

INDIA TOURISM STATISTICS

भारतीय पर्यटक आंकड़े



2010

Atithidevo Bhava

Incredible India



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Ministry of Tourism
Market Research Division



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FOREWORD

I have great pleasure in presenting "India Tourism Statistics 2010". The Ministry has been presenting tourism related data on a regular basis and this is the 53rd in the series of this publication. This publication contains data on Foreign Tourist Arrivals (FTAs), Foreign Exchange Earnings (FEE) from tourism, domestic tourism, hotel, travel trade and training institutions in the field of travel and tourism. The publication also includes guidelines of various schemes of Ministry of Tourism for wider dissemination of the same. The guidelines on Market Development Assistance (MDA) scheme have also been included in the publication this year.

The year 2010 has been a good year in terms of growth in FTAs and FEE from tourism in the country. With FTA of 5.78 million, the year 2010 witnessed a growth of 11.8% over 2009. This is very encouraging when compared with the growth of -2.2% in 2009 and 4% in 2008. The growth in FEE in 2010 too has been higher as compared to the growth in 2008 and 2009.

I am sure that this publication will be a useful reference source for all the stakeholders connected with tourism and trade industry, including the hospitality sector in the country. It should also help industry, policy makers, administrators, researchers and those interested in knowing more about tourism in the country.

This publication has been prepared by the Market Research (MR) Division of the MOT on the basis of information received Bureau of Immigration (BOI), States/ Union Territories, Archaeological Survey of India, UNWTO, etc. All the officers and staff of the MR Division involved in the preparation of this publication deserve appreciation for their enthusiasm and hard work.


(R.H. Khwaja)

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1 CHAPTER

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Important Statistics on Tourism

IMPORTANT STATISTICS ON TOURISM, 2010

(I) INDIA

1.	Number of Foreign Tourist Arrivals in India (million)	5.78
	Annual Growth Rate	11.8%
2.	Number of Sea Cruise Passengers (million)	0.105
	Annual Growth Rate	-17.3%
3.	Foreign Tourist Arrivals by Mode of Transport (Percentage)	
	i) Air	91.8
	ii) Land	7.5
	iii) Sea	0.7
4.	Foreign Tourist Arrivals by Port of Entry (Numbers in million and Percentage share)	
	i) Delhi (Airport)	1.99(34.4%)
	ii) Mumbai (Airport)	1.18(20.5%)
	iii) Chennai (Airport)	0.62(10.7%)
	iv) Bangalore (Airport)	0.37(6.5%)
	v) Haridaspur (Land Check post)	0.24(4.2%)
	vi) Kolkata (Airport)	0.21(3.7%)
	vii) Dabolim-Goa (Airport)	0.17(3.0%)
	viii) Hyderabad (Airport)	0.17(2.9%)
	ix) Trivandrum (Airport)	0.12(2.0%)
	x) Cochin (Airport)	0.11(1.9%)
	xi) Others	0.60(10.2%)
	xii) All Ports	5.78(100.0%)
5.	Foreign Tourist Arrivals From Top 15 Markets (Numbers in million and Percentage share)	
	i) U.S.A.	0.931(16.12%)
	ii) UK	0.759(13.15%)
	iii) Bangladesh	0.432(7.48%)
	iv) Sri Lanka	0.266(4.61%)
	v) Canada	0.242(4.20%)
	vi) Germany	0.228(3.94%)
	vii) France	0.225(3.90%)
	viii) Malaysia	0.179(3.10%)
	ix) Australia	0.170(2.94%)
	x) Japan	0.168(2.91%)

	xi) Russian Federation	0.122(2.11%)
	xii) China (Main)	0.119(2.07%)
	xiii) Singapore	0.107(1.86%)
	xiv) Nepal	0.104(1.81%)
	xv) Rep. of Korea	0.096(1.65%)
	xvi) Share of top 10 countries	3.601(62.35%)
	xvii) Share of top 15 countries	4.150(71.86%)
6.	Foreign Exchange Earnings from Tourism #	
	i) In INR terms (1 crore = 10 million)	Rs. 64889 crore
	Annual Growth Rate	18.1%
	ii) In US\$ terms	US\$ 14.19 billion
	Annual Growth Rate	24.6%
7.	No. of Indian Nationals Departures from India (million)	12.99
	Annual Growth Rate	17.4%
8.	Number of Domestic Tourist Visits (million)	740.21(P)
	Annual Growth Rate	10.7%
9.	Approved Hotels as on 31st December 2010	
	i) Number of Hotels	2483
	ii) Number of Rooms	117815
10.	Travel Trade as on 31st December 2010	
	i) Number of Approved Tour Operators	600
	ii) Number of Approved Travel Agencies	467
	iii) Number of Approved Tourist Transport Operators	213
	iv) Number of Approved Domestic Tour Operators	67
	v) Number of Approved Adventure Tour Operators	33

(II) WORLD

1.	Number of International Tourist Arrivals (million)	940.0 (P)
	Annual Growth Rate	6.6%
2.	International Tourism Receipts (US\$ billion)	919.0(P)
	Annual Growth Rate	8.0%

(III) ASIA PACIFIC REGION

1.	Number of International Tourist Arrivals (million)	203.8 (P)
	Annual Growth Rate	12.7%
2.	International Tourism Receipts (US\$ billion)	248.7 (P)
	Annual Growth Rate	22.4%

(IV) INDIA'S POSITION IN WORLD

1.	Share of India in International Tourist Arrivals	0.61%
2.	India's rank in World Tourist Arrivals	40
3.	Share of India in International Tourism Receipts	1.54%
4.	India's rank in World Tourism Receipts	17

(V) INDIA'S POSITION IN ASIA PACIFIC REGION

1.	Share of India in Tourist Arrivals	2.83%
2.	India's rank in Tourist Arrivals	11
3.	Share of India in Tourism Receipts	5.71%
4.	India's rank in Tourism Receipts	6

(P) Provisional # Advance Estimates

(VI) IMPORTANT HIGHLIGHT OF INDIAN TOURISM

- The number of Foreign Tourist Arrivals (FTAs) in India during 2010 increased to 5.78 million as compared to 5.17 million in 2009. The growth rate in FTAs during 2010 over 2009 was 11.8% as compared to (-) 2.2% during 2009 over 2008. The growth rate of 11.8% in 2010 for India was better than UNWTO's projected growth rate of 5% to 6% for the world in 2010.
- The share of India in international tourist arrivals in 2010 was 0.61%, which is 0.02% improvement over 2009. However, India's rank improved to 40th, in 2010, from 41st in 2009. India accounted for 2.83% of tourist arrivals in Asia Pacific Region in 2010, with the rank of 11.
- About 91.8% of the FTAs entered India through air routes followed by 7.5% by land routes and 0.7% by sea routes. Delhi and Mumbai airports accounted for about 54.9% of the total FTAs in India. The top 15 source markets for FTAs in India in 2010 were USA, UK, Bangladesh, Sri Lanka, Canada, Germany, France, Malaysia, Australia, Japan, Russian Fed., China(Main), Singapore, Nepal and Republic of Korea. These 15 countries accounted for about 71.86% of total FTAs in India in 2010.
- Tourism continues to play an important role as a foreign exchange earner for the country. In 2010, foreign exchange earnings (FEE) from tourism were US\$ 14.19 billion as compared to US\$ 11.39 billion in 2009, registering a growth of 24.6%.
- Number of domestic tourist visits in India during 2010 was 740.21 million as compared to 668.80 million in 2009, with a growth rate of 18.8 %.
- Number of Indian national departures from India during 2010 was 12.99 million as compared to 11.07 million in 2009, registering a growth rate of 17.4%.



2 CHAPTER

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Inbound Tourism Foreign Tourist Arrivals in India

INBOUND TOURISM - FOREIGN TOURIST ARRIVALS IN INDIA

2.1 FOREIGN TOURIST ARRIVALS IN INDIA

Based on the information contained in the Disembarkation cards, data regarding the number of Foreign Tourist Arrivals (FTAs) and related aspects have been compiled and presented in this chapter. The FTAs in India continued to grow from 1.28 million in 1981, to 1.68 million in 1991, 2.54 million in 2001, to reach 5.78 million in 2010. During the year 2010, India registered a positive growth of 11.8 % over 2009. The growth rate of 11.8% in 2010 for India is better than UNWTO's projected growth rate of 5% to 6% for the world in 2010. The compound annual growth rate (CAGR) in FTAs in India during 2001 to 2010 was 9.6 %. Table 2.1.1 gives the number of FTAs in India for the years 1981 to 2010 and the growth rate over previous year.

**TABLE 2.1.1
FOREIGN TOURIST ARRIVALS (FTAs) IN INDIA, 1981-2010**

Year	FTAs in India	Annual Growth (%)
1981	1279210	2.0
1982	1288162	0.7
1983	1304976	1.3
1984	1193752	-8.5
1985	1259384	5.5
1986	1451076	15.2
1987	1484290	2.3
1988	1590661	7.2
1989	1736093	9.1
1990	1707158	-1.7
1991	1677508	-1.7
1992	1867651	11.3
1993	1764830	-5.5
1994	1886433	6.9
1995	2123683	12.6
1996	2287860	7.7
1997	2374094	3.8

Year	FTAs in India	Annual Growth (%)
1998	2358629	-0.7
1999	2481928	5.2
2000	2649378	6.7
2001	2537282	-4.2
2002	2384364	-6.0
2003	2726214	14.3
2004	3457477	26.8
2005	3918610	13.3
2006	4447167	13.5
2007	5081504	14.3
2008	5282603	4.0
2009	5167699	-2.2
2010	5775692	11.8

Source: Bureau of Immigration, India

The growth in FTAs in India during the eighties & nineties did not follow any consistent pattern. While 3 years, viz. 1986, 1992 and 1995, saw double-digit positive growth, there was negative growth in the years 1984, 1990, 1991, 1993, 1998, 2001, 2002 and 2009.

In the subsequent write up in this publication, distribution of FTAs according to various characteristics such as age, sex, nationality, purpose of visit, etc. are given. It may be clarified that distribution of FTAs in 2010 has been worked out for figure of 5.78 million, which is higher than the total FTAs as per the unit level data furnished by Bureau of Immigration (BOI).

The country-wise details of FTAs in India during 2008 to 2010 are given in Table 2.1.2. It may be seen from this Table that, the FTAs from USA were maximum during 2008, 2009 and 2010. The growth rate in FTAs in India in 2010 as compared to 2009 was maximum for Iraq (72.1%) followed by Turkey (50.6%), Sudan (48.7%), Afghanistan (45.5%), Iran (42.2%), Saudi Arabia (38.9%), Egypt (36.6%), Republic of Korea (35.6%), Japan (34.7%), Vietnam (33.7%), Ukraine (32.4%), Malaysia (32.3%), Indonesia (30.4%) and Nigeria (30.3%). FTAs from Argentina, Mexico, Italy, Portugal, Spain, Hungary, Kazakhstan, Poland, Russia, Kenya and South Africa recorded more than 20% growth in 2010 as compared to 2009. Some of the countries for which decline in FTAs were observed were Bangladesh (7.9%) followed by U.A.E (3.7%), Finland (3.2%), Pakistan (2.6%), Bahrain (1.7%) and U.K. (1.3%).

The 21 countries which accounted for more than 1% share each in FTAs in India during 2010 are: Afghanistan, Australia, Bangladesh, Canada, China (Main), France, Germany, Italy, Japan, Korea (South), Malaysia, Maldives, Nepal, Netherlands, Russia, Singapore, Spain, Sri Lanka, Thailand, U.K. and USA.

TABLE 2.1.2
NATIONALITY-WISE FOREIGN TOURIST ARRIVALS IN INDIA, 2008-2010

Country of Nationality	No. of Arrivals			Percentage Share			Percentage Change	
	2008	2009	2010	2008	2009	2010	2009/08	2010/09
North America								
Canada	222364	224069	242372	4.21	4.34	4.20	0.8	8.2
U.S.A	804933	827140	931292	15.24	16.01	16.12	2.8	12.6
Total	1027297	1051209	1173664	19.45	20.34	20.32	2.3	11.6
Central & South America								
Argentina	5087	6011	7626	0.10	0.12	0.13	18.2	26.9
Brazil	11530	13964	15219	0.22	0.27	0.26	21.1	9.0
Mexico	9272	8185	10458	0.18	0.16	0.18	-11.7	27.8
Others	17616	18444	29425	0.33	0.36	0.51	4.7	59.5
Total	43505	46604	62728	0.82	0.90	1.09	7.1	34.6
Western Europe								
Austria	25900	27930	32620	0.49	0.54	0.56	7.8	16.8
Belgium	36277	34759	37709	0.69	0.67	0.65	-4.2	8.5
Denmark	34253	30857	35541	0.65	0.60	0.62	-9.9	15.2
Finland	29223	24874	24089	0.55	0.48	0.42	-14.9	-3.2
France	207802	196462	225232	3.93	3.80	3.90	-5.5	14.6
Germany	204344	191616	227720	3.87	3.71	3.94	-6.2	18.8
Greece	6672	6664	7441	0.13	0.13	0.13	-0.1	11.7
Ireland	18924	19223	20329	0.36	0.37	0.35	1.6	5.8
Italy	85766	77873	94100	1.62	1.51	1.63	-9.2	20.8
Netherlands	71605	64580	70756	1.36	1.25	1.23	-9.8	9.6
Norway	22369	22092	22229	0.42	0.43	0.38	-1.2	0.6
Portugal	15415	17184	21038	0.29	0.33	0.36	11.5	22.4
Spain	62535	59047	72591	1.18	1.14	1.26	-5.6	22.9
Sweden	58961	43327	45028	1.12	0.84	0.78	-26.5	3.9
Switzerland	42107	38290	43134	0.80	0.74	0.75	-9.1	12.7
U.K.	776530	769251	759494	14.70	14.89	13.15	-0.9	-1.3
Others	10842	10013	11291	0.21	0.19	0.20	-7.6	12.8
Total	1709525	1634042	1750342	32.36	31.62	30.31	-4.4	7.1

Country of Nationality	No. of Arrivals			Percentage Share			Percentage Change	
	2008	2009	2010	2008	2009	2010	2009/08	2010/09
Eastern Europe								
Czech Rep.	8549	8328	9918	0.16	0.16	0.17	-2.6	19.1
Hungary	5263	4980	6022	0.10	0.10	0.10	-5.4	20.9
Kazakhstan	7534	6848	8786	1.14	0.13	0.15	-9.1	28.3
Poland	23517	19656	25424	0.45	0.38	0.44	-16.4	29.3
Russia	91095	94945	122048	1.72	1.84	2.11	4.2	28.5
Ukraine	12344	12436	16462	0.23	0.24	0.29	0.7	32.4
Others	42808	36282	38990	0.81	0.70	0.68	-15.2	7.5
Total	191110	183475	227650	3.62	3.55	3.94	-4.0	24.1
Africa								
Egypt	5326	5869	8017	0.10	0.11	0.14	10.2	36.6
Kenya	14941	22704	29223	0.28	0.44	0.51	52.0	28.7
Mauritius	19713	18866	21672	0.37	0.37	0.38	-4.3	14.9
Nigeria	13997	18338	23893	0.26	0.35	0.41	31.0	30.3
South Africa	42337	44308	55688	0.80	0.86	0.96	4.7	25.7
Sudan	3473	4987	7418	0.07	0.10	0.13	43.6	48.7
Tanzania	14872	17020	17645	0.28	0.33	0.31	14.4	3.7
Others	27091	32382	40969	0.51	0.63	0.71	19.5	26.5
Total	141750	164474	204525	2.68	3.18	3.54	16.0	24.4
West Asia								
Bahrain	7224	7901	7766	0.14	0.15	0.13	9.4	-1.7
Iraq	7789	16400	28221	0.15	0.32	0.49	110.6	72.1
Israel	42720	40581	43456	0.81	0.79	0.75	-5.0	7.1
Oman	34042	32971	35485	0.64	0.64	0.61	-3.1	7.6
Saudi Arabia	16983	15552	21599	0.32	0.30	0.37	-8.4	38.9
Turkey	10934	10282	15483	0.21	0.20	0.27	-6.0	50.6
U.A.E.	63502	47234	45482	1.20	0.91	0.79	-25.6	-3.7
Yemen Arab Rep	11583	12695	14931	0.22	0.25	0.26	9.6	17.6
Others	20765	21227	22894	0.39	0.41	0.40	2.2	7.9
Total	215542	204843	235317	4.08	3.97	4.07	-5.0	14.9
South Asia								
Afghanistan	32438	50446	73389	0.61	0.98	1.27	55.5	45.5
Iran	30149	34652	49265	0.57	0.67	0.85	14.9	42.2

Country of Nationality	No. of Arrivals			Percentage Share			Percentage Change	
	2008	2009	2010	2008	2009	2010	2009/08	2010/09
Maldives	54956	55159	58152	1.04	1.07	1.01	0.4	5.4
Nepal	78133	88785	104374	1.48	1.72	1.81	13.6	17.6
Pakistan	85529	53137	51739	1.62	1.03	0.90	-37.9	-2.6
Bangladesh	541884	468899	431962	10.26	9.07	7.48	-13.5	-7.9
Sri Lanka	218805	239995	266515	4.14	4.64	4.61	9.7	11.1
Bhutan	9952	10328	12048	0.19	0.20	0.21	3.8	16.7
Total	1051846	1001401	1047444	19.91	19.38	18.14	-4.8	4.6
South East Asia								
Indonesia	19609	20068	26171	0.37	0.39	0.45	2.3	30.4
Malaysia	115794	135343	179077	2.19	2.62	3.10	16.9	32.3
Myanmar	12147	12849	14719	0.23	0.25	0.25	5.8	14.6
Philippines	17222	21987	24534	0.33	0.43	0.42	27.7	11.6
Singapore	97851	95328	107487	1.85	1.84	1.86	-2.6	12.8
Thailand	58065	67309	76617	1.10	1.30	1.33	15.9	13.8
Vietnam	4877	5577	7458	0.09	0.11	0.13	14.4	33.7
Others	7360	1730	2980	0.14	0.03	0.05	-76.5	72.3
Total	332925	360191	439043	6.30	6.97	7.60	8.2	21.9
East Asia								
China (Main)	98093	100209	119530	1.86	1.94	2.07	2.2	19.3
China (Taiwan)	28939	23464	23915	0.55	0.45	0.41	-18.9	1.9
Japan	145352	124756	168019	2.75	2.41	2.91	-14.2	34.7
Rep. of Korea	79802	70485	95587	1.51	1.36	1.65	-11.7	35.6
Others	3044	3883	4896	0.06	0.08	0.08	27.6	26.1
Total	355230	322797	411947	6.73	6.25	7.13	-9.1	27.6
Australasia								
Australia	146209	149074	169647	2.77	2.88	2.94	2.0	13.8
New Zealand	29261	30876	37024	0.55	0.60	0.64	5.5	19.9
Others	2838	2501	3604	0.05	0.05	0.06	-11.9	44.1
Total	178308	182451	210275	3.38	3.53	3.64	2.3	15.3
Others	34540	15588	12087	0.65	0.30	0.21	-54.9	-22.5
Stateless	1025	624	670	0.02	0.01	0.01	-39.1	7.4
Grand Total	5282603	5167699	5775692	100.0	100.0	100.0	-2.2	11.8

Source: Bureau of Immigration, India

2.2 FOREIGN TOURIST ARRIVALS IN INDIA FROM DIFFERENT REGIONS

FTAs in India from different regions of the World during last three years are given in Table 2.2.1. It is observed clear is that the FTAs in India have been increasing from all regions viz. North America, Central & South America, Western Europe, Eastern Europe, Africa, West Asia, South Asia, South East Asia, East Asia and Australasia during the year 2010. The growth was maximum from Central & South America (34.6%) followed by East Asia (27.6%), Africa (24.4%), Eastern Europe (24.1%), South East Asia (21.9%), Australasia (15.3%), West Asia (14.9%), North America (11.6%), Western Europe (7.1%) and South Asia (4.6%).

The percentage share in FTAs in India during 2010 was the highest for Western Europe (30.3%) followed by North America (20.3%), South Asia (18.1%) South East Asia (7.6%), East Asia (7.1%), West Asia (4.1%), Eastern Europe (3.9%), Australasia (3.6%), Africa (3.5%) and Central & South America (1.1%). The arrivals in India from Western Europe were also the highest during the years 2009 and 2008 with more than 31% share.

The following graph gives the trends in FTAs in India during the last three years from all the regions.

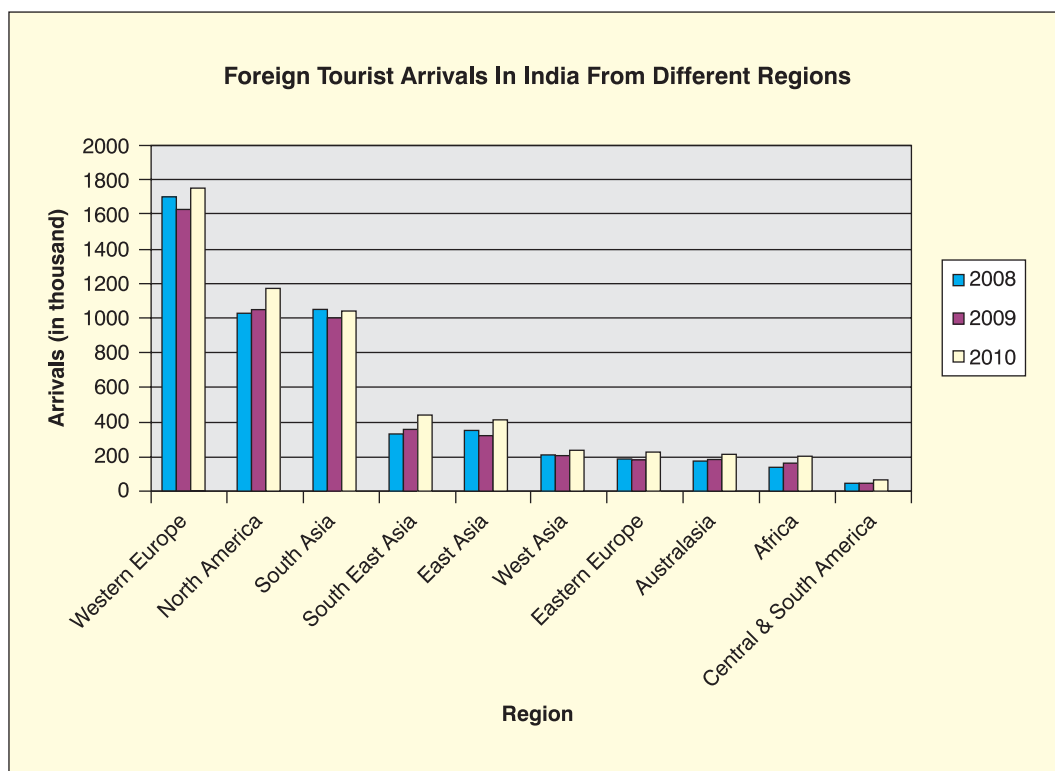


TABLE 2.2.1
FTAs IN INDIA FROM DIFFERENT REGIONS OF THE WORLD, 2008-2010

Region/Country	No. of Arrivals			Proportion to the Total			Percentage Change	
	2008	2009	2010	2008	2009	2010	2009/08	2010/09
Western Europe	1709525	1634042	1750342	32.36	31.62	30.31	-4.4	7.1
North America	1027297	1051209	1173664	19.45	20.34	20.32	2.3	11.6
South Asia	1051846	1001401	1047444	19.91	19.38	18.14	-4.8	4.6
South East Asia	332925	360191	439043	6.30	6.97	7.60	8.2	21.9
East Asia	355230	322797	411947	6.73	6.25	7.13	-9.1	27.6
West Asia	215542	204843	235317	4.08	3.97	4.07	-5.0	14.9
Eastern Europe	191110	183475	227650	3.62	3.55	3.94	-4.0	24.1
Australasia	178308	182451	210275	3.38	3.53	3.64	2.3	15.3
Africa	141750	164474	204525	2.68	3.18	3.54	16.0	24.4
Central & South America	43505	46604	62728	0.82	0.90	1.09	7.1	34.6
Others	34540	15588	12087	0.65	0.30	0.21	-54.9	-22.5
Stateless	1025	624	670	0.02	0.01	0.01	-39.1	7.4
Total	5282603	5167699	5775692	100.0	100.0	100.0	-2.2	11.8

Source:-Bureau of Immigration, India

2.3 SEASONALITY IN FOREIGN TOURIST ARRIVALS IN INDIA

Weather conditions at different tourist destinations are one of the important determinants of tourist arrivals. In the past, seasonal variations have been observed in FTAs to India.

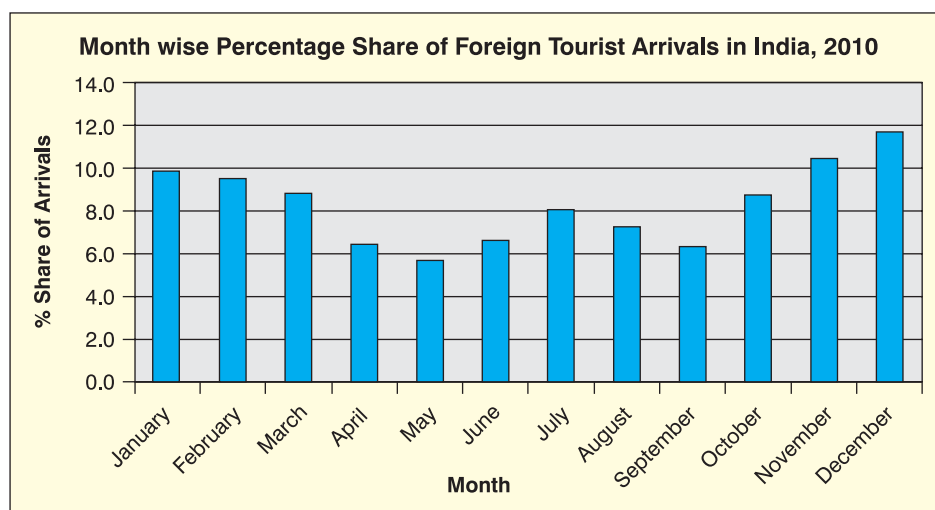
Table 2.3.1 gives the month-wise FTAs in India during 2010 as well as comparative figures for 2009 and 2008. It may be seen from Table 2.3.1. that, during the year 2010, December has been the peak month for FTAs in India followed by November and January. May has been the leanest month. The share of January, February, March and August in 2010 has increased as compared to 2009.

TABLE 2.3.1
MONTH-WISE FTAs IN INDIA DURING 2010 AND COMPARATIVE
FIGURES OF 2009 & 2008

Month	Foreign Tourist Arrivals(Nos.)			Growth rate in FTAs		Percentage Share		
	2008	2009	2010	2009/08	2010/09	2008	2009	2010
January	511781	481308	568719	-6.0	18.2	9.7	9.3	9.8
February	611493	489787	552152	-19.9	12.7	11.6	9.5	9.6
March	479765	442062	512152	-7.9	15.9	9.1	8.6	8.9
April	361101	347544	371956	-3.8	7.0	6.8	6.7	6.4
May	304361	305183	332087	0.3	8.8	5.8	5.9	5.7
June	341539	352353	384642	3.2	9.2	6.5	6.8	6.7
July	431933	432900	466715	0.2	7.8	8.2	8.4	8.1
August	383337	369707	422173	-3.6	14.2	7.2	7.1	7.3
September	341693	330707	369821	-3.2	11.8	6.5	6.4	6.4
October	450013	458849	507093	2.0	10.5	8.5	8.9	8.8
November	531683	541524	608178	1.9	12.3	10.0	10.5	10.5
December	533904	615775	680004	15.3	10.4	10.1	11.9	11.8
Total	5282603	5167699	5775692	-2.2	11.8	100.0	100.0	100.0

Source: Bureau of Immigration, India

In 2010, the maximum number of foreign tourists visited India during December (11.8 %) and minimum during the month of May (5.7 %). The following graph clearly shows that the maximum FTAs in India were in January-March and October-December during 2010. This is generally consistent with the pattern in 2008 and 2009 also.



The peak and lean months for arrivals of tourists from top 15 source markets for India during 2010 are presented in Table 2.3.2. For 5 countries, namely United States, Canada, Malaysia, Australia and Singapore, December was the peak month. For 3 countries, namely United Kingdom, Germany and Republic of Korea, January was peak month. Peak months for other countries were February (Bangladesh & Japan), July (France), November (Russian Federation & China (Main)), August (Sri Lanka) and October (Nepal). Peak month for each of these countries accounted for more than 10% of the FTAs, except China (Main), from that country in 2010.

TABLE 2.3.2
LEAN AND PEAK MONTHS OF FTAs IN INDIA DURING 2010 FROM
TOP 15 COUNTRIES

S. No.	Nationality	Lean Month (% Share)	Peak Month (% Share)
1.	United States	September (4.9%)	December (13.9 %)
2.	United Kingdom	June (4.2%)	January (12.9%)
3.	Bangladesh	November (7.0%)	February (10.4%)
4.	Sri Lanka	November (4.3%)	August (13.5%)
5.	Canada	September (5.3%)	December (12.9%)
6.	Germany	June (4.9%)	January (12.5%)
7.	France	September (5.1%)	July (12.0%)
8.	Malaysia	April (5.2%)	December (10.5%)
9.	Australia	May (6.0%)	December (17.1%)
10.	Japan	July (7.0%)	February (10.0%)
11.	Russian Fed.	June (1.0%)	November (18.5%)
12.	China(Main)	June (7.1%)	November (9.7%)
13.	Singapore	April (6.7%)	December (11.7%)
14.	Nepal	April (6.5%)	October (11.9%)
15.	Rep. of Korea	November (6.1%)	January (15.1%)

S/ource: Bureau of Immigration, India

It may be seen from Table 2.3.3 that the number of FTAs in India in 2010 was maximum during the winter season (October- December) with 31.1% and minimum during the summer season (April-June) with 18.8%. The arrivals during the two quarters of January-March and October-December comprised (59.4%) of the total arrivals in 2010. The corresponding figure for 2009 was 58.7%.

TABLE 2.3.3
NATIONALITY-WISE AND QUARTER-WISE FTAs IN INDIA, 2010

Country of Nationality	Arrivals (in Numbers)	Quarter-wise Share (%)			
		1st Quarter (Jan-Mar)	2nd Quarter (Apr-June)	3rd Quarter (July-Sep)	4th Quarter (Oct-Dec)
North America					
Canada	242372	30.2	18.9	19.9	31.0
USA	931292	23.3	24.4	21.9	30.4
Total	1173664	24.4	23.5	21.6	30.5
Central & South America					
Argentina	7626	38.5	12.0	15.3	34.2
Brazil	15219	32.2	20.4	19.8	27.6
Mexico	10458	29.2	20.0	24.1	26.7
Others	29425	29.7	23.7	22.8	23.8
Total	62728	31.9	19.6	21.3	27.2
Western Europe					
Austria	32620	33.9	16.9	19.9	29.3
Belgium	37709	29.8	18.9	22.7	28.6
Denmark	35541	48.3	13.2	14.7	23.8
Finland	24089	44.0	11.8	9.7	34.5
France	225232	32.6	20.0	25.0	22.4
Germany	227720	33.7	18.9	19.0	28.4
Greece	7441	34.1	18.6	22.4	24.9
Ireland	20329	31.5	19.8	20.0	28.7
Italy	94100	34.6	17.6	21.3	26.5
Netherlands	70756	28.9	18.2	23.3	29.6
Norway	22229	37.3	18.2	19.1	25.4
Portugal	21038	30.3	20.2	20.0	29.5
Spain	72591	25.9	16.7	32.5	24.9
Sweden	45028	43.2	13.0	11.3	32.5
Switzerland	43134	34.1	15.8	19.2	30.9
UK	759494	34.9	16.1	18.1	30.9
Others	11291	36.5	15.8	18.7	29.0
Total	1750342	34.4	17.1	19.5	29.0

Country of Nationality	Arrivals (in Numbers)	Quarter-wise Share (%)			
		1st Quarter (Jan-Mar)	2nd Quarter (Apr-June)	3rd Quarter (July-Sep)	4th Quarter (Oct-Dec)
Eastern Europe					
Czech Rep.	9918	32.6	17.6	21.3	28.5
Hungary	6022	37.3	15.4	18.0	29.3
Kazakhstan	8786	54.6	6.3	9.2	29.9
Poland	25424	47.3	14.3	15.4	23.0
Russia	122048	44.7	9.7	4.5	41.1
Ukraine	16462	39.7	15.8	14.2	30.3
Others	38990	35.8	16.1	16.7	31.4
Total	227650	43.3	11.5	8.3	36.9
Africa					
Egypt	8017	29.6	23.8	21.2	25.4
Kenya	29223	21.8	25.7	18.9	33.6
Mauritius	21672	30.5	19.9	22.2	27.4
Nigeria	23893	22.9	23.0	28.5	25.6
South Africa	55688	25.5	18.1	18.9	37.5
Sudan	7418	20.0	20.1	36.1	23.8
Tanzania	17645	24.2	23.2	21.4	31.2
Others	40969	26.9	22.0	24.8	26.3
Total	204525	25.2	21.5	22.2	31.1
West Asia					
Bahrain	7766	24.6	21.4	33.5	20.5
Iraq	28221	26.1	24.7	27.5	21.7
Israel	43456	28.6	18.7	24.4	28.3
Oman	35485	24.1	29.3	27.5	19.1
Saudi Arabia	21599	22.4	22.7	33.5	21.4
Turkey	15483	32.1	18.4	21.2	28.3
UAE	45482	18.1	24.4	40.8	16.7
Yemen	14931	25.2	24.0	24.3	26.5
Others	22894	27.8	23.4	26.1	22.7
Total	235317	24.1	23.8	30.4	21.7
South Asia					
Afghanistan	73389	31.8	29.9	15.1	23.2
Iran	49265	34.9	16.4	26.0	22.7
Maldives	58152	27.3	28.4	18.9	25.4
Nepal	104374	24.4	21.9	24.2	29.5

Country of Nationality	Arrivals (in Numbers)	Quarter-wise Share (%)			
		1st Quarter (Jan-Mar)	2nd Quarter (Apr-June)	3rd Quarter (July-Sep)	4th Quarter (Oct-Dec)
Pakistan	51739	26.9	26.2	18.6	28.3
Bangladesh	431962	27.3	25.1	24.9	22.7
Sri Lanka	266515	26.7	21.6	29.6	22.1
Bhutan	12048	31.2	18.6	22.1	28.1
Total	1047444	27.3	23.9	25.6	23.2
South East Asia					
Indonesia	26171	28.0	23.7	24.8	23.5
Malaysia	179077	26.9	22.6	24.2	26.3
Myanmar	14719	49.8	18.1	13.7	18.4
Philippines	24534	29.4	25.0	23.6	22.0
Singapore	107487	24.0	26.0	22.0	28.0
Thailand	76617	41.8	15.5	14.2	28.5
Vietnam	7458	35.0	17.8	17.3	29.9
Others	2980	34.4	16.9	17.1	31.6
Total	439043	29.5	22.3	21.7	26.5
East Asia					
China (Main)	119530	25.9	22.9	24.6	26.6
China (Taiwan)	23915	35.8	18.9	23.2	22.1
Japan	168019	28.6	21.6	24.2	25.6
Rep. of Korea	95587	30.9	22.4	25.1	21.6
Others	4896	27.0	19.1	30.6	23.3
Total	411947	28.8	22.1	24.5	24.6
Australasia					
Australia	169647	25.6	19.9	18.7	35.8
New Zealand	37024	23.5	18.8	16.9	40.8
Others	3604	31.3	25.6	18.2	24.9
Total	210275	25.4	19.8	18.4	36.4
Others	12087	21.7	4.8	4.3	69.2
Stateless	670	29.8	26.3	31.6	12.3
Grand Total	5775692	28.3	18.8	21.8	31.1

Source:-Bureau of Immigration, India

Though more visitors come to India in the first and fourth quarters, there is regional variation in the case of West Asia. In West Asia, 2nd and 3rd quarter together contributed about 54.2% in the total FTAs during the year.

2.4 MODE OF TRAVEL OF FTAs IN INDIA

In the past 'air' has been found to be major preferred of transport. In 2010, out of the 5.78 million foreign tourist arrivals in India, majority (91.8%) arrived by air, followed by land (7.5%) and sea (0.7%). The corresponding figures for 2009 have been 89.8%, 9.2% and 1.0% respectively. Arrivals through land routes comprised tourists mainly from Bangladesh and Pakistan.

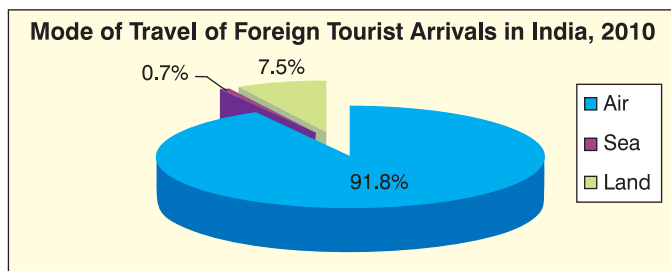


Table 2.4.1 shows the FTAs in India via air, land and sea routes during 1996-2010. It is clear that air travel has been the most preferred mode of travel for the FTAs over the years, accounting for more than 80% share in each year during this period. The share of arrivals through land check-post has been above 10% since 2001. Arrivals through sea routes remain less than 1% from 1996 to 2008. However, it was 1.0 % in 2009.

TABLE 2.4.1
FOREIGN TOURIST ARRIVALS IN INDIA ACCORDING TO MODE OF TRAVEL, 1996-2010

Year	Arrivals	% Distribution by mode of travel		
		Air	Sea	Land
1996	2287860	98.5	0.1	1.4
1997	2374094	98.5	0.0	1.5
1998	2358629	98.5	0.0	1.5
1999	2481928	98.4	0.0	1.6
2000	2649378	98.5	0.0	1.5
2001	2537282	87.1	0.9	12.0
2002	2384364	81.9	0.6	17.5
2003	2726214	83.1	0.5	16.4
2004	3457477	85.6	0.5	13.9
2005	3918610	86.5	0.4	13.1
2006	4447167	87.1	0.6	12.3
2007	5081504	88.4	0.6	11.0
2008	5282603	89.1	0.7	10.2
2009	5167699	89.8	1.0	9.2
2010	5775692	91.8	0.7	7.5

Source: Bureau of Immigration, India

The table 2.4.2 gives the shares of FTAs in India through air, sea and land in 2010 for various regions and individual countries. The mode of travel was predominantly air for all regions, except South Asia in 2010. For South Asia, in particularly for Bangladesh and Pakistan, have been pre-dominantly through land, which has been 88.0% and 84.6% respectively. The countries from which significant arrivals were through the sea-route were Philippines (16.3%), Ukraine (14.4%), Greece (10.9%) and Turkey (6.9%).

TABLE 2.4.2
NATIONALITYWISE FTAs IN INDIA DURING 2010 ACCORDING TO
MODE OF TRAVEL

Country of Nationality	Arrivals (in Numbers)	Share in total arrivals from the country (%)		
		Air	Sea	Land
North America				
Canada	242372	98.4	0.7	0.9
USA	931292	99.0	0.6	0.4
Total	1173664	98.9	0.6	0.5
Central & South America				
Argentina	7626	93.2	1.0	5.8
Brazil	15219	97.6	1.0	1.4
Mexico	10458	95.6	2.4	2.0
Others	29425	96.4	1.6	2.0
Total	62728	96.1	1.1	2.8
Western Europe				
Austria	32620	95.8	2.3	1.9
Belgium	37709	97.6	1.0	1.4
Denmark	35541	98.6	0.6	0.8
Finland	24089	98.7	0.1	1.2
France	225232	97.7	1.1	1.2
Germany	227720	94.5	4.5	1.0
Greece	7441	87.5	10.9	1.6
Ireland	20329	98.3	0.3	1.4
Italy	94100	96.8	2.1	1.1
Netherlands	70756	96.6	1.0	2.4
Norway	22229	96.2	2.7	1.1
Portugal	21038	99.2	0.3	0.5
Spain	72591	96.4	1.1	2.5
Sweden	45028	98.4	0.4	1.2
Switzerland	43134	97.9	0.6	1.5

Country of Nationality	Arrivals (in Numbers)	Share in total arrivals from the country (%)		
		Air	Sea	Land
UK	759494	98.7	0.8	0.5
Others	11291	97.1	1.5	1.4
Total	1750342	97.6	1.5	0.9
Eastern Europe				
Czech Rep.	9918	93.1	0.3	6.6
Hungary	6022	96.8	0.9	2.3
Kazakhstan	8786	98.4	0.1	1.5
Poland	25424	93.3	2.1	4.6
Russian Fed.	122048	98.8	0.8	0.4
Ukraine	16462	84.8	14.4	0.8
Others	38990	94.6	4.0	1.4
Total	227650	96.8	2.1	1.1
Africa				
Egypt	8017	97.2	2.2	0.6
Kenya	29223	99.8	0.1	0.1
Mauritius	21672	99.4	0.4	0.2
Nigeria	23893	99.7	0.1	0.2
South Africa	55688	98.8	0.1	1.1
Sudan	7418	99.7	0.1	0.2
Tanzania	17645	99.7	0.2	0.1
Others	40969	98.9	0.5	0.6
Total	204525	99.2	0.3	0.5
West Asia				
Bahrain	7766	98.7	0.2	1.1
Iraq	28221	99.8	0.1	0.1
Israel	43456	98.5	0.1	1.4
Oman	35485	99.9	0.1	0.0
Saudi Arabia	21599	99.9	0.0	0.1
Turkey	15483	92.2	6.9	0.9
UAE	45482	100.0	0.0	0.0
Yemen	14931	98.8	0.1	1.1
Others	22894	97.5	2.2	0.3
Total	235317	99.0	0.5	0.5
South Asia				
Afghanistan	73389	98.0	0.1	1.9

Country of Nationality	Arrivals (in Numbers)	Share in total arrivals from the country (%)		
		Air	Sea	Land
Iran	49265	98.7	0.8	0.5
Maldives	58152	99.9	0.1	0.0
Nepal	104374	95.4	0.1	4.5
Pakistan	51739	11.9	0.1	88.0
Bangladesh	431962	15.4	0.0	84.6
Sri Lanka	266515	99.7	0.1	0.2
Bhutan	12048	99.8	0.0	0.2
Total	1047444	51.5	0.1	48.4
South East Asia				
Indonesia	26171	95.9	3.6	0.5
Malaysia	179077	99.7	0.1	0.2
Myanmar	14719	94.4	2.8	2.8
Philippines	24534	83.4	16.3	0.3
Singapore	107487	99.7	0.1	0.2
Thailand	76617	97.7	0.4	1.9
Vietnam	7458	97.4	1.0	1.6
Others	2980	97.0	0.8	2.2
Total	439043	98.1	1.3	0.6
East Asia				
China (Main)	119530	98.6	0.6	0.8
China (Taiwan)	23915	97.9	0.0	2.1
Japan	168019	97.3	0.4	2.3
Rep. of Korea	95587	95.1	0.6	4.3
Others	4896	95.0	0.9	4.1
Total	411947	97.1	0.5	2.4
Australasia				
Australia	169647	96.7	2.2	1.1
New Zealand	37024	97.0	1.8	1.2
Others	3604	96.2	0.2	3.6
Total	210275	96.7	2.1	1.2
Others	12087	45.9	12.3	41.8
Stateless	670	100.0	0.0	0.0
Grand Total	5775692	91.8	0.7	7.5

Source: Bureau of Immigration, India

2.5 PORT OF ENTRY OF FTAs IN INDIA

During 2010, Delhi airport had registered maximum number of FTAs in India at 34.4% followed by Mumbai airport (20.5%), Chennai airport (10.7%), Bangalore airport (6.5%) and Kolkata airport (3.7%). The corresponding figures for Delhi, Mumbai, Chennai, Bangalore and Kolkata airports in 2009 were 32.2%, 21.5 %, 10.7%, 6.3% and 3.6% respectively. The 4 metro airports, i.e. Delhi, Mumbai, Chennai and Kolkata, accounted for 69.3% of total FTAs in India in 2010, as compared to 68.0 % in 2009.

Table 2.5.1 gives the percentage of FTAs in India in 4 major airports during 1996-2010. It is evident from this table that during 1996 to 2010, Delhi airport remained number one airport in terms of FTAs followed by Mumbai airport.

TABLE 2.5.1
FTAs IN INDIA THROUGH MAJOR PORTS, 1996-2010

Year	Arrivals	(%) Foreign Tourist Arrivals					
		Mumbai Airport	Kolkata Airport	Chennai Airport	Delhi Airport	Bangalore Airport	Others
1996	2287860	29.3	2.9	11.3	35.1	-	21.4
1997	2374094	33.6	3.4	13.1	39.7	-	10.2
1998	2358629	33.4	3.4	12.7	39.9	-	10.6
1999	2481928	33.5	3.4	13.6	38.6	-	10.9
2000	2649378	34.0	3.5	13.8	38.2	-	10.5
2001	2537282	26.7	4.4	12.0	33.7	-	23.2
2002	2384364	25.4	3.9	11.5	28.6	-	30.6
2003	2726214	24.1	3.7	10.5	30.8	-	30.9
2004	3457477	25.1	3.3	10.3	32.2	-	29.1
2005	3918610	24.4	3.0	9.9	31.8	-	30.9
2006	4447167	23.3	2.8	9.8	32.0	-	32.1
2007	5081504	23.8	3.0	10.3	31.4	-	31.5
2008	5282603	21.4	3.1	11.3	31.8	6.0	26.4
2009	5167699	21.5	3.6	10.7	32.2	6.3	25.7
2010	5775692	20.5	3.7	10.7	34.4	6.5	24.2

Source: Bureau of Immigration, India

The details of nationality-wise FTAs at major airports of India in 2010 are given in Table 2.5.2. It may be seen from this Table that during 2010, Mumbai was the major port of entry for the tourists from Africa, West Asia, North America, Central & South America, Western Europe and Australasia which account for more than 30% of the total FTAs., Chennai was the major port of entry for the tourists from South Asia and South East Asia accounting for more than 24.0% of the FTAs. For South Asia, majority of arrivals were from land check posts, mainly from Pakistan and Bangladesh.

TABLE 2.5.2
NATIONALITY-WISE OF FTAs IN INDIA ACCORDING TO MAJOR PORT OF
DISEMBARKATION, 2010

Country of Nationality	Arrivals (in Numbers)	Port-wise Distribution (%)					
		Mumbai Airport	Kolkata Airport	Chennai Airport	Delhi Airport	Bangalore Airport	Others
North America							
Canada	242372	27.2	2.7	9.3	33.9	6.6	20.3
USA	931292	28.9	2.9	9.4	25.0	12.0	21.8
Total	1173664	31.7	3.2	10.4	27.1	12.3	15.3
Central & South America							
Argentina	7626	36.9	4.2	3.4	35.3	7.7	12.5
Brazil	15219	35.0	2.5	6.6	32.9	13.3	9.7
Mexico	10458	27.3	3.2	8.4	37.9	9.9	13.3
Others	29425	36.1	3.6	6.5	28.4	14.0	11.4
Total	62728	38.6	3.5	7.3	32.8	12.4	5.4
Western Europe							
Austria	32620	24.3	4.4	6.5	33.2	7.1	24.5
Belgium	37709	39.4	1.8	12.9	32.0	6.3	7.6
Denmark	35541	24.5	1.8	10.5	31.9	9.0	22.3
Finland	24089	20.0	1.4	8.6	26.9	9.0	34.1
France	225232	22.1	2.2	25.4	31.7	10.5	8.1
Germany	227720	27.7	4.1	9.4	29.1	11.0	18.7
Greece	7441	24.2	4.8	6.6	29.6	10.6	24.2
Ireland	20329	28.5	5.6	7.6	26.0	12.1	20.2
Italy	94100	25.5	4.7	12.1	32.3	10.5	14.9
Netherlands	70756	32.2	2.9	9.7	33.1	10.8	11.3
Norway	22229	28.9	1.7	12.3	33.7	8.2	15.2
Portugal	21038	54.3	1.1	3.0	22.4	3.7	15.5
Spain	72591	31.0	4.1	9.2	37.6	7.6	10.5
Sweden	45028	31.3	2.3	6.9	26.3	10.5	22.7
Switzerland	43134	27.5	3.6	11.6	28.0	8.5	20.8
UK	759494	35.5	2.4	5.1	23.1	6.0	27.9
Others	11291	31.3	4.5	11.0	30.5	10.9	11.8
Total	1750342	33.9	3.1	10.1	29.6	8.7	14.6

Country of Nationality	Arrivals (in Numbers)	Port-wise Distribution (%)					
		Mumbai Airport	Kolkata Airport	Chennai Airport	Delhi Airport	Bangalore Airport	Others
Eastern Europe							
Czech Rep.	9918	39.4	5.9	10.2	25.1	12.7	6.7
Hungry	6022	29.8	1.9	8.9	36.2	11.1	12.1
Kazakhstan	8786	6.2	0.6	4.2	46.1	4.6	38.3
Poland	25424	22.9	2.5	3.9	35.9	9.3	25.5
Russian Fed.	122048	5.8	1.4	1.7	24.1	3.1	63.9
Ukraine	16462	20.9	1.6	5.3	35.2	5.3	31.7
Others	38990	27.8	2.3	5.1	34.5	6.8	23.5
Total	227650	12.6	1.8	3.1	30.4	4.8	47.3
Africa							
Egypt	8017	47.1	2.2	6.1	25.5	6.0	13.1
Kenya	29223	66.2	0.5	3.4	10.0	2.3	17.6
Mauritius	21672	54.2	0.3	9.6	23.7	10.7	1.5
Nigeria	23893	52.0	0.7	10.9	20.6	9.4	6.4
South Africa	55688	60.9	0.3	4.6	18.1	9.1	7.0
Sudan	7418	38.1	0.7	13.7	23.7	15.2	8.6
Tanzania	17645	62.6	0.2	5.4	9.3	7.2	15.3
Others	40969	52.9	1.3	5.9	20.6	7.8	11.5
Total	204525	57.1	0.9	6.2	22.1	7.6	6.1
West Asia							
Bahrain	7766	53.1	0.4	3.9	6.2	5.4	31.0
Iraq	28221	46.4	0.4	27.2	10.9	11.6	3.5
Israel	43456	62.6	0.7	1.7	27.9	3.6	3.5
Oman	35485	37.0	0.2	19.9	7.4	6.1	29.4
Saudi Arabia	21599	42.8	0.3	2.6	14.9	9.0	30.4
Turkey	15483	37.0	0.1	5.0	34.1	5.8	18.0
UAE	45482	43.1	0.1	1.4	2.9	10.3	42.2
Yemen	14931	62.5	0.3	1.4	6.4	13.0	16.4
Others	22894	41.2	0.7	6.9	19.9	6.9	24.4
Total	235317	46.3	0.5	7.1	17.9	7.8	20.4
South Asia							
Afghanistan	73389	33.8	1.2	2.1	49.6	3.4	9.9
Iran	49265	47.9	0.4	1.3	25.3	14.4	10.7

Country of Nationality	Arrivals (in Numbers)	Port-wise Distribution (%)					
		Mumbai Airport	Kolkata Airport	Chennai Airport	Delhi Airport	Bangalore Airport	Others
Maldives	58152	0.4	0.1	2.8	0.8	25.5	70.4
Nepal	104374	29.3	12.9	2.1	45.6	1.6	8.5
Pakistan	51739	10.2	0.0	0.3	10.9	0.0	78.6
Bangladesh	431962	1.2	13.7	0.1	1.6	0.0	83.4
Sri Lanka	266515	4.1	0.1	71.3	3.4	3.6	17.5
Bhutan	12048	0.7	38.7	1.3	34.3	0.3	24.7
Total	1047444	6.8	9.0	24.8	12.9	3.8	42.7
South East Asia							
Indonesia	26171	31.7	8.5	9.3	24.2	13.6	12.7
Malaysia	179077	8.9	2.2	32.2	12.7	8.8	35.2
Myanmar	14719	7.8	33.9	10.1	8.0	1.1	39.1
Philippines	24534	33.8	5.9	9.4	18.6	9.1	23.2
Singapore	107487	20.6	2.9	33.4	16.2	11.0	15.9
Thailand	76617	12.8	30.8	3.9	24.6	8.3	19.6
Vietnam	7458	25.0	24.4	7.7	18.7	11.5	12.7
Others	2980	17.2	18.9	8.7	26.9	14.2	14.1
Total	439043	16.1	0.1	25.8	17.4	9.9	30.7
East Asia							
China (Main)	119530	31.7	14.1	7.4	29.5	12.0	5.3
China (Taiwan)	23915	18.8	5.4	13.4	38.0	12.9	11.5
Japan	168019	22.8	5.9	12.9	37.5	14.5	6.4
Rep. of Korea	95587	25.4	5.1	21.5	31.1	9.5	7.4
Others	4896	34.7	6.5	8.9	20.8	17.5	11.6
Total	411947	27.0	8.5	13.9	34.0	12.9	3.7
Australasia							
Australia	169647	27.3	5.4	12.1	25.9	11.5	17.9
New Zealand	37024	38.2	4.4	8.6	24.4	8.2	16.2
Others	3604	32.8	4.9	11.2	26.1	5.7	19.3
Total	210275	30.8	5.5	12.2	25.5	11.6	14.4
Others	12087	42.1	5.0	15.9	21.4	15.3	0.3
Stateless	670	19.7	0.0	22.6	43.9	1.0	12.8
Grand Total	5775692	20.5	3.7	10.7	34.4	6.5	24.2

Source: Bureau of Immigration, India

2.6. GENDER DISTRIBUTION OF FTAs IN INDIA

During the year 2010, the sex wise distribution of FTAs comprises of 59.3% males and 40.7% females. The male-female break-up of FTAs in 2009 was 59.6% and 40.4% respectively.

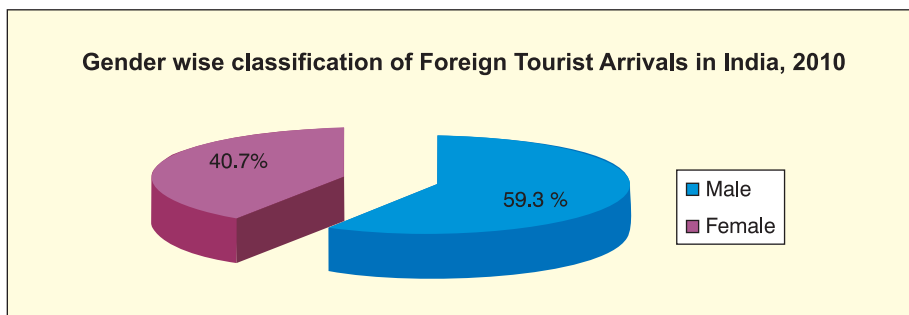


Table 2.6.1 gives the gender-wise distribution of FTAs in India during 1996-2010. Percentage of arrivals not reporting their gender was quite high in 2001 and 2002 but it is gradually decreasing from 2006 and during 2008 it is noticeably low at 0.1. During 2009 and 2010, the reporting of sex in the FTAs has been 100%.

TABLE 2.6.1
FTAs IN INDIA ACCORDING TO GENDER, 1996-2010

Year	Arrivals	Gender Distribution (%)		
		Male	Female	Not Reported
1996	2287860	65.3	34.7	0.0
1997	2374094	61.5	38.5	0.0
1998	2358629	65.4	34.6	0.0
1999	2481928	69.5	30.5	0.0
2000	2649378	61.9	38.1	0.0
2001	2537282	41.1	24.5	34.4
2002	2384364	50.2	27.5	22.3
2003	2726214	55.7	32.1	12.2
2004	3457477	54.9	33.9	11.2
2005	3918610	52.5	33.1	14.4
2006	4447167	57.1	36.2	6.7
2007	5081504	59.9	39.6	0.5
2008	5282603	60.5	39.4	0.1
2009	5167699	59.6	40.4	0.0
2010	5775692	59.3	40.7	0.0

Source: Bureau of Immigration, India

The details of country-wise classification of FTAs in India according to gender during 2010, are given in Table 2.6.2. While the proportion of females for most of the countries is in the range of 30% to 45%, for some countries like Egypt, Sudan, Iraq, Israel, Oman, Saudi Arabia, Turkey, Yemen Arab Republic, Afghanistan, Bangladesh, China (Main), Japan, etc, it was substantially low (less than 30%) in 2010. On the other hand, females outnumbered the males in FTAs in India from Kazakhstan (61.3%), Russian Fed. (57.0%) Mauritius (56.1%) Argentina (50.7%) and UAE (50.6%) during 2010.

TABLE 2.6.2
NATIONALITY-WISE FTAs IN INDIA ACCORDING TO GENDER, 2010

Country of Nationality	Arrivals (in Numbers)	Gender-wise Distribution (%)	
		Male	Female
North America			
Canada	242372	55.3	44.7
USA	931292	57.3	42.7
Total	1173664	57.0	43.0
Central & South America			
Argentina	7626	49.3	50.7
Brazil	15219	60.7	39.3
Mexico	10458	57.1	42.9
Others	29425	56.1	43.9
Total	62728	56.8	43.2
Western Europe			
Austria	32620	58.7	41.3
Belgium	37709	64.5	35.5
Denmark	35541	59.1	40.9
Finland	24089	56.9	43.1
France	225232	58.4	41.6
Germany	227720	65.4	34.6
Greece	7441	65.8	34.2
Ireland	20329	59.8	40.2
Italy	94100	66.8	33.2
Netherlands	70756	66.2	33.8
Norway	22229	60.1	39.9
Portugal	21038	65.8	34.2
Spain	72591	57.2	42.8
Sweden	45028	56.5	43.5

Country of Nationality	Arrivals (in Numbers)	Gender-wise Distribution (%)	
		Male	Female
Switzerland	43134	56.8	43.2
UK	759494	56.6	43.4
Others	11291	62.3	37.7
Total	1750342	59.2	40.8
Eastern Europe			
Czech Rep.	9918	67.9	32.1
Hungary	6022	55.7	44.3
Kazakhstan	8786	38.7	61.3
Poland	25424	55.4	44.6
Russian Fed.	122048	43.0	57.0
Ukraine	16462	61.2	38.8
Others	38990	54.5	45.5
Total	227650	47.4	52.6
Africa			
Egypt	8017	87.1	12.9
Kenya	29223	59.9	40.1
Mauritius	21672	43.9	56.1
Nigeria	23893	60.6	39.4
South Africa	55688	51.8	48.2
Sudan	7418	86.7	13.3
Tanzania	17645	52.1	47.9
Others	40969	59.7	40.3
Total	204525	57.2	42.8
West Asia			
Bahrain	7766	64.8	35.2
Iraq	28221	77.7	22.3
Israel	43456	71.0	29.0
Oman	35485	65.6	34.4
Saudi Arabia	21599	79.4	20.6
Turkey	15483	70.9	29.1
UAE	45482	49.4	50.6
Yemen	14931	74.7	25.3
Others	22894	73.6	26.4
Total	235317	66.1	33.9

Country of Nationality	Arrivals (in Numbers)	Gender-wise Distribution (%)	
		Male	Female
South Asia			
Afghanistan	73389	76.2	23.8
Iran	49265	56.3	43.7
Maldives	58152	53.4	46.6
Nepal	104374	70.1	29.9
Pakistan	51739	56.6	43.4
Bangladesh	431962	70.3	29.7
Sri Lanka	266515	58.5	41.5
Bhutan	12048	63.8	36.2
Total	1047444	64.4	35.6
South East Asia			
Indonesia	26171	64.0	36.0
Malaysia	179077	56.4	43.6
Myanmar	14719	56.7	43.3
Philippines	24534	67.3	32.7
Singapore	107487	61.0	39.0
Thailand	76617	51.8	48.2
Vietnam	7458	56.8	43.2
Others	2980	57.1	42.9
Total	439043	57.8	42.2
East Asia			
China (Main)	119530	74.6	25.4
China (Taiwan)	23915	60.8	39.2
Japan	168019	81.0	19.0
Rep. of Korea	95587	72.6	27.4
Others	4896	56.8	43.2
Total	411947	75.4	24.6
Australasia			
Australia	169647	60.2	39.8
New Zealand	37024	57.4	42.6
Others	3604	56.1	43.9
Total	210275	59.6	40.4
Others	12087	63.4	36.6
Stateless	670	63.2	36.8
Grand Total	5775692	59.3	40.7

Source: Bureau of Immigration, India

2.7 AGE DISTRIBUTION OF FTAs IN INDIA

Table 2.7.1 gives the percentage distribution of FTAs in India according to age groups during 1996-2010. It may be seen from this table that the proportion of FTAs in different age groups has not changed much in the last 7 years. However, the proportion of FTAs aged 55 or above has increased from 11.5% in 1996 to about 23.3% in 2010. As the proportion of FTAs not reporting their ages has varied over the years, therefore, comparison of age-distribution of FTAs needs to be done with caution.

In 2010, maximum FTAs in India (21.1%) were from 35-44 years age group, followed by the age groups of 45-54 years (19.9%) and 25-34 years (17.4%). Minimum were in the age-group of 15-24 years (8.3%).

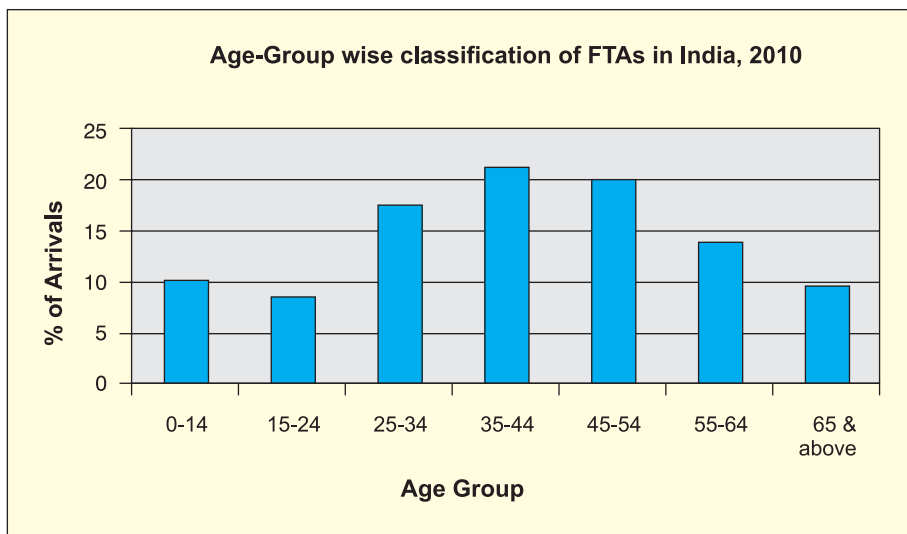


TABLE 2.7.1
F TAs IN INDIA ACCORDING TO AGE-GROUP, 1996 TO 2010

Year	FTAs	% Distribution by Age-Group (in years)*							
		0-14	15-24	25-34	35-44	45-54	55-64	65 & above	Not Reported
1996	2287860	12.6	9.1	21.7	26.8	18.3	8.8	2.7	-
1997	2374094	9.9	10.1	23.4	26.9	18.9	8.2	2.0	0.6
1998	2358629	5.0	16.8	23.8	26.0	18.2	8.3	1.9	-
1999	2481928	3.1	14.0	23.4	27.5	20.8	9.2	2.0	-
2000	2649378	3.9	11.4	22.6	27.0	23.1	9.9	2.1	-
2001	2537282	7.0	10.8	20.1	21.1	19.4	11.9	6.7	3.0
2002	2384364	9.2	10.0	19.4	21.6	19.4	11.5	7.7	1.2
2003	2726214	7.2	10.0	19.5	21.6	19.4	11.5	7.7	3.1

Year	FTAs	% Distribution by Age-Group (in years)*							
		0-14	15-24	25-34	35-44	45-54	55-64	65 & above	Not Reported
2004	3457477	8.5	9.8	18.8	21.3	19.4	12.8	8.2	0.2
2005	3918610	8.6	9.6	18.8	21.3	19.5	13.0	8.7	0.5
2006	4447167	9.6	8.7	18.3	21.4	19.6	13.5	7.0	1.9
2007	5081504	9.2	8.6	18.0	21.0	19.6	13.9	7.5	2.2
2008	5282603	7.5	7.1	15.2	17.1	16.1	11.9	6.5	18.6
2009	5167699	9.1	7.9	17.9	20.3	19.6	14.7	8.5	2.0
2010	5775692	10.0	8.3	17.4	21.1	19.9	13.8	9.5	0.0

Source: Bureau of Immigration, India

* The percentage total of all age groups in any particular year may not be equal to 100, because of cases of non-reporting.

The details of country-wise distribution of FTAs in India according to age-groups during 2010 is given in Table 2.7.2. It may be seen that the proportion of FTAs in the age-group 0-14 years was the highest for USA (22.5%), UAE (18.5%), Pakistan (16.9%) and Canada & Ireland (14.7%). It is also observed from this table that FTAs in India for the age-group 25-34 years has been maximum from Central & South America, Eastern Europe and West Asia whereas countries for Western Europe it was the age-group 45-54 years.

