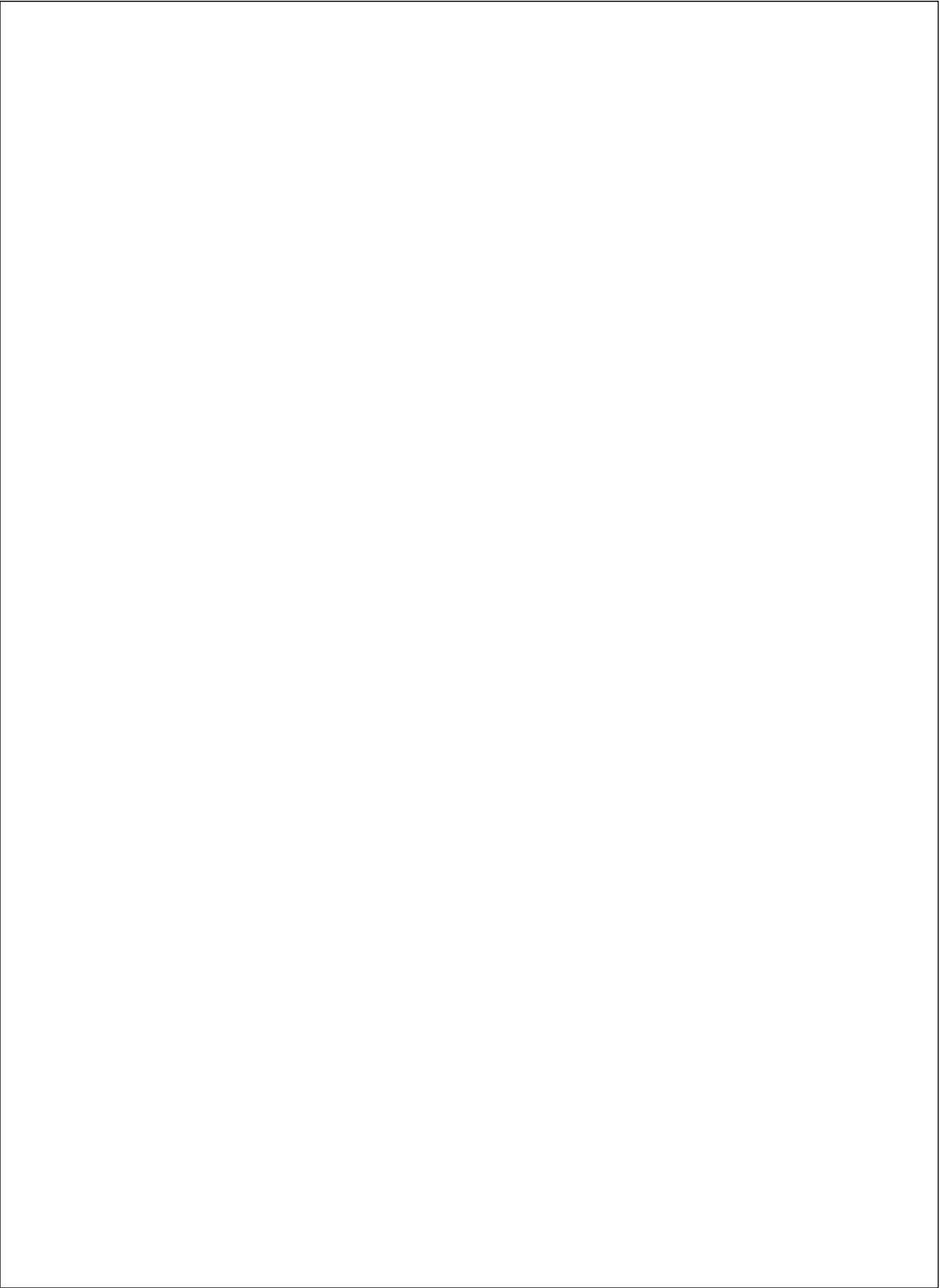


APPENDICES

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GUIDELINES FOR PROJECT APPROVAL AND CLASSIFICATION OF TIME SHARE RESORTS

Hotels and other supplementary accommodations 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 (TSRs) 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-1, 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, Ministry of Tourism cease 3 months from the date that 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. 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 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 may be 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
 - 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 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 ".

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 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/Re-classification

1. Classification for newly operational TSR must be sought within 3 months of completion of approved TSR projects. Operating TSRs 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 re-classification 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) Details of guest room 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 Ministry of Tourism.
- 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 may be required.
- l) Approval /NOC from AAI for projects located near Airports
- m) Application fee

The above-mentioned approvals/No Objection Certificates are the responsibility of the Owners/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 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/re-classification are as follows. The demand draft maybe payable to* Pay & Accounts Officer, Ministry of Tourism, New Delhi*.

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

9. The classification committee will consist as
- 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.
 - The Chairman and any 3 members will constitute a quorum.
 - The minutes will be approved by the Chairman (HRACC).
 - In case of any dissatisfaction with the decision of HRACC, the TSR may appeal to Secretary (T), Government of India for review and reconsideration within 30 days of receiving the communication regarding classification/re-classification. 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.
- TSRs will be required to adopt environment friendly practices and facilities for physically challenged persons.
 - 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/re-cycling 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. 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-	550-	650	Living, Dining, bedroom and kitchen areas are separate with doors.
Minimum floor area 2 bedrooms including sleeping, bathing, cooking & dining- sq. ft.	650-	750-	850	Living, Dining, bedroom and living, 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 c for 3* Minimum 50 % of the Apartments should be air-conditioned as applicable. Should be available on request.

General	3*	4*/ 5*/H	Comments
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 And 2 bed rooms	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.	N	N	Twin sofa cum-bed, chairs and other furniture as necessary.
Water saving taps/shower.	N	N	

General	3*	4*/	5*/H	Comments
Kitchens/Kitchenettes				
Kitchenettes for Studios.	N	N		Defined area – two burner stove top, no open flame, microwave oven or OTG, fridge, utensils, crockery and cutlery, tea/coffee maker, sink, exhaust fan or central exhaust
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.	D	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		

General	3*	4*/	5*/H	Comments
Assistance with luggage on request.	N	N		
Stamps and mailing facilities.	N	N		
Safekeeping facilities available.	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

DEFINITIONS:

'Heritage Hotels' cover running hotels in palaces/castles/forts/havelies/hunting lodges/ 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.

CUISINE:

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 over all 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 & musty odour, and of reasonably large size with attached bathrooms 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 it is “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) TitleWhether 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 to the project/feasibility report should also be furnished).
 - (a) No. of guest rooms and their area:

Guest Room	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:

Public areas	Number	Area of each
i) Lounge/Lobby		
ii) Restaurants/Dining 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 Fees:

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, Conferences 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 tourism. Taking this fact into consideration, 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 centre 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 fifty 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.

In addition to the above facilities convention centre should include the following infrastructural facilities:-

- a. Landscaped forefront
- b. Exhibition Management Centre
- c. Administrative facilities for corporate office including IITTM/ Internet etc.
- d. Trade Show/ Fair Facilities such as Tourist Office, Bank and Money Changing facilities, Travel Desk, STD/ISD, Press Lounge, VIP Lounges etc.
- e. Technical facilities such as plant room, electric substation, stores, electric power back-up-system, fire hydrant etc.
- f. Gate complex for stipulating entry and exit.

- g. Information booths.
- h. Public Convenience.
- i. Stationary Shops and Kiosks.
- j. Public Address System.
- k. First aid with doctor on call facilities
- l. Security office and booths for security arrangements.
- m. Storage complex for custom storage and handling etc.
- n. Fire safety arrangements.
- o. 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:-
 - i) Approval at the project stage - ₹ 5000/-
 - ii) Approval at the operational stage - ₹ 10,000/-
 - iii) 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) A 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 its 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 their 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 licence 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 way be a 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 afresh.
- 4) As a project which has been approved from the view of its suitability for foreign oriente 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 FULLFILLED 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 Secretary (T) 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:-

S.No.	Name of Conference/ Seminar	Date	No. of Participants	Name of Organisation
	Domestic/ International			
1				

- (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 alterations 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 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)
 - (l) 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).

No. of guest rooms and their area:

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

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:

Public Area	Number	Area of Each
(j) Lounge Lobby/ Reception		
(ii) Restaurants		
(iii) Bar		
(iv) Shopping		
(v) Banquet/ catering facilities		
(vi) Health club		
(vii) Swimming Pool		

NOTE: It may be ensured that areas of guest rooms and attached bathrooms conform 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. _____

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 (Tourism)
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 an integral part of a tourist's visit to a place and the services offered by them can make or mar a visit completely. Apartment Hotels are increasingly becoming popular with business travelers 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 operational Apartment Hotels 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 from time to time besides, getting worldwide publicity through the Indiatourism Offices located in India and abroad.

An Apartment Hotel is meant for use of temporary stay that should not exceed beyond 90 days in any circumstances

In no circumstances apartments in the Apartment Hotel will be sold individually for residential or any other purpose.

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

For classification/re-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, Hutments, Dalhousie Road,
New Delhi 110011.

