

TOURISM

1. Tourism Infrastructure (Rs.795.00 lakhs)

The schemes, which are to be undertaken / continued during the Annual Plan 2008-09, under the major head, "TOURISM INFRASTRUCTURE" are as under:-

(i) CHHAWLA & KANGANHERI and WATER SPORTS COMPLEX AT NAZAFGARH DRAIN (Rs.100.00 lakh)

Under tourism infrastructure, the Govt. identified two sites measuring 2.77 acres and 11.44 acres at Chhawla and Kanganheri on Najafgarh Drain respectively for setting up of Adventure Sports Complex and Eco Park with leisure facilities. Memorandum of Understanding has been finalized with Irrigation and Flood Control Department, Govt. of Delhi and possession of land has been taken. The concept of the project was approved by Chief Secretary, Govt. of NCT of Delhi vide minutes of meeting on 22.07.2005. It has been proposed to provide following elements/ zones in the area having basic concept of promotion of public entertainment facilities, water sports, boating, craft and shopping, ballooning, open air theatre etc. The area has been developed as a public space now well connected to the entire city with the Metro Station in Dwarka.

It is proposed to develop various tourism facilities at these places. DTTDC also proposes to set up water sports complex at Najafgarh drain along with Chhawla & Kanganheri Project for two water sports namely rowing/canoeing and slalom which are recognized in the Olympics and the Asian Games and proposed project also includes setting up of a water treatment plan to make the drain water fit as per international standard of sports for these events.

The estimated cost of these spots would be Rs.11.45 crores. The project has been prioritized by Ministry of Tourism, Govt. of India for financial assistance. An amount of Rs.715 lakhs approx. is expected as financial assistance for the spots. An amount of Rs.80.00 lakhs received from Govt. of NCT of Delhi. The budget of Rs. 1.00 crore is approved during the Annual Plan 2008-09.

(ii) Development of Lakes (Rs. 20.00 lakh)

Sanjay Lake is one of the biggest lakes of Delhi and is around 2.5 k.m. long. The lake is mainly rain fed. DTTDC is already organizing leisure boating activities at Sanjay Lake. There is a huge scope for setting up of soft adventure park at Sanjay Lake consisting of obstacle courses, spider web, tarzan rope, Burma bridge, trampoline, zapping. It is also proposed to construct a restaurant at the top of Bungee Tower. This Bungee Tower will also support an artificial rock climbing wall. DTTDC has obtained approval from DDA for setting up of soft adventure park. Besides, there are other lakes required to be developed for which Govt. has shown keen interest.

(iii) Development of Dilli Haat Type Project in different parts of Delhi (Rs. 650.00 lakh)

In view of wide popularity and success of Delhi Haat at INA, in South Delhi and in pursuance of Govt. policy of promoting & preserving our immense heritage of human skills, the Corporation wanted to set up more Haats in the capital. In the sequel, Corporation has constructed a Dilli Haat on piece of land measuring 7.2 acres at Pitam Pura near TV tower as a joint -venture project of DDA and DTTDC. The Ministry of Tourism, Govt. of India has recognized the need of promotion of Tourism by way of providing facility through Dilli Haat and had sanctioned Rs.5.00 crores for the project. The funds have been considered with a view that matching contribution will be borne by the Govt. of NCT of Delhi. The Corporation is trying to seek funds from Govt. of India, Ministry of Textiles on the lines of Dilli Haat, INA. Further, Corporation has also acquired land measuring 8 acres for setting up of Dilli Haat at Janakpuri, out of its own resources. Obviously this venture has proved to be a commercial venture but the high cost involved and to maintain fund flow necessitate seeking limited plan funds for this haat and coming haat in East Delhi and or other location. This is also to secure funds from other sources i.e. Department of Tourism, Govt. of India and Ministry of Textiles, Govt. of India and state funding is one of the pre-requisites of grants from Central Government.

(iv) Development of Kala Gram at Said-ul-Ajaib (Rs.10.00 Lakh)

A piece of land measuring 5.27 acres belong to Gram Sabha adjoining the Garden of Five Senses was allotted by DC (South), Govt. of Delhi and handed over to DTTDC on 21.9.2005. It was decided to develop it as a public space where people can observe the artisans and practitioners of traditional & contemporary arts, create handicraft and art objects. The objective is to create an environment that is educating to the public on the indigenous traditions and at the same time bridging the gap between craftsmen and the purchaser, giving better opportunity to the artisan/craftsman for marketing.