TABLE 2.7.2
NATIONALITY-WISE FTAs IN INDIA ACCORDING TO AGE-GROUP, 2010

Country of Nationality	Arrivals (in Numbers)	Distribution by Age-Group (%)						
		0-14 Year	15-24 Year	25-34 Year	35-44 Year	45-54 Year	55-64 Year	65 & above
North America								
Canada	242372	14.7	7.4	12.9	19.1	19.1	14.9	11.9
USA	931292	22.5	6.1	10.4	20.0	18.6	13.3	9.1
Total	1173664	21.3	6.3	10.8	19.9	18.7	13.5	9.5
Central & South America								
Argentina	7626	2.2	6.2	25.1	17.6	16.5	17.1	15.3
Brazil	15219	2.6	5.4	23.2	18.8	17.9	9.9	22.2
Mexico	10458	3.4	6.8	25.4	26.3	17.2	11.7	9.2
Others	29425	6.3	9.8	22.1	17.5	17.1	11.1	16.1
Total	62728	4.2	6.5	23.6	19.5	17.4	11.8	17.0
Western Europe								
Austria	32620	7.3	6.9	13.9	20.7	21.4	12.7	17.1

Country of Nationality	Arrivals (in Numbers)	Distribution by Age-Group (%)						
		0-14 Year	15-24 Year	25-34 Year	35-44 Year	45-54 Year	55-64 Year	65 & above
Belgium	37709	5.9	8.0	17.7	23.3	23.8	14.6	6.7
Denmark	35541	5.6	8.7	15.1	22.6	21.3	16.9	9.8
Finland	24089	4.3	8.1	19.7	22.0	20.9	17.4	7.6
France	225232	8.5	8.4	16.8	19.6	19.6	15.6	11.5
Germany	227720	4.0	6.0	15.9	23.5	26.1	14.9	9.6
Greece	7441	1.9	3.8	21.1	22.9	23.6	18.2	8.5
Ireland	20329	14.7	7.5	20.7	23.1	17.8	10.6	5.6
Italy	94100	1.9	3.6	15.9	25.7	23.9	17.6	11.4
Netherlands	70756	4.1	6.9	15.9	24.4	25.5	16.3	6.9
Norway	22229	8.3	10.4	16.5	21.8	21.7	13.0	8.3
Portugal	21038	4.8	5.0	16.4	21.1	22.7	17.3	12.7
Spain	72591	3.0	5.8	26.5	26.1	18.7	12.1	7.8
Sweden	45028	6.1	10.9	17.4	20.0	21.1	16.6	7.9
Switzerland	43134	5.2	7.2	15.3	19.9	24.6	17.8	10.0
UK	759494	9.7	6.6	13.9	18.5	21.2	18.2	11.9
Others	11291	4.2	6.5	21.7	21.5	18.6	14.9	12.6
Total	1750342	7.6	6.8	15.5	20.4	22.0	16.8	10.9
Eastern Europe								
Czech Rep	9918	1.8	5.0	37.1	26.1	16.5	9.6	3.9
Hungary	6022	3.4	4.9	34.1	27.9	14.4	11.4	3.9
Kazakhstan	8786	6.8	10.7	26.9	21.5	19.5	10.3	4.3
Poland	25424	2.9	5.8	32.2	23.1	18.1	13.9	4.0
Russian Fed.	122048	4.6	11.4	33.7	21.4	16.9	7.9	4.1
Ukraine	16462	1.8	10.9	30.2	22.9	18.3	7.9	8.0
Others	38990	2.9	7.3	35.1	23.7	17.2	9.7	4.1
Total	227650	4.1	10.1	33.5	22.1	17.1	8.8	4.3
Africa								
Egypt	8017	1.5	4.8	19.5	18.2	12.7	6.5	36.8
Kenya	29223	7.8	8.4	13.1	15.8	16.5	10.8	27.6
Mauritius	21672	6.2	8.8	16.6	20.8	22.6	17.3	7.7
Nigeria	23893	4.4	5.8	22.7	29.6	21.6	9.4	6.5
South Africa	55688	9.1	8.5	15.4	21.4	20.8	15.7	9.1

Country of Nationality	Arrivals (in Numbers)	Distribution by Age-Group (%)						
		0-14 Year	15-24 Year	25-34 Year	35-44 Year	45-54 Year	55-64 Year	65 & above
Sudan	7418	2.7	29.7	16.9	6.9	7.1	3.3	33.4
Tanzania	17645	9.3	12.8	16.4	20.9	19.5	13.2	7.9
Others	40969	4.5	12.7	20.9	20.5	16.9	8.6	15.9
Total	204525	6.9	10.1	17.2	20.3	18.7	12.1	14.7
West Asia								
Bahrain	7766	11.5	22.8	13.9	12.9	17.4	13.1	8.4
Iraq	28221	5.4	8.5	18.2	18.6	16.1	9.8	23.4
Israel	43456	2.3	11.6	19.0	19.8	18.2	17.5	11.6
Oman	35485	10.6	12.7	23.9	19.3	16.1	10.3	7.1
Saudi Arabia	21599	8.1	14.3	21.9	19.3	20.4	9.1	6.9
Turkey	15483	1.5	3.6	22.6	20.1	13.3	6.9	31.8
UAE	45482	18.5	16.4	18.3	13.4	14.1	11.0	8.3
Yemen	14931	5.2	24.1	20.5	15.9	13.7	8.9	11.7
Others	22894	5.6	9.5	22.1	22.8	17.6	9.5	12.9
Total	235317	9.5	13.9	20.3	17.6	16.2	11.3	11.2
South Asia								
Afghanistan	73389	4.3	12.5	18.5	17.4	14.4	7.4	25.5
Iran	49265	5.5	12.4	31.2	17.1	14.8	8.6	10.4
Maldives	58152	12.5	13.9	22.8	20.1	15.9	7.5	7.3
Nepal	104374	2.6	11.4	21.7	13.9	8.3	3.9	38.2
Pakistan	51739	16.9	14.7	14.9	16.4	15.2	11.6	10.3
Bangladesh	431962	7.3	9.2	20.9	23.7	20.1	12.2	6.6
Sri Lanka	266515	7.3	10.0	16.9	19.7	19.0	16.5	10.6
Bhutan	12048	8.2	16.8	26.2	22.9	13.9	6.7	5.3
Total	1047444	8.0	10.3	19.9	21.4	18.7	12.7	9.0
South East Asia								
Indonesia	26171	3.7	6.8	25.2	27.4	18.4	11.2	7.3
Malaysia	179077	9.4	11.0	16.6	20.4	20.8	15.1	6.7
Myanmar	14719	1.9	5.6	15.5	19.0	18.9	19.0	20.1
Philippines	24534	1.8	4.2	27.7	28.7	18.9	6.3	12.4
Singapore	107487	8.9	6.7	13.3	25.7	25.5	13.2	6.7
Thailand	76617	4.1	8.4	16.9	22.6	21.6	16.6	9.8

Country of Nationality	Arrivals (in Numbers)	Distribution by Age-Group (%)						
		0-14 Year	15-24 Year	25-34 Year	35-44 Year	45-54 Year	55-64 Year	65 & above
Vietnam	7458	1.3	8.0	30.6	22.8	17.0	11.7	8.6
Others	2980	1.5	8.6	31.1	23.6	17.9	7.1	10.2
Total	439043	7.4	8.8	17.0	22.8	20.7	14.3	8.0
East Asia								
China (Main)	119530	0.7	8.5	40.5	30.0	14.3	4.6	1.4
China (Taiwan)	23915	1.3	4.2	23.1	28.3	26.0	13.3	3.8
Japan	168019	2.2	4.2	17.7	28.3	27.2	15.1	5.3
Rep. of Korea	95587	5.3	11.2	20.7	29.0	23.2	8.2	2.4
Others	4896	3.4	30.5	21.8	14.6	13.4	5.9	10.4
Total	411947	2.5	7.6	26.1	29.0	21.9	9.8	3.1
Australasia								
Australia	169647	13.0	7.1	19.3	20.7	19.7	13.5	6.7
New Zealand	37024	13.9	9.0	14.7	22.1	21.9	12.6	5.8
Others	3604	9.3	6.7	16.7	17.1	19.9	13.3	17.0
Total	210275	13.1	7.4	18.5	20.8	20.1	13.4	6.7
Others	12087	4.8	8.2	17.1	17.1	19.3	17.3	16.2
Stateless	670	1.7	3.5	7.0	12.3	12.3	19.3	43.9
Grand Total	5775692	10.0	8.3	17.4	21.1	19.9	13.8	9.5

Source: Bureau of Immigration, India

2.8 PURPOSE OF VISIT OF FTAs IN INDIA

Disembarkation card has the provision for recording the purpose of the visit for each foreign tourist. An analysis of this data from disembarkation cards reveals that almost all the foreign tourists have recorded their purpose of visit. Country-wise data on purpose of visit, for those reporting the same, are presented in Table 2.8.1. About 27.5% of FTAs in India during 2010 were for the purpose of 'visiting friends & relatives', followed by the purpose of 'leisure, holidays and recreation' (24.0%) and 'business and professional' (18.6%). The highest number of visitors in the business and professional category were from China (60.0%) followed by Japan (56.9%), Egypt (47.9%), Republic of Korea (43.1%), etc. Regarding the regional distribution, for business & professionals, maximum (53.0%) visitors were from East Asia followed by 26.9 % from Central & South America. For Visiting friends & relatives purposes, maximum FTAs came from North America (47.5%) followed by Australasia (40.1%). For medical purposes, maximum FTAs came from South Asia (8.9%) followed by West Asia (7.5%), Africa (5.4%), etc.

TABLE 2.8.1
CLASSIFICATION OF FTAs IN INDIA ACCORDING TO PURPOSE OF VISIT, 2010

Country of Nationality	FTAs (Numbers)	Business & Professional	Leisure, Holiday & Recreation	Visiting Friends & Relatives	Medical Treatment	Others
North America						
Canada	242372	13.0	18.0	49.8	0.4	18.8
USA	931292	19.1	13.1	47.1	0.2	20.5
Total	1173664	18.1	13.8	47.5	0.3	20.3
Central & South America						
Argentina	7626	19.3	41.1	19.1	0.1	20.4
Brazil	15219	37.0	24.4	18.0	0.2	20.4
Mexico	10458	31.0	33.2	15.1	0.2	20.5
Others	29425	20.2	31.5	26.0	0.4	21.9
Total	62728	26.9	30.9	20.9	0.3	21.0
Western Europe						
Austria	32620	26.2	30.5	21.3	0.6	21.5
Belgium	37709	28.6	24.8	27.5	0.1	19.0
Denmark	35541	29.6	41.5	13.5	0.2	15.2
Finland	24089	27.3	47.3	8.4	0.1	17.0
France	225232	20.9	30.1	25.7	0.2	23.1
Germany	227720	35.5	27.8	16.7	0.5	19.5
Greece	7441	22.4	34.7	13.1	0.3	29.5
Ireland	20329	27.5	28.6	26.2	0.1	17.6
Italy	94100	33.9	32.9	13.2	0.2	19.8
Netherlands	70756	34.2	27.7	20.5	0.2	17.4
Norway	22229	27.9	31.1	21.1	0.5	19.3
Portugal	21038	12.4	26.8	39.1	0.3	21.4
Spain	72591	25.4	33.3	21.8	0.2	19.3
Sweden	45028	27.3	42.1	15.0	0.3	15.3
Switzerland	43134	22.6	37.0	20.6	0.5	19.2
UK	759494	16.3	26.7	37.0	0.2	19.8
Others	11291	23.3	33.4	16.4	0.3	26.6
Total	1750342	22.4	29.0	28.6	0.2	19.9
Eastern Europe						
Czech Rep.	9918	39.2	29.9	15.3	0.2	15.4

Country of Nationality	FTAs (Numbers)	Business & Professional	Leisure, Holiday & Recreation	Visiting Friends & Relatives	Medical Treatment	Others
Hungary	6022	32.2	35.1	15.7	0.3	16.6
Kazakhstan	8786	7.0	66.2	5.0	1.0	20.7
Poland	25424	23.9	45.6	12.9	0.2	17.5
Russian Fed.	122048	5.5	69.1	3.5	0.4	21.5
Ukraine	16462	13.6	37.2	9.2	0.9	39.1
Others	38990	26.6	34.6	14.8	0.5	23.6
Total	227650	11.1	59.5	6.5	0.5	22.5
Africa						
Egypt	8017	47.9	12.0	14.7	0.5	24.9
Kenya	29223	15.4	15.5	38.1	4.3	26.7
Mauritius	21672	10.0	34.2	24.6	3.3	27.8
Nigeria	23893	28.2	6.3	20.1	25.2	20.3
South Africa	55688	16.5	33.8	32.6	0.3	16.8
Sudan	7418	15.4	8.0	13.4	5.4	57.8
Tanzania	17645	13.0	19.0	30.0	10.6	27.3
Others	40969	21.3	13.2	25.9	4.2	35.5
Total	204525	18.6	21.6	29.1	5.4	25.3
West Asia						
Bahrain	7766	8.5	20.6	29.0	3.8	38.1
Iraq	28221	8.1	10.9	17.7	24.0	39.3
Israel	43456	40.4	22.2	18.3	0.2	18.9
Oman	35485	8.2	22.6	17.1	16.4	35.8
Saudi Arabia	21599	12.6	26.7	20.6	3.5	36.8
Turkey	15483	38.9	22.8	13.4	0.1	24.7
UAE	45482	4.2	25.2	30.9	7.0	32.6
Yemen	14931	9.7	20.9	26.6	3.2	39.6
Others	22894	16.7	17.5	18.6	12.5	34.7
Total	235317	15.4	22.6	22.3	7.5	32.2
South Asia						
Afghanistan	73389	12.3	14.0	22.7	7.1	43.8
Iran	49265	12.4	17.1	32.1	0.6	37.9
Maldives	58152	2.8	4.9	3.5	63.1	25.8

Country of Nationality	FTAs (Numbers)	Business & Professional	Leisure, Holiday & Recreation	Visiting Friends & Relatives	Medical Treatment	Others
Nepal	104374	10.8	10.5	21.3	1.3	56.0
Pakistan	51739	8.2	30.5	43.5	0.9	16.9
Bangladesh	431962	5.4	11.4	19.4	8.3	55.4
Sri Lanka	266515	15.5	36.5	13.1	1.9	33.1
Bhutan	12048	19.0	12.3	1.9	6.4	60.4
Total	1047444	8.9	19.9	18.2	8.9	44.1
South East Asia						
Indonesia	26171	28.6	24.6	19.8	1.0	25.9
Malaysia	179077	12.1	39.4	26.8	0.9	20.9
Myanmar	14719	11.2	41.4	8.3	2.8	36.2
Philippines	24534	31.1	12.3	18.5	0.4	37.7
Singapore	107487	25.6	20.3	36.6	0.6	17.0
Thailand	76617	20.3	47.0	8.6	0.1	24.1
Vietnam	7458	31.8	28.6	11.6	0.1	27.9
Others	2980	28.5	32.6	11.3	0.1	27.5
Total	439043	18.7	33.7	24.8	0.7	22.1
East Asia						
China (Main)	119530	60.0	10.6	11.1	0.1	18.2
China (Taiwan)	23915	41.1	33.0	11.2	0.0	14.7
Japan	168019	56.9	19.2	9.8	0.1	14.0
Rep. of Korea	95587	43.1	19.9	12.4	0.1	24.5
Others	4896	14.2	17.6	16.1	1.3	50.9
Total	411947	53.0	17.5	11.1	0.1	18.4
Australasia						
Australia	169647	20.3	24.4	39.4	0.2	15.7
New Zealand	37024	17.4	20.8	43.8	0.2	17.9
Others	3604	13.6	18.3	37.1	5.2	25.8
Total	210275	19.7	23.7	40.1	0.3	16.3
Others	12087	3.0	14.2	4.9	0.1	77.8
Stateless	670	21.5	16.2	20.8	0.0	41.5
Grand Total	5775692	18.6	24.0	27.5	2.7	27.2

Source: Bureau of Immigration, India

2.9 TOP 15 SOURCE COUNTRIES FOR FTAs IN INDIA

Table 2.9.1 gives the percentage share and rank of top 15 source countries for India during 2010, the corresponding figures for 2009. The top 15 tourist generating countries for India during 2010 and 2009 were same except that Republic of Korea which is a new entrant in the list at 15th position and it has replaced Italy. There have been changes in the rankings of some countries in 2010 as compared to 2009. While Germany, Malaysia and Russian Fed. have improved their rankings in 2010, decline in the ranks was observed for France, Australia, China(Main) and Singapore. FTAs in India from United States of America were the highest (16.12%) during 2010, followed by United Kingdom (13.15%), Bangladesh (7.48%), Sri Lanka (4.61%), Canada (4.20%), Germany (3.94%), France (3.90%), Malaysia (3.10%), Australia (2.94%), Japan (2.91%), Russian Fed. (2.11%), China (Main) (2.07%), Singapore (1.86%), Nepal (1.81%) and Republic of Korea (1.65%). USA continued to occupy number one rank in tourist generating markets for India in 2010.

The share of FTAs from top 15 countries during the year 2010 was 71.86% as compared to 73.22% in 2009.

TABLE 2.9.1
TOP 15 SOURCE COUNTRIES FOR FTAs IN INDIA DURING 2009 & 2010

2009				2010			
Country	Rank	FTAs	% Share	Rank	Country	FTAs	% Share
USA	1	827140	16.01	1	USA	931292	16.12
UK	2	769251	14.89	2	UK	759494	13.15
Bangladesh	3	468899	9.07	3	Bangladesh	431962	7.48
Sri Lanka	4	239995	4.64	4	Sri Lanka	266515	4.61
Canada	5	224069	4.34	5	Canada	242372	4.20
France	6	196462	3.80	6	Germany	227720	3.94
Germany	7	191616	3.71	7	France	225232	3.90
Australia	8	149074	2.88	8	Malaysia	179077	3.10
Malaysia	9	135343	2.62	9	Australia	169647	2.94
Japan	10	124756	2.41	10	Japan	168019	2.91
China(Main)	11	100209	1.94	11	Russian Fed.	122048	2.11
Singapore	12	95328	1.84	12	China(Main)	119530	2.07
Russian Fed.	13	94945	1.84	13	Singapore	107487	1.86
Nepal	14	88785	1.72	14	Nepal	104374	1.81
Italy	15	77873	1.51	15	Rep. of Korea	95587	1.65
Total of top 15 Countries		3783745	73.22		Total of top 15 Countries	4150356	71.86
Others		1383954	26.78		Others	1625336	28.14
All Countries		5167699	100.00		Grand Total	5775692	100.00

Source: Bureau of Immigration, India

The FTAs from the top 15 source countries for the years 1981 to 2010 in total FTAs in India are given in Table 2.9.2. The share of these 15 countries in total FTAs in India shows a generally increasing trend from 1981. This share, which was 49.6% in 1981, increased to 71.86% in 2010.

TABLE 2.9.2
FTAs IN INDIA DURING 1981 TO 2010 FOR TOP 15 SOURCE COUNTRIES OF 2010

Year	USA	UK	Bangladesh	Sri Lanka	Canada	Germany	France	Malaysia
	1	2	3	4	5	6	7	8
1981	82052	116684	192509	75842	25358	55471	57272	26458
1982	86806	120772	205410	76143	25991	50885	59267	26552
1983	95847	136823	213832	81716	29857	52120	50158	25796
1984	95651	124205	247543	75449	25135	48930	47148	22993
1985	95920	119544	272350	69063	29022	45738	44091	23265
1986	125364	160685	204260	75631	39837	64811	65948	26209
1987	134876	166590	185296	74351	37677	72300	64432	28480
1988	122888	200509	200617	70640	37498	77543	69799	29635
1989	134314	229496	213451	67680	40306	78812	78001	33120
1990	125303	235151	225566	68400	41046	71374	79496	34278
1991	117332	212052	251260	70088	36142	72019	69346	30617
1992	152288	244263	246589	71935	43386	84422	74304	35201
1993	158159	274168	277565	76898	47800	83340	70694	35334
1994	176482	300696	282271	89009	56441	85352	73088	40762
1995	203343	334827	318474	114157	63821	89040	82349	50039
1996	228829	360686	322355	107351	74031	99853	93325	53370
1997	244239	370567	355371	122080	78570	105979	91423	60401
1998	244687	376513	339757	118292	80111	93993	97898	47496
1999	251926	345085	414359	120072	82892	85033	85891	52613
2000	348292	432644	414437	129193	84013	83881	100022	60513
2001	329147	405472	431312	112813	88600	80011	102434	57869
2002	348182	387846	435867	108008	93598	64891	78194	63748
2003	410803	430917	454611	109098	107671	76868	97654	70750
2004	526120	555907	477446	128711	135884	116679	131824	84390
2005	611165	651803	456371	136400	157643	120243	152258	96276
2006	696739	734240	484401	154813	176567	156808	175345	107286
2007	799062	796191	480240	204084	208214	184195	204827	112741
2008	804933	776530	541884	218805	222364	204344	207802	115794
2009	827140	769251	468899	239995	224069	191616	196462	135343
2010	931292	759494	431962	266515	242372	227720	225232	179077
CAGR (1981-2010)(%)	8.7	6.7	2.8	4.4	8.1	5.0	4.8	6.8

CAGR: Compound annual growth rate.

TABLE 2.9.2 CONTINUED...

Year	Australia	Japan	Russian Fed.	China (Main)	Singapore	Nepal	Rep. of Korea
	9	10	11	12	13	14	15
1981	20940	29032	-	1371	17950	11851	-
1982	23395	29103	-	2107	19026	12115	-
1983	23436	26662	-	1716	21252	12001	-
1984	24546	29566	-	1386	19204	13401	-
1985	22047	30573	-	2247	18485	15883	-
1986	33264	36402	-	1533	24189	13957	-
1987	32883	46240	-	1705	26380	16965	-
1988	31462	49244	-	2099	27565	19715	-
1989	30443	58707	-	2727	29377	19116	-
1990	30076	59122	-	3089	32570	20614	-
1991	22700	46655	32432	3476	28363	21834	3967
1992	26646	60137	39409	4778	35039	25244	5175
1993	28795	49616	48644	5157	40223	28048	4791
1994	33142	63398	49684	5833	44157	34732	7227
1995	36150	76042	27145	5111	48632	34562	9831
1996	48755	99018	22037	5613	47136	43426	16173
1997	50647	99729	18243	7369	52004	43155	15392
1998	57807	89565	29493	4312	54328	38199	16321
1999	73041	73373	34620	6487	53310	25859	19188
2000	53995	98159	34814	14420	46612	38801	23411
2001	52691	80634	15154	13901	42824	41135	27150
2002	50743	59709	18643	15422	44306	37136	29374
2003	58730	77996	26948	21152	48368	42771	35584
2004	81608	96851	47077	34100	60710	51534	47835
2005	96258	103082	56446	44897	68666	77024	49895
2006	109867	119292	62203	62330	82574	91552	70407
2007	135925	145538	75543	88103	92908	83037	84583
2008	146209	145352	91095	98093	97851	78133	79802
2009	149074	124756	94945	100209	95328	88785	70485
2010(P)	169647	168019	122048	119530	107487	104374	95587
CAGR (1981-2010) (%)	7.5	6.2	7.2	16.7	6.4	7.8	18.2

CAGR: Compound annual growth rate.

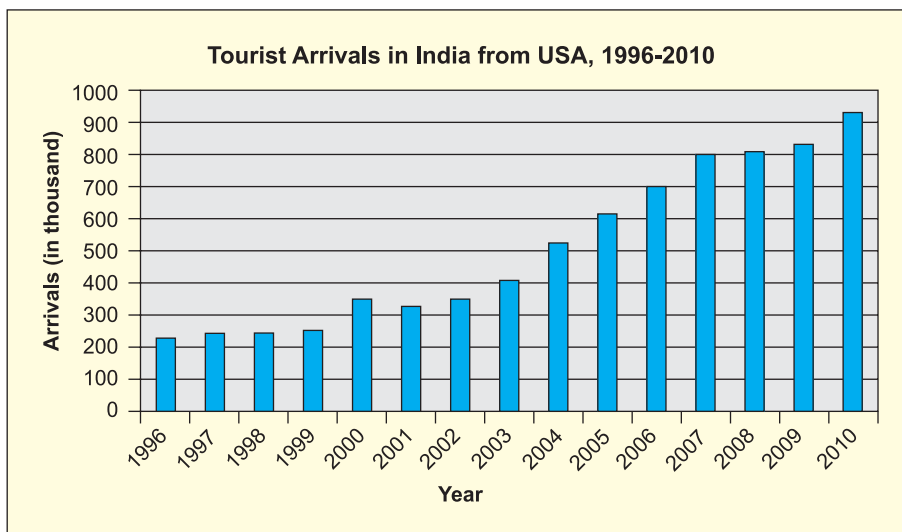
• For Russian Fed. and Rep. of Korea the CAGR is for the period from 1991 to 2010.

Source: Bureau of Immigration, India.

The details of FTAs from top 15 source countries for 2010 are discussed in the following paragraphs.

I. UNITED STATES OF AMERICA

United States of America maintained its position as the largest market for India during 2010. The arrivals grew from 82052 in 1981 to 931292 in 2010 at a CAGR of 8.7 %. The share of USA in the total FTAs in India also grew though marginally to about 16.12% during 2010 as compared to 16.01 % during 2009. The following graph shows the yearly trend in the tourist arrivals from USA during 1996-2010.



During 2010, 99% of the tourists from USA came by air, 0.6% by land and 0.4% by Sea. So far as port of disembarkation is concerned, 28.9% disembarked at Mumbai airport followed by Delhi airport (25.0%), Bangalore airport (12.0%), Chennai airport (9.4%), Kolkata airport (2.9%) and rest (21.8%) at other ports. Of the arrivals from USA to India, 57.3% were male and 42.7% were female. The dominant age-groups among them was 0-14 years (22.5%) followed by the age-group 35-44 years (20.0%) and 45-54 years (18.6%). The maximum tourists arrived in the 2nd quarter of the year i.e. October to December (30.4%), followed by April-June (24.4%). The maximum tourist from USA came to India in 2010 for the purpose of 'Visiting friends & relatives' (47.1%) followed by 'Others' (20.5%) and 'Business & Professional' (19.1%).

II. UNITED KINGDOM

The United Kingdom has been the second largest among tourist generating markets for India in the year 2010 as in the past. The arrivals grew from 116684 in 1981 to 759494 in 2010 at a CAGR of 6.7%. The share of United Kingdom in the total tourist traffic to India was 13.15 % during 2010 as compared to 14.89% during 2009. The following graph regarding tourist arrivals from United Kingdom during 1996-2010, shows that while the growth in arrivals from 1996 to 2003 was very low, it has been substantial during 2003 to 2007. However, decline was observed for tourist arrivals during 2008, 2009 and 2010.



During the year 2010, majority of UK nationals travelled to India by air (98.7%) followed by sea route (0.8%) and 0.5% through land route. So far as port of disembarkation is concerned, maximum number (35.5%) disembarked at Mumbai airport followed by Delhi airport (23.1%), Bangalore airport (6.0%), Chennai airport (5.1%) and Kolkata airport (2.4%).

Of the total U.K. nationals who arrived in India, 56.6% were male and 43.4% were female. The most predominant age group in the FTAs was 45-54 years with 21.2% of the tourists, followed by the age groups 35-44 years and 55-64 years with 18.5% and 18.2% tourists respectively. The maximum number of arrivals was recorded during the quarter January to March (34.9%), followed by October to December (30.9%). These two quarters contributed 65.8% of total tourist arrivals. The maximum tourist from UK came to India during 2010 for 'Visiting friends & relatives' (37.0%) followed by 'Leisure, Holiday & Recreation' (26.7%) and 'Others' (19.8%).

III. BANGLADESH

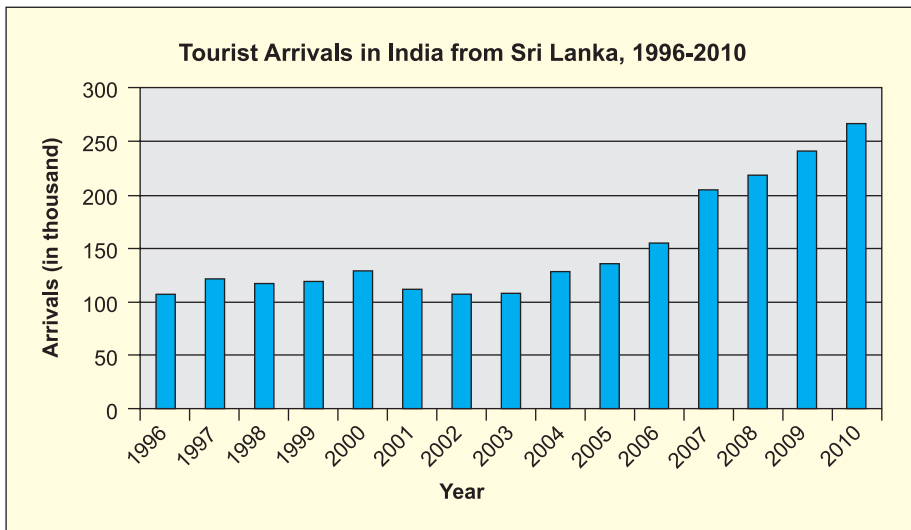
Bangladesh continued to occupy the third position in terms of tourist arrivals in India with 7.48% share during 2010. The arrivals from Bangladesh grew to 431962 in 2010 from 192509 during 1981, with a CAGR of 2.8 %. The following graph shows the yearly trends in the tourist arrivals from Bangladesh during 1996-2010.

The most preferred mode of travel for nationals from Bangladesh in 2010 was land (84.6%), followed by air route (15.4%). During 2010, out of total arrivals from Bangladesh, 70.3% were male and 29.7% were female. The dominant age group was 35-44 years with 23.7% tourists followed by the age group 25-34 years 20.9% and 45-54 year 20.1%. Arrivals were maximum during the quarter January-March (27.3%) followed by the quarter April-June (25.1%). The maximum tourist from Bangladesh came to India during 2010 for 'Others' purpose (55.4%) followed by 'Visiting friends & relatives' (19.4%) and Leisure, 'Holiday and Recreation' (11.4%).



IV. SRI LANKA

Sri Lanka has been placed at fourth position among the top 15 tourist generating countries for India with 4.61% of the total tourist arrivals during 2010. Arrivals from Sri Lanka, which were 75842 in 1981, grew up to 266515 in 2010 at a CAGR of 4.4%. The following graph shows the yearly trends in the tourist arrivals from Sri Lanka during 1996-2010. While there is no uniform pattern in arrivals from Sri Lanka during 1996-2003, the arrivals have been continuously increasing since 2003.



The peak quarter for Sri Lankan tourists visiting India during 2010 was July- September (29.6%), followed by January-March (26.7%). During 2010, majority of tourists (99.7%)

travelled by air, followed by land (0.2%) and sea (0.1%). As far as port of disembarkation is concerned, maximum disembarked at Chennai airport (71.3%), followed by Mumbai (4.1%) Bangalore (3.6%) and Delhi (3.4%). Out of the total Sri Lankan nationals who visited India during 2010, majority 58.5% were male and 41.5% were female. The dominant age-group was 35-44 years (19.7%), followed by the age group 45-54 years (19.0%) and 25-34 years (16.9%). The maximum tourist from Sri Lanka came to India during 2010 for 'Leisure, holidays & recreation' (36.5%) followed by 'Others' purpose (33.1%) and 'Business and Professional' (15.5%).

V. CANADA

Canada occupied fifth position in 2010 among the top tourist generating countries for India. The arrivals from this country have risen to 242372 in 2010 from 25358 in 1981 at a CAGR of 8.1%. The share of Canada in the total foreign tourist traffic in India was 4.20% as compared to 4.34% in 2009. The following graph on tourist arrivals from Canada during 1996-2010, shows that the growth in recent years has been much higher as compared to the period 1996-2002 except the year 2009 but it was higher in 2010.



Among 242372 Canadians who visited India during 2010, 98.4 % traveled by air, 0.9 % by land and 0.7% by sea. As far as port of disembarkation is concerned, 33.9% disembarked at Delhi airport, followed by 27.2% at Mumbai, 9.3% at Chennai, 6.6 % at Bangalore and 2.7% at Kolkata. Of the total arrivals, while 55.3% were male and 44.7 % were female. The predominant age-group was 35-44 & 45-54 (19.1%) followed by the age group 55-64 years (14.9%) and 0-14 years (14.7%) respectively. The quarter October-December accounted for 31.0% of the arrivals, followed by the quarter January- March with 30.2% during the year 2010. The maximum tourist from Canada came to India during 2010 for 'Visiting friends & relatives' (49.8%) followed by 'Others' purpose (18.8%) and 'Leisure, Holiday & Recreation' (18.0%).

VI. GERMANY

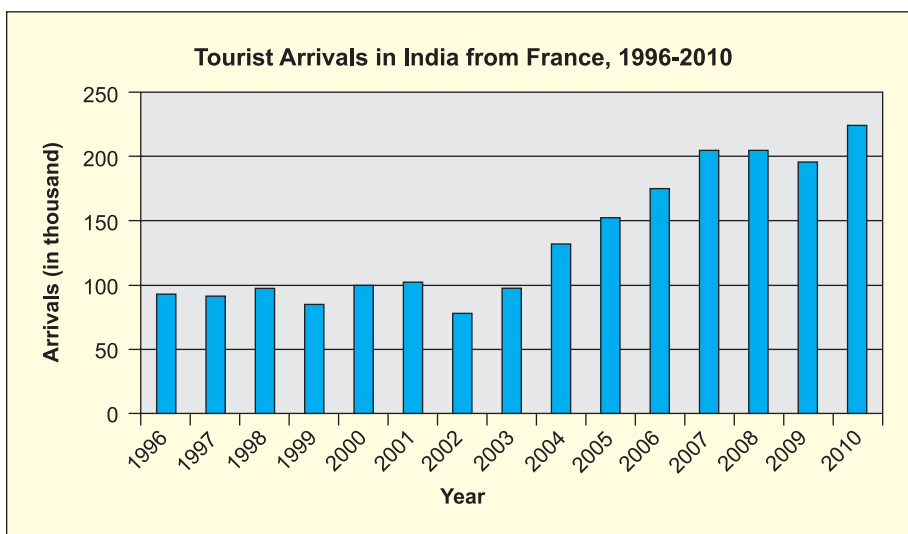
During the year 2010, Germany improved its position to sixth from seventh in 2009 among the top tourist generating countries for India and contributed 3.94 % of the total FTAs in India. The arrivals grew from 55471 in 1981 to 227720 in 2010 at a CAGR of 5.0%. The following graph shows that while the tourist arrivals from Germany had declined during 1997-2002, continuous increase was observed during 2005 to 2008 followed by decline in 2009. But the tourist arrivals in India from Germany increased by 18.8% in 2010.



The most preferred mode of travel to India by the German tourists during 2010 was air (94.5%), followed by sea (4.5%), and land (1.0%). As far as port of disembarkation is concerned, 29.1% disembarked at Delhi airport, followed by Mumbai (27.7%), Bangalore (11.0%), Chennai (9.4%) and Kolkata (4.1%). Of the total German national arrivals in India during 2010, 65.4% were male and 34.6% were female. The age group 45-54 years dominated the arrivals (26.1%), followed by 35-44 years (23.5%). The peak quarter of arrivals of German nationals during 2010 was January-March (33.7%) followed by October-December (28.4%). During 2010, the maximum tourists from Germany came to India for 'Business and Professional' (35.5%) followed by 'Leisure, Holiday & Recreation' (27.8%) and 'Others' purpose (19.5%)

VII. FRANCE

France slipped to the seventh position in 2010 among top tourist generating country for India, and contributed 3.90% of the total arrivals in India during 2010. The arrivals grew from 57272 in 1981 to 225232 in 2010 at a CAGR of 4.8%. The following graph shows that there has been an increasing trend in tourist arrivals from France from 2002, except for the year 2009. The year 2010 witnessed 14.6% growth over 2009.



During 2010, majority (97.7%) of the arrivals from France visited India by air, 1.2% by land route and rest by sea route. As far as port of disembarkation is concerned, 31.7% disembarked at Delhi airport followed by Chennai (25.4%), Mumbai (22.1%) and Bangalore (10.5%). Of the total French arrivals, 58.4% were male and 41.6% were female. The age groups 35-44 & 45-54 years accounted for maximum arrivals (19.6%) followed by age group 25-34 years (16.8%), and age group 55-64 years (15.6%). During 2010, the quarters January- March and July- September were the most popular of visits by for the French tourists, accounting for 32.6% and 25.0% respectively. The maximum tourists from France came to India during 2010 for 'Leisure, Holidays & Recreation' (30.1%) followed by 'Visiting friends & relatives' (25.7%) and 'Others' purpose (23.1%).

VIII. MALAYSIA

During 2010, Malaysia occupied the eighth position among tourist generating countries for India with a share of 3.10% share. During 2009 it had occupied 9th position among tourist generating countries for India. The tourist traffic from Malaysia increased from 26458 in 1981 to 179077 in 2010, with a CAGR of 6.8%. It may be seen that Malaysia is one of the few countries which showed an increase of more than 30% in FTAs in India during 2010.

Air was the predominant mode of travel for Malaysian tourists with 99.7% arrivals during 2010. As far as port of disembarkation is concerned, the maximum number of Malaysian tourists disembarked at Chennai airport (32.2%), followed by Delhi (12.7%), Mumbai (8.9%) and Bangalore (8.8%). During 2010, 56.4% of FTAs from Malaysia in India were male. The dominant age-group of the arrivals were 45-54 years with 20.8% of tourist followed by 35-44 years (20.4%) and 25-35 years (16.6%). The peak quarter of visit for Malaysians during 2010 was January-March (26.9%) followed by October-December (26.3%). During 2010, the maximum tourists from Malaysia came to India for 'Leisure, Holiday & Recreation' (39.4%) followed by 'Visiting friends & relatives' (26.8%) and 'Others' purpose (20.9%).



IX. AUSTRALIA

During 2010, Australia slipped to ninth rank from its 8th rank in 2009 among top 15 tourist generating markets for India, with 2.9% of the total share of arrivals. The tourist traffic from Australia during 1981 was 20940 which increased to 169647 in 2010, showing a CAGR of 7.5 %. The following graph shows that the tourist arrivals from Australia had increased from 1996 to 1999, followed by a declining trend upto 2002, and increasing trend again thereafter.

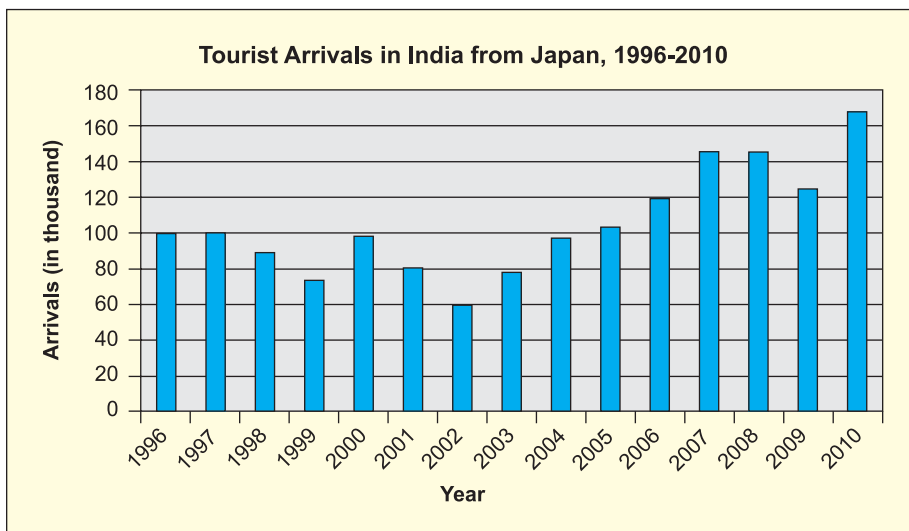


Air was the predominant mode of travel for Australian tourists accounting for 96.7% of the total arrivals followed by Sea (2.2%) during 2010. As far as port of disembarkation is

concerned, the maximum tourists disembarked at Mumbai (27.3%) followed by Delhi airport (25.9%), Chennai (12.1%) and Bangalore (11.5%). During 2010, majority of the tourists (60.2%) from Australia were male. The age group 35-44 years with 20.7% of tourists dominated the arrivals, followed by 45-54 years (19.7%). The peak quarter of visit by Australians during 2010 was October- December (35.8%) followed by the quarter January-March (25.6%). During 2010, the maximum tourists from Australia came to India for 'Visiting friends & relatives' (39.4%) followed by 'Leisure, Holiday & Recreation' (24.4%) and 'Business and Professional' (20.3%).

X. JAPAN

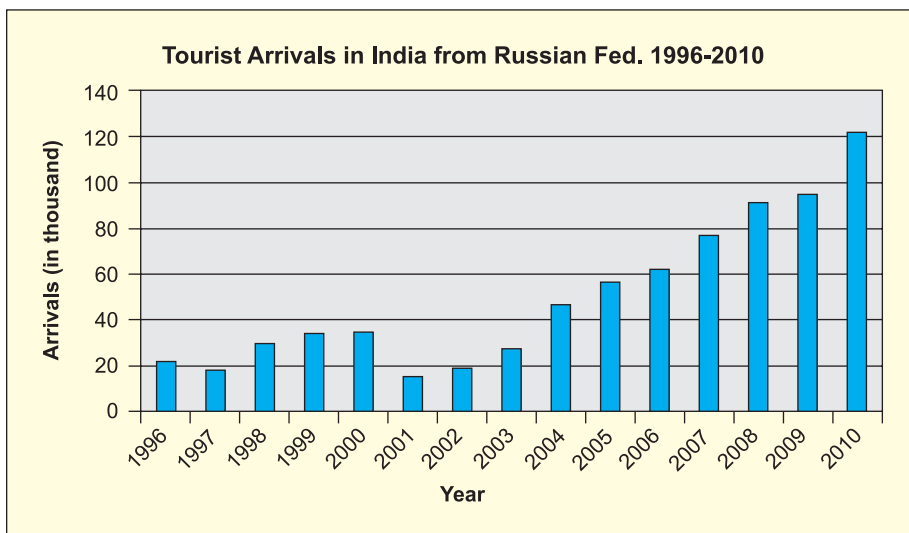
Japan is one of the most important tourist generating markets for India in the East Asia, and it contributed 2.91% to the total FTAs in India during 2010. During 2010, Japan occupied tenth position among tourist generating countries of the world. The arrivals from Japan grew from 29032 in 1981 to 168019 in 2010 at a CAGR of 6.2 %. The following graph shows the tourist arrivals from Japan during 1996-2010.



During the year 2010, 97.3% of tourists from Japan visited India by air, 2.3% by land routes and 0.4% by sea routes. As far as port of disembarkation is concerned, 37.5% disembarked at Delhi airport followed by Mumbai (22.8%), Bangalore (14.5%) and Chennai (12.9%). Of the total Japanese nationals who arrived in India, majority (81.0%) were male. The dominant age-group of Japanese tourists was 35-44 years contributing about 28.3% of tourist arrivals followed by the age group 45-54 years (27.2%) and 25-34 years (17.7%). The maximum number of tourists arrived in the quarter January–March (28.6%) followed by October-December (25.6%). During 2010, the maximum tourists from Japan came to India for 'Business and Professional' (56.9%) followed by 'Leisure, Holiday & Recreation' (19.2%) and 'Others' purpose (14.0%).

XI. RUSSIAN FEDERATION

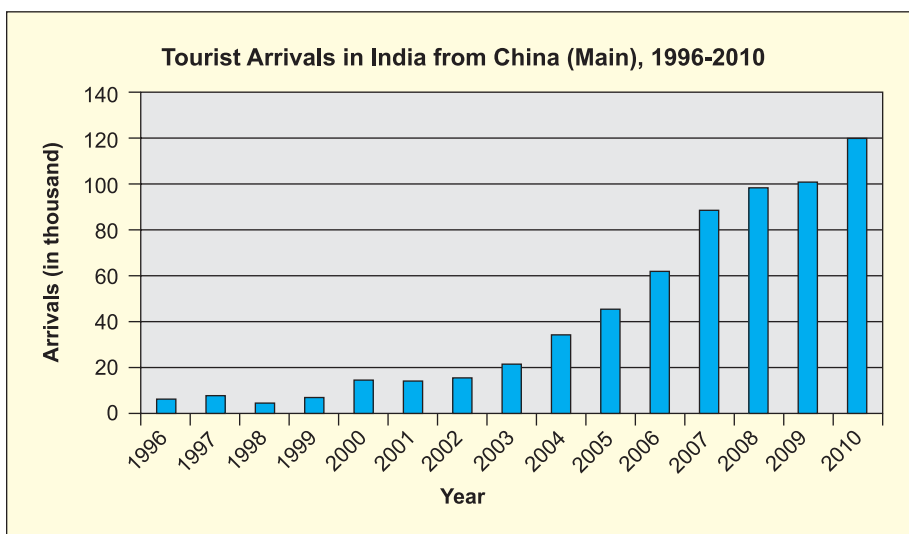
Russia occupied eleventh position in terms of tourist arrivals in India with 2.11% share during 2010. It has got a place among the top 15 source markets for the first time in 2008. The traffic from Russia was 32432 in 1991. However, it was 122048 in 2010 showing a CAGR of 7.2% since 1991. The following graph exhibits the tourist arrivals from Russia during 1996-2010. From 2001 onwards, an increasing trend has been observed in FTAs from Russia.



The predominant mode of travel for Russians was air accounting for 98.8% of tourists, followed by sea (0.8%) and (0.4%). Of the total arrivals from Russia during 2010, majority (57.0%) were female. The dominant age group was 25-34 years, accounting for 33.7% of tourists followed by 35-44 years age-group (21.4%). The peak quarter for tourist from Russia during 2010 was January-March (44.7%) followed by October-December (41.1%). During 2010, the maximum tourist from Russia came to India for 'Leisure, Holidays & Recreation' (69.1%) followed by 'Others' purpose (21.5%) and 'Business & professional' (5.5%).

XII. CHINA (MAIN)

During the year 2010, China (Main) occupied twelfth position among the tourist generating markets in India, with 2.07% share in total arrivals. During 2009 it had occupied eleventh position among tourist generating countries for India. The arrivals from China (Main) were merely 1371 in 1981 but have grown to 119530 in 2010 at a CAGR of 16.7%. The graph shows the trends in the tourist arrivals from China (Main) from 1996 to 2010. It can be seen that till 2000 there was no pattern in arrivals from China(Main), however henceforth it was showing an increasing trend.

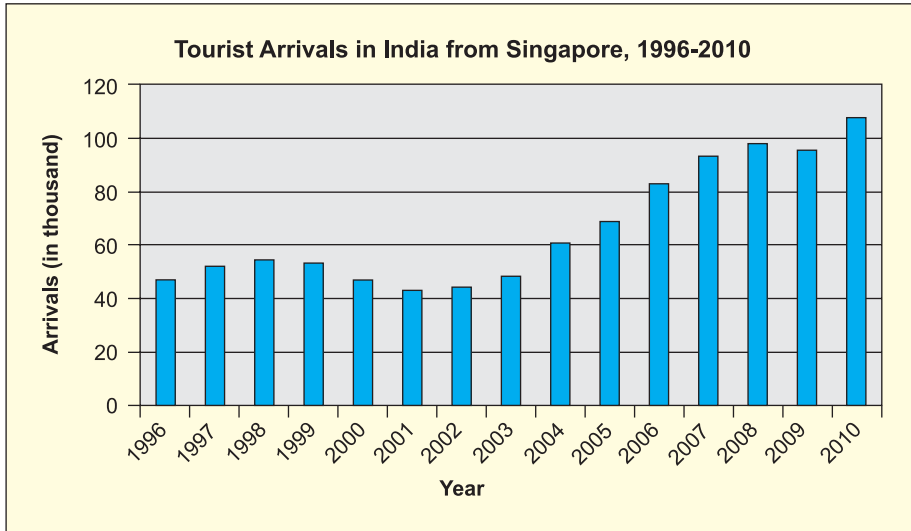


Air travel was the predominant mode of travel from China (Main) during 2010 (98.6%), followed by land routes (0.8%) and sea routes (0.6%). Maximum tourists disembarked at Mumbai airport (31.7%), followed by Delhi (29.5%), Kolkata (14.1%) and Bangalore (12.0%). The peak quarter for arrivals from China (Main) in 2010 was October-December (26.6%), followed by January- March (25.9%). Of the total arrivals from China (Main) during 2010, majority were male (74.6%). The dominant age group in 2010 was 25-34 years contributing about 40.5% of tourists followed by the age-group 35-44 years (30.0%). During 2010, the maximum tourist from China (Main) came to India for 'Business and Professional' (60.0%) followed by 'Others' purpose (18.2%) and 'Visiting friends & relatives' (11.1%).

XIII. SINGAPORE

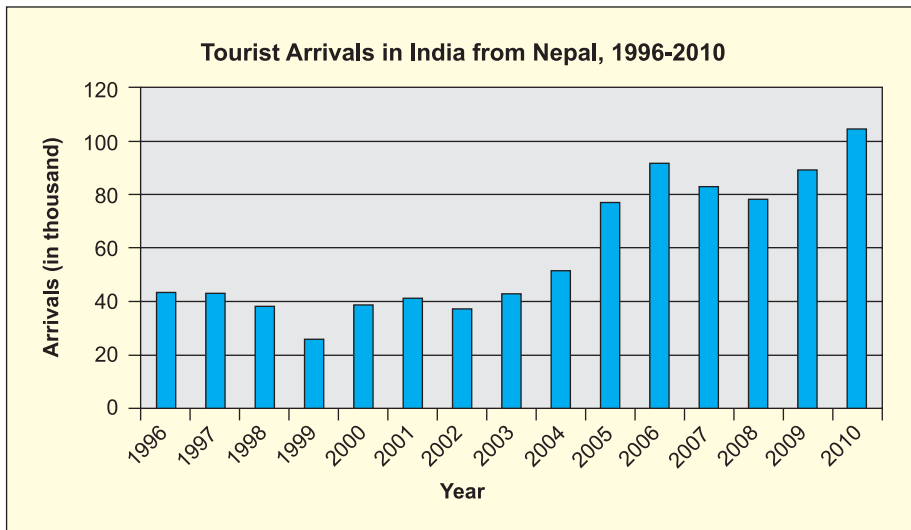
Singapore slipped to the thirteenth position in terms of tourist arrivals in India during 2010 with a share of 1.86%. The arrivals from Singapore grew from 17950 in 1981 to 107487 in 2010 at a CAGR of 6.4%. The graph shows tourist arrival trend from Singapore from 1996 to 2010. It can be seen that FTAs from Singapore had increased from 2002 onwards, except in 2009.

The predominant mode of travel for tourists from Singapore was air, with 99.7% arrivals followed by land and sea routes with (0.2%) and (0.1%) respectively. Maximum tourists disembarked at Chennai airport (33.4%) followed by Mumbai (20.6%), Delhi (16.2%) and Bangalore (11.0%). Of the total arrivals from Singapore during 2010, majority (61.0%) were male. The age-group which dominated the arrivals during 2010 was 35-44 years, accounting for (25.7%) of arrivals, followed by the age-group 45-54 years (25.5%). The peak quarter of arrivals from Singapore during 2010, was October- December (28.0%) followed by April-June (26.0%). During 2010, the maximum tourists from Singapore came to India for 'Visiting friends & relatives' (36.6%) followed by 'Business and Professional' (25.6%) and 'Leisure, Holiday & Recreation' (20.3%).



XIV. NEPAL

Nepal occupied the fourteenth position in terms of FTAs tourist in India with 1.81 % share in total arrivals during 2010. The arrivals from Nepal grew from 11851 in 1981 to 104374 in 2010 at a CAGR of 7.8%. The following graph shows the tourist arrivals from Nepal during 1996 to 2010. It can be seen that there is no consistent trend in arrivals from Nepal during 1996 to 2010.

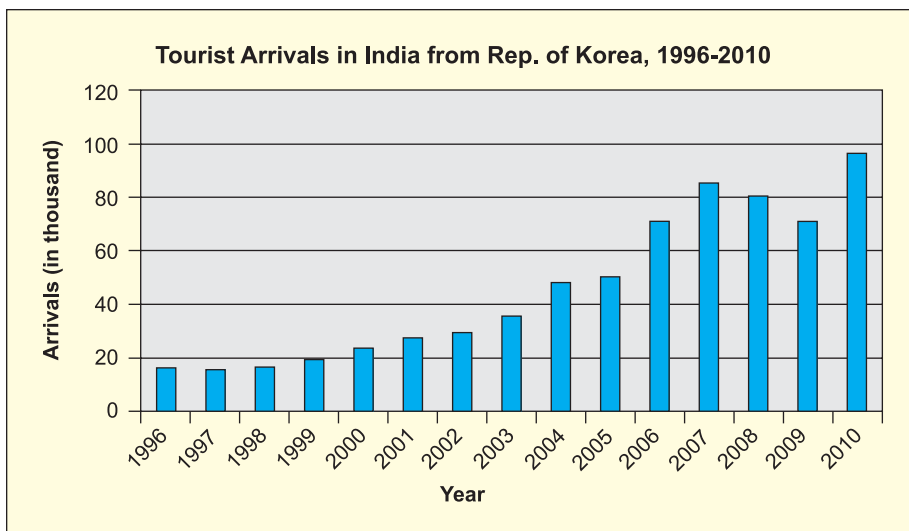


The predominant mode of travel for Nepalese tourists was air which accounted for 95.4% followed by land routes (4.5%) and sea routes (0.1%). During 2010, the maximum

tourists disembarked at Delhi airport (45.6%), followed by Mumbai (29.3%), Kolkata (12.9%), Chennai (2.1%) and Bangalore (1.6%). During 2010, majority of the arrivals (70.1%) were male. The age-group which dominated the arrivals during 2010 was 65 and above (38.2%), followed by the age-group 25-34 years (21.7%). The peak quarter for arrivals was October-December (29.5%) followed by January-March (24.4%). During 2010, the maximum tourist from Nepal came to India for 'Others' purpose (56.0%) followed by 'Visiting friends & relatives' (21.3%) and 'Business and Professional' (10.8%).

XV. REPUBLIC OF KOREA

In 2010, Republic of Korea, the new entrant to the top 15 tourist generating markets occupied the fifteenth position with 1.65% share in total arrivals during 2010. The arrivals from Republic of Korea grew from 3967 in 1991 to 95587 in 2010 at a CAGR of 18.2%. The following graph shows the tourist arrivals trend from Republic of Korea during 1996 to 2010.



The predominant mode of travel for Korean nationals was air which accounted for 95.1% followed by land routes (4.3%) and sea routes (0.6%). During 2010, the maximum tourists disembarked at Delhi airport (31.1%), followed by Mumbai (25.4%), Chennai (21.5%) and Bangalore (9.5%). During 2010, while 72.6% were male and 27.4% were female. The age-group which dominated the arrivals during 2010 was 35-44 years (29.0%), followed by the age-group 45-54 years (23.2%). The peak quarter for arrivals was January-March (30.9%) followed by the quarter July-September (25.1%). During 2010, the maximum tourist from Republic of Korea came to India for 'Business and Professional' (43.1%) followed by 'Others' purpose (24.5%) and 'Leisure, Holiday & Recreation' (19.9%).

2.10 FOREIGN EXCHANGE EARNINGS FROM TOURISM IN INDIA

For the FEE's, tourism is the most important sector in the country. As per the monthly estimates prepared by Ministry of Tourism, FEE from tourism in India in 2010 were ₹ 64889 crore as compared to ₹ 54960 in 2009 registering a growth of 18.1 % in 2010 over 2009. In US \$ term, FEE from tourism in 2010 were US \$ 14.19 billion as compared to US\$ 11.39 billion in 2009 with a growth rate of 24.6%. The FEE from tourism in India, in INR terms and US\$ terms, during 1991-2010 are given in Table 2.10.1.

TABLE 2.10.1
FOREIGN EXCHANGE EARNINGS FROM TOURISM IN INDIA DURING 1991-2010

Year	FEE in ₹ terms		FEE in US\$ terms	
	₹ Crore	% Change over previous year	US \$ Million	% Change over previous year
1991	4318	-	1861	-
1992	5951	37.8	2126	14.2
1993	6611	11.1	2124	-0.1
1994	7129	7.8	2272	7.0
1995	8430	18.2	2583	13.7
1996	10046	19.2	2832	9.6
1997	10511	4.6	2889	2.0
1998	12150	15.6	2948	2.0
1999	12951	6.6	3009	2.1
2000	15626	20.6	3460	15.0
2001	15083	-3.5	3198	-7.6
2002	15064	-0.1	3103	-3.0
2003	20729	37.6	4463	43.8
2004	27944	34.8	6170	38.2
2005	33123	18.5	7493	21.4
2006	39025	17.8	8634	15.2
2007	44360	13.7	10729	24.3
2008 [®]	51294	15.6	11832	10.3
2009 [#]	54960	7.1	11394	-3.7
2010 [#]	64889	18.1	14193	24.6

[®] Revised

[#] Advance Estimates

The month-wise FEE from tourism and corresponding percentage change over previous years during 2008-2010 in ₹ terms and US\$ terms are given in Tables 2.10.2 and 2.10.3.

TABLE 2.10.2
MONTH-WISE FEE FROM TOURISM (₹ CRORE) IN INDIA DURING 2008- 2010

Month	FEE from tourism (In ₹ crore)			Percentage Change	
	2008*	2009#	2010#	2009/08	2010/09
January	4599	4598	5593	0.0	21.6
February	5496	4547	6646	-17.3	46.2
March	4312	4437	5507	2.9	24.1
April	3740	4061	4518	8.6	11.3
May	3153	3249	4358	3.0	34.1
June	3538	3801	4751	7.4	25.0
July	4553	4983	5444	9.4	9.3
August	4041	4115	4620	1.8	12.3
September	3602	3798	4678	5.4	23.2
October	4234	4806	5219	13.5	8.6
November	5003	5523	6516	10.4	18.0
December	5023	7042	7039	40.2	0.0
Total	51294	54960	64889	7.1	18.1

*Revised Estimates # Advance Estimates

TABLE 2.10.3
MONTH-WISE FEE FROM TOURISM (US\$ MILLION) IN INDIA DURING 2008 -2010

Month	FEE (in US\$ million)			Percentage Change	
	2008*	2009#	2010#	2009/08	2010/09
January	1155	941	1215	-18.5	29.1
February	1380	923	1434	-33.1	55.4
March	1083	867	1209	-19.9	39.4
April	898	811	1013	-9.7	24.9
May	757	669	951	-11.6	42.2
June	849	796	1020	-6.2	28.1
July	1040	1028	1163	-1.2	13.1
August	923	851	992	-7.8	16.6
September	823	785	1015	-4.6	29.3
October	868	1028	1175	18.4	14.3
November	1026	1185	1448	15.5	22.2
December	1030	1510	1558	46.6	3.2
Total	11832	11394	14193	-3.7	24.6

* Revised Estimates # Advance Estimates

3 CHAPTER

Atithidevo Bhava



Incredible India

**World Tourism Scenario and India's
Position in World**

WORLD TOURISM SCENARIO AND INDIA'S POSITION IN WORLD

3.1 WORLD TOURISM TRAFFIC

International tourism recovered strongly in 2010 from the blow it suffered due to the global financial crisis and economic recession. International tourist arrivals worldwide registered a positive growth of 6.6% during the year 2010 as compared to negative growth of 3.8% during 2009 over 2008. The international tourist arrivals during 2010, 2009 and 2008 were 940 million, 882 million and 917 million respectively. France maintained the top position in terms of arrivals in 2010, followed by USA, China, Spain, Italy, UK, Turkey, Germany, Malaysia and Mexico. These top 10 countries accounted for 44.42% share of international tourist arrivals in 2010. As regards the regions, the highest tourist arrivals were in Europe, which attracted 476.6 million tourists in 2010, with a positive growth of 3.3% over 2009, followed by Asia & the Pacific with 203.8 million tourists with 12.7% growth over 2009, Americas with 149.8 million tourists with growth of 6.4% over 2009, Middle East with 60.3 million tourists with growth of 14.1% over 2009 and Africa with 49.4 million tourists with growth of 7.3% over 2009. In fact, in all these regions, positive growth was registered during the year 2010 over 2009. Table 3.1.1 gives the summary of international tourist arrivals in different regions of the world from 2008 to 2010.

TABLE 3.1.1
INTERNATIONAL TOURIST ARRIVALS WORLDWIDE AND BY REGIONS
DURING 2008-2010

(Arrivals in million)

Region	2008	2009	2010
World			
Arrivals	917.0	882.0	940.0
% Annual Change	2.6	-3.8	6.6
Africa			
Arrivals	44.4	46.0	49.4
% Annual Change	2.8	3.7	7.3
% Share in world	4.9	5.2	5.2
Americas			
Arrivals	147.8	140.6	149.8
% Annual Change	2.7	-4.9	6.4
% Share in world	16.1	15.9	15.9
Asia & the Pacific			
Arrivals	184.1	180.9	203.8
% Annual Change	1.5	-1.7	12.7
% Share in world	20.1	20.5	21.7

Region	2008	2009	2010*
Europe			
Arrivals	485.2	461.5	476.6
% Annual Change	0.9	-4.9	3.3
% Share in world	52.9	52.3	50.7
Middle East			
Arrivals	55.2	52.9	60.3
% Annual Change	17.7	-4.3	14.1
% Share in world	6.0	6.0	6.4
India			
Arrivals	5.28	5.17	5.78
% Annual Change	4.0	-2.2	11.8
% Share in world	0.58	0.59	0.61

Source: United Nations World Tourism Organization (UNWTO)

International tourist arrivals in the world and India's share as well as rank, during the years 1997-2010, are given in Table 3.1.2. India's rank in international tourist arrivals, was 47th in 1998 and declined to 54th in 2002, however, since then, it has gradually improved to 40th in 2010. India's share in international tourist arrivals, increased from 0.40% in 1997 to 0.61% in 2010. During last 3 years there has been slight improvement in percentage share of India in world.

TABLE 3.1.2
INTERNATIONAL TOURIST ARRIVALS IN WORLD AND INDIA, 1997-2010

Year	World		India@		Percentage Share of India	Rank of India
	Number (in million)	% Change	Number (in million)	% Change		
1997	593.0	4.2	2.37	3.8	0.40	—
1998	611.0	3.0	2.36	-0.7	0.39	47 th
1999	633.8	3.7	2.48	5.2	0.39	46 th
2000	683.3	7.8	2.65	6.7	0.39	50 th
2001	683.4	0.2	2.54	-4.2	0.37	51 st
2002	703.2	2.9	2.38	-6.0	0.34	54 th
2003	691.0	-1.7	2.73	14.3	0.39	51 st
2004	762.0	10.3	3.46	26.8	0.45	44 th
2005	798.0	5.4	3.92	13.3	0.49	43 rd
2006	846.0	5.3	4.45	13.5	0.53	44 th
2007	894.0	5.7	5.08	14.3	0.57	41 st
2008	917.0	2.6	5.28	4.0	0.58	42 nd
2009	882.0	-3.8	5.17	-2.2	0.59	42 nd
2010*	940.0*	6.6	5.78	11.8	0.61	40 th

* Provisional, @For India figures are for Foreign Tourist Arrivals only.

Source: World Tourism Organization and Bureau of Immigration, India.

Table 3.1.3 provides the name of countries with tourist arrivals and ranks which are above India in terms of tourist arrivals during 2008, 2009 and 2010. It is clear from this table that the top 2 countries during 2008 have maintained their respective ranks during 2009 and 2010. Some countries like China, Thailand, Macao(China), Netherlands, Hungary, Morocco, Singapore, Rep.of Korea, Bulgaria, Australia, etc. have marginally improved their ranks in international tourist arrivals, during 2010 as compared to 2009. Japan climbed to 29th rank in 2010 from 35th rank in 2009. However, countries like Spain, Greece, Saudi Arabia, Denmark, Switzerland and Tunisia have shown decline in their ranks during 2010 as compared to 2009.

All other countries like Italy, UK, Turkey, Germany, Malaysia, Mexico, Austria, Ukraine, Russian Fed., Hong Kong (China), Canada, Egypt, Poland, South Africa and Belgium retained the same ranks in 2010 as compare to 2009. India improved its rank from 42nd in 2009 to 40th in 2010.

TABLE 3.1.3
COUNTRIES ABOVE INDIA IN TERMS OF TOURIST ARRIVALS, 2008-2010

(Tourist Arrivals in Million)

2008			2009			2010		
Rank	Nationality	Tourist Arrivals	Rank	Nationality	Tourist Arrivals	Rank	Nationality	Tourist Arrivals
1.	France	79.2	1	France	76.8	1	France	76.8
2.	USA	57.9	2	USA	55.0	2	USA	59.7
3.	Spain	57.2	3	Spain	52.2	3	China	55.7
4.	China	53.0	4	China	50.9	4	Spain	52.7
5.	Italy	42.7	5	Italy	43.2	5	Italy	43.6
6.	UK	30.1	6	UK	28.2	6	UK	28.1
7.	Ukraine	25.4	7	Turkey	25.5	7	Turkey	27.0
8.	Turkey	25.0	8	Germany	24.2	8	Germany	26.9
9.	Germany	24.9	9	Malaysia	23.6	9	Malaysia	24.6
10.	Mexico	22.6	10	Mexico	21.5	10	Mexico	22.4
11.	Malaysia	22.1	11	Austria	21.4	11	Austria	22.0
12.	Austria	21.9	12	Ukraine	20.8	12	Ukraine	21.2
13.	Russian Fed.	21.6	13	Russian Fed.	19.4	13	Russian Fed.	20.3
14.	Hong Kong (China)	17.3	14	Hong Kong (China)	16.9	14	Hong Kong (China)	20.1
15.	Canada	17.1	15	Canada	15.7	15	Canada	16.1
16.	Greece	15.9	16	Greece	14.9	16	Thailand	15.8
17.	Saudi Arabia	14.8	17	Thailand	14.2	17	Greece	15.0
18.	Thailand	14.6	18	Egypt	11.9	18	Egypt	14.1
19.	Poland	13.0	19	Poland	11.9	19	Poland	12.5
20.	Egypt	12.3	20	Saudi Arabia	10.9	20	Macao (China)	11.9

2008			2009			2010		
Rank	Nationality	Tourist Arrivals	Rank	Nationality	Tourist Arrivals	Rank	Nationality	Tourist Arrivals
21.	Macao (China)	10.6	21	Macao (China)	10.4	21	Netherlands	10.9
22.	Netherlands	10.1	22	Netherlands	9.9	22	Saudi Arabia	10.9
23.	South Africa	9.6	23	Croatia	9.3	23	Hungary	9.5
24.	Croatia	9.4	24	Hungary	9.1	24	Morocco	9.3
25.	Denmark	9.0	25	Denmark	8.5	25	Singapore	9.2
26.	Hungary	8.8	26	Morocco	8.3	26	Denmark	9.1
27.	Switzerland	8.6	27	Switzerland	8.3	27	Korea Rep.	8.8
28.	Japan	8.4	28	Korea Rep.	7.8	28	Switzerland	8.6
29.	Ireland	8.0	29	Singapore	7.5	29	Japan	8.6
30.	Morocco	7.9	30	Ireland	7.2	30	Syria Arab Rep.	8.5
31.	Singapore	7.8	31	South Africa	7.0	31	South Africa	8.1
32.	Belgium	7.2	32	Tunisia	6.9	32	UAE	7.4
33.	UAE	7.1	33	Belgium	6.8	33	Belgium	7.2
34.	Tunisia	7.1	34	UAE	6.8	34	Indonesia	7.0
35.	Portugal	7.0	35	Japan	6.8	35	Tunisia	6.9
36.	Korea Rep.	6.9	36	Portugal	6.4	36	Portugal	6.9
37.	Czech Rep.	6.6	37	Indonesia	6.3	37	Czech Rep.	6.3
38.	Indonesia	6.2	38	Syria	6.1	38	Bulgaria	6.0
39.	Bulgaria	5.8	39	Czech Rep.	6.0	39	Australia	5.9
40.	Australia	5.6	40	Bulgaria	5.7	40	India	5.8
41.	Syria	5.4	41	Australia	5.6			
42.	India	5.3	42	India	5.2			

Source: UNWTO Tourism Highlights 2011 Edition.

