9.80	...	9.80	12.66	...	12.66
2. Director General of Tourism	87.13	...	87.13	115.72	...	115.72	110.20	...	110.20	95.85	...	95.85
Total-Establishment Expenditure of the Centre	95.17	...	95.17	124.39	...	124.39	120.00	...	120.00	108.51	...	108.51
Central Sector Schemes/Projects												
Tourism Infrastructure												
3. Integrated Development of Tourist Circuits around specific themes (Swadesh Darshan)	261.36	...	261.36	1181.30	...	1181.30	600.00	...	600.00	1412.00	...	1412.00
4. Development of Iconic Tourist Destinations	130.00	...	130.00
5. Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)	150.00	...	150.00	235.00	...	235.00	234.00	...	234.00	250.00	...	250.00
6. <i>Other Support to Tourist Infrastructure</i>												
6.01 Champion Services Sector Scheme	67.00	...	67.00	101.54	...	101.54	132.26	...	132.26
6.02 Assistance to Central Agencies	79.56	...	79.56	80.00	...	80.00	55.00	...	55.00
6.03 Market Research	1.25	...	1.25	10.00	...	10.00
6.04 Product/Infrastructure Development for Destination and Circuits	5.00	...	5.00
	-21.87	...	-21.87
<i>Net</i>	<i>-16.87</i>	<i>...</i>	<i>-16.87</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>
<i>Net</i>	<i>130.94</i>	<i>...</i>	<i>130.94</i>	<i>191.54</i>	<i>...</i>	<i>191.54</i>	<i>187.26</i>	<i>...</i>	<i>187.26</i>	<i>...</i>	<i>...</i>	<i>...</i>
7. Loan Guarantee Scheme for the Covid affected Tourism Service Sector	12.50	...	12.50	1.60	...	1.60	1.00	...	1.00
8. Assistance to Central Agencies for Tourism Infrastructure Development	80.00	...	80.00
9. Champion Services Sector Scheme	196.22	...	196.22

(In ₹ crores)

	Actual 2021-2022			Budget 2022-2023			Revised 2022-2023			Budget 2023-2024		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
Total-Tourism Infrastructure	542.30	...	542.30	1750.34	...	1750.34	1022.86	...	1022.86	1939.22	...	1939.22
Promotion and Publicity												
10. Overseas Promotion and Publicity including Market Development Assistance	9.42	...	9.42	341.00	...	341.00	60.00	...	60.00	167.00	...	167.00
11. Domestic Promotion and Publicity including Market Development Assistance	40.00	...	40.00	75.00	...	75.00	60.00	...	60.00	75.00	...	75.00
Total-Promotion and Publicity	49.42	...	49.42	416.00	...	416.00	120.00	...	120.00	242.00	...	242.00
Training and Skill Development												
12. Assistance to IHMS/FCIs/IITTM/NIWS	73.90	...	73.90	70.00	...	70.00	50.00	...	50.00	70.00	...	70.00
13. Capacity Building for Service Providers	21.22	...	21.22	34.00	...	34.00	25.00	...	25.00	35.00	...	35.00
Total-Training and Skill Development	95.12	...	95.12	104.00	...	104.00	75.00	...	75.00	105.00	...	105.00
Total-Central Sector Schemes/Projects	686.84	...	686.84	2270.34	...	2270.34	1217.86	...	1217.86	2286.22	...	2286.22
TRANSFERS TO STATES/UTs												
Centrally Sponsored Schemes												
14. Safe Tourist Destination for Women												
14.01 Transfer to Nirbhaya Fund	5.27	...	5.27	5.27	...	5.27	5.27	...	5.27
14.02 Program Component	5.27	...	5.27	5.27	...	5.27	5.27	...	5.27
14.03 Amount met from Nirbhaya Fund	-5.27	...	-5.27	-5.27	...	-5.27	-5.27	...	-5.27
Net	5.27	...	5.27	5.27	...	5.27	5.27	...	5.27
Grand Total	782.01	...	782.01	2400.00	...	2400.00	1343.13	...	1343.13	2400.00	...	2400.00
B. Developmental Heads												
General Services												
1. Miscellaneous General Services	0.01	...	0.01	0.50	...	0.50	0.50	...	0.50	0.50	...	0.50
Total-General Services	0.01	...	0.01	0.50	...	0.50	0.50	...	0.50	0.50	...	0.50
Social Services												
2. Social Security and Welfare	0.01	...	0.01	0.01	...	0.01	0.01	...	0.01
Total-Social Services	0.01	...	0.01	0.01	...	0.01	0.01	...	0.01
Economic Services												
3. Secretariat-Economic Services	8.04	...	8.04	8.67	...	8.67	9.80	...	9.80	12.66	...	12.66
4. Tourism	773.96	...	773.96	2163.82	...	2163.82	1210.82	...	1210.82	2157.83	...	2157.83
Total-Economic Services	782.00	...	782.00	2172.49	...	2172.49	1220.62	...	1220.62	2170.49	...	2170.49
Others												
5. North Eastern Areas	227.00	...	227.00	122.00	...	122.00	229.00	...	229.00

(In ₹ crores)

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	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
6. Grants-in-aid to State Governments
Total-Others	227.00	...	227.00	122.00	...	122.00	229.00	...	229.00
Grand Total	782.01	...	782.01	2400.00	...	2400.00	1343.13	...	1343.13	2400.00	...	2400.00

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):** 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 76 projects sanctioned under Swadesh Darshan Scheme covering 13 thematic circuits.