GENERAL TERMS, CONDITIONS & APPLICATION AT PROJECT LEVEL & CLASSIFICATION/RE-CLASSIFICATION FORMAT FOR PROJECT APPROVAL OF APARTMENT HOTELS

APPROVAL AT PROJECT LEVEL

1. The Department of Tourism approves Apartment hotels at 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 at 4.
2. Project approvals are valid for 5 years. Project approvals of the Govt. of India, Ministry of Tourism cease 3 months from the date that the hotel becomes operational even if all its rooms are not ready. The Apartment Hotel 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 on their business antecedent
 - 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 Apartment Hotel site with postal address
 - vi. Details of the site
 - (1) Area (in sq. meters)
 - (1) 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 etc.
 - (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 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 guest rooms, public areas
- x. Local approvals by
- (1) Municipal authorities
 - (2) Concerned Police Authorities
 - (3) Any other local authority as may be 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
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 a time- share basis.
- xiv. 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 Apartment Hotel must immediately inform the Ministry of the date from which it 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 ".

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 Apartment Hotel on time share basis will not 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 within 30 days otherwise the approval will stand withdrawn/terminated.
14. Applicants are requested to carefully go through the checklist of provision of facilities and services contained in the guidelines before applying.
15. Incomplete applications will not be accepted.
16. The Govt. of India, Ministry of Tourism reserves the right to modify the guidelines/terms and conditions from time to time

APARTMENT HOTEL - CLASSIFICATION/ RE-CLASSIFICATION GUIDELINES

1. Classification for newly operational Apartment Hotel must be sought within 3 months of completion of approved Apartment Hotel projects. Operating Apartment Hotel may opt for classification at any stage. However, those seeking re-classification should apply for re-classification 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 a 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 re-classification 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 rooms on time-share basis are not eligible to be classified.
6. Apartment Hotels applying for classification must provide the following documentation.

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 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 operational.
- vi. Details of Apartment Hotel site with distance from Airport/Railway Station/City Centre/Downtown shopping area (in kms)

vii. Details of the Apartment Hotel

- 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) Details of Guestroom and number of 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

viii. Certificates/No Objection Certificates (attested copies)

- a. Certificate/ licence from Municipality/ Corporation to show that your establishment is registered as an Apartment Hotel
- b. Certificate/licence from concerned Police Department authorizing the running of an Apartment 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. Money Changers 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 Ministry of Tourism

- 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 may be required.
- l. Approval /NOC from AAI for projects located near Airports
- m. Please indicate whether a few rooms or all rooms are to be let out on a time-share basis.
- n. Application fee.

The above-mentioned approvals/No Objection Certificates are the responsibility of the Owners/promoters/concerned Company as the case may be. The Ministry 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.

- 7. All applications for classification or re-classification must be complete in all respect viz. application form, application fee, prescribed clearances, NOCs, certificates etc. Incomplete application is liable to be rejected.
- 8. The application fee payable for classification/re-classification are as follows. The demand draft may be payable to" Pay & Accounts Officer, Ministry of Tourism, New Delhi ".

Star Category of Apartment Hotel	Classification/Re-classification (fee in ₹)
3-Star	10,000
4-Star	15,000
5-Star	20,000
5-Star Deluxe	25,000

- 9 The Classification Committee for Apartment Hotels will consist as follows:
 - (a) Chaired by Chairman (HRACC) or his representative. Representatives from FHRAI/ HAI/ IATO/ TAAI/ IHM /RD/local Indiatourism office/Director(T) of the concerned State Govt. or his representative(who should be a Gazetted officer) /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 Apartment Hotels may appeal to Secretary (T), Government of India for review and reconsideration within 30 days of receiving the communication regarding classification/ re-classification. No requests will be entertained beyond this period.

10. Apartment 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 Apartment Hotels being classified will need to confirm to a phased plan for adding Eco-friendly practices and facilities for physically challenged persons rep by.
 - b. The quality of facilities and services will be evaluated against the mark sheet
11. The Apartment Hotel is expected to maintain required standards at all times. The Classification Committee may inspect the Apartment 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/ rectifications 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 that applied for.
14. The Apartment 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 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 Apartment 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 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.

**FORMAT OF UNDERTAKING FOR PROJECT APPROVAL/CLASSIFICATION/
RE-CLASSIFICATION OF APARTMENT HOTELS**

To,

The Secretary (Tourism)
Govt. 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/re-classification in 3/4/5/5- D Apartment Hotels 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 FACILITIES & SERVICES

GENERAL	3* & 4*	5* & 5*-D	COMMENTS
24 hour lifts for higher buildings then ground plus two floors	N	N	Mandatory for new hotels. Local laws may require a relaxation of this condition.
Parking	N	N	One parking space per unit should be provided.
Guest Rooms	N	N	
Minimum 10 lettable rooms. All rooms with outside window / ventilation.	N	N	
Minimum floor area Studio including sleeping, living, bathing, cooking & dining-sqft.	250	251-350	
Minimum floor area 1 bedroom including sleeping, living bathing, cooking & dining sqft.	500	500-650	Living Dining bedroom and kitchen areas are separate with doors.
Minimum floor area 2 bedrooms including sleeping, living, bathing, cooking & dining – sqft.	760	950	Living Dining, bedroom and kitchen areas are separate with doors.
Minimum floor area 3 bedrooms including sleeping, living, bathing, cooking & dining sqft.	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	Air-conditioning/heating depends on climatic conditions & architecture. Room temp. should be between 20 & 28 Degrees C. For 4*,5* and 5* Deluxe between 20 and 24 degrees C.For 3 star minimum 50% of the apartments should be air-conditioned.

GENERAL	3* & 4*	5* & 5*-D	COMMENTS
Iron with iron board	N	N	
A 15 amp earthen power shocked	N	N	
Television	N	N	
Internet Connection available in	D	N	For 3 star internet facility be made the Business Center
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	1	1	
Number of dedicated (private) bathrooms 1 Bedrooms	1	1 1/2	Half bath toilet and wash basin.
Number of dedicated (private) bathrooms 2 Bedrooms	2	2 1/2	
Number of dedicated (private) bathrooms 3 Bedrooms	2	3 1/2	
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	
Indoor Games Activity Room	N	N	
Outdoor Games like Tennis, Badminton	D	N	
Water saving taps /shower	N	N	
Kitchens/Kitchenettes			
Kitchenettes for Studios	N	N	Screened area-signal burner stove top, no open flame, Microwave oven or OTG, Fridge (165 Ltr.)

GENERAL	3* & 4*	5* & 5*-D	COMMENTS
			utensils, crockery and cutlery, Tea / Coffee maker, sink exhaust fan.
Kitchens for 1 bedroom and larger	N	N	Dedicated kitchen-2 burner stove, Microwaveoven, Tea/coffee maker, Full size fridge, sink exhaust fan, utensils, cutlery, crockery.
Washing Machines /dryers	D	D	Arrangement are made available for laundry / dry cleaning services.
Public Areas			
A lounge or seating in the lobby area	N	N	
Reception facility manned 24 hours	N	N	
Heating and cooling to be provided in enclosed public rooms	N	N	Temperatures to be between 20-28 degrees calculus.
Dining room serving break-fast	N	N	
Garbage room (wet and dry)	N	N	
Room for left luggage facilities	N	N	
Health Fitness facilities	D	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	
Wake –up call service on request.	N	N	
Messages for and telephone number of Doctor with front desk.	N	N	
Assistance with luggage on request	N	N	
Stamps and mailing facilities	N	N	
Left luggage facilities	N	N	
Fax and photocopy service	N	N	

GENERAL	3* & 4*		5* & 5*-D		COMMENTS
Business Center	N		N		This should be a dedicated area. In resort destinations, tourist and pilgrimage centers this may be relaxed.
Safe keeping facilities available	N		N		
Smoke detectors	N		N		These can be battery operated
Fire and emergency procedure notices displayed in rooms behind door	N		N		
Fire exit sign on guest floors with emergency power public liability insurance	N		N		
Public liability insurance	D		D		
Swimming pool			N		This can be related for hill destinations. Necessary for 5* & 5*D and desirable for 3-star, 4-star.
Parking Facilities	D	D	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	

