

MINISTRY OF TOURISM

DEMAND NO. 98

Ministry of Tourism*(In ₹ crores)*

	Actual 2018-2019			Budget 2019-2020			Revised 2019-2020			Budget 2020-2021		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
Gross	2102.53	...	2102.53	2189.21	0.01	2189.22	1416.00	...	1416.00	2499.83	...	2499.83
Recoveries	-11.91	...	-11.91
Receipts
Net	2090.62	...	2090.62	2189.21	0.01	2189.22	1416.00	...	1416.00	2499.83	...	2499.83
A. The Budget allocations, net of recoveries, are given below:												
CENTRE'S EXPENDITURE												
Establishment Expenditure of the Centre												
1. Secretariat	7.80	...	7.80	8.49	...	8.49	7.95	...	7.95	8.50	...	8.50
2. Director General of Tourism	107.31	...	107.31	105.61	...	105.61	117.05	...	117.05	116.12	...	116.12
Total-Establishment Expenditure of the Centre	115.11	...	115.11	114.10	...	114.10	125.00	...	125.00	124.62	...	124.62
Central Sector Schemes/Projects												
Tourism Infrastructure												
3. Integrated Development of Tourist Circuits around specific themes (Swadesh Darshan)	1101.15	...	1101.15	1106.00	...	1106.00	566.00	...	566.00	1200.00	...	1200.00
4. Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)	150.30	...	150.30	160.50	...	160.50	145.00	...	145.00	207.55	...	207.55
5. <i>Other Support to Tourist Infrastructure</i>												
5.01 Product/Infrastructure Development for Destination and Circuits	5.00	...	5.00	5.00	...	5.00	5.00	...	5.00
	-11.91	...	-11.91
<i>Net</i>	-6.91	...	-6.91	5.00	...	5.00	5.00	...	5.00
5.02 Viability Gap Scheme for Revenue Generating Tourism Projects (erstwhile Assistance for Large Revenue Generating Projects)	10.00	...	10.00	30.00	...	30.00
5.03 Assistance to Central Agencies	74.00	...	74.00	91.00	...	91.00	70.00	...	70.00	80.00	...	80.00
5.04 Market Research	2.82	...	2.82	5.00	...	5.00	3.61	...	3.61	9.66	...	9.66
5.05 Incentive to Accommodation Infrastructure	0.01	...	0.01
5.06 Champion Services Sector Scheme	1.00	...	1.00	123.00	...	123.00
<i>Total- Other Support to Tourist Infrastructure</i>	<i>69.91</i>	<i>...</i>	<i>69.91</i>	<i>112.01</i>	<i>...</i>	<i>112.01</i>	<i>73.61</i>	<i>...</i>	<i>73.61</i>	<i>247.66</i>	<i>...</i>	<i>247.66</i>
6. Bharat Paryatan Bhawan	0.01	0.01

(In ₹ crores)

	Actual 2018-2019			Budget 2019-2020			Revised 2019-2020			Budget 2020-2021		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
<i>7. Buddhist Circuits</i>												
7.01 Programme Component	0.01	...	0.01
Total-Tourism Infrastructure	1321.36	...	1321.36	1378.52	0.01	1378.53	784.61	...	784.61	1655.21	...	1655.21
Promotion and Publicity												
8. Overseas Promotion and Publicity including Market Development Assistance	415.00	...	415.00	446.20	...	446.20	312.39	...	312.39	450.00	...	450.00
9. Domestic Promotion and Publicity including Market Development Assistance	127.34	...	127.34	129.50	...	129.50	100.00	...	100.00	140.00	...	140.00
Total-Promotion and Publicity	542.34	...	542.34	575.70	...	575.70	412.39	...	412.39	590.00	...	590.00
Training and Skill Development												
10. Assistance to IHMS/FCIs/IITM/NIWS	82.00	...	82.00	82.89	...	82.89	61.00	...	61.00	70.00	...	70.00
11. Capacity Building for Service Providers	29.81	...	29.81	38.00	...	38.00	33.00	...	33.00	60.00	...	60.00
Total-Training and Skill Development	111.81	...	111.81	120.89	...	120.89	94.00	...	94.00	130.00	...	130.00
Total-Central Sector Schemes/Projects	1975.51	...	1975.51	2075.11	0.01	2075.12	1291.00	...	1291.00	2375.21	...	2375.21
Grand Total	2090.62	...	2090.62	2189.21	0.01	2189.22	1416.00	...	1416.00	2499.83	...	2499.83
B. Developmental Heads												
General Services												
1. Miscellaneous General Services	0.44	...	0.44	0.70	...	0.70	0.39	...	0.39	0.50	...	0.50
2. Capital Outlay on Public Works	0.01	0.01
Total-General Services	0.44	...	0.44	0.70	0.01	0.71	0.39	...	0.39	0.50	...	0.50
Social Services												
3. 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												
4. Secretariat-Economic Services	7.80	...	7.80	8.49	...	8.49	7.95	...	7.95	8.50	...	8.50
5. Tourism	2082.38	...	2082.38	1972.12	...	1972.12	1277.76	...	1277.76	2251.82	...	2251.82
Total-Economic Services	2090.18	...	2090.18	1980.61	...	1980.61	1285.71	...	1285.71	2260.32	...	2260.32
Others												
6. North Eastern Areas	207.89	...	207.89	129.89	...	129.89	239.00	...	239.00
Total-Others	207.89	...	207.89	129.89	...	129.89	239.00	...	239.00
Grand Total	2090.62	...	2090.62	2189.21	0.01	2189.22	1416.00	...	1416.00	2499.83	...	2499.83

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 15 theme based circuits of Swadesh Darshan Scheme in the country.

4. **Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD):** The objective of this 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. There are total 41 sites in 25 states identified under the scheme.

5.01. **Product/Infrastructure Development for Destinations and circuits:** The focus under this scheme is on improvement of existing product and developing new tourism products to World Standards. It will also focus on Integrated Infrastructure Development of tourist sites. The aim is to provide all infrastructure facilities required by the tourists within such destinations and circuits. The aim is convergence of resources and expertise through coordinated action with Union Territories. Tourist Destinations and Circuits are identified by them and taken up for development. This includes activities ranging from preparation of a master plan for its implementation. Projects taken up under this scheme follow an integrated, projected area development approach. Comprehensive Detailed Project Reports are prepared for each project by the Union Territories after consultations with the stakeholders.

5.02. **Viability Gap Scheme for Revenue Generating Tourism Projects (erstwhile Assistance for Large Revenue Generating Projects):** It is recognized that the development of tourism infrastructure projects requires very large investment that may not be possible out of the budgetary resources of the Government of India alone. In order to remove these shortcomings and to bring in private sector, corporate and institutional resources as well as techno-managerial efficiency, provision is made to promote large revenue generating projects for development of tourism infrastructure.

5.03. **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.

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.

5.06. **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.

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 and 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/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.

11. **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.