The various functions proposed for the projects are multi media exposition, pottery/ ceramic/ glassware studio for craft persons, eco-museum, model of traditional haveli of Delhi, performance ground and amphi theater. The Consultant Architect for the project has been appointed. The total cost of the project is worked out to be around Rs.8.50 crores.

(v) Projects in Pipeline

(a) South Delhi Green Ways

It is proposed to develop South Delhi Greenways by developing the drain from Said-Ul- Ajaib to Bara Pula. This project has multiple benefits for the city and can create 587 acres of world-class recreation space for the city, become the new tourism spine that shall connect all the tourist attraction in the region, and also

become the most happening recreation hub with its different theme attractions, floating restaurants, fashion streets, food courts, night bazaars, etc.

(b) Development of Tourist Destination at Wazirabad.

It is proposed to develop a tourism destinations near the Signature Bridge by taking up the master planning of the entire area in Yamuna bed up to the Yamuna Pushta in the East. This would entail development of additional 1000 acres land. The matter is being taken up with DDA.

The facilities/activities are proposed to be provided in the master planning for the area are Water sports & recreational activities, Controlling the pollution load and inflow from Najafgarh Nallah, Transport & parking facilities, Promenades, parks, garden, community spaces, Public amenities and facilities, Lighting, signage & way finding system, Street furniture and environmental art, Hydrological work for creation of water body in river Yamuna, Golf courses, Convention centre with or without residential accommodation, Ice Skating Rink, Giant Wheel on the lines of London Eye, Adventure Tourism park, Ayurveda/ Fitness/ wellness centers, Aquariums, Services, utilities, traffic and transportation master planning for the area and Flower Market.

(c) Development of tourism facilitation around the historical monuments /heritage/tourists places of Delhi

Facilities like Public Convenience, Interpretation cum Guide Centre, Tourist Literature cum Souvenir shop, Cyber café with STD/ISD facilities, Cafeteria, Police Assistance Booth, ATM Counter, Easy Access / Transport Facility, Snack Bar and Signage are provided in places like 1. Outub Minar 2. Red Fort 3.Humayun's Tomb 4.Old Fort 5. Jantar Mantar 6.India Gate 7. Rashtrapati Bhawan 8.Safdarjung Tomb 9. Akashar Dham Temple 10. Bahai's Temple 11. Dilli Haat INA 12. Dilli Haat PitamPura 13. Garden of Five Senses are to be developed for tourism facilitation.

(d) Tourism Survey in Delhi (Rs. 15.00 lakh)

In order to understand the tourism profile in Delhi, developing trends, change in tourist motivation, availability of tourist facility in Delhi and the future requirements for the tourists, it is important to conduct a tourism survey in Delhi.

(e) Consultancy for Tourism Projects, Tourism Research & Development

There are many Tourism infrastructure projects/schemes prior to the implementation which require development of concept, preparation of project reports/studies and ecological issues feasibility studies etc. Therefore, consultancy for tourism projects, tourism research and development is pre-requirement for any tourism projects/schemes.

2. Promotion of Tourism – Delhi as a Destination (Rs.390.00 lakh)

(i) Production of Tourist Literature, Folders, Leaflets, Brochures, Guides, CDs and Publicity through Hoardings / Airlines

At present, Delhi Tourism has been publishing very few numbers of folders on various aspects of tourism in Delhi. Only composite folder on the historic monuments of Delhi and some folders based on cuisines, gardens, museums etc. have been produced.

Delhi Tourism has information offices at various points within Delhi and in Calcutta and Chennai. From these outlets, sufficient literature could be distributed. There has been no system/method as yet to supply tourist literature on Delhi to hotels, cultural centers and other places of tourist interests including monuments. This is due to paucity of literature as well as funds.

Therefore, in order to have adequate production of tourist literature on behalf of the Govt. of Delhi and thus to supply them through various channels will create positive impact on the tourism industry and it will also help tourists visiting Delhi. Therefore, it is proposed to increase the production of tourist literatures including folders, brochures, city guides, mini guides, maps on Delhi & CDs.

(ii) Publicity through Print and Electronic Media

Incredible India campaign launched by Govt. of India has helped in building up brand India image and to position India as a tourist destination in recent years. This has been possible with aggressive print, electronic and channel media partners. The integrated publicity promotion and marketing approach has shown better results and the tourist traffic of India is constantly growing.