3.2 OUTBOUND TOURISM

Table 3.2.1 gives the summary of number of outbound departures and the percentage share of India in outbound departures of some countries of the world for the year 2008 and 2009. As regards the share of India in the outbound tourist traffic of the countries presented in this table, it was high for the neighboring countries, namely Sri Lanka (24.9%), Bangladesh (20.8%), Nepal (15.1%) and Mauritius (9.7%). Except for Australia (2.4%), Oman (2.0%), New Zealand (1.6%), Thailand (1.5%), Singapore (1.4%), USA (1.3%), UK (1.3%), Israel (1.0%) and South Africa (1.0%), it was less than 1% for other countries. A comparison of figures in this table clearly shows that even for countries showing high growth in FTAs to India in 2009 over 2008, India's share continues to remain quite low. Therefore, there is still scope for attracting more tourists from these countries. The corresponding figures for 2010 are not yet available.

TABLE 3.2.1
NUMBER OF OUTBOUND TOURISTS OF SOME SELECTED COUNTRIES OF THE
WORLD AND PERCENTAGE SHARE OF INDIA, 2008 AND 2009

S.No.	Country	No. of Outbound Departures (in thousand)			FTAs in India (in thousand)			India's % Share in Outbound Departures	
		2008	2009	% Growth 2009/08	2008	2009	% Growth 2009/08	2008	2009
1	2	3	4	5	6	7	8	9	10
1.	USA	63564	61419	-3.4	805	827	2.8	1.3	1.3
2.	UK	69011	58614	-15.1	777	769	-0.9	1.1	1.3
3.	Bangladesh	875	2254	157.6	542	469	-13.5	61.9	20.8
4.	Sri Lanka	966	963	-0.3	219	240	9.7	22.7	24.9
5.	Canada	27037	26204	-3.1	222	224	0.8	0.8	0.9
6.	France	21080	21281	1.0	208	196	-5.5	1.0	0.9
7.	Germany	73000	72300	-1.0	204	192	-6.2	0.3	0.3
8.	Australia	5808	6285	8.2	146	149	2.0	2.5	2.4
9	Japan	15987	15446	-3.4	145	125	-14.2	0.9	0.8
10.	Russian Fed.	36538	NA	-	91	95	4.2	0.2	-
11.	China(Main)	45844	47656	4.0	98	100	2.2	0.2	0.2
12.	Singapore	6828	6961	1.9	98	95	-2.6	1.4	1.4
13.	Nepal	561	589	5.0	78	89	13.6	13.9	15.1
14.	Italy	28284	29060	2.7	86	78	-9.2	0.3	0.3
15.	Korea,Rep. of	11996	9494	-20.9	80	70	-11.7	0.7	0.7
16.	Thailand	3908	4535	16.0	58	67	15.9	1.5	1.5
17.	Netherlands	18458	18408	-0.3	72	65	-9.8	0.4	0.4
18.	Spain	11229	12844	14.4	63	59	-5.6	0.6	0.5
19.	South Africa	4429	4424	-0.1	42	44	4.7	1.0	1.0
20.	Sweden	13291	11699	-12.0	59	43	-26.5	0.4	0.4
21.	Israel	4207	4007	-4.8	43	41	-5.0	1.0	1.0
22.	Switzerland	11147	NA	-	42	38	-9.1	0.4	-
23.	Belgium	8887	11123	25.2	36	35	-4.2	0.4	0.3
24.	Denmark	6347	NA	-	34	31	-8.8	0.5	-
25.	Oman	2074	1672	-19.4	34	33	-3.1	1.6	2.0
26.	New Zealand	1965	1917	-2.4	29	31	5.5	1.5	1.6
27.	Austria	9677	10121	4.6	26	28	7.8	0.3	0.3
28.	Finland	5854	5832	-0.4	29	25	-14.9	0.5	0.4

S.No.	Country	No. of Outbound Departures (in thousand)			FTAs in India (in thousand)			India's % Share in Outbound Departures	
		2008	2009	% Growth 2009/08	2008	2009	% Growth 2009/08	2008	2009
1	2	3	4	5	6	7	8	9	10
29.	Taiwan(China)	8465	8143	-3.8	29	23	-18.9	0.3	0.3
30.	Indonesia	5486	5053	-7.9	20	20	2.3	0.4	0.4
31.	Poland	7600	6300	-17.1	24	20	-16.4	0.3	0.3
32.	Ireland	7877	7047	-10.5	19	19	1.6	0.2	0.3
33.	Mauritius	226	196	-13.3	20	19	-4.3	8.8	9.7
34.	Saudi Arabia	4087	6032	47.6	17	16	-8.4	0.4	0.3
35.	Brazil	5181	4952	-4.4	12	14	21.1	0.2	0.3
36.	Ukraine	15499	15334	-1.1	12	12	0.7	0.1	0.1
37.	Turkey	9870	10493	6.3	11	10	-6.0	0.1	0.1
38.	Czech Rep.	7685	6618	-13.9	9	8	-2.6	0.1	0.1
39.	Mexico	14450	13942	-3.5	9	8	-11.7	0.1	0.1
40.	Kazakhstan	5243	6414	22.3	8	7	-9.1	0.1	0.1
41.	Argentina	4614	4975	7.8	5	6	18.2	0.1	0.1
42.	Hungary	6421	5924	-7.7	5	5	-5.4	0.1	0.1
43.	Romania	13072	11723	-10.3	5	5	2.5	Neg	Neg
44.	Jordan	2288	2368	3.5	4	4	3.5	0.2	0.2
45.	Uzbekistan	1150	1317	14.5	3	4	32.1	0.2	0.3
46.	Syria Arab Rep.	5253	5215	-0.7	3	3	11.5	0.1	0.1
47.	Chile	3061	2895	-5.4	3	3	1.5	0.1	0.1
48.	Colombia	2042	2122	3.9	3	3	6.6	0.1	0.1
49.	Uganda	337	NA	-	2	2	6.1	0.7	-
50.	Venezuela	1745	1651	-5.4	2	2	12.8	0.1	0.1
51.	Morocco	3058	2293	-25.0	1	1	18.4	Neg	0.1
52.	Peru	1971	1958	-0.7	1	1	-3.7	0.1	0.1
53.	Cambodia	786	340	-56.7	2	1	-29.0	0.2	0.3

Source: For Columns 3 and 4, UNWTO's Compendium of Tourism Statistics 2011 Edition
For Columns 6 and 7, Bureau of Immigration, Govt. of India

3.3 INTERNATIONAL TOURISM RECEIPTS

As per UNWTO estimates, worldwide receipts from international tourism were US\$ 919 billion in 2010, up from US\$ 851 billion in 2009. All regions posted positive growth with the exception of Europe (-1.1%). Asia and the Pacific (22.4%) and Middle East (19.8%) showed the highest growth, while Africa (9.7%) and Americas (9.6%) posted comparatively better growth than world average.

Table 3.3.1 gives the year-wise receipts from international tourism by regions during the years 2008-2010. During the year 2010, Europe accounted for about 44.2% of the world's total receipts from international tourism followed by Asia & the Pacific region (27.1%), Americas (19.8%), Middle East (5.5%) and Africa (3.4%).

TABLE 3.3.1
INTERNATIONAL TOURISM RECEIPTS WORLDWIDE AND BY REGIONS, 2008-2010

(Receipts in Billion US\$)

Region	2008	2009	2010**
World			
Receipts	939.0	851.0	919.0
% Annual Change	9.6	-9.4	8.0
Africa			
Receipts	30.3	28.8	31.6
% Annual Change	4.5	-4.9	9.7
% Share in World	3.2	3.4	3.4
Americas			
Receipts	189.0	166.2	182.2
% Annual Change	10.3	-12.1	9.6
% Share in World	20.1	19.4	19.8
Asia & the Pacific			
Receipts	208.5	203.1	248.7
% Annual Change	11.5	-2.6	22.4
% Share in World	22.2	23.8	27.1
Europe			
Receipts	471.7	410.9	406.2
% Annual Change	8.4	-12.9	-1.1
% Share in World	50.2	48.5	44.2
Middle East			
Receipts	39.9	42.0	50.3
% Annual Change	15.3	5.3	19.8
% Share in World	4.2	4.9	5.5
India			
Receipts	11.83	11.39*	14.19*
% Annual Change	10.3	-3.7	24.6
% Share in World	1.26	1.34	1.54

** Provisional

* Advance estimates of Ministry of Tourism

Source: UNWTO Tourism Highlights 2011 Edition

The international tourism receipts worldwide and India's share in them during the years 1997-2010 are given in Table 3.3.2. The share of India in the world tourism receipts has remained between 0.65% and 0.72% during 1997-2002. However, it has been increasing steadily since 2002, and has reached 1.54% during 2010.

It is clear from Table 3.3.2 that international tourism receipts worldwide, which were hardly US\$ 442.8 billion in 1997 have reached US\$ 919 billion in 2010, more than double in 13 years time. Whereas, in terms of international tourist arrivals worldwide, the number has grown from 593 million in 1997 to 940 million tourist arrivals in 2010 only.

TABLE 3.3.2
INTERNATIONAL TOURISM RECEIPTS AND INDIA'S
SHARE AND RANK, 1997-2010

Year	World Tourism Receipts				Percentage Share of India in world	India's Rank in world
	Receipts (US\$ billion)	Growth Rate	FEE in India (US \$ billion)	Growth Rate		
1997	442.8	0.8	2.89	2.0	0.65	—
1998	444.8	0.5	2.95	2.0	0.66	34 th
1999	458.2	3.0	3.01	2.1	0.66	35 th
2000	475.3	4.3	3.46	15.0	0.72	36 th
2001	463.8	-2.4	3.20	-7.6	0.69	36 th
2002	481.9	3.9	3.10	-3.0	0.64	37 th
2003	529.3	9.8	4.46	43.8	0.84	37 th
2004	633.2	19.6	6.17	38.2	0.97	26 th
2005	679.6	7.3	7.49	21.4	1.10	22 nd
2006	744.0	9.5	8.63	15.2	1.16	22 nd
2007	857.0	15.2	10.73	24.3	1.25	22 nd
2008	939.0	9.6	11.83	10.3	1.26	22 nd
2009	851.0	-9.4	11.39*	-3.7	1.34	22 nd
2010	919.0	8.0	14.19*	24.6	1.54	17 th

* Advance estimates of Ministry of Tourism

Source: UN World Tourism Organization

India's rank has also witnessed improvement from 34th in 1998 to 16th in 2010. It is clear from Table 3.3.3 that, in terms of International Tourism Receipts, top 4 positions were occupied by USA, Spain, France and China during the year 2010. During 2010, China improved its position from 5th in 2009 to 4th rank. Hong Kong, Thailand and Canada also improved their positions in 2010. However, some countries like Italy, Turkey, Austria observed decline in their positions in 2010 as compared to 2009.

TABLE 3.3.3
COUNTRIES ABOVE INDIA IN TERMS OF TOURISM RECEIPTS, 2008-2010

(US\$ billion)

2008			2009			2010		
Rank	Nationality	Tourist Receipts	Rank	Nationality	Tourist Receipts	Rank	Nationality	Tourist Receipts
1.	USA	110.4	1	USA	94.2	1	USA	103.5
2.	Spain	61.6	2	Spain	53.2	2	Spain	52.5
3.	France	56.6	3	France	49.4	3	France	46.3
4.	Italy	45.7	4	Italy	40.2	4	China	45.8
5.	China	40.8	5	China	39.7	5	Italy	38.8
6.	Germany	39.9	6	Germany	34.6	6	Germany	34.7
7.	UK	36.0	7	UK	30.1	7	UK	30.4
8.	Australia	24.8	8	Australia	25.4	8	Australia	30.1
9.	Turkey	22.0	9	Turkey	21.3	9	Hong Kong (China)	23.0
10.	Austria	21.6	10	Austria	19.4	10	Turkey	20.8
11.	Thailand	18.2	11	Macao	17.6	11	Thailand	19.8
12.	Greece	17.1	12	Hong Kong (China)	16.5	12	Austria	18.7
13.	Macao	16.4	13	Malaysia	15.8	13	Malaysia	17.8
14.	Canada	15.7	14	Thailand	15.7	14	Macao (China)	NA
15.	Hong Kong (China)	15.3	15	Greece	14.5	15	Canada	15.8
16.	Malaysia	15.3	16	Switzerland	13.8	16	Switzerland	14.8
17.	Switzerland	14.4	17	Canada	13.7	17	India	14.2**
18.	Netherlands	13.3	18	Netherlands	12.4			
19.	Mexico	13.3	19	Mexico	11.3			
20.	Russian fed.	11.8	20	Russian fed.	-			
21.	Poland	11.8	21	Poland	-			
22.	India	11.8**	22	India	11.1**			

Source: ** As per RBI's estimates quoted in UNWTO Tourism Highlights 2011 Edition.

4 CHAPTER

Atithidevo Bhava



Incredible India

Outbound Tourism - Indian Nationals Departures from India

OUTBOUND TOURISM-INDIAN NATIONALS DEPARTURES FROM INDIA

The total count of Indian nationals departures to other countries is compiled by the Bureau of Immigration (BOI), from Embarkation cards. The number of Indian nationals departures from India during 1991 was 1.9 million, which rose to 12.99 million in 2010 with a compound annual growth rate (CAGR) of 10.5%. The number of Indian nationals departures from India during 2010 registered a growth of 9.0% over 2009 as compared to 1.8 % growth in 2009 over 2008. The figures of Indian nationals departures for the years 1991 to 2010, along with percentage change over the previous year, are given in Table 4.1.

TABLE 4.1
NUMBER OF INDIAN NATIONALS DEPARTURES FROM INDIA, 1991 TO 2010

Year	No. of Indian Nationals departures from India	Percentage change over the previous year
1991	1942707	-14.8
1992	2161301	11.3
1993	2733304	26.5
1994	2734830	0.1
1995	3056360	11.8
1996	3463783	13.3
1997	3725820	7.6
1998	3810908	2.3
1999	4114820	8.0
2000	4415513	7.3
2001	4564477	3.4
2002	4940244	8.2
2003	5350896	8.3
2004	6212809	16.1
2005	7184501	15.6
2006	8339614	16.1
2007	9783232	17.3
2008	10867999	11.1
2009	11066072	1.8
2010	12988001	17.4

Source: Bureau of Immigration, India.

The port-wise number of Indian nationals departures from India for 2002 & 2004 to 2010, are given in Table 4.2. During 2002, 2004 to 2010, top 3 airports for departures of

Indian nationals from India were Mumbai, Delhi and Chennai. During 2010, Mumbai airport registered the highest share (23.34%) followed by Delhi airport (20.18%) and Chennai airport (11.17%). These 3 top airports accounted for 54.69% of the total departures in 2010. During 2009, Mumbai, Delhi and Chennai airports had a percentage share of 23.6%, 19.1% and 11.9% respectively. However, during 2002 the share of these 3 airports were 35.2%, 21.9% and 12.7% respectively and total share of these airports was 69.84%. The share of top 3 airports in overall departures of Indian nationals from India during 2002-2010 is gradually decreasing.

The share of Top 10 ports in overall departures of Indian nationals from India during 2002-2009 has also gradually decreased from 96.26% in 2002 to 91.58% in 2010. This decline may be due to various reasons including introduction of international flights from other airports.

TABLE 4. 2
PORT-WISE INDIAN NATIONALS DEPARTURES FROM INDIA,
2002, 2004 - 2010

Port/ Land Check post	Year								% Share in 2010
	2002	2004	2005	2006	2007	2008	2009	2010	
Mumbai (Airport)	1738301	1909773	2152002	2368115	2623707	2734458	2615702	3031822	23.34
Delhi (Airport)	1084097	1283733	1510735	1764264	1956299	2141600	2117561	2621535	20.18
Chennai (Airport)	628059	845947	923250	1039973	1211400	1350418	1312197	1450521	11.17
Cochin (Airport)	259970	427412	497966	591236	773310	915278	968375	1022233	7.87
Trivandrum (Airport)	299815	345253	403627	474309	578647	619856	642011	751861	5.79
Hyderabad (Airport)	187451	296150	383500	461616	494797	482897	543719	740350	5.70
Calicut (Airport)	227707	333638	382720	454606	526290	735151	791021	904130	6.96
Bangalore (Airport)	122709	209554	255518	369508	491088	530054	577191	664083	5.11
Kolkata (Airport)	162033	191535	215223	232219	286953	294644	307379	411210	3.17
Ahmedabad (Airport)	45160	80125	110131	95714	170458	225479	262734	296778	2.28
Others	184942	289689	349829	488054	670283	838164	928182	1093478	8.42
Total	4940244	6212809	7184501	8339614	9783232	10867999	11066072	12988001	100.00
Top 3	69.84%	65.02%	63.83%	62.09%	59.2%	57.3%	54.63%	56.23	
Top 10	96.26%	95.34%	95.13%	94.15%	93.15%	92.29%	91.61%	91.58	

Source: Bureau of Immigration, India.

As the information about the destination-wise Indian nationals departures in 2010 is currently not available from Bureau of Immigration, the same for the last nine years has been taken from UNWTO publications and is presented in Table 4.3. Among the countries for which information were available during 2009, the top 5 destination countries for Indian nationals were Kuwait, Singapore, Malaysia, USA and China(Main). While in 2008, the top 5 destination countries were Singapore, Kuwait, Saudi Arabia, USA and Malaysia.

TABLE 4. 3
DESTINATION-WISE NUMBER OF INDIAN NATIONALS DEPARTURES
FROM INDIA, 2001-2009

Country of Destination	Number of Indian Nationals departures from India								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
North America									
Canada	54742	55492	57010	68315	77849	87210	101724	110890	107959
USA	269674	257271	272161	308845	344926	406845	567045	598971	549474
Central & South America									
Bahamas	N.A.	N.A.	327	265	285	443	506	605	435
Barbados	403	433	373	564	644	629	3090	963	959
Brazil	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	19456	11361
Cambodia	2271	3785	5286	6597	6938	8690	11454	12467	12461
Cayman Islands	N.A.	N.A.	N.A.	150	81	140	141	190	171
Colombia	913	960	917	1161	1348	1549	1911	2038	2483
Chile	1207	1296	1647	3148	3474	3499	3505	3376	2673
Cuba	2830	2995	4174	2717	3783	3437	1898	2730	2551
Dominican Rep.	N.A.	N.A.	236	249	337	279	663	754	806
Ecuador	N.A.	N.A.	N.A.	965	780	613	795	1212	1570
Honduras	117	163	207	221	278	343	198	231	295
Jamaica	731	530	627	542	457	586	1525	904	1232
Nicaragua	414	423	1153	304	1347	751	245	1552	513
Peru	714	841	956	989	1355	1462	2059	3033	3390
Paraguay	N.A.	N.A.	N.A.	122	157	187	345	300	258
Trinidad & Tobago	1022	962	931	1188	1465	2199	2656	1990	1653
Venezuela	N.A.	N.A.	N.A.	N.A.	1338	1287	845	858	1131
Western Europe									
Belgium	12958	22956	17453	19479	19572	21683	33504	53951	34711
Finland	N.A.	N.A.	N.A.	4100	5000	8000	18000	32000	23000
Italy	49131	65839	48807	77134	59056	116951	108941	135517	139094

Country of Destination	Number of Indian Nationals departures from India								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
Portugal	4114	4970	5066	5447	5496	N.A.	N.A.	N.A.	N.A.
Switzerland	72291	80430	84685	N.A.	93472	115055	132396	132107	136322
UK	189000	205000	199000	255000	272000	366745	335892	359237	272754
Eastern Europe									
Armenia	351	470	780	1380	1967	2340	2590	3970	4100
Azerbaijan	N.A.	N.A.	1545	2695	2034	1969	2110	4236	3721
Belarus	N.A.	N.A.	258	113	282	105	229	221	154
Bulgaria	2647	2099	2361	2361	2766	3187	3701	4605	4106
Georgia	1590	1861	2200	2853	1335	3088	2355	2712	3674
Hungary	6044	4695	5589	5947	6417	6903	8154	N.A.	N.A.
Kazakhstan	3633	4217	4809	5868	6160	7197	9280	9022	N.A.
Kyrgyzstan	358	1590	3171	2080	1211	1030	1277	1038	N.A.
Latvia	1153	959	1059	861	832	1450	1017	4329	3737
Moldova, Rep. of	25	6	12	10	30	6	21	4	5
Poland	5015	5259	6092	7875	8702	9893	13449	15000	10000
Russia	27576	33546	32954	36755	42184	45795	68044	62163	N.A.
Romania	3529	4773	4024	5864	6033	6632	8088	9364	6662
Slovakia	1515	1437	1305	384	603	443	1229	1380	1290
Turkmenistan	3	36	24	55	1	1	8	N.A.	N.A.
Ukraine	2622	4103	6249	5240	5918	6821	7370	7262	8183
Africa									
Angola	582	653	N.A.	N.A.	1642	1852	3768	5262	9517
Benin	N.A.	N.A.	N.A.	99	1300	1225	898	634	212
Botswana	1927	3421	1476	1691	N.A.	2505	1710	N.A.	N.A.
Egypt	28498	31834	34941	45313	54141	61301	82481	88811	86698
Eritrea	2231	2549	2580	2420	2985	2895	2973	395	718
Ethiopia	3244	3778	4276	4641	7125	7975	8895	10560	N.A.
Guinea	N.A.	N.A.	463	677	900	20769	320	N.A.	N.A.
Lesotho	N.A.	N.A.	N.A.	N.A.	N.A.	318	304	404	256
Mauritius	18890	20898	25367	24716	29755	37498	42974	43911	39252
Morocco	2873	3450	3145	3798	4577	4950	6306	6363	6995
Nigeria	15233	17899	21031	24711	25946	28741	49351	54835	57028
Reunion	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	418	N.A.	N.A.
Seychelles	1352	1271	893	1012	981	1132	1110	1241	1616

Country of Destination	Number of Indian Nationals departures from India								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
South Africa	29538	35402	42954	36069	39906	49674	57999	59186	70169
Swaziland	N.A.	N.A.	N.A.	N.A.	2396	3071	3449	3252	4339
Tanzania, United Republic of	24068	21973	22215	14804	17598	13020	14042	17530	17002
Uganda	4588	5708	6623	9366	10691	11829	12408	16236	13022
Zambia	2531	2907	2863	4059	8658	12658	12432	13934	12932
Zimbabwe	N.A.	N.A.	10424	5476	3623	3316	3990	3911	5446
West Asia									
Bahrain	247358	312975	350996	418767	466849	590198	718415	N.A.	N.A.
Israel	12012	9330	8431	12743	19018	20233	24091	29413	23058
Iraq	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	6031	13876
Jordan	15152	23882	17125	25108	27651	28640	34610	41962	34061
Kuwait	270619	314054	363724	413109	477201	560951	653392	673671	733117
Lebanon	7276	8565	9603	11240	11111	10079	8242	10668	13946
Oman	61891	72090	83065	106456	104778	116166	153041	156723	186068
Syria	10688	16689	9560	11936	11875	9830	11490	14619	20984
Saudi Arabia	313131	373636	362609	474467	117101	345431	613347	601922	247075
Turkey	9230	10122	13667	20003	26480	35379	45175	55798	55114
United Arab Emirates	246335	336046	357941	356446	N.A.	N.A.	N.A.	N.A.	N.A.
Yemen	N.A.	N.A.	N.A.	N.A.	11420	14522	14667	13867	19608
South Asia									
Bangladesh	78090	80415	84704	80469	86231	60516	78568	N.A.	N.A.
Maldives	8511	11377	11502	10999	10260	12071	17327	16663	15850
Nepal	63722	65743	86578	89861	95685	88857	88284	84073	91994
Pakistan	58378	2618	7096	19658	59560	70174	48242	54101	42694
Sri Lanka	33924	69960	90603	105151	113323	128370	106067	85238	83634
South East Asia									
Brunei	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	3402	3540	2879
Cambodia	2271	3785	5286	6597	6938	8690	11454	12467	12461
Indonesia	37426	39314	32823	41582	58359	94258	123465	155391	156545
Lao Peo. Democratic Rep.	2693	2319	1590	1845	2096	2100	2361	2652	2280
Malaysia	143513	183360	145153	172966	225789	279046	422452	550738	589838
Myanmar	5572	5691	6291	8357	7679	7540	7675	7173	8609

Country of Destination	Number of Indian Nationals departures from India								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
Philippines	15391	14826	15644	18221	21034	22703	27341	31135	32817
Singapore	339813	375659	309487	471244	583590	658902	748728	778303	725624
Thailand	206132	253110	230316	300163	352766	429732	506237	497022	596529
East Asia									
China (Main)	159361	213611	219097	309411	356460	405091	462450	436625	448942
Hong Kong (China)	161752	193705	178130	244364	273487	294079	317510	350674	366646
Japan	40345	45394	47520	53000	58572	62505	67583	67323	58918
Macau (China)	8659	10574	9820	15278	20846	28903	45473	82369	107513
Mongolia	406	347	403	557	420	672	784	893	952
Korea, Republic of	47657	52725	50215	56966	58560	62531	68276	73130	72779
Taiwan (China)	13062	13945	12405	16255	17475	18020	19954	19951	18532
Australasia									
Australia	48227	45022	45597	55603	67930	83771	95214	116001	124888
French Polynesia	N.A.	N.A.	N.A.	N.A.	69	116	224	246	289
New Zealand	12665	17270	14790	15694	17761	20265	21853	23860	25336
Papua New Guinea	N.A.	N.A.	N.A.	630	736	1002	1940	2284	N.A.
Tonga	104	77	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

N.A.: Not Available.

Source: Yearbook of Tourism Statistics 2011 Edition, UNWTO.

5 CHAPTER

Atithidevo Bhava



Incredible India

Domestic Tourism

DOMESTIC TOURISM

The compilation of domestic tourism statistics is undertaken by the Statistical Cells in the Departments of Tourism of State Governments /Union Territory (UT) Administrations. These statistics are based on the monthly returns collected from hotels and other accommodation establishments. The information is collected by using specific formats, and aggregate centre-wise statistics sent to the Market Research Division of the Union Ministry of Tourism. Most of the States/UTs have been furnishing information on domestic and foreign tourist visits to the States, as also number of nights spent by them on monthly basis.

Ministry of Tourism had also commissioned State Tourism Surveys in some States (July 2009 to June 2010) to ascertain the number of tourist visits to these states. The data obtained from the State Tourism Surveys have been appropriately used to estimate domestic and foreign tourist visits to the States.

5.1. DOMESTIC AND FOREIGN TOURIST VISITS DURING 1991 TO 2010

Table 5.1.1 presents the statistics on domestic and foreign tourist visits to various States and Union Territories during the years 1991 to 2010. As may be seen from this Table, there has been a continuous increase in domestic tourist visits, with the compound annual growth rate (CAGR) of domestic tourist visits to all States/UTs from 1991 to 2010 being 13.5%. The foreign tourist visits too have been increasing over the years, though there was a negative growth in the years 1992, 2002 and 2009. The foreign tourist visits to all States/UTs during 1991 to 2010 witnessed a CAGR of 9.6%. The year 2010 witnessed a growth of 10.7% in domestic tourist visits over the year 2009, which is lower than the growth of 18.8% in the year 2009 over 2008. During 2010, the visits by foreign tourists have registered a growth of 24.2% over 2009, as compared to negative growth of 0.1% in 2009 over 2008.

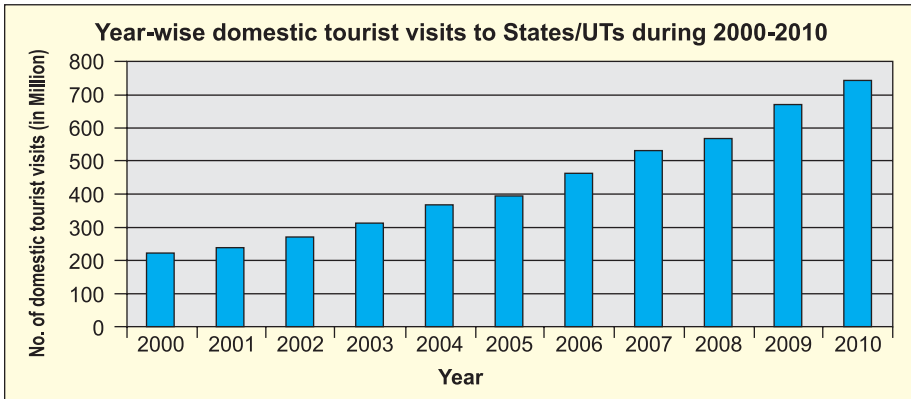
TABLE 5.1.1
DOMESTIC & FOREIGN TOURIST VISITS TO STATES / UTs, 1991 - 2010

Year	Tourist Visits		Annual Growth Rate	
	Domestic	Foreign	Domestic	Foreign
1991	66670303	3146652	-	-
1992	81455861	3095160	22.2%	-1.6%
1993	105811696	3541727	29.9%	14.4%
1994	127118655	4030216	20.1%	13.8%
1995	136643600	4641279	7.5%	15.2%
1996	140119672	5030342	2.5%	8.4%
1997	159877208	5500419	14.1%	9.3%
1998	168196000	5539704	5.2%	-0.7%
1999	190671034	5832015	13.4%	5.3%
2000	220106911	5893542	15.4%	1.1%

Year	Tourist Visits		Annual Growth Rate	
	Domestic	Foreign	Domestic	Foreign
2001	236469599	5436261	7.4%	- 7.8%
2002	269598028	5157518	14.0%	-5.1%
2003	309038335	6708479	14.6%	30.1%
2004	366267522	8360278	18.5%	24.6%
2005	392014270	9947524	7.0%	19.0%
2006	462321054	11738892	17.9%	18.0%
2007	526564478	13256637	13.9%	12.9%
2008	563034107	14380633	6.9%	8.5%
2009	668800482	14372300	18.8%	-0.1
2010	740214297	17852777	10.7	24.2

Note: Figures for 2005-2009 have been revised

From the following graph, it is apparent that numbers of domestic tourist visits to States/UTs during last 10 years have been consistently registering an increasing trend.



From the following graph, it is apparent that numbers of foreign tourist visits to States/UTs during last 10 years have been consistently registering an increasing trend, except for marginal decline in foreign tourist visits in the years 2001, 2002 and 2009.

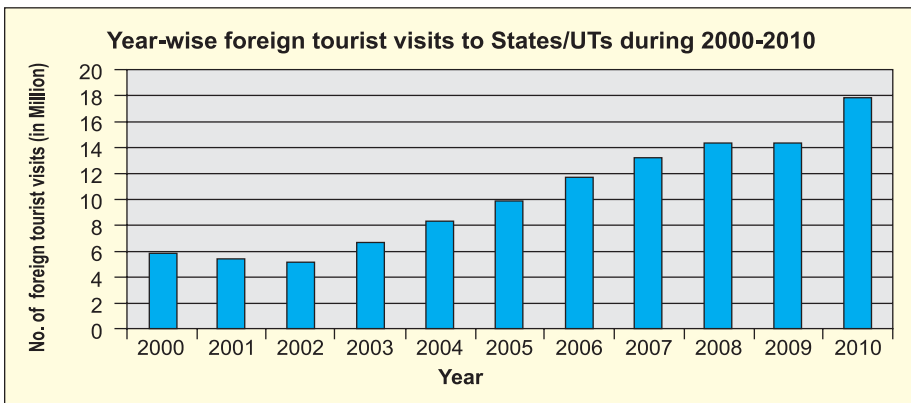


Table 5.1.2 gives the number of domestic and foreign tourist visits to different States/UTs during the years 2009 and 2010. It may be seen from this Table that most of the States/UTs have generally observed increase in the number of domestic and foreign tourist visits during 2010. The States/UTs which recorded decline in domestic tourist visits in 2010 over 2009 were Andhra Pradesh, Chandigarh, Dadra & Nagar Haveli, Jharkhand, Manipur, Puducherry, Rajasthan and Tamil Nadu. The States / UTs which experienced decline in foreign tourist visits during 2010 over 2009 were Andhra Pradesh, Arunachal Pradesh, Dadra & Nagar Haveli, Daman & Diu, Delhi, Haryana, Jammu & Kashmir, Lakshdweep, Meghalaya, Nagaland and Puducherry.

TABLE 5.1.2
STATE/UT-WISE DOMESTIC AND FOREIGN TOURIST VISITS, 2009- 2010

S.No.	State/UT	2009		2010		% Growth (2010/09)	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1.	Andaman & Nicobar Islands	142042	13684	180781	14615	27.3	6.8
2.	Andhra Pradesh	157489927	795173	155789584	322825	-1.1	-59.4
3.	Arunachal Pradesh	195147	3945	227857	3395	16.8	-13.9
4.	Assam	3850521	14942	4050924	15157	5.2	1.4
5.	Bihar	15784679	423042	18491804	635722	17.2	50.3
6.	Chandigarh	914742	37967	905450	39333	-1.0	3.6
7.	Chhattisgarh*	511561	1277	566298	1586	10.7	24.2
8.	Dadra & Nagar Haveli	506625	7109	495575	1698	-2.2	-76.1
9.	Daman & Diu	563461	5748	774166	5139	37.4	-10.6
10.	Delhi**	8834047	1958272	13558353	1893650	53.5	-3.3
11.	Goa	2127063	376640	2201752	441053	3.5	17.1
12.	Gujarat	15909931	102747	18861296	130739	18.6	27.2
13.	Haryana	6408423	137094	6915269	106433	7.9	-22.4
14.	Himachal Pradesh	11036572	400583	12873986	453616	16.6	13.2
15.	Jammu & Kashmir	9234862	54475	9973189	48099	8.0	-11.7
16.	Jharkhand**	7610160	13872	6885273	15695	-9.5	13.1
17.	Karnataka**	32701647	326944	38202077	380995	16.8	16.5
18.	Kerala	7789378	548737	8595075	659265	10.3	20.1
19.	Lakshdweep	6553	4309	7705	1512	17.6	-64.9
20.	Madhya Pradesh	23106206	200819	38079595	250430	64.8	24.7
21.	Maharashtra**	30628394	2426362	48465492	5083126	58.2	109.5
22.	Manipur	124229	337	114062	389	-8.2	15.4
23.	Meghalaya	591398	4522	652756	4177	10.4	-7.6
24.	Mizoram	56651	513	57292	731	1.1	42.5
25.	Nagaland	20953	1423	21094	1132	0.7	-20.4

S.No.	State/UT	2009		2010		% Growth (2010/09)	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
26.	Odisha	6891510	45684	7591615	50432	10.2	10.4
27.	Puducherry	851192	54039	835872	50964	-1.8	-5.7
28.	Punjab**	5369995	110404	10583509	137122	97.1	24.2
29.	Rajasthan	25558691	1073414	25543877	1278523	-0.1	19.1
30.	Sikkim	615628	17730	700011	20757	13.7	17.1
31.	Tamil Nadu	115755800	2369050	111637104	2804687	-3.6	18.4
32.	Tripura	317541	4246	342273	5212	7.8	22.8
33.	Uttar Pradesh	134831852	1550309	144754977	1675123	7.4	8.1
34.	Uttarakhand	21934567	106470	30206030	127258	37.7	19.5
35.	West Bengal	20528534	1180418	21072324	1192187	2.6	1.0
	Total	668800482	14372300	740214297	17852777	10.7	24.2

Source: State / Union Territory Tourism Departments.

Note: (i) *Figures for Chhattisgarh have been estimated using All India Growth Rate.

(ii) ** Data adjusted using the information available with Ministry of Tourism.

Table 5.1.3 provides the percentage shares and ranks of various States/UTs in domestic and foreign tourist visits during 2010. The top 5 States in domestic tourist visits in 2010 were Andhra Pradesh (155.79 million), Uttar Pradesh (144.75 million), Tamil Nadu (111.64 million), Maharashtra (48.46 million) and Karnataka (38.20 million) with their respective shares being 21.0%, 19.6%, 15.1%, 6.5% and 5.2%. These 5 States accounted for about 67.4% of the total domestic tourist visits in the country. In respect of foreign tourist visits in 2010, the top 5 States/UTs were Maharashtra (5.08 million), Tamil Nadu (2.80 million), Delhi (1.89 million), Uttar Pradesh (1.67 million) and Rajasthan (1.28 million) with their respective shares being 28.5%, 15.7%, 10.6%, 9.4% and 7.2%. These 5 States/UTs accounted for about 71.4% of the total foreign tourist visits to the States/UTs in the country.

TABLE : 5.1.3
PERCENTAGE SHARES AND RANK OF DIFFERENT STATES/UTs IN DOMESTIC AND FOREIGN TOURIST VISITS, DURING 2010

S.No.	State/UT	Tourist Visits (numbers)		Percentage Share		Rank	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1.	Andaman & Nicobar Islands	180781	14615	0.0	0.1	31	25
2.	Andhra Pradesh	155789584	322825	21.0	1.8	1	12
3.	Arunachal Pradesh	227857	3395	0.0	0.0	30	29
4.	Assam	4050924	15157	0.5	0.1	20	24
5.	Bihar	18491804	635722	2.5	3.6	11	8
6.	Chandigarh	905450	39333	0.1	0.2	22	21

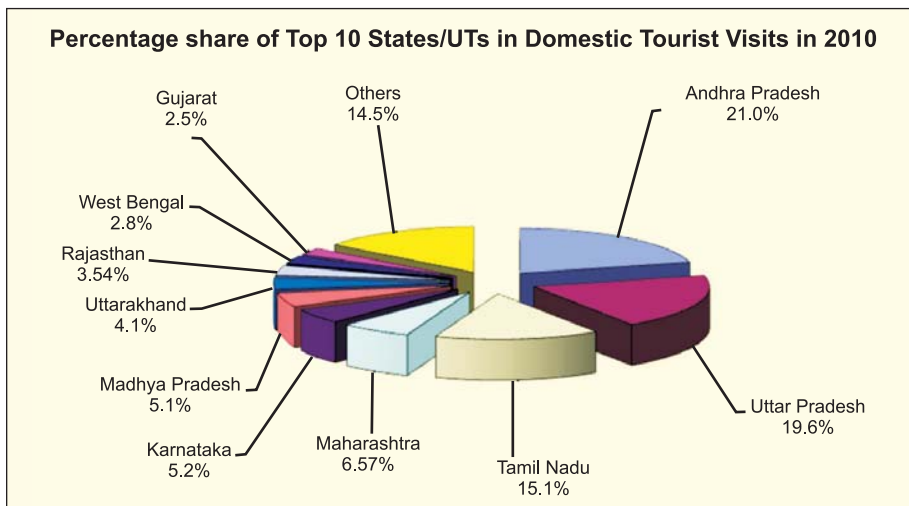
S.No.	State/UT	Tourist Visits (numbers)		Percentage Share		Rank	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
7.	Chhattisgarh*	566298	1586	0.1	0.0	27	31
8.	Dadra & Nagar Haveli	495575	1698	0.1	0.0	28	30
9.	Daman & Diu	774166	5139	0.1	0.0	24	27
10.	Delhi**	13558353	1893650	1.8	10.6	12	3
11.	Goa	2201752	441053	0.3	2.5	21	10
12.	Gujarat	18861296	130739	2.5	0.7	10	15
13.	Haryana	6915269	106433	0.9	0.6	18	17
14.	Himachal Pradesh	12873986	453616	1.7	2.5	13	9
15.	Jammu & Kashmir	9973189	48099	1.3	0.3	15	20
16.	Jharkhand**	6885273	15695	0.9	0.1	19	23
17.	Karnataka**	38202077	380995	5.2	2.1	5	11
18.	Kerala	8595075	659265	1.2	3.7	16	7
19.	Lakshdweep	7705	1512	0.0	0.0	35	32
20.	Madhya Pradesh	38079595	250430	5.1	1.4	6	13
21.	Maharashtra**	48465492	5083126	6.5	28.5	4	1
22.	Manipur	114062	389	0.0	0.0	32	35
23.	Meghalaya	652756	4177	0.1	0.0	26	28
24.	Mizoram	57292	731	0.0	0.0	33	34
25.	Nagaland	21094	1132	0.0	0.0	34	33
26.	Odisha	7591615	50432	1.0	0.3	17	19
27.	Puducherry	835872	50964	0.1	0.3	23	18
28.	Punjab**	10583509	137122	1.4	0.8	14	14
29.	Rajasthan	25543877	1278523	3.5	7.2	8	5
30.	Sikkim	700011	20757	0.1	0.1	25	22
31.	Tamil Nadu	111637104	2804687	15.1	15.7	3	2
32.	Tripura	342273	5212	0.0	0.0	29	26
33.	Uttar Pradesh	144754977	1675123	19.6	9.4	2	4
34.	Uttarakhand	30206030	127258	4.1	0.7	7	16
35.	West Bengal	21072324	1192187	2.8	6.7	9	6
	Total	740214297	17852777	100.0	100.0		

Source: State / Union Territory Tourism Departments.

- Note:** (i) *Figures for Chhattisgarh have been estimated using All India Growth Rate.
(ii) ** Data adjusted using the information available with Ministry of Tourism.

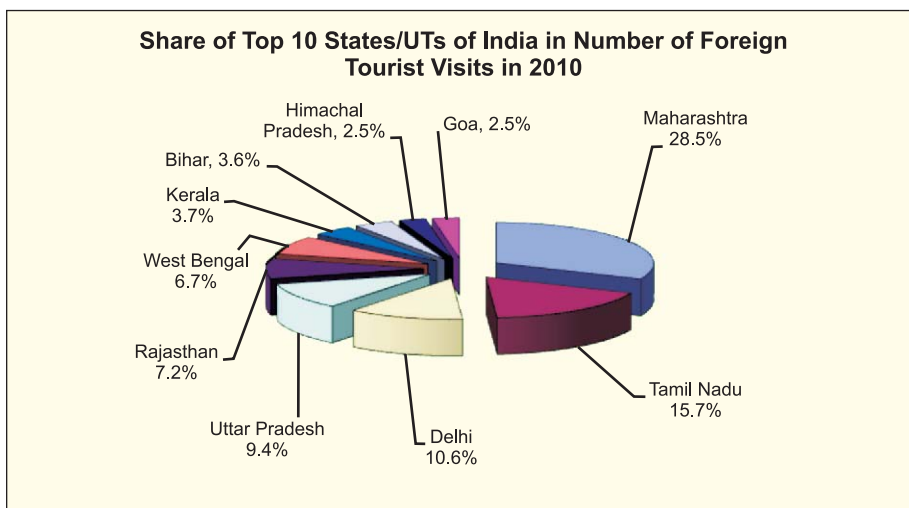
The top 10 States/UTs in terms of domestic tourist visits during 2010 were the same as in 2009, except some changes in relative ranks of these States. During 2010, the top 3 States in terms of domestic tourist visits are same as in 2009 and for the rest 7 States the ranks have either marginally improved or declined.

The following graph shows the percentage share of top 10 States/UTs in terms of domestic tourist visits in 2010.



The top 10 States/UTs in terms of foreign tourist visits during 2010 were the same as in 2009, with marginal changes in relative ranks of States except that the State 'Goa' has been replaced by 'Andhra Pradesh'.

The following graph shows the percentage share of top 10 States/UTs in terms of foreign tourist visits in 2010.



5.2. VISITORS TO CENTRALLY PROTECTED TICKETED MONUMENTS

Any monument or site which is 100 years old, and is considered to be of national importance, is called an Archaeological Survey of India (ASI) Protected Monument or Site. Such monuments/sites are also commonly referred to as Centrally Protected Monuments/Sites. The statistics on number of visits to monuments are maintained by the office of the Director General ASI based on the records of number of tickets sold at the monuments to both Indian and foreign nationals.

For the purpose of conservation of monuments, the country has been divided into 24 ASI Circles, each under the jurisdiction of a Superintending Archaeologist. The headquarters office of ASI consolidates the visitors statistics received from different circles and provides the same to Ministry of Tourism. Table 5.2.1 gives the number of domestic and foreign visitors to all centrally protected ticketed monuments for the years from 1996 to 2010.

Table 5.2.2 gives the list of 10 most popular monuments, in terms of number of visitors, in 2010. Among all the monuments, Taj Mahal (4.09 Million) was the most visited monument in 2010 for domestic tourist visitors followed by Qutab Minar, Delhi (2.50 Million) and Red Fort, Delhi (2.26 Million). In respect of foreign tourist visitors, Taj Mahal, Agra (0.62 Million) was the most visited monument in 2010 followed by Agra Fort, Agra (0.38 Million) and Qutab Minar, Delhi (0.29 Million).

Table 5.2.3 presents the data on number of visitors to different monuments during 2008, 2009 and 2010. While the number of domestic visitors to centrally protected ticketed monuments increased by 18.0% in 2010 over 2009, for foreign visitors, there was an increase of 38.5%.

TABLE 5.2.1
VISITORS TO CENTRALLY PROTECTED TICKETED MONUMENTS, 1996-2010

Year	No. of Centrally Protected Ticketed ASI Monuments	Number of Visitors			Annual Growth Rate		
		Domestic	Foreign	Total	Domestic	Foreign	Total
1996	68	N.A	N.A	10956764	-	-	-
1997	68	N.A	N.A	15767820	-	-	43.9 %
1998	68	N.A	N.A	13317242	-	-	-15.5 %
1999	68	N.A	N.A	20502547	-	-	54.0 %
2000	126	N.A	N.A	19539127	-	-	-4.7 %
2001	126	N.A	N.A	20364901	-	-	4.2 %
2002	126	17333055	837012	18170067	-	-	-10.8 %
2003	126	19551820	1216615	20768435	12.8 %	45.4 %	14.3 %
2004	116	20356940	1788753	22145693	4.1 %	47.0 %	6.6 %
2005	116	21035864	2122436	23158300	3.3 %	18.7 %	4.6 %

Year	No. of Centrally Protected Ticketed ASI Monuments	Number of Visitors			Annual Growth Rate		
		Domestic	Foreign	Total	Domestic	Foreign	Total
2006	116	23815252	2250502	26065754	13.2 %	6.0 %	12.6 %
2007	116	23450419	2614254	26064673	-1.5%	16.2%	0.0%
2008	117	28786608	2679763	31466371	22.8%	2.5%	20.7%
2009	119	30321981	2165346	32487327	5.3%	-19.2%	3.2%
2010	116	35770242	2998175	38768417	18.0	38.5	19.3

Source: Archaeological Survey of India (ASI)

The following graphs indicate that the number of domestic and foreign tourist visitors to centrally protected ticketed monuments during last 7 years has been consistently increasing except for a decline in domestic and foreign tourist visitors in 2007 and 2009 respectively.

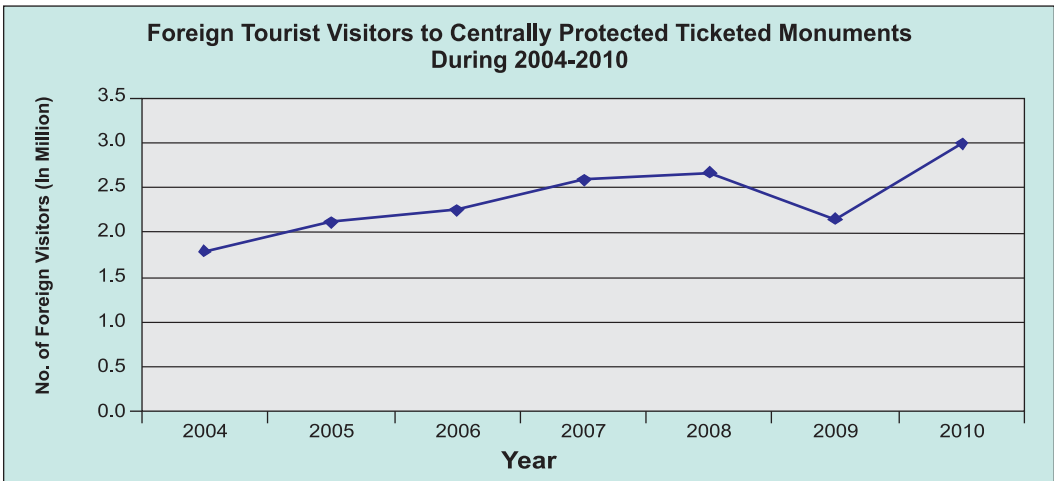
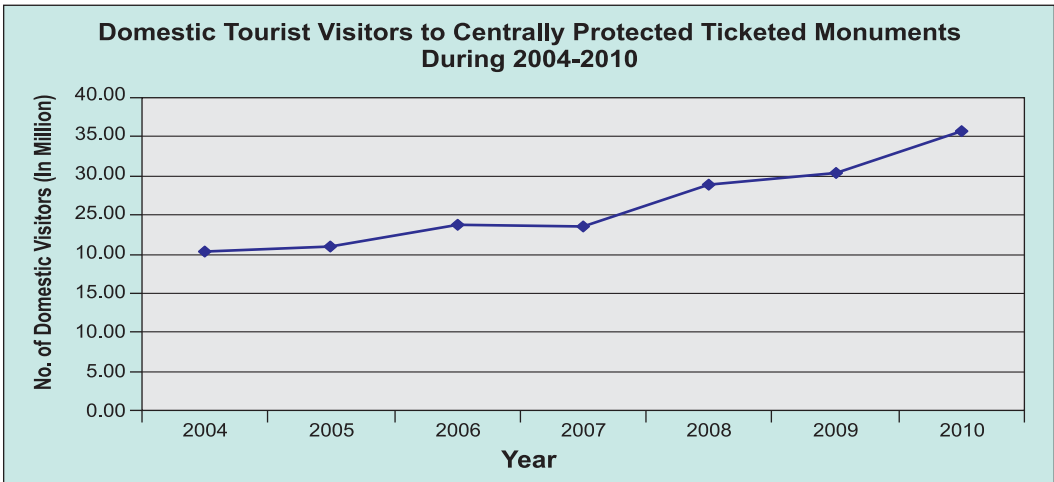


TABLE 5.2.2
DOMESTIC AND FOREIGN VISITORS AT 10 MOST POPULAR CENTRALLY
PROTECTED TICKETED ASI MONUMENTS DURING 2010

10 Most popular Centrally Protected Ticketed Monuments for Domestic Visitors in 2010			10 Most popular Centrally Protected Ticketed Monuments for Foreign Visitors in 2010		
Rank	Name of Monument	No. of Domestic visitors	Rank	Name of Monument	No. of Foreign visitors
1.	Taj Mahal, Agra	4087968	1.	Taj Mahal, Delhi	621183
2.	Qutab Minar, Delhi	2498907	2.	Agra Fort,Agra	381479
3.	Red Fort, Delhi	2262810	3.	Qutab Minar, Delhi	288180
4.	Sun Temple, Konark	1929690	4.	Humayun,s Tomb,Delhi	228914
5.	Charminar Hyderabad	1509556	5.	Fatehpur Sikri, Agra,	210450
6.	Agra Fort, Agra	1417641	6.	Keshhava Temple	181078
7.	Golconda Fort, Hyderabad	1373170	7.	Red Fort,Delhi	142029
8.	Ellora Caves, Aurangabad	1187432	8.	Mattancherry Palace Museum Kochi *	128753
9.	Bibi-Ka-Maqbara, Aurangabad	1100088	9.	Western Group of monuments,	90721
10.	Gol-Gumbaz, Bijapur	1011341	10.	Group of monuments, Mamallapuram	69758

Source: Archaeological Survey of India (ASI)

TABLE 5.2.3
NUMBER OF VISITORS TO CENTRALLY PROTECTED TICKETED MONUMENTS,
2008 TO 2010

S.No.	Name of the Monument	2008		2009		2010	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
I.	Agra Circle						
1.	Taj Mahal	2635283	591560	2585560	491554	4087968	621183
2.	Agra Fort	1289810	385697	1398890	314116	1417641	381479
3.	Fatehpur Sikri	292483	191242	294316	159672	315420	210450
4.	Akbar's Tomb, Sikandra Agra	293504	40801	300213	35761	409368	52600
5.	Mariam's Tomb, Agra	12188	103	9937	117	18056	236
6.	Itimad-ud-Daula, Agra	64647	39871	63974	33677	79208	55920
7.	Ram Bagh, Agra	32209	197	27461	162	31689	322
8.	Mehtab Bagh, Agra	20552	1544	26902	5250	59075	10890
	Total	4640676	1251015	4707253	1040309	6418425	1333080

S.No.	Name of the Monument	2008		2009		2010	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
II.	Aurangabad Circle						
9.	Ajanta Caves	290062	29365	346018	22964	389572	28192
10.	Ellora Caves	574370	18291	738841	18946	1187432	32540
11.	Pandavlena Caves, Pathardi	102224	968	107321	810	0138531	10340
12.	Daulatabad Fort	439963	7980	396250	6049	0	0
13.	Bibi-Ka-Maqbara, Aurangabad	969049	14818	1020559	12626	1100088	14619
14.	Aurangabad Caves	37704	1658	36263	1416	45369	2157
	Total	2413372	73080	2645252	62811	3411415	87402
III.	Mumbai Circle						
15.	Elephanta caves, Gharapuri, Mumbai	240042	16924	298533	20287	304185	25718
16.	Kanheri Caves, Mumbai (Suburban)	103844	3252	107491	2971	154717	3956
17.	Karla Caves, Karla	77134	692	110720	1420	202703	3145
18.	Caves, Temple & Inscriptions, Junnar	302725	68	323655	238	397176	70
19.	Raigad Fort	414252	190	169911	143	186928	166
20.	Shaniwarwada, Pune	323780	6152	377184	5393	527212	5541
21.	Hirakota Old Fort, Alibagh	42911	89	56951	72	44908	1122
22.	Old Fort Sholapur	36994	0	25434	1	186928	166
23.	Caves, Temples & Inscription, Bhaja	21417	710	24324	699	44908	1122
24.	Aga Khan Palace, Pune	122688	7010	83717	7240	96851	8505
	Total	1685787	35087	1577920	38464	2145516	49511
IV.	Bangalore Circle						
25.	Group of Monuments, Hampi, Distt. Bellary	482122	30036	408844	30489	475123	34433
26.	Daria Daaulat Bagh, Srirangapatnam	707483	23989	768542	35892	873099	25937
27.	Keshva Temple, Somnathpura	133756	11980	165725	10674	180920	181078
28.	Tipu Sultan Palace, Bangalore	104566	3520	113575	4181	132197	6211
29.	Chitradurga Fort, Chitradurga	210161	474	255897	111	325539	560

S.No.	Name of the Monument	2008		2009		2010	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
30.	Bellary Fort, Bellary	7695	5	7221	14	6140	20
31.	Vihal Temple Venkatapuram	-	-	260052	12153	-	-
32.	Zanana Enclosure, Kamalapur	-	-	222070	17883	-	-
	Total	2127905	100040	1719804	81361	1993018	248239
V.	Bhopal Circle						
33.	Western Group of Temples, Khajuraho	201353	89174	228503	65860	234950	90721
34.	Shahi Quila at Burhanpur	54594	150	67053	130	51791	197
35.	Bagh Caves, Bagh	20970	17	22744	35		
36.	Royal Complex, Mandu	195822	2999	240032	2623	274772	2556
37.	Rani Roopmati Pavilion, Mandu	203685	2382	250532	2161	306805	2146
38.	Hoshang Shah's Tomb Mandu	115385	2373	137299	2255	172135	2269
39.	Bhojshala Dhar Moula Mosque	-	-	14393	0	14645	0
40.	Buddhist Monuments at Sanchi	139603	12333	167460	5409	196211	6775
41.	Gwalior Fort, Gwalior	197220	16452	200314	12674	219740	14423
	Total	1128632	125880	1328330	91147	1494141	119110
VI.	Bhubaneswar Circle						
42.	Sun Temple, Konark	1471082	9067	1738696	7913	1929690	7954
43.	Raja Rani Temple, Bhubaneswar	44646	2451	26552	1575	27312	1769
44.	Udaigiri & Kandagiri Caves	288801	2725	359840	2962	405274	2977
45.	Excavated Site, Ratnagiri	8416	312	22386	376	28827	453
46.	Excavated Site, Lalitagiri	0	0	9847	244	12921	285
	Total	1812945	14555	2157321	13070	2404024	13438
VII.	Chandigarh Circle						
47.	Sheikh Chillis Tomb Thanesar	59735	53	135029	151	109208	121
48.	Suraj Kund Monastery, Lakarpur	13198	30	36698	63	28164	77
	Total	72933	83	171727	214	137372	198

S.No.	Name of the Monument	2008		2009		2010	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
VIII.	Chennai Circle						
49.	Group of Monuments, Mamallapuram	241520	36163	951015	62874	987576	69758
50.	Rajgiri & Krishangiri Fort, Gingee	159024	3207	171714	3447	166620	3517
51.	Fort Dindigul	39409	154	39596	138	34153	169
52.	Muvar Koil, Kalumbalur	338	48	454	22	516	39
53.	Rock Cut-Jain Temple, Sittanvasal	14436	224	13687	207	17930	293
54.	Natural Cavern, Eladipattanam	10656	65	13646	74	14048	100
55.	Fort Thirumayan	39566	723	57949	807	67999	1105
56.	St. George Fort, Chennai	-	-	27217	6719	0	0
	Total	504949	40584	1275278	74288	1288842	74981
IX.	Delhi Circle						
57.	Jantar Mantar	259852	9746	308867	8567	340492	11446
58.	Rahim-Khane-Khanam Tomb Delhi	7849	127	8781	97	8217	720
59.	Purana Quila	577287	9644	621968	8127	517200	9205
60.	Sultangahri Tomb	346	4	241	0	332	100
61.	Tughluqabad Fort	15912	1054	23212	1449	24339	1429
62.	Kotla Feroz Shah	51048	609	55148	594	46260	527
63.	Safdarjung Tomb	51294	8122	48219	5139	52385	7058
64.	Red Fort	2176764	153551	2371112	126946	2262810	142029
65.	Humayun's Tomb	260234	223076	295726	183042	355629	228914
66.	Qutab Minar	2121424	277453	2151677	221623	2498907	288180
	Total	5522010	683386	5884951	555584	6106571	689608
X.	Dharwad Circle						
67.	Durga Temple complex, Aihole	184203	5529	188853	4272	210234	4483
68.	Caves at Badami	302191	7389	355600	5423	396943	7093
69.	Group of Monuments at Pattadakal	218384	5925	242060	4861	290406	5540
70.	Gol-Gumbaz, Bijapur	838692	3257	955598	2901	1011341	2794
71.	Ibrahim Rouza, Bijapur	149223	2435	160541	2113	186763	2142

S.No.	Name of the Monument	2008		2009		2010	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
72.	Temple & Sculpture Gallery, Lakkundi	9698	221	12307	150	11425	204
	Total	1702391	24756	1914959	19720	2107112	22256
XI.	Guwahati Circle						
73.	Ahom Raja's Palace, Gurgaon	266561	88	35030	76	47200	107
74.	Karenghar Palace, Jaysagar	88431	501	119174	384	173609	479
75.	Ranghar Pavillion, Jaysagar	31860	353	53161	289	70933	421
76.	Vishudol, Joysagar	5621	25	7909	538	12645	27
77.	Group of Maidan, Cheraideo	20983	25	25433	23	36597	18
	Total	413456	992	240707	1310	340984	1052
XII.	Hyderabad Circle						
78.	Golkonda Fort, Golkonda	1241638	18021	1222409	15731	1373170	18637
79.	Charminar, Hyderabad	1401424	12049	1317737	11321	1509556	12636
80.	Fort, Raja & Rani Mahal Chandragiri	85741	116	83430	133	114310	158
81.	Ruined Buddhist Stupa & Remains Amarvati	17952	458	15197	300	18755	360
82.	Hill of Nagarjunakonda with ancient remains	116068	925	76960	562	139397	840
83.	Group of Buddhist monuments, Guntupali	18184	68	20228	27	21901	19
84.	Four storeyed Rock-cut Hindu Temple, Undavalli	28999	330	38532	374	42827	417
85.	Warangal Fort, Warangal	91607	393	151675	298	96991	324
	Total	3001613	32360	2926168	28746	3316907	33391
XIII.	Jaipur Circle						
86.	Deeg Palaces, Deeg	18952	1987	26477	1398	40634	1145
87.	Kumbhalgarh Fort	98786	17588	135892	16165	145540	18726
88.	Chittaurgarh Fort	313713	20585	345801	17195	455158	19223
	Total	431451	40160	508170	34758	641332	39094
XIV.	Kolkata Circle						
89.	Kooch Bihar Palace	272149	63	341380	47	402684	48

S.No.	Name of the Monument	2008		2009		2010	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
90.	Hazarduari Palace Museum Murshidabad	496335	303	617215	407	616782	583
91.	Bishnupur Group of Temples	86462	500	92578	560	78037	638
	Total	854946	866	1051173	1014	1097503	1269
XV.	Lucknow Circle						
92.	Rani Jhansi Mahal, Jhansi	8089	74	5902	53	10098	100
93.	Sahet of Shravasti Monument	63483	21191	66706	3218	79729	3621
94.	Rani Jhansi Kila, Jhansi	127225	943	122804	794	172156	743
95.	Residency, Lucknow	138023	1823	132255	1346	165421	1775
	Total	336820	24031	327667	5411	427404	6239
XVI.	Patna Circle						
96.	Site of Mayuran Palace, Kumarhar, Patna	74950	1082	90489	599	85659	660
97.	Ancient Remain, Vaishali	61394	15025	93872	6200	93752	6346
98.	Sarnath Excavated Site	154631	84243	199179	51079	224891	60341
99.	Jaunpur Fort	96473	102	114663	149	136679	109
100.	Man Singh Observatory, Varanasi	3261	92	4857	170	5100	422
101.	Nalanda Excavated Site	502237	30436	350889	13078	421033	66544
102.	Sasaram Shershah Suri Tomb	131640	209	150903	179	166865	248
103.	Lord Cornwallis Tomb, Gazipur	6345	0	9015	112	15491	4
104.	Excavated Site Vikramshila, Antichak	18316	7	31710	131	36087	304
	Total	1049247	131196	1045577	71697	1185557	134978
XVII.	Raipur Circle						
105.	Laxman Temple, Sirpur	32867	52	35966	51	42671	50
	Total	32867	52	35966	51	42671	50
XVIII.	Thrissur Circle						
106.	Bekal Fort Pallikkare	173553	341	59408	120	263009	497
107.	Mattancherry Palace Museum Kochi	229062	90201	58517	33598	223004	128753
	Total	402615	90542	117925	33718	486013	129250

S.No.	Name of the Monument	2008		2009		2010	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
XIX.	Vadodra Circle						
108.	Sun Temple Modhera	183517	2452	192709	2136	219657	2486
109.	Rani-ki-Vav, Patan	211078	2152	213480	1938	228908	2300
110.	Monuments at Champaner	88125	1272	99965	1185	79538	1972
111.	Buddhist Caves, Junagadh	56670	629	50467	658	51585	817
112.	Ashokan Rock Edict, Junagadh	43710	396	45129	440	39022	491
113.	Baba Pyare and Khapra Kodiya Caves, Junagarh	119	8	233	3	227	12
	Total	583219	6909	601983	6360	618937	8078
XX.	Srinagar Circle						
114.	Ram Nagar Palace, Ramnagar	2000	0	2579	1	2524	1
115.	Group of Temple, Kiramchi	793	0	1424	0	2255	1
116.	Avanti Swami Temple, Avantipura	6130	23	7786	31	7848	31
117.	Leh Palace, leh	2286	2410	4810	3950	12415	4769
	Total	11209	2433	16599	3982	25042	4802
XXI.	Simla Mini Circle						
118.	Kangra Fort, Kangra	46343	1275	53036	968	64234	1376
119.	Rock Cut Caves, Masoor	11222	481	14215	363	17222	773
	Total	57565	1756	67251	1331	81456	2149
	Grand Total	28786608	2679763	30321981	2165346	35770242	2998175

Source: Archaeological Survey of India (ASI).

6 CHAPTER

Atithidevo Bhava



Incredible India

Approved Hotels

APPROVED HOTELS

6.1 APPROVED HOTELS

The Ministry of Tourism has adopted a system of approving and classifying the hotels on the basis of the facilities and services provided by them. The detailed guidelines for approval and classification of hotels in different categories and accommodation establishments are given at Appendices-I to V.

The category-wise details regarding the number of hotels and hotel rooms available during the years 2009 and 2010 are presented below:–

TABLE 6.1.1
NUMBER OF APPROVED HOTELS AND AVAILABILITY OF HOTEL ROOMS
DURING 2009 AND 2010

Category of Hotels	No. of Hotels		No. of Rooms	
	As on 31.12.2009	As on 31.12.2010	As on 31.12.2009	As on 31.12.2010
One Star	55	67	2755	2537
Two Star	220	307	6539	8446
Three Star	511	869	23164	36585
Four Star	125	157	8652	12059
Five Star	98	149	11822	17144
Five Star Deluxe	109	153	23113	34187
Apartment Hotels	7	8	566	756
Time Share Resorts	1	1	62	62
Heritage Hotels	88	146	2545	3879
Silver Bed & Breakfast Establishment	357	469	1115	1540
Guest House	1	1	40	40
Unclassified	257	156	12411	580
Total	1829	2483	92784	117815

6.2 DISTRIBUTION OF HOTELS IN DIFFERENT STATES/UTs OF INDIA

Table 6.2.1 provides the number of classified hotels and hotel rooms by categories in different States/UTs of the country. It may be seen from this Table that Maharashtra has the maximum (21255) number of hotel rooms followed by Delhi (13715) and Kerala (13562).

