

TOURISM

This sector deals with Tourism Infrastructure Promotion of Tourism – Delhi as a destination. Grant in aid to DTTDC and conducting 3 years Degree Course in Hotel Management through Delhi Institute of Hotel Management and Catering Technology etc. Approved outlay for the 10th Five Year Plan, Expenditure for 2002-03 to 2006-07, proposed Outlay of 11th FYP 2007-12 and approved outlay during 2007-08 are as under:-

[Rs. In lakh]

S. No.	Agency	10 th five Year Plan 2002-07		Annual Plan 2006-07		Proposed Outlay 11 th Plan 2007-12	Approved outlay Annual Plan 2007-08
		Approved outlay	Expr.	Approved Outlay	Exp.		
1	2	3	4	5	6	7	8
1.	Department of Tourism	3800.00	2591.01	1105.00	499.87	7000.00	1475.00
2.	Delhi Instt. of Hotel Management & Catering Technology	2000.00	445.44	300.00	20.00	500.00	100.00
3.	GIA to DTTDC	100.00	100.00	20.00	20.00	100.00	25.00
4.	Urban Development Department	100.00	Scheme Dropped				
Total		6000.00	3136.45	1425.00	539.87	7600.00	1600.00

1. **STRENGTHENING OF TOURISM DEPARTMENT (Rs 5.00 Lakh)**

Objectives:-

- i) Promotion of domestic and international tourism.
- ii) Development of Tourism related infrastructure.
- iii) Co-ordination with agencies involved in tourism industry.
- iv) Classification of Hotels and.
- v) Licensing of Tour Operators. Travel Agents etc.
- vi) To be administrative Department for
 - (a) Delhi Tourism & Transportation Development Corporation Ltd.
 - (b) Delhi Institute of Hotel Management Catering Technology.

Besides Paying Guest Residential Accommodation Scheme is being implemented to provide an affordable & hygienic accommodation to both foreign and domestic tourists and to provide opportunities to foreign tourists to stay with an Indian family. Experience Indian way of life, Discover rich culture etc. It is also proposed to take up the registration of Tour and Travel operators. Guide lines in the regard are being finalized and after approval from the competent authority these will be implemented in its right perspective. Since the work under this scheme is increasing day by day. It is proposed to declare/notify the Tourism Department complete set up of Directorate of Tourism with additional strength of 38 posts of various categories including Ministerial as well as Accounts Cadre.

One post of Deputy Director, one Statistical Officer and two posts of Statistical Assistants are required for inspection and implementation of the scheme and the policies.

Approved Outlay of 10th Plan	Rs.25 Lakh
Expenditure during 2002-03 to 2005-06	Rs.5.03 Lakh
Approved Outlay of Annual Plan 2006-07	Rs.5 Lakh
Expenditure during 2006-07	Nil
Proposed Outlay of 11th Plan	Rs.25 Lakh
Approved Outlay of Annual Plan 2007-08	Rs.5 Lakh

2. Tourism Infrastructure (Rs. 1070 Lakh)

Tourism is acknowledged as a 'high growth; industry globally with over 700 million tourist arrivals internationally, the sector accounts for more than US\$500 billion by way of receipts. Besides, the sector possesses immense income, employment and foreign exchange generation potential, thereby, providing a multiplier effect to the economy. The tourism industry is widely regarded as having the ability to generate high levels of economic output with relatively lesser levels of capital investment.

The potential and benefits of the tourism sector become more relevant especially for developing economies like India, where capital availability is scarce and need for economic and employment generation activity is high. With a mere 0.4% share of international tourist arrivals and a large volume of domestic travelers-mainly in the religion / pilgrimage segment – the sector still accounts for 5.6% of GDP while providing direct employment to 20 million people. However, compared to global averages, the industry has to not scale up to its full potential. Geographically, smaller countries have managed successfully to generate much higher levels of revenue from this industry.

Delhi, the capital of India, has its origin from 1450 B.C. and has been in continuous existence for over a thousand years now. It is a site of many historic capital cities, traces of ten of which survive even today. The city is significant for the role it has played throughout history, having been the center of an empire for the majority of this millennium. It is an important city in the Indian sub continental and comparisons have often been made to other great cities of the world. However, very few cities carry with them, to such an extent, the weight of several layers of continuous history. In spite of this rich and diverse cultural heritage, Delhi is used only as a gateway for traveling to Jaipur, Agra and other cities of tourist interest. Though, Delhi has the highest number of tourist arrivals, It is only used as an entry point to the country.

Delhi being National Capital Territory, received maximum foreign travelers and NRI visiting India. There has been no concerted effort to project Delhi as a Tourism Destination, with attractions to provide the visitors 2-3 night stays and as such tourists left Delhi immediately after landing for other locations. This is in view of the following constraints:

1. High Price Hotels
2. Direct connectivity to Major neighbouring tourist destination.
3. Fast trains to neighbouring destination.
4. Lack of infrastructure while improved information in neighbouring states.
5. Aggressive Marketing, promotion and publicity.
6. Increase in South India tourism.