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

Criteria	Max Marks	Score	Comments
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.
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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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/ HOMESTAY 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/Homestay 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 / Home stay 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 / Homestay 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/Homestay 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 re-classification 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/re-classification of IIB&B / Homestay 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/Re-classification
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. (Checklist 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 two 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/ re-classification. 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, 23320008, Fax 011-23320109 (for States of Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, Uttrakhand, NCT of Delhi, UT of Chandigarh and Uttar Pradesh except Agra and Varanasi).
2. Regional Director (West), Indiatourism, 123 M. Karve Road, Mumbai- 00020. Tel: 022-22033144, Fax 022-2214496 (for States of Gujarat, Chattisgarh, UT of Daman & Diu, Dadra Nagar Haveli and Maharashtra except Aurangabad).
3. Regional Director (South), Indiatourism, 154 Anna Salai, Chennai- 600002. Tel: 044-28461459, Fax 044-28460193 (for States of Tamil Nadu and UT of Lakshwadweep).
4. Regional Director (East), Indiatourism, "Embassy", 4 Shakespeare Sarani, Kolkata - 700071. Tel: 033-22821475, Fax 033-22823521 (for States of West Bengal and Jharkhand).
5. Regional Director, Indiatourism (North Eastern Region), Assam Paryatan Bhawan, 3rd Floor, Near Nepali Mandir, A.K. Azad Road, Paltan Bazar, Guwahati - 781 008. Tel: 0361-2737554, Fax 0361-2737553 (for States of Assam, Tripura, Mizoram, Nagaland and Sikkim).
6. Director, Indiatourism, KFC Building, 48 Church Street, Bengaluru- 560001, Karnataka. Tel: 080-25585417 Fax 080-25583030 (for the State of Karnataka).
7. Director, Indiatourism, State Hotel, Khasa Kothi, Jaipur- 302001. Tel: 0141- 2372200, Fax 0141-2372200 (for the State of Rajasthan).
8. Director, Indiatourism, R-Block, Kranti Marg, Institute of Engineering Building Patna – 800 001, Bihar. Tel: 0612-6570640 Fax 0612-2506032 (for the State of Bihar).
9. Manager, Indiatourism, 191, The Mall, Agra - 282001, Uttar Pradesh. Tel: 0562-2226378 Fax 0562-2226368 (for the city of Agra).
10. Manager, Indiatourism, 15-B, The Mall, Varanasi-221001, Uttar Pradesh. Tel: 0542-2501784 Fax 0542-2501784 (for the city of Varanasi).
11. Manager, Indiatourism, Ministry of Tourism, Paryatan Bhawan, IInd Floor, Lewis Road, Odisha. Tel: 0674-2432203, 2435487, Fax 0674-2432203 (for the State of Odisha).

12. Manager, Indiatourism, 3rd Floor, Palika Plaza Mth Compound Indore - 452007. Madhya Pradesh. Tel: 0731-4239940, Fax 0731-4201893 (for the State of Madhya Pradesh).
13. Manager, Indiatourism, VIP Road, 189, IInd Floor, Junglighat, P.O., Port Blair-744 103, Andaman & Nicobar Islands. Tel: 03192-236348 Fax 03192-233006 (for the UT of Andaman & Nicobar Islands).
14. Manager, Indiatourism, Ground Floor, Balayogi Paryatak Bhavan, 6-3-870, Green Lands, Begumpet, Hyderabad-500 016, Andhra Pradesh. Tel: 040-23409199, 23409399, Fax 040-23409299 (for the State of 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, Fax 0832-2420529 (for the State of Goa).
17. Manager, Indiatourism, Tourist Reception Centre (1st Floor), MTDC Holiday Resort, Near Goldie Cinema, Station Road, Aurangabad - 431 005, Maharashtra. Tel: 0240-2331217, Fax 0240-2331217 (for the city of Aurangabad).
18. Manager, Indiatourism, 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: 0360-2244328 (for the State of Arunachal Pradesh).
20. Manager, Indiatourism, Old Lambulane, 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
- 7. Photographs of the building including interiors showing types of facilities available, bathroom, living room, bedroom, parking etc.
- 8. Details of payment of application fee
- 9. 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

S. 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 Hills	120 120	200 200		
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		

S. No.	General	Silver	Gold	Certification by the Establishment regarding the facilities Yes/No	Observations of the Classification Committee
10	Water saving taps/shower	D	M		
11	Well maintained smoke free, clean, hygienic, odour free, pest free kitchen.	M	M		
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 on request.	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 at least 4 clothes hangers in the guest room.	M	M		
20	Shelves or drawer space in 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/dryers in 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		

S. No.	General	Silver	Gold	Certification by the Establishment regarding the facilities Yes/No	Observations of the Classification Committee
27	Garbage disposal facilities 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		
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 AGENTS/AGENCIES (TA)

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,
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) 22014496, Email: indiatourism-mum@nic.in , touristoffice-mum@nic.in
 - 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 TA 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. 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).
 14. 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.
 15. 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 her 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:



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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 protect 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)

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-110 011,
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-mum@nic.in, touristoffice-mum@nic.in
 - 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 ITO shall be granted by the Ministry of Tourism (MOT), Government of India (GOI), New Delhi initially, for five years, based on the **Inspection Report / Recommendation** 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 year 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, IITTM 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.
 - (ix) 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 letter head from your Bankers)
8. Name of Auditors
- A Balance-Sheet and Profit & Loss Statement pertaining to the inbound tour operation 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 preliminary expenses, tenancy and business rights, deferred revenue expenditure, accumulated loss etc.

- ii) Reserves should include balance of Profit & 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 ₹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

Name of Proprietor/Partner/Managing Director

Rubber Stamp

Place:

Date:



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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 protect 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 ₹.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 / 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)

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-110 011.
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-mum@nic.in, touristoffice-mum@nic.in
 - 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 TTO 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 Tourist Transporters 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.
 - (vi) 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 from 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 / Name 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!ndia

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 protect 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 एतद्द्वारा 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)

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 – 110 011, Tel No. 011 2301 2805, Fax No. 011 2301 9476.
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 / 22074334, Fax: (022) 22014496, Email: indiatourism-mum@nic.in, touristoffice-mum@nic.in
 - 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 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 lakh** for rest of India and **₹50, 000/-** for the agencies located in the North – Eastern region, remote and rural areas 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. ATO 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.
 18. 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.
 19. 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.
 20. 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)

(Also please indicate the Specialization of activities)

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 & Honorable 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 box) 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 tour operation 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:
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.....DateAmount

For Branch office(s) please mention:

Demand Draft No.(s).....DateAmount

Signature of Proprietor/Partner/Managing Director

Rubber Stamp

Place:

Date:

UNDERTAKING

I, Shri / Smt. / Kumariundertake 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!ndia

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 protect 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 प्रचीन 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 बचनबद्धता 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 एतद्द्वारा सुरक्षित एवं सम्मानजनक पर्यटन हेतु आचार संहिता के पालन का बचन 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 व्यवहरों की 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 lakh for rest of India and ₹ 50, 000/- for the agencies located in the North – Eastern region, remote and rural areas.
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 and submitted along with the required documents in duplicate.*

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

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-110 011.
4. The application for **renewal/extension** shall be addressed to 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-mum@nic.in, touristoffice-mum@nic.in
 - 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 a 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.
 - (vi) 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 & 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 domestic tour operation 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 / Name of Proprietor/Partner/Managing Director

Rubber Stamp

Place:

Date:



Incredible!ndia

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 protect 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.*

GUIDELINE FOR SCHEME OF FINANCIAL ASSISTANCE TO THE IHMs/ FCIs/IITTM/ITIs/POLYTECHNIC INSTITUTES/UNIVERSITIES/ GOVT. COLLEGES/GOVT. VOCATIONAL SCHOOLS/PSUs

GUIDELINES

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 an over-all ceiling of Rs. 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 Rs.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 Governments/ 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 a 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 outdated 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 an over-all ceiling of ₹ 475 lakhs with a 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 of conditions 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. (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 Rs. 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.*

I. LIST OF FUNCTIONAL CENTRAL INSTITUTES OF HOTEL MANAGEMENT

1. Institute of Hotel Management & Catering Technology	Bengaluru
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	Ghandinagar
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	Kurukshetra
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	Rohtak
15.	Institute of Hotel Management & Catering Technology	NITHM(Andhra)

II. 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 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.

- (A) Integrated Development of Tourist Circuits
- (B) 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 Integrated Circuits development
- B) Rural Tourism infrastructure development

A. Major Destinations and Integrated Circuits development

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/UTs 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 or 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 an Integrated 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 number of visits to all the destinations on the circuit on the one hand and to provide to the tourist the attractions of all the destinations located on the circuit.
6. **Identification of tourist destinations and Integrated 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 Easter States, and Eco-tourism projects where private sector investment is not forth coming 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
 - xii. Improvement of municipal services directly related to Tourism
 - xiii. 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 installment in this case will be 80% of the approved CFA on sanction of the project and second installment 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/UT 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

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 installment of 80% of the sanctioned amount of CFA will be released. The second installment 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.

GUIDELINES OF 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 the 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.

GUIDELINES FOR MARKETING DEVELOPMENT ASSISTANCE (MDA) SCHEME

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, 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 and Road Shows
- (C) Publicity through printed material

Tourism Departments of all States and Union Territories (UTs) are also eligible for benefits under the MDA Scheme for participation in Fairs / Exhibitions and Road Shows held overseas.

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 and fifty thousand only) per tour. No financial assistance is provided for travel within India.
2. Tourism Service Providers with foreign exchange earnings upto ₹ 5.00 crore (Rupees five crore only) during the preceding financial year will be eligible for MDA assistance for one sale-cum-study tour in one financial year. In respect of tourism service providers from Jammu & Kashmir and the North Eastern States, the service providers not having any foreign exchange earnings but with a total turnover of upto ₹ 5.00 crore (Rupees five crore only) would also be eligible for 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 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.
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 this sale-cum-study tour 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

1. 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 Asst. Director General (Overseas Marketing), Ministry of Tourism, Transport Bhawan, 1 Sansad Marg, New Delhi, 110001 in the prescribed format (Annexure-I) at least 14 days in advance, along with following documents:
 - i) Proof of approval of the company by Ministry of Tourism or by the State Government in the case of Jammu & Kashmir and the North Eastern States. (Copy of approval letter is to be attached)
 - ii) Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by the Chartered Accountant.
 - iii) Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO and Ministry of Tourism.
2. After undertaking the tourism promotional activity/tour abroad for which prior approval had been accorded by the MOT, the 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:
 - i) Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO & Ministry of Tourism.