TABLE 6.2.1
DISTRIBUTION OF HOTEL ROOMS IN INDIA, 2010
(AS ON 31.12.2010)

S. No.	States/UTs	5 Star Deluxe	5 Star	4 Star	3 Star	2 Star	1 Star	Apartment Hotel	Time Share Hotel	Heritage	Un-classified	Silver & Gold B&B	Guest House	Total
1.	Andhra Pradesh													
	No. of Hotels	5	7	8	106	10	2	-	-	-	-	-	-	138
	No. of Rooms	1021	991	863	6137	262	49	-	-	-	-	-	-	9323
2.	Arunachal Pradesh													
	No. of Hotels	0	0	0	0	0	0	0	0	0	0	0	0	0
	No. of Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
3.	Andaman & Nicobar													
	No. of Hotels	-	1	1	2		1	-	-	-	-	-	-	5
	No. of Rooms	-	45	45	48		13	-	-	-	-	-	-	151
4.	Assam													
	No. of Hotels	-	-	2	-	8	-	-	-	20	-	2	-	32
	No. of Rooms	-	-	148	720	225	-	-	-	-	-	6	-	1099
5.	Bihar													
	No. of Hotels	-	-	4	4	-	-	-	-	-	-	-	-	8
	No. of Rooms	-	-	214	196	-	-	-	-	-	-	-	-	410
6.	Chandigarh													
	No. of Hotels	-	1		4	1	-	-	-	-	-	-	-	6
	No. of Rooms	-	155		92	12	-	-	-	-	-	-	-	259
7.	Chhattisgarh													
	No. of Hotels	-	-	-	1	1	-	-	-	-	-	-	-	2
	No. of Rooms	-	-	-	31	13	-	-	-	-	-	-	-	44
8.	D&N Haveli													
	No. of Hotels	-	-	2	4	-	-	-	-	-	-	-	-	6
	No. of Rooms	-	-	194	173	-	-	-	-	-	-	-	-	367
9.	Daman & Diu													
	No. of Hotels	-	-	-	1	-	-	-	-	-	-	-	-	1
	No. of Rooms	-	-	-	42	-	-	-	-	-	-	-	-	42
10.	Delhi													
	No. of Hotels	31	6	14	18	9	8	1	-	-	-	201	-	288
	No. of Rooms	9999	860	1134	570	308	196	52	-	-	-	596	-	13715
11.	Goa													
	No. of Hotels	21	13	4	13	13	1	-	-	1	-	2	-	68
	No. of Rooms	3572	1662	480	847	737	26	-	-	24	-	9	-	7357
12.	Gujarat													
	No. of Hotels		9	5	30	9	1	-	-	6	-	-	-	60
	No. of Rooms		742	279	1521	461	10	-	-	114	-	-	-	3127

S. No.	States/UTs	5 Star Deluxe	5 Star	4 Star	3 Star	2 Star	1 Star	Apartment Hotel	Time Share Hotel	Heritage	Un-classified	Silver & Gold B&B	Guest House	Total
13.	Haryana													
	No. of Hotels	5	2	12	48	3	1	-	-	-	156	-	-	227
	No. of Rooms	851	212	1080	2816	60	136	-	-	-	580	-	-	5735
14.	Himachal Pradesh													
	No. of Hotels	3	3	1	7	5	-	-	-	9	-	7	-	35
	No. of Rooms	137	213	41	207	135	-	-	-	341	-	22	-	1096
15.	Jammu & Kashmir													
	No. of Hotels	-	-	1	3	-	-	-	-	2	-	-	-	6
	No. of Rooms	-	-	44	190	-	-	-	-	237	-	-	-	471
16.	Jharkhand													
	No. of Hotels	-	-	1	4	1	-	-	-	-	-	-	-	6
	No. of Rooms	-	-	25	148	28	-	-	-	-	-	-	-	201
17.	Kerala													
	No. of Hotels	4	14	31	305	98	8	1	-	22	-	1	-	484
	No. of Rooms	512	1184	1793	7480	1888	273	58	-	372	-	2	-	13562
18.	Kernataka													
	No. of Hotels	9	10	4	34	6	7	2	1	3	-	4	-	80
	No. of Rooms	1480	1474	351	1946	332	384	250	62	121	-	8	-	6408
19.	Lakshadweep													
	No. of Hotels	0	0	0	0	0	0	0	0	0	0	0	0	0
	No. of Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
20.	Maharashtra													
	No. of Hotels	32	30	27	55	38	8	3	-	1	-	21	-	215
	No. of Rooms	10417	3626	2210	3009	1274	249	352	-	31	-	87	-	21255
21.	Manipur													
	No. of Hotels	-	-	-	1	-	-	-	-	-	-	-	-	1
	No. of Rooms	-	-	-	59	-	-	-	-	-	-	-	-	59
22.	Meghalaya													
	No. of Hotels	-	-	2	-	-	-	-	-	-	-	-	-	2
	No. of Rooms	-	-	100	-	-	-	-	-	-	-	-	-	100
23.	Mizoram													
	No. of Hotels	0	0	0	0	0	0	0	0	0	0	0	0	0
	No. of Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
24.	Madhya Pradesh													
	No. of Hotels	3	6	1	32	4	2	-	-	7	-	1	-	56
	No. of Rooms	231	500	52	1551	120	118	-	-	266	-	2	-	2840

S. No.	States/UTs	5 Star Deluxe	5 Star	4 Star	3 Star	2 Star	1 Star	Apartment Hotel	Time Share Hotel	Heritage	Un-classified	Silver & Gold B&B	Guest House	Total
25.	Nagaland													
	No. of Hotels	-	-	-	-	-	1	-	-	-	-	-	-	1
	No. of Rooms	-	-	-	-	-	19	-	-	-	-	-	-	19
26.	Odisha													
	No. of Hotels	2	-	3	6	2	3	-	-	-	-	-	-	16
	No. of Rooms	123	-	179	386	61	102	-	-	-	-	-	-	851
27.	Puducherry													
	No. of Hotels	-	-	-	-	-	-	-	-	2	-	1	-	3
	No. of Rooms	-	-	-	-	-	-	-	-	32	-	1	-	33
28.	Punjab													
	No. of Hotels	2	2	7	55	44	2	-	-	-	-	-	-	112
	No. of Rooms	365	178	358	1588	717	29	-	-	-	-	-	-	3235
29.	Rajasthan													
	No. of Hotels	13	18	3	30	16	1	-	-	59	-	50	-	190
	No. of Rooms	1461	1685	138	1528	639	19	-	-	1962	-	151	-	7583
30.	Sikkim													
	No. of Hotels	1	1	-	5	8	-	-	-	1	-	-	-	16
	No. of Rooms	63	58	-	117	130	-	-	-	25	-	-	-	393
31.	Tamil Nadu													
	No. of Hotels	7	10	12	37	14	18	-	-	5	-	-	1	104
	No. of Rooms	1264	1291	1525	2459	554	804	-	-	123	-	-	40	8060
32.	Tripura													
	No. of Hotels	-	-	-	1	-	-	-	-	-	-	-	-	1
	No. of Rooms	-	-	-	101	-	-	-	-	-	-	-	-	101
33.	Uttar Pradesh													
	No. of Hotels	9	13	5	35	6	2	1	-	2	-	167	-	240
	No. of Rooms	1371	1919	270	1321	240	76	44	-	65	-	618	-	5924
34.	Uttarakhand													
	No. of Hotels	-	-	2	17	6	1	-	-	4	-	11	-	41
	No. of Rooms	-	-	125	869	115	34	-	-	110	-	36	-	1289
35.	West Bengal													
	No. of Hotels	6	3	5	11	5	-	-	-	2	-	1	-	33
	No. of Rooms	1320	349	411	433	135	-	-	-	56	-	2	-	2706
	G.Total													
	No. of Hotels	153	149	157	869	307	67	8	1	146	156	469	1	2483
	No. of Rooms	34187	17144	12059	36585	8446	2537	756	62	3879	580	1540	40	117815

- Nil

Source: Administrative Records of Hotels maintained by Ministry of Tourism

6.3 INDIAN HOTEL INDUSTRY SURVEY 2009-10

The Federation of Hotel & Restaurant Associations of India (FHRAI) collects information from its members through a questionnaire for its annual Indian Hotel Industry Survey, which is analysed and presented in a report. For the year 2009-10 (April-March), FHRAI received information from 1200 members.

Based on FHRAI's 2009-10 survey, information on various aspects of hotel industry in India like profile of an average hotel, average number of employees per hotel, average percentage of trained employees per hotel and Guest Analysis is presented in Tables 6.3.1 to 6.3.5.

Following are the important highlights of the data presented in these tables:–

- Most of the rooms in all categories of hotels were air-conditioned.
- Average employee per room for all categories of hotels taken together was 1.5. Among the classified categories, variation was quite low: 1.0 in 1-Star & 2-Star categories and 2.0 in 5-Star Deluxe categories.
- 78.1% of the employees were trained: highest being 86.3% under Heritage and lowest 72.8% under 1-Star category.
- Share of tourists is the highest from UK being 14.4%. Other countries and USA dominate the overall visitations with a share of 12.9% and 12.2% respectively.
- Share of tourists from UK and USA was the highest in the 2-Star and above category hotels.
- Share of tourists from UK & France was the highest in Heritage category hotels.
- Share of domestic guests was 74.1% for all the hotels taken together. However, share of foreign guests was higher in 5-Star Deluxe (51.5%) and Heritage (57.0%).
- Leisure tourists constituted about 39.7% of the total guests and the remaining 60.4% were business guests. Except the Heritage categories of hotels, share of business guests was higher in other categories.
- While the average stay of foreign guests was 3.3 days, it was 3.0 days for domestic guests.
- Average stay of business and leisure guests was 3.2 days and 2.6 days respectively.

TABLE 6.3.1
TYPICAL ROOM PROFILE OF AN AVERAGE HOTEL, 2009-10
BY CATEGORY OF HOTELS

Composition		5 Star Deluxe	5 Star	4 Star	3 Star	2 Star	1 Star	Herit- age	Others	All- India Average
Number of Responses		43	45	87	485	266	58	40	176	1200
No. of Air- Conditioned Rooms	Single	53.5	12.9	13.4	3.9	7.5	1.3	0.8	2.1	7
	Double	132.2	110.1	67	40.9	20.6	14	23.6	17.8	38.9
	Suites	20.5	7.6	12.4	5.1	3.3	1.8	9	2	5.4
No. of Non-Air- Conditioned Rooms	Single	0	0	0	0.7	1.3	1.3	0.9	2	0.9
	Double	0	1.9	1.8	4.2	8.2	8.4	5	9.2	5.6
	Suites	0	0.2	0.1	0.5	0.7	0.3	1.1	0.7	0.5
Total Average rooms		206.3	132.7	94.7	55.3	41.4	27	40.3	33.8	58.4

Source: Indian Hotel Industry Survey 2009-2010, FHRAI

- The number of non-airconditioned rooms in lower star category hotels appears to be higher, partly because many are located in hill stations where air-conditioning is not provided in hotels.

TABLE 6.3.2
**AVERAGE NUMBER OF TOTAL EMPLOYEES PER HOTEL (PERMANENT/CONTRACT/
FULL TIME/PART TIME), 2009-10 BY CATEGORY OF HOTELS**

Composition		5 Star Deluxe	5 Star	4 Star	3 Star	2 Star	1 Star	Herit- age	Others	All- India Average
Number of Responses		40	41	80	448	253	56	37	144	1099
No. of Managers	Male	50.7	27.8	15.0	5.9	2.6	1.9	5.8	1.9	7.5
	Female	13.0	6.2	2.4	0.8	0.4	0.3	0.5	0.2	1.3
No. of Supervisors	Male	46.3	26.8	19.9	9.7	4.1	2.8	9.0	2.6	9.8
	Female	8.1	4.2	3.4	1.8	0.6	0.2	0.6	0.2	1.6
No. of Staff	Male	258.6	153.2	118.9	59.9	29.6	18.8	54.1	19.9	60.4
	Female	32.3	13.1	11.7	6.3	3.4	2.3	3.3	1.9	6.4
Total No. of Employees		409.0	231.3	171.1	84.3	40.7	26.3	73.3	26.7	87.0
Avg. Employees/Room		2.0	1.8	1.9	1.5	1.0	1.0	1.8	0.9	1.5

Source: Indian Hotel Industry Survey 2009-2010, FHRAI

TABLE 6.3.3
AVERAGE PERCENTAGE OF TRAINED EMPLOYEES PER HOTEL, 2009-10
BY CATEGORY OF HOTELS

Composition	5 Star Deluxe	5 Star	4 Star	3 Star	2 Star	1 Star	Heritage	Others	All-India Average
Number of Responses	32	35	69	297	133	26	30	50	672
No. of Managers	92.5	90.6	87.4	87.3	90.6	87.4	93.8	86.5	88.6
No. of Supervisors	87.4	79.4	81.2	80.6	76.2	71.4	89.8	80.2	80.1
No. of Staff	70.2	70.1	68.0	63.9	62.7	59.7	75.2	69.5	65.5
Total Average Trained Employees *	83.3	80.0	78.9	77.3	76.5	72.8	86.3	78.7	78.1
Total Average Un-Trained Employees	16.7	20.0	21.1	22.7	23.5	27.2	13.7	21.3	22.0

* Trained Employees includes those with a minimum one-year certificate course from a hotel management or equivalent institution, however, some hotels may have included those with short term (in-house) training.

Source: Indian Hotel Industry Survey 2009-2010, FHRAI

TABLE 6.3.4
DISTRIBUTION OF HOTEL GUESTS BY COUNTRY OF ORIGIN, 2009-10
(in percentage)

Composition	5 Star Deluxe	5 Star	4 Star	3 Star	2 Star	1 Star	Heritage	Others	All-India Average
Number of Responses	28	29	55	202	88	17	23	14	456
ASEAN *	3.3	4.5	4.1	5.3	4.4	5.6	2.9	4.1	4.7
Australia	3.2	2.3	3.0	3.5	2.8	4.5	4.7	2.0	3.2
Canada	3.9	2.3	4.2	4.2	3.4	5.2	2.9	1.9	3.8
Caribbean	0.6	2.5	2.0	0.8	0.4	0.2	0.3	0.1	0.9
China	2.3	2.6	2.9	4.9	3.5	1.4	1.2	3.3	3.7
France	3.1	3.0	5.4	6.8	3.8	13.6	17.0	5.4	6.3
Germany	5.1	5.3	5.6	7.3	4.9	6.5	10.0	3.5	6.4
Japan	3.8	5.7	5.6	4.7	3.8	2.5	4.0	3.8	4.5
Middle East	3.2	3.8	3.7	3.6	5.6	3.2	2.5	4.0	3.9
Other European	8.3	15.2	9.4	10.4	10.8	8.1	11.6	6.3	10.4
Russia	4.8	7.6	4.4	4.6	2.0	2.1	1.6	3.4	4.0
SAARC **	3.4	2.2	5.6	5.2	10.3	16.3	1.3	14.0	6.4
South Africa	1.2	1.5	2.3	2.6	2.8	1.7	1.1	3.0	2.3
UK	15.2	14.2	12.7	13.1	18.0	11.7	17.6	13.5	14.4
USA	15.6	12.4	10.1	13.0	11.1	12.1	9.1	13.0	12.2
Other	23.0	15.0	19.1	10.0	12.6	5.5	12.4	18.8	12.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

* ASEAN : Association of South East Asian Nations

** SAARC: South Asian Association for Regional Co-operation.

Source: Indian Hotel Industry Survey 2009-2010, FHRAI

TABLE 6.3.5
ANALYSIS OF HOTEL GUESTS, 2009-10 BY CATEGORY OF HOTELS

Composition	5 Star Deluxe	5 Star	4 Star	3 Star	2 Star	1 Star	Heritage	Others	All-India Average
Number of Responses	41	42	80	397	215	47	34	59	915
Domestic Guests (%)	48.5	54.1	61.7	76.4	83.9	83.7	43.0	85.3	74.1
Foreign Guests (%)	51.5	45.9	38.3	23.6	16.1	16.3	57.0	14.7	25.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Business Guests(%)	63.9	61.0	64.4	62.3	60.3	61.0	25.0	58.0	60.4
Total Leisure Guests (%)	36.1	39.0	35.6	37.7	39.8	39.0	75.0	42.0	39.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Avg. Stay of Foreign Guests (Days)	3.1	4.4	4.0	3.4	3.1	2.9	2.9	2.5	3.3
Avg. stay of Domestic Guest (Days)	2.1	3.1	2.6	3.2	3.0	3.5	2.6	2.6	3.0
Avg. Stay of Business Guests (Days)	2.3	3.4	3.3	3.6	3.0	2.6	2.2	2.9	3.2
Avg. Stay of leisure Guests (Days)	2.2	2.9	2.4	2.7	2.6	3.4	2.1	3.0	2.6
Repeat Guests(%)	35.9	35.3	40.3	47.1	51.8	47.7	24.2	49.3	45.9

7 CHAPTER

Atithidevo Bhava



Incredible India

Travel Trade

TRAVEL TRADE

7.1 INBOUND TOUR OPERATORS, TRAVEL AGENTS, TOURIST TRANSPORT OPERATORS, ADVENTURE TOUR OPERATORS AND DOMESTIC TOUR OPERATORS

In order to provide quality services to tourists, the Ministry of Tourism grants recognition to inbound tour operators, travel agents, tourist transport operators, domestic tour operators, and adventure tour operators in the country, as per the prescribed guidelines (Appendices-VI to X). As on 31st December 2011, 600 inbound tour operators, 467 travel agencies, 213 tourist transport operators, 67 domestic tour operators and 33 adventure tour operators were registered with the Ministry. The State-wise distributions of these units are given in Table 7.1.1. It may be seen from this table that out of 600 recognized inbound tour operators in the country, 344 are from Delhi, followed by 48 from Maharashtra, and 31 from Kerala. Maximum No. of recognized Inbound tour operators, travel agencies, tourist transport operators, adventure tour operators and domestic tour operators are from Delhi. Out of the 33 registered adventure tour operators, 23 are from Delhi followed by 3 from Tamil Nadu, and two each from Himachal Pradesh and Jammu & Kashmir.

TABLE 7.1.1
STATE-WISE NUMBER OF RECOGNIZED INBOUND TOUR OPERATORS, TRAVEL AGENCIES, TOURIST TRANSPORT OPERATORS, ADVENTURE TOUR OPERATORS & DOMESTIC TOUR OPERATORS AS ON 31ST DECEMBER, 2010

Sl. No.	State/UT	Inbound Tour Operators	Travel Agencies	Tourist Transport Operators	Adventure Tour Operators	Domestic Tour Operators
1.	Andaman & Nicobar	1	3	-	-	-
2.	Andhra Pradesh	7	15	5	-	2
3.	Arunachal Pradesh	1	-	-	-	-
4.	Assam	8	1	-	-	2
5.	Bihar	3	4	-	-	1
6.	Chandigarh	-	2	2	-	-
7.	Chhattisgarh	-	1	-	-	-
8.	Dadra & Nagar Haveli	-	-	-	-	-
9.	Daman & Diu	-	-	-	-	-
10.	Delhi	344	152	93	23	29
11.	Goa	15	4	-	-	-
12.	Gujarat	7	12	2	-	-
13.	Haryana	21	8	1	-	3
14.	Himachal Pradesh	-	-	-	2	1
15.	Jammu & Kashmir	6	1	-	2	2

Sl. No.	State/UT	Inbound Tour Operators	Travel Agencies	Tourist Transport Operators	Adventure Tour Operators	Domestic Tour Operators
16.	Jharkhand	-	-	-	-	-
17.	Karnataka	11	31	17	-	3
18.	Kerala	31	8	26	-	5
19.	Lakshadweep	-	-	-	-	-
20.	Madhya Pradesh	2	2	2	-	-
21.	Maharashtra	48	105	21	1	9
22.	Manipur	-	2	-	-	-
23.	Meghalaya	-	-	-	-	-
24.	Mizoram	-	-	-	-	-
25.	Nagaland	-	-	-	-	-
26.	Odisha	7	-	2	-	-
27.	Puducherry	1	3	1	-	-
28.	Punjab	1	14	3	-	-
29.	Rajasthan	21	6	1	-	-
30.	Sikkim	11	-	-	-	-
31.	Tamil Nadu	30	57	30	3	6
32.	Tripura	-	-	-	-	-
33.	Uttar Pradesh	17	15	3	-	-
34.	Uttarakhand	1	1	-	1	-
35.	West Bengal	6	20	4	1	4
	Total	600	467	213	33	67

8 CHAPTER

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Incredible India

Human Resource Development

HUMAN RESOURCE DEVELOPMENT

To meet the demand for trained manpower in the hospitality industries, Ministry of Tourism continues to actively pursue its endeavour to create institutional infrastructure in the form of Indian Institute of Tourism & Travel Management & Institute of Hotel Management and Food Craft Institutes. Brief details of these institutions are given in this chapter.

8.1 INDIAN INSTITUTE OF TOURISM & TRAVEL MANAGEMENT

The Indian Institute of Tourism and Travel Management (IITTM) was established as a registered society in 1983 at New Delhi under the Ministry of Tourism with the objective of developing and promoting education, training and research in the field of travel and tourism. In August 1992, the Institute was shifted to Gwalior and is now functioning from its own campus at Govindpuri, Gwalior.

Since 1995-96, the IITTM started a full-time one-year Diploma in Tourism Management (DTM) programme with the approval of All Indian Council of Technical Education (AICTE), New Delhi. In the year 1995, the National Institute of Water Sports was also incorporated in the IITTM for education, training and consulting in the area of aqua based tourism activities in 1996-97, Eastern Regional Centre of the IITTM at Bhubaneswar was established with the same DTM programme. From the academic year 2007-08, the IITTM started another Centre from Delhi. The southern centre of IITTM started functioning from 2010 at Nellore, Andhra Pradesh.

IITTM conducts courses approved by the AICTE. The IITTM presently offers 4 AICTE approved PGDM programmes at its three centres. As of now the intake in each programme is 93.

1. Gwalior : PGDM (Services, International Business, Tourism & Travel)
2. Bhubaneswar : PGDM (International Business, Tourism & Travel)
3. New Delhi : PGDM (Tourism & Leisure)

Table 8.1.1 gives the details of number of students enrolled and passed out in various Courses in last 3 years.

TABLE 8.1.1
NUMBER OF STUDENTS ENROLLED AND PASSED OUT FROM INDIAN INSTITUTE OF TOURISM & TRAVEL MANAGEMENT (IITTM) FROM ITS THREE CENTRES

S. No.	Year	Courses Name	Gwalior Passed/Enrolled	Bhubaneswar Passed/Enrolled	New Delhi Passed/Enrolled
1.	2007-09	PGDM (Services)	59/60	-	-
		PGDM (TT)	57/59	58/60	-
		PGDM (IB)	54/60	20/20	-
		PBDM(TL)	-	-	57/58

S. No.	Year	Courses Name	Gwalior Passed/Enrolled	Bhubaneswar Passed/Enrolled	New Delhi Passed/Enrolled
2.	2008-10	PGDM (Services)	66/69	-	-
		PGDM (TT)	67/69	61/65	-
		PGDM (IB)	61/63	20/23	-
		PGDM (TL)	-	-	57/60
3.	2009-11	PGDM (Services)	69/93	-	-
		PGDM(TT)	82/93	74/78	-
		PGDM(IB)	68/92	15/30	-
		PBDM(TL)	-	-	76/93

8.2 HOTEL MANAGEMENT AND CATERING INSTITUTES

National Council for Hotel Management and Catering Technology (NCHMCT) was set up in the year 1982 by Govt. of India as an autonomous body (Society Registered under Society act 1860). The Council regulates academics in the field of Hospitality Education and Training that is imparted at the 21 Central Govt. sponsored Institutes of Hotel Management, 8 State Govt. sponsored institutes and 12 Private IHMs and 6 Food Craft Institutes that function in different parts of the country. Through the Council, these institutes offer 10 different professional programs leading to award of Certificate, Diploma, Post Graduate Diploma, Bachelor and Master Degree (the last two programs are in collaboration with Indira Gandhi National Open University.)

The details of the courses offered by institutes affiliated to NCHMCT and number of students on roll along with course-wise pass-out in the year 2009-10 are given in Tables 8.2.1 and 8.2.2 respectively.

TABLE 8.2.1
COURSES OFFERED BY INSTITUTES OF HOTEL MANAGEMENT/ FOOD CRAFT INSTITUTES

S.No.	Courses	Duration	Institute where course offered in 2009-10
1.	M.Sc. in Hospitality Administration	2 Years	IHM-Pusa
2.	B.Sc. in Hospitality and Hotel Administration	3 Years	All Affiliated (51) IHMs
3.	Post Graduate Diploma in Accommodation Operation and Management	1 ½ Years	Central IHMs-Bhubaneswar, Kolkata, Delhi (Pusa), Guwahati

S.No.	Courses	Duration	Institute where course offered in 2009-10
4.	Craftsmanship Course in Food Production	1 ½ Years	Central IHMs - Bhopal, Bhubaneswar, Mumbai, Kolkata, Chennai, Goa, Shimla, Gwalior, Delhi (Pusa), Guwahati, Thiruvananthapuram State IHMs - Gangtok Private IHMs - Hyderabad (Srishakti Hyderabad)
5.	Craftsmanship Course in F&B Service	24 weeks	Central IHMs - Mumbai, Kolkata, Chennai, Goa, Gwalior, Bhubaneswar, Delhi (Pusa)
6.	Diploma in Food Production	1 ½ Years	Central IHMs - Chennai, Chandigarh (AIHM), Hajipur, Jaipur, Shillong State IHMs - CIHM-Chandigarh, Faridabad, Dehradun, Gangtok, Jodhpur, Panipat, Puducherry, Kurukshetra, Bodhgaya, Bathinda Private IHMs - Chitkara (Rajpura) FCIs - Ajmer, Aligarh, Darjeeling, Udaipur, Balangir
7.	Diploma in F&B Service	1 ½ Years	Central IHMs - Delhi (Pusa), Hajipur, Jaipur, Shimla, Gurdaspur, Srinagar State IHMs - CIHM-Chandigarh, Panipat, Puducherry, Gangtok, Jodhpur, Faridabad, Dehradun, Kurukshetra, Bathinda Private IHMs - Chitkara (Rajpura) FCIs - Ajmer, Aligarh, Balangir, Darjeeling, Udaipur
8.	Diploma in Front Office	1 ½ Years	Central IHMs - Jaipur, Srinagar State IHMs - CIHM-Chandigarh, Gangtok, Jodhpur, Bathinda FCIs - Ajmer, Balangir, Darjeeling, Udaipur
9.	Diploma in House Keeping	1 ½ Years	Central IHMs - Jaipur, Gwalior, Srinagar State IHMs - CIHM-Chandigarh, Puducherry, Faridabad FCIs - Ajmer, Aligarh, Balangir, Udaipur
10.	Diploma in Bakery & Confectionery	1 ½ Years	Central IHMs - Delhi (Pusa) State IHMs - CIHM-Chandigarh, Panipat FCIs - Aligarh Pvt. IHMs - Chitkara (Rajpura)

TABLE 8.2.2
NUMBER OF STUDENTS ON ROLL IN EACH COURSE AND PASS OUT IN THE
YEAR 2009-10

S. No.	Courses	On Roll 2009-10	Pass Out 2009-10
1.	M.Sc in Hospitality Administration	22	22
2.	B.Sc in Hospitality & Hotel Administration Ist year IInd year IIIrd year	5047 4259 3462	4620 4099 3395
3.	Post Graduate Diploma in Accommodation Operation and Management	91	66
4.	Craftsmanship Course in Food Production	522	428
5.	Craftsmanship Course in F&B Service	162	109
6.	Diploma in Food Production	704	653
7.	Diploma in F&B Service	646	594
8.	Diploma in Front Office	159	151
9.	Diploma in House Keeping	130	110
10.	Diploma in Bakery & Confectionery	108	100

9 CHAPTER

Atithidevo Bhava



Incredible India

Plan Outlays

PLAN OUTLAYS

9.1 ANNUAL PLAN OUTLAYS AND FINANCIAL ASSISTANCE PROVIDED TO STATES

The Govt. aims at positioning tourism as a major engine of economic growth and harnessing its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner. The Plan Schemes of the Ministry of Tourism essentially relate to the following:–

- (i) Tourism Product/Infrastructure Development
- (ii) Human Resource Development
- (iii) Promotion and Marketing
- (iv) Market Research including 20 years Perspective Plan and
- (v) Computerization and Information Technology

Since most of the infrastructure components and delivery systems are within the purview of the State Governments or private sector, the infrastructure for tourism is mainly being developed by providing financial assistance to State/UT Governments, and by providing various incentives to private entrepreneurs. Table 9.1.1 gives the scheme-wise outlay of Ministry of Tourism for the Annual Plan 2011-12. Table 9.1.2 gives scheme-wise outlay of Ministry of Tourism for the Eleventh Five Year Plan (2007-2012). Table 9.1.3 gives the number of tourism projects and amount sanctioned by Ministry of Tourism to various State/UT Governments during the years 2008-09, 2009-10 and 2010-11 in Eleventh Five Year Plan period.

TABLE 9.1.1
SCHEME-WISE ANNUAL PLAN OUTLAY OF MINISTRY OF TOURISM FOR 2011-12

(₹ in crore)

S. No.	Name of Scheme	Annual Plan Outlay for 2011-12
1	2	3
1.	Product / Infrastructure Development for Destinations and Circuits	562.99
2.	Externally Aided Projects	3.00
3.	UNDP Endogenous Projects	0.00
4.	Assistance to IHMs/FCIs/IITTM/NIWS	102.00
5.	Capacity Building for Service Providers	25.00
6.	Overseas Promotion and Publicity including Market Development Assistance	280.00
7.	Domestic Promotion and Publicity including Hospitality	75.00
8.	Incentives to Accommodation Infrastructure	2.00
9.	Construction of Building for IISM at Gulmarg, Kashmir	1.00

S. No.	Name of Scheme	Annual Plan Outlay for 2011-12
1	2	3
10.	Computerization and Information Technology	20.00
11.	Market Research including 20 years Perspective Plan	4.00
12.	Assistance for Large Revenue Generating Projects	20.00
13.	Creation of Land Bank for Hotels	0.01
14.	Equity contribution to ITDC	0.00
15.	Assistance to Central Agencies for Tourism Infrastructure Development	5.00
	Total	1100.00

TABLE 9.1.2
SCHEME-WISE PLAN OUTLAY OF MINISTRY OF TOURISM FOR THE
ELEVENTH FIVE YEAR PLAN (2007-2012)

(₹ in crore)

S. No.	Name of Scheme/Programme	Eleventh Five Years Plan Outlay
A.	Central Sector Schemes (CS)	
1.	Computerization and Information Technology	121.00
2.	Domestic Promotion and Publicity including Hospitality	426.00
3.	Overseas Promotion and Publicity including Market Development Assistance	1010.00
4.	Externally Aided Projects (Buddhist Centres)	37.00
5.	UNDP Endogenous Projects	2.00
6.	Assistance for Large Revenue Generating Projects	200.00
7.	Construction of Building of IISM at Gulmarg (J&K)	13.00
8.	Equity contribution to ITDC	73.00
9.	Creation of Land Bank for Hotels	14.00
10.	Assistance to Central Agencies for Tourism Infrastructure Development	25.00
11.	Assistance to IHMs/FCIs/IITTM/NIWS	495.00
12.	Capacity Building for Service Providers	95.00
13.	Market Research including 20 Years Perspective Plan	29.00
14.	Incentives to Accommodation Infrastructure	235.00
B.	Centrally Sponsored Schemes (CSS)	
15.	Product/Infrastructure Development for Destinations and Circuits	2381.00
	TOTAL	5156.00

TABLE 9.1.3
STATE-WISE NUMBER OF PROJECTS# AND AMOUNT SANCTIONED#
DURING 2008-09, 2009-10 AND 2010-11

(**₹ in crore**)

S.No.	Name of State/UT	2008-09		2009-10		2010-11	
		No. of Sanctioned Projects	Amount Sanctioned	No. of Sanctioned Projects	Amount Sanctioned	No. of Sanctioned Projects	Amount Sanctioned
1.	Andhra Pradesh	8	109.89	13	37.29	10	20.38
2.	Arunachal Pradesh	13	31.47	14	36.54	13	32.26
3.	Andaman & Nicobar Islands	0	0.00	0	0.00	0	0.00
4.	Assam	4	21.08	7	22.76	4	23.55
5.	Bihar	10	25.05	3	6.99	1	3.60
6.	Chandigarh	5	7.99	5	11.51	5	11.04
7.	Chhattisgarh	1	11.34	0	0.00	4	20.95
8.	Dadra & Nagar Haveli	3	0.24	0	0.00	0	0.00
9.	Daman & Diu	1	0.12	0	0.00	0	0.00
10.	Delhi	1	0.15	9	44.91	5	9.75
11.	Goa	2	43.14	2	17.00	3	12.78
12.	Gujarat	7	21.33	1	7.33	1	0.14
13.	Haryana	7	36.70	6	12.37	6	27.41
14.	Himachal Pradesh	10	34.58	6	23.95	12	34.98
15.	Jammu & Kashmir	28	43.42	31	49.75	20	56.17
16.	Jharkhand	0	0.00	3	0.25	5	7.56
17.	Kerala	12	42.68	7	12.98	3	42.87
18.	Karnataka	4	42.73	13	42.42	2	8.59
19.	Lakshadweep	0	0.00	0	0.00	0	0.00
20.	Maharashtra	3	41.10	2	5.01	3	11.30
21.	Manipur	9	29.44	9	27.14	8	39.40
22.	Meghalaya	7	17.14	7	14.73	9	22.53
23.	Mizoram	4	3.18	7	24.06	9	11.51
24.	Madhya Pradesh	11	31.41	11	60.99	13	30.85
25.	Nagaland	11	25.40	13	24.60	10	29.10
26.	Odisha	6	41.15	9	23.69	6	20.29
27.	Puducherry	4	2.52	3	5.57	3	50.26
28.	Punjab	5	24.93	3	9.48	4	11.91
29.	Rajasthan	9	44.31	7	19.74	7	31.32
30.	Sikkim	20	66.78	19	42.36	14	23.48
31.	Tamil Nadu	16	36.14	10	16.28	6	60.00
32.	Tripura	6	3.61	13	20.67	12	40.73
33.	Uttar Pradesh	6	38.40	6	21.90	14	27.85
34.	Uttarakhand	2	44.68	1	0.55	8	29.78
35.	West Bengal	10	37.94	7	28.37	8	22.02
	Total	245	960.04	247	671.19	228	774.36

Includes Projects relating to PIDDC, HRD and A&RT.

10 CHAPTER

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Incredible India

Surveys and Studies

SUMMARY OF THE “STUDY OF PROBLEMS AND CHALLENGES FACED BY MEDICAL TOURISTS VISITING INDIA”

1. INTRODUCTION

The business of medical travel is promising. More than 130 countries around the world are competing for a pie of this global business. It is generally estimated that the present global medical tourism market is estimated to be approximately US\$ 40 billion with an annual growth rate of 20 percent. The International Trade Commission in Geneva says that medical tourism could grow into a US\$ 188 billion global business by 2013.

It is important for India as a competing destination to address the concerns of the tourists coming to India for health and medical purposes. Mantra for competition is simple ‘ask the people who matters the most-the consumer’. However as a medical tourism destination, concerns of the service providers cannot be undermined. To create perceived value for the end user the entire value chain must be managed very professionally and concerns of all stake holders should be addressed.

Keeping in view the above Ministry of Tourism, Government of India commissioned a research project to Indian Institute of Tourism and Travel Management (IITTM) to study problems and challenges faced by medical tourists visiting India. The purpose of the study was to throw light on gaps between what inbound medical tourists expected and what they believe they got.

2. OBJECTIVES

Key objectives of this study are:

- a. To map the Indian medical tourism value chain (The chain/ network of facilitators serving medical tourists may differ from country to country, hence the mapping).
- b. To identify the important concerns of medical tourists visiting India vis-à-vis various service providers in value chain (role of facilitators and issues of tourists).
- c. To identify the gaps in service (as experienced by tourists against expectations).
- d. To identify the bottlenecks in medical tourism industry (the weak points).
- e. To make recommendations to address concerns of medical tourists (on the basis of data collected).

3. APPROACH TO THE STUDY

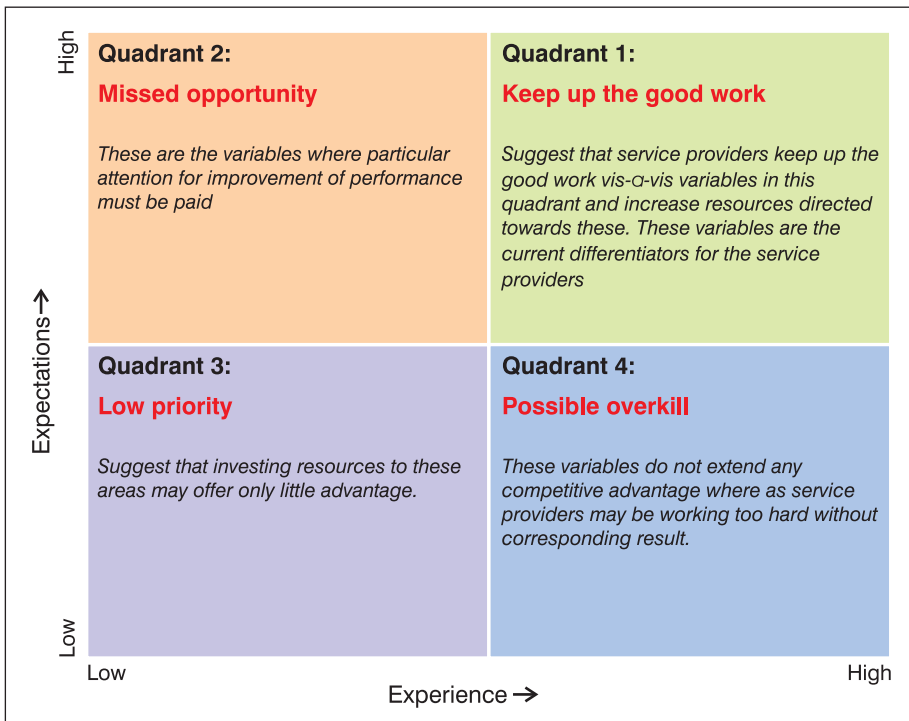
Systematic approach to mapping customer expectations helps managers to know better what aspects of a service best define its quality and can prepare the organization to take up a competitive position based upon its ability to deliver what customers demand

(Cronin & Taylor, 1992). A direct measurement technique is the Importance-Performance analysis (IPA) technique which emerged from the earlier work of Martilla and James (1977).

The importance-performance scale is based on the assumption that satisfaction is affected by both the importance of an attribute and perceived performance on the attribute. Designed for ease of transferring results into actions, the scale's end result is a graph indicating appropriate levels of action. For the purpose of this study the researchers have deployed a variant of this technique- Expectations- Experience Matrix (EEM). In EEM, customers' expectations and experiences have been plotted on a grid that is divided into 4 quadrants. Each quadrant is created on the basis of the mean scores of the expectations-experience ratings. The variables are then assessed according to its position in the quadrant on the grid. Each quadrant suggests different response from a strategy point of view.

Attributes that are rated high in expectation and high in experience score suggest that service providers *keep up the 'good' work* and increase resources directed towards these areas. In contrast, attributes having low expectation rating and a low experience rating suggest that investing resources to these areas may offer only little advantage and should therefore be on a *lower priority*. Attributes that are rated high in expectation and low in experience are the *missed opportunities* and service providers need to concentrate here and pay particular attention for improvement. Expectation-Experience Matrix suggests where to invest efforts and resources.

FIGURE 1: EXPECTATION – EXPERIENCE MATRIX EXPLAINED



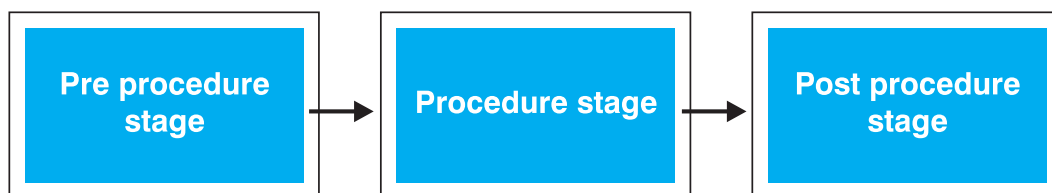
At the pre procedure stage, inbound medical tourists were typically hurt by the fact that the overall cost of treatment (besides the cost of procedure) was much more than their expectations. Indian medical tourism draws competitive advantage from quality of procedure that includes competence of doctors and para-medical staff. Even the quality of clinical infrastructure was found to be good. One important advantage was that the wait time with Indian healthcare was much less. Also India receives medical tourists from countries and places that are well connected.

At the procedure stage, the respondents pointed out difficulty with language. There were large numbers of tourists from Africa and Middle East which are non-English speaking countries. Non-medical staff was not able to communicate properly. Using interpreters was neither comfortable nor efficient. They were also disappointed with lodging and boarding facilities. Strengths of Indian medical tourism at the procedure stage lies with the competence of medical and paramedical staff.

4. MEDICAL TOURISM VALUE CHAIN

For the purpose of this study a simple medical tourism value chain is considered. It broadly comprises of three components / stages (Keckley & Underwood, 2008)

FIGURE 2: MEDICAL TOURISM VALUE CHAIN



4.1 PRE PROCEDURE STAGE

In this first stage the tourist is typically engaged in navigating the process and arriving at a decision to buy the procedure. A customer enters the procedure with search of relevant information from various sources. However, given the complexity many customers prefer to use services of an intermediary referred to as “medical facilitator”. Prime responsibility of the medical facilitator is to seamlessly coordinate the outbound medical tourism programme. Literature has referred to four types of medical facilitators- Medical Travel Planners, Travel Agencies, Hotel Groups and Provider Groups.

Long before the actual medical procedure/ treatment, a customer must decide about a number of key issues, including the choice of facilitator, hospital, doctors, destination country, costs, conveniences, risks, etc. not necessarily in that order. Pre procedure stage typically ends with patient reaching the destination.

4.2 PROCEDURE STAGE

Procedure stage begins with patient reaching the destination and hospitals/ service providers offering pickup facilities followed by pre-counselling for treatment, necessary medical examinations required before the medical procedure. Medical procedure includes preparing for the procedure, organising a doctor and para medical team, operation theatre, procedure, prosthesis, medical supplies, etc.

4.3 POST PROCEDURE STAGE

Post procedure stage has two important components the post operative care and follow-up care. The post operative care includes doctors' visits and monitoring for complications, recuperation in hospital and physical therapy, medical supplies, meals, post operative recuperation in destination country but outside the hospitals, etc. An important concern of medical tourist is the follow up care facilities long after they have left the country of treatment. Normally there is a tie-up between the medical service providers and doctors in the customers' country who are responsible for follow up on behalf of service provider. After the post operative care when the tourist is fit to move around, he/ she may demand post treatment leisure as a part of the package.

5. SAMPLE

The research did not include customers of cosmetic surgeries, wellness (spa and alternate therapies) tourism and IVF (In Vitro Fertilisation) products. There were 16 JCI (Joint Commission International) approved and 63 NABH (National Accreditation Board for Hospitals and Health Care Providers) approved hospitals (34 at the time of commissioning of this study). These hospitals are located in 30 cities across the country. There are another 395 hospitals that have applied for NABH accreditation.

Survey using a structured questionnaire was carried out in 17 cities and included 14 JCI accredited, 27 NABH accredited and 46 hospitals who had applied for NABH accreditation. Of these, responses were collected from 35 hospitals (13 JCI and 17 NABH accredited, 4 hospitals who have applied for NABH accreditation). Total number of usable responses was 503.

6. FINDINGS

6.1 Sample Characteristics

6.1.1 Age wise distribution of the sample

Understandably it was the older people who were availing services as medical tourists. Around 35% of the respondents were in the age group of 45-60 years followed by 31% respondents in age group of 30-45 years. Another 15% respondents were older than 60 years. Around 19% respondents were less than 30 years of age.

6.1.2 Source market

Based on preliminary discussion the source markets were divided into 5 broad regions- Westerners which included medical tourists from US and Europe; Middle-easterners which included tourists from UAE, Oman, Iraq, etc.; Africans which included Nigerians, Tanzanians, Kenyans, Gambians, Mauritians, etc.; South Asians which included- Bangladeshi, Pakistanis, Sri Lankans, Nepalese and Burmese; East Asians which included tourists from far East (Japan) and South-east Asian countries. Of these the major market was Africans (51%) and middle easterners (35%). South Asians (10%) are also a significant market.

It was observed that medical tourists from developed countries are not seeking medical procedures which are either available in their home country or are covered by insurance.

A large number of PIOs/ NRIs and medical tourists from South Asia being price sensitive try to register as domestic patients. They arrive on tourist or other visas (other than medical visas) and organize treatment either as 'locals' or as through local connections. It is, therefore, difficult for the service providers to differentiate and count them as medical tourists.

6.1.3 Medical tourism products

Cardiac treatment (30%) is the most popular product of Indian medical tourism. This is followed by Orthopaedics (including joint replacement) (15%), Nephrology (12%), Neuro surgery (11%) and Cancer (11%). All others account for balance (22% of product demanded).

6.1.4 Source of financial support

It clearly emerges that India is medical tourism destination for those (81%) who have to support their own medical treatment. 16 percent respondents were supported by their home governments for medical treatment. A meagre 2 percent were covered by insurance.

Though the cost of medical procedures in India is much less than that in the developed world, India does not attract medical tourists from those countries as most of them are already insured for health.

In fact it is the third world patients who are not covered by a social security/ health insurance and must personally finance the treatment that is not available in their home community who then consider the costs comparable treatment elsewhere. Indian medical treatment is part of their evoked set.

6.2 Important concerns of medical tourists

6.2.1 Pre Procedure Stage

At the pre procedure stage customers are primarily concerned with quality of treatment- which includes expected quality of animate and inanimate resources and procedures; connectivity- which refers to ease of physical movement between home country and destination; cost of treatment- which includes costs of other expenses besides the direct

cost of medical procedure; ease of access- which relates to expediency with which medical treatment can be accessed; and, ease of purchase- other factors that facilitate purchase like insurance, terms of payment, and help to finalise the travel itinerary.

6.2.2 Procedure Stage

Four concerns at the procedure stage were identified. These are competence of doctors, competence of staff, professionalism in management of hospital, and facilitation and care available during this stage.

6.2.3 Post Procedure Stage

For the post procedure stage, customers expect hassle free disengagement from the procedure including clear follow up instructions and settlement of bills. Customer is also apprehensive about the post procedure monitoring and availability of medicines in home country.

7. RECOMMENDATIONS AND SUGGESTIONS

Recommendations and suggestions are made for policy makers and service providers (mainly hospitals).

7.1 Source market (target segment)

Policy makers: Indian healthcare businesses are receiving customers from developing countries (low GDP countries) that need to travel out of their countries for medical procedures and lure them with comparatively cost effective yet good quality medical care in India. Many tourists would come from the neighbouring countries as the cultural assimilation is easier and the cost and effort to travel to a far off destination is more. India needs to focus on this segment and eye for a larger share of this market.

Customers, especially from Africa are comfortable in India. Government should promote medical tourism to select Afro-nations using India's long standing rapport with Afro-nations and friendly image.

There are two important niche markets that target western tourists. One, India can focus on the USP of shorter waiting time for customers from developed countries (e.g., Canada, UK and Australia) where waiting time is more. Two, there is a large segment of tourists who seek elective medical procedures that are generally not covered by medical insurance in developed world.

Service providers: At the firm level, each service provider must also target specific segments. Homogeneity in customers and products demanded would allow better servicing. Each hospital should target a segment with some USP. They must engage with source communities, healthcare systems and governments over a longer period of time thereby specializing in handling customers from specifically targeted regions and for specific products.

7.2 Quality

Policy makers: Government should continue to motivate and persist on accreditation and may even link incentives with accreditation so as to reinforce the notion of quality with the umbrella brand of 'Indian healthcare'.

Service providers: Medical tourists from US, UK and developed west is a niche market. For these customers, JCI accreditation is an important search criterion when choosing a hospital. However, these segments approach Indian medical tourism for two reasons, one for procedures that are not covered by insurance in their host countries or for procedure for which there is a long waiting in home countries. Price is a secondary concern and so a few high end hospitals in India may decide to target this niche segment and also organise other related services accordingly.

7.3 Costs

Policy makers: Government may consider placing hospitals in infrastructure sector like 'hotels'. The benefits may be passed to customers rendering Indian Medical Tourism competitive.

Service providers: Should reconsider their pricing strategies more so if they are targeting customers segments that are price conscious. Post care costs are hurting the customers the most. Service providers should network to bundle procedure and post procedure costs and make them attractive

7.4 Medical visa

Policy makers: Government may reassess the medical visa policy. A medical visa allows three entries per year. Further there must be a 2-month gap between two entries. An inbound patient who travels for consultation with doctors has to wait 2 months for treatment. It is believed that India is losing many customers to Thailand for this reason.

Government should also take steps to check corruption in issue of medical visa. Government should also reconsider the condition of personally reporting to FRROs/FROs. A more realistic and humane way has to be devised.

7.5 Competition

Policy makers: Government should set a vision for kind of medical tourism that the country will be competing and what healthcare products would be offered.

7.6 Marketing

Policy makers: Government should aggressively promote brand India especially through its consulates. To begin with vernacular brochures must be made available to end customers in different parts of the world through consulates and tour operators. Government can also consider corporate/ institutional arrangements with governments of countries where they (governments) are responsible for medical care of their citizens.

Service providers: Indian health care providers should be proactive in identifying and targeting segments in terms of source markets, medical speciality etc. and engage extensively with source markets: say network with hospitals, doctors and channel partners to attract customers.

Indian hospitals should also aggressively pursue institutional arrangements with insurance companies particularly from west. This will also allow them access to the captive customers of these companies.

Service providers should experiment with bundling cultural and other tourism products with healthcare.



SUMMARY OF THE STUDY REPORT ON TOURISM IN OVERSEAS MARKET OF UNITED KINGDOM (UK), UNITED ARAB EMIRATES (UAE) AND AUSTRALIA & NEW ZEALAND

INTRODUCTION TO THE STUDY

The growth of the Indian tourism sector in recent years has hinted at the untapped potential of the sector to contribute to national income and employment. This study was designed to gauge the perception of tourists—past as well as prospective—in selected foreign markets about tourism in India. This study-report attempts to assess the impact of the ongoing overseas campaign launched by the Ministry of Tourism, Government of India, to promote India as a high-value, up-market tourist destination. The Ministry of Tourism also intends to use the insights from this study as inputs in designing future overseas campaigns.

SCOPE OF WORK

The scope of work for the study is as under:

- Primary survey of the past and prospective travellers
- Compilation and analysis of information from secondary sources.
- Each country report shall provide information on the following aspects
 - Market /Country overview — economic and social profile
 - Outbound travel pattern in past
 - Traveller's profile
 - Preferred destinations
 - Expenditure pattern
 - Travellers to India
- Projections of future outbound travel
- Role and characteristics of tourism and travel trade in these countries
- Attractiveness of India for visitors from these countries
- Indian tourism marketing and promotion in these countries.

- Suggestions of specific measures to promote Indian tourism in these countries.
- Role of Indian tourism offices in these countries in promotional activities should also be elaborated.

METHODOLOGY

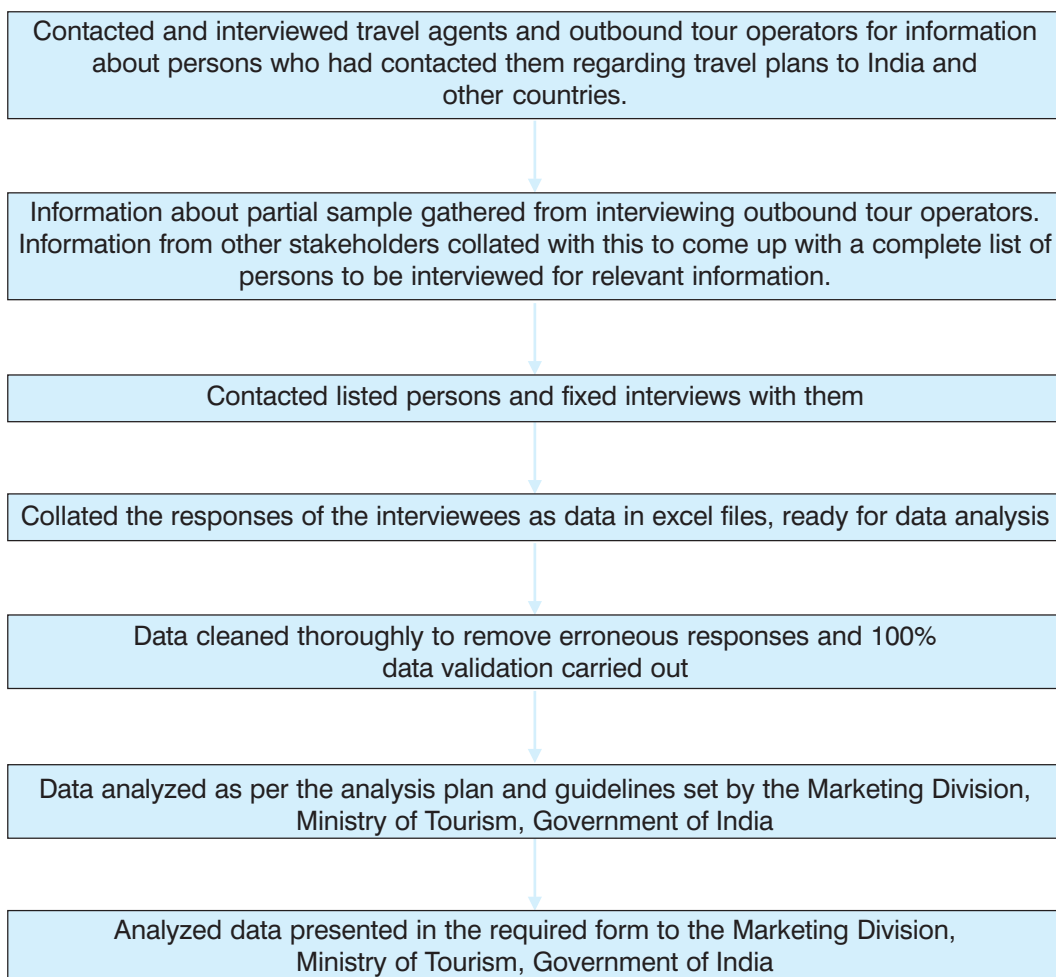
3.1 Research approach and methodology

The stakeholders involved were different for different categories of respondents of the study. The following table presents the consolidated list of stake holders and their envisaged roles in helping the study to achieve its objective:

Stakeholders	Purpose	Role-play
Travellers or Visitors	Outbound travellers and visitors as well as potential abroad travellers and visitors. These include: <ul style="list-style-type: none"> • Persons who have travelled abroad in the last one year, and specifically to India • Persons who have travelled abroad in the last one year, and to other countries but not India • Persons who have not gone abroad yet but are planning or intend to travel abroad in near future and specifically to India • Persons who have not gone abroad yet but are planning or intend to travel abroad in near future to other countries but India 	Face-to-Face interviews with this sector of stakeholders provided valuable information with regard to the objective of the study
Travel agents and Out-bound Tour Operators	Travel agents and tour operators with expertise in providing outbound travel options to travellers and prospective travellers	Knowledge about respondents who have already travelled abroad to India or other countries, as well as about prospective travellers intending to travel abroad to other countries or to India
Indian Tourism Ministry Offices or Directors of Tourism Offices	Officials from Ministry of Tourism and Tourism Offices provide help and information to persons interested in travelling to India	Information regarding travellers who have visited India in the last one year and who are intending to visit India in future

3.2 OPERATIONAL METHODOLOGY

The following flowchart provides a graphical representation of the methodology followed to gather relevant information from respondents.



3.3 SAMPLE SIZE

The following table gives details of the sample of respondents in the various countries—both past and prospective tourists—classified according to their actual or desired destinations.

Country	Category of respondents				Total
	Persons who travelled abroad in last three years		Persons who have not gone abroad yet but intend to travel in near future		
	To India	To other countries	To India	To other countries	
Australia & New Zealand	902	902	200	500	2504
U.A.E.	760	750	148	349	2007
U.K.	1000	1000	250	750	3000

3.4 COVERAGE

Segments

The following segments were covered for the study in the Australia & New Zealand, UAE and U.K. :

- Outbound Tourists/Local population
- Travel houses: major ones across various cities in proposed countries as well as Indian travel houses who have overseas counterparts to attract tourists into India
- Indian tourism offices

Apart from interviewing tourists at these destinations, officials from Indian tourism offices and outbound tour operators were also interviewed to gather more information regarding travel patterns of international tourists and their perception and inclination towards travelling to India.

3.5 METHOD OF ENQUIRY

Different modes of enquiry were followed for the various respondent categories, they are as follows:

- **For inhabitants / local population** – Direct face-to-face interviews and telephonic interviews, using the questionnaires provided
- **For tour operators** – Direct face-to-face interviews using the questionnaires provided
- **For Indian tourism offices** – Face-to-face discussions with an aim to get an idea about the promotional measures undertaken by the respective offices

FINDINGS

4.1 Socio-Economic Profile of the Countries

Country	Social Profile		Economic Profile
	Population*- 2011	Literacy	GDP: PPP terms (in USD-billion)
Australia	22.6 million	99 %	889.6
New Zealand	4.5 million	99 %	119.2
U.A.E.			199.8
U.K.	62.7 million	99 %	2189.0

*: as on 4 March 2011 (Australia), as on July 2011 (UK).

4.2 PREFERRED DESTINATIONS

COUNTRY-WISE FIVE MOST POPULAR DESTINATIONS FOR OUTBOUND TOURISTS

The most preferred destinations for the countries are given in table below.

Country	I Destination	II Destination	III Destination	IV Destination	V Destination
Australia	New Zealand	USA	UK	Thailand	China
New Zealand	Australia	Fiji	UK	USA	Asia
UAE	Saudi Arabia	UK	Oman	Thailand	Bahrain
UK	Spain	France	Irish Republic	USA	Italy

FLIGHT CONNECTIVITY AND RELATIVE COSTS

Australia

Several flights are available from all major airports in Australia to Indian destinations: Jet Airways, Qantas Airways, Virgin Blue, Pacific Blue Airlines, Air India, Air North and Indian Airlines.

TABLE 1 FLIGHT RATES (INDIAN RS) AND FLIGHT AVAILABILITY (NUMBER) - MARCH 10, 2011

(Indian Rupees)	Perth			Melbourne			Sydney		
	Min	Max	Flights	Min	Max	Flights	Min	Max	Flights
New Zealand	18821	300053	22	7225	26172	15	8588	48984	14
Thailand	18779	226924	13	19946	284141	19	25729	284449	32
United Kingdom	44629	198887	42	52926	82276	43	42374	289748	69
USA	29022	375099	24	76723	507873	61	50515	499460	135
China	24972	93158	12	29350	203252	24	24343	569780	40
Mumbai	23822	227434	20	36208	508711	42	32529	638594	52
Bangalore	29155	40206	8	36900	50208	12	37243	233636	15
Delhi	25242	213346	17	39173	233035	39	35495	638594	48
Hyderabad	29605	50821	6	50208	435319	11	43421	233363	14
Chennai	27360	214913	13	39091	63627	15	47728	288720	22
Kolkata	27350	265729	19	34482	295535	18	43421	647777	13
Ahmadabad	49026	231086	6	50208	266790	13	45486	263583	16

Source: <http://www.skyscanner.in>

New Zealand, Thailand and China have very competitive airfares vis-à-vis Indian destinations, while UK and USA have a large number of flights operating from the Australian cities. In India, only Delhi and Mumbai have relatively larger number of flights coming in from Australian cities. So the Indian tourism sector has to focus on competitive airfares to the Indian destinations, as well as on increasing flight availability for Australian tourists.

NEW ZEALAND

The major (non-Indian airlines) operating out of India include Air New Zealand, Malaysia Airlines, Singapore Airlines, Qantas Airlines, Cathay Pacific, Thai Air, Jet Star, and Air Asia.

TABLE 2 RELATIVE PRICE: TRAVELLING FROM NEW ZEALAND TO INDIA AND OTHER COUNTRIES AS ON MARCH 4, 2011

(Indian Rupees)	Auckland			Christchurch			Wellington		
	Min	Max	Flights	Min	Max	Flights	Min	Max	Flights
Australia (Sydney)	8982	39958	60	6623	63021	29	9065	48339	43
Fiji (Nadi)	12424	91018	22	16474	102629	21	18010	37020	42
UK (London)	50145	629813	66	45685	642798	59	71554	642499	35
USA (New York City)	68683	209272	88	73213	713514	24	64739	102483	39
China (Beijing)	38439	269471	47	34703	282990	17	40325	135416	33
Samoa (Apia)	14207	103112	17	16913	104633	14	16913	73828	26
Thailand (Bangkok)	34055	308333	47	31042	245492	33	33511	60272	32
Canada (Ottawa)	68856	707330	22	76614	707330	11	76175	707528	13
Mumbai	46934	679216	28	35302	331418	37			
Kolkata	49048	237182	24	35302	220474	25			
Thiruvananthapuram	47333	313857	33	54837	180032	9			
Kozhikode	47333	782220	20	54837	180032	5			
Ahmadabad	47333	593339	30	48646	250628	13			
Kochi	88298	237248	24	163128	347283	23			
Hyderabad	39287	315214	31	42724	363223	31			
Gaya	130685	197990	3	-	-	-			
Bangalore	49048	696290	22	36500	350753	20			
Chennai	53633	289102	20	35302	284592	14			
Coimbatore	88686	319513	27	161577	347649	23			
Delhi	49048	119445	28	35302	354522	34			
Varanasi	90696	233482	7	151173	343591	3			
Nasik	-	-	-	51213	51996	2			
Agra	-	-	-	51278	171785	3			
Lucknow	-	-	-	50701	195256	6			
Mangalore	-	-	-	52478	177861	3			
Khajuraho	-	-	-	152489	176398	2			
Nagpur	-	-	-	53976	230462	5			
Raipur	-	-	-	58312	253919	5			

Source: <http://www.skyscanner.in>

UAE

As can be seen from the following table, relative prices of air travel from UAE to India are much lower than competitor countries like Malaysia, Thailand, UK and France, while the frequency of service is comparable to the others, except for France. In comparison, travel to India is more economical.

TABLE 3 RELATIVE PRICE (IN INR) - TRAVELLING TO INDIA AND OTHER COUNTRIES - AS ON MARCH 4, 2011

	Abu Dhabi			Dubai			Sharjah		
	Min	Max	Flights	Min	Max	Flights	Min	Max	Flights
France (Paris)	25,406	95,327	63	14,966	89,793	55	24,767	100,888	22
Malaysia (Kuala Lumpur)	12,913	162,147	42	11,844	132,439	58	11,455	106,152	9
Thailand (Bangkok)	16,366	258,754	41	15,009	258,754	58	16,390	43,887	7
UK (London)	20,043	133,188	40	15,210	101,562	67	24,194	100,543	23
Ahmadabad	7785	19,776	5	8555	48,256	29	7356	26,265	8
Bangalore	7785	60,709	49	7417	48,447	56	6130	27,190	12
Chennai	7785	126,873	42	6436	70,548	60	6130	32,550	10
Delhi	7785	126,873	42	6616	37,969	71	6620	39,562	12
Hyderabad	9113	62,515	37	6191	103,149	50	6375	9589	6
Jaipur	13,592	94,353	28	8290	47,140	31	8949	31,067	8
Kochi	8159	18,376	3	7530	45,738	57	5517	9617	9
Kolkata	-	-	-	11462	53,881	35	10,589	14,052	5
Kozhikode	7785	92,385	33	5922	92,062	29	6941	20,898	9
Lucknow	9428	81,445	29	8704	56,003	34	8655	27,851	12
Mangalore	9148	63,852	22	7922	54,497	35	8293	19,532	6
Mumbai	7785	86,181	53	6585	39,313	59	6007	28,666	12
Tiruchirapally	26,434	114,942	17	11242	59,542	20	-	-	-

Source: <http://www.skyscanner.net>

UK

Since airlines are global, flight costs to India are highly competitive, particularly, the lower end tickets. Barring cities such as Hyderabad and Kolkata which are visited less often and do not have too many flights coming in during the day, even the high end flights are cheap compared to the rest of the world barring Canada.

TABLE 4 FARE (IN INR) FOR TRAVEL TO TOP INTERNATIONAL DESTINATIONS FROM LONDON, AS ON MARCH 10, 2011

Country	London		
	Min.	Max.	Flights
Thailand (Bangkok)	27161	202093	89
South Africa (Cape Town)	31950	101519	52
Canada (Ottawa)	37736	73933	116
USA (New York City)	21264	211483	132
Mexico (Mexico City)	43018	76517	82
Goa	16654	162577	41
Mumbai	19348	170650	81
Bangalore	24173	170468	92
Delhi	25689	162227	92
Hyderabad	23809	294607	80
Chennai	24173	184230	93
Kolkata	24173	223708	57
Chandigarh	27431	180686	40
Ahmedabad	23809	186028	57
Jaipur	28772	168668	38

Source: <http://www.skyscanner.in>

4.3 HOTEL PRICES

As can be seen from the table below, hotels in India are extremely competitively priced with regard to other competing tourist destinations

TABLE 5 RELATIVE PRICES OF HOTELS IN INDIA AND OTHER COUNTRIES

Country	Price Range (for a night)
Australia (Sydney)	Rs. 874 to Rs. 32,232
Canada (Ottawa)	Rs. 3,079 to Rs. 6,280
Canada (Ottawa)	Rs. 2,727 to Rs. 7,029
China (Beijing)	Rs. 605 to Rs. 29,141
Cook Islands (Rarotonga)	Rs. 4,155 to Rs. 66,242
Fiji (Nadi)	Rs. 351 to Rs. 4,918
France (Paris)	Rs. 1,568 to Rs. 62,732
Germany (Berlin)	Rs. 502 to Rs. 13,774
India (Delhi)	Rs. 545 to Rs. 25,110

Country	Price Range (for a night)
Malaysia (Kuala Lumpur)	Rs. 581 to Rs.13,543
Mexico (Mexico City)	Rs. 972 to Rs.12,735
Samoa (Apia)	Rs.1,260 to Rs.14,363
South Africa (Pretoria)	Rs. 797 to Rs.10,943
Thailand (Bangkok)	Rs. 465 to Rs. 13,679
United Kingdom (London)	Rs. 589 to Rs. 39,796
USA (New York City)	Rs. 814 to Rs. 39,572

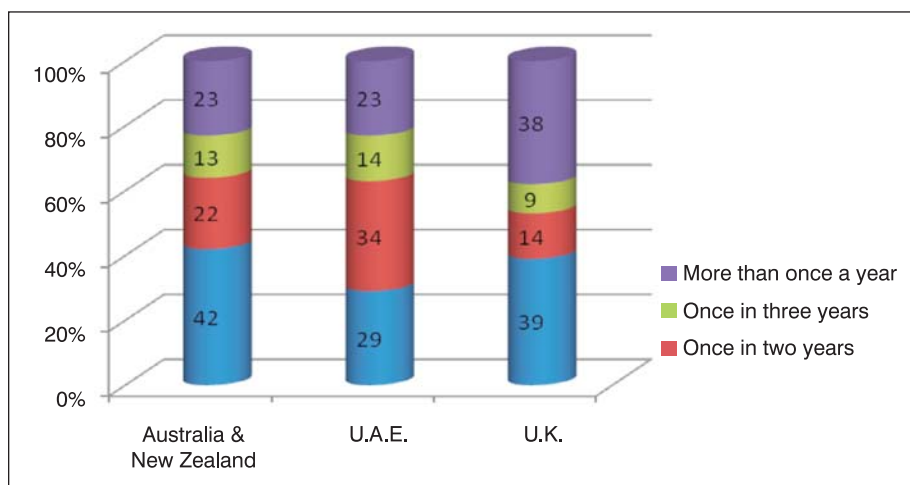
Source: <http://www.skyscanner.in>

4.4 PAST OUTBOUND TRAVEL BEHAVIOR

4.4.1 General Travel Behavior

Note: The sample size for past outbound visitors from UK, UAE and Australia & New Zealand are 2000, 1510 and 1804 respectively.