4. **Development of Iconic Tourist Destinations:** A new central Sector Scheme Development of Iconic Tourist Sites/ Destinations has been framed for Development of nineteen identified iconic destinations in the country following a holistic approach involving infrastructure and skill development, use of technology, attracting private investment, branding and marketing.

5. **Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD):** The objective of PRASHAD scheme is to identify and develop pilgrimage and heritage tourist destinations on the principles of high tourist visits, competitiveness and sustainability in an integrated manner by synergizing efforts stakeholders to enrich religious/ spiritual / heritage tourist experience and enhance employment opportunities.

6.01. **Champion Services Sector Scheme:** The Champion Service Sector Scheme is formulated with a view for development of the tourism sector to make India a more competitive destination and for providing a more enriching experience to the tourists both domestic and foreign.

6.02. **Assistance to Central Agencies:** Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and other socio-economic benefits to the society. The holistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance(CFA) to the States/UTs may not be possible since, many of the potential destinations are under the jurisdictions/control of Central Agencies like ASI, Port Trusts in India, ITDC etc. and the overall development of places of tourist interest under their control may not be possible through their own resources and may require convergence of resources, expertise and experience for maintenance and management after development. In order to remove these shortcomings and to bring in the active participation of the Central Agencies, the tourist interest assets owned by Central/State Governments/UT Administrations/Central Agencies which have potential, could be developed, provision is made to promote places of such tourist interest through Central Agencies.

6.03. **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. The Scheme has been wound up as a separate scheme as per the instructions of Department of Expenditure. The Activities under this scheme have been merged with the Scheme Capacity building for Services Providers.

6.04. **Product/Infrastructure Development for Destinations and circuits:** The Scheme has been wound up.

7. **Loan Guarantee Scheme for the Covid affected Tourism Service Sector:** The Loan Guarantee Scheme for the Covid affected Tourism Service Sector (LGSCATSS) was launched in accordance with the announcement made by Ministry of Finance 28.06.2021. Guarantee free loan upto ₹ 10.00 lakh each for Ministry of Tourism approved Travel and Tourism Stakeholders (Tour Operator/Travel Agents/Tourist Transport Operators) and upto ₹ 1.00 lakh each to RLGs / IITGS approved by MoT, Tourist Guides approved by State Govt., UTs Administration is cover under the scheme the scheme is to exacted through and NCGTC. Around ten scheduled commercial banks have launched the scheme and chequers/sanction letters have been distributed to some of the beneficiaries of LGSCATSS.

8. **Assistance to Central Agencies for Tourism Infrastructure Development:** Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and other socio-economic benefits to the society. The holistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance(CFA) to the States/UTs may not be possible since, many of the potential destinations are under the jurisdictions/control of Central Agencies like ASI, Port Trusts in India, ITDC etc. and the overall development of places of tourist interest under their control may not be possible through their own resources and may require convergence of resources, expertise and experience for maintenance and management after development. In order to remove these shortcomings and to bring in the active participation of the Central Agencies, the tourist interest assets owned by Central/State Governments/UT Administrations/Central Agencies which have potential, could be developed, provision is made to promote places of such tourist interest through Central Agencies.

9. **Champion Services Sector Scheme:** The Champion Service Sector Scheme is formulated with a view for development of the tourism sector to make India a more competitive destination and for providing a more enriching experience to the tourists both domestic and foreign.

10. **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 and to establish representative offices of the Ministry in new markets.

11. **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.

12. **Assistance to IHMS/FCIs/IITTM/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 (IITTM), 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.

13. **Capacity Building for Service Providers:** Under the scheme Capacity Building for Service Providers, the Ministry of Tourism (MoT) has in place a major programme, titled Hunar Se Rozgar Tak to train youth who are minimum 8th pass and above the age of 18 years. The programme is intended to meet the skilled manpower requirement of the sector as also to reach out to the port in the society to give them employable skills. A programme for certification of skills of service providers employed in the hospitality sector has been instituted by the Ministry. With the aim to develop capacity in youth and to facilitate micro and small business start-ups, Ministry introduced the Entrepreneurship Programme.

14. **Safe Tourist Destination for Women:** Safe Tourist Destinations for Women is a scheme focused to provide safe, secure and women friendly environment in and around tourist destinations where women will feel safe and travel without any fear of crime and harassment.