There is an emergent need to make Delhi a historical city, a convention center, environmental and eco friendly destination and a cultural destination and to spread awareness among tourists as well as its citizens regarding its glorious past.

The Planning Board, Govt. of NCT Delhi while considering approach paper for 11th Plan stressed for strengthening the infrastructure, level of services required for organizing Commonwealth Games 2010. Besides, organizing centenary celebration year 2011 as memorable event. The priority area in the tourism sector includes recreation center picnic spots and development of lakes etc.

To achieve above goals, there is a need to develop the basic infrastructure, accessibility to the tourist destination and local facilities and identification of thrust areas of tourism promotion.

Under Tourism infrastructure, the Govt. identified two sites measuring 2.77 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 is 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 is likely to be developed as a public space getting well connected to the entire city with the Metro Station shortly becoming operational in Dwarka. Scope of the work is as below:

At Chhawla Complex (Rs. 50.00 lakh)

- Club house Double storeyed with RCC framed structure and sloping roof. (Appx. 392 sqm.)
- Boat house with booking, waiting, changing rooms, offices and first aid etc. double storeyed framed structure approx. 480 sqm. With sloping roof.
- Double storeyed sunset restaurant with panoramic view deck having sloping roof.
- An elevated walkway.
- A Jetty of approx. 65 sqm.area for arrival and departure of boats with ramps and stairs.
- Fishing jetty in approx. 120 sqm. Area.
- Jungle Pool (water body) with paddling and water slide facility in approx. 200 sqm.area.

- A water pool in 900 sqm. Area approx. 600 mm deep for birds.
- A giant aviary in approx. 1150 sqm. Area with elevated walk through aviary pool.
- A bamboo machan of 48 sqm. Near club and boat house is also proposed.
- Landscape development of entire piece of land.
- An electric sub station
- Septic tank, water tank.
- Front boundary wall in 40 m length with gate.

At Kangan Heri Spot (Rs. 50.00 lakh)

- Craft shopping and catering in a 430 sqm. Area.
- A RCC framed structure double storey restaurant of approx. 466 sqm. area.
- Ecotel 5 nos.
- Nature centers having ecology center and TERAI Jungle in approx. 933 sqm. area.
- Central Ballooning plaza with hot air ballooning rides.
- Children Park
- Jetty for arrival of departure to Najafgarh drain.
- MS space frame work for craft shopping and catering.
- Badminton
- Open air theatre in 520 sqm. area
- RCC road and parking area totaling to 16400 sqm.

Apart from above facilities, development of entire area with landscaping, boundary wall with gate sanitary post, fencing, brick pavements, water tank, septic tank etc. is also planned. A bund road 6.0 M wide of approx. 2.5 km. Length is also proposed along the Najafgarh water channel to provide access to the complex from Chhawla bridge side.

The estimated cost of these spots would be Rs.19.18 crores. The project has been prioritised by Department of Tourism, Govt. of India for financial assistance. An amount of Rs.10.00 crores expected as financial assistance for the spots. An amount of Rs.80.00 lakhs received from Govt.

In addition to the above, DTTDC also proposes to set up **facilities for two water sports namely rowing/canoeing and slalom which are recognized in the Olympics and the Asiad Games and proposed project also includes setting up of a water treatment plant to make the drain water fit as per international standard of sports for these events.** The preliminary project report and master planning of the project has been done and approx. cost of development of international complex has been estimated to Rs.35 crores. Thus, both the component would cost around 55 crores.

(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. An amount of Rs.2 crores would be required.

(iii) **DEVELOPMENT OF DILLI HAAT TYPE PROJECT IN DIFFERENT PARTS OF DELHI (Rs. 7.70 crores)**

The Corporation has set up a Dilli Haat at INA, Sri Aurobindo Marg, which is an upgraded version of traditional part offering a delightful amalgam of craft, food and cultural activities with a major difference- while the Village haat is a mobile, flexible arrangements, here it is the craftsmen who are mobile and ever changing there by offering panoramic view of the richness and diversity of Indian handicrafts and artifacts. The project has already won heritage and cultural awards i.e **PATA gold award**.

The Corporation wanted to set up more Haat in the capital. In the sequel, Corporation has taken a possession of land measuring 7.2 acres at Pitam Pura near TV tower for setting up of Dilli Haat type project. The project will be a joint venture project of DDA and DTTDC. The land cost has been paid to DDA. The detailed project and its costs worked out which comes to Rs.23.00 crores excluding land cost. The Ministry of Tourism, Govt. of India has sanctioned Rs.5.00 crores for the project. 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.