RESPONDENTS CATEGORIZED BY FREQUENCY OF TRIPS ABROAD (%)

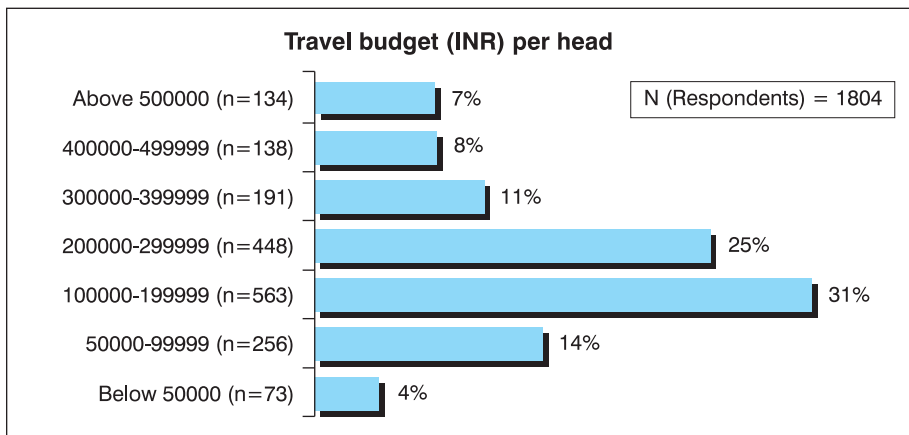


AVERAGE EXPENDITURE ON TRIPS

Australia & New Zealand

Of the 1804 respondents 31% had budgeted for India for 1 Lakh INR (Indian Rupee) to 2 Lakh INR per head for their travel. Another 25% had budgeted 2 Lakh INR to 3 Lakh INR per head. Overall, 67 per cent travellers had budgeted 1 Lakh INR to 4 Lakh INR per head. About 14 per cent of the respondents were low spenders who had budgeted INR 50,000 to 1 Lakh per head.

FIGURE 1 DISTRIBUTION OF RESPONDENTS BY TRAVEL BUDGET PER HEAD (INR)

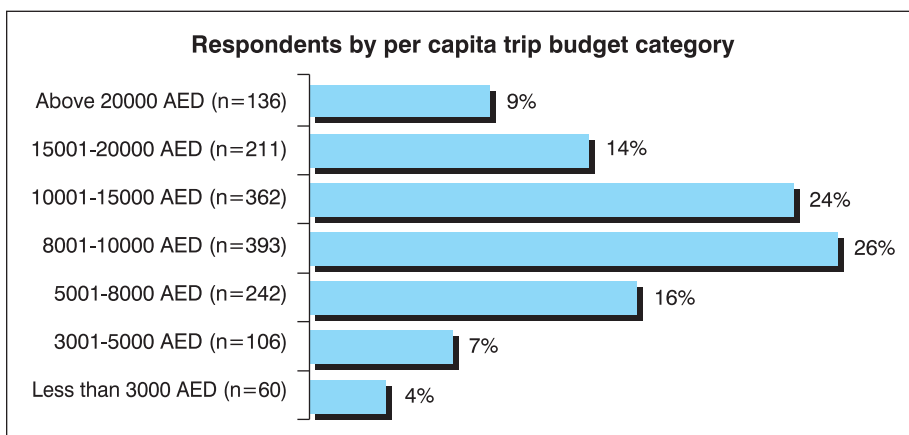


The distribution of respondents across budget categories remained more or less uniform irrespective of frequency of travel. Clearly, budgets per trip per head are not rising with longer trip duration.

UAE

Secondary data implies that each Emirate family may budget for up to AED 70 to 80 thousand for such a family trip wherein they will stay in 5-star accommodations, luxury hotels and resorts.

FIGURE 2 CATEGORIZING RESPONDENTS BY TRAVEL BUDGET IN AED PER HEAD

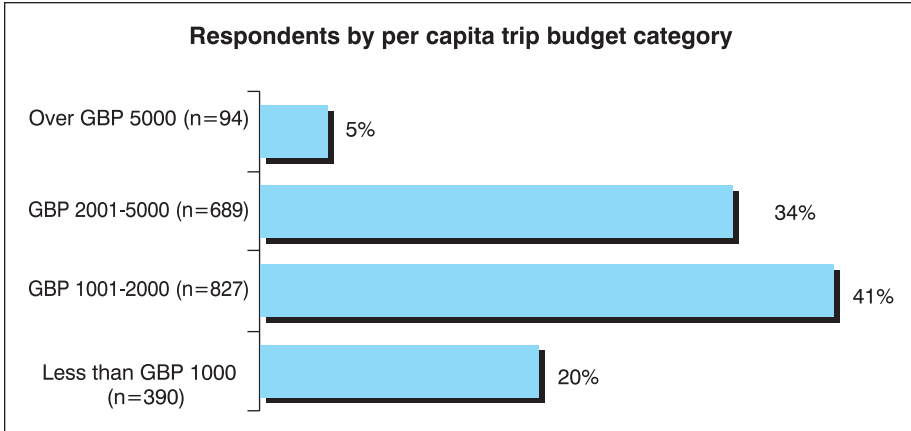


Nearly 42% respondents to the survey had a foreign travel budget between AED 5000 and AED 10000 per head. Of these, 16% were in the category AED 5001-8000 per head, 26% in the category AED 8000-10,000 and 24% in the category AED 10,000-15,000. About 23% travellers are high spenders budgeting over AED 15,000 per head for a foreign trip.

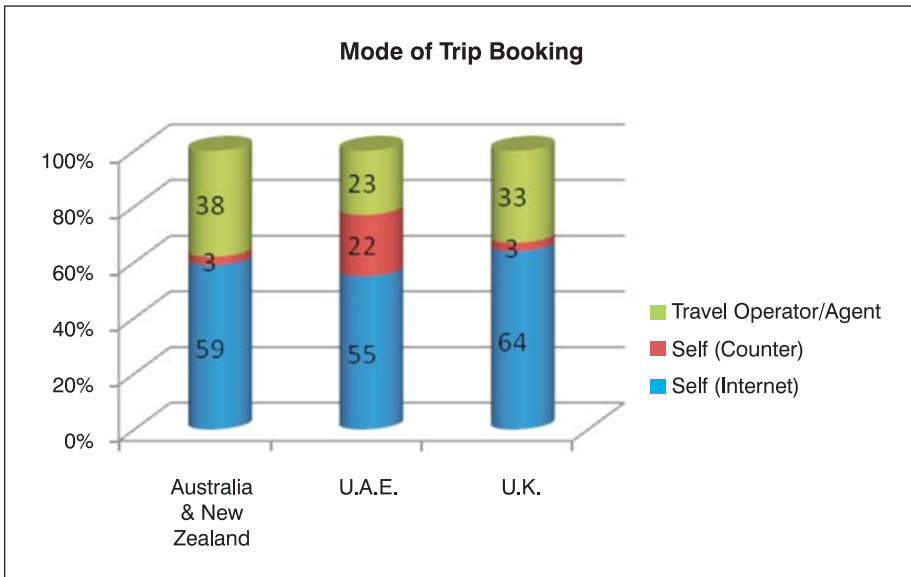
UK

61% of the travellers budget for a foreign trip up to GBP 2000 per head. Another 34% budgeted in the range of GBP 2001–GBP 5000 per traveller. 5% of the respondents had an average budget of over GBP 5000 per head for an overseas trip.

FIGURE 3 RESPONDENTS BY PER CAPITA TRIP BUDGET CATEGORY



MODE OF TRIP BOOKING

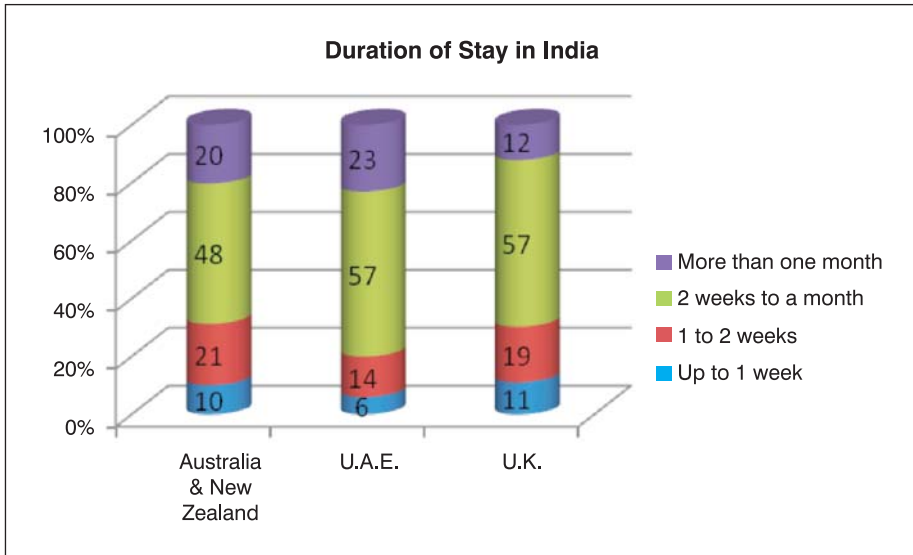


The travel agents were largely used for long haul trips and more specifically if the travel destination is India.

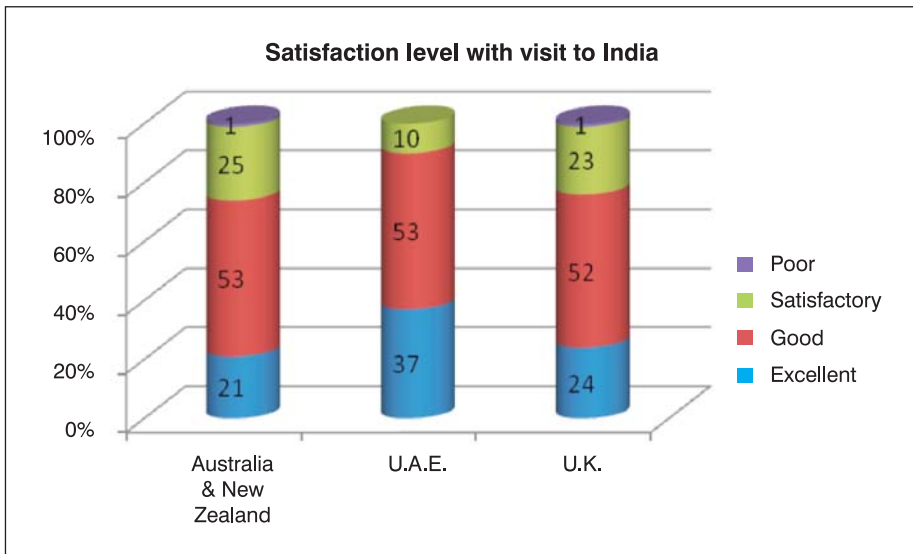
4.4.2 TRAVEL BEHAVIOR OF PAST VISITORS TO INDIA

Note: The sample size for past outbound visitors to India from UK, UAE and Australia & New Zealand are 1000, 759 and 902 respectively.

Duration of Stay in India : The maximum duration of stay has been in the range of 2 weeks to one months for the traveler from all the three destination countries.



Satisfaction Level with Visit to India: Most of the travelers from these countries has given good as the satisfaction level for their stay in India. The poor category was non visible in the sample taken in the UAE travelers.



4.5 FORECAST OF OUTBOUND TOURISTS

For the purpose of forecasting the future trends of Foreign Tourist Arrivals (FTA's) to India, following factors have been considered:

- Gross Domestic Product of a country: An indicator of the standard of living of the people of a country.
- Exchange Rate: A low exchange rate lowers the price of a country's goods for consumers in other countries.
- Inflation Rate: The percentage rate of change in price level over a period of time. Price is one of the most important factors for any consumer to make a demand decision.
- GDP Per Capita: Amount of money that each individual gets in that particular country and in turn gives an idea of the willingness to spend on foreign trips.

To arrive at the future trends of FTA's, following approaches have been considered:—

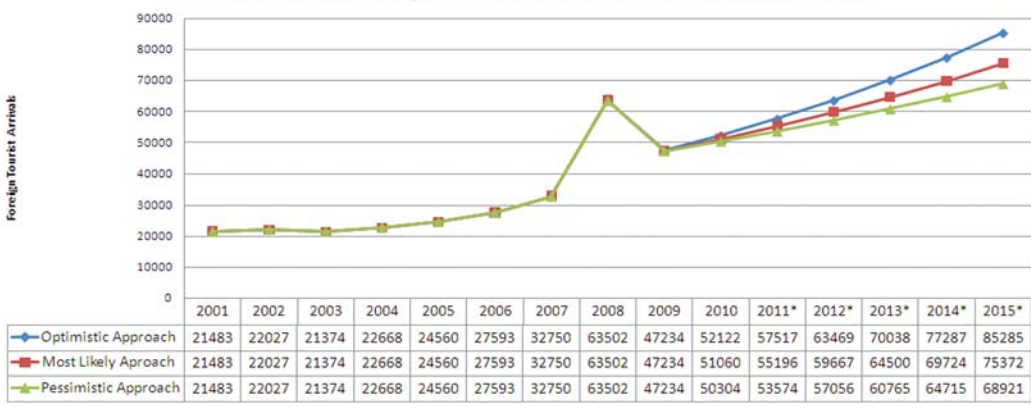
- Optimistic Approach: Which is the approach based on the current growth trends. A compounded average growth rate (CAGR) of 13.9% (for Australia), 12.9% (for New Zealand), 10.35% (for UAE) and 8.3% (for UK) for the period 2001 to 2009 has been considered.
- Most Likely Approach: Assuming that all factors considered for the forecast grow at a constant rate. we have taken the rate as of 8.1% (for Australia, New Zealand and UAE) and 10% (for UK), which is the growth of the total foreign tourist arrivals to in India in 2010 as compared to 2009.
- Pessimistic Approach: Assuming the possibility that any future calamity can affect the factors considered- we have taken the rate as 7% (for Australia, New Zealand & UK) and 6.5% (for UAE).



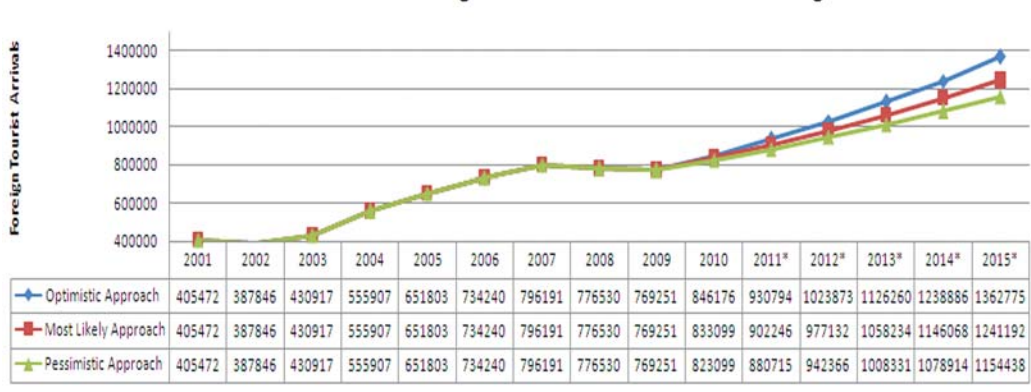
Present and Forecasted Foreign Tourist Arrivals from New Zealand



Present Forecasted Foreign Tourist Arrivals From United Arab Emirates



Present and Forecasted Foreign Tourist Arrivals from United Kingdom



11 CHAPTER

Atithidevo Bhava



Incredible India

**Financial Assistance Provided by
Tourism Finance Corporation of India
(TFCI)**

FINANCIAL ASSISTANCE PROVIDED BY TOURISM FINANCE CORPORATION OF INDIA

11.1 The Tourism Finance Corporation of India (TFCI) was set up to meet the finance requirements of tourism industry in the country. The amount of loans sanctioned and disbursed by TFCI to various categories of tourism industries during 2010-11 with comparative figures for last two years are given in Table 11.1.1.

Table 11.1.2 gives project-wise and purpose-wise classification of financial assistance sanctioned during 2010-11.

TABLE 11.1.1
ASSISTANCE SANCTIONED AND DISBURSED BY TFCI,
DURING 2008-09, 2009-10 AND 2010-11

Operations	2008-09 (₹ In Lakh)	2009-10 (₹ In Lakh)	2010-11 (₹ In Lakh)
Assistance Sanctioned			
Rupee Loan	51065.00	52127.00	67105.00
Leasing	Nil	Nil	Nil
Subscription to Equity /Preference Share/ Mutual fund/Debenture	6993.00	4909.00	6711.00
Guarantee	Nil	Nil	Nil
Total	58058.00	57036.00	73816.00
Assistance Disbursed			
Rupee Loan	20587.31	24419.00	31164.00
Leasing	Nil	Nil	Nil
Subscription to Equity/ Preference Share Mutual Fund/Debenture	6993.00	4909.00	6711.00
Guarantee	Nil	Nil	Nil
Total	27580.31	29328.00	37875.00

TABLE 11.1.2
PROJECT- WISE AND PURPOSE- WISE CLASSIFICATION OF FINANCIAL
ASSISTANCE SANCTIONED DURING 2010-11

(Rs. in Lakhs)

Purpose	New		Expansion		Renovation/ Equip. Finance		Expansion/ Acq/Restrc/ Reno.		Total	
	No.	Amount	No.	Amount	No.	Amount	No.	Amount	No.	Amount
5 Star Hotel	5	16600	1	3700	0	0	4	9150	10	29450
	72	122275	16	17876	15	6808	16	21277	119	168236
4 Star Hotel	3	4300	1	2500	1	900	0	0	5	7700
	39	41946	6	7457	5	1995	4	1590	54	52988
3 Star Hotel	5	6175	1	700	0	0	4	3770	10	10645
	242	122192	22	12587	11	3743	35	18277	310	156799
2 Star Hotel	0	0	0	0	1	10	0	0	1	10
	21	5398	1	388	1	90	2	323	25	6199
Heritage Hotel	0	0	0	0	0	0	0	0	0	0
	17	3764	3	1030	2	425	2	586	24	5805
Unclassified Hotel	0	0	0	0	0	0	0	0	0	0
	2	1210	0	0	1	24	1	56	4	1290
Amusement/Park/ Shopping complex- cum-Ent. Centre/ Water Park/ Multiplex/Activity Centre/Integrated	1	4000	0	0	0	0	1	350	2	4350
	31	24643	3	190	0	0	3	1267	37	26100
Restaurant	0	0	0	0	0	0	0	0	0	0
	16	5544	3	1835	3	109	1	305	23	7793
Tourist Cars/ Coaches	0	0	0	0	0	0	0	0	0	0
	2	241	3	1326	2	600	0	0	7	2167
RTDC/Palace on Wheels	0	0	0	0	0	0	1	500	1	500
	2	2150	0	0	1	1000	1	500	4	3650
Others	1	650	0	0	0	0	0	0	1	650
	32	36585	3	3600	2	273	4	3829	41	44287
Infrastructure Projects	2	6300	1	3000	0	0	2	4500	5	13800
	2	6300	1	3000	0	0	2	4500	5	13800
Total	17	38025	4	9900	2	910	12	18270	35	67105
	478	372248	61	49289	43	15067	71	52510	653	489114

Source: Tourism Finance Corporation of India Ltd.

Normal-Current Year (2010-2011).

Highlighted-Cumulative

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Incredible India

Appendices

GUIDELINES FOR PROJECT APPROVAL AND CLASSIFICATION OF TIME SHARE RESORTS

Hotels and other supplementary accommodation are an integral part of a tourist's visit to a place and the services offered by them can make or mar a visit completely. Vacation ownership popularly known as Time Share is one of the fastest growing component of tourism. Time Share Resorts (TSR) are increasingly becoming popular for leisure holidays and family holidays, etc. With the aim of providing standardized world class services to tourists, the Government of India, Ministry of Tourism has a voluntary scheme for classification of fully operational Time Share Resorts in the following categories:—

5 STAR, 4 STAR AND 3 STAR CATEGORIES

The Hotel & Restaurant Approval & Classification Committee (HRACC) inspects and assesses the TSR based on facilities and services offered.

Project approvals are also given in all the above-mentioned categories at the project implementation stage.

Classified Time Share Resorts approved/approved projects are eligible for various concessions and facilities that are announced by the Government from time to time besides getting worldwide publicity through the Indiatourism Offices located in India and abroad.

TSRs and Hotels are permitted for mixed use. However, if the TSR intends to use as hotel also i.e. mixed purpose, it must provide all facilities and amenities as required or the specified star category of hotel in accordance with the Guidelines.

TSRs will be used as Vacation ownership. In no circumstances apartments in TSR will be sold individually for residential or any other purpose.

TSRs including heritage and resorts which are the members of All India Resort Development association (AIRDA) will be considered for classification/project approval.

Details of the criteria set and the documents required are given in this document.

For classification and project approvals in the 5 Star, 4 Star and 3 Star, the applications along with the requisite fees may be sent to:—

Hotel and Restaurants Division
Ministry of Tourism, Government of India
C-I Hutments, Dalhousie Road, New Delhi-110011.

FORMAT FOR UNDERTAKING

To

The Secretary (Tourism)
Ministry of Tourism
New Delhi

UNDERTAKING

I have read and understood all the terms and conditions mentioned above with respect to approval of Time Share Resort and hereby agree to abide by them. The information and documents provided are correct and authentic to the best of my knowledge.

Signature and name in block letters

Seal of the applicant

Place:

Date:

GENERAL TERMS, CONDITIONS & APPLICATION FORMAT FOR PROJECT APPROVAL AT PROJECT LEVEL & CLASSIFICATION OF TIME SHARE RESORTS

A. Approval at Project level

1. The Ministry of Tourism approves TSR at project stage based on documentation, which enables the TSR to get certain benefits from the Govt. as may be announced from time to time. The documents required for project approvals are listed below.
2. Project approvals are valid for 5 years. Project approvals of the Govt. of India, Department of Tourism cease 3 months from the date that the TSR becomes operational even if all its rooms are not ready. The TSR must apply for classification within these 3 months.
3. The Ministry of Tourism, Govt. India reserves the right to modify the guidelines/terms and conditions from time to time.
4. **Application form.** This covers
 - i. Proposed name of the TSR
 - ii. Name of the promoters with a note on their business antecedents
 - iii. Complete postal address of the promoters/tel./fax/email
 - iv. Status of the owners/promoters
 1. If Public/private limited company with copies of Memorandum and Articles of Association
 2. If Partnership, a copy of partnership deed and certificate of registration
 3. If proprietary concern, name and address of proprietor/certificate of registration
 - v. Location of TSR site with postal address
 - vi. Details of the site
 1. Area (in sq. meters)
 2. Title – owned/leased with copies of sale/lease deed
 3. Copy of Land Use Permit from local authorities
 4. Distances from Railway station, airport, main shopping centers (in Kms)
 - vii. Details of the project
 1. Copy of feasibility report.
 2. Star category planned
 3. Number of apartments and area for each type of room (in sq.ft.)
 4. Number of attached baths and areas (in sq.ft.)

5. Details of public areas – Lobby/lounge, restaurants, bars, shopping, banquet/conference halls, health club, swimming pool, parking facilities.
 6. Facilities for the physically challenged persons.
 7. Eco-friendly practices and any other additional facilities (please indicate area in sq.ft for each facility mentioned above at 5, 6 & 7)
 8. Date by which project is expected to be completed and operational.
- viii. Blue prints/sketch plans signed by owners and architect showing
1. Site plan
 2. Front and side elevations
 3. Floor plans for all floors
 4. Detail of guest room and bath room with dimensions in sq.ft.
 5. Details of Fire Fighting Measures/Hydrants etc.
 6. Details of measures for energy conservation and water harvesting.
- ix. Air-conditioning details for guest rooms, public areas
- x. Local approvals by
1. Municipal authorities
 2. Concerned Police Authorities
 3. Any other local authority as maybe required.
 4. Approval/NOC from Airport Authority of India for projects located near Airports

The above mentioned approvals/NOCs are the responsibility of the promoters/ concerned company as the case may be. The Ministry's approval is no substitute for any statutory approval and the approval given is liable to be withdrawn in case of any violations without notice.

- xi. Proposed capital structure
 1. Total project cost
 - a. Equity component with details of paid up capital
 - b. Debt – with current and proposed sources of funding
 - xii. Letter of acceptance of regulatory conditions.
 - xiii. Application Fee
5. In the event of any changes in the project plans, the approval must be sought afresh.
 6. Authorised officers of the Ministry of Tourism should be allowed free access to inspect the premises from time to time without prior notice

7. The TSR must immediately inform the Ministry of the date from which the TSR becomes operational and apply for classification within 3 months of this date.
8. The fees payable for the project approval and subsequent extension, if required are as follows. The demand draft may be payable to “Pay & Accounts Officer, Ministry of Tourism, New Delhi”.

4-Star category	Amount in ₹
5-Star	15,000
4-Star	12,000
3-Star	8,000

9. The promoters must forward regular progress reports for each quarter failing which the project approval would be considered withdrawn.
10. All documents must be valid at the time of application and a Gazetted officer or Notary must duly certify copies furnished to the Ministry. Documents in local languages should be accompanied by a translation in English/official language and be duly certified.
11. For any change in the category the promoters must apply afresh with a fresh application form and requisite fees for the category applied for.
12. Any changes in the project plans or management should be informed to the, Ministry of Tourism/Regional Directors Office (For 3, 4 & 5 Star/Heritage categories) within 30 days otherwise the approval will stand withdrawn/terminated.
13. Applicants are requested to go through the checklist of facilities and services contained in this document before applying.
14. Incomplete applications will not be accepted.
15. The Govt. of India, Ministry of Tourism reserves the right to modify the guidelines/terms and conditions from time to time

B. TSR Classification/Reclassification

1. Classification for newly operational TSR must be sought within 3 months of completion of approved TSR projects. Operating TSR's may opt for classification at any stage. However, TSRs seeking re-classification should apply for reclassification one year prior to the expiry of the current period of classification.
2. If the TSR fails to reapply three months before the expiry of the classification order, the application will be treated as a fresh classification case.

3. Once a TSR applies for classification/re-classification, it should be ready at all times for inspection by the HRACC. No requests for deferment of inspection will be entertained.
4. Classification will be valid for 5 (Five) years from the date of issue of orders or in case of reclassification from the date of expiry of the last classification provided that the application has been received within the stipulated time mentioned above, along with all valid documents. Incomplete applications will not be accepted.
5. TSRs applying for classification must provide the following documentation.

Application Form detailing

- i. Name of the TSR
- ii. Name and address of the promoters/owners with a note on their business antecedents
- iii. Complete postal address of the hotel with tel. no/fax/email
- iv. Status of the owners/promoters
 1. If Public/private limited company with copies of Memorandum and Articles of Association
 2. If Partnership, a copy of partnership deed and certificate of registration
 3. If proprietary concern, name and address of proprietor/certificate of registration.
- v. Date on which the hotel became operational.
- vi. Details of TSR site with postal address and distance from Airport/ Railway Station/City Centre/Downtown shopping area (in kms).
- vii. Details of the TSR
 - (1) Area (in sq. metres) with title – owned/leased with copies of sale/ lease deed
 - (2) Copy of Land Use Permit from local authorities
 - (3) Star category being applied for
 - (4) Number of rooms and area for each type of room in sq.ft. (single/ double/suites)
 - (5) Number of attached baths
 - (6) Details of public areas – Lobby/lounge, restaurants, bars, shopping area, banquet/conference halls, health club, swimming pool, parking facilities, facilities for the physically challenged persons, Eco-friendly practices and any other additional facilities. The area for each facility should be indicated in sq.ft
 - (7) Detail of guestroom and bathroom with dimensions in sq.ft.

- (8) Details of Fire Fighting Measures/Hydrants etc.
- (9) Details of measures for energy conservation and water harvesting and other Eco- friendly measures and initiatives.
- (10) Air-conditioning details for guest rooms, public areas

Certificates/No Objection Certificates (attested copies)

- a) Certificate/licence from Municipality/Corporation to show that your establishment is registered as a TSR.
- b) Certificate/licence from concerned Police Department authorizing the running of a TSR
- c) Clearance Certificate from Municipal Health Officer/Sanitary Inspector giving clearance to your establishment from sanitary/hygienic point of view
- d) No Objection Certificate with respect to fire fighting arrangements from the Fire Service Department (Local Fire Brigade Authorities)
- e) Public liability insurance
- f) Bar Licence (necessary for 3*, 4* & 5*)
- g) Money Changers Licence (necessary for 3*,4*& 5*)
- h) Sanctioned building plans/occupancy certificate
- i) If classified earlier, a copy of the earlier "Certificate of Classification issued by MOT
- j) For Heritage property, certificate from the local authority stating age of the property and showing new and old built up areas separately.
- k) Any other local authority as maybe required.
- l) Approval/NOC from AAI for projects located near Airports
- m) Application fees

The above-mentioned approvals/No Objection Certificates are the responsibility of the Owners/promoters/concerned Company as the case may be. The Department's approval is no substitute for any statutory approval and the approval given is liable to be withdrawn without notice in case of any violations or misrepresentation of facts.

- 6. All applications for classification or re-classification must be complete in all respects – application form, application fee, prescribed clearances, NOCs, certificates etc. - incomplete application is liable to be rejected.

7. TSRs will qualify for classification as Heritage hotels provided a minimum 50% of the floor area was built before 1935 and no substantial change has been made in the facade. TSRs which have been classified/, re-classified under Heritage categories prior to issue of these Guidelines will continue under Heritage categories even if they were built between 1935-1950. **
8. The application fees payable for classification/reclassification are as follows. The demand draft maybe payable to “Pay & Accounts Officer, Ministry of Tourism, New Delhi”.

Star Category	Classification/Reclassification fees in ₹
3-Star	10,000
4-Star	15,000
5-Star	20,000

9. The classification committee will consist as follows
 - (a) Chaired by Chairman (HRACC) or his representative. Representatives from AIRDA/FHRAI/HAI/IATO/TAAI/IHM/RD/local Indiatourism office/ Member Secretary will constitute the other members of the Committee.
 - (b) The Chairman and any 3 members will constitute a quorum.
 - (c) The minutes will be approved by the Chairman (HRACC).
 - (d) In case of any dissatisfaction with the decision of HRACC, the TSR may appeal to Secretary (T), Government of India for review and re-consideration within 30 days of receiving the communication regarding classification/reclassification. No requests will be entertained beyond this period.
10. TSRs will be classified following two stage procedure.

The presence of facilities and services will be evaluated against the enclosed checklist.

 - (a) TSRs will be required to adopt environment friendly practices and facilities for physically challenged persons.
 - (b) The quality of facilities and services will be evaluated against the mark sheet.
11. The TSR is expected to maintain required standards at all times. The Classification Committee may inspect a TSR at any time without previous notice. The Committee may request that its members be recommended overnight to inspect the level of services.
12. Any deficiencies/rectification pointed out by the HRACC must be complied with within the stipulated time, which has been allotted in consultation with the TSR

representatives during inspection. Failure to do so will result in rejection of the application.

13. The Committee may assign a star category lower but not higher than that applied for.
14. The TSR must be able to convince the Committee that they are taking sufficient steps to conserve energy and harvest water, garbage segregation, and disposal/recycling as per Pollution Control Board (PCB) norms and following other Eco-friendly measures.
15. For any change in the star category, the promoters must apply afresh with a fresh application form and requisite fees for the category applied for.
16. Any changes in the plans or management of the TSR should be informed to the HRACC, Govt. of India, Ministry of Tourism within 30 days otherwise the classification will stand withdrawn/terminated.
17. Applicants are requested to go through the checklist of facilities and services contained in this document before applying.
18. Incomplete applications will not be considered. All cases of classification would be finalised within three months of the application being made.
19. The Govt. of India, Ministry of Tourism reserves the right to modify the guidelines/terms and conditions from time to time.



GUIDELINES FOR APPROVAL OF TIMESHARE RESORTS

General	3*	4*/5*/H	Comments
24 hour lifts for buildings higher than ground plus two floors	N	N	Mandatory for new TSRs. Local laws may require a relaxation of this condition.
Parking	N	N	Adequate parking space should be provided.
Minimum No. of apartments available for Year round. (10) All rooms with outside window/ventilation.	N	N	No. of apartment weeks available should not be less than eligible members to holiday.
Minimum floor area Studio including verandah, sleeping, living, bathing, cooking & dining-sq. ft.	250	251-350	
Minimum floor area 1 bedroom including sleeping, living, bathing, cooking & dining-sq. ft.	450-650	550-650	Living, Dining, bedroom and kitchen areas are separate with doors.
Minimum floor area 2 bedrooms including sleeping, living, bathing, cooking & dining-sq. ft.	650-850	750-850	Living, Dining, bedroom and kitchen areas are separate with doors.
Minimum floor area 3 bedrooms including sleeping, living, bathing, cooking & dining-sq. ft.	1000	1250	Living, Dining, bedroom and kitchen areas are separate with doors.
Dining area	N	N	Separate dining table and chairs to accommodate maximum bedding.
Air-conditioning	N	N	Applicable for Resorts/Hotels at Locations less than 2000 ft. above sea level. Air-condoning/heating depends on climatic conditions & architecture. Room temp. should be between 20 & 28 Degrees C. For 4*, 5* between 20 and 24 degrees C For 3 star minimum. 50 % of the Apartments should be air-conditioned as applicable. Should be available on request.
Iron with iron board.	-	-	Should be available on request.
15 amp earthed power socket.	N	N	
Television.	N	N	
Internet Connection.	D	N	For 3 star and 4 star internet facility be made available in the Business Centre.
Telephone in the room.	N	N	
Ward robe with minimum 12 clothes hangers per bedding.	N	N	

Shelves or drawer space.	N	N		
Bathrooms Number of dedicated (private) bathrooms –Studio.	**	**		
Number of dedicated (private) bathrooms – 1 Bedroom.	1	1		
Number of dedicated (private) bathrooms – 2 Bedroom.	2	2		
Number of dedicated (private) bathrooms – 3 Bedroom.	2	3		
Minimum Size of Bathroom in square feet.	36	40		
Western WC toilet to have a seat and lid, toilet paper.	N	N		
Floors and walls to have non-porous surfaces.	N	N		
Furniture. furniture as necessary.	N	N		Twin sofa cum-bed, chairs and other
Water saving taps/shower.	N	N		
Kitchens/Kitchenettes				
Kitchens for 1 bedroom and larger.	N	N		Dedicated kitchen – 2 burner stove, microwave oven, tea/coffee maker, fridge, sink, exhaust fan, utensils, cutlery, crockery.
Washing machines/dryers.	D	D		Arrangements be made available for laundry/dry cleaning services.
Public Areas				
A lounge or seating in the lobby area.	N	N		
Reception.	N	N		Manned minimum 16 hrs., Call service 24 hrs.
Heating and cooling to be provided in enclosed public rooms.	D	N		Temperatures to be between 20-28 degrees celcius.
Restaurant/dining room	N	N		Multi cuisine for all 3 meals.
Garbage room (wet and dry).	N	N		
Room for left luggage facilities.	N	N		
Health Fitness facilities.		N		Necessary for 4 star and above, desirable for 3-star
Guest Services				
Utility Shop.	N	N		
Acceptance of common credit cards.	N	N		

A public telephone on premises, unit charges made known.	N	N		
Messages for guests to be recorded and delivered.	N	N		
Name, address and telephone number of doctors with front desk.	N	N		
Assistance with luggage on request.	N	N		
Stamps and mailing facilities.	N	N		
Smoke/Heat detectors	N	N		These can be battery operated as per prevailing building laws.
Fire and emergency procedure notices displayed in rooms behind door.	N	N		
Fire exit sign on guest floors with emergency power.	N	N		
Public liability insurance	D	D		
Swimming Pool	D	N		This can be relaxed for hill destinations.
Indoor Games Activity Room.	N	N		
Outdoor Games like Tennis, Badminton	D	N		To be relaxed for Urban Time Share properties, Hill Resorts and others, where site conditions do not permit.



GUIDELINES FOR CLASSIFICATION OF HERITAGE HOTELS

DEFINITION:

'Heritage Hotels' cover running hotels in palaces/castles/forts/havelies/hunting loges/ residence of any size built prior to 1950. The facade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area. The architecture of the property to be considered for this category should not normally be interfered with. Any extension, improvement, renovation, change in the existing structures should be in keeping with the traditional architectural styles and constructional techniques harmonising the new with the old. After expansion/renovation, the newly built up area added should not exceed 50% of the total built up (plinth) area including the old and new structures. For this purpose, facilities such as swimming pools, lawns etc. will be excluded. Heritage Hotels will be sub-classified in the following categories:

HERITAGE:

This category will cover hotel in Residences/Havelies/Hunting Lodges/Castles/Forts/Palaces built prior to 1950. The hotel should have a minimum of 5 rooms (10 beds).

HERITAGE CLASSIC:

This category will cover hotels in Residences/Havelies/Hunting Lodges/Castles/Forts/Palaces built Prior to 1935. The hotel should have a minimum of 15 room (30 beds).

HERITAGE GRAND:

This category will cover hotels in Residence/Havelies/Hunting Lodges/Castles/Forts/Palaces built prior to 1935. The hotel should have minimum of 15 rooms (30 beds).

ROOM & BATH SIZE:

No room or bathroom size is prescribed for any of the categories. However, general ambience, comfort and imaginative readaptation would be considered while awarding sub-classification 'classic' or 'grand'.

SPECIAL FEATURES:

HERITAGE:

General features and ambience should conform to the overall concept of heritage and architectural distinctiveness.

HERITAGE CLASSIC:

General features and ambience should conform to the overall concept of heritage and architectural distinctiveness. The hotel should provide at least one of the under mentioned sporting facilities.

HERITAGE GRAND:

General features and ambience should conform to the overall concept of heritage and architectural distinctiveness. However, all public and private areas including rooms should have superior appearance and decor. At least 50% of the rooms should be air-conditioned (except in hill stations where there should be heating arrangements). The hotel should also provide at least two of the under mentioned sporting facilities.

SPORTING FACILITIES:

Swimming Pool, Health Club, Lawn Tennis, squash, Riding, Golf Course, provided the ownership vests with the concerned hotel. Apart from these facilities, credit would also be given for supplementary sporting facilities such as Golf, Boating, Sailing, Fishing or other adventure sports such as Ballooning, Parasailing, Wind-surfing, Safari excursions, Trekking etc. and indoor games.

CUSINE:

HERITAGE:

The hotel should offer traditional cuisine of the area.

HERITAGE CLASSIC:

The hotel should offer traditional cuisine but should have 4 to 5 items which have close approximation to continental cuisine.

HERITAGE GRAND:

The hotel should offer traditional and continental cuisine.

MANAGEMENT:

The Hotel may be managed and run by the owning family and/or professionals.

Note:- Classification in any of the above categories will be given keeping in view the overall standard of the property. The hotel would be judged by the quality of service and the years of experience that the owner/staff have had in the business.

GENERAL FEATURES:

There should be adequate parking space for cars. All public rooms and areas and the guest rooms should be well maintained and well equipped with quality carpets/area rugs/ good quality durries, furniture, fittings etc. in good taste and in keeping with the traditional

lifestyle. If carpeting is not provided, the quality of flooring should be very good (This is not to suggest that old and original flooring whether in stone or any other material should be replaced unnecessarily). The guest rooms should be clean, airy, pest free without dampness and musty odour, and of reasonably large size with attached bathrooms with modern facilities (e.g. flush commodes, wash basins, running hot and cold water, etc.). There should be a well appointed lobby and/or lounge equipped with furniture of high standard with separate ladies and gents cloak rooms with good fittings.

FACILITIES:

There should be a reception, cash and information counter attended by trained and experienced personnel. There should be money changing facilities and left luggage room. There should be a well equipped, well furnished and well maintained dining room on the premises and, wherever permissible by law, there should be an elegant, well equipped bar/permit room. In the case of Heritage Grand and Heritage Classic Bar is necessary and “desirable in the case of Heritage Basic.” The kitchen and pantry should be professionally designed to ensure efficiency of operation and should be well equipped. Crockery, cutlery, glassware should be of high standard and in sufficient quantity, keeping in view the lifestyle and commensurate with the number of guests to be served. Drinking water must be bacteria free; the kitchen must be clean, airy, well lighted and protected from pests. There must be a filtration/purification plant for drinking water. There must be three tier washing system with running hot and cold water; hygienic garbage disposal arrangements; and frost free deep freezer and refrigerator (where the arrangement is for fresh food for each meal, standby generator will not be insisted upon).

SERVICES:

The hotel should offer good quality cuisine and the food and beverage service should be of good standard. There should be qualified, trained, experienced, efficient and courteous staff in service and clean uniforms and the staff coming in contact with the guests should understand English, Housekeeping at these hotels should be of the highest possible standard and there should be a plentiful supply of linen, blankets, towels, etc. which of the highest possible standard and should be a plentiful be of high quality. Each guest room should be provided with a vacuum jug/flask with bacteria free drinking water. Arrangements for heating/cooling must be provided for the guest rooms in seasons. Places which have telephone lines must have at least one phone in the office with call bells in each guest room. Arrangements for medical assistance must be there in case of need. The staff/room ratio must be in keeping with the number of guest room in each property. These hotels must be run on a professional basis while losing none of their ambience and services. The hotel should be environment friendly. The gardens and grounds should be very well maintained. There should be an efficient system of disposal of garbage and treatment of wastes and effluents. The hotel should present authentic and specially choreographed local entertainment to the guests. They should also have, wherever possible, arrangements for special services such as wildlife viewing, water sports, horse/camel/elephant riding or safaris etc.

APPLICATION PROFORMA FOR APPROVAL OF HERITAGE HOTEL PROJECT

1. Proposed name of the Hotel:
2. Name of Promoters:
(a note giving details of business antecedents may be enclosed)
3. Complete Postal address of the Promoters.
4. Status of owners/Promoters:
Whether:
 - a) Company
(if so, a copy of the Memorandum & Articles of Association may be furnished)
 - OR
 - b) Partnership firm
(If so, a copy of partnership Deed and Certificate of registration under the Partnership Act may be furnished)
 - OR
 - c) Proprietary concern
(Give name and address of the proprietor)
5. Location of the property alongwith postal address:
6. Details of the property
 - (a) Area
 - (b) Title

Whether outright purchase/ownership (if so, a copy of the registered sale deed should be furnished)

OR

On Lease
(if so, a copy of the registered lease deed should furnished)

 - (c) Whether the required land use permit for the conversion into hotel on it have been obtained. (If so, a copy of certificate from the concerned local authorities should be furnished).
 - (d) Distance from Railway Station:
 - (e) Distance from Airport:
 - (f) Distance from main shopping Centres:

7. Details of the Hotel Project (a copy for the project/feasibility report should also be furnished).

(a) No. of guest rooms and their area:

	Number	Area
Single		
Double		
Suites		
Total:		

(b) No. of attached baths and their area:

(c) How many of the bathrooms will have long baths or the most modern Shower chambers (Give break-up):

(d) Details of public areas:

	Number	Area of each
i) Lounge/Lobby		
ii) Restaurants/Dinning room:		
iii) Bar (if any):		
iv) Shopping (if any):		
v) Banquet/Conference Halls (if any):		
vi) Health Club (if any):		
vii) Swimming Pool (If any):		
viii) Parking facilities:		

(e) Blue prints of the sketch plans of the project. A complete set duly signed by the promoter and the architects should be furnished including/showing among other things, the following:—

i) Site Plan:

ii) Front and side elevations:

iii) Floor wise distribution of public rooms/guest rooms and other facilities.

8. Approval:

Whether the hotel project has been approved/cleared by/under the following agencies/ Acts wherever applicable:

(a) Municipal authorities;

(b) Urban Lands (Ceiling), Act:

(c) Any other local/State Govt. authorities concerned.

9. Proposed Capital Structure:

- (a) Total estimated cost:
 - (i) Equity:
 - (ii) Loan:
- (b) Equity Capital so far raised:
- (c) (i) Sources from which loan is proposed to be raised:
 - (ii) Present position of the loan:

10. Acceptance of Regulatory conditions:

(This should be furnished in the prescribed proforma, as per sample attached):

11. Application Fee:

Demand Draft for ₹ 12,000/- for hotel projects planned for Heritage, Hotel category drawn in favour of "Pay & Accounts Officer, Ministry of Tourism, New Delhi" must be attached with the application:



GUIDELINES FOR APPROVAL OF CONVENTION CENTRES

Meetings, Incentives, Conference and Exhibitions (MICE) are today becoming an important segment of the tourism industry. With the opening up of India's economy, MICE tourism is likely to grow further in the future. Our country therefore needs more Convention and Exhibition Centres to meet the requirement of this lucrative segment of the tourism. Taking this fact into consideration, therefore, the Ministry of Tourism has decided to grant approval to convention centres to encourage investment and standardize facilities at the convention centres.

APPROVAL

Approved convention centres, being essential tourism infrastructure are eligible for various benefits including among other things, income tax concession under the Income Tax Act and priority consideration of its various requirements like telephone, telex, LPG etc. by the Government Authorities at Municipal, State and union Levels or a semi or quasi-Government body.

The approval can be applied for at project/planning stage. A convention centre approved at the project stage will be eligible for consideration for allocation of foreign exchange for its essential import of equipment and provisions. On completion and becoming functional it will get worldwide publicity through tourist literature published by the Ministry of Tourism and distributed through its offices in India and Overseas. Approved convention center will also be eligible to apply to the Industrial Finance Corporation of India and the State Financial Corporations of loan. However, application for loan and incentives are considered by the respective Ministries/Departments and Financial Institutions in the context of request to produce a detailed feasibility study etc. and the project approval by the Ministry of Tourism should not in any way be construed as an assurance for the grant of any incentive or loan thereto.

GENERAL FEATURES:

It is very essential that the proposed convention centre should contain at least one convention hall, two mini convention halls, one exhibition hall, one restaurant and parking facilities as per details given below:—

1. **CONVENTION HALL:** convention hall as the name suggests should have audio Visual conferencing equipment, facility for high fidelity recording, video projection/video graphs etc. and skilled manpower at various levels. The seating capacity in the hall may be in a classroom style in the following category:—

- a) Above 1500 pax or
- b) 1200-1500 pax or
- c) 800-1200 pax or
- d) 300-800 pax

2. **MINI CONVENTION HALLS:** Mini Convention halls are equally important in Convention Centres as these halls are required for various seminars, committees, meetings etc. the seating capacity therefore, may be in a theatrical or classroom style to seat as follows:—
 - a) 200-300 pax or
 - b) 100-200 pax or
 - c) 50-100 pax or
 - d) 20-50 pax
3. **EXHIBITION HALL:** Exhibition Hall is another important feature in convention centre. Delegates to the convention as well as trade relative promoters take part in trade shows to promote their products during conventions. As such, it is essential that such exhibition hall should have a capacity to accommodate at least 20 booths of 3 mts by 3 mts in size excluding passages in between the booths.
4. **RESTAURANTS:** Restaurants in the convention centres should conform to the existing guidelines of HRACC laid down by the Ministry.
5. **PARKING:** Parking facility for not less than 50 cars and five coaches.
6. **RESIDENTIAL ACCOMMODATION FOR DELEGATES/PARTICIPANTS:** applicable only if, promoters, desire to have residential accommodation in the convention complex and the guidelines laid down by the Ministry in respect of star category hotels will apply.
7. In addition to the above facilities convention centre should include the following

INFRASTRUCTURAL FACILITIES:

1. Landscaped forefront
2. Exhibition Management Centre
3. Administrative facilities for corporate office including IITTM/Internet etc.
4. Trade Show/Fair Facilities such as Tourist Office, Bank and Money Changing facilities, Travel Desk, STD/ISD, Press Lounge, VIP Lounges etc.
5. Technical facilities such as plant room, electric substation, stores, electric power back-up-system, fire hydrant etc.
6. Gate complex for stipulating entry and exit.
7. Information booths.
8. Public Convenience.
9. Stationary Shops and Kiosks.
10. Public Address System.
11. First aid with doctor on call facilities.

12. Security office and booths for security arrangements.
13. Storage complex for custom storage and handling etc.
14. Fire safety arrangements.
15. Locker facilities.

In order to enhance the value of the above facilities there must be space for other ancillary activities also. This could include the following:

- i) Handicraft shops, souvenir shop.
- ii) Facility for the physically disabled person.
- iii) Other facility for enhancing customer satisfaction.

APPLICATION

1. The application for approval of a convention centre should be submitted, in the prescribed form complete in all respects, to the Secretary (T) Govt of India, Transport Bhawan, New Delhi.
2. The power to approve convention centres at a project stage/operational stage/ re-approval will be exercised by the Chairman (HRACC).
3. The Re-approval is required to be done after 3 years. The application fee is non refundable and is payable by demand Draft to the Pay & Accounts officer, Ministry of Tourism, New Delhi. The fee for project approval/Operational Approval and Re-approval will be as follows:—

1) Approval at the project stage	—	₹ 5000/-
2) Approval at the operational stage	—	₹ 10,000/-
3) Re-approval	—	₹ 5,000/-

REQUIREMENT

Various documents and information to be furnished about convention centre projects when applying for project approval are given in details in the application form. However, the basic requirements are indicated so that these are sent alongwith the application:—

- i) PROJECT REPORT establishing the feasibility of the proposed convention centre, describing the amenities to be provided at the convention centre particularly mentioning any special or distinctive features.
- ii) The **site** selected should be suitable for the construction of convention centre intended for use by domestic as well as international business travelers. While selecting the site such aspects as its accessibility from airport/railway station/shopping areas etc. making it a convenient location, may be kept in mind as also that it environs are not pollution prone, crowded, noisy, unhygienic etc.

- iii) A land use permission certificate from the concerned state/local authority certifying that it is permissible to construct a convention centre on the site selected. Blue prints of the sketch plans of the project duly approved by the State authority and signed by the architect and the promoter should be furnished.
- iv) Ownership deed of the land.
- v) Urban land ceiling certificate, if applicable.
- vi) Approval of International Airport Authority of India/Director General of civil aviation if the project is near an airport.
- vii) Name and Business antecedents of the promoters.
- viii) Proposed Ownership structure, giving full details as to whether the new undertaking will be owned by individual(s) or a firm or a company.
- ix) Estimated cost of the project and the manner in which it is proposed to raise the funds to meet the required investments.
- x) The Ministry has prescribed some regulatory conditions to be adhered to by promoters or approved convention centre projects. The promoter should furnish the acceptance of these regulatory conditions in the prescribed form. The regulatory conditions and the form of there acceptance have also been appended.

REGULATORY CONDITIONS FOR APPROVAL OF CONVENTION CENTRE PROJECT

All convention centres approved by the Ministry of Tourism are required to furnish the following information:—

- 1) Documents relating to its legal status i.e. if the company is incorporated under the companies act, a copy of its memorandum and articles of association, if it is partnership firm, a copy of the partnership deed and the certificate of registration under the partnership act; if it is a proprietary concern, name and address of the proprietor etc.
- 2) Any **license** and/or **approvals** required from the **local administration/police** and/or **other concerned authorities** for the construction/operation of the convention centre should be obtained directly by the promoters from the concerned authorities. The approval by the Ministry will not in any substitute for them. The Ministry's approval will be deemed to have been withdrawn in case of violation of any condition as brought to its notice.
- 3) In the event of the promoters making any changes in the plans of the project as submitted earlier, the approval of this ministry will have to be applied for a fresh.
- 4) As a project which has been approved from the of view of its suitability for foreign orientele the promoter will be eligible for grant of loan from Central/State Financial

Institutions and priority in the procurement of building material, telephone and telex connections etc. however, this approval should not in any way be construed as an assurance for the grant of these facilities since this would fall within the jurisdiction of the concerned authorities and the rules prescribed for the purpose.

CONDITIONS TO BE FULFILLED AFTER THE CONVENTION CENTRE/HOTEL BECOMES FUNCTIONAL

- 1) The Convention Centre must immediately inform this Ministry the date from which it becomes functional, and apply for approval within 3 months thereafter.
- 2) The Convention Centre will submit the following information to the Director General, Ministry of Tourism, so as to reach on or before 31st March each year for the preceding financial year:—
 - (a) A bank certificate in regard to foreign exchange deposited by the convention centre/hotel;
 - (b) No. of conventions/conferences/seminars held and the no. of participants as per Performa given below:—

Sl. No.	Name of conference/ Seminar		Date	No. of Participants	Name of Organisation
	Domestic/International				
1	2	3	4	5	6

- (c) Total bed capacity offered by the Hotel as under:— (provided the convention centre is having residential accommodation)

Single Rooms:

Double Rooms:

Suites:
- (d) Number of rooms occupied on a permanent/semi permanent basis by Residents/staff Officers etc;
- (e) A specimen copy of the current tariff card (applicable to convention centre having residential accommodation);
- (f) List of the name of the Senior Executive with their designation, experience etc.
- (g) Total number of persons employed.
- (h) Annual report of the convention centre/hotel and a statement showing the audited balance sheet and profit and loss account within 4 months of the close of the financial year;

- (i) Statistical returns in regard to the number of the events, held guests, rooms, occupancy, income and employment on quarterly basis as prescribed by the Ministry of Tourism from time to time.
- 3) The Regional Director/Director/Manager of the Government of India Tourist Offices of the region and the Director General, Ministry of Tourism would be kept informed from time to time of facilities introduced for withdrawn and of any additions or alternations made in regard to convention centre.
- 4) The hotel tariff should be prominently displayed in each room. This card shall also indicate all taxes, service charge etc. (where applicable)
- 5) Normally, no rooms will be let out for purposes other than residential. However, with the prior approval of the Ministry of Tourism not more than 10 percent of the rooms in the hotel will be let out to any person or company for residential or commercial purposes.
- 6) The convention centre should at all times adhere to the high standard of maintenance and services for which it has been approved and in all dealing with its guests observe practice worthy of an establishment of repute.
- 7) The officers of the Ministry of Tourism or any other officer deputed by it to inspect premises from time to time will be allowed free access with or without prior notice.

**IN THE EVENT OF BREACH OF ANY OF THE ABOVE CONDITIONS BY THE
CONVENTION CENTRE, THE MINISTRY OF TOURISM SHALL HAVE
THE RIGHT TO WITHDRAW APPROVAL.**

APPLICATION PROFORMA FOR APPROVAL OF CONVENTION CENTRE

1. Proposed name of the convention centre
2. Name of Promoters:
(A note giving details of business antecedents may be enclosed)
3. Complete postal address of the Promoters
4. Status of owners/promoters: Whether
 - (a) Company:
(If so, a copy of the Memorandum & Articles of Association may be furnished)

(OR)
 - (b) Partnership Firm:
(If so, a copy of partnership deed and

Certificate of registration under the
Partnership Act may be furnished)

(OR)
 - (c) Proprietary concern
(Give name and address of the proprietor)
5. Location of convention centre along
With Postal address:
6. Details of the Site
 - (a) Area
 - (b) Title

Whether outright purchase
(If so, a copy of the registered sale deed should be furnished)

(OR) On lease
 - (c) whether the required land use permit for the construction of Convention Centre on it has been obtained (if so, a Copy of the certificate from the concerned local authorities should be furnished)
 - (d) Distance from Railway Station:
 - (e) Distance from Airport:
 - (f) Distance from main city centre:

7. Details of the convention centre project:
(Copy of the project/feasibility report should be furnished)

(I) No. of Convention Halls
(Please indicate seating capacity)

- a)
- b)
- c)
- d)

(II) No. of Mini Convention Halls
(Please indicate seating capacity)

- a)
- b)
- c)
- d)

(III) Exhibition Hall
(Please indicate area)

(IV) Restaurant
(Please indicate area)

(V) Parking
(Please indicate area and no. of Cars/coaches than can be parked)

(VI) Star category of accommodation
Unit planned (if applicable).

I. No. of guest rooms and their area:

	Number	Area
a) Single		
b) Double		
c) Suites		
Total:		

II. No. of attached baths and their areas:

(a) How many of bathrooms will have long Baths or the most modern shower chambers
(Give break up)

(b) Details of public areas:

	Number	Area of each
(i) Lounge Lobby/Reception		
(ii) Restaurants		
(iii) Bar		
(iv) Shopping		
(v) Banquet/catering facilities		
(vi) Health Club		
(vii) Swimming Pool		

NOTE: It may be insured that areas of guest rooms and attached bathrooms confirm to the minimum standards laid down by the Ministry of Tourism for restaurants and for different star categories of hotels.

Blue Prints of the sketch plans of the project.

A complete set duly approved by the State Authorities and signed by the promoter and the architect should be furnished, including/showing among other things, the following:—

- (i) Site plan
- (ii) Front and side elevation
- (iii) Floor wise distribution of public Areas/guest rooms and other facilities;
- (iv)
 - (a) Area of convention halls/mini convention hall/exhibition hall.
 - (b) Area of guest rooms with dimensions (if applicable)
 - (c) Area of bathrooms with dimensions

8. Air-conditioning:

- (a) whether all the convention halls and guest rooms will be air-conditioned.
- (b) whether all the public areas will be air-conditioned.
- (c) Give details of type of air conditioning.

9. Approval:

Whether the convention centre project has been approved/cleared by/under the following agencies/Acts wherever applicable:

- (a) Municipal authorities
- (b) Urban lands(ceiling), Act
- (c) Any other Local/State Govt.
- (d) Authorities Concerned.

10. Proposed Capital Structure:
- (a) Total estimated cost:
 - (i) Equity
 - (ii) Loan:
 - (iii) Equity capital so far raised:
 - (b) (i) Sources from which loan is proposed to be raised
 - (ii) Present position of the loan.
11. Acceptance of regulatory conditions:
(This should be furnished in the prescribed Performa)
12. Application Fee-Demand Draft No.....
13. If you are interested in availing of any or all of the following benefits of the income tax act 1961 kindly mention Yes/No against each of the following provisions:
- | | |
|-----------|--------|
| Section | 80-HHD |
| Any other | |

Signature.....

Full Name and Designation of the
Applicant.....

Place.....

Dated.....

**FORMAT OF ACCEPTANCE OF REGULATORY CONDITIONS FOR APPROVAL
OF CONVENTION CENTRE PROJECT AND CONDITION TO BE
FULFILLED AFTER THE CONVENTION CENTRE/
HOTEL BECOMES FUNCTIONAL**

To,

The Secretary (T),
Govt. of, India,
Ministry of Tourism,
Transport Bhawan,
New Delhi

Sub:- Acceptance of regulatory conditions for approval of convention centre project & condition to be fulfilled after the convention centre/hotel becomes functional.

Dear Sir,

I have received a copy of the regulatory conditions for approval of convention centre projects prescribed by the Ministry of Tourism for convention centre on its approved list, and wish to confirm that I have read and understood the same and hereby agree to abide by the same and such other conditions as may be laid down from time to time by the Ministry of Tourism for approval of convention centre.

Yours faithfully,

(Name in Block letters)
Managing Director/Partner/Proprietor
Name of the convention centre

Dated:.....

(Note: This letter should be in the Company Letter Head)

GUIDELINES FOR APPROVAL & CLASSIFICATION RE-CLASSIFICATION OF APARTMENT HOTELS

Hotels are integral part of tourist's visit to a place and the services offered by them can make or visit completely. Apartment Hotels are increasingly becoming popular with business travellers who come to India for some assignments, for family holidays etc. which are sometimes stretching for months together. With the aim of providing standardized, world class services to the tourists, the Government of India, Ministry of Tourism has a voluntary scheme for classification of fully Apartment operational in the following categories:—

5 STAR DELUXE, 5 STAR, 4 STAR AND 3 STAR

The Hotel & Restaurant Approval & Classification Committee (HRACC) inspects and assesses the hotels based on facilities and services offered.

Project approvals are also given in all the above- mentioned categories at the project implementation stage.

Classified Apartment hotels/approved projects are eligible for various concessions and facilities that are announced by the government formative to some besides, getting worldwide publicity through the Indiatourism Offices India and abroad.

Details of the criteria set and the documents required are given in this document.

For classification and project approvals of Apartment Hotels, the applications along with the requisite fees may be sent to:—

Member Secretary (HRACC)
Hotel and Restaurants Division,
Ministry of Tourism,
Government of India,
C-1, Hutment's, Dalhousie Road,
New Delhi-110011.

GENERAL TERMS, CONDITIONS & APPLICATION FORMAT FOR PROJECT APPROVAL AT PROJECT LEVEL & CLASSIFICATION OF HOTELS

APPROVAL AT PROJECT LEVEL

1. The Ministry of Tourism approves Apartment hotels project stage based on documentation, which enables the hotels to get certain benefits from the govt. as announced from time to time. The documents required for project approvals are listed below.
2. Project approvals are valid for 5 years. Project approvals of the Govt. of India, Department of Tourism cease 3 months from the date that the hotel becomes operational even if all its room is not ready. The hotels must apply for classification within these 3 months.
3. The Ministry of Tourism, Govt. of India reserves the right to modify the guidelines/terms and conditions from time to time.
4. Application form. This covers:—
 - (i) Proposed name of the Apartment hotel
 - (ii) Name of the promoters with a note their business antecedents
 - (iii) Complete postal address of the promoters/tel./fax/email.
 - (iv) Status of the owners/promoters
 - (1) If Public/private limited company with copies of Memorandum and Articles of Association
 - (2) If partnership, a copy of partnership deed and Certificate of registration
 - (3) If proprietary concern, name and address of proprietor Certificate of registration
 - (v) Location of hotel site with postal address
 - (vi) Details of the site
 - (1) Area (in sq. meters)
 - (2) Title—owned/leased with copies of sale/lease deed
 - (3) Copy of Land Use permit from local authorities
 - (4) Distances from Railway station, airport, main shopping Centers (in Kms)
 - (vii) Details of the project
 - (1) Copy of feasibility report
 - (2) Star category planned

- (3) Number of room and area for each type of room (in sq. ft.)
 - (4) Number of attached baths and areas (in sq. ft.)
 - (5) Details of public areas – lobby/lounge, restaurants bars, shopping, banquet/conference halls , health club, Swimming pool, parking facilities.
 - (6) Facilities foe the physically challenged persons.
 - (7) Eco- friendly practices and any other additional facilities (please indicate area in sq. ft for each facility mentioned above at 5, 6, & 7)
 - (8) Date by which project is expected to be completed and operational
- (viii) Blueprints/sketch plans signed by owners and architect showing
- (1) Site plan
 - (2) Front plans for side elevations
 - (3) Floor plans for all floors
 - (4) Detail of guestroom and bathroom with dimensions in sq.ft.
 - (5) Details of Fire Fighting Measures/Hydrants etc.
 - (6) Details of measures for energy conservation and water harvesting.
- (ix) Air – conditioning details for guestroom, public areas
- (x) Local approvals by
- (1) Municipal authorities
 - (2) Concerned Police Authorities
 - (3) Any other local authority as maybe required
 - (4) Approval/NOC from Airport Authority of India for projects located near airports.

The above mentioned approvals/NOC are the responsibility of the promoters/ concerned company as the case may be. The Department's approval is no substitute for any statutory approval and approval given is liable to, be withdrawn in case of any violations without notice.

- (xi) Proposed capital structre
- Total project cost
- (a) Equity component with details of paid up capital
 - (b) Debt – with current and proposed sources of funding
- (xii) Letter of acceptance of regulatory conditions.
- (xiii) Please indicate whether the promoter intends to give a few rooms or all rooms on Time – Share basis.
- (xiv) Application Fee

5. In the event of any changes in the project plans, the approval must be sought afresh.
6. Authorized officers of the Ministry of Tourism should be allowed free access to inspect the premises from time to time without prior notice.
7. The Apartment hotel must immediately inform the Department of the date from which the hotel becomes operational and apply for classification within 3 months of this date.
8. The fees payable for the project approval and subsequent extension if required are:—

STAR-CATEGORY OF APARTMENT HOTELS	AMOUNT IN ₹
5. Star	15,000
4. Star	12,000
3. Star	8,000

9. The promoters must forward regular progress reports for each quarter failing which the project approval would be considered withdrawn.
10. All documents must be valid at the time of application and a Gazetted officer or Notary must duly certify copies furnished to the Department. Documents in local languages should be accompanied by a translation in English/official language and be duly certified.
11. Projects, where it is proposed to let out part or whole of the hotel on time-share basis will be eligible for approval.
12. For any change in the category the promoters must apply afresh with a fresh application form and requisite fees for the category applied for.
13. Any changes in the project plans or management should be informed to the Ministry of Tourism/Regional Directors Office (for 3, 2 & 1 Star categories for 5-D, 5, 4 Star and Heritage categories within 30 days otherwise the approval will stand withdrawn/terminated).
14. Incomplete applications will not be accepted.
15. The Government of India Ministry of Tourism reserves the right to modify the guidelines/terms and conditions from time to time.

APARTMENT HOTEL - CLASSIFICATION/ RECLASSIFICATION GUIDELINES

1. Classification for newly operational Apartment hotels must be sought within 3 months of completion of approved Apartment Hotel projects. Operating Apartment hotels may opt for classification at any stage. However, those seeking re-classification should apply for reclassification one year prior to the expiry of the current period of classification.
2. If the Apartment Hotel fails to reapply one year before the expiry of the classification order the application will be treated as a fresh classification case.
3. Once an Apartment hotel applies for classification/re-classification, it should be ready at all times for inspection by the HRACC. No requests for deferment of inspection will be entertained.
4. Classification will be valid for 5(Five) years from the date of issue of orders or in case of reclassification from the date of expiry of the last classification provided that the application has been received within the stipulated time mentioned above, along with all valid documents. Incomplete applications will not be accepted.
5. Apartment Hotels which propose to let out part of or all its room on time – share basis are not eligible to be classified
6. Apartment Hotels applying for classification must provide the following documentation.
 - (a) Application form detailing:—
 - (i) Name of the Apartment Hotel
 - (ii) Name and address of the promoters/owners with a note on their business antecedents
 - (iii) Complete postal address of the Apartment Hotel with tel. No/Fax/Email.
 - (iv) Status of the owners/promoters
 - (1) If public/private limited company with copies of Memorandum and Articles of Association
 - (2) If partnership, a copy of partnership deed and certificate of registration.
 - (3) If proprietary concern, name and address of proprietor/certificate of registration.
 - (v) Date on which the Apartment Hotel became operation.
 - (vi) Details of hotel site with postal address and distance from Airport/Railway Station/City Center/Downtown shopping area (in kms.).