- ii) Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by the Chartered Accountant.
- iii) Self-certified copy of approval certificate issued by the Ministry of Tourism / State Government in the case of Jammu & Kashmir and North Eastern States.
- iv) 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.
- v) 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 Traveler
 - (ii) Ticket number
 - (iii) Flight No.
 - (iv) Date of Departure from and return to India
 - (v) Sectors/countries visited
 - (vi) Class in which traveled
 - (vii) Economy excursion class fare for sectors/countries visited.
- vi) Brief Report about the tour and achievements.
- vii) 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 / Exhibitions and Road Shows

The 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 and to Tourism Departments of States / UTs for participation in tourism related Fairs / Exhibitions and Road Shows abroad.

Terms and Conditions

1. Financial Assistance would be permissible on travel expenses by air from India to any other country & by air/eurorail 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. @90% to the service providing companies, Tourism Departments of States/UTs. 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 foreign exchange earnings up to ₹ 20.00 crore (Rupees twenty crore only) during the preceding financial year. In respect of tourism service providers from Jammu & Kashmir and the North Eastern States, the service providers not having any foreign exchange earnings but with a total turnover of upto ₹ 20.00 crore (Rupees twenty crore only) would also be eligible for assistance. The assistance will also be available to Tourism Departments of States / UTs.
4. The company shall not be under investigation or charged/ prosecuted/debarred/ black listed by Ministry of Tourism, Government of India or any other Government Agency. The service provider should furnish a declaration to this effect.
5. 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."
6. 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

- 1 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 Asst. Director General (Overseas Marketing), Ministry of Tourism, Government of India, Transport Bhawan, 1 Sansad Marg, New Delhi, 110001 in the prescribed format (Annexure-II) at least 14 days in advance, along with following documents:
 - i). Proof of approval of the company by Ministry of Tourism or by the State Government in the case of Jammu & Kashmir and the North Eastern States. (Copy of approval letter may be attached).
 - ii). Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by the Chartered Accountant.
 - iii). Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO & Ministry of Tourism. Tourism Department of States/UTs will submit details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO & Ministry of Tourism, while applying for Prior Approval.
- 2 After participating in the Trade Fair/Exhibition abroad for which prior approval had been accorded by the MOT, the applicant would submit the application for MDA claim, in the prescribed format (Annexure V), directly 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:

- i). Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO and Ministry of Tourism
- ii). Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by the Chartered Accountant (not applicable in the case of Tourism Departments of States / UTs).
- iii). Self-certified copy of approval certificate issued by the Ministry of Tourism /State Govt. in the case of Jammu & Kashmir and North Eastern States (not applicable in the case of Tourism Departments of States / UTs).
- iv). 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.
- v). 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 Traveler
 - (ii) Ticket number
 - (iii) Flight No.
 - (iv) Date of Departure from / return to India
 - (v) Sectors/countries visited
 - (vi) Class in which travelled
 - (vii) Economy excursion class fare for sectors /countries visited.
- vi). Original copy of receipts/bank advice etc. along with three photocopies, evidencing payment(s) made; if applicable.
 - vii). Brief Report about the participation and achievements.
 - viii). 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 @50% of the total approved cost subject to an upper ceiling of ₹ 1,00,000/- (Rupees One Lakh 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

- 1 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 Assistant Director General (Overseas Marketing), Ministry of Tourism, Transport Bhawan, 1 Sansad Marg, New Delhi, 110001 in the prescribed format (Annexure-III) at least 14 days in advance, along with following documents:
 - i). Proof of approval of the company by Ministry of Tourism or by the State Government the case of Jammu & Kashmir and the North Eastern States. (Copy of approval letter may be attached)
 - ii). Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by the Chartered Accountant.
 - iii). Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO & Ministry of Tourism.
- 2 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. The financial assistance under MDA scheme will be linked with the performance of Tourism Service Providers approved by the Ministry of Tourism in terms of foreign exchange earnings increase with respect to the previous financial year. There must be an increase of 15% in foreign exchange earnings of the agency over the previous financial year in order to become entitled for financial support under the MDA scheme. In the case of Tourism Service Providers in Jammu & Kashmir and the North Eastern Region, there must be an increase of 15% in foreign exchange or total turnover of the agency (as the case may be) over the previous financial year. **This clause will become applicable for the assistance to be availed under the Scheme from 2014-15.** In the year 2014-15, the figures to be considered would be for the financial year 2013-14 with base year 2012-13. For the subsequent years, the figures of two preceding years would be considered.
2. In order to avail the benefit of reimbursement of air fare under the MDA Scheme, all tourism service providers / officials of Tourism Departments of States / UTs 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 closest 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.
3. For the following categories, financial assistance under the MDA Scheme will be provided for participation in **5 (five) Fairs /Exhibitions/ Road Shows subject to a maximum of 3 Fairs / Exhibitions** (participation in two Road Shows will be essential)
:
(a) Tourism Service Providers
 - (i) Approved by the Ministry of Tourism, Government of India (or by the State Government in the case of Jammu & Kashmir and the North Eastern States), and With foreign exchange earnings (or total turnover in the case of Tourism Service Providers in Jammu & Kashmir and the North Eastern States) of over ₹ 5 crore and upto ₹ 20 crore.
 - (b) Tourism Departments of all States and the NCT of Delhi. No assistance will be provided for sales-cum-study tours for this category of applicants..
4. The following category of tourism service providers would also be eligible for financial assistance under the MDA Scheme for a maximum of 5 (five) Fairs/ Exhibitions/ Road Shows as mentioned above in para 3 :
 - (i) approved by the Ministry of Tourism (or by the State Government in the case of Jammu & Kashmir and the North Eastern States), and with foreign exchange earnings (or total turnover in the case of Tourism Service Providers in Jammu & Kashmir and the North Eastern States) up to ₹ 5 crore. This category of service providers would also be eligible for one **sale-cum-study tour** within the limit of 5 events mentioned in para 3.

5. Financial assistance under the MDA Scheme will be provided to the Tourism Depts. of Union Territories for participation in 3 (three) Fairs / Exhibitions / Road Shows with the condition of participation in at the most one Fair / Exhibition (participation in two Road Shows will be essential). No assistance will be given for sales-cum-study tours to these UTs.
6. For production/printing of publicity material, financial assistance under the MDA scheme would be available to Tourism Service Providers once in a financial year. Tourism Departments of States / UTs will not be eligible for financial assistance under the MDA Scheme for printing of Publicity material.
7. These revised MDA guidelines are in supersession to guidelines issued earlier.
8. These Revised Guidelines will come in force with effect from 27th November, 2013 and till further orders.

**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 Ministry of Tourism/State Tourism Dept. in the case of Jammu & Kashmir and North Eastern States (Please attach a copy of approval letter)	No. & Date: Valid up to:
4	Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by the 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 and road shows participated	
	b) Name of the Persons	
	c) Dates	
	d) MDA amount received	

Place:

Signature &

Date:

Designation with stamp

**Application Form for obtaining Prior Approval under MDA Scheme
for Participation in Trade Fair/Exhibition/Road Show 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 Ministry of Tourism/State Tourism Dept. in the case of Jammu & Kashmir and North Eastern States (Please attach a copy of approval letter)	No. & Date: Valid up to:
4	Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by the Chartered Accountant. (not applicable in the case of Tourism Departments of States / UTs).	
5	Name of fair / exhibition /road show and the countries along with 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 and road shows participated	
	b) Name of the Persons	
	c) Dates	
	d) MDA amount received	

Place:

Signature &

Date:

Designation with stamp

**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 Ministry of Tourism/State Tourism Dept. in the case of Jammu & Kashmir and North Eastern States (Please attach a copy of approval letter)	No. & Date: Valid up to:
4	Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by the Chartered Accountant.	
5	Details of product catalogue / brochure/ handout, etc. to be brought out	
6	Names 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/ exhibitions and road shows participated	
	b) Name of the Persons	
	c) Dates	
	d) MDA amount received	

Place:

Signature &

Date:

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 Ministry of Tourism obtained for undertaking promotional tour abroad. (Please attach a copy of the approval letter.)	No. & Date: Valid up to:
4	Certificate regarding approval of the Agency/Firm by Ministry of Tourism/ State Tourism Deptt. In the case of Jammu& Kashmir and North Eastern States (please attach a self certified copy of the approval letter)	
5	Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by 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	<p>Details of the financial assistance availed earlier under the MDA Scheme separately for :</p> <p>a) Sale-cum-Study Tour b) Participation in fair/exhibition/road show c) Production of Publicity Material (Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of who went abroad and the amount of financial assistance received in each case)</p>	
11	<p>Actual expenditure incurred on return airfare by economy excursion class</p> <p>(Please attach original air ticket/jacket used during the journey along with three self certified Photostat copies)</p>	
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.

Office Seal:
Place:
Date:

Signature

Name.....

Designation.....