Therefore it is proposed that Delhi should also position itself as a fulltime tourist destination and not only transit point. This requires repositioning, rebranding and aggressive marketing and promotion for Delhi. Therefore, it is proposed that a full conceptualized publicity and promotion campaign alongwith marketing to be prepared for national as well as international tourist markets which is possible through print and electronic media with enhanced allocation of funds.

(iii) Participation in National and International Fairs, Conferences / Marts / Exhibitions

National and International tourism fairs, conferences, travel marts and travel exhibitions are important for interaction with travel industry, media, airlines and other opinion makers. Further, this is helpful in direct marketing of tourist products and services to the consumers by direct interfacing. Presently, DTTDC hardly participates in two national tourism fairs and two international fairs. No major

conference has been arranged in Delhi in last more than 25 years by Govt. of Delhi, DTTDC. It is, therefore, necessary that these interactive activities should be organized in Delhi and simultaneously Delhi should also participate in such exhibitions, marts and conferences within India and abroad.

(iv) Major Tourism Events sponsored by the Govt. of NCT of Delhi

GNCT of Delhi has various arrangements such as Sister Cities arrangements, ANMC, and city to city arrangements. Under this city friendship mechanism, various art, cultural and craft activities have been envisaged. Dilli Haat in London, Cultural Exhibition in Tokyo, Jakarta, Hanoi, participation of Dilli Haat in Frankfurt, Book Fair in Oxford are some examples of these major activities.

Similarly, Olympic Torch Relay in 2004, Queen's Baton Rely in 2005 and Asian Torch Relay in 2006 apart from activities, have already taken place in the city of Delhi. The Tourism Department/Corporation has been involved in the organization of the events which have been highly appreciated.

It is proposed to have such major exhibitions especially sister cities and ANMC network. Next year, it will be the year of India in Japan and similarly, there has been a proposal to have Dilli Haat exposition in Chicago and other event as the case is.

3. Bed & Breakfast Scheme (Rs.10.00 lakh)

There has been a shortage of availability of accommodation for tourist in Delhi. In order to overcome this problem, the Government of NCT of Delhi has already launched " Bed and Breakfast" scheme after enabling legislation was passed by the Legislative Assembly of Delhi and the Act was notified. Under the scheme, owners of residential houses can provide a portion of there accommodation to the tourists as paying guests. The Government has provided certain facilities to such residential owners which includes power and water charges at domestic rates, vat and luxury tax exemption and property tax on non-commercial basis.

Hundred and sixty houses have already registered with the Tourism Ministry, Govt. of India and have been taken under this scheme so far. The scheme will be made more popular by undertaking publicity and advertising campaign in coming months. An agency is being awarded the work of developing dedicated web site for e-booking and e-payments and for marketing the scheme. Tenders for the same are at the advance stage.

4. Grant in Aid to DTTDC for running of Tourist Information Centre (Rs.25.00 lakh)

Delhi Tourism is running Tourist Information Centres at all the main disembarkation points in Delhi. Delhi Tourism disseminates information to the tourists from these offices and a large number of foreign and domestic tourists avail these facilities.

An evaluation study was conducted by Planning Department, GNCTD and recommendations were given for running of six Information Centres in ten shifts with a provision of financial assistance under plan to the extent of 50% of salary. There is strong need for opening of new Information Office in view of Commonwealth Games, Cricket World Cup and Asian Games.

5. Delhi Institute of Hotel Management & Catering Technology (Rs.300.00 Lakh)

The aim and objective of the scheme is to provide contemporary, conducive and state of the art training facility and training centre to the stakeholders of Hotel Industry i.e. students, research scholars and industry. Delhi Institute of Hotel Management & Catering Technology was set up by the Central Ministry of Tourism, Govt. of India in the year 1979 in collaboration with Delhi Administration.

The Central Government transferred the assets and liability of this Food Craft Institute to the Delhi Administration for its running. A detailed project for furnishing, refurbishing and equipping various labs by DTTDC was completed under Phase-I. As regards Phase-II under which design development and construction of advanced training centre (ATC Training Hotel) and construction of hostel blocks and staff accommodation are to be taken up. These are targeted to done through PPP mode.

6. Strength of Dte. of Tourism (Rs.5.00 lakh)

This scheme, which has a provision of Rs.5 .00 lakh is towards establishment expenses of the e Tourism Department during 2008-09.