- (vii) Details of the hotel.
 - (1) Area (in sq . meters) with title – owned/leased/leased with Copies of sale/lease deed
 - (2) Copy of Land use permit from local authorities
 - (3) Star category being applied for.
 - (4) Number of room and area for each type of room in sq. ft (single/ double/suites).
 - (5) Number of attached baths
 - (6) Details of public areas – lobby/lounge, restaurants, bars, shopping area, banquet/conference halls, health club, swimming pool, parking facilities, facilities for the physically challenged persons , Eco –friendly practices and any other additional facilities . The area for each facility should be indicated in sq . ft.
 - (7) Detail of guestroom and bathroom with dimensions in sq. ft.
 - (8) Detail of Fire Fighting Measures/Hydrants etc.
 - (9) Details of measures for energy conservation and water harvesting and other Eco- friendly measures and initiatives.
 - (10) Air – conditioning details for guestroom, public areas.
- (viii) Certificates/No Objection Certificates (attested copies)
 - (a) certificate/license from Municipality/Corporation to show that your establishment is registered as a hotel
 - (b) Certificate/licence from concerned police Department authorizing the running of a hotel.
 - (c) Clearance Certificate from Municipal Health Officer/Sanitary Inspector giving clearance to your establishment from sanitary/hygienic point of view .
 - (d) No Objection Certificate with respect to fire fighting arrangements from the Fire Service Department (Local Fire Brigade Authorities)
 - (e) Public liability insurance.
 - (f) Bar Licence (necessary for 4*, 5* & 5*-D only).
 - (g) Moneychangers Licence (necessary for 4*, 5* & 5* D only).
 - (h) Sanctioned building plans/occupancy certificate.
 - (i) If classified earlier, a copy of the earlier “Certificate of Classification issued by Department of Tourism.
 - (j) For Heritage property, certificate from the local authority stating age of the property and showing new and built up areas separately.
 - (k) Any other local authority as maybe required.

- (l) Approval/NOC from AAI for projects located near Airport.
- (m) Please indicate whether a few room or all rooms are to be let out on a time – share basis.
- (n) Application fees.

The above – mentioned approvals/No Objection Certificates are the responsibility of the owners/promoters/concerned Company as the case may be. The Department 's approval is no substitute for any statutory approval and the approval given is liable to no withdrawn without notice in case of any violations or misrepresentation of facts.

- 7. All applications for classification or re – classification must be complete in all respects – application form, application fee, prescribed clearances NOCs, certificates etc – incomplete application is liable to be rejected.
- 8. Hotels will qualify for classification as Heritage hotels provided a minimum 50 % of the floor area was built before 1935. And no substantial change has been made in the façade. Hotels, which have been classified/re- classified under Heritage categories prior to issue of these Guidelines will continue under Heritage categories even if they were built between 1935-1950.

The application fees payables are as follows:—

STAR CATEGORY	CLASSIFICATION-RECLASSIFICATION FEES IN ₹
1 Star	6,000
2 Star	8,000
3 Star	10,000
4 Star	15,000
5 Star	20,000
5 Star Deluxe	25,000
Heritage (Grand , Classic & Heritage Categories)	15,000

- 9. The classification committee will consist as follows :—
 - (a) For 4*, 5* and 5*-Deluxe and Heritage category- Chaired by Chairman (HRACC) or his representative Representatives from FHRAI/HAI/IATO/TAAI/IHM/local Indiatourism Office/Member Secretary will constitute the other members of the Committee. In case of Heritage category, a representative of IHHA will be a member of the committee.
 - (b) For 1*, 2 *, & 3 *, the committee will be Chaired by Secretary (T) of the concerned State Govt. or his nominee who should not below the rank of a Deputy Secretary to the Government of India. In his absence the Regional Director, Indiatourism who is also Member Secretary, Regional HRACC will chair the committee. The

recommendations will be sent to HRACC Division (Department of Tourism, Government of India) within 3 weeks. Other members will be representatives from FHRAI/IATO/TAAI/IHM.

- (c) The Chairman and any 3 members will constitute a quorum.
 - (d) The minutes will be approved by the Chairman (HRACC).
 - (e) In case of any dissatisfaction with the decision of HRACC the hotels may appeal to Secretary (T), Government of India for review and reconsideration within 30 days of receiving the communication regarding classification/reclassification. No requests will be entertained beyond this period.
10. Hotels will be classified following a two-stage procedure:
- (a) The presence of facilities and services will be evaluated against the enclosed checklist.
 - (i) New projects will be required to adopt environment friendly practices and facilities for physically challenged persons.
 - (ii) Existing hotels being classified will need to conform to a phased plan for adding Eco-friendly practices and facilities for physically Challenged persons, which should be completed by 31st December, 2003.
 - (b) The quality of facilities and services will be evaluated against the mark sheet.
11. The hotel is expected to maintain required standards at all times. The Classification Committee may inspect a hotel at any time without previous notice. The Committee may request that its members be accommodated overnight to inspect the level of services.
12. Any deficiencies/rectification pointed out by the HRACC must be complied with within the stipulated time, which has been allotted in consultation with the hotel representatives during inspection. Failure to do so will result in rejection of the application.
13. The committee may assign a star category lower but not higher than applied for.
14. The hotel must be able to convince the committee that they are taking sufficient steps to conserve energy and harvest water, garbage segregation, and disposal/recycling as per Pollution Control Board (PCB) norms and following other Eco-friendly measures.
15. For any change in the star category/heritage category the promoters must apply afresh with a fresh application from and requisite fees for the category applied for.
16. Any changes in the plans or management of the hotel should be informed to the HRACC, Govt. Of India, Ministry of Tourism within 30 days otherwise the classification will stand withdrawn/terminated.

17. Applicants are requested to go through the checklist of facilities and services contained in this document before applying.
18. Incomplete applications will not be considered. All cases of classification would be finalised within three month of the application being made.
19. The Govt. of India. Ministry of Tourism reserves the right to modify the guidelines/ terms and conditions from time to time.



FORMAT FOR UNDERTAKING

To,

The Secretary (Tourism)
Government of India,
Ministry of Tourism,
New Delhi.

UNDERTAKING

I have read and understood all the terms and conditions mentioned above with respect to project approval/classification in 1*/2*/3*/4*/5*/5*-D/Heritage category and hereby agree to abide by them. The information and documents provided are correct and authentic to the best of my knowledge.

Signature and name in block letters
Seal of the applicant

Place:

Date:

CHECKLIST FOR STAR HOTELS

	1*	2*	3*	4*	5* 5* - D	YES/ NO	COMMENTS
General							
Primarily transient full time operations, 7 days a week in season	N	N	N	N	N		Max 10% of room for commercial use in hotel block or as per local law. At least one room equipped for the physically challenged.
Establishment to have all necessary trading licenses	N	N	N	N	N		These documents are already detailed in General Terms and Conditions.
Establishment to have public liability insurance	D	D	D	D	D		
24 hrs. lifts for buildings higher than ground plus two floors	N	N	N	N	N		Mandatory for new hotels. Local laws may require a relaxation of this condition. Easy access for physically challenged persons.
Bedrooms, Bathroom Public areas and kitchens fully serviced daily.	N	N	N	N	N		
All floor surfaces clean and in good repair	N	N	N	N	N		Floors may be of any type
Guest room							
Minimum 10 lettable room, All room with outside window/ventilation.	N	N	N	N	N		
Minimum size of bedroom excluding bathroom in sq.ft	120	120	140	140	200		Single occupancy room be 20 sq ft less
Air-conditioning	25%	25%	50%	100%	100%		Air-conditioning/heating depends on climatic conditions & architecture. Room temp should be between 20 & 28 Degrees C. For 4*, 5* and 5* Deluxe (the % is of the total no. of rooms)
A clean change of bed and bath linen daily & between check-in's	N	N	N	N	N		Hotels may have a guest triggered system. For 1* & 2* on alternate days. Definitely required between each check – in.

	1*	2*	3*	4*	5* 5* - D	YES/ NO	COMMENTS
Minimum bed width for single (90cm.) and double (135 cm.)	D	N	N	N	N		
Mattress Minimum 10 cm thick	D	N	N	N	N		Coir, foam or spring. foam covered if cotton.
Minimum bedding 2 sheets, pillow & case, blanket, mattress protector/bed cover.	N	N	N	N	N		Blankets available in airconditioned room and as per Seasonal requirement in non-AC room. Mattress protector is desirable in 1* and 2* and necessary for all others
Sufficient lighting 1 per bed	N	N	N	N	N		
A 5 amp earthen power socket	N	N	N	N	N		
A bedside table and drawer	N	N	N	N	N		1 per two twins and two for a double bed.
TV with remote – cable if available			N	N	N		
A writing surface with sufficient lighting			N	N	N		
Chairs	N	N	N	N	N		Preferable one per bedding
Ward robe with minimum 4 clothes hangers per bedding.	N	N	N	N	N		In 1* & 2* these may be without doors
Shelves or drawer space	N	N	N	N	N		
A wastepaper basket	N	N	N	N	N		
Opaque curtains or screening at all windows	N	N	N	N	N		
Drinking water + 1glass tumbler per guest	N	N	N	N	N		Water treated with UV + filtration is necessary
A mirror, at least half length (3')	N	N	N	N	N		
A stationery folder containing stationery and envelopes	D	D	N	N	N		
A ' Do Not Disturb 'notice			N	N	N		
Night spread/bedcover with nightly turndown service			N	N	N		
In room safe				N			

	1*	2*	3*	4*	5* 5* - D	YES/ NO	COMMENTS
Minibar/Fridge				N			Contents must conform to local laws
Iron and ironing board on request				N	N		
Suites				N	N		2% of room block with a minimum of 1
Bathroom							
Percentage of room with dedicated (private) bathroom with room	25%	75%	All	All	All		Dedicated bathrooms need not be attached but must have private access
Minimum size of bathroom in square feet	30	30	36	36	45		25% of bathroom in 1* & 2* to be western style WC
Communal bathroom on same floor as room for 1* & 2*. access not through public areas, kitchens etc.	N	N	NA	NA	NA		All bathroom, shower stalls lockable toilet area to have sanitary bin with lid
1 bath towel and 1 hand towel to be provided per guest	N	N	N	N	N		If no attached/dedicated bath, to provide in room
One W.C brush per toilet seat	N	N					
Guest toiletries to be provided minimum 1 new soap per guest	N	N	N	N	N		Where bathroom is not attached toiletries provided in room
A clothes – hook in each bath/shower room	N	N	N	N	N		
A sanitary bin these must have a cover.	N	N	N	N	N		In communal bathroom,
Each western WC toilet to have a seat and lid, toilet paper	N	N	N	N	N		
Floors and walls to have non – porous surfaces	N	N	N	N	N		
Hot and cold running water available 24 hours	D	D	N	N	N		
Shower closet	N	N	N	N	N		Where bath – tubs are offered, a shower with shower curtains will suffice
Bath tubs				D	D		In 4* plus hotels, some rooms should offer this option to guests.

	1*	2*	3*	4*	5* 5* - D	YES/ NO	COMMENTS
Water saving taps/shower					N		
Energy saving lighting	N	N	N	N	N		In public areas
Bottled toiletry products	D	D	D	N	N		
Hairdryers	D	D	D	N	N		Where not provided in bathroom must be available on request.
Public Areas							
A lounge or seating in the lobby area	N	N	N	N	N		Size would depend on check in pattern.
Reception facility or means to call attention	N	N	N	N	N		Manned minimum 16 hours a day call service 24 hours.
Accommodation. F& B and other tariffs available	N	N	N	N	N		
Heating and cooling to be provided in enclosed public room				N	N		Temperatures to be between 20-28 degrees Celsius.
Public rest rooms for ladies and gents with soap and clean towels a washbasin with running hot and cold water, a mirror a sanitary bin with lid in unisex & ladies toilet	N	N	N	N	N	N	In 1* and 2* hotels, this may be unisex (4* & above should have facility for physically challenged persons)
Ramps with anti-slip floors and handrails at the entrance. Minimum door width should be 32" to allow wheelchair access and other facilities for the physically challenged	D	D	D	N	N		Wheelchair accesses with suitable table in atleast one restaurant.
Public restrooms to have low height urinal (24"max)	N	N	N	N	N		
Facilities for aurally/visually handicapped	D	D	D	N	N		
Food & Beverage							
Dining room serving break fast & dinner	D	N	N	N	N		Meal times to be displayed. Service to start by 7 am and finish no earlier than 11pm. Minimum one hour per meal service Breakfast may be Continental. 1 * hotel without dining room must offer service in rooms

	1*	2*	3*	4*	5* 5* - D	YES/ NO	COMMENTS
Multi cuisine restaurant on premises	D	D	N	N	N		
Specialty restaurant			D	N	N		
24 hours coffee shop			D	N	N		
Full service of all 3 meals in Dining room	D	D	N	N	N		
A cooked breakfast be available	D	N	N	N	N		
Room service of full meals				N	N		In 1* this is necessary if no Dining room 3* must offer light (pre – plated) meals
Room service of alcoholic beverages	N	N	N	N	N		If permitted by local law
Crockery & Glassware unshipped	N	N	N	N	N		Plastic ware accepted in pool area
Cutlery to be at least stainless steel	N	N	N	N	N		Plastic ware accepted in pool area
Silverware					N		Necessary in 5* D hotels specialty restaurants only
Bar				N	N		If permitted by local laws
Kitchens							
Refrigerator with deep freeze	N	N	N	N	N		Capacity based on size of F & B service
Segregated storage of meat, fish and vegetables	N	N	N	N	N		Meats & fish in freezers. Vegetables must be separate
Tiled walls non-slip floors	N	N	N	N	N		
Segregated storage of meat, fish and vegetables	N	N	N	N	N		
Head covering for production staff	N	N	N	N	N		
Daily germicidal cleaning of floors	N	N	N	N	N		
Clean utensils	N	N	N	N	N		
Six monthly medical checks for production staff	N	N	N	N	N		
All food grade equipment containers	N	N	N	N	N		
Ventilation system	N	N	N	N	N		

	1*	2*	3*	4*	5* 5* - D	YES/ NO	COMMENTS
First – aid training for all kitchen staff	N	N	N	N	N		
Drinking water	N	N	N	N	N		Water treated with UV + filtration is acceptable
Garbage to segregated – wet and dry	N	N	N	N	N		To encourage recycling
Wet garbage area to be airconditioned for 3* to 5* Deluxe categories			N	N	N		
Receiving and stores to be clean and distinct from garbage area	N	N	N	N	N		
Staff Quality							
Staff uniforms for front of the house	N	N	N	N	N		Uniforms to be clean and in good repair.
Front office staff English speaking			N	N	N		This may be relaxed outside the metros/submetros.
Percentage of staff with minimum one year certificate course from Government recognized catering/hotel institutes	10%	15%	20%	25%	30%		This may be relaxed for hotels in rural, pilgrimage and hill areas
Staff welfare/facilities							
Staff rest room	D	D	N	N	N		
Staff locker room	D	D	N	N	N		
Toilet facilities	N	N	N	N	N		
Dining area	D	D	D	N	N		
Guest Services							
Valet (pressing) services to be available	D	N	N	N	N		
Laundry and Dry- cleaning service to be provided	D	D	D	N	N		Service can be next day. In resort destinations, hill, rural & pilgrimage areas dry-cleaning services may be relaxed.
Paid transportation on call	D	D	N	N	N		Guest should be able to travel from hotel.
Shoe cleaning service			N	N	N		May be charged. Shoe cleaning machines are acceptable in corridors for 4* 5*/5*-D

	1*	2*	3*	4*	5* 5* - D	YES/ NO	COMMENTS
Ice (from drinking water) on demand	D	D	N	N	N		Ice machines accessible to guests are acceptable, May be placed in corridors for 4* , 5* & 5*-D
Acceptance of common credit cards	D	D	N	N	N		
Assistance with luggage on request	N	N	N	N	N		
A public telephone on premises. Unit charges made known	D	D	N	N	N		There should be at least one telephone no higher than 24" from floor level in 5*/5* -D
Wake-up call service on request	N	N	N	N	N		
Messages for guests to be recorded and delivered	N	N	N	N	N		A prominently displayed message board will suffice for 1* & 2*
Name Address and telephone numbers of doctors with front desk	N	N	N	N	N		Doctors on call in 3* , 4* , 5* ,5*-D.
Stamps and mailing facilities	D	D	N	N	N		
Newspapers available	N	N	N	N	N		This may be in the lounge for 1* , 2* and 3* hotels
Access to travel desk facilities	N	N	N	N	N		This need not be on premise for 1* to 3* hotels
Left luggage facilities	D	D	N	N	N		This must be in a lockable room/24 hour staffed area
Provision for emergency supplies toiletries/ first aid kit	D	D	N	N	N		This may be a chargeable item
Health/Fitness facilities	D	D	D	D	N		Indian system of treatments should also be preferably offered
Beauty saloon and barbers shop				D	N		
Florist				D	D		
Shop/kiosk	D	D	D	N	N		
Money changing facilities	D	D	D	N	N		
Bookshop	D	D	D	N	N		

	1*	2*	3*	4*	5* 5* - D	YES/ NO	COMMENTS
Safety & Security							
Staff trained in fire fighting drill	N	N	N	N	N		Quarterly drill or as per law
Security arrangements for all hotel entrances	N	N	N	N	N		
Each bedroom door fitted with lock and key, viewport/peephole & internal securing device			N	N	N		A safety chain/wishbone latch is acceptable in place of viewport/peephole
Safe – keeping facilities available	N	N	N	N	N		
Smoke detectors	N	N	N	N	N		These can be battery operated
Fire and emergency procedure notices displayed in room behind door	N	N	N	N	N		
Fire and emergency alarms should have visual & audible signals	N	N	N	N	N		
First aid kit with over the counter medicines with front desk	N	N	N	N	N		
Communication Facilities							
A telephone for incoming & outgoing calls in the room	D	N	N	N	N		4* plus should have direct dial and STD/ISD facilities 1*, 2* and 3* may go through exchange
PC available for guest use with internet access	D	D	N	N	N		This can be a paid service Upto 3* PC can be in executive offices. Internet subject to local access being available
E-mail service	D	D	N	N	N		Subject to local internet access being available
Fax and photocopy service	N	N	N	N	N		
Business Center	D	D	D	N	N		This should be a dedicated area in resort destinations, tourist and pilgrimage centres this may be relaxed
Swimming Pool			D	D	N		This can be relaxed for hill destinations

	1*	2*	3*	4*	5* 5* - D	YES/ NO	COMMENTS
Parking Facilities	D	D	N	N	N		Should be adequate in relation to the no of room & banquet/convention hall capacities. Exclusively earmarked accessible parking nearest to the entrance for physically challenged persons.
Conference Facilities			D	D	D		

Note: *D = Desirable, N = Necessary. There is no relaxation in the necessary criteria except as specified in the comment column.*

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM (H&R CELL)**

HOTEL CLASSIFICATION

Mark sheet for quality

Criteria	Max Marks	Score	Comments
Exterior & Grounds	8		Exteriors Approach 2 Landscaping 2 Exterior lighting 2 Parking 2
Guest Rooms	10		Furniture 2 Furnishings 2 Décor 2 Room facilities & amenities 2 Linen 2
Bathrooms	8		Facilities 2 Fittings 2 Linen 2 Toiletries 2
Public Areas	8		Furniture 2 Furnishings 2 Décor 2 Restrooms 2
Food & beverage	8		Choice of cuisine menu 3 Décor 2 Food quality 3
Kitchens	8		Equipment 3 State of repair 2 Food storage 3
Cleanliness	8		Overall impression
Hygiene	8		Pot & Dish Washing 2 Drinking water 2 Staff facilities 1 Pest control 2 Garbage disposal 1
Safety & Security	8		Fire fighting equipment 2 Signage 2 Awareness of procedures 2 Public areas and room security 2
Communications	6		Phone service 2 E-mail access 2 Internet access 1 PC and other equipment 1

Criteria	Max Marks	Score	Comments
Guest Services	5		Overall impression
Eco- friendly practices	5		Waste management, recycling. No plastics 1 Water conservation, Harvesting 1 Pollution control–air water, sound, light 2 Alternative energy usage 1
Facilities for physically challenged persons	5		At least a room for physically challenged persons 1 Public toilet in lobby 1 Telephone in public places 1 Ramps etc 1 Facilities for quality for visually handicapped 1
Staff quality	5		Overall impression
TOTAL	100		

Comments

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.....

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HRACC Members

1. Chairman
2. FHRAI
3. HAI
4. IATO
5. TAAI
6. Member Secretary

Qualifying Score

5*-D	90%		
5*	80%		
4*	75%		
3*	65%		
2*	55%		
1*	50%		

GUIDELINES FOR APPROVAL AND REGISTRATION OF INCREDIBLE INDIA BED & BREAKFAST/ HOME STAY ESTABLISHMENTS

INTRODUCTION

1. Hotels and other supplementary accommodation are an integral part of a tourist's visit to a place and the services offered by them can make his/her visit memorable. With the aim of providing comfortable Home Stay Facilities of Standardized World Class Services to the tourists, and to supplement the availability of accommodation in the Metros and tourist destinations, Ministry of Tourism will classify fully operational rooms of Bed & Breakfast/Home Stay Facilities as "Incredible India Bed & Breakfast/Home stay Establishments". The basic idea is to provide a clean and affordable place for foreigners and domestic tourists alike including an opportunity for foreign tourists to stay with an Indian family to experience Indian customs and traditions and relish authentic Indian cuisine.
2. The Incredible India Bed & Breakfast/Home stay facilities will be categorized as follows:—
 - (a) Silver
 - (b) Gold
3. The Regional Classification Committee, as specified in the guidelines, will inspect and assess the Bed & Breakfast/Homestay Establishments, based on facilities and services offered. The details of the standards, facilities, services and the documents required for approval of such establishments will be as per these guidelines.
4. The Incredible India Bed & Breakfast/Home stay Establishments, once approved by Ministry of Tourism, will be duly publicized. A directory of all such approved establishments will also be prepared, so as to enable domestic as well as foreign tourists to live in a homely environment and to take advantage of the scheme. In addition, efforts will be made to organize short term training in hospitality trade to those who would opt for such training.

DETAILED GUIDELINES

1. The classification for Incredible India Bed & Breakfast/Home stay establishment will be given only in those cases where the owner/promoter of the establishment along with his/her family is physically residing in the same establishment and letting out minimum one room and maximum six rooms (12 beds).
2. The scheme will be on bed and breakfast basis and charges will have to be levied accordingly. The type of breakfast to be offered will have to be specified, the charges

will have to be displayed and the visitors will have to be informed in advance so as to avoid unnecessary dispute.

3. Once an establishment applies for classification/re-classification, it will have to be ready at all times for inspection by the Regional Classification Committee. No requests for deferment of inspection will be entertained.
4. Classification will be valid for two years from the date of issue of orders or in case of reclassification from the date of expiry of the last classification provided that the application has been received within the stipulated time i.e. 3 months before the expiry of the last classification.
5. Incredible India Bed & Breakfast/Homestay Establishments applying for classification will have to provide all the information supported by required documents as per the following formats:
 - a) Application format as at Annexure-I.
 - b) Checklist of facilities as at Annexure-II.
 - c) Undertaking as at Annexure-III.
6. The application fees payable for classification/reclassification of IIB&B/Home stay will be as follows for the Govt. of India. The demand draft will have to be payable to” Pay & Accounts Officer,Ministry of Tourism, New Delhi

Star Category	For Classification/Reclassification
Silver	₹ 3,000
Gold	₹ 5,000

7. An IIB&B/Homestay Establishment will be classified following two stage procedure.
 - a) The presence of facilities and services will be evaluated against the enclosed Checklist. (Check list will have to be duly filled in and signed on all pages and submitted along with the application).
 - b) The quality of facilities and services will be evaluated by the Regional Classification Committee. Due preference will be accorded to the homes, which are able to provide Indian experience by way of Indian décor, authentic and exotic Indian cuisine etc.
8. The Regional Classification Committee will consist of the following:—
 1. Regional Director, Indiatourism-Chairman.
 2. Representative from IATO.
 3. Representative from TAAI.
 4. Representative from local Indiatourism Office.
 5. Representative from State Tourism Department.

9. The Chairman and any 2 members will constitute a quorum. The recommendation of the Committee will be approved by the Chairman Hotel and Restaurant Approval and Classification Committee (HRACC).
10. Any deficiencies/rectifications pointed out by the Regional Classification Committee will have to be complied within the stipulated time which will be allotted in consultation with the representative/representatives of the establishment during inspection. Failure to do so will result in rejection of the application.
11. The Committee may recommend to the Chairman, HRACC a category either higher or lower than the one applied for. In case the category applied for is higher than the one recommended by the Committee, then the applicant will have to deposit the required fee for the recommended category. However, in case of the category recommended being lower than the one applied for, then there will be no refund of extra classification fee.
12. The IIB&B/Homestay Establishment will be expected to maintain required standards at all times. The Chairman, HRACC could authorize a surprise inspection of the establishment at any time without previous notice.
13. Any changes in the facilities of the IIB&B/Homestay Establishment will have to be informed to the Regional Director, Indiatourism Office, within 30 days. If any violation of this comes to the notice of the Committee then the classification will stand withdrawn/terminated.
14. All cases of classification would be finalised within 30 days of the application being made to the Regional Director concerned complete in all respect.
15. In case of any dissatisfaction with the decision of HRACC, the establishment may appeal to Secretary, Ministry of Tourism, Government of India for review and reconsideration within 30 days of receiving the communication regarding classification/reclassification. No requests will be entertained beyond this period.
16. Ministry of Tourism, Government of India reserves the right to modify the guidelines/terms and conditions from time to time.
17. The rate of taxes for property, electricity and water to be paid for classified IIB&B/Homestay Establishments will be those prescribed by the appropriate authorities.

Note: Items No. 5 (c), 6, 8 and 15 may be suitably amended by the State Govt./UT.

WHERE TO APPLY (FOR GOVT. OF INDIA SCHEME)

The applications along with the requisite fees may be sent to:—

1. Regional Director (North), Indiatourism, 88 Janpath, New Delhi-110001
Tel: 011-23320005/8 (for States of Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, Uttarakhand, NCT of Delhi, UT of Chandigarh and Uttar Pradesh except Agra and Varanasi).

2. Regional Director (West), Indiatourism, 123 M. Karve Road, Opp. Church Gate, Mumbai-400020. Tel: 022-22033144 (for States of Gujarat, Chattisgarh, UT of Daman & Diu, Dadra Nagar Haveli and Maharashtra except Aurangabad).
3. Regional Director (South, Indiatourism, 154 Anna Sallai, Chennai-600002. Tel: 044-28461459 (for States of Tamil Nadu and UT of Lakshwadweep).
4. Regional Director (East), Indiatourism, "Embassy", 4 Shakespeare Sarani, Kolkata - 700071. Tel: 033-22821475 (for States of West Bengal and Jharkhand).
5. Regional Director (North-East), Indiatourism, Assam Paryatan Bhawan, A.K. Azad Road Paltan Bazar, Guwahati -781008 Assam, Tel: 0361-2737554 (for States of Assam, Tripura, Mizoram, Nagaland, and Sikkim).
6. Director, Indiatourism, KFC Building, 48 Church Street, Bangalore - 560001, Karnataka. Tel: 080-25585417 (for the State of Karnataka).
7. Director, Indiatourism, State Hotel, Khasa Kothi, Jaipur- 302001 Rajasthan, Tel: 0141-2372200 (for the State of Rajasthan).
8. Director, Indiatourism, R-Block, Karanti Marg, Institute of Engineering Building, Patna-800001, Bihar. Tel: 0612-6570640 (for the State of Bihar).
9. Manager, Indiatourism, 191, The Mall, Agra- 282001, Uttar Pradesh. Tel: 0562-2226378 (for the city of Agra).
10. Manager, Indiatourism, 15-B, The Mall, Varanasi-221001, Uttar Pradesh. Tel: 0542-2501784 (for the city of Varanasi).
11. Manager, Indiatourism, Paryatan Bhawan, IInd Floor, Lewis Road, Bhubaneshwar - 751014, Odisha. Tel: 0674-2432203 (for the State of Odisha).
12. Manager, Indiatourism, Indore, IIIrd Floor, Palika Plaza MTH Compound, Indore-452007, (MP), Tel: 0731-4239940 (for the State of Madhya Pradesh).
13. Manager, Indiatourism, VIP Road, 189, IInd Floor, Port Blair-744103, Andaman & Nicobar Islands. Tel: 03192-236348 (for the UT of Andaman & Nicobar Islands).
14. Manager, Indiatourism, Ground Floor, Balayogi Paryatak Bhawan, #6-3-8-70, Green Lands, Begumpet Hyderabad-500016. Tel: 040-23409199 (Andhra Pradesh)
15. Manager, Indiatourism, Willingdon Island, Kochi -682009, kerala. Tel: 0484-2668352 (for the State of Kerala).
16. Manager, Indiatourism, Comunidade Building, Church Square, Panaji-403001, Goa. Tel: 0832-2223412 (for the State of Goa).
17. Manager, Indiatourism, Tourist Reception Centre, 1st Floor, MTDC HolidayResorts, Near Goldie Cinema, Station Road, Aurangabad-431005, Maharashtra. Tel: 0240-2364999 (for the city of Aurangabad).

18. Manager, Indiatourism, U Tirot Singh Sylem Road, Police Bazaar, Shillong -793001, Meghalaya. Tel: 0364-225632 (for the State of Meghalaya).
19. Manager, Indiatourism, Sector 'C', Barapani Police Point, Naharlagun-791110, Arunachal Pradesh. Tel: 0360-244328 (for the State of Arunachal Pradesh).
20. Manager, Indiatourism, Old Lambu Lane, Jail Road, Imphal -795001, Manipur. Tel: 03852-221131 (for the State of Manipur).

APPLICATION FORMAT FOR HOMESTAY ESTABLISHMENT

- 1) Name of the IIB&B/Homestay Establishment
- 2) Category applied for
- 3) Name and address of the promoters/owners with a note on their background
- 4) Complete postal address of the IIB&B/Homestay Establishment
 - a) Tel. no
 - b) Fax
 - c) E-mail
 - d) Mobile No. of the promoter
- 5) Distance of the IIB&B/Homestay Establishment in kms. from:
 - a) Airport
 - b) Railway station
 - c) City Centre
 - d) Nearest main shopping centre
 - e) Nearest bus stand/scheduled city bus stop
- 6) Details of the IIB&B/Homestay Establishment:
 - (a) Area (in sq. metres) with title – owned/leased (copies of sale/lease deed to be enclosed)
 - (b) Revenue papers regarding ownership. Affidavit in case of co-sharer of house/land.
 - (c) Whether clearance obtained from the Police Authorities regarding the antecedents of the owner/owners and the proposed activity (copy to be enclosed)
 - (d) Number of rooms and area for each type of room in sq.ft. (single/double/suites)
 - (e) Number of attached baths
 - (f) Details of public areas for the following facilities in sq. ft.
 - (i) Lobby/lounge
 - (ii) Dining space
 - (iii) Parking facilities

- (g) Additional facilities available if any (not mandatory)
 - (i) Eco –friendly facilities
 - (ii) Facilities for differently abled persons
 - (h) Details of Fire Fighting equipment/hydrants etc. if any
 - 1. Photographs of the building including interiors showing types of facilities available, bathroom, living room, bedroom, parking etc.
 - 2. Details of payment of application fee
 - 3. Check list details as per Annexure II (enclose a copy of the checklist duly certified that the facilities are available in the establishment)
10. Consent of acceptance of the regulatory conditions (please enclose a copy of the prescribed undertaking as per Annexure III duly signed by the owner of the establishment)

CHECKLIST FOR APPROVAL & REGISTRATION OF INCREDIBLE INDIA BED & BREAKFAST/ HOMESTAY ESTABLISHMENT

Sl. No.	General	Silver	Gold	Certification by the Establishment regarding the facilities Yes/No	Observations of the Classification Committee
1	Well maintained and well equipped house and guest rooms with quality carpets/area rugs/tiles or marble flooring, furniture, fittings etc. in keeping with the traditional lifestyle.	*M	M		
2	Sufficient parking with adequate road width.	**D	M		
3	Guest rooms: Minimum one lettable room and maximum 6 rooms (12 beds). All rooms should be clean, airy, pest free, without dampness and with outside window/ventilation.	M	M		
4	Minimum floor area in sq. ft. for each room.				
	Plains	120	200		
	Hills	100	120		
5	Comfortable bed with good quality linen & bedding preferably of Indian design.	M	M		
6	Attached private bathroom with every room alongwith toiletries.	M	M		
7	Minimum size of each bathroom in sq.ft.	30	40		
8	WC toilet to have a seat and lid, toilet paper	M	M		
9	24 hours running hot & cold water with proper sewerage connection	M	M		
10	Water saving taps/shower	D	M		
11	Well maintained smoke free, clean, hygienic, odour free, pest free kitchen.	M	M		

Sl. No.	General	Silver	Gold	Certification by the Establishment regarding the facilities Yes/No	Observations of the Classification Committee
12	Dining area serving fresh Continental and/or traditional Indian breakfast.	M	M		
13	Good quality cutlery and crockery.	M	M		
14	Air-conditioning/heating depending on climatic conditions with room temp. between 20 to 25 degrees Centigrade in the offered room.	M	M		
15	Iron with iron board onrequest.	M	M		
16	Internet Connection.	D	M		
17	15 amp earthed power socket in the guest room.	M	M		
18	Telephone with extension facility in the room.	D	M		
19	Wardrobe with atleast 4 clothes hangers in the guest room.	M	M		
20	Shelves or drawer spacein the guest rooms.	M	M		
21	Complimentary aquaguard/RO/ mineral water.	M	M		
22	Good quality chairs,working table and other necessary furniture.	M	M		
23	Washing machines/dryersin the house with arrangements for laundry/dry cleaning services.	D	M		
24	Refrigerator in the room.	D	M		
25	A lounge or seating arrangement in the lobby area.	D	M		
26	Heating and cooling to be provided in enclosed public rooms.	D	M		
27	Garbage disposalfacilities as per Municipal laws.	M	M		
28	Acceptance of cash/cheque/D.D.	M	M		
29	Message facilities for guests.	M	M		
30	Name, address and telephone number of doctors.	M	M		
31	Left luggage facilities.	M	M		
32	Assistance with luggage, on request.	D	M		

Sl. No.	General	Silver	Gold	Certification by the Establishment regarding the facilities Yes/No	Observations of the Classification Committee
33	Safekeeping facilities in the room.	D	M		
34	Smoke/heat detectors in the house.	D	D		
35	Security guard facilities.	D	M		
36	Maintenance of register for guest check-in and check-out records including passport details in case of foreign tourists.	M	M		

* 'M' stands for mandatory.

** 'D' stands for desirable.

Note: The grading in the various categories will depend on the quality of accommodation, facilities and services provided.

FORMAT FOR UNDERTAKING

To,

The Chairman, HRACC,
Government of India
Ministry of Tourism
New Delhi.

UNDERTAKING

I have read and understood all the terms and conditions mentioned in the guidelines with respect to the approval and registration of the Incredible India Bed & Breakfast/Homestay Establishment and hereby agree to abide by them. The information and documents provided are correct and authentic to the best of my knowledge.

Signature and name of the owner
in block letters

Place:

Date:

GUIDELINES FOR RECOGNITION/RENEWAL OR EXTENSION AS AN APPROVED TRAVEL AGENT/AGENCY (TA)

[Revised with effect from 18th July 2011]

1. The aims and objectives of the scheme for recognition of Travel Agent/Agency (TA) are to encourage quality standard and service in this category so as to promote tourism in India. This is a voluntary scheme open to all bonafide travel agencies to bring them in organized sector.
2. **Definition:** A Travel Agent/Agency (TA) is the one who makes arrangements of tickets for travel by air, rail, ship, passport, visa, etc. It may also arrange accommodation, tours, entertainment and other tourism related services.
3. The application for **approval** shall be addressed to the Assistant Director General, Travel Trade Division, Ministry of Tourism, Government of India, Room No. 23, C-1, Hutments, Dalhousie Road, New Delhi-110011. Tel. No. 011-23012805, Fax No. 011-23019476, Email: sanjay.singh1@nic.in
4. The application for **renewal/extension** shall be addressed to the Regional Director of the concerned region as per the following addresses:—
 - a) The Regional Director (East), India Tourism, “Embassy”, 4, Shakespeare Sarani, Kolkata – 700 071, West Bengal. Phone No. (033) 2282 5813/2282 1475, Fax: (033) 2282 3521, Email: indtour6100@dataone.in
 - b) The Regional Director (West), India Tourism, 123, M. Karve Road, Opp. Church Gate, Mumbai – 400 020, Maharashtra. Phone No. (022) 2208 3263/2207 4333/2207 4334, Fax: (022) 2201 4496, Email:, indiatourism@vsnl.com, regdir.indtour@gmail.com
 - c) The Regional Director (North), India Tourism, 88 – Janpath, New Delhi 110 001. Phone No. (011) 2332 0342/2332 0005/2332 0008, Fax: (011) 2332 0109, Email: goitodelhi@nic.in
 - d) The Regional Director (South), India Tourism, 154, Anna Salai, Chennai – 600 002, Tamil Nadu. Phone No. (044) 2846 0285/2846 1459, Fax: (044) 2846 0193, Email: indtour@dataone.in
 - e) The Regional Director (North – East), India Tourism, Asom Paryatan Bhawan, 3rd Floor, Near Nepali Mandir, A. K. Azad Road, Paltan Bazar, Guwahati – 781 008, Assam. Phone No. (0361) 273 7554, Fax No. (0361) 273 7553, Email: indtourguwahati@nic.in

5. The **recognition** as an approved DTO shall be granted by the Ministry of Tourism, (MOT), Government of India (GOI), New Delhi initially, for five years, based on the **Inspection Report/Recommendations** of a Committee comprising the **concerned Regional Director (RD) and a member of Travel Agents' Association of India (TAAI)**.
6. The renewal/extension, thereafter, shall be granted for five years after Inspection conducted by a Committee comprising the concerned RD and a member of TAAI, on an application made by TA along with the requisite fee/documents.
7. The documents received from the applicant after scrutiny in all respects would be acknowledged by the Travel Trade Division (TT Division) in the MOT in respect of first approval and by the concerned RD for renewal or extension. The inspection for first approval/renewal or extension shall be conducted by the Inspection Team within a period of sixty working days from the receipt of complete application.
8. The following conditions must be fulfilled by the TA for grant of recognition/renewal or extension by MOT:—
 - (i) The application for grant of recognition/renewal or extension shall be in the prescribed form and submitted in duplicate along with the required documents.
 - (ii) TA should have a minimum Paid up Capital or (Capital employed) of **₹ 3.00 lakh** duly supported by the Audited Balance Sheet/Certificate of Statutory Auditor of the firm.
 - (iii) **TA should be approved by International Air Transport Association (IATA) or should be General Sales Agent (GSA)/Passenger Sales Agent (PSA) of an IATA member Airlines.**
 - (iv) TA should have been in operation for a minimum period of one year before the date of application.
 - (v) The minimum office space should be at least **150 sq. ft for rest of India and 100 sq. ft for hilly areas which are above 1000 meters from sea level**. Besides, the office may be located in a neat and clean surrounding and equipped with telephone, fax and computer reservation system etc. There should be sufficient space for reception and easy access to toilet facilities.
 - (vi) TA should be under the charge of the Owner or a full time member who is adequately trained, experienced in matters regarding ticketing, itineraries, transport, accommodation facilities, currency, customs regulations and tourism and travel related services. Besides this, greater emphasis may be given to effective communication skills, knowledge of foreign languages, other than English.

There should be a minimum of four qualified staff out of which at least one should have Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.

The academic qualifications may be relaxed in case of the other two staff members who are exceptionally experienced personnel in Airlines, Shipping, Transport and PR agencies, Hotel and other Corporate Bodies and those who have worked for three years with IATA/UFTA agencies and also those who have two years experience with MOT approved Travel Agencies.

For the Travel Agents/Agencies located in the North – Eastern region, remote and rural areas, there should be a minimum of two staff out of which one should be a qualified employee with a Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.

- (vii) TA should be an income-tax assessee and should have filed Income Tax Return for the current assessment year.
 - (viii) For the monuments protected under the Ancient Monuments and Archaeological Sites & Remains Act, 1958 (24 of 1958), the TAs should deploy/engage the services of Regional Level Tourist Guides trained and licensed by Ministry of Tourism, Government of India or other guides authorized by the Government of India or under orders of the Hon'ble Court(s). For other monuments and destinations, the guides authorized under the orders of the appropriate authority, if any, of the concerned monument/destination should be deployed/engaged by TAs.
 - (ix) For outsourcing any of the services relating to tourists, the TA(s) shall use approved specialized agencies in the specific field of activity.
9. TA would be required to pay a non-refundable fee of ₹ 3,000/- while applying for the recognition and renewal of Head Office as well as each Branch Office. The fee would be payable to the Pay and Accounts Officer, Ministry of Tourism, in the form of a Bank Draft.
10. The TA should adhere to the tenets of the Code of Conduct for “Safe & Honourable Tourism” for which the following action would have to be taken:
- (i) A signed copy of the pledge of commitment towards “Safe & Honourable Tourism” should be attached with the application. The pledge is attached in English & Hindi as **Annexure I & II**, respectively.
 - (ii) On the day a staff member joins the TA, he/she would be required to take/sign the pledge. The pledge would be incorporated in the appointment letter/joining report of the staff.
 - (iii) Two focal points would be nominated (i.e., from HRD, security side etc.) at the time of applying for approval by the TA in the case of organizations which have more than 25 personnel. In the case of TA with less than 25 personnel, one focal point would have to be nominated.

- (iv) The training would be provided to the staff of the approved TA by MOT under its Capacity Building of service Providers (CBSP) scheme in connection with “Safe & Honourable Tourism”. The focal points of the TA would be trained first within first six months of MOT approval. Subsequently, the trained focal points in turn would impart further in – house training to the staff which would be arranged within next six months.
 - (v) The Pledge of Commitment towards “Safe & Honourable Tourism” would have to be displayed by the TA prominently in the front office area/lobby of the TA.
 - (vi) The signatories of the Code of Conduct would be required to maintain a record of action taken by them in compliance of the provisions of this para, which shall be kept in their office & shown to the Committee(s) at the time of renewal.
11. The recognition/renewal would be granted to the Head Office of the TA. The Branch Offices of TA would be approved along with the Head Office or subsequently, provided the particulars of the Branch Offices are submitted to MOT for recognition and concerned RD for renewal or extension and accepted by it.
 12. The TA so granted recognition/renewal or extension shall be entitled to such incentives and concessions as may be granted by the Government from time to time and shall abide by the terms and conditions of recognition as prescribed from time to time by the MOT, GOI.
 13. TA would have to report action taken by them in their Annual Report which shall be kept with them & shown to the Committee(s) at the time of renewal.
 14. Even though the scheme of granting approval of recognition/renewal or extension to TA is voluntary, in nature, there is a need to have a pro - active role of MOT and Travel Trade to ensure that more and more Travel Agencies seek approval and then service the tourists. There is also a need to educate the stakeholders as well as consumers against the potential risk of availing services through the unapproved TA (s).
 15. It shall be mandatory for an approved TA to prominently display the Certificate of approval of recognition/renewal or extension given by MOT in the office by pasting it on a board or in a picture frame so that it is visible to a potential tourist.
 16. The decision of MOT, GOI in the matter of recognition/renewal or extension shall be final. However, MOT may in their discretion refuse to recognize/renew or extend any firm or withdraw/withhold at any time recognition/renewal or extension already granted with the approval of the Competent Authority. Before such a decision is taken, necessary Show Cause Notice would invariably be issued and the reply considered on merit. This would be done after careful consideration and generally as a last resort. Circumstances in which withdrawal is effected would also be indicated.



APPLICATION FORM FOR RECOGNITION/RENEWAL OR EXTENSION AS AN APPROVED TRAVEL AGENT/TRAVEL AGENCY (TA)

Self attested
Passport size
photograph of
Managing Director/
Managing Partner/
Proprietor

1. Name of the Organization
- Address of Head office
- Telephone Numbers
- Fax Numbers
- Email Address
- Website Name
- Address of the Branch offices (if any)
- Telephone Numbers
- Fax Numbers
- Email Address
- (Please fill up separate application form, in duplicate for Branch Office(s), if any)**
2. Nature of the Organization (Proprietary concern, Partnership or Incorporation)
-
3. Year of registration/commencement of business (with documentary Proof)
-
4. Name of Proprietor/Partners/Directors, etc.,
- Details of their interests, if any
- In other business may also be indicated
5. Particulars of staff employed:
Total number of staff:

Name	Designation	Qualifications	Experience	Salary	Length of Service with the firm
I.
II.
III.
IV.

Names of focal points for “Safe & Honourable Tourism”:

- (i)
- (ii)

6. Details of office premises (Documentary proof/Rent Agreement/Ownership Deed to be made available) – Office Space in sq. ft.....Location area (please tick mark the right category) commercial residential Reception area in sq. ft..... Accessibility to toilets (Please write Yes or No)

7. Name of Bankers (please attach a reference letter on original letterhead from your Bankers)

8. Name of Auditors

A Balance – Sheet and Profit & Loss Statement pertaining to the travel business, as prescribed under Company Law, must be submitted by each applicant. These audited statements should be in respect of your establishment for the last completed financial year or for the calendar year immediately preceding the date of submission of your application. Also furnish details of your turnover in the following statement:—

PARTICULARS OF THE TRAVEL AGENCY (TA) CONCERNED

- a) Paid up capital (Capital employed)
- b) Loans:

 - i) Secured
 - ii) Unsecured

- c) Reserves
- d) Current liabilities and provisions
- e) Total (a to d):
- f) Fixed assets (excluding intangible assets)
- g) Investment
- h) Current assets
- i) Intangible Assets
- j) Total (f to i)

- Notes:**
- i. Intangible assets should include goodwill expenses, tenancy and business rights, deferred revenue expenditure, accumulated loss etc.
 - ii. Reserves should include balance of profit and loss Account and exclude taxation reserve.
 - iii. Current liabilities and provisions would include taxation reserve.
 - iv. Current assets should include sundry debts, loans advances, cash and bank balance.

9. A copy of Acknowledgement in respect of Income tax returns for the current assessment year should be enclosed.
10. Please indicate whether any activities are undertaken by the firm besides travel related activities.....
11. Please indicate membership of International Travel Organizations, if any.....
12. Letter of approval of IATA and Certificate of Accreditation for current year should be enclosed. General Sales Agent (GSA)/Passenger Sales Agent (PSA) of IATA airlines should be enclosed (in this regard documentary proof to be attached).
13. The names of the Air/shipping/Railway ticketing agencies held by the firm.....
14. Please enclose Demand Draft of ₹ 3, 000/- for Head Office and ₹ 3, 000/- for each Branch Office as fee for recognition/renewal or extension.

For Head Office, please mention:

Demand Draft No.....Date..... Amount

For Branch Office(s), please mention:

Demand Draft No (s).....Date..... Amount

Signature/Name of Proprietor/Partner/Managing Director

Rubber Stamp

Place:

Date:





Incredible India

PLEDGE FOR COMMITMENT TOWARDS SAFE & HONOURABLE TOURISM AND SUSTAINABLE TOURISM

I/We solemnly pledge and reiterate our commitment to conduct our business in a manner that befits the culture and ethos of our rich and ancient civilization, and the tolerant and accommodating nature of our multicultural society and protects all individuals, especially women and children from all derogatory acts which are contrary to the spirit of our country. We hereby commit to abide by the Code of Conduct for Safe and Honourable Tourism.

Recognizing that every earth resource is finite and fragile, I/We further pledge to fully implement sustainable tourism practices, consistent with the best environment and heritage protection standards, such that my/our present tourism resource requirements optimize both local community benefit and future sustainable uses.

Signature:.....

Name:

On behalf of:.....

In the presence of:.....



अतुल्य ! भारत

सुरक्षित और सम्मानजनक पर्यटन और सतत पर्यटन के प्रति प्रतिबद्धता के लिए प्रतिज्ञा

मैं/हम हमारी समृद्ध और प्राचीन सभ्यता की संस्कृति और लोकाचार तथा हमारी बहु-सांस्कृतिक समाज की सहनशील और उदार प्रकृति को कायम रखते हुए अपना कार्य करने की सत्य निष्ठा से प्रतिज्ञा करता हूँ / करते हैं और अपनी वचनबद्धता दोहराता हूँ / दोहराते हैं। हम उन सभी अपमानजनक कार्यों, जो हमारे देश की प्रवृत्ति के विपरीत हैं, से सभी व्यक्तियों विशेषकर महिलाओं और बच्चों की सुरक्षा सुनिश्चित करते हुए उद्यम करेंगे। हम एतद्वारा सुरक्षित एवं सम्मानजनक पर्यटन हेतु आचार संहिता के पालन का वचन देते हैं।

यह स्वीकार करते हुए कि पृथ्वी के प्रत्येक संसाधन सीमित तथा नाशवान है, मैं / हम सर्वोत्तम पर्यावरण और विरासत संरक्षण मानकों के अनुकूल सतत पर्यटन व्यवहारों को पूर्णतः कार्यान्वित करने की भी प्रतिज्ञा करता हूँ / करते हैं, ताकि मेरे / हमारे वर्तमान पर्यटन संसाधन की आवश्यकताओं का स्थानीय समुदाय के लाभ और भावी सतत उपयोगों, दोनों के लिए अधिकतम उपयोग किया जा सके।

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LIST OF DOCUMENTS (CHECK LIST) REQUIRED FOR FIRST APPROVAL/RENEWAL OR EXTENSION AS AN APPROVED TRAVEL AGENT/TRAVEL AGENCY (TA)

1. Application form duly filled in.
2. Two attested photographs.
3. Documentary proof (preferably registration certificates from Government) in support of beginning of operations of your firm.
4. A signed copy of the Pledge of Commitment towards “Safe & Honourable Tourism”. The pledge is attached in English & Hindi as **Annexure I & II**, respectively.
5. A copy of complete Audited Balance Sheet with the Director’s Report for the latest financial year.
6. **Income Tax Acknowledgement for the latest assessment year.**
7. **Service Tax Registration number from the concerned authority.**
8. **Certificate of Statutory Auditor of the firm stating Paid-up Capital not less than ₹ 3.00 Lakh. For Travel Agents from the North – Eastern region, remote and rural areas, the minimum Paid up Capital (or Capital employed) should be at least ₹ 50,000/- duly supported by the Statutory Chartered Accountant’s certificate.**
9. A copy of IATA approval letter indicating Numerical Code Number and a copy of IATA Accreditation Certificate for the Current year.
10. Reference letter from Bank on its original letterhead regarding firm’s bank account and address with telephone numbers.
11. The details of staff employed giving names, designation, educational qualification & experience in tourism field and length of service in the organization (copies of certificates to be enclosed):
 - a) There should be a minimum of four qualified staff out of which at least one should have Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.
 - b) The academic qualifications may be relaxed in case of the other two staff members who are exceptionally experienced personnel in Airlines, Shipping, Transport and PR agencies, Hotel and other Corporate Bodies and those who have worked for three years with IATA/UFTA agencies and also those who have two years experience with Ministry of Tourism approved Travel Agencies.
 - c) For the agencies located in the North – Eastern region, remote and rural areas, there should be a minimum of two staff out of which one should be a qualified employee with a Diploma/Degree in Tourism & Travel Management from a

recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.

d) Names of focal points.

12. List of Directors/Partners or name of the Proprietor.
13. Details of office premises, whether located in commercial or residential area, office space in sq. ft. (the minimum office space should be at least 150 sq. ft for rest of India and 100 sq. ft for hilly areas which are above 1000 meters from sea level) and accessibility to toilet and reception area.
14. A Demand Draft for ₹ 3,000/- towards processing fees payable to Pay and Accounts Officer, Ministry of Tourism, Government of India.
15. Documents duly stamped & attested by the Managing Director/Managing Partner/ Proprietor of the firm.

- NOTE:**
- I. *The guidelines including application form etc. may be downloaded from websites www.tourism.gov.in & www.incredibleindia.org.*
 - II. *The application form along with all supporting documents should be submitted in duplicate.*
 - III. *Please quote the reference number of Ministry of Tourism if the application is for renewal of recognition.*
 - IV. *When applying for Branch Office(s), separate application forms should be filled and submitted along with the required documents, in duplicate.*



GUIDELINES FOR RECOGNITION/RENEWAL OR EXTENSION AS AN APPROVED INBOUND TOUR OPERATOR (ITO)

[Revised with effect from 18th July 2011]

1. The aims and objectives of the scheme for recognition of Inbound Tour Operator (ITO) are to encourage quality standard and service in this category so as to promote tourism in India and abroad. This is a voluntary scheme open to all bonafide tour operators to bring them in organized sector.
2. **Definition:** An ITO is the one who makes arrangements for transport, accommodation, sight seeing, entertainment and other tourism related services for foreign tourists.
3. The application for **approval** shall be addressed to the Assistant Director General, Travel Trade Division, Ministry of Tourism, Government of India, Room No. 23, C-1, Hutments, Dalhousie Road, New Delhi-110011. Tel. No. 011-23012805, Fax No. 011-23019476, Email: sanjay.singh1@nic.in
4. The application for **renewal/extension** shall be addressed to the Regional Director of the concerned region as per the following addresses:-
 - a) The Regional Director (East), India Tourism, "Embassy", 4, Shakespeare Sarani, Kolkata – 700 071, West Bengal. Phone No. (033) 2282 5813/2282 1475, Fax: (033) 2282 3521, Email: indtour6100@dataone.in
 - b) The Regional Director (West), India Tourism, 123, M. Karve Road, Opp. Church Gate, Mumbai – 400 020, Maharashtra. Phone No. (022) 2208 3263/2207 4333/2207 4334, Fax: (022) 2201 4496, Email:, indiatourism@vsnl.com, regdir.indtour@gmail.com
 - c) The Regional Director (North), India Tourism, 88 – Janpath, New Delhi 110 001. Phone No. (011) 2332 0342/2332 0005/2332 0008, Fax: (011) 2332 0109, Email: goitodelhi@nic.in
 - d) The Regional Director (South), India Tourism, 154, Anna Salai, Chennai-600 002, Tamil Nadu. Phone No. (044) 2846 0285/2846 1459, Fax: (044) 2846 0193, Email: indtour@dataone.in
 - e) The Regional Director (North – East), India Tourism, Asom Paryatan Bhawan, 3rd Floor, Near Nepali Mandir, A. K. Azad Road, Paltan Bazar, Guwahati – 781 008, Assam. Phone No. (0361) 273 7554, Fax No. (0361) 273 7553, Email: indtourguwahati@nic.in
5. The **recognition** as an approved DTO shall be granted by the Ministry of Tourism (MOT), Government of India (GOI), New Delhi initially, for five years, based on the **Inspection Report/Recommendations** of a Committee comprising the **concerned Regional Director (RD) and a member of Indian Association of Tour Operators (IATO).**

6. The renewal/extension, thereafter, shall be granted for five years after inspection conducted by a Committee comprising of concerned RD and a member of IATO, on an application made by ITO along with the requisite fee/documents.
7. The documents received from applicants after scrutiny in all respects would be acknowledged by the Travel Trade Division (TT Division) in MOT in respect of first approval and by the concerned RD for renewal or extension. The inspection for first approval/renewal or extension shall be conducted by the Inspection Team within a period of sixty working days from the receipt of complete application.
8. The following conditions must be fulfilled by ITO for grant of recognition/renewal or extension by MOT:
 - (i) The application for grant of recognition/renewal or extension shall be in the prescribed form and submitted in duplicate along with the required documents.
 - (ii) ITO located in rest of India should have a minimum Paid up Capital (or Capital employed) of ₹ **3.00 lakh and ₹ 50,000/-** in the case of North – Eastern region, remote and rural areas, duly supported by the latest Audited Balance Sheet/ certificate of the Statutory Auditor of the firm.
 - (iii) The turn-over in terms of foreign exchange earnings by the firm from inbound tour operations only during the preceding financial year or calendar years should be a minimum of ₹ **25.00 lakh** for rest of India and ₹ **5.00 lakh** for the North – Eastern region, remote and rural areas duly supported by firm's Statutory Auditor's certificate. However, for the North – Eastern Region, the firm's turn – over in Rupee earnings would be treated as Foreign Exchange earnings, provided there is documentary evidence that such earnings are from inbound tour operations only. This could be certified by the firm's Statutory Auditor.
 - (iv) ITO should have an office under the charge of the owner or a full time member of their staff, who is adequately trained/experienced in matters regarding transport, accommodation, currency, customs regulations and general information about tourism and travel related services. However, greater emphasis may be given to effective communication skills and knowledge of foreign language other than English.

There should be a minimum of four qualified staff out of which at least one should have Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.

The academic qualifications may be relaxed in case of the other two staff members who are exceptionally experienced personnel in Airlines, Shipping, Transport, PR Agencies, Hotels and other corporate bodies and those who have two years experience with MOT approved tour operators.

For the agencies located in the North – Eastern region, remote and rural areas, there should be a minimum of two staff out of which one should be a qualified

employee with a Diploma/Degree in Tourism & Travel Management from a recognized University, IITM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.

- (v) ITO should have been in operation for a minimum period of one year before the date of application.
 - (vi) The minimum office space should be at least **150 sq. ft for rest of India and 100 sq. ft for hilly areas which are above 1000 meters from sea level.** Besides, the office may be located in neat and clean surroundings and equipped with telephone, fax and computer reservation system etc. There should be sufficient space for reception and easy access to toilets.
 - (vii) ITO should be an income tax assessee and should have filed Income Tax Returns for the last or current assessment year.
 - (viii) For the monuments protected under the Ancient Monuments and Archaeological Sites & Remains Act, 1958 (24 of 1958), the ITOs should deploy/engage the services of Regional Level Tourist Guides trained and licensed by Ministry of Tourism, Government of India or other guides authorized by the Government of India or under orders of the Hon'ble Court(s). For other monuments and destinations, the guides authorized under the orders of the appropriate authority, if any, of the concerned monument/destination should be deployed/engaged by ITOs.
 - (xi) ITO shall contract/use approved specialized agencies in the field of adventure options and related services for the tourists
9. ITO would be required to pay a non - refundable fee of ₹ **3,000/-** while applying for the recognition and renewal of Head Office as well as each Branch Office. The fee would be made payable to the Pay & Accounts Officer, Ministry of Tourism in the form of a Bank Draft.
10. The ITO should adhere to the tenets of the Code of Conduct for “Safe & Honourable Tourism” for which the following action would have to be taken:
- (i) A signed copy of the pledge of commitment towards “Safe & Honourable Tourism” should be attached with the application. The pledge is attached in English & Hindi as **Annexure I & II**, respectively.
 - (ii) On the day a staff member joins the ITO, he/she would be required to take/sign the pledge. The pledge would be incorporated in the appointment letter/joining report of the staff.
 - (iii) Two focal points would be nominated (i.e., from HRD, security side etc.) at the time of applying for approval by the ITO in the case of organizations which have more than 25 personnel. In the case of ITO with less than 25 personnel, one focal point would have to be nominated.

- (iv) The training would be provided to the staff of the approved ITO by MOT under its Capacity Building of Service Providers (CBSP) scheme in connection with “Safe & Honourable Tourism”. The focal points of the ITO would be trained first within first six months of MOT approval. Subsequently, the trained focal points in turn would impart further in – house training to the staff which would be arranged within next six months.
 - (v) The Pledge of Commitment towards “Safe & Honourable Tourism” would have to be displayed by the ITO prominently in the front office area/lobby of the service provider.
 - (vi) The signatories of the Code of Conduct would be required to maintain a record of action taken by them in compliance of the provisions of this para, which shall be kept in their office & shown to the Committee(s) at the time of renewal.
11. The recognition/renewal or extension would be granted to the Head Office of the ITO. The Branch offices of ITO would be approved along with the Head Office or subsequently, provided the particulars of the Branch offices are submitted to MOT for recognition and for renewal or extension to the concerned RD and accepted by it.
 12. ITO so granted recognition/renewal or extension shall be entitled to such incentives and concessions as may be granted by the Government from time to time and shall abide by the terms and conditions of recognition as prescribed from time to time by MOT, GOI.
 13. ITO would have to report action taken by them in their Annual Report which shall be kept with them & shown to the Committee(s) at the time re-classification for renewal.
 14. Even though the scheme of granting approval of recognition to service providers of Travel Trade is voluntary, in nature, there is a need to have a pro - active role of MOT and Travel Trade to ensure that more and more service providers seek approval and then service the tourists. There is also a need to educate the stakeholders as well as consumers against the potential risk of availing services through the unapproved service providers.
 15. It shall be mandatory for an approved service provider of Travel Trade to prominently display the Certificate of approval of recognition/renewal or extension given by MOT in the office by pasting it on a board or in a picture frame so that it is visible to a potential tourist.
 16. The decision of MOT, GOI in the matter of recognition/renewal or extension shall be final. However, MOT may in their discretion refuse to recognize/renew or extend any firm or withdraw/withhold at any time recognition/renewal already granted with the approval of the Competent Authority. Before such a decision is taken, necessary Show Cause Notice would invariably be issued and the reply considered on merit. This would be done after careful consideration and generally as a last resort. Circumstances in which withdrawal is effected would also be indicated.

APPLICATION FORM FOR RECOGNITION/RENEWAL OR EXTENSION AS AN APPROVED INBOUND TOUR OPERATOR (ITO)

Self attested
Passport size
photograph of
Managing Director/
Managing Partner/
Proprietor

1. Name of the Organization
- Address of Head office
- Telephone Numbers
- Fax Numbers
- Email Address
- Website Name
- Address of the Branch offices (if any)
- Telephone Numbers
- Fax Numbers
- Email Address
- (Please fill up separate application form, in duplicate for Branch Office(s), if any)**
2. Nature of the Organization (Proprietary concern, Partnership or Incorporation)
-
3. Year of registration/commencement of business (with documentary Proof)
-
4. Name of Proprietor/Partners/Directors, etc.,
- Details of their interests, if any
- In other business may also be indicated
5. Particulars of staff employed:
- Total number of staff:

Name	Designation	Qualifications	Experience	Salary	Length of Service with the firm
I.
II.
III.
IV.

Names of focal points for “Safe & Honourable Tourism”:

- (i)
- (ii)

6. Details of office premises (Documentary proof/Rent Agreement/Ownership Deed to be made available) – Office Space in sq. ft.....Location area (please tick mark the right category) commercial residential Reception area in sq. ft..... Accessibility to toilets (Please write Yes or No)

7. Name of Bankers (please attach a reference letter on original letterhead from your Bankers)

8. Name of Auditors

A Balance – Sheet and Profit & Loss Statement pertaining to the travel business, as prescribed under Company Law, must be submitted by each applicant. These audited statements should be in respect of your establishment for the last completed financial year or for the calendar year immediately preceding the date of submission of your application. Also furnish details of your turnover in the following statement:—

PARTICULARS OF THE INBOUND TOUR OPERATOR (ITO) CONCERNED

- a) Paid up capital (Capital employed)
- b) Loans:

 - i) Secured
 - ii) Unsecured

- c) Reserves
- d) Current liabilities and provisions
- e) Total (a to d):
- f) Fixed assets (excluding intangible assets)
- g) Investment
- h) Current assets
- i) Intangible Assets
- j) Total (f to i)

- NOTES:**
- i. Intangible assets should include goodwill expenses, tenancy and business rights, deferred revenue expenditure, accumulated loss etc.
 - ii. Reserves should include balance of profit and loss Account and exclude taxation reserve.
 - iii. Current liabilities and provisions would include taxation reserve.
 - iv. Current assets should include sundry debts, loans advances, cash and bank balance.

9. A copy of Acknowledgement in respect of Income tax returns for the current assessment year should be enclosed
10. Certificate of Statutory Auditor of the firm in original regarding turn over through Foreign Exchange from Inbound Tour Operations only for the preceding or latest financial year.
11. Documents pertaining to any promotional activities undertaken by the firm should be enclosed.
12. Please indicate membership of International Travel Organizations, if any
13. Give details of:
 - a) Volume of international tourist traffic handled. (Please submit a certificate from Statutory Auditor of the firm). This certificate should show the foreign exchange earnings receipts from inbound tour operations only during the current financial year or the year immediately preceding the date of submission of your application.
 - b) Clientele: special tourist groups handled, if any, their size, frequency, etc.
 - c) Steps taken to promote international tourist traffic and details of the groups handled, if any.
 - d) Special programmes if any, arranged for foreign tourists.
 - e) Please attach publicity material such as brochures/folders/leaflets/posters concerning itineraries and website address of the agency.
14. Number of conferences handled, if any, and the details of total number of passengers for such conferences with details of locations, etc.
15. Number of incentive tours handled.
16. Please enclose Demand Draft of Rs. 3,000/- for Head Office and Rs. 3, 000/- for each Branch Office as fee for recognition/renewal or extension payable to the "Pay & Accounts Officer, Ministry of Tourism."

For Head Office, please mention:

Demand Draft No.....Date..... Amount

For Branch Office(s), please mention:

Demand Draft No (s).....Date..... Amount

Signature of Proprietor/Partner/Managing Director

Rubber Stamp

Place:

Date:



Incredible India

PLEDGE FOR COMMITMENT TOWARDS SAFE & HONOURABLE TOURISM AND SUSTAINABLE TOURISM

I/We solemnly pledge and reiterate our commitment to conduct our business in a manner that befits the culture and ethos of our rich and ancient civilization, and the tolerant and accommodating nature of our multicultural society and protects all individuals, especially women and children from all derogatory acts which are contrary to the spirit of our country. We hereby commit to abide by the Code of Conduct for Safe and Honourable Tourism.

Recognizing that every earth resource is finite and fragile, I/We further pledge to fully implement sustainable tourism practices, consistent with the best environment and heritage protection standards, such that my/our present tourism resource requirements optimize both local community benefit and future sustainable uses.

Signature:.....

Name:

On behalf of:.....

In the presence of:.....