**Claim Form for Marketing Development Assistance for
Participation in Trade Fairs/Exhibitions/Road Shows 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 Ministry 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 Ministry of Tourism/ State Tourism Deptt. In the case of Jammu& Kashmir and North Eastern States (please attach a self certified copy of the approval letter)	No. & Date: Valid up to:
5	Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by the Chartered Accountant. (not applicable in the case of Tourism Departments of States / UTs).	
6	Name of the Fair/ Exhibition/Road Show and the countries along with 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	<p>Details of the financial assistance availed earlier under the MDA Scheme separately for</p> <p>a) Sale-cum-Study Tour b) Participation in fair/exhibition/road show c) Production of Publicity Material</p> <p>(Please furnish details of countries/fairs and exhibitions/road shows, name of the persons who went abroad and the amount of who went abroad and the amount of financial assistance received in each case) (Applicable only for Fairs/Exhibitions/ Road Shows in the case of Tourism Departments of States / UTs).</p>	
11	Expenditure incurred on :	
(a)	<p>Actual expenditure incurred on return airfare by economy excursion class</p> <p>(Please attach original air ticket/jacket used during the journey along with three self certified Photostat copies)</p>	
(b)	<p>Actual expenditure incurred on stall, decoration, water and electricity (in case of participation in fair/ exhibition/road show)</p> <p>(Please attach original voucher/ bank advice/receipt, etc. evidencing payment made, along with three self certified photocopies thereof. Also furnish a Statement of Expenditure).</p>	
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.

Office Seal:
Place:
Date:

Signature

Name.....

Designation.....

**Claim Form for Marketing Development Assistance for
Participation in Trade Fairs/Exhibitions/Road Shows 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 Ministry 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 Ministry of Tourism/ State Tourism Deptt. in the case of Jammu & Kashmir and North Eastern States (please attach a self certified copy of the approval letter)	No. & Date: Valid up to:
5	Certificate of Foreign Exchange Earnings during the two preceding financial years, clearly indicating the % increase in foreign exchange earnings in the preceding year as compared to the earlier financial year, duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover and % increase in total turnover, duly certified by the Chartered Accountant.	
6	Name of the Fair/ Exhibition and the countries along with the 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/road show c) Production of Publicity Material (Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of who went abroad and the amount of financial assistance received in each case)	

10	Name of the three firms from where quotations were invited (Please attach copies of the three quotations	
11	Name and address of firm quoting the lowest quotations	
12	Name and 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 photocopies.	
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.

Office Seal:

Place:

Date:

Signature

Name.....

Designation.....

GUIDELINES FOR THE PROMOTION OF WELLNESS AND MEDICAL AS NICHE TOURISM PRODUCTS

1 Preamble

- 1.1 'Wellness' is generally used to mean a healthy balance of the mind, body and spirit that results in an overall feeling of well-being. 'Wellness Tourism' can, therefore, be defined as travel that involves to experience an active process of becoming aware of and making choices toward a more successful existence. In other words, 'Wellness' is a view of health that emphasizes the state of the entire being and its ongoing development.
- 1.2 India has always been known for its rich heritage of 'Wellness' traditions and has enormous possibilities to offer to 'Wellness' seekers. The Indian 'Wellness' industry is one of the fastest growing segments of the travel and leisure industry. India has the potential to become a leading 'Wellness' destination for the global travellers. Therefore, there is a need to position India as preferred destination for Wellness Tourism, wellness being an integral part of the Indian way of life.
- 1.3 'Medical' Tourism (also called Medical Travel, Health Tourism or Global Health Care) is a term used to describe the rapidly growing practice of travelling across international borders to seek Medical services. Services typically sought by travellers include elective and essential procedures as well as complex surgeries etc.
- 1.4 India holds an advantage as a Medical Tourism destination due to the following factors:
 - i. Most of the medical practitioners and surgeons at Indian Hospitals are well trained or have worked at some or other time in the leading medical institutions of the world.
 - ii. Most of medical practitioners and nurses are fluent in English.
 - iii. Top of the line medical and diagnostic equipments from global international conglomerates are available at many Indian hospitals.
 - iv. The cost of quality of medical procedures and services are low in India when compared to other competitors in the field.
- 1.5 Realizing the potential to develop and promote Wellness and Medical Tourism as the niche tourism products among international tourists, the Ministry of Tourism, Government of India, has formulated following guidelines.

2 Mission

- 2.1 To promote India as a holistic tourism destination for 365 days offering varied niche tourism products.

3. Association

- 3.1 All stakeholders engaged in Wellness and /or Medical Tourism activities would endeavour to form either Wellness Tourism Association of India or Medical Tourism Association of India or Wellness and Medical Tourism Association of India, which will have open all India membership, is committed for holding elections at regular intervals & hold annual Audit of Accounts and is registered as a non profitable society.

4. Support under the Marketing Development Assistance (MDA) scheme for Wellness Tourism Service Providers (WTSPs) and Medical Tourism Service Providers (MTSPs):

- 4.1 The Wellness Tourism Service Providers including Wellness Centres, SPAs and Wellness Tourism Facilitators (WTFs) i.e., Travel Agents and Tour Operators engaged in Wellness Tourism and Medical Tourism Service Providers (including Hospital and Medical Tourism Facilitators (MTFs) i.e., Travel Agents and Tour Operators engaged in Medical Tourism as per eligibility in para 4.2 below will be provided financial assistance as per the provisions of the Marketing Development Assistance (MDA) scheme administered by the Ministry of Tourism, Government of India for the Fairs/ Events/ Road Shows approved by the Ministry of Tourism, Niche Tourism Division.
- 4.2 Financial assistance as per the provisions of the Marketing Development Assistance (MDA) scheme would be provided to the
- WTSPs i.e., Representatives of Wellness Centres including SPAs accredited by the National Accreditation Board of Hospitals (NABH) and / or AYUSH or State / UT Governments
 - MTSPs i.e., Representatives of Hospitals accredited by the Joint Commission for International Accredited Hospitals (JCI) and / or the National Accreditation Board of Hospitals (NABH) and / or State Governments.
 - Wellness Tourism Facilitators and Medical Tourism Facilitators i.e., Representatives of Travel Agents/Tour Operators approved by the Ministry of Tourism, Government of India and who are engaged in Wellness and Medical Tourism.

4.3 Procedure for submission of Application:

The eligible WTSPs/MTSPs/WTFs/MTFs shall obtain prior approval of the Ministry of Tourism, Government of India, before proceeding abroad to participate in any trade fair/exhibition. The application shall be submitted directly to the office of Assistant Director General, Niche Tourism, Ministry of Tourism, Government of India, C-1, Hutments, Dalhousie, Road, New Delhi – 110 011, in the prescribed format (Annexure-I and Annexure III for WTSPs & MTSPs and WTFs & MTFs), respectively at least 90 days in advance, along with following documents:

- Proof of accreditation of WTSPs by the AYUSH or NABH and or State / UT Governments; and
- Proof of accreditation of Hospital by JCI or NABH in case of MTSPs.

After participating in Wellness and Medical Tourism Fairs / Wellness and Medical Shows / Wellness and Medical Promotional Events abroad for which prior approval had been accorded by the Ministry of Tourism, the WTSPs & MTSPs and WTFs & MTFs, respectively, would submit the Application form for MDA Claim, in the prescribed format (Annexure II & Annexure IV for WTSPs & MTSPs and WTFs & MTFs, respectively), directly to the office of Assistant Director General, Niche Tourism, Ministry of Tourism, Government of India, C-1, Hutments, Dalhousie, Road, New Delhi – 110 011, immediately on return to India but positively within one month of his / her return to India.

- 4.4 Besides, above provision, all other provisions of MDA scheme administered by the Ministry of Tourism, Government of India shall be applicable for release of MDA to WTSPs, MTSPs, WTFs and MTFs.

5. Wellness and Medical Tourism Promotion Committee (WMTPC) to be constituted for considering all financial assistance except MDA:

Chairperson

- i. Secretary, Ministry of Tourism

Members:

- ii. Additional Secretary, Ministry of Tourism
iii. Additional Secretary & Financial Adviser, Ministry of Tourism or his or her representative
iv. Joint Secretary level officer handling Niche Tourism in Ministry of Tourism
v. Director or Deputy Secretary level officer handling Niche Tourism Products in Ministry of Tourism-

Member Secretary:

- vi. Representative of ADTOI
vii. Representative of IATO
viii. Representative of FHRAI
ix. Representative of HAI
x. Representative of the Ministry of Health
xi. Representative of AYUSH
xii. Representative of NABH
xiii. Representative of Medical & or Wellness Associations
xiv. Two leading stakeholders in Wellness and Medical Tourism to be nominated by the Ministry of Tourism.

Note:- The tenure of this Committee shall be two years from the date of its constitution.

6. Publicity

- 6.1 There are a number of marketing and promotional measures available to reach the Wellness & Medical Tourism market. The Ministry of Tourism would consider providing financial support in the ratio of 50:50 for making publicity and promotional material subject to the condition that the Ministry of Tourism would provide a maximum of ₹ 10.00 lakh under the category for each stakeholder in a financial year. This support would not be given for airing time on television / radio. This support will be given only on open EOI basis.

7. Promotion through workshops / Events / Meets / Seminars:

- 7.1 The Ministry of Tourism would provide financial assistance for organizing workshops/events/meets/seminars having focus on promotion of Wellness and Medical Tourism subject to the conditions;
- (i) A maximum amount of ₹ 10.00 lakh will be provided for each workshop/event/meet/seminar on 50:50 cost sharing basis.
 - (ii) Each workshop/event/meet/seminar will have at least 100 participants of which at least 50 percent would be foreign passport holders not living in India.
 - (iii) This support will be also be given on open EOI basis.

8. For organizing Wellness and Medical Tourism Promotion Shows:

- 8.1 Shows with exhibits, suppliers and buyers participation for promotion of Wellness & Medical Tourism on the lines of other tourism product shows will be supported financially by the Ministry of Tourism subject to the condition that a minimum of 75 participants will participate in the show and there will be at least 40 percent foreign buyers. The maximum financial assistance that can be provided will be up to a maximum of ₹ 25.00 lakh on 50:50 sharing basis. Such assistance would be given only to the State Governments / Chambers of Commerce / National Wellness & Medical Associations. In case, the Ministry of Tourism wants to set up its own Wellness and / or Medical Show that will be done on the basis of an open EOI.

9. Use of Incredible India logo

- 9.1 The Incredible India brand is one of the most recognized brands internationally. The Ministry of Tourism would give permission for the use of Incredible India logo for the wellness and medical tourism promotion events, films, literature etc., as per the prescribed procedure from time to time.

10. Capacity building:

10.1 Trained human resource is an important component of any tourism product, including Wellness & Medical Tourism. A large number of tourism service providers in the organized/unorganized sector require basic and advanced training in related areas to provide better service standards and consumer satisfaction. The Ministry of Tourism would provide financial support for training courses focussed on skill providing, skill up-gradation and skill certification courses for the persons engaged in Wellness & Medical Tourism sector as per the Capacity Building for Service Providers (CBSP) scheme guidelines of the Ministry of Tourism. The training could be at various levels, i.e., basic level, higher level, advanced level and specialized. (CBSP guidelines are available on the Ministry of Tourism website titled www.tourism.gov.in).

11. Participation in fairs and events:

11.1 The Ministry of Tourism would provide space up to 4 Square Metres to Wellness and / or Medical Tourism Associations at major international fairs for promoting Wellness and Medical Tourism at cost.

Application form for Wellness Tourism Service Providers (WTSPs) / Medical Tourism Service Providers (MTSPs), Wellness Centres Service Providers (WNCSP) for obtaining prior approval under MDA scheme for participation in approved Wellness Tourism Fairs / Medical Tourism Fairs, Wellness Conferences / Medical Conferences sand Allied Road Shows:

1	Name of the Hospital with full Address/ Name of the Wellness Centre with full address	
2	Name and designation of the Person who went abroad	
3	Certificate regarding accreditation by JCI/NABH/State Governments/AYUSH/NABH	
4	Name of Wellness and Medical Tourism Fairs /Wellness and Medical Conferences and Road Shows / Exhibitions and the countries	No. & Date: Valid up to:
5	Date of departure from India	
6	Date of arrival in India	
7	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	

Office Seal:
Place:
Date:

Signature

Designation.....

Claim form for Wellness Tourism Service Providers (WTSPs) / Medical Tourism Service Providers (MTSPs), Wellness Centres Service Providers (WNCSP) for obtaining prior approval under MDA scheme for participation in approved Wellness Tourism Fairs and Medical Tourism Fairs / Wellness and Medical Conferences and Allied Road Shows:

1	Name of the Hospital with full Address/ Name of the Wellness Centre with full address	
2	Name and designation of the Person who participated in Approved Wellness and Medical Tourism Fairs / Wellness and Medical Conferences and Allied Road Shows abroad	
3	Whether prior approval of the Ministry of Tourism obtained for undertaking promotional activity abroad. (Please attach a copy of the approval later.)	
4	Certificate regarding accreditation by JCI/NABH/State Governments/AYUSH / NABH	No. & Date: Valid up to:
5	Name of Wellness and Medical Tourism Fairs /Wellness and Medical Conferences and Road Shows / Exhibitions and the countries along with the dates/duration of the visit.	
6	Actual date of departure from India. (Please attach a self certified photocopy of passport highlighting date of departure)	
7	Actual date of arrival in India (Please attach self certified photocopy of passport highlighting date of arrival)	
8	Details of Number of proposal(s) already submitted in the same financial year	
9	<p>Details of the financial assistance availed earlier under the MDA scheme:</p> <p>a) Name of countries visited/ exhibitions participated</p> <p>b) Name of the Persons</p> <p>c) Dates</p> <p>d) MDA amount received</p>	

10	<p>Expenditure incurred on:</p> <p>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)</p> <p>b) Actual expenditure incurred on stall, decoration, water and electricity (in case of participation in Wellness Tourism Fairs and Medical Tourism Fairs / Wellness and Medical Conferences and allied Road Shows)</p> <p>(Please attach original voucher/bank advice/receipt etc., evidencing payment made, along with three self certified photocopies thereof). (Also furnish a Statement of Expenditure)</p>	
	Total expenditure incurred (a + b)	
11	Amount being claimed	

Declaration

I solemnly declare that the particulars given in the above statement are correct. I bound myself and the Hospital accountable/Wellness Centres 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

Place:
Date:

Signature
Name.....
Designation.....
Office Seal.....

Application form for Wellness Tourism facilitators / Medical Tourism facilitators for obtaining prior approval under MDA scheme for participation in approved Wellness Tourism Fairs/ Medical Tourism Fairs, Wellness Conferences / Medical Conferences and allied Road Shows

1	Name of the firm with full address/Name of the Wellness Centre with full address	
2	Name and designation of the person going abroad	
3	Proof regarding recognition of the Ministry of Tourism as approved Tour Operators.	No. & Date: Valid up to:
4	Proof regarding Foreign Exchange Earnings (FEE) from Medical Tourism (year wise turnover and commission to be shown separately)	
5	Name of approved Wellness Tourism Fairs / Medical Tourism Fairs / Wellness Conferences and Medical Conferences and allied Road Shows and the countries along with dates/duration of 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 Persons c) Dates d) MDA amount received	

Place:
Date:

Signature

Name.....

Designation.....

Office Seal.....

Claim Form for Wellness Tourism Facilitators / Medical Tourism Facilitators under MDA scheme for participation in approved Wellness Tourism Fairs and Medical Tourism Fairs, Wellness Conferences / Medical Conferences and allied Road Shows

1	Name of the firm with full address/Name of the Wellness Centre with full address	
2	Name and designation of the person going abroad	
3	Proof regarding recognition of the Ministry of Tourism as approved Tour Operators.	No. & Date: Valid up to:
4	Proof regarding Foreign Exchange Earnings (FEE) from Medical Tourism (year wise turnover and commission to be shown separately)	
5	Name of approved Wellness Tourism Fairs / Medical Tourism Fairs / Wellness Conferences and Medical Conferences and allied Road Shows and the countries along with dates/duration of 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 Persons c) Dates d) MDA amount received	

Place:
Date:

Signature

Name.....

Designation.....

Office Seal.....

Claim Form for Wellness Tourism Facilitators / Medical Tourism Facilitators under MDA scheme for participation in approved Wellness Tourism Fairs and Medical Tourism Fairs, Wellness Conferences / Medical Conferences and allied Road Shows

1	Name of the firm with full address/Name of the Wellness Centre with full address	
2	Name and designation of the Person who attended the Wellness Tourism Fair / Medical Tourism Fair / Exhibition abroad	
3	Whether prior approval of the Ministry of Tourism obtained for undertaking promotional tour abroad. (Please attach a copy of the approval letter.)	
4	Proof regarding recognition of the Ministry of Tourism as approved Tour Operators.	
5	Proof regarding Foreign Exchange Earnings (FEE) from Wellness Tourism and Medical Tourism	
6	Name of approved Wellness Tourism Fairs /Wellness Tourism Fair/Medical Conferences/Wellness Conferences and allied Road Shows and the countries along with dates/duration of visit	
7	Actual date of departure from India. (Please attach a self certified photocopy of passport highlighting date of departure)	
8	Actual date of arrival in India (Please attach a 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 for participation in approved Wellness Tourism Fairs / Medical Tourism Fairs / Wellness Conferences / Medical Conferences/ and allied Road Shows (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 in approved Wellness Tourism Fairs/Medical Tourism Fairs / Wellness Conferences / Medical Conferences and allied Road Shows) (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)	
	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 Hospital accountable/Wellness Centres 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.

Place:
Date:

Signature

Name.....

Designation.....

Office Seal.....