अतुल्य ! भारत

सुरक्षित और सम्मानजनक पर्यटन और सतत पर्यटन के प्रति प्रतिबद्धता के लिए प्रतिज्ञा

मैं/हम हमारी समृद्ध और प्राचीन सभ्यता की संस्कृति और लोकाचार तथा हमारी बहु-सांस्कृतिक समाज की सहनशील और उदार प्रकृति को कायम रखते हुए अपना कार्य करने की सत्य निष्ठा से प्रतिज्ञा करता हूँ / करते हैं और अपनी वचनबद्धता दोहराता हूँ / दोहराते हैं। हम उन सभी अपमानजनक कार्यों, जो हमारे देश की प्रवृत्ति के विपरीत हैं, से सभी व्यक्तियों विशेषकर महिलाओं और बच्चों की सुरक्षा सुनिश्चित करते हुए उद्यम करेंगे। हम एतद्वारा सुरक्षित एवं सम्मानजनक पर्यटन हेतु आचार संहिता के पालन का वचन देते हैं।

यह स्वीकार करते हुए कि पृथ्वी के प्रत्येक संसाधन सीमित तथा नाशवान है, मैं / हम सर्वोत्तम पर्यावरण और विरासत संरक्षण मानकों के अनुकूल सतत पर्यटन व्यवहारों को पूर्णतः कार्यान्वित करने की भी प्रतिज्ञा करता हूँ / करते हैं, ताकि मेरे / हमारे वर्तमान पर्यटन संसाधन की आवश्यकताओं का स्थानीय समुदाय के लाभ और भावी सतत उपयोगों, दोनों के लिए अधिकतम उपयोग किया जा सके।

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LIST OF DOCUMENTS (CHECK LIST) REQUIRED FOR FIRST APPROVAL/RENEWAL OR EXTENSION AS AN APPROVED INBOUND TOUR OPERATOR (ITO)

1. Application form duly filled in.
2. Two attested photographs.
3. Documentary proof (preferably registration certificates from Government) in support of beginning of operations of your firm.
4. A signed copy of the Pledge of Commitment towards “Safe & Honourable Tourism”. The pledge is attached in English & Hindi as **Annexure I & II**, respectively.
5. A copy of complete Audited Balance Sheet with Director’s Report for the latest financial year.
6. **Income Tax Acknowledgement for the latest assessment year.**
7. **Service Tax Registration number from the concerned authority.**
8. The Inbound Tour operators located in rest of India should have a minimum Paid up Capital (or Capital employed) of Rs.3.00 lakh and Rs. 50,000/- in the case of North – Eastern region, remote and rural areas, duly supported by the latest Audited Balance Sheet/Statutory Auditors certificate.
9. Reference letter from Bank on its original letterhead regarding firm’s bank account and address with telephone numbers.
10. Details of staff employed giving names, designation, educational qualification & experience if any, in tourism field, and length of service in the organization (copies of certificates to be enclosed):
 - a) There should be a minimum of four qualified staff out of which at least one should have Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.
 - b) The academic qualifications may be relaxed in case of the other two staff members who are exceptionally experienced personnel in Airlines, Shipping, Transport, PR Agencies, Hotels and other corporate bodies and those who have two years experience with Ministry of Tourism approved tour operators.
 - c) For the agencies located in the North – Eastern region, remote and rural areas, there should be a minimum of two staff out of which one should be a qualified employee with a Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.
 - d) Name of focal points.

11. List of Directors/Partners or name of the Proprietor.
12. Details of office premises, whether located in commercial or residential area, exact office space in sq. ft. (at least 150 sq. ft for rest of India and 100 sq. ft for hilly areas which are located above 1000 meters from sea level) and accessibility to toilet and reception area.
13. Certificate of Statutory Chartered Accountant on original letter head in support of turnover in foreign exchange from inbound tour operations only during the last financial/calendar year which should not be less than ₹ 25.00 Lakh in case of Inbound Tour Operator from rest of India and ₹ 5.00 lakh from the North – Eastern Region, remote and rural areas. However, for the North – Eastern Region, the firm's turn – over in Rupee earnings would be treated as Foreign Exchange earnings, provided there is documentary evidence that such earnings are from inbound tour operations only. This could be certified by the firm's Statutory Auditor.
14. Demand Draft for ₹ 3,000/- towards processing fees payable to Pay and Accounts Officer, Ministry of Tourism, Government of India.
15. Documents duly stamped & attested by the Managing Director/Managing Partner/ Proprietor of the firm.

NOTE: I. *The guidelines including application form etc., may be downloaded from websites www.tourism.gov.in & www.incredibleindia.org.*

II. *The application form along with all supporting documents should be submitted in duplicate.*

III. *Please quote the reference number of Ministry of Tourism if the application is for renewal of recognition.*

IV. *When applying for Branch Office(s), separate application forms should be filled and submitted along with the required documents, in duplicate.*



GUIDELINES FOR RECOGNITION/RENEWAL OR EXTENSION AS AN APPROVED TOURIST TRANSPORT OPERATOR (TTO)

[Revised with effect from 18th July 2011]

1. The aims & objectives of the scheme for recognition of Tourist Transport Operator (TTO) are to encourage quality standard and service in this category so as to promote tourism in India. This is a voluntary scheme open to all bonafide tourist transport operators to bring them in organized sector.
2. **Definition:** A TTO is the one, who provides tourist transport like cars, coaches, boats etc., to tourists, travel agents and other service providers for transfers, sight seeing and journeys to tourist places etc.
3. The application for **approval** shall be addressed to the Assistant Director General, Travel Trade Division, Ministry of Tourism, Government of India, Room No. 23, C-1, Hutments, Dalhousie Road, New Delhi-110011. Tel. No. 011-23012805, Fax No. 011-23019476, Email: sanjay.singh1@nic.in
4. The application for **renewal/extension** shall be addressed to the RD of the concerned region as per the following addresses:-
 - a) The Regional Director (East), India Tourism, "Embassy", 4, Shakespeare Sarani, Kolkata – 700 071, West Bengal. Phone No. (033) 2282 5813/2282 1475, Fax: (033) 2282 3521, Email: indtour6100@dataone.in
 - b) The Regional Director (West), India Tourism, 123, M. Karve Road, Opp. Church Gate, Mumbai – 400 020, Maharashtra. Phone No. (022) 2208 3263/2207 4333/2207 4334, Fax: (022) 2201 4496, Email: indiatourism@vsnl.com, regdir.indtour@gmail.com
 - c) The Regional Director (North), India Tourism, 88 – Janpath, New Delhi 110 001. Phone No. (011) 2332 0342/2332 0005/2332 0008, Fax: (011) 2332 0109, Email: goitodelhi@nic.in
 - d) The Regional Director (South), India Tourism, 154, Anna Salai, Chennai – 600 002, Tamil Nadu. Phone No. (044) 2846 0285/2846 1459, Fax: (044) 2846 0193, Email: indtour@dataone.in
 - e) The Regional Director (North – East), India Tourism, Asom Paryatan Bhawan, 3rd Floor, Near Nepali Mandir, A. K. Azad Road, Paltan Bazar, Guwahati – 781 008, Assam. Phone No. (0361) 273 7554, Fax No. (0361) 273 7553, Email: indtourguwahati@nic.in
5. The **recognition** as an approved DTO shall be granted by the Ministry of Tourism, (MOT), Government of India (GOI), New Delhi initially, for five years, based on the

Inspection Report/Recommendations of a Committee comprising the **concerned Regional Director (RD) and a member of Indian Transport Association (ITTA).**

6. The renewal/extension, thereafter, shall be granted for five years after inspection conducted by a Committee comprising the concerned RD and a member of ITTA, on an application made by the TTO along with the requisite fee/documents.
7. The documents received from applicants after scrutiny in all respects would be acknowledged by the Travel Trade Division (TT Division) in MOT in respect of first approval and by the concerned RD for renewal or extension. The inspection for first approval/renewal or extension shall be conducted by the Inspection Team within a period of sixty working days from the receipt of complete application.
8. The following conditions must be fulfilled by the TTO for grant of recognition/renewal or extension by MOT:-
 - (i) The application for grant of recognition/renewal or extension shall be in the prescribed form and submitted in duplicate along with the required documents.
 - (ii) The applicant should have been in the tourist transport operation business for a minimum period of one year at the time of application.
 - (iii) TTO has operated in the above period a minimum number of six tourist vehicles with proper tourist permits issued by the concerned State Transport Authority (STA)/Road Transport Authority (RTA) for commercial tourist vehicles. Out of these six tourist vehicles, at least four must be cars. The tourist vehicles and the related documents should be in the name of the company except where the owner is a Proprietor. A list of vehicles in the prescribed proforma as at **Annexure – 1** should be attached with the application.
 - (iv) The applicant should have adequate knowledge of handling the tourist transport vehicles for transferring tourists from the Airport, Railway Stations, Bus Stations, etc., and for sight-seeing of tourists, both foreign and domestic. The drivers should have working knowledge of English and Hindi/local languages.
 - (v) The drivers of the tourist vehicles should wear proper uniform and must possess adequate knowledge of taking the tourists for sight seeing.
 - (vi) The applicant should have proper parking space for the vehicles.
 - (vii) TTO is registered with the appropriate authority for carrying on the business of operating tourist transport vehicles.
 - (viii) For the monuments protected under the Ancient Monuments and Archaeological Sites & Remains Act, 1958 (24 of 1958), the TTOs should deploy/engage the services of Regional Level Tourist Guides trained and licensed by Ministry of Tourism, Government of India or other guides authorized by the Government of India or under orders of the Hon'ble Court(s). For other monuments and destinations, the guides authorized under the orders of the appropriate authority, if any, of the concerned monument/destination should be deployed/engaged by TTOs.

- (ix) The minimum office space should be at least **150 sq. ft for rest of India and 100 sq. ft for hilly areas which are above 1000 meters from sea level.** Besides the office may be located in the commercial area and equipped with telephone, fax, computers etc. Its surroundings should also be neat and clean. There should be sufficient space for reception and easy access to the toilet facilities.
 - (x) The turn-over of the firm from Tourist Transport operations only should be a minimum of ₹ **25.00 lakh** for rest of India and ₹ **10.00 lakh** for the North – Eastern region, remote & rural areas duly supported by a Certificate issued by Statutory Auditor of the firm. In this regard, the turn over through foreign exchange and INR must be mentioned separately, by the Statutory Auditor of the firm.
 - (xi) The applicant should be income tax assessee and should submit copy of acknowledgement certificate as a proof of having filed income tax return for current assessment year.
9. For Ex-Defence personnel, the condition of being in the business of tourist transport vehicles for one year is relaxable to six months and having six vehicles is relaxable to four tourist vehicles provided the candidate is sponsored by the Director General of Resettlement, Ministry of Defence, New Delhi. However, the Ex - Defence personnel who apply under this scheme must themselves operate the tourist transport business and should not be hire men of other financiers.
10. TTO is required to pay a non-refundable fee of ₹ **3,000/-** while applying for the recognition/renewal for Head Office and each Branch Office. The fee would be made payable to the Pay & Accounts Officer, Ministry of Tourism in the form of a Bank Draft.
11. The TTO should adhere to the tenets of the Code of Conduct for “Safe & Honourable Tourism” for which the following action would have to be taken:
- (i) A signed copy of the pledge of commitment towards “Safe & Honourable Tourism” should be attached with the application either in Hindi or English language. The pledge is attached in English & Hindi as **Annexure II & III**, respectively.
 - (ii) On the day a staff member joins the TTO, he/she would be required to take/ sign the pledge. The pledge would be incorporated in the appointment letter/ joining report of the staff.
 - (iii) Two focal points would be nominated (i.e., from HRD, security side etc.) at the time of applying for approval by the TTO in the case of organizations which have more than 25 personnel. In the case of TTO with less than 25 personnel, one focal point would have to be nominated.
 - (iv) The training would be provided to the staff of the approved TTO by MOT under its Capacity Building of Service Providers (CBSP) scheme in connection with “Safe & Honourable Tourism”. The focal points of the TTO would be trained

first within first six months of MOT approval. Subsequently, the trained focal points in turn would impart further in – house training to the staff which would be arranged within next six months.

- (v) The Pledge of Commitment towards “Safe & Honourable Tourism” would have to be displayed by the TTO prominently in the front office area/lobby of the TTO.
 - (vi) The signatories of the Code of Conduct would be required to maintain a record of action taken by them in compliance of the provisions of this para, which shall be kept in their office & shown to the Committee(s) at the time of renewal.
12. The recognition/renewal or extension would be granted to the Head Office of the TTO. The Branch offices of TTO would be approved along with the Head Office or subsequently, provided the particulars of the Branch offices are submitted to MOT for recognition and for renewal or extension to the concerned RD and accepted by it.
 13. TTO so granted recognition/renewal or extension shall be entitled to such incentives and concessions as may be granted by the Government from time to time and shall abide by the terms and conditions of recognition as prescribed form time to time by MOT, GOI.
 14. TTO would have to report action taken by them in their Annual Report which shall be kept with them & shown to the Committee(s) at the time of renewal.
 15. Even though the scheme of granting approval of recognition to service providers of Travel Trade is voluntary, in nature, there is a need to have a pro - active role of MOT and Travel Trade to ensure that more and more service providers seek approval and then service the tourists. There is also a need to educate the stakeholders as well as consumers against the potential risk of availing services through the unapproved service providers.
 16. It shall be mandatory for an approved service provider of Travel Trade to prominently display the Certificate of approval of recognition/renewal or extension given by MOT in the office by pasting it on a board or in a picture frame so that it is visible to a potential tourist.
 17. The decision of MOT, GOI in the matter of recognition/renewal or extension shall be final. However, MOT may in its discretion refuse to recognize/renew or extend any firm or withdraw/withhold at any time recognition/renewal already granted with the approval of the Competent Authority. Before such a decision is taken, necessary Show Cause Notice would invariably be issued and the reply considered on merit. This would be done after careful consideration and generally, as a last resort. The circumstances in which withdrawal is resorted would also be indicated.



APPLICATION FORM FOR RECOGNITION/RENEWAL OR EXTENSION AS AN APPROVED TOURIST TRANSPORT OPERATOR (TTO)

Self attested
Passport size
photograph of
Managing Director/
Managing Partner/
Proprietor

1. Name of the Organization
- Address of Head office
- Telephone Numbers
- Fax Numbers
- Email Address
- Website Name
- Address of the Branch offices (if any)
- Telephone Numbers
- Fax Numbers
- Email Address
- (Please fill up separate application form, in duplicate for Branch Office(s), if any)**
2. Nature of the Organization (Proprietary concern, Partnership or Incorporation)
-
3. Year of registration/commencement of business (with documentary Proof)
-
4. Name of Proprietor/Partners/Directors, etc.,
- Details of their interests, if any
- In other business may also be indicated
5. Particulars of staff employed:
- Total number of staff:

Name	Designation	Qualifications	Experience	Salary	Length of Service with the firm
I.
II.
III.
IV.

Names of focal points for “Safe & Honourable Tourism”:

(i)

(ii)

6. Details of office premises (Documentary proof/Rent Agreement/Ownership Deed to be made available) – Office Space in sq. ft..... Reception area in sq. ft. Accessibility to toilets (Please write Yes or No).....
7. Name of Bankers (please attach a reference letter on original letterhead from your Bankers)
8. Name of the Auditors.
A Balance - Sheet and Profit & Loss Statement pertaining to the tourist transport operation, as prescribed under Company Law, must be submitted by each applicant. These audited statements should be in respect of your establishment for the last completed financial year or for the calendar year immediately preceding the date of submission of your application.
9. A copy of acknowledgement in respect of Income tax return for the current assessment year should be enclosed.
10. Certificate of Statutory Auditor of the firm in original regarding turnover from Tourist Transport Operations only for the preceding year/latest year.
11. Names of the Travel Agents/Tour Operators/Hotel/Airlines with whom most business is transacted.
12. Please indicate the loans and mortgages as on the date of application.
13. Number of vehicles viz. A/C Coaches, Non –A/C Coaches, Mini Coaches, cars and boats operated as commercial tourist vehicles with their Make, Model and Registration (Attach list of vehicles.)
14. Attested copies of valid permits issued by Road Transport Authority (RTA)/State Transport Authority (STA) for tourist vehicles and R.C. Books of Tourist Vehicles should be furnished.
15. Please attach publicity material such brochures/folders/leaflets/posters concerning itineraries and website address of the agency.
16. Please enclose Demand Draft of ₹ 3,000/- for Head Office and ₹ 3,000/- for each Branch Office as fee **for approval/renewal or extension.**

For Head Office, please mention:

Demand Draft No.....Date..... Amount

For Branch Office(s), please mention:

Demand Draft No (s).....Date..... Amount

Signature of Proprietor/Partner/Managing Director

Rubber Stamp

Place:

Date:

ANNEXURE - I

Particulars of vehicles of TTO (Minimum 06 vehicles out of which 04 must be cars (all in the name of the company) Copies of RC/TC should be attested. More columns may be added for extra vehicles.

S. No.	Type of vehicle	Registered in the name of	Registration No.	RC dated	Tourist Permit	TP dated	Others/ Remarks
1.							
2.							
3.							
4.							
5.							
6.							

○○○



Incredible India

PLEDGE FOR COMMITMENT TOWARDS SAFE & HONOURABLE TOURISM AND SUSTAINABLE TOURISM

I/We solemnly pledge and reiterate our commitment to conduct our business in a manner that befits the culture and ethos of our rich and ancient civilization, and the tolerant and accommodating nature of our multicultural society and protects all individuals, especially women and children from all derogatory acts which are contrary to the spirit of our country. We hereby commit to abide by the Code of Conduct for Safe and Honourable Tourism.

Recognizing that every earth resource is finite and fragile, I/We further pledge to fully implement sustainable tourism practices, consistent with the best environment and heritage protection standards, such that my/our present tourism resource requirements optimize both local community benefit and future sustainable uses.

Signature:

Name:

On behalf of:

In the presence of:



अतुल्य ! भारत

सुरक्षित और सम्मानजनक पर्यटन और सतत पर्यटन के प्रति प्रतिबद्धता के लिए प्रतिज्ञा

मैं/हम हमारी समृद्ध और प्राचीन सभ्यता की संस्कृति और लोकाचार तथा हमारी बहु-सांस्कृतिक समाज की सहनशील और उदार प्रकृति को कायम रखते हुए अपना कार्य करने की सत्य निष्ठा से प्रतिज्ञा करता हूँ / करते हैं और अपनी वचनबद्धता दोहराता हूँ / दोहराते हैं। हम उन सभी अपमानजनक कार्यों, जो हमारे देश की प्रवृत्ति के विपरीत हैं, से सभी व्यक्तियों विशेषकर महिलाओं और बच्चों की सुरक्षा सुनिश्चित करते हुए उद्यम करेंगे। हम एतद्वारा सुरक्षित एवं सम्मानजनक पर्यटन हेतु आचार संहिता के पालन का वचन देते हैं।

यह स्वीकार करते हुए कि पृथ्वी के प्रत्येक संसाधन सीमित तथा नाशवान है, मैं / हम सर्वोत्तम पर्यावरण और विरासत संरक्षण मानकों के अनुकूल सतत पर्यटन व्यवहारों को पूर्णतः कार्यान्वित करने की भी प्रतिज्ञा करता हूँ / करते हैं, ताकि मेरे / हमारे वर्तमान पर्यटन संसाधन की आवश्यकताओं का स्थानीय समुदाय के लाभ और भावी सतत उपयोगों, दोनों के लिए अधिकतम उपयोग किया जा सके।

हस्ताक्षर

नाम

की ओर से

की उपस्थिति में

LIST OF DOCUMENTS (CHECK LIST) REQUIRED FOR APPROVAL/RENEWAL OR EXTENSION AS AN APPROVED TOURIST TRANSPORT OPERATOR (TTO)

1. Application form duly filled in.
2. Two attested photographs.
3. Documentary proof (preferably registration certificates from govt.) in support of beginning of operations of your firm.
4. Please indicate the loans and mortgages as on the date of application.
5. Number of vehicles viz. AC Coaches, Non – AC Coaches, Mini Coaches, cars and boats operated as tourist vehicles with their Make, Model and Registration (Attach list of vehicles in the prescribed proforma at **Annexure - 1**)
6. A signed copy of the Pledge of Commitment towards “Safe & Honourable Tourism”. The pledge is attached in English & Hindi as **Annexure II & III**, respectively.
7. **A copy of complete Audited Balance Sheet with Director’s Report for the latest financial year.**
8. **Income Tax Acknowledgement for the latest assessment year.**
9. **Service Tax Registration number from the concerned authority.**
10. **Reference letter from Bank on its original letterhead regarding the firm’s bank account and address with telephone numbers.**
11. Details of staff employed (including drivers) giving names, educational qualification & experience if any in transport field and length of service in your organization (copies of certificates to be enclosed).
12. Names of focal points.
13. Details of office premises, area and office space in sq. ft. (150 sq. ft for rest of India and 100 sq. ft for hilly areas which are above 1000 metres from sea level) and accessibility to toilet and reception area.
14. Certificate of Statutory Auditor of the firm on original letter head in support of turnover from tourist transport operation only which should not be less than ₹ 25.00 Lakh for rest of India and ₹ 10.00 lakh for the North – Eastern region, remote & rural areas during the last financial/calendar year.
15. Name of the Travel Agents/Tour Operators/Hotel/Airlines with whom most business is transacted.

16. Attested copies of valid permits issued by Road Transport Authority (RTA)/State Transport Authority (STA) for tourist vehicles and R.C. Books of Tourist Vehicles should be furnished.
17. Demand Draft for ₹ 3,000/- towards processing fees payable to “Pay and Accounts Officer, Ministry of Tourism, Government of India.”
18. Documents duly stamped & attested by the Managing Director/Managing Partner/ Proprietor of the firm.

NOTE: I. *The guidelines including application form etc., may be downloaded from websites www.tourism.gov.in & www.incredibleindia.org.*

II. *The application form along with all supporting documents should be submitted in duplicate.*

III. *Please quote the reference number of Ministry of Tourism if the application is for renewal of recognition.*

IV. *When applying for Branch Office(s), separate application forms should be filled and submitted along with the required documents, in duplicate.*

GUIDELINES FOR RECOGNITION/RENEWAL OR EXTENSION AS AN APPROVED ADVENTURE TOUR OPERATOR (ATO)

[Revised with effect from 18th July 2011]

1. **Aims and objectives:** The aims & objectives of the scheme for recognition of Adventure Tour Operator (ATO) are to encourage quality standard and service in this category so as to promote tourism in India. This is a voluntary scheme open to all bonafide Adventure Tour Operators to bring them in organized sector.
2. **Definition:** An ATO is the one who is engaged in activities related to Adventure Tourism in India namely, water sports, aero sports, mountaineering, trekking and safaries of various kinds, etc. In addition to that he may also make arrangements for transport, accommodation, etc.
3. The application for **approval** shall be addressed to the Assistant Director General, Travel Trade Division, Ministry of Tourism, Government of India, Room No. 23, C-1, Hutments, Dalhousie Road, New Delhi-110011. Tel. No. 011-23012805, Fax No. 011-23019476, Email: sanjay.singh1@nic.in
4. The application for renewal/extension shall be addressed to the Regional Director of the concerned region as per the following addresses:-
 - a) The Regional Director (East), India Tourism, "Embassy", 4, Shakespeare Sarani, Kolkata – 700 071, West Bengal. Phone No. (033) 2282 5813/2282 1475, Fax: (033) 2282 3521, Email: indtour6100@dataone.in
 - b) The Regional Director (West), India Tourism, 123, M. Karve Road, Opp. Church Gate, Mumbai – 400 020, Maharashtra. Phone No. (022) 2208 3263/2207 4333/2207 4334, Fax: (022) 2201 4496, Email:, indiatourism@vsnl.com, regdir.indtour@gmail.com
 - c) The Regional Director (North), India Tourism, 88- Janpath, New Delhi-110 001. Phone No. (011) 2332 0342/2332 0005/2332 0008, Fax: (011) 2332 0109, Email: goitodelhi@nic.in
 - d) The Regional Director (South), India Tourism, 154, Anna Salai, Chennai – 600 002, Tamil Nadu. Phone No. (044) 2846 0285/2846 1459, Fax: (044) 2846 0193, Email: indtour@dataone.in
 - e) The Regional Director (North – East), India Tourism, Asom Paryatan Bhawan, 3rd Floor, Near Nepali Mandir, A. K. Azad Road, Paltan Bazar, Guwahati-781 008, Assam. Phone No. (0361) 273 7554, Fax No. (0361) 273 7553, Email: indtourguwahati@nic.in

5. The **recognition** as an approved ATO shall be granted by the Ministry of Tourism, (MOT), Government of India (GOI), New Delhi initially, for five years, based on the **Inspection Report/Recommendations** of a Committee comprising the **concerned Regional Director (RD) and a member of Adventure Tour operators Association of India (ATOAI)**.
6. The renewal/extension thereafter shall be granted for five years after Inspection conducted by a Committee comprising the concerned RD and a member of ATOAI, on an application made by the ATO along with the requisite fee/documents.
7. The documents received from applicants after scrutiny in all respects would be acknowledged by the Travel Trade Division (TT Division) in MOT in respect of first approval and by the concerned RD for renewal or extension. The inspection for first approval/renewal or extension shall be conducted by the Inspection Team within a period of sixty working days from the receipt of complete application.
8. The following conditions must be fulfilled by the ATO for grant of recognition/renewal or extension by MOT:-
 - i) The application for grant of recognition/renewal or extension shall be in the prescribed form and submitted in duplicate along with the required documents.
 - ii) ATO should have a minimum Paid up Capital (Capital employed) of **₹ 3.00 lakhs** duly supported by the latest audited Balance Sheet/firm's Statutory Auditor's certificate.
 - iii) The turnover in terms of foreign exchange by the firm from Adventure Tourism & Adventure Sports related activities only should be a minimum of **₹ 10.00 lakh** duly supported by a certificate issued by Statutory Auditor of the firm.
 - iv) The minimum office space should be at least **150 sq. ft for rest of India and 100 sq. ft for hilly areas which are above 1000 meters from sea level**. The office should be located in neat and clean surroundings and equipped with telephone, fax and computer/computer reservation system etc. There should be sufficient space for reception and easy access to toilets.
 - v) ATO should have a minimum of four qualified staff out of which at least one should have Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM and any institution approved by AICTE or should be trained from reputed specialized Institutes in Private/Public Sector. The owner of the firm would be included as one of the qualified employees. Either, the Owner/Director himself or their Operations - Chief employed should be well qualified in the activity the adventure operator wants to pursue, which is determined by certification by any national or international institute in the activity or minimum of eight years of practical experience.

The academic qualifications may be relaxed in case of the other two staff members who are exceptionally experienced personnel in Airlines, Shipping, Transport, PR Agencies, Hotels and other corporate bodies and those who have two years experience with MOT approved tour operators.

For the agencies located in the North – Eastern region, remote and rural areas, there should be a minimum of two qualified staff out of which one should have a Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE or should be trained from reputed specialized Institutes in Private/Public Sector. The owner of the firm would be included as one of the qualified employees.

- vi) The Agency must clearly indicate its specialization of activities or activity it wishes to pursue as business like trekking, water sports, aero sports, scuba diving, Safaris etc.
- vii) The operator must have his own Adventure equipment as well as specialized trained staff.
- viii) For the monuments protected under the Ancient Monuments and Archaeological Sites & Remains Act, 1958 (24 of 1958), the ATOs should deploy/engage the services of Regional Level Tourist Guides trained and licensed by Ministry of Tourism, Government of India or other guides authorized by the Government of India or under orders of the Hon'ble Court(s). For other monuments and destinations, the guides authorized under the orders of the appropriate authority, if any, of the concerned monument/destination should be deployed/engaged by ATOs.
- ix) The field staff members of the party must be qualified for the activity or must have minimum of five years of practical experience. The staff member must obtain an Adventure certificate from the specialized organizations like IMF (for Mountaineering/trekking) & NIWS Goa (for Water Sports/Aero sports, etc.).
- x) Field members of the company must be qualified in First - Aid/C.P.R by Red Cross or equivalent body or Certificate Course conducted by the Adventure Tour Operators Association of India.
- xi) The party must sign an undertaking for adherence to sustainable ecological practice and protection of environment in keeping with guidelines for eco-tourism and safety and security guidelines of Ministry of Tourism/Adventure Tour Operator Association of India.
- xii) It would be recommended to distribute a copy of the Eco - Tourism guidelines to each client.
- xiii) The agency must maintain in its office premises all the maps and reference material concerning the particular activities it desires to pursue as business.
- xiv) The party must have printed brochure or website clearly describing its i) present activities (ii) Its area of operation (iii) its commitment to follow Eco - Tourism guidelines.
- xv) The firm should clearly indicate the area of specialization in all their promotional and display material.

- xvi) Principles of Eco Tourism as being espoused by ATOAL Membership of PATA Green Leaf are optional.
 - xvii) ATO should have filed Income Tax Return for the current assessment year.
 - xviii) ATO should have been in operation for a minimum period of one year before the date of application.
9. Although a large number of activities come under Adventure Tourism, MOT has decided to grant recognition primarily to the following four categories of ATO (s) at this point of time:-
- I. Operators dealing with water sports.
 - II. Operators dealing with aero-sports.
 - III. Operators dealing with safaris of various types.
 - IV. Operators dealing with mountaineering and trekking.
10. **Safety guidelines:**
- (i) Safety guidelines for water sports, Aero - sports, safaris, mountaineering and trekking which have to be followed by ATOs have been appended for reference at **Annexure**. It may be noted that in a number of adventure activities, a risk is involved and, therefore, it must be ensured by the ATO that safety guidelines are strictly followed. In case the ATO is making arrangements through Sub-Agents, it would be the responsibility of the Principal Tour Operator to ensure that Sub - Agents provide proper equipment to clients and all safety measures are followed to.
 - (ii) ATO may also ensure that his counterpart abroad must obtain an undertaking from the foreign tourists that in case of any loss, damage/accident, etc., the travel agency would not be responsible and the client must be covered by the Medical Insurance and should include the cost of repatriation fee if he/she is to continue the tour.
 - (iii) **Insurance:** ATO has qualified staff to handle the operations. Since adventure has an in - built risk factor, the Clients/ATOs should be covered by insurance. This insurance is termed as "Special Contingency Policy". It is specific to cover the risk factor of the Client/ATO, i.e. it covers accidental deaths, loss of limbs and/or eyes and permanent/partial disability.
 - (iv) **Disclaimer:** MOT, GOI would not be responsible for any claims by clients of the approved ATO.
11. While submitting the application, the ATO must indicate the arrangements for emergency lift and evacuation of clients in case of mishap. In case of emergency, please indicate the equipments available for emergency lift up/evacuation of the persons. In respect of emergencies, the **undertaking** as per **Annexure-I** has to be signed by the Adventure Tour Operator.

12. ATO would be required to Pay a non - refundable fee of ₹ **3,000/-** (Rupees three thousand only) while applying for the recognition and renewal of the Head Office as well as each Branch Office. The fee would be made payable to the Pay & Accounts Officer, Ministry of Tourism in the form of a Bank Draft.
13. The ATO should adhere to the tenets of the Code of Conduct for “Safe & Honourable Tourism” for which the following action would have to be taken:
 - (i) A signed copy of the pledge of commitment towards “Safe & Honourable Tourism” should be attached with the application either in Hindi or English language. The pledge is attached in English & Hindi as **Annexure II & III**, respectively.
 - (ii) On the day a staff member joins the ATO, he/she would be required to take/ sign the pledge. The pledge would be incorporated in the appointment letter/ joining report of the staff.
 - (iii) Two focal points would be nominated (i.e., from HRD, security side etc.) at the time of applying for approval by the ATO in the case of organizations which have more than 25 personnel. In the case of ATO with less than 25 personnel, one focal point would have to be nominated.
 - (iv) The training would be provided to the staff of the approved ATO by MOT under its Capacity Building of Service Providers (CBSP) scheme in connection with “Safe & Honourable Tourism”. The focal points of the ATO would be trained first within first six months of MOT approval. Subsequently, the trained focal points in turn would impart further in – house training to the staff which would be arranged within next six months.
 - (v) The Pledge of Commitment towards “Safe & Honourable Tourism” would have to be displayed by the ATO prominently in the front office area/lobby of the ATO.
 - (vi) The signatories of the Code of Conduct would be required to maintain a record of action taken by them in compliance of the provisions of this para, which shall be kept in their office & shown to the Committee(s) at the time of renewal.
14. The recognition/renewal or extension would be granted to the Head Office of ATO. The Branch Offices of ATO would be approved along with head office or subsequently, provided particulars of Branch Offices are submitted to MOT for recognition and for renewal or extension to the concerned RD and accepted by it.
15. For recognition/renewal or extension of ATO, representatives from ATOAI specializing in such activities would be included as Inspection Team members.
16. ATO so granted recognition/renewal or extension shall be entitled to such incentives and concessions as may be granted by Government of India from time to time and shall abide by the terms and conditions of recognition as prescribed from time to time by MOT, GOI.

17. Even though the scheme of granting approval of recognition/renewal or extension to service providers of Travel Trade is voluntary, in nature, there is a need to have a pro - active role of MOT and Travel Trade to ensure that more and more service providers seek approval and then service the tourists. There is also a need to educate the stakeholders as well as consumers against the potential risk of availing services through the unapproved service providers.
18. It shall be mandatory for an approved service provider of Travel Trade to prominently display the Certificate of approval/renewal or extension of recognition given by MOT in the office by pasting it on a board or in a picture frame so that it is visible to a potential tourist.
19. The decision of MOT, GOI in the matter of recognition/renewal or extension shall be final. However, MOT may in their discretion refuse to recognize/renew or extend any firm or withdraw/withhold recognition/renewal or extension already granted with the approval of the Competent Authority at any time. Before such a decision is taken, necessary Show Cause Notice would be issued and the reply considered on merit. Termination would be done only after careful consideration and generally as a last resort. Reasons for withdrawal would be mentioned in the Show Cause Notice and final order. In special circumstances such as threat to the security of the State detailed reasons may be withheld.

GUIDELINES FOR SAFETY AND RESCUE IN ADVENTURE SPORTS

INTRODUCTION

- 1.1 An ATO is one who is engaged in activities related to Adventure Tourism in India, namely, water sports, aero sports, mountaineering and trekking, safaris of various natures, etc. In addition to that he may also make arrangements for transport, accommodation etc.

GENERAL GUIDELINES FOR ALL ADVENTURE SPORTS

- 2.1 Every group of persons taking part in adventure sports must be accompanied by a person designated as a “leader”.
- 2.2 “Leaders” must possess appropriate qualification and skills as indicated in relevant chapters of this document.
- 2.3 Every person joining a group engaged in adventure sports must receive an introductory training and leaders should be satisfied that they have acquired the skills necessary to participate.
- 2.4 Leaders should have a first aid certification and must be competent to impart first aid training in the use of stretchers.
- 2.5 Leaders should be familiar with search procedures and should brief all group members in these procedures.
- 2.6 All group members must be familiar with the use of radios where these are being used.
- 2.7 Leaders should be familiar with helicopter operations, know how to approach a helicopter and procedures for being winched up and down.
- 2.8 Leaders should be proficient in the use of maps and compasses in any weather by day or night.
- 2.9 Leaders should be satisfied that all members are medically fit to take part in the adventure sports.
- 2.10 Leaders should satisfy themselves that equipment to be used meets all the safety norms for each adventure sport; all inspections have been carried out as recommended by the manufacturer and is fit for use.
- 2.11 Under no circumstances should the capacity rated by the manufacturer of adventure

sports equipment be exceeded, any unauthorized modifications except as additional safety measures be carried out or sub standard material used.

- 2.12 Information regarding nature of activity, area of operation, period of activity, possible hazards, persons to be contacted in an emergency and list of members should be given to the concerned safety and rescue committees.
- 2.13 Suitable hand held devices with graded distress signal capabilities should be made available to adventure tourist groups at suitable prices when available in India.
- 2.14 A qualified Doctor should be available on call
- 2.15 Communication facilities such as Mobile Telephone/Walkie - Talkie etc. should be available.

GUIDELINES FOR WATER SPORTS

- 3.1 All leaders or guides must possess a valid certificate or license from a recognized institution or association. They should have an adequate experience in the concerned sport.
- 3.2 All leaders and guides must be good swimmers and should be well trained in water rescue techniques, first-aid & CPR (Cardio pulmonary resuscitation).
- 3.3 A rescue craft should always be in sight or in radio contact of the persons or group engaged in water sports. The rescue craft could be powered or un - powered according to requirements of the sport but it must have a first aid kit, spare life jackets and throw lines/rescue bags. For river sports, a minimum of two crafts (i.e. two rafts or a raft and one/two safety/rescue kayaks is a must.
- 3.4 All participants should wear suitable buoyancy aids and where necessary protective headgear. Helmets are a must for river sports.
- 3.5 In water sports, where there is a possibility of being thrown in the water, all participants should be swimmers.
- 3.6 All equipment should be inspected by a competent person or the manufacturer once every season or six months, whichever is less.
- 3.7 A log book should be maintained for each craft, which should be a record of usage, inspection, repairs and modifications. A river logbook must be maintained be maintained for river rafting operations.
- 3.8 All craft which are away from the base of operations should carry a first-aid kit, emergency equipment and repair kit. They should, where appropriate, carry navigational equipment.
- 3.9 All craft should display of the list of minimum equipment and accessories as recommended by the manufacturer.

- 3.10 The capacity rating of the craft should be prominently displayed so as to be visible to the users along with a warning of potential hazards.
- 3.11 No person should be allowed to participate under the influence of illicit drugs or alcohol.
- 3.12 Incidents and accidents should be immediately reported to the concerned safety committee.
- 3.13 Medical concerns: Those suffering from any serious medical conditions such as a weak heart, epilepsy, back/spinal problems (such as slip disc) & expecting mothers should not be allowed to participate in river sports/adventure sports such as scuba diving etc.
- 3.14 Age limit: The age limit for water sports should be prominently displayed in all literature and also base of operations. For river sports, the age limit is: 14 years & above for all sections, 10 years and above on float trips (grade II). Based on the river section/conditions, this can be relaxed by 1 or 2 years by the trip leader.
- 3.15 A liability waiver should be signed by the client prior to the river trip. This should clearly mention the inherent risks involved in the sport.
- 3.16 For river sports, life jackets must be on at all times while on the river. The life-jackets must be fastened properly and have a minimum buoyancy of 8-9 kgs. Appropriate life-jackets should be used. Inflatable life-jackets should not be used on the river.

GUIDELINES FOR AERO SPORTS

- 4.1 All aero sports must be carried out under an instructor or guide holding a valid license or certificate from a recognized institution, club or association.
- 4.2 All pilots and parachutists must be medically examined and certified fit to participate in aero sports.
- 4.3 Passengers should be medically fit and briefed on emergency procedures.
- 4.4 All aero sports should be undertaken only in day light hours.
- 4.5 Clearance in powered flying, such as micro light and powered hang gliders should be obtained from the concerned air traffic control while flying in controlled airspace. In uncontrolled areas, a responsible person should be available on ground to give take-off and landing clearances.
- 4.6 For un - powered flying, such as hang gliding and paragliding a launch master should be present at the take off site and a landing area safety officer at the landing zone.
- 4.7 First aid equipment along with suitable trained person should be available at all times.
- 4.8 All pilots, passengers and parachutists must wear protective helmets.

- 4.9 All aero sports activity must be undertaken when sky is clear of clouds; the surface is in sight and with visibility at least one nautical mile.
- 4.10 No person should be allowed to participate in aero sports under the influence of drugs and alcohol.
- 4.11 Rules for avoiding collision:
- (For these rules micro light, powered hang gliders etc. may be read as aircraft)
- (1) No aircraft shall be flown in such a way as to create a danger of collision.
 - (2) Formation flying is not recommended.
 - (3) All aircraft must avoid passing under, over or in front of another aircraft unless well clear of it.
 - (4) The lower aircraft always have right of way, except for aircraft in any emergency.
 - (5) When two aircraft approach each other head on, they should turn on their right.
 - (6) Overtaking is not allowed under any circumstances.
- 4.12 All aircraft, parachutes and airborne equipment must be inspected and certified fit by a competent person on a daily basis.
- 4.13 Log books should be maintained for all aircraft, parachutes and airborne equipment which would record its usage, inspections, modifications and repairs.
- 4.14 Repairs and modifications of airborne aero sports equipment must be carried out with the approval of the manufacturer.
- 4.15 All clubs, associations, government and other bodies offering aero sports facilities must maintain a manual of operation which should be available at the site of the aero sports activity and a copy should be sent to the concerned safety committee for review. This manual should contain standard operating procedures, list of mandatory checks of equipment, details and specifications of equipment and emergency procedures.

GUIDELINES FOR MOUNTAINEERING AND TREKKING

- 5.1 All members of mountaineering expeditions should be adequately qualified for taking part in the sport. Basic course certificate issued by National Mountaineering Institutes should be considered adequate for this purpose.
- 5.2 Leaders of mountaineering expeditions should possess adequate qualifications approved by Indian Mountaineering Foundation.
- 5.3 Members of mountaineering expeditions and trekking groups should be physically fit.

- 5.4 Equipment used for mountaineering and trekking should be UAAI certified or approved by the Indian Mountaineering Foundation.
- 5.5 Rescue equipment, such as ropes, harnesses, pulley systems and portable stretchers must be maintained as a separate kit in a suitable package marked boldly with the words "Rescue equipment".

FORMATION OF SAFETY AND RESCUE COMMITTEE

- 6.1 In addition to having an element of risk, adventure sports are usually undertaken in remote areas, often inaccessible by road. In order to minimize the risks it must be ensured that adequate safety measures are adopted by all agencies conducting adventure sports especially where tourists are involved. Rescue arrangements also have to be speedily put into operation to minimize loss of life and limb in the event of mishaps.
- 6.2 The formation, therefore, of state level committees for safety and rescue of tourists, is essential. The committees should be able to oversee implementation of safety measures and co-ordinate rescue efforts.
- 6.3 The safety and rescue committee should function as a nodal agency for all adventure activities in the state. It should draw its members from the various executive departments such as departments of Tourism, Sports, Police and military authorities and representatives from ATOAL.
- 6.4 Similar committee should be formed at the District level under the district administration.

URGENT SAFETY NOTICES

These notices would be issued subsequently, as and when required, to update these guidelines, based on suggestions and reports received.

APPLICATION FORM FOR RECOGNITION/RENEWAL OR EXTENSION AS AN APPROVED ADVENTURE TOUR OPERATOR (ATO)

Self attested
Passport size
photograph of
Managing Director/
Managing Partner/
Proprietor

1. Name of the Organization
- Address of Head office
- Telephone Numbers
- Fax Numbers
- Email Address
- Website Name
- Address of the Branch offices (if any)
- Telephone Numbers
- Fax Numbers
- Email Address
- (Please fill up separate application form, in duplicate for Branch Office(s), if any)**
2. Nature of the Organization (Proprietary concern, Partnership or Incorporation)
-
3. Year of registration/commencement of business (with documentary Proof)
-
4. Name of Proprietor/Partners/Directors, etc.,
- Details of their interests, if any
- In other business may also be indicated
5. Particulars of staff employed:
Total number of staff:

Name	Designation	Qualifications	Experience	Salary	Length of Service with the firm
I.
II.
III.
IV.

Names of focal points for “Safe & Honourable Tourism”:

- (i)
- (ii)

6. Details of office premises (Documentary proof/Rent Agreement/Ownership Deed to be made available) – Office Space in sq. ft.....Location area (please tick mark the right category) commercial residential Reception area in sq. ft..... Accessibility to toilets (Please write Yes or No)

7. Name of Bankers (please attach a reference letter on original letterhead from your Bankers)

8. Name of Auditors

A Balance – Sheet and Profit & Loss Statement pertaining to the travel business, as prescribed under Company Law, must be submitted by each applicant. These audited statements should be in respect of your establishment for the last completed financial year or for the calendar year immediately preceding the date of submission of your application. Also furnish details of your turnover in the following statement:—

PARTICULARS OF THE ADVENTURE TOUR OPERATOR (ATO) CONCERNED

- a) Paid up capital (Capital employed)
- b) Loans:

 - i) Secured
 - ii) Unsecured

- c) Reserves
- d) Current liabilities and provisions
- e) Total (a to d):
- f) Fixed assets (excluding intangible assets)
- g) Investment
- h) Current assets
- i) Intangible Assets
- j) Total (f to i)

- NOTES:** i) Reserves should include balance of profit and loss Account and exclude taxation reserve.
ii) Current liabilities and provisions should include taxation reserve.
iii) Current assets should include sundry debts, loans advances, cash and bank balance
iv) Intangible assets should include goodwill preliminary expenses, tenancy and business rights, deferred revenue expenditure, accumulated loss etc.

9. Copy of acknowledgement in respect of Income tax return for the current assessment year should be enclosed
10. Certificate of Statutory Auditor of the firm in original regarding turn over from Adventure tourism & Adventure sports related activities only for the preceding or latest year.
11. Whether any other activities are undertaken by the firm besides tour operations.
12. Please indicate membership of International Travel Organizations, if any.....
.....
13. Give details of:
 - a) Volume of tourist traffic handled up to the date of application showing foreign and domestic tourist traffic separately. Please submit a certificate from Statutory Auditor of the firm in original. This certificate should show the receipts from Adventure Tour operations and adventure sports related activities only during the financial year immediately preceding the date of submission of your application.
 - (a) Clientele: special tourist groups handled, if any, their size, frequency, etc.
 - (b) Steps taken to promote domestic tourist traffic and details of the groups handled, if any.
 - (c) Special programmes if any, arranged for foreign tourists
14. Please indicate details of trained manpower available to operate such tours. (Please give details of the persons employed in your organization who are trained and also attach copies of their certificates of training they have undertaken).
15. Whether the agency has its own equipments or hired from another handling agency. Give details of the equipment available.
16. The handling agency if located outside or at operational area must also be approved by the Ministry of Tourism, Government of India.
17. Give details of the facilities available with them (handling agency located outside) including trained manpower, equipment, etc.
18. In case of emergency, please indicate the equipments available for emergency lift up/evacuation of the persons. In respect of emergencies, the **undertaking** as per **Annexure I** has to be signed by the Adventure Tour Operator.
19. In case of any change in the scope of activities the same may be brought to the notice of MOT within one month.
20. Indicate the type of insurance facilities available with the company whether group or personal.

21. Whether porters used for adventure purposes are also experienced and insured.
22. Any additional information the organization would like to give with the reference to the adventure tourism activities undertaken by the firm.
23. Please enclose Demand Draft of ₹ 3,000/- for Head Office and ₹ 3,000/- for each Branch Office as fee for recognition/renewal.

For Head Office, please mention:

Demand Draft No.....Date..... Amount

For Branch Office(s), please mention:

Demand Draft No (s).....Date..... Amount

Signature of Proprietor/Partner/Managing Director
Rubber Stamp

Place:

Date

UNDERTAKING

I, Shri/Smt./Kumari undertake the responsibility for operation of this adventure tour (specify details) for efficient handling of the operation and bear the damages (to life or property or dislocation of environment) being the Principal Agent. I also promise that guidelines for operation of.....(Adventure Sports) as circulated by Ministry of Tourism would be followed, in letter and spirit.

Signatory
Official rubber stamp

Date:
Place:



Incredible India

PLEDGE FOR COMMITMENT TOWARDS SAFE & HONOURABLE TOURISM AND SUSTAINABLE TOURISM

I/We solemnly pledge and reiterate our commitment to conduct our business in a manner that befits the culture and ethos of our rich and ancient civilization, and the tolerant and accommodating nature of our multicultural society and protects all individuals, especially women and children from all derogatory acts which are contrary to the spirit of our country. We hereby commit to abide by the Code of Conduct for Safe and Honourable Tourism.

Recognizing that every earth resource is finite and fragile, I/We further pledge to fully implement sustainable tourism practices, consistent with the best environment and heritage protection standards, such that my/our present tourism resource requirements optimize both local community benefit and future sustainable uses.

Signature:

Name:

On behalf of:

In the presence of:



अतुल्य ! भारत

सुरक्षित और सम्मानजनक पर्यटन और सतत पर्यटन के प्रति प्रतिबद्धता के लिए प्रतिज्ञा

मैं/हम हमारी समृद्ध और प्राचीन सभ्यता की संस्कृति और लोकाचार तथा हमारी बहु-सांस्कृतिक समाज की सहनशील और उदार प्रकृति को कायम रखते हुए अपना कार्य करने की सत्य निष्ठा से प्रतिज्ञा करता हूँ / करते हैं और अपनी वचनबद्धता दोहराता हूँ / दोहराते हैं। हम उन सभी अपमानजनक कार्यों, जो हमारे देश की प्रवृत्ति के विपरीत हैं, से सभी व्यक्तियों विशेषकर महिलाओं और बच्चों की सुरक्षा सुनिश्चित करते हुए उद्यम करेंगे। हम एतद्वारा सुरक्षित एवं सम्मानजनक पर्यटन हेतु आचार संहिता के पालन का वचन देते हैं।

यह स्वीकार करते हुए कि पृथ्वी के प्रत्येक संसाधन सीमित तथा नाशवान है, मैं / हम सर्वोत्तम पर्यावरण और विरासत संरक्षण मानकों के अनुकूल सतत पर्यटन व्यवहारों को पूर्णतः कार्यान्वित करने की भी प्रतिज्ञा करता हूँ / करते हैं, ताकि मेरे / हमारे वर्तमान पर्यटन संसाधन की आवश्यकताओं का स्थानीय समुदाय के लाभ और भावी सतत उपयोगों, दोनों के लिए अधिकतम उपयोग किया जा सके।

हस्ताक्षर

नाम

की ओर से

की उपस्थिति में

LIST OF DOCUMENTS (CHECK LIST) REQUIRED FOR FIRST APPROVAL/RENEWAL OR EXTENSION AS AN APPROVED ADVENTURE TOUR OPERATOR (ATO)

1. Application form duly filled in.
2. Two attested photographs.
3. Documentary proof (preferably registration certificates from govt.) in support of beginning of operations of your firm.
4. Undertaking as per **Annexure I** in original to be signed by the Adventure Tour Operator.
5. A signed copy of the Pledge of Commitment towards “Safe & Honourable Tourism”. The pledge is attached in English & Hindi as **Annexure II & III**, respectively.
6. A copy of complete Audited Balance Sheet with the Director’s Report for the latest financial year.
7. **Income Tax Acknowledgement for the latest assessment year.**
8. **Service Tax Registration certificate from the concerned authority.**
9. **Certificate of Statutory Auditor of the firm stating the paid-up capital not less than ₹ 3.00 lakhs.**
10. Reference letter from Bank on its original letterhead regarding the firm’s bank account with address & telephone numbers.
11. Details of staff employed giving names, educational qualification & experience if any in tourism field and length of service in your organization (copies of certificates to be enclosed):
 - a) The Adventure Tour operator should have a minimum of four qualified staff out of which at least one should have Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM, any institution approved by AICTE or should be trained from reputed specialized Institutes in Private/Public Sector. The owner of the firm would be included as one of the qualified employees. Either, the Owner/Director himself or their Operations - Chief employed should be well qualified in the activity the adventure operator wants to pursue, which is determined by certification by any national or international institute in the activity or minimum of eight years of practical experience.
 - b) The academic qualifications may be relaxed in case of the other two staff members who are exceptionally experienced personnel in Airlines, Shipping, Transport, PR Agencies, Hotels and other corporate bodies and those who have two years experience with Ministry of Tourism approved tour operators.

- c) For the agencies located in the North – Eastern region, remote and rural areas, there should be a minimum of two qualified staff out of which one should have a Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE or should be trained from reputed specialized Institutes in Private/Public Sector. The owner of the firm would be included as one of the qualified employees.
- d) Names of focal points.
12. List of Directors/Partners or name of the Proprietor.
13. Details of office premises, whether located in commercial or residential area, office space in sq. ft. (The minimum office space should be at least 150 sq. ft for rest of India and 100 sq. ft for hilly areas which are above 1000 meters from sea level) and accessibility to toilet and reception area.
14. Certificate of Statutory Auditor of the firm on original letter head in support of turnover in foreign exchange from adventure tourism related activities only which should not be less than ₹ 10.00 Lakh during the last financial/calendar year.
15. Demand Draft for ₹ 3,000/- towards processing fees payable to “Pay and Accounts Officer, Ministry of Tourism, Government of India.”
16. Documents duly stamped & attested by the Managing Director/Managing Partner/ Proprietor of the firm.

NOTE: I. The guidelines including application form etc., may be downloaded from websites www.tourism.gov.in & www.incredibleindia.org.

II. The application form along with all supporting documents should be submitted in duplicate.

III. Please quote the reference number of Ministry of Tourism if the application is for renewal of recognition.

IV. When applying for Branch Office(s), separate application forms should be filled and submitted along with the required documents in duplicate.



GUIDELINES FOR RECOGNITION/RENEWAL OR EXTENSION AS AN APPROVED DOMESTIC TOUR OPERATOR (DTO)

[Revised with effect from 18th July 2011]

1. The aims & objectives of the scheme for recognition of Domestic Tour Operator (DTO) are to encourage quality standard and service in this category so as to promote tourism in India. This is a voluntary scheme open to all bonafide tour operators to bring them in organized sector.
2. **Definition:** A DTO is the one who makes arrangements for transport, accommodation, sight seeing, entertainment and other tourism related services for domestic tourists.
3. The application for **approval** shall be addressed to the Assistant Director General, Travel Trade Division, Ministry of Tourism, Government of India, Room No. 23, C-1, Hutments, Dalhousie Road, New Delhi-110011. Tel. No. 011-2301 2805, Fax No. 011-2301 9476, Email: sanjay.singh1@nic.in
4. The application for **renewal/extension** shall be addressed to the RD of the concerned region as per the following addresses:-
 - a) The Regional Director (East), India Tourism, "Embassy", 4, Shakespeare Sarani, Kolkata – 700 071, West Bengal. Phone No. (033) 2282 5813/2282 1475, Fax: (033) 2282 3521, Email: indtour6100@dataone.in
 - b) The Regional Director (West), India Tourism, 123, M. Karve Road, Opp. Church Gate, Mumbai – 400 020, Maharashtra. Phone No. (022) 2208 3263/2207 4333/2207 4334, Fax: (022) 2201 4496, Email:, indiatourism@vsnl.com, regdir.indtour@gmail.com
 - c) The Regional Director (North), India Tourism, 88-Janpath, New Delhi 110 001. Phone No. (011) 2332 0342/2332 0005/2332 0008, Fax: (011) 2332 0109, Email: goitodelhi@nic.in
 - d) The Regional Director (South), India Tourism, 154, Anna Salai, Chennai-600 002, Tamil Nadu. Phone No. (044) 2846 0285/2846 1459, Fax: (044) 2846 0193, Email: indtour@dataone.in
 - e) The Regional Director (North – East), India Tourism, Asom Paryatan Bhawan, 3rd Floor, Near Nepali Mandir, A. K. Azad Road, Paltan Bazar, Guwahati-781 008, Assam. Phone No. (0361) 273 7554, Fax No. (0361) 273 7553, Email: indtourguwahati@nic.in
5. The **recognition** as an approved DTO shall be granted by the Ministry of Tourism (MOT), Government of India (GOI), New Delhi initially, for five years, based on the **Inspection Report/Recommendations of a Committee comprising the concerned Regional Director (RD) and a member of Association of Domestic Tour Operators of India (ADTOI).**

6. The renewal/extension, thereafter, shall be granted for five years after inspection conducted by a Committee comprising of concerned RD and a member of ADTOI, on an application made by the DTO along with the requisite fee/documents.
7. The documents received from applicants after scrutiny in all respects would be acknowledged by the Travel Trade Division (TT Division) in MOT in respect of first approval and by the concerned RD for renewal or extension. The inspection for first approval/renewal or extension shall be conducted by the Inspection Team within a period of sixty working days from the receipt of complete application.
8. The following conditions must be fulfilled by the DTO for grant of recognition/renewal or extension by MOT:
 - i) The application for grant of recognition/renewal or extension shall be in the prescribed form and submitted in duplicate along with the required documents.
 - ii) DTO should have a minimum Paid up Capital (or Capital employed) of ₹ **3.00 lakh** duly supported by the latest Audited Balance Sheet/firm's Statutory Auditor's certificate.
 - iii) The turn-over of the firm from domestic tour operation business only should be a minimum of ₹ **20.00 lakh** duly supported by firm's Statutory Auditor's certificate.
 - iv) DTO should have an office under the charge of the owner or a full time member of their staff, who is adequately trained/experienced in matters regarding transport, accommodation, currency, customs regulations and general information about tourism and travel related services. However, greater emphasis may be given to effective communication skills in Hindi and English.

There should be a minimum of four qualified staff out of which at least one should have Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.

The academic qualifications may be relaxed in case of the other two staff members who are exceptionally experienced personnel in Airlines, Shipping, Transport, PR Agencies, Hotels and other corporate bodies and those who have two years experience with MOT approved tour operators.

For the agencies located in the North – Eastern region, remote and rural areas, there should be a minimum of two staff out of which one should be a qualified employee with a Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.

- v) DTO should have been in operation for a minimum period of one year before the date of application.

- vi) The minimum office space should be at least **150 sq. ft for rest of India and 100 sq. ft for hilly areas which are above 1000 meters from sea level.** Besides, the office should be located in neat and clean surroundings and equipped with telephone, fax and computer/computer reservation system etc. There should be sufficient space for reception and easy access to toilets.
 - vii) DTO should be an income tax assessee and should have filed Income Tax Returns for the last or current assessment year. They should have registered for Service Tax and made full payment of the assessed service tax for the preceding year.
 - viii) For the monuments protected under the Ancient Monuments and Archaeological Sites & Remains Act, 1958 (24 of 1958), the DTOs should deploy/engage the services of Regional Level Tourist Guides trained and licensed by Ministry of Tourism, Government of India or other guides authorized by the Government of India or under orders of the Hon'ble Court(s). For other monuments and destinations, the guides authorized under the orders of the appropriate authority, if any, of the concerned monument/destination should be deployed/engaged by DTOs.
 - ix) DTO shall contract/use approved specialized agencies in the field of Adventure Options and related services for the tourists.
9. DTO would be required to pay a non - refundable fee of ₹ **3,000/-** while applying for the recognition and renewal of Head Office as well as each Branch Office. The fee would be made payable to the "Pay & Accounts Officer, Ministry of Tourism" in the form of a Bank Draft.
10. DTO should adhere to the tenets of the Code of Conduct for "Safe & Honourable Tourism" for which the following action would have to be taken:
- (i) A signed copy of the pledge of commitment towards "Safe & Honourable Tourism" should be attached with the application. The pledge is attached in English & Hindi as **Annexure I & II**, respectively.
 - (ii) On the day a staff member joins the DTO, he/she would be required to take/ sign the pledge. The pledge would be incorporated in the appointment letter/ joining report of the staff.
 - (iii) Two focal points would be nominated (i.e., from HRD, security side etc.) at the time of applying for approval by the DTO in the case of organizations which have more than 25 personnel. In the case of DTOs with less than 25 personnel, one focal point would have to be nominated.
 - (iv) The training would be provided to the staff of the approved DTO by MOT under its Capacity Building of Service Providers (CBSP) scheme in connection with "Safe & Honourable Tourism". The focal points of the DTO would be trained first within first six months of MOT approval. Subsequently, the trained focal points in turn would impart further in - house training to the staff which would be arranged within next six months.

- (v) The Pledge of Commitment towards “Safe & Honourable Tourism” would have to be displayed by the DTO prominently in the front office area/lobby of the service provider.
 - (vi) The signatories of the Code of Conduct would be required to maintain a record of action taken by them in compliance of the provisions of this para, which shall be kept in their office & shown to the Committee(s) at the time of renewal.
11. The recognition/renewal or extension would be granted to the Head Office of the DTO. The Branch offices of DTO would be approved along with the Head Office or subsequently, provided the particulars of the Branch offices are submitted to MOT for recognition and for renewal or extension to the concerned RD and accepted by it.
 12. DTO so granted recognition/renewal or extension shall be entitled to such incentives and concessions as may be granted by the Government from time to time and shall abide by the terms and conditions of recognition as prescribed from time to time by the MOT, GOI.
 13. DTO would have to report action taken by them in their Annual Report which shall be kept with them & shown to the Committee(s) at the time of renewal.
 14. Even though the scheme of granting approval of recognition to service providers of Travel Trade is voluntary, in nature, there is a need to have a pro - active role of MOT and Travel Trade to ensure that more and more service providers seek approval and then service the tourists. There is also a need to educate the stakeholders as well as consumers against the potential risk of availing services through the unapproved service providers.
 15. It shall be mandatory for an approved service provider of Travel Trade to prominently display the Certificate of approval of recognition/renewal or extension given by MOT in the office by pasting it on a board or in a picture frame so that it is visible to a potential tourist.
 16. The decision of MOT, GOI in the matter of recognition/renewal or extension shall be final. However, MOT may in their discretion refuse to recognize/renew or extend any firm or withdraw/withhold at any time recognition/renewal already granted with the approval of the Competent Authority. Before such a decision is taken, necessary Show Cause Notice would invariably be issued and the reply considered on merit. This would be done after careful consideration and generally as a last resort. Circumstances in which withdrawal is effected would also be indicated.



APPLICATION FORM FOR RECOGNITION/RENEWAL OR EXTENSION AS AN APPROVED DOMESTIC TOUR OPERATOR (DTO)

Self attested
Passport size
photograph of
Managing Director/
Managing Partner/
Proprietor

1. Name of the Organization
 Address of Head office
 Telephone Numbers
 Fax Numbers
 Email Address
 Website Name
 Address of the Branch offices (if any)
 Telephone Numbers
 Fax Numbers
 Email Address
(Please fill up separate application form, in duplicate for Branch Office(s), if any)
2. Nature of the Organization (Proprietary concern, Partnership or Incorporation)

3. Year of registration/commencement of business (with documentary Proof)

4. Name of Proprietor/Partners/Directors, etc.,
 Details of their interests, if any
 In other business may also be indicated
5. Particulars of staff employed:
 Total number of staff:

Name	Designation	Qualifications	Experience	Salary	Length of Service with the firm
I.
II.
III.
IV.

Names of focal points for “Safe & Honourable Tourism”:

- (i)
- (ii)

6. Details of office premises (Documentary proof/Rent Agreement/Ownership Deed to be made available) – Office Space in sq. ft.....Location area (please tick mark the right category) commercial residential Reception area in sq. ft Accessibility to toilets (Please write Yes or No)

7. Name of Bankers (please attach a reference letter on original letterhead from your Bankers)

8. Name of Auditors.....

A Complete Audited Balance – Sheet and Profit & Loss Statement pertaining to the travel business, as prescribed under Company Law, must be submitted by each applicant. These audited statements should be in respect of your establishment for the last completed financial year or for the calendar year immediately preceding the date of submission of your application. Also furnish details of your turnover in the following statement:—

PARTICULARS OF THE DOMESTIC TOUR OPERATOR (DTO) CONCERNED

- a) Paid up capital (Capital employed)
- b) Loans:

 - i) Secured
 - ii) Unsecured

- c) Reserves
- d) Current liabilities and provisions
- e) Total (a to d):
- f) Fixed assets (excluding intangible assets)
- g) Investment
- h) Current assets
- i) Intangible Assets
- j) Total (f to i)

NOTES: i) Intangible assets should include goodwill preliminary expenses, tenancy and business rights, deferred revenue expenditure, accumulated loss etc.
ii) Reserves should include balance of Profit and Loss Account and exclude taxation reserve.
iii) Current liabilities and provisions would include taxation reserve.
iv) Current assets should include sundry debts, loans advances, cash and bank balance.

9. A copy of acknowledgement in respect of Income tax return for the current assessment year should be enclosed

10. Certificate of firm's Statutory Auditor in original regarding turn over from Domestic Tour Operations only for the preceding or latest year.
11. Documents pertaining to any promotional activities undertaken by the firm should be enclosed.
12. Please indicate membership of International Travel Organizations, if any.....
.....
13. Give details of:
 - (a) Volume of domestic tourist traffic handled (Please submit a certificate from Chartered Accountant). This certificate should show the receipts from Domestic Tour operation only during the financial year or the calendar year immediately preceding the date of submission of your application.
 - (b) Clientele: special tourist groups handled, if any, their size, frequency, etc.
 - (c) Steps taken to promote domestic tourist traffic and details of the groups handled, if any.
 - (d) Special programmes if any, arranged for domestic tourists.
 - (e) Please attach publicity material such as brochures/folders/leaflets/posters concerning itineraries and website address of the agency.
14. Number of conferences handled, if any, and the total number of passengers for such conferences with details of locations, etc.
15. Number of incentive tours handles.
16. Please enclose Demand Draft of ₹ 3,000/- for Head Office and ₹ 3,000/- for each Branch Office as fee for recognition/renewal or extension payable to the Pay & Accounts Officer, Ministry of Tourism.

For Head Office, please mention:

Demand Draft No.....Date..... Amount

For Branch Office(s), please mention:

Demand Draft No (s).....Date..... Amount

Signature of Proprietor/Partner/Managing Director
Rubber Stamp

Place:

Date:



Incredible India

PLEDGE FOR COMMITMENT TOWARDS SAFE & HONOURABLE TOURISM AND SUSTAINABLE TOURISM

I/We solemnly pledge and reiterate our commitment to conduct our business in a manner that befits the culture and ethos of our rich and ancient civilization, and the tolerant and accommodating nature of our multicultural society and protects all individuals, especially women and children from all derogatory acts which are contrary to the spirit of our country. We hereby commit to abide by the Code of Conduct for Safe and Honourable Tourism.

Recognizing that every earth resource is finite and fragile, I/We further pledge to fully implement sustainable tourism practices, consistent with the best environment and heritage protection standards, such that my/our present tourism resource requirements optimize both local community benefit and future sustainable uses.

Signature:

Name:

On behalf of:

In the presence of:



अतुल्य ! भारत

सुरक्षित और सम्मानजनक पर्यटन और सतत पर्यटन के प्रति प्रतिबद्धता के लिए प्रतिज्ञा

मैं/हम हमारी समृद्ध और प्राचीन सभ्यता की संस्कृति और लोकाचार तथा हमारी बहु-सांस्कृतिक समाज की सहनशील और उदार प्रकृति को कायम रखते हुए अपना कार्य करने की सत्य निष्ठा से प्रतिज्ञा करता हूँ / करते हैं और अपनी वचनबद्धता दोहराता हूँ / दोहराते हैं। हम उन सभी अपमानजनक कार्यों, जो हमारे देश की प्रवृत्ति के विपरीत हैं, से सभी व्यक्तियों विशेषकर महिलाओं और बच्चों की सुरक्षा सुनिश्चित करते हुए उद्यम करेंगे। हम एतद्वारा सुरक्षित एवं सम्मानजनक पर्यटन हेतु आचार संहिता के पालन का वचन देते हैं।

यह स्वीकार करते हुए कि पृथ्वी के प्रत्येक संसाधन सीमित तथा नाशवान है, मैं / हम सर्वोत्तम पर्यावरण और विरासत संरक्षण मानकों के अनुकूल सतत पर्यटन व्यवहारों को पूर्णतः कार्यान्वित करने की भी प्रतिज्ञा करता हूँ / करते हैं, ताकि मेरे / हमारे वर्तमान पर्यटन संसाधन की आवश्यकताओं का स्थानीय समुदाय के लाभ और भावी सतत उपयोगों, दोनों के लिए अधिकतम उपयोग किया जा सके।

हस्ताक्षर

नाम

की ओर से

की उपस्थिति में

LIST OF DOCUMENTS REQUIRED (CHECK LIST) FOR APPROVAL/RENEWAL OR EXTENSION AS AN APPROVED DOMESTIC TOUR OPERATOR (DTO)

1. Application form duly filled in.
2. Two attested photographs.
3. Documentary proof (preferably registration certificates from the Government) in support of beginning of operations of your firm.
4. A signed copy of the Pledge of Commitment towards “Safe & Honourable Tourism”. The pledge is attached in English & Hindi as **Annexure I & II**, respectively.
5. A copy of complete Audited Balance Sheet along with the Director’s Report for the latest financial year.
6. Income Tax Acknowledgement for the latest assessment year.
7. Service Tax Registration Number from the concerned authority.
8. Certificate of firm’s Statutory Auditor stating the Paid-up Capital not less than ₹ 3.00 lakh.
9. Reference letter from Bank on its original letterhead regarding the firm’s bank account with address and telephone numbers.
10. Details of staff employed giving names, educational qualification & experience if any in tourism field, and length of service in your organization (copies of certificates to be enclosed).
 - a) There should be a minimum of four qualified staff out of which at least one should have Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.
 - b) The academic qualifications may be relaxed in case of the other two staff members who are exceptionally experienced personnel in Airlines, Shipping, Transport, PR Agencies, Hotels and other corporate bodies and those who have two years experience with Ministry of Tourism approved tour operators.
 - c) For the agencies located in the North – Eastern region, remote and rural areas, there should be a minimum of two staff out of which one should be a qualified employee with a Diploma/Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.
 - d) Names of focal points.