GUIDELINES FOR SUPPORT OF THE MINISTRY OF TOURISM FOR PROMOTING GOLF TOURISM

1 Preamble

- 1.1 India is recognized world over for its rich culture, exotic appeal and variety. With golf catching the fancy of millions across the world, it is but natural for India to join in and promote its golfing facilities. With more and more golf courses coming up all over the country, golf has taken its place among upcoming sports in India. With the recovery from the global economic meltdown, the world economies, especially those countries which have traditionally been India's major tourist markets, are now showing signs of revival. The Foreign Tourist Arrivals (FTAs) and the Foreign Exchange Earnings (FEEs) through tourism in India are showing significant growth.
- 1.2. The country has not been able to utilize its full potential in niche sectors like golf, polo, adventure sports etc. It has been observed that there has been a growing interest among the domestic and international tourists to experience golf tourism in destinations outside their country of origin. While golf tourism is a niche product, it is important for the tourism in India for multiple reasons. India has several golf courses of international standards. Further, golf events held in India also attract domestic and international tourists. With international tourists expected to grow in the next few years, it is important that India has the right product to meet the need of the visitors. According to an independent study, 52 % of travelling golfers are likely to take two or more golfing holidays in a year and they spend on an average, 33% more on their holidays as compared to regular holiday makers. It is stated that 70-78% golfers would be prepared to visit a new golfing destination and this community represents the wealthiest 50% of all golfers.
- 1.3. Realizing the potential to develop Golf Tourism as the niche tourism product for attracting both domestic and international tourists, the Ministry of Tourism, Government of India, is revising guidelines to develop and promote India as a preferred Golf Tourism destination.

2 Mission

- 2.1 To promote India as a multiple tourism attraction destination offering varied niche tourism products to make India a 365 days destination.
- 2.2. Sports tourism in India is gaining popularity, especially after the successful completion of Commonwealth Games in New Delhi in 2010. One of the latest trends in Golf Tourism is the fact that there has been a recent surge in the interest levels amongst youth in the game the world over. In order to tap this growing interest in golf tourism, it is crucial that steps be undertaken to develop and promote golf tourism under an institutional framework. This would pave the way to maximize the opportunity for growth and progress of this niche tourism product in future. The Ministry of Tourism aims to create a comprehensive and coordinated framework for promoting golf tourism in India, capitalizing on the work already carried out, and building upon the strength of India's position as the fastest growing free market economy.

- 2.3 The objectives of these guidelines for support to promote Golf Tourism are to:
- Promote India as a golf destination for domestic and international tourists.
 - Earning of additional foreign exchange through development of this niche product and thereby contributing to economic growth.
 - Socio economic development through employment generation, both for men and women.
 - Encourage creation of additional world class golf infrastructure in the country.

3.Strategy:

- 3.1. The focus would be to include the entire chain of steps required including creating awareness, encouraging stakeholders and targeting established and new markets to promote Indian Golf Tourism, thereby generating higher demand for the product. This would include:
- Building major golfing events in India by building relationship with sponsors, broadcasters and the other stakeholders.
 - Improved access to India's signature & other golf courses and working closely to make such courses more accessible to the tourists.
 - Raising the profile of golf courses and other golf infrastructure.

The support of the Ministry of Tourism would be provided to only such golf courses which would allow open access to the tourists as per IGTC's recommendations.

4. Association:

- 4.1. All stakeholders engaged in Golf Tourism activities would endeavour to form a Golf Tourism Association of India, which will have open all India membership, is committed for holding elections at regular intervals, hold annual Audit of Accounts and is registered as a non profitable society. Stakeholders which may form part of such Association may include:

- Corporate Houses
- Golf Clubs
- Golf Courses
- Golf Event Managers
- State Governments/UT Administrations
- Tour Operators/Travel Agents engaged in promotion of Golf Tourism

5. Composition of Core Committee for the development of Golf Tourism:

- 5.1. The India Golf Tourism Committee (IGTC) would be the nodal body for golf tourism in the country. The IGTC would function with the core objective to promote India as a preferred golf destination and make necessary suggestions and recommendations which are consistent with the objective.
- 5.2. The IGTC would make recommendations, inter alia, with regard to:
- Identification and grading of suitable golf courses.
 - Approval of calendar of golf events.
 - Recommending events for the Ministry of Tourism's logo support.

- (iv) Assessing the need for creation and managing of a corpus with contributions from the stakeholders/industry/corporate sector and the Government for promotion of Golf Tourism.
- (v) Identification of promotional materials to be developed.
- (vi) Identification of events for participation abroad to showcase golfing facilities in India.
- (vii) Introduction of a golf card for tourist.
- (viii) Make recommendations for financial support under these guidelines except MDA.

6. Composition of IGTC:

6.1. The IGTC would comprise the following members:

- (i) Secretary (T): Chairperson

Members:

- (ii) Additional Secretary (T)
- (iii) Additional Secretary & Financial Adviser (T) or his/her Representative
- (iv) Joint Secretary level officer handling Niche Tourism in MOT
- (v) Director or Deputy Secretary level officer handling Niche Tourism Products in MOT – **Member Secretary**
- (vi) Representative of Association of Domestic Tour Operators of India (ADTOI)
- (x) Representative of IATO
- (xi) Representative of FHRAI
- (xii) Representative of HAI
- (xiii) Representative of Golf Association of India
- (xiv) Representative of PGTI
- (xv) Representative of SAI
- (xvi) Two leading stakeholders in Golf Tourism to be nominated by the Ministry.

6.2 The tenure of this Committee shall be two years from the date of its constitution.

7. Golf Tournaments:

7.1. Financial assistance would be given for conducting approved golf events in India as per the following norms:

7.2. International Corporate Golf Events:

- i) Events with minimum 72 participants for a minimum of 18 holes game of at least one day duration with 75 percent or more participation of foreign passport holders not living in India would be eligible for a support up to ₹12.00 lakh per event in each financial year. This would be on a 50: 50 cost sharing basis, with 50 percent share of the Ministry of Tourism be based on recommendations of IGTC and balance to be borne by the organizers
- ii) Events which have minimum 72 participants for a minimum of 18 holes game of at least of one day duration with 25 to 75 percent foreign passport holders not living in India would be eligible up to ₹ 8.00 lakh per event for each financial year. This would be on a 50: 50 cost sharing basis, with 50 percent share of the Ministry of Tourism based on recommendations of IGTC and balance to be borne by the organizers.

7.3. Domestic Corporate Golf Events:

7.4. Domestic corporate golf events which have minimum of 100 participants, minimum 18 holes game, with at least of one day duration would be eligible up to ₹ 6.00 lakh per event in each financial year. This would be on a 50: 50 cost sharing basis, with 50 percent share of the Ministry of Tourism based on recommendations of IGTC and balance to be borne by the organizers. The domestic events may also have foreign participants. The IGTC will suggest the parameters and areas for selection of events that will qualify in this category.

7.5. Supporting Professional Golf Events:

7.6. Professional golf events would be major Golf Tourism driver for India. A calendar of such events is to be identified and approved by IGTC and such events would be eligible for financial support to increase the size of prize money with an objective to encourage the top ranked golfers to participate, so as to make India a preferred golf destination.

7.7. Men's Professional Events:

7.8. The United States Professional Golf Association (USPGA) is an organization that operates the main professional men's golf tours in the United States and North America, also known as the USPGA Tour. It is understood that this tour has never come to India. In order to encourage bringing a USPGA event to India, the Ministry of Tourism would provide financial support up to ₹4.00 crore on 50: 50 cost sharing basis wherein, the contribution of Ministry of Tourism would be 50 percent based on the recommendations of IGTC during one financial year and the remaining 50 percent would be borne by the organizers.

7.9. European Tour events:

7.10. The Ministry of Tourism would provide financial support up to ₹2.00 crore on 50:50 cost sharing basis wherein the contribution of the Ministry of Tourism would be 50 percent based on recommendations of IGTC during one financial year and the remaining 50 percent would be borne by the organizers.

7.11. Asian Tour events:

7.12. The Ministry of Tourism would provide financial support up to ₹ 1.00 crore on 50:50 cost sharing basis where in the contribution of the Ministry of Tourism would be 50 percent based on the recommendations of IGTC during one financial year and the remaining 50 percent would be borne by the organizers.

7.13. Women's Professional Events:

7.14. As an added initiative to promote women's golf, the Ministry of Tourism would provide financial assistance for maximum of two professional events with the upper ceiling of up to ₹ 1.00 crore each for the LPGA Tour and the Ladies European Tour. For the Asian Tour financial support up to ₹ 50.00 lakh would be provided. This would be in a ratio 5 of 50:50 where in 50 percent would be funded by the Ministry of Tourism based on the recommendations of IGTC during a financial year and remaining 50 percent by the organizers.

8. Support for Golf infrastructure:

- 8.1. The scope of the Large Revenue Generating (LRG) scheme of the Ministry of Tourism is to develop Golf Infrastructure in PPP mode. LRG guidelines of the Ministry of Tourism are available at website www.tourism.gov.in.