11. List of Directors/Partners or name of the Proprietor.
12. Details of office premises, whether located in commercial or residential area, exact office space in sq. ft. (at least 150 sq. ft for rest of India and 100 sq. ft for hilly areas which are located above 1000 meters from sea level) and accessibility to toilet and reception area)
13. Certificate of Statutory Auditor of the firm on original letter head in support of turnover from domestic tour operations only which should not be less than ₹ 20.00 Lakh during the last financial/calendar year.
14. Demand Draft for ₹ 3,000/- towards processing fees payable to “Pay and Accounts Officer, Ministry of Tourism, Govt. of India.”
15. Documents duly stamped & attested by the Managing Director/Managing Partner/ Proprietor of the firm.

NOTE: I. *The guidelines including application form etc., may be downloaded from websites www.tourism.gov.in & www.incredibleindia.org.*

II. *The application form along with all supporting documents should be submitted in duplicate.*

III. *Please quote the reference number of Ministry of Tourism if the application is for renewal of recognition.*

IV. *When applying for Branch Office(s), separate application forms should be filled and submitted along with the required documents, in duplicate.*



I. LIST OF FUNCTIONAL CENTRAL INSTITUTES OF HOTEL MANAGEMENT

1.	Institute of Hotel Management & Catering Technology	Bangalore
2.	Institute of Hotel Management & Catering Technology	Bhopal
3.	Institute of Hotel Management & Catering Technology	Bhubaneswar
4.	Institute of Hotel Management & Catering Technology	Chandigarh
5.	Institute of Hotel Management & Catering Technology	Chennai
6.	Institute of Hotel Management & Catering Technology	Delhi (Pusa)
7.	Institute of Hotel Management & Catering Technology	Ghandhinagar
8.	Institute of Hotel Management & Catering Technology	Goa
9.	Institute of Hotel Management & Catering Technology	Gurdaspur
10.	Institute of Hotel Management & Catering Technology	Guwahati
11.	Institute of Hotel Management & Catering Technology	Gwalior
12.	Institute of Hotel Management & Catering Technology	Hazipur
13.	Institute of Hotel Management & Catering Technology	Hyderabad
14.	Institute of Hotel Management & Catering Technology	Jaipur
15.	Institute of Hotel Management & Catering Technology	Kolkata
16.	Institute of Hotel Management & Catering Technology	Lucknow
17.	Institute of Hotel Management & Catering Technology	Mumbai
18.	Institute of Hotel Management & Catering Technology	Shillong
19.	Institute of Hotel Management & Catering Technology	Shimla
20.	Institute of Hotel Management & Catering Technology	Srinagar
21.	Institute of Hotel Management & Catering Technology	Thiruvananthapuram

II. LIST OF FUNCTIONAL STATE INSTITUTES OF HOTEL MANAGEMENT

1.	Institute of Hotel Management & Catering Technology	Dehradun
2.	Institute of Hotel Management & Catering Technology	Gangtok
3.	Institute of Hotel Management & Catering Technology	Jodhpur
4.	Institute of Hotel Management & Catering Technology	Delhi (Lajpat Nagar)
5.	Institute of Hotel Management & Catering Technology	Chandigarh
6.	Institute of Hotel Management & Catering Technology	Kurukshehra
7.	Institute of Hotel Management & Catering Technology	Kozhikode
8.	Institute of Hotel Management & Catering Technology	Faridabad
9.	Institute of Hotel Management & Catering Technology	Trichirapalli

10.	Institute of Hotel Management & Catering Technology	Bhatinda
11.	Institute of Hotel Management & Catering Technology	Sylvassa
12.	Institute of Hotel Management & Catering Technology	Hamirpur
13.	Institute of Hotel Management & Catering Technology	Puducherry
14.	Institute of Hotel Management & Catering Technology	NITHM (Andhra)

III. LIST OF FUNCTIONAL FOOD CRAFT INSTITUTES

1.	Food Craft Institute	Ajmer
2.	Food Craft Institute	Aligarh
3.	Food Craft Institute	Balangir
4.	Food Craft Institute	Darjeeling
5.	Food Craft Institute	Udaipur
6.	Food Craft Institute	Hoshiarpur
7.	Food Craft Institute	Nawgaon

GUIDELINES OF SCHEME FOR IHMs/FCIs/IITTM/ITIs/ POLYTECHNIC INSTITUTES/UNIVERSITIES/GOVT. COLLEGES/GOVT. VOCATIONAL SCHOOLS/PSUs

The Ministry of Tourism extends financial assistance for the setting up and up-gradation of Institutes of Hotel Management & Catering Technology & Applied Nutrition (IHMs), Food Craft Institutes (FCIs) in the country. The Indian Institute of Tourism & Travel Management (IITTM) and National Council of Hotel Management & Catering Technology (NCHMCT) are also eligible for this assistance. The purpose underlying these efforts is to create institutional infrastructure that could foster and facilitate professional education and training specific to tourism, travel and hospitality industry. The institutional infrastructure, however, not only needs to be expanded constantly in order to meet the ever increasing demand of skilled personnel/professionals, but also needs to be strengthened and upgraded so that it retains/acquires internationally acceptable benchmark of quality. It is in the backdrop of this that the existing guidelines for regulating outflow of assistance have been reviewed, primarily with a view to eliminating the felt inadequacies in the scheme of things and to meet the new emerging realities, and it has been decided to adopt the following revised guidelines.

SECTION A - IHMs/NCHMCT/IITTM

Eligibility

2. A society created by the Central/State Government/UT Administration to manage an IHM shall be eligible for Central assistance. The two autonomous societies created by the Central Government, namely the Indian Institute of Tourism & Travel Management & National Council of Hotel Management & Catering Technology shall also be eligible for Central assistance.

Scope

3. Central assistance shall be admissible for the following:

New Institutes

- a) Setting up of an IHM.
- b) Setting up of centres/branches of IITTM/NCHMCT/existing IHMs.

Conditions

- i) Assistance shall be considered for the setting up of an IHM proposed by a State Government/UT Administration only after the State Government/UT Administration concerned has transferred a developed piece of land, free from all encumbrances, necessary for the purpose, measuring not less than five acres and has also committed to provide basic services/utilities like electricity, water supply, provision of sewerage etc.

- ii) Assistance shall be on the condition that the proposed IHM shall also conduct skill courses.
- iii) Assistance shall be subject to ceiling of ₹ 1000 lakhs for the setting up of an IHM. The cost thereof, if it exceeds the ceiling, shall be met by the State Government/UT Administration concerned. An additional assistance of upto ₹ 200 lakhs may be considered in case the same is intended to meet the cost of additional hostel facilities. However, quantum of assistance for the setting up of an IHM created by the Central Government, or the setting up of a centre/branch of the IITTM or NCHMCT, shall not be subject to this ceiling.
- iv) Assistance to a new IHM proposed by the State Govt./UT Administration shall be utilized subject to further ceilings of ₹ 800 lakhs on construction and ₹ 200 lakhs on purchase of equipments.
- v) Assistance may cover expenditure on such items as campus development, teaching block, administrative block, kitchens, laboratories, library, hostels, computer labs, mess, canteens, auditorium, seminar halls, basic recreational facilities, staff quarters, purchase of equipments and on any other incidental though indispensable items.

Existing Institutes

- a) Expansion of an existing Institute/including hostels to provide not only for a felt infrastructural inadequacy but also to up-grade the existing one to international standards.
- b) For new equipments required to make an institute to keep abreast with technological advancements.
- c) For modernization of institute's library.
- d) For modernization of laboratories including computer labs.

Conditions

- i) Central assistance to existing IHMs including FCIs upgraded to IHMs set up by the State Govts./UT Administrations shall be subject to over-all ceiling of ₹ 1000 lakhs in each case with ceiling of ₹ 800 lakhs on construction and ₹ 200 lakhs on equipments applied. An upgraded IHM shall be considered for assistance only upon a certification by the NCHMCT to the effect that the Institute so upgraded possesses a minimum of infrastructure (a campus with minimum area of five acres, buildings, laboratories and equipments) as to qualify as an IHM. An additional assistance of upto ₹ 200 lakhs may be considered in case same is intended to meet the cost of additional hostel facilities. The ceiling of assistance to a State IHM shall take into account the assistance extended to it previously under the Scheme.
- ii) Modernization of library and laboratories shall be treated different from construction and equipments though assistance to cover them shall also be within the ceiling of ₹ 1000 lakhs.

- iii) Assistance to Central Institutes including IITTM and NCHMCT shall be need-based not subject to a ceiling.
- iv) Assistance shall be on the condition that the IHM shall also conduct skill courses.

SECTION B - FCIs

Eligibility

- 4. A society created by the Central Government/State Government/UT Administrations to manage an FCI shall be eligible for Central assistance.

I. NEW FCIs

Scope

- 5. Central assistance shall be admissible for the setting up of an FCI.

Conditions

- i) Assistance shall be considered for the setting up of an FCI by the Central Government or proposed by a State Government/UT Administration. In the latter case, assistance shall be considered only after the State Government/UT Administration concerned has transferred a developed piece of land, free from all encumbrances, necessary for the purpose, measuring not less than three acres and has also committed to provide basic services/utilities like electricity, water supply, provision of sewerage etc. Assistance shall also be considered for the setting up an FCI in an existing building offered by the State Government/UT Administration concerned for the purpose provided such change over is otherwise feasible.
- ii) Assistance shall be subject to ceiling of ₹ 475 lakhs for the setting up of an FCI. The cost thereof, if it exceeds the ceiling, shall be met by the State Government/UT Administration concerned. However, quantum of assistance for the setting up of an FCI created by the Central Government shall not be subject to this ceiling.
- iii) Assistance to a new FCI proposed by the State Govt./UT Administration shall be utilized subject to further ceilings of ₹ 375 lakhs on construction and ₹ 100 lakhs on purchase of equipments.
- iv) Assistance may cover expenditure on such items as campus development, teaching block, administrative block, kitchens, laboratories, library, hostels, mess, canteens, auditorium, seminar halls, basic recreational facilities, staff quarters, purchase of equipments and on any other incidental though indispensable item.

II. EXISTING FCIs

- i) Expansion of an existing Institute/including hostels to provide not only for a felt infrastructural inadequacy but also to up-grade the existing one.
- ii) For replacing equipments which are dated or which are spent or for acquiring new equipments necessary to keep abreast with technological advancements.
 - a) For the modernization of library.
 - b) For the modernization of laboratories.

Conditions

- i) Central assistance to an existing FCI set up by the State Govt./UT Administration shall be subject to over-all ceiling of ₹ 475 lakhs with ceiling of ₹ 375 lakhs on construction and ₹ 100 lakhs on equipments applied. Modernization of library and laboratories shall be treated different from construction and equipments though assistance to cover them shall also be within the ceiling of ₹ 475 lakhs. The ceiling of assistance to a State FCI shall take into account the assistance extended to it previously under the Scheme.
- ii) Assistance to Central FCIs shall be need-based not subject to any ceiling.

SECTION C - EXECUTIVE DEVELOPMENT CENTRES

6. No new Executive Development Centres (EDCs) shall be sanctioned though assistance to the EDCs that already stand sanctioned will continue on terms o fconditions of each sanction. The Ministry of Tourism will, however, promote setting up of EDCs in public private partnership mode.

SECTION D - OTHER GENERAL CONDITIONS/NORMS

7. Central assistance shall be further subject to the following conditions/norms:
 - i) Central assistance shall under no circumstances be utilized for meeting recurring and/or establishment expenditures.
 - ii) IHMs/FCIs shall normally charge fee as prescribed by the NCHMCT.
 - iii) There shall be at least three nominees of the Ministry of Tourism on the Board of Governors (BOGs) of an IHM/FCI society.
 - iv) IHMs/FCIs shall follow the academic/admission norms prescribed by the NCHMCT. Admissions to IHMs shall be on the basis of a joint entrance examination. An undertaking to this effect shall be given by the State Government/UT Administration concerned before funds are sanctioned for the setting up an IHM.
 - v) The State Government/UT Administration or the society concerned shall complete the building project, including expansion/up-gradation of the existing building, within a period of three years or such period as may be prescribed by the Central Ministry of Tourism depending on the nature of the project.

- vi) Proposal for new IHM/FCI shall be submitted by the State Government/UT Administration duly supported with 'Detailed Project Report' prepared by a reputed/established agency having experience and capability of executing such projects.
- vii) Central assistance shall be further subject to any other project specific conditions that the Central Ministry of Tourism may impose.

SECTION E - PROMOTIONAL INITIATIVES

8. The Ministry of Tourism may consider, on being approached, one time Central Financial Assistance not exceeding ₹ 200 lakhs to a governmental institute, such as ITI, polytechnic institute, university, college owned by a government or a university, a public sector undertaking which offers course(s) specific to hospitality crafts (including management courses) or travel/tourism, for facilitating development of institutional infrastructure, subject to conditions that the Ministry may impose on case to case basis. Similarly, the Ministry may also consider, on being approached, one time CFA not exceeding ₹ 25 lakhs to a government school (including a Kendriya Vidyalaya) which offers hospitality/tourism course at +2 stage, to enable it to develop laboratory and acquire equipments necessary for and specific to the course. The assistance shall be subject to such conditions as the Ministry may impose on case to case basis. The assistance will broadly cover the following :

a) INDUSTRIAL TRAINING INSTITUTES

Recipient: Institutions planning to conduct hospitality programmes.

Amount: For expenditure on civil works, equipment, furniture and fixtures etc. subject to a maximum of ₹ 2 crores.

Courses to be conducted: One year and upto two years trade certificate (after class X) in;

- a. Food Production
- b. House keeping
- c. Front Office
- d. Food & Beverage Service
- e. Bakery & Confectionary

Group sizes: Theory: 50 Students Practical: 25 Students (At least two trades will be offered)

Civil works: Assistance limited upto ₹ 100 lakhs

- 1. Minor alterations & modifications.
- 2. Improvement of Kitchen, Pantry and training restaurant flooring.
- 3. Improvement in wall surface (glazed tiles etc.) of kitchen and pantry.
- 4. Plumbing and electrical improvement work for kitchen, pantry and training restaurant.

Heavy & Small Equipment, Furniture & Fixtures etc. in; (Assistance limited upto ₹ 150 lakhs)

1. Basic Training Kitchen
2. Advanced Training Kitchen/Pantry/Scullery
3. Quantity Food Kitchen & Pot Wash Area
4. Larder
5. Demonstration Kitchen
6. Basic Training Restaurant
7. Advanced Training Restaurant
8. Bar
9. Student Dining Hall & Scullery
10. General Stores
11. Front Office Lab
12. House Keeping Lab
13. Linen Room
14. Laundry
15. Demonstration Lab (House Keeping)
16. Bakery
17. Confectionery

NOTE: *It is only an illustrative list and not exhaustive.*

b) VOCATIONAL SCHOOLS

Recipient: +2 level Vocational stream schools planning to conduct hospitality programmes.

Amount: For expenditure on civil works, equipment, furniture and fixtures etc. subject to a maximum of ₹ 25 lakhs.

Courses to be conducted:

- a) Two year Vocational course in Food Production
- b) Two year Vocational course in Food & Beverage Service

Group sizes: Theory: 60 Students Practical: 30 Students

Civil works: Assistance limited to ₹ 5 lakhs

1. Minor alterations & modifications.
2. Improvement of Kitchen, Pantry and training restaurant flooring.
3. Improvement in wall surface (glazed tiles etc.) of kitchen and pantry.
4. Plumbing and electrical improvement work for kitchen, pantry and training restaurant.

Heavy & Small Equipment, Furniture & Fixtures etc. in; (Assistance 20 Lakhs)

1. Training Kitchen:
2. General Stores:
3. Basic Training Restaurant

NOTE: It is only an illustrative list and not exhaustive.

c) UNIVERSITIES & OTHER COLLEGES

Recipient: Institutions planning to conduct hospitality & travel tourism programmes.

Amount: For expenditure on civil works, equipment, furniture and fixtures etc. subject to a maximum of ₹ 200 lakhs.

Courses to be conducted after 10+2 stage:

- a) Three year diploma/degree in Hotel Management, Travel & Tourism
- b) One/Two year trade diploma in; atleast one of the following :
- c) Food Production
- d) House keeping
- e) Front Office
- f) Food & Beverage Service
- g) Bakery & Confectionary

Group sizes: Theory: 40 Students & Practical: 20 Students

Civil works: Assistance limited to 50 lakhs.

1. Minor alterations & modifications.
2. Improvement of Kitchen, Pantry and training restaurant flooring etc.
3. Improvement in wall surface (glazed tiles etc.) of kitchen and pantry.
4. Plumbing and electrical improvement work for kitchen, pantry and training restaurant.

Heavy & Small Equipment, Furniture & Fixtures etc. in; (Assistance 150 Lakhs)

1. Basic Training Kitchen
2. Advanced Training Kitchen/Pantry/Scullery
3. Quantity Food Kitchen & Pot Wash Area
4. Larder

5. Demonstration Kitchen
6. Basic Training Restaurant
7. Advanced Training Restaurant
8. Bar
9. Student Dining Hall & Scullery
10. General Stores
11. Front Office Lab
12. House Keeping Lab
13. Linen Room
14. Laundry
15. Demonstration Lab (House Keeping)
16. Bakery
17. Confectionery

NOTE: It is only an illustrative list and not exhaustive.

d) POLYTECHNICS & PSUs

Recipient: Institutions planning to conduct hospitality & travel tourism programmes.

Amount: For expenditure on civil works, equipment, furniture and fixtures etc. subject to a maximum of ₹ 200 lakhs.

Courses to be conducted after 10+2 stage:

- a. Three year diploma/degree in Hotel Management, Travel & Tourism
- b. One/Two year trade diploma in atleast one of the following
- c. Food Production
- d. House keeping
- e. Front Office
- f. Food & Beverage Service
- g. Bakery & Confectionary

Group sizes: Theory: 40 Students & Practical: 20 Students

Civil works: Assistance limited to 50 lakhs.

1. Minor alterations & modifications.
2. Improvement of Kitchen, Pantry and training restaurant flooring etc.

3. Improvement in wall surface (glazed tiles etc.) of kitchen and pantry.
4. Plumbing and electrical improvement work for kitchen, pantry and training restaurant.

Heavy & Small Equipment, Furniture & Fixtures etc. in; (Assistance 150 Lakhs)

1. Basic Training Kitchen
2. Advanced Training Kitchen/Pantry/Scullery
3. Quantity Food Kitchen & Pot Wash Area
4. Larder
5. Demonstration Kitchen
6. Basic Training Restaurant
7. Advanced Training Restaurant
8. Bar
9. Student Dining Hall & Scullery
10. General Stores
11. Front Office Lab
12. House Keeping Lab
13. Linen Room
14. Laundry
15. Demonstration Lab (House Keeping)
16. Bakery
17. Confectionery

NOTE: It is only an illustrative list and not exhaustive.



REVISED GUIDELINES OF SCHEME FOR PRODUCT/INFRASTRUCTURE DEVELOPMENT FOR DESTINATIONS AND CIRCUITS

I. In the 9th Plan assistance was provided in the following fields:-

1. Construction of budget accommodation.
2. Tourist complexes.
3. Wayside amenities.
4. Tourist Reception Centre.
5. Refurbishment of monuments.
6. Special tourism projects.
7. Adventure and sports facilities.
8. Sound and Light shows and illumination of monuments.

These schemes were merged into following two schemes during the 10th five year plan.

- (1) Integrated Development of Tourist Circuits
- (2) Product/Infrastructure and Destination Development.

2. In order to carefully regulate the Product Development the above two schemes are now merged into one scheme “**Product/Infrastructure Development for Destinations and Circuits**”. This scheme will have the following two components;
 - A) Major destinations and circuits development
 - B) Rural Tourism infrastructure development

A. Major destinations and circuits development

3. The focus under this revised scheme will be on the improvement of existing product and developing new tourism products to the world standard. It will also focus on Integrated Infrastructure Development of the tourist sites. These tourist sites/ destinations would be carefully selected based on its tourism potential. The aim would be to provide all infrastructure facilities required by the tourists within such destinations and circuits. Master Planning of these destinations and circuits will be undertaken so as to develop them in an integrated holistic manner. The aim will be convergence of resources and expertise through coordinated action with State Governments/U.Ts and Private Sectors. Tourist Destinations and Circuits in each State would be identified in consultation with the State Governments and would be taken up for development. This would include activities ranging from preparation of a master plan to implementation of the master plan. Projects to be taken up under this scheme should follow an integrated, projectised, area development approach. Comprehensive DPRs should be prepared for each project after consultations with all the stakeholders.

4. **Definition of a destination:** Destination is a place of tourist interest. For being eligible under this scheme the destination must be among the most visited sites in the State, or a recognized Heritage monument. A group of tourist attractions located in the same village, town or city would also qualify.
5. **Definition of a Circuit:** A tourist Circuit is defined as a route on which at least three major tourist destinations are located such that none of these are in the same town, village or city. At the same time they are not separated by a long distance. It should have well defined entry and exit points. A tourist who enters at the entry point should get motivated to visit all the places identified on the circuit. The objective of having a tourist circuit is to increase the total provide to the tourist the attractions of all the destinations located on the circuit.
6. **Identification of tourist destinations and Circuits:** The destinations & circuits will be selected on the basis of its tourism potential in consultation with the State Governments. The Destinations/Circuits to be taken up for development will be identified by the Ministry of Tourism at the beginning of each year. A tourist circuit could be limited to a State or it could be a regional circuit covering more than a State/ UT. The identification of the project, the implementing agency, and the mode of channelisation of funds would be done in consultation with the State Govt./UT Administration.
7. **Funding pattern of the project:** The Ministry of Tourism would bear 100% of the project cost based on the project plan and estimates submitted, excluding the items which are the exclusive responsibility of the State Governments, as mentioned at para 8 below. While there may be no ceiling on project cost, Government of India contribution would be capped at ₹ 25 crore for destination development and ₹ 50 crore for circuit development for identified major destinations and circuits based on tourist traffic. However, the existing ceiling of ₹ 5 crore and ₹ 8 crore for destination and circuit respectively would continue for other projects. In respect of each large project involving central financial assistance of ₹ 25 crore and above, the Ministry should formalise MOUs with State Government and other stakeholders indicating the works to be undertaken by them in physical and financial terms. Total project should include contribution from State Government and contribution from other stakeholders. State Government contribution towards land, rehabilitation package, O&M and external infrastructure like water supply, electricity and roads, as envisaged in para-8 below, should be quantified in the DPR. The provisions for preparation of comprehensive DPRs for Destinations/Circuit Project will be as follows: a) Large Destinations/Circuit Project involving central financial assistance of ₹ 25 crore and above will be assisted towards the cost of DPR preparation amounting to 50% of the total cost of DPR preparation or ₹ 15 lakh, whichever is lower. b) As far as the assistance towards preparation of DPR for smaller projects of destination/circuits are concerned, the assistance will be limited to 50% of the total cost of DPR preparation or ₹ 10 lakh, whichever is lower.

8. **Activities/items under State/UT component:** The State/UT Governments will be fully responsible for the following components of the project:
- i) Making the land available for development.
 - ii) Implementation of rehabilitation package, where shifting of dwellings or commercial units is required. However, the Government of India would provide assistance for construction of Tourist Reception Centres including shopping complexes to house the displaced shops.
 - iii) Operation, maintenance and management of the assets created.
 - iv) External infrastructure like Water Supply, Electricity and Roads (not covered under para 9 (iv) below)
9. **Activities/items under Central component:** The assistance under this scheme will be focussed on development of public goods instead of private goods. There should also be convergence with other programmes of Government and duplication shall be avoided. The following works may be taken up under the Scheme under the Central component.
- i. Improvement of the surroundings of the destination. This would include activities like land scaping, development of parks, fencing, compound wall etc.
 - ii. Illumination of the Tourist destination and the area around and SEL Shows etc.
 - iii. Providing for improvement in solid waste management and sewerage management, Public Conveniences, etc.
 - iv. Improvement of road connectivity leading to the tourist sites, especially from the National Highways/State highways and other entry points.
 - v. Construction of Wayside Public Conveniences
 - vi. Construction of Budget Accommodation, Restaurant & Wayside Amenities including one time assistance for its air-conditioning and furnishings. This component will be supported only in selected places of Jammu & Kashmir and all North Eastern States, and Eco-tourism projects where private sector investment is not forthcoming or not possible.
 - vii. Procurement of equipments directly related to tourism, like Water Sports, Adventure Sports, Eco-friendly modes of transport for moving within the Tourism Zone and equipments for cleaning of the tourist destination will be eligible for 25% grant.
 - viii. Construction of public buildings which are required to be demolished because of implementation of the Master Plan.
 - ix. Refurbishment of the Monuments.

- x. Signages and display boards showing Tourist Area Maps and documentation on places of interest at the locations.
 - xi. Tourist Arrival Centres, Reception Centres, Interpretation Centres Improvement of municipal services directly related to Tourism
 - xii. Other work/activities directly related to tourism.
10. **Release of Funds:** The funds would be released to the implementing agency as indicated in Para 6 above in three instalments for identified destination and circuit amounting to ₹ 25 crore and ₹ 50 crore respectively, once the detailed cost estimates of the projects are received. On sanction of the project, the first instalment of 50% of the approved Central Financial Assistance (CFA) will be released to the implementing agency. The second instalment of 30% will be released after receipt of 50% utilisation certificate of the previous instalment. The balance 20% would be released on the completion of the work and on receipt of the Utilisation Certificate. However, CFA in two instalments would be released for other destination and circuit sanctioned for ₹ 5 crore and ₹ 8 crore respectively. The first instalment in this case will be 80% of the approved CFA on sanction of the project and second instalment will be balance 20% of the approved CFA on the completion of the work and on receipt of the Utilisation Certificate.
11. **Codal formalities:** The Implementing agency shall follow all codal formalities while awarding contracts and procurement of equipment and ensure complete transparency in its transactions. There would not be any compulsion to execute projects through CPWD. The execution of projects would primarily be the responsibility of State Governments and local agencies. However, whenever a project is to be driven by the Central Government, central agencies could be engaged both for project preparation and for implementation with consent of State/U.T. Govt. concerned.
12. **Management of assets created:** The infrastructure and assets created will be maintained and managed by the State/UT Governments or their agencies with no financial commitment to Govt. of India. The sustainable maintenance plan for the assets to be created must be built into the project proposal for this purpose.
13. **Monitoring Committee:** State level Monitoring Committees would be set up under the Chairmanship of the respective Secretary (Tourism) of the State/UT Government. This Committee would consist of a nominee of the Ministry of Tourism, Govt. of India and a nominee of the implementing agency. This committee will monitor the physical and financial progress of the sanctioned projects and submit the reports to the Ministry on regular basis. The Committee will be responsible for completion of projects within the stipulated period.

B. Rural Tourism Infrastructure Development

14. Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural tourism is definitely useful for a country like India, where almost 74% of the population resides in its

7 million villages. Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of urban lifestyles have led to a “counter-urbanization” syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the rural areas leading to desertion of villages. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a Rural Tourism Product.

Under this Scheme, thrust will be to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and new geographic regions. Key geographic regions would be identified for development and promotion of Rural Tourism. The implementation would be done through a Convergence Committee headed by the District Collector. Activities like improving the environment, hygiene, infrastructure etc. would be eligible for assistance. Apart from providing financial assistance the focus would be to tap the resources available under different schemes of Ministry of Rural Development, State Govts. and other Ministries/ Departments of the Govt. of India.

15. **Definition of Rural Tourism:** Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. Rural tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and ecotourism. As against conventional tourism, rural tourism has certain typical characteristics like: it is experience oriented, the locations are sparsely populated, it is predominantly in natural environment, it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions.
16. **Identification of villages:** Each State/UT Govt. would be requested to furnish proposals for promotion of rural tourism. Based on the merits, the proposals would be identified for implementation in the country.
17. **Preparation of detailed plan for implementation of the project:** After short listing the proposals, the State/UT Govts would be requested to draw up a detailed plan of action. The thrust here would be to achieve convergence between the different schemes of the Govt. of India and the State Govts. It should be ensured that at least 50% of the project should be implemented through achieving convergence of different schemes. Assistance upto ₹ 3.00 lakh would be provided to the State Govt. for engaging an expert for preparing the project report.
18. **Assistance under the Scheme:** A maximum of ₹ 50 lakh would be sanctioned under this scheme. The activities listed under the para 19 could be taken up.

19. **Permissible activities:** The following works may be taken up under the Scheme:
- i) Improvement of the surroundings of the village. This would include activities like landscaping, development of parks, fencing, compound wall etc.
 - ii) Improvements to roads within the Panchayat limits. This shall not include any major road which connects the village.
 - iii) Illumination in the village.
 - iv) Providing for improvement in solid waste management and sewerage management.
 - v) Construction of Wayside Amenities.
 - vi) Procurement of equipments directly related to tourism, like Water Sports, Adventure Sports, Eco-friendly modes of transport for moving within the tourism zone.
 - vii) Refurbishment of the Monuments.
 - viii) Signages.
 - ix) Reception Centres.
 - x) Other work/activities directly related to tourism.
 - xi) Tourist Accommodation.
20. **Constitution of a Convergence Committee:** A Convergence Committee would be set up under the District Collector with all stakeholders as members, to oversee the implementation of the project. Since, there is a need for flexibility and innovation while implementing such projects, therefore, this Committee will also decide to change sanctioned items based on new perceptions emerging during implementation within overall project plan and cost already sanctioned keeping the Ministry of Tourism informed for record.
21. **Execution of the works:** The execution of the work would be entrusted to any Central Govt./State Govt. agency and the funds would be released directly to the implementing agency by the Govt. of India as recommended by the State Govt.
22. **Installments of release:** On sanction of a work the first instalment of 80% of the sanctioned amount of CFA will be released. The second instalment of 20% would be released on submission of the UC and completion certificate.
23. **Codal formalities:** The implementing agency shall follow all codal formalities while awarding contracts and procurement of equipments and ensure complete transparency in its transactions. While executing the works the implementing agency shall follow the Schedule of rates prescribed by the CPWD or the State PWD or Zila Parishad/Panchayat or DRDA or Rural Engineering Department. However, if there is any item of work to be undertaken does not have rates prescribed by any one of the above mentioned agencies then the District Collector could certify the reasonableness of the rates.

24. **Management of assets created:** The infrastructure and assets created will be maintained and managed by the State/UT Governments or their agencies with no financial commitment to Govt. of India. The sustainable maintenance plan for the assets to be created must be built into the project proposal for this purpose.



REVISED SCHEME OF ASSISTANCE FOR LARGE REVENUE GENERATING PROJECTS

1. **Preamble:** 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 efficiencies, it is proposed to promote large revenue generating projects for development of tourism infrastructure.
2. **Scope of the Scheme:** Large revenue generating project, which can be admissible for assistance under this scheme, should be a project, which is also a tourist attraction, or used by tourists and generates revenue through a levy of fee or user charges on the visitors. Projects like Tourist trains, Cruise vessels, Cruise Terminals, Convention Centres, Golf Courses open for both domestic and international tourists, Health and Rejuvenation facilities and last mile connectivity to tourist destinations (air and cruise including heli tourism) etc. would qualify for assistance. However, this is only an illustrative list and Ministry of Tourism will examine all such cases critically and will have the final say on whether or not the project under consideration has a tourism impact. Hotel & Restaurant component will not be eligible for assistance under the scheme either on a stand-alone basis or as an integral part of some other project. However, catering facility (not open for general public) as integral part of the project to meet the in house needs could be eligible for assistance. Procurement of vehicles and sports facilities like stadiums will also not be eligible for assistance under the scheme.
3. **Promoters of Project:** The projects promoted by Public Sector undertakings, Agencies, or Autonomous Bodies of Central/State Governments as well as projects promoted by private sector/PPP Projects recommended by the State Governments/UT Administrations will be eligible for assistance.
4. **Eligibility for assistance:** Justification for providing assistance/subsidy. would be ascertained on the basis of feasibility study/DPR at the stage of consideration of the project by the Competent Authority. The projects selected for assistance under this scheme would not be eligible for subsidy from other schemes of Central Government or State Governments. Similarly, the projects which have already availed subsidy/financial assistance from any other scheme of the Central or State Govt., would not be eligible for Government of India assistance under this scheme.
5. **Requirement of a Special Purpose Vehicle (SPV):** A SPV would have to be set up by the implementing partners in case a private party is promoting the project on its own or in PPP mode, prior to the consideration of their project under this scheme. However, where the promoter of the project is a State PSU, Agency, Autonomous Body or Central Govt. PSU, Agency or Autonomous Body, a separate SPV need not be required. In both the cases, a separate Project Management Group would be

required and separate accounts would be maintained for the project. The Project Management Group, where SPV has to be set up will consist of, (i) MD/CEO of the SPV (ii) Project Director/Manager (iii) Finance Director (iv) A representative of the State Govt. to be nominated by them. In the other cases, the Project Management Group will consist of (i) MD/CEO of State PSUs/Central PSUs/Statutory Body, (ii) State Tourism Secretary(where State Govt. is directly involved), (iii) Project Director/Manager (iv) Finance Director of the Central/State PSU/Statutory Body or the Director-Finance Department of State Government.

6. **Appraisal/Feasibility Report:** All project proposals under this scheme must be accompanied by project appraisal carried out by an independent public financial institution. The public financial institution should clearly state that the project is financially viable. In case of private sector/PPP projects the financial institutions should also indicate their willingness to provide loan for the project. In case the promoter wants to take loan from another financial institution/bank, their appraisal and a letter from them clearly indicating willingness to grant loan for the project should be enclosed with the proposal. Grant-in-aid for preparation of DPR would be admissible at 50% of the actual cost subject to a maximum of ₹ 25 lakh per project. No Grant-in-aid would be admissible for preparation of Feasibility Report. Public financial institutions, in this case, will include a public financial institution under Section 4A of the Companies Act, 1956 and any institution notified by the Government as authorized to discharge the functions of a public financial institution under this Scheme. Anyone of these institutions could also fund the large revenue generating projects admissible under the scheme.

7. **Norms for funding:** The amount of assistance under the scheme would be released to Public Sector Undertakings, Agencies or Autonomous Bodies of Central/State Governments if the project is promoted by them. In case of private sector/PPP project, the assistance would be released to SPV through the financial institutions. The quantum of subsidy for Private Sector/PPP projects will be determined through a competitive bidding process undertaken by the concerned State Governments/UT Administrations. Specific reasons will be required to be brought on record in case competitive bidding process is not adopted for determining the quantum of subsidy. In such cases a High Level Committee constituted by the Ministry of Tourism will recommend the exemption from competitive bidding process as well as quantum of subsidy. There should be a minimum loan component of 25% in the case of private sector/PPP projects. The subsidy under the scheme will have a cap of ₹ 50 Cr. subject to a maximum of 25% of total project cost or 50% of equity contribution of the promoters, whichever is lower. The total project cost in this case will mean the total of:
 - i. Capital cost of the project, including cost of land, material, labour, transport, consumables, testing, commissioning, overheads, contingencies, interest during construction, insurance and supervision (including any taxes and levies);
 - ii. Pre-operative cost such as formulation, development, design and engineering; and expenses related to fund mobilization if required, such as fees for financial services and brokerage. In case of Public Sector projects the first installment,

limited to 25% of the assistance to be provided by the Ministry, will be released only after 25% of the total cost of the project has been contributed by the promoter and the implementation of the project has started. The second installment, limited to 50% of the assistance to be provided by the Ministry, would be disbursed only after 50% of the promoter's amount is contributed. The last installment of balance 25% of the assistance, to be provided by the Ministry, will be released after the project is fully functional. In case of private sector/PPP projects the assistance would be credit linked. The first installment, limited to 25% of the assistance to be provided by the Ministry will be released only after 25% of the total cost of the project has been contributed by the promoters and proportionate loan amount has also been disbursed. The second installment limited to 50% of the assistance to be provided by the Ministry would be disbursed only after 50% of the promoter's amount is contributed and proportionate amount of loan is also disbursed. The last installment of balance 25% of the assistance, to be provided by the Ministry, will be released after the project is fully functional. Release of funds for projects sanctioned till 31.3.2007 will however; be in accordance with the guidelines in operation from 2.11.2006 to 31.3.2007.

8. **Recovery of Government Grant:** In case the project is not completed after release of one or more installments of grant due to some reasons including omissions and commissions of the promoters, the amount of grant will be recoverable. The amount of grant will also be recoverable for failure on the part of promoters to comply with the terms and conditions specific to tourism development in each case. Recoveries will be with penal interest.
9. **Approval procedures:** The project proposals will be appraised by SFC/EFC depending upon the cost of the project before obtaining approval of the competent expenditure sanctioning authority.
10. **Monitoring and Evaluation:** The financial institution, which is funding the project, will be responsible for regular monitoring and periodic evaluation of project compliance with agreed milestones and performance levels. In case there is no financial institution involved in the project then an agency will be designated while sanctioning the project for regular monitoring and evaluation as stated above and the cost for the same will be met out of the scheme. Ministry of Tourism will have a separate Monitoring Group consisting of the concerned Joint Secretary & Director in charge of the scheme along with Financial Advisor to regularly monitor and review the sanctioned projects.



REVISED GUIDELINES FOR MARKET DEVELOPMENT ASSISTANCE (MDA) SCHEME

(November, 2009)

The Marketing Development Assistance Scheme (MDA), administered by the Ministry of Tourism, Government of India, provides financial support to approved tourism service providers (i.e. hoteliers, travel agents, tour operators, tourist transport operators) etc., approved by the Ministry of Tourism, Govt. of India or by the State Tourism Department in the case of Jammu & Kashmir and the North-Eastern States (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura) for undertaking the following tourism promotional activities abroad:

- (A) Sales-cum-study tour
- (B) Participation in fairs/exhibitions
- (C) Publicity through printed material

A. SALE-CUM-STUDY TOUR

In order to encourage the small and medium level service providers to go and promote Indian tourism products abroad, Ministry of Tourism, Government of India provides financial assistance to tourism service providers approved by the Ministry of Tourism, Govt. of India or by the State Tourism Department in the case of Jammu & Kashmir and the North-Eastern States, for undertaking sale-cum-study tours to foreign countries.

TERMS AND CONDITIONS

1. Financial Assistance would be permissible on travel expenses by air from India to any other country and/or by air/euro rail from one country to another country abroad, in economy excursion class fare @ 75% of the fare. This would, however be subject to an upper ceiling to ₹ 1,50,000/- (Rupees one lakh fifty thousand only) per tour. No financial assistance is provided for travel within India.
2. One sale-cum-study tour by the tourism service provider to a particular country in one financial year is eligible for MDA assistance.
3. The tour to single country or a group of countries shall be for a minimum of two-nights stay abroad excluding journey period.
4. Assistance shall be permissible to one regular employee/Director/partner/proprietor of the company.
5. The assistance would be available to tourism service providers with foreign exchange earnings up to ₹ 20.00 crores (Rupees twenty crores only) during the preceding financial year. In respect of tourism service providers from Jammu & Kashmir and the

North-Eastern States, the total turnover of the company will be up to ₹ 20.00 crore (Rupees twenty crore only) not necessarily including foreign exchange earnings.

6. The company shall not be under investigation or charged/prosecuted/debarred/black listed by Ministry of Tourism, Govt. of India or any other Government Agency. The service provider should furnish a declaration to this effect.
7. The applicant would furnish a declaration in the prescribed format as under:” I hereby declare that I have not claimed/received any financial assistance for this sale-cum-study tour from Government/Government Agency.”
8. In case of more applications, priority would be given to those service providers who have not availed financial assistance in the past under MDA Scheme.

PROCEDURE FOR SUBMISSION OF APPLICATION

- (i) The eligible tourism service provider shall obtain prior approval of the Ministry of Tourism, Government of India, before undertaking the tourism promotional activity/tour abroad. The application shall be submitted direct to the Joint Secretary (Tourism), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi, in the prescribed format (Annexure-I) at least 14 days in advance, along with following documents:
 1. Proof of approval of the company by Department of Tourism (Copy of approval letter is to be attached)
 2. Certificate of Foreign Exchange Earnings duly certified by Chartered Accountant. In the case of Jammu & Kashmir and the North-Eastern States, certificate of total turnover duly certified by the Chartered Accountant.
 3. Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO and Ministry of Tourism.
- (ii) After undertaking the tourism promotional activity/tour abroad for which prior approval had been accorded by the MOT, tourism service provider would submit the application for MDA claim, in the prescribed format (Annexure IV), to the Ministry of Tourism, Government of India, immediately on return to India but positively within one month of his/her return to India, along with the following documents:
 1. Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO & Ministry of Tourism.
 2. Certificate of Foreign Exchange Earnings/Total turnover in the case of Jammu & Kashmir and the North-Eastern States, duly certified by the Chartered Accountant.
 3. Self-certified copy of approval certificate issued by the Ministry of Tourism/ State Govt. in the case of Jammu & Kashmir and North-Eastern States.

4. Legible photocopy of passport highlighting the entries about departure from India and arrival in India and also the countries visited. In case passport does not have arrival/departure dates regarding visits to various countries, documentary evidence such as Hotel Bills, Boarding pass, lodging pass, etc. may be submitted.
5. Original air ticket/jacket used during the journey along with three self-certified photocopies. The following details should be given separately in a statement:
 - i) Name of the Traveller
 - ii) Ticket number
 - iii) Flight No.
 - iv) Date of Departure from India
 - v) Sectors/countries visited
 - vi) Class in which travelled
 - vii) Economy excursion class fare for sectors/countries visited.
6. Brief Report about the tour and achievements.
7. Claim form received after one month of return to India or wherein the deficiencies in the claim as intimated are not fully completed within 30 days of the date of information given, would not be entertained and would be rejected.

B. PARTICIPATION IN TRADE FAIRS AND EXHIBITIONS

The Ministry of Tourism, Government of India provides financial assistance to tourism services providers approved by the Ministry of tourism, Govt. of India or by the State Tourism Department in the case of Jammu & Kashmir and North-Eastern States for participation in tourism related trade fairs and exhibitions abroad.

TERMS AND CONDITIONS

- 1) Financial Assistance would be permissible on travel expenses by air from India to any other country & by air/euro rail from one country to another country abroad, in economy excursion class fair and/or charges of the built up furnished stall, electricity and water charges etc. @75% to the service providing companies. This would, however, be subject to an upper ceiling of ₹ 2,00,000/- (Rupees Two Lakh only) per participation. No financial assistance is provided for travel within India.
- 2) Assistance for travel expenses would be permissible to one regular employee/Director/ Partner/Proprietor of the company.
- 3) The assistance would be available to companies with Assistance for travel expenses would be permissible to one regular employee/Director/partner/proprietor of the company.

- 4) The assistance would be available to tourism service providers with foreign exchange earnings up to ₹ 20.00 crores (Rupees twenty crores only) during the preceding financial year. In respect of tourism service providers from Jammu & Kashmir and the North-Eastern States, the total turnover of the company will be up to ₹ 20.00 crore (Rupees twenty crore only) not necessarily including foreign exchange earnings.
- 5) The company shall not be under investigation or charged/prosecuted/debarred/black-listed by Department of Tourism, Government of India or any other Government Agency. The service provider should furnish a declaration to this effect.
- 6) The applicant would furnish a declaration in the prescribed format as under: "I hereby declare that I have not claimed/received any financial assistance for participation in this fair/exhibition from Government/Government Agency."
- 7) In case of more applications, priority would be given to those service providers who have not availed financial assistance in the past under MDA Scheme.

PROCEDURE FOR SUBMISSION OF APPLICATION

- (i) The eligible tourism service provider shall obtain prior approval of the Ministry of Tourism, Government of India, before proceeding abroad to participate in trade fair/exhibition. The application shall be submitted direct to the Joint Secretary (Tourism), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi, in the prescribed format (Annexure-II) at least 14 days in advance, along with following documents:
 1. Proof of approval of the company by Ministry of Tourism or by the State Government in the case of Jammu & Kashmir and North-Eastern States. (Copy of approval letter may be attached).
 2. Certificate of Foreign Exchange Earnings duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North-Eastern States, certificate of total turnover duly certified by the Chartered Accountant.
 3. Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO & Ministry of Tourism.
- (ii) After participating in the Trade Fair/Exhibition abroad for which prior approval had been accorded by the MOT, tourism service provider would submit the application for MDA claim, in the prescribed format (Annexure V), direct to the Ministry of Tourism, Government of India, immediately on return to India but positively within one month of his/her return to India, along with the following documents:
 - 1) Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO and Ministry of Tourism.
 - 2) Certificate of Foreign Exchange Earnings/Total turnover in the case of Jammu & Kashmir and North-Eastern States duly certified by Chartered Accountant.

- 3) Self-certified copy of approval certificate issued by the Ministry of Tourism/ State Govt. in the case of Jammu & Kashmir and North Eastern States.
- 4) Legible photocopy of passport highlighting the entries about departure from India and arrival in India and also the countries visited. In case passport does not have arrival/departure dates regarding visits to various countries, documentary evidence such as Hotel Bills, Boarding Pass, lodging pass etc. may be submitted.
- 5) Original air ticket/jacket used during the journey along with three self certified photocopies. The following details should be given separately in a statement:
 - i) Name of the Traveller
 - ii) Ticket number
 - iii) Flight No.
 - iv) Date of Departure from India
 - v) Sectors/countries visited
 - vi) Class in which travelled
 - vii) Economy excursion class fare for sectors/countries visited.
- 6) Original copy of receipts/bank advice etc. along with three photocopies, evidencing payment(s) made; if applicable.
- 7) Brief Report about the participation and achievements.
- 8) Claim form received after one month of return to India or wherein the deficiencies in the claim as intimated are not fully completed within 30 days of the date of information given, would not be entertained and would be rejected.

C. PUBLICITY THROUGH PRINTED MATERIAL

The Ministry of Tourism, Government of India provide financial assistance under the MDA Scheme to tourism service providers approved by the Ministry of Tourism, Govt. of India or by the State Tourism Department in the case of Jammu & Kashmir and the North Eastern States for production of tourism related publicity material for distributing in foreign countries and in tourism related fairs and festivals abroad in order to promote Indian tourism products.

TERMS AND CONDITIONS

1. Cost of production of publicity material like product catalogue, brochure, information handout etc., for use abroad during sales cum study tour, participation in trade fair/ exhibition, MOT sponsored buyer cum seller meet/trade delegation etc., would be permissible for assistance under MDA scheme @25% of the total approved cost subject to an upper ceiling of ₹ 30,000/- (Rupees Thirty Thousands only).

2. Assistance would be provided once in a financial year.
3. A copy of the publicity material is to be submitted along with the claim.
4. Quotations from a minimum of three printers are to be obtained and submitted along with the claim. Assistance will be allowed on the lowest quotation subject to the upper ceiling as mentioned above.
5. The company shall not be under investigation/charged/prosecuted/Debarred/blacklisted by Ministry of Tourism, Government of India or any other Government Agency. The service provider should furnish a declaration to this effect.
6. The applicant would furnish a declaration in the prescribed format as under: "I hereby declare that I have not claimed/received any financial assistance for production of this publicity material from Government/Government Agency."
7. In case of more applications, priority would be given to those service providers who have not availed financial assistance in the past under MDA Scheme.

PROCEDURE FOR SUBMISSION OF APPLICATION

- (i) The eligible tourism service provider shall obtain prior approval of the Ministry of Tourism, Government of India, before printing of publicity material for distribution abroad. The application shall be submitted direct to the Joint Secretary (Tourism), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi, in the prescribed format (Annexure-III) at least 14 days in advance, along with following documents:
 1. Proof of approval of the company by Ministry of Tourism or by the State Govt. in the case of Jammu & Kashmir and North Eastern States. (Copy of approval letter may be attached)
 2. Certificate of Foreign Exchange Earnings duly certified by Chartered Accountant. In the case of Jammu & Kashmir and North Eastern States, certificate of total turnover duly certified by the Chartered Accountant.
 3. Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO & Ministry of Tourism.
- (ii) After distribution of the publicity material abroad for which prior approval had been accorded by the MOT, tourism service provider would submit the application for MDA claim, in the prescribed format (Annexure VI) along with necessary documents as indicated in the claim form, direct to the Ministry of Tourism, Government of India, immediately on return to India but positively within one month of his/her return to India, along with the necessary documents.

General Conditions Governing the MDA Scheme

1. In order to avail the benefit of reimbursement of air fare under MDA Scheme, all tourism providers may travel only by Air India/Indian Airlines. For travel to stations not

connected by Air India, the tourism service providers may travel by Air India/Indian Airlines to the hub/point closet to their eventual destination, beyond which they may utilize the services of another airline which should also preferably be an alliance partner of Air India.

2. For sale-cum-study tour, a tourism service provider is eligible for financial assistance under MDA Scheme for a maximum of two trips in one financial year.
3. For participation in fairs/exhibitions abroad, a tourism service provider is eligible for financial assistance under MDA Scheme to participate in three exhibitions/fairs abroad in one financial year.
4. For production/printing of publicity material, MDA would be available once in a financial year.
5. The financial benefit under MDA Scheme would be given up to a maximum of only two times to the same person in one financial year, irrespective of the number of tourism service providing companies he/she is associated with.
6. These revised MDA guidelines are in supersession to guidelines issued earlier.

Additional Director-General (Tourism)

**APPLICATION FORM FOR OBTAINING PRIOR APPROVAL UNDER MDA SCHEME
FOR SALE-CUM STUDY TOUR ABROAD**

1.	Name of the firm with full address	
2.	Name and designation of the person going abroad	
3.	Certificate regarding approval of the Agency/Firm by Department of Tourism (please attach a copy of approval letter)	No. & Date: Valid up to:
4.	Foreign Exchange Earnings during the last financial year (PI attach a certificate from Chartered Accountant)	
5.	Names of countries for sale-cum-study tour and the dates/duration of visit abroad	
6.	Date of departure from India	
7.	Date of arrival in India	
8.	Details of the financial assistance availed earlier under the MDA Scheme:	
	a) Name of countries visited/exhibitions participated	
	b) Name of the Persons	
	c) Dates	
	d) MDA amount received	

Place:
Date:

Signature & Designation
with stamp

**APPLICATION FORM FOR OBTAINING PRIOR APPROVAL UNDER MDA SCHEME
FOR PARTICIPATION IN TRADE FAIR/EXHIBITION ABROAD**

1.	Name of the firm with full address	
2.	Name and designation of the person going abroad	
3.	Certificate regarding approval of the Agency/Firm by Department of Tourism (please attach a copy of approval letter)	No. & Date: Valid up to:
4.	Foreign Exchange Earnings during the last financial year (PI attach a certificate from Chartered Accountant)	
5.	Name of fair/exhibition and the countries along with the dates/duration of the visit	
6.	Date of departure from India	
7.	Date of arrival in India	
8.	Details of the financial assistance availed earlier under the MDA Scheme:	
	a) Name of countries visited/exhibitions participated	
	b) Name of the Person(s)	
	c) Dates	
	d) MDA amount received	

Place:
Date:

Signature & Designation
with stamp

**APPLICATION FORM FOR OBTAINING PRIOR APPROVAL UNDER MDA SCHEME
FOR PRODUCTION OF PUBLICITY MATERIAL**

1.	Name of the firm with full address	
2.	Name of the Person going abroad	
3.	Certificate regarding approval of the Agency/Firm by Department of Tourism (please attach a copy of the approval letter)	No. & Date: Valid up to:
4.	Details of product catalogue/brochure/ Handout etc. to be brought out	(Please attach dummy copy also)
5.	Foreign Exchange Earnings during the last financial year (please attach a certificate from the Chartered Accountant)	
6.	Name of the fair/exhibition, city and country where release of publicity material is planned.	
7.	Expected date of release of publicity material.	
8.	Number of copies to be printed.	
9.	Estimated expenditure.	
10.	Details of the financial assistance availed earlier under the MDA Scheme:	
	a) Name of countries visited/Fair participated & where publicity material distributed	
	b) Name of the Persons who went abroad	
	c) Dates	
	d) MDA Amount received	

Place:

Date:

Signature & Designation
with stamp

**CLAIM FORM FOR MARKETING DEVELOPMENT ASSISTANCE FOR
SALE-CUM-STUDY TOUR ABROAD**

1.	Name of the firm with full address	
2.	Name and designation of the Person who went abroad	
3.	Whether prior Approval of the Department of Tourism obtained for undertaking promotional tour abroad. (Please attach a copy of the approval letter.)	
4.	Certificate regarding approval of the Agency/ Firm by Department of Tourism (please attach a self certified copy of the approval letter)	No. & Date: Valid up to:
5.	Foreign Exchange earned during last financial year. (Please attach a copy of certificate from the Chartered Accountant)	
6.	Name of the Country(ies) visited for sale-cum-study tour and the dates/duration of stay abroad	
7.	Actual date of departure from India.(Please attach a self certified photocopy of passport highlighting date of departure)	
8.	Actual date of arrival to India(Please attach self certified photocopy of passport highlighting date of arrival)	
9.	Details of Number of proposal(s) already submitted in the same financial year	
10.	Details of the financial assistance availed earlier under the MDA Scheme separately for:	
	a) Sale-cum-Study Tour	
	b) Participation in fair/exhibition	
	c) Production of Publicity Material	
	(Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of financial assistance received in each case)	
11.	Actual expenditure incurred on return airfare by economy excursion class (Please attach original air ticket/jacket used during the journey along with three self certified Photostat copies)	
12.	Amount being claimed	

DECLARATION

I solemnly declare that the particulars given in the above statement are correct. I bound myself and the company accountable and responsible for any incorrect information given in the above statement and shall immediately refund amount received on the basis of wrong information provided in the above statement.

Signature _____

Name _____

Designation _____

Office Seal:

Place:

Date:

**CLAIM FORM FOR MARKETING DEVELOPMENT ASSISTANCE FOR
PARTICIPATION IN TRADE FAIRS/EXHIBITIONS ABROAD**

1.	Name of the firm with full address	
2.	Name and designation of the Person who attended the fair/exhibition abroad	
3.	Whether prior Approval of the Department of Tourism obtained for undertaking promotional activity abroad. (Please attach a copy of the approval letter.)	
4.	Certificate regarding approval of the Agency/ Firm by Department of Tourism (please attach a self certified copy of the approval letter)	No. & Date: Valid up to:
5.	Foreign Exchange earned during last financial year. (Please attach a copy of certificate from the Chartered Accountant)	
6.	Name of Fair/Exhibition and the countries along with dates/duration of stay	
7.	Actual date of departure from India.(Please attach a self certified photocopy of passport highlighting date of departure)	
8.	Actual date of arrival to India(Please attach self certified photocopy of passport highlighting date of arrival)	
9.	Details of Number of proposal(s) already submitted in the same financial year	
10.	Details of the financial assistance availed earlier under the MDA Scheme separately for:	
	a) Sale-cum-Study Tour	
	b) Participation in fair/exhibition	
	c) Production of Publicity Material	
	(Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of financial assistance received in each case)	
11.	Expenditure incurred on :	
	(a) Actual expenditure incurred on return airfare by economy excursion class (Please attach original air ticket/jacket used during the journey along with three self certified Photostat copies)	

	(b) Actual expenditure incurred on stall, decoration, water and electricity (in case of participation fair/exhibition) (Please attach original voucher/bank advice/receipt etc. evidencing payment made, along with three self certified photo copies thereof). (Also furnish a Statement of Expenditure)	
	Total expenditure incurred (a+b)	
12.	Amount being claimed	

DECLARATION

I solemnly declare that the particulars given in the above statement are correct. I bound myself and the company accountable and responsible for any incorrect information given in the above statement and shall immediately refund amount received on the basis of wrong information provided in the above statement.

Signature _____

Name _____

Designation _____

Office Seal:

Place:

Date:

CLAIM FORM FOR MARKETING DEVELOPMENT ASSISTANCE FOR PRODUCTION OF PUBLICITY MATERIAL FOR DISTRIBUTING ABROAD

1.	Name of the firm with full address	
2.	Name and designation of the Person who went abroad/attended the fair/exhibition abroad	
3.	Whether prior Approval of the Department of Tourism obtained for production of publicity material (Please attach a copy of the approval letter.)	
4.	Certificate regarding approval of the Agency/ Firm by Department of Tourism (please attach a self certified copy of the approval letter)	No. & Date: Valid up to:
5.	Foreign Exchange earned during the last financial year. (Please attach a copy of certificate from the Chartered Accountant)	
6.	Name of the Fair/Exhibition and the countries along with dates where publicity material was distributed.	
7.	No. of copies of publicity material prepared	
8.	Details of Number of proposal(s) already submitted in the same financial year	
9.	Details of the financial assistance availed earlier under the MDA Scheme separately for:	
	a) Sale-cum-Study Tour	
	b) Participation in fair/exhibition	
	c) Production of Publicity Material	
	(Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of financial assistance received in each case)	
10.	Name of the three firms where from quotations were invited (Please attach copies of the three quotations)	
11.	Name & address of the firm quoting the lowest quotations	
12.	Name & address of the firm, which printed the publicity material.	
13.	Actual expenditure incurred(Please attach original voucher/Bill evidencing payment made; along with three self certified photostat copies.	
14.	Amount being claimed	

DECLARATION

I solemnly declare that the particulars given in the above statement are correct. I bound myself and the company accountable and responsible for any incorrect information given in the above statement and shall immediately refund amount received on the basis of wrong information provided in the above statement.

Signature _____

Name _____

Designation _____

Office Seal:

Place:

Date:

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Incredible India

Definitions

DEFINITIONS

1. DEFINITIONS FOLLOWED IN INDIA

ARRIVALS :

The data presented in this publication refer to the number of arrivals of tourists/visitors and not to the number of persons. An individual who makes multiple trips to the country is counted each time as a new arrival. This is also true in the case of Indian nationals going abroad.

FOREIGN VISITORS :

A Foreign visitor is any person visiting the country on a foreign passport whose main purpose of visit is other than the exercise of an activity remunerated from within the country or establishment of residence in the country.

This definition covers two segments of visitors: "Tourists" and "Same Day Visitors".

FOREIGN TOURIST :

A foreign tourist is a person visiting India on a foreign passport, staying at least twenty four hours in the country, the purpose of whose journey can be classified under one of the following headings:

- (i) Leisure (recreation, holiday, health, study, religion and sport);
- (ii) Business, family mission, meeting.

The following are not regarded as 'foreign tourists':

- (i) Persons arriving with or without a contract, to take up an occupation or engage in activities remunerated from within the country;
- (ii) Persons coming to establish residence in the country;
- (iii) "Same Day Visitors" i.e. temporary visitors staying less than twenty four hours in the country (including travelers on cruises).

EXCURSIONIST :

A visitor in accordance with the foregoing definition and staying less than 24 hours in the country is treated as "Same Day Visitor" or "Excursionist".

CRUISE PASSENGER

A visitor, as defined above, who arrives in the country aboard a cruise ship and does not spend a night at an accommodation establishment in the country is treated as a cruise passenger.

PORTS

Ports are the points of entry of foreign visitors into India. At present, there are seventy two ports. The list of this ports is given below.

S.No.	Name of port	Type of port	S.No.	Name of port	Type of port
1.	Agartala	Land Check post	37.	Kakinada	Seaport
2.	Agra	Airport	38.	Kandala	Seaport
3.	Ahmedabad	Airport	39.	Karimaganj	Land Check post
4.	Alang	Seaport	40.	Khowai	Land Check post
5.	Amritsar	Airport	41.	Kolkatta	Airport
6.	Attari Rail	Land Check post	42.	Lalgolaghat	Land Check post
7.	Attari Road	Land Check post	43.	Lucknow	Airport
8.	Banbasa	Land Check post	44.	Mahadipore	Land Check post
9.	Bangalore	Airport	45.	Mangalore	Seaport
10.	Bedi Bender	Seaport	46.	Mankachar	Land Check post
11.	Bhavnagar	Seaport	47.	Marmagoa	Seaport
12.	Calicut	Airport	48.	Muhurighat	Land Check post
13.	Changrabandha	Land Check post	49.	Mumbai	Airport
14.	Chennai	Seaport	50.	Mumbai	Seaport
15.	Chennai	Airport	51.	Munabao	Land Check post
16.	Cochin	Seaport	52.	Nagapattinam	Seaport
17.	Cochin	Airport	53.	Nagpur	Airport
18.	Coimbatore	Airport	54.	Nhava Sheva	Seaport
19.	Cuddalore	Seaport	55.	Paradeep	Seaport
20.	Dabolim	Airport	56.	Patna	Airport
21.	Dalaighat	Land Check post	57.	Port Blair	Airport
22.	Dalu	Land Check post	58.	Port Blair	Seaport
23.	Dawki	Land Check post	59.	Pune	Airport
24.	Delhi	Airport	60.	Radhikapore	Land Check post
25.	Gauriphanta	Land Check post	61.	Ragna	Land Check post
26.	Gaya	Airport	62.	Ranjganj	Land Check post
27.	Gede Rly. Station	Land Check post	63.	Raxual	Land Check post
28.	Ghojadanga	Land Check post	64.	Rupaidiha	Land Check post
29.	Guwahati	Airport	65.	Sonauli	Land Check post
30.	Haridaspore	Land Check post	66.	Srimantapur	Land Check post
31.	Hilli	Land Check post	67.	Sutarkandi	Land Check post
32.	Hyderabad	Airport	68.	Trichy	Airport
33.	JaigaonKalimpong	Land Check post	69.	Thiruvananthapuram	Airport
34.	Jaipur	Airport	70.	Tuticorin	Seaport
35.	Jogbani Purnea	Land Check post	71.	Varanasi	Airport
36.	Kailashahar	Land Check post	72.	Visakhapatanam	Seaport

REGIONS: The regional classification of countries, used for the presentation of data in the publication, is as follows:

- 1) Africa comprises the continent of Africa including, Egypt and the adjoining islands.
- 2) Australasia includes Australia, New Zealand, Fiji and the Pacific Island groups like French Polynesia, Papua New Guinea, New Caledonia etc.
- 3) East Asia comprises China, Hongkong, Japan, Korea, Macau, etc.
- 4) West Asia comprises countries in the Middle East including Turkey, Cyprus and Persian Gulf countries excluding Iran.
- 5) South Asia includes Iran, Afghanistan, Sri Lanka, Maldives and countries of the Indian sub continent.
- 6) South East Asia comprises countries of Indo-China including Myanmar & ASEAN countries.
- 7) North America includes Canada and the USA.
- 8) Central and South America comprises countries in the Central and South America, and the Caribbean Islands.
- 9) Eastern Europe comprises all the countries of former Soviet Union, Yugoslavia, Czech, Slovakia, Hungary, Poland, etc.
- 10) Western Europe includes all the countries of Europe excluding East European countries, Turkey and Cyprus.

DOMESTIC TOURIST

A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafirkhanas/agrashalas/choultries etc. for a duration of not less than 24 hours or one night and for not more than 12 months at a time for any of the following purposes:-

- i) Pleasure (holiday, leisure, sports, etc.);
- ii) Pilgrimage , religious and social functions;
- iii) Business conferences and meetings; and
- iv) Study and health.

The following are not regarded as domestic tourists:

- (i) Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.
- (ii) Persons coming to establish more or less permanent residence in the State/ Centre.

- (iii) Persons visiting their hometowns or native places on leave or a short visit for meeting relations and friends, attending social and religious functions etc. and staying in their own homes or with relatives and friends and not using any sight-seeing facilities.
- (iv) Foreigners resident in India.

INDIAN NATIONALS GOING ABROAD

Any person going abroad with an Indian passport is regarded as an Indian national going abroad irrespective of the purpose and the destination.

TRAVEL RECEIPTS/FOREIGN EXCHANGE EARNINGS FROM TOURISM

These are receipts of the country as a result of consumption expenditure, i.e. payments made for goods and services acquired, by foreign visitors in the economy out of foreign currency brought by them.

ACCOMMODATION ESTABLISHMENTS

Places in which rooms are provided to tourists for stay, and classified as hotels, tourist bungalows, travelers' lodges, youth hostels, etc.

APPROVED HOTELS

Hotels which conform to certain laid down standards on physical features, standards of facilities and other services are approved by the Tourism Departments of Central and State Governments and are known as approved hotels. These are graded variously as five star deluxe, five star, four star, etc.

OCCUPANCY RATE

The occupancy rate refers to the ratio between available capacity (in terms of rooms or beds) and the extent to which it is used. Occupancy is worked out on the basis of number of rooms occupied by both domestic and international tourists.

2. INTERNATIONAL DEFINITIONS

TOURISM: The activities of persons traveling to and in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

DOMESTIC TOURISM: Residents of a given country traveling only within that country.

INBOUND TOURISM: In relation to a given country non-residents traveling to that country.

OUTBOUND TOURISM: In relation to a given country, residents traveling another country.

INTERNAL TOURISM: Domestic and Inbound Tourism.

NATIONAL TOURISM: Domestic and Out bound Tourism.

INTERNATIONAL TOURISM: Inbound and Outbound Tourism.

VISITORS: All type of travelers engaged in tourism are described as Visitors, and as such the term represents the basic concept for the whole system of tourism statistics.

INTERNATIONAL VISITORS : Any person who travels to a country other than that in which is his/her usual residence, but outside his/her usual environment, for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

INTERNATIONAL VISITORS INCLUDE

- **Tourists (overnight visitors):** Visitors who stay at least one night in a collective of private accommodation in the country visited.
- **Same Day Visitors:** Visitors who do not spend a night in a collective or private accommodation in the country visited. This definition includes passengers of cruise ships who return to the ship every night to sleep on board even though the ship remains in port for several days. Also included in this group are, by extension, owners or passengers of Yachts, and passengers on a group tour accommodated in a train.

Domestic Visitors: Any person residing in a country who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

DOMESTIC VISITORS INCLUDE

- **Tourists (overnight visitors):** Visitors who stay at least one night in a collective or private accommodation in the place visited.
- **Same Day Visitors:** Visitors who do not spend one night in a collective or private accommodation in the place visited.



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