9. Support under the Marketing Development Assistance (MDA) scheme to the Golf Tourism Service Providers (GTSPs) i.e., representatives of Travel Agents / Tour Operators engaged in promotion of Golf Tourism / Signature Golf Courses and Golf Courses designed by the renowned Architects:

- 9.1. The GTSPs engaged in Golf Tourism as per eligibility in para 9.2 below will be provided financial assistance as per the provisions of the Marketing Development Assistance (MDA) scheme administered by the Ministry of Tourism, Government of India for participating in the International Tourism / Golf related Fairs/ Events/ Exhibitions/ Road Shows approved by the Ministry of Tourism, Niche Tourism Division.
- 9.2. Financial assistance as per the provisions of the Marketing Development Assistance (MDA) scheme would be provided to the GTSPs approved by the Ministry of Tourism, Government of India and who are engaged in promotion of Golf Tourism.
- 9.3. Procedure for submission of Application:
- The eligible GTSPs shall obtain prior approval of the Ministry of Tourism, Government of India, before proceeding abroad to participate in International Tourism / Golf related Fairs/Events/ Exhibitions/ Road Shows. The application shall be submitted directly to the office of Assistant Director General, Niche Tourism, Ministry of Tourism, Government of India, C-1, Hutments, Dalhousie, Road, New Delhi – 110 011, in the prescribed format (Annexure-I) at least 90 days in advance, along with the proof of approval as Travel Agents / Tour Operators / Golf Courses from the Ministry of Tourism, Government of India
 - After participating in International Tourism Fairs / Golf related Events / Exhibitions / Road Shows abroad for which prior approval had been accorded by the Ministry of Tourism, the GTSP would submit the Application form for MDA Claim, in the prescribed format (Annexure II), directly to the office of Assistant Director General, Niche Tourism, Ministry of Tourism, Government of India, C-1, Hutments, Dalhousie, Road, New Delhi – 110 011, immediately on return to India but positively within one month of his / her return to India.
- 9.4. Besides, above provision, all other provisions of MDA scheme administered by the Ministry of Tourism, Government of India shall be applicable for release of MDA to GTSPs engaged in Golf Tourism Promotion.

10. Publicity:

- 10.1. There are number of marketing and promotional opportunities available to reach the 6 golf market. The Ministry of Tourism would consider providing financial support on 50:50 sharing basis for making publicity and promotional material subject to the condition that the Ministry of Tourism would provide a maximum of ₹ 10.00 lakh under the category for each stakeholder in a financial year. This support would not be given for airing time on television / radio. This support will be given only on open EOI basis on the basis of merit and not routine as right.

11. Promotion through workshops / events / meets / seminars:

- 11.1. The Ministry of Tourism would provide financial assistance for organizing workshops/events/meets/seminars having focus on promotion of Golf Tourism subject to the conditions;
- (i) A maximum amount of ₹10.00 lakh will be provided for each workshop/event/meet/seminar on 50:50 cost sharing basis.
 - (ii) Each workshop/event/meet/seminar will have at least 100 participants of which at least 50 percent would be foreign passport holders not living in India.
 - (iii) This support will be given on open EOI basis based on merit.

12. For organizing Golf Promotion Shows:

- 12.1. Shows with exhibitions, suppliers and buyers participation for promotion of Golf Tourism on the lines of other tourism product shows will be supported financially by the Ministry of Tourism subject to the condition that a minimum of 75 participants will participate in the show and there will be at least 40 percent foreign buyers. The maximum financial assistance that can be provided will be up to a maximum of ₹ 25.00 lakh on 50:50 sharing basis. Such assistance would be given only to the State Governments / Chambers of Commerce / National Golf Association. In case, the Ministry of Tourism wants to set up its own Golf Tourism Show that will be done on the basis of an open EOI.

13. Use of Incredible India Logo:

- 13.1 The Incredible India brand is one of the most recognized brands internationally. The Ministry of Tourism would give permission for the use of Incredible India logo for the Golf Tourism related promotional events, films, literature etc., as per the prescribed procedure from time to time.

14. Capacity Building:

- 14.1 Trained human resource is an important component of any tourism product development, including Golf. A large number of stakeholders / service providers in the organized/unorganized sector also require basic and advanced training in related areas to provide better service standards and consumer satisfaction. The Ministry of Tourism would provide financial support for training, skill up gradation of caddies and other service providers engaged with the sport as per the Capacity Building for Service Providers (CBSP) guidelines of the Ministry of Tourism. The training could be at various levels, i.e., basic level, higher level, advanced level and specialized. (CBSP Guidelines are available at the Ministry of Tourism's website www.tourism.gov.in)

15. Participation in fairs and events:

- 15.1 The Ministry of Tourism would provide space up to 4 square metres to approved Golf Tourism Association at major international travel fairs / events for promoting Golf Tourism at cost.

Application form for Golf Tourism Service Providers (GTSPs), Travel Agents / Tour Operators / Signature Golf Courses and such Golf Courses designed by the renowned Architects for obtaining prior approval under MDA scheme for participation in approved Golf Tourism Fairs / Golf Tourism Conferences / and Allied Road Shows:

1	Name of the Association with full Address	
2	Name and designation of the person going abroad	
3	Certificate regarding approval by the Ministry of Tourism / State Governments	
4	Name of Golf Tourism Fairs /Golf Tourism Conferences and Road Shows / Exhibitions and the countries along with the dates/duration of the visit	No. & Date: Valid up to:
5	Date of departure from India	
6	Date of arrival in India	
7	<p>Details of the financial assistance availed earlier under the MDA scheme:</p> <p>a) Name of countries visited/ exhibitions participated</p> <p>b) Name of the Persons</p> <p>c) Dates</p> <p>d) MDA amount received</p>	

Place:

Date:

Signature

Name.....

Designation.....

Office Seal.....

Claim form for Golf Tourism Service Providers (GTSPs) Travel Agents / Tour Operators / Signature Golf Courses and such Golf Courses designed by the renowned Architects after participation in approved Golf Tourism Fairs / Golf Tourism Conferences and Allied Road Shows (as per MDA scheme):

1	Name of the Association with full address	
2	Name and designation of the Person who participated in Approved Golf Tourism Fairs / Golf Tourism Conferences and Allied Road Shows abroad	
3	Whether prior approval of the Ministry of Tourism obtained for undertaking promotional activity abroad. (Please attach a copy of the approval later.)	
4	Certificate regarding approval by the Ministry of Tourism / State Governments	No. & Date: Valid up to:
5	Name of Golf Tourism Fairs /Golf Conferences and Road Shows / Exhibitions and the countries along with the dates/duration of the visit.	
6	Actual date of departure from India. (Please attach a self certified photocopy of passport highlighting date of departure)	
7	Actual date of arrival in India (Please attach self certified photocopy of passport highlighting date of arrival)	
8	Details of Number of proposal(s) already submitted in the same financial year	
9	<p>Details of the financial assistance availed earlier under the MDA scheme:</p> <p>a) Name of countries visited/ exhibitions participated</p> <p>b) Name of the Persons</p> <p>c) Dates</p> <p>d) MDA amount received (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)</p>	

10	Expenditure incurred on:	
	<p>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)</p> <p>b) Actual expenditure incurred on stall, decoration, water and electricity (in case of participation in Golf Tourism Fairs / Golf Tourism Conferences and allied Road Shows) (Please attach original voucher/bank advice/receipt etc., evidencing payment made, along with three self certified photocopies thereof). (Also furnish a Statement of Expenditure)</p>	
	Total expenditure incurred (a + b)	
11	Amount being claimed	

Declaration

I solemnly declare that the particulars given in the above statement are correct. I bound myself and the association 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

Place:
Date:

Signature

Name.....

Designation.....

Office Seal.....

DEFINITIONS

Atithidevo Bhava



Incredible India

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 the 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	36	Kailashahar	Land Check post
2	Agra	Airport	37	Kakinada	Seaport
3	Ahmedabad	Airport	38	Kandala	Seaport
4	Alang	Seaport	39	Karimaganj	Land Check post
5	Amritsar	Airport	40	Khawai	Land Check post
6	Attari Rail	Land Check post	41	Kolkatta	Airport
7	Attari Road	Land Check post	42	Laigolaghat	Land Check post
8	Barbasa	Land Check post	43	Lucknow	Airport
9	Bengaluru	Airport	44	Mahadipore	Land Check post
10	Bedi Bender	Seaport	45	Mangaioire	Seaport
11	Bhavnagar	Seaport	46	Mankachar	Land Check post
12	Calicut	Airport	47	Marmagoa	Seaport
13	Changrabandha	Land Check post	48	Muhurighat	Land Check post
14	Chennai	Seaport	49	Mumbai	Airport
15	Chennai	Airport	50	Mumbai	Seaport
16	Cochin	Seaport	51	Munabao	Land Check post
17	Cochin	Airport	52	Nagapattinam	Seaport
18	Coimbatore	Airport	53	Nagpur	Airport
19	Cuddalore	Seaport	54	Nhava Sheva	Seaport
20	Dabolim	Airport	55	Paradeep	Seaport
21	Dalaighat	Land Check post	56	Patna	Airport
22	Dalu	Land Check post	57	Port Blair	Airport
23	Dawki	Land Check post	58	Port Blair	Seaport
24	Delhi	Airport	59	Pune	Airport
25	Gauriphanta	Land Check post	60	Radhikapore	Land Check post
26	Gaya	Airport	61	Ragna	Land Check post
27	Gede Rly. Station	Land Check post	62	Raniganj	Land Check post
28	Ghojadanga	Land Check post	63	Raxual	Land Check post
29	Guwahati	Airport	64	Rupaidiha	Land Check post
30	Haridaspore	Land Check post	65	Sonauli	Land Check post
31	Hilli	Land Check post	66	Srimantapur	Land Check post
32	Hyderabad	Airport	67	Sutarkandi	Land Check post
33	JaigaonKalimpong	Land Check post	68	Trichy	Airport
34	Jaipur	Airport	69	Trivandrum	Airport
35	Jogbani Purnea	Land Check post	70	Tuticorin	Seaport
			71	Varanasi	Airport
			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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