(iv) **DEVELOPMENT OF KALA GRAM AT SAID-UL-AJAIB (Rs. 20.00 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**

(i) **South Delhi Green Ways (Rs. 20.00 lakh)**

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. This project can change the way the city lives and shall add to the "Quality of Life" in the city, apart from revitalizing its present unused open spaces. It can transform the city's debris-ridden drain South Delhi in to a fragrant and lively public area. Various beneficial aspects of the projects are :

Tourism :

- The Greenway shall offer visitors a Eco-friendly nature corridor and waterways that shall connect to just about all the historic monuments in South Delhi – Qutub Minar, Satpula, Tuglakhabad Fort, Old Fort, Humayuns’ Tomb, Lodhi Gardens, Safdarjung Tomb, Nizamuddin Dargah. Imagine taking a boat ride through this rich historic corridor!
- Tourists like to explore the city at their own pace and want to be left alone with a map – the Greenway shall offer them a secure, safe clean environment – free from cars, traffic, noise and pollution – to explore the city without having to negotiate beggars, touts and the like. With controlled entries, the Greenway shall have its own security to ensure the safety of everyone using the facility.
- The nature trails and the waterways of the South Delhi Greenway shall soon prove to be the most popular destination for all tourist visitors to the city.
- Apart from showcasing Delhi’s rich heritage, the Greenway shall also connect to the Garden of Five Senses, Adventure Park near Qutub Minar, Delhi Haat and the Zoological Gardens.
- The Greenway is also going to have 5 of its own destinations – Theme Attractions
 1. Fashion Creek at Lodhi Road
 2. Canal Bazar at Andrews Ganj
 3. Bird & Butterfly Aviary at Panchsheel Enclave
 4. Streamwalk at Sheikh Sarai
 5. Aquatic Ecological Park and Underwater World at Satpula

These 5 destinations shall be the revenue generating ‘stand alone’ theme destinations along the Greenway.

(ii) Mini India Heritage Complex at Kanjhawala (Rs. 20.00 lac)

The Govt. has identified land measuring 150 acres at Kanjhawala for development of Mini India Park on the lines of similar park in Indonesia, which is a synopsis of Indonesian culture, with virtually all aspects of daily life in various provinces encapsulated in separate pavilions. It is proposed to prepare a master plan and develop 150 acre area in Kanjhawala, providing basic facilities like roads, power, water supply and sewerage etc. Plots measuring approx. 3 acres each shall be earmarked for being developed by the individual states themselves to showcase different types of traditional houses, outfits and traditional art and craft shows of different parts of the country. Apart from that the water body, cable cars, museums and other recreational facilities can make it a popular tourist destination. A consultant is to be appointed for developing this project and working out more details on its scope and financial viability. Also a Saundarya Museum is plan to be a separate attraction in this project.

(iii) **Development of Tourist Destination at Wazirabad. (Rs. 20.00 lakh)**

In the Tourism Destination a water body would be created by providing a rubber barrage on downstream of proposed bridge and would have platforms for various leisure activities, fun parks, aquatic adventures, food courts etc. The river banks will have sufficient parking facilities with ample greening. The bridge could be illuminated with state of the art lighting make it more attractive during night.

Meanwhile, during meeting Dated 12.09.2006 the Hon'ble Minister of Finance and UD it was decided that DTTDC should also take 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 following facilities/activities are proposed to be provided in the master planning for the area.

1. Water Sports & recreational activities.
2. Transport & parking facilities
3. Promenades, parks, garden, community spaces
4. Public amenities and facilities
5. Lighting, signage & way finding system
6. Street furniture and environmental art
7. Hydrological work for creation of water body in river Yamuna
8. Golf courses
9. Convention Centre with or without residential accommodation
10. Ice Skating Rink
11. Giant Wheel on the lines of London Eye
12. Adventure Tourism park
13. Ayurveda/ Fitness/ wellness centers
14. Aquariums
15. Services, utilities, traffic and transportation master planning for the area
16. Flower Market

A consultant is to be appointed for the same. DTTDC will work as Catalyst for the mega Tourism Destination till such time detailed are worked out and thereafter final decision will be taken by Government.

Approved Outlay of 10th Plan	Rs. 2025 Lakhs
Expenditure during 10th FYP	Rs. 1243.03 Lakh
Approved Outlay of Annual Plan 2006-07	Rs. 800 Lakhs
Expenditure during 2006-07	Rs. 200 Lakhs
Proposed Outlay of 11th Plan	Rs. 4975 Lakh
Approved Outlay of Annual Plan 2007-08	Rs. 1070 Lakh

3. PROMOTION OF TOURISM –DELHI AS A DESTINATION (RS. 400 LAKH)

- i. Production of tourist literature, folders, leaflets, brochures, guides, CDs and publicity through hoardings / airlines.
- ii. Publicity through print and electronic media
- iii. Participation in national and international fairs, conferences/marts/exhibitions.
- iv. Festivals like mango, qutub. swar annanya, bhakti

There is a thinking to have two more major cultural events as follows :

1. Commonwealth Cultural festival for 15 days in the month of October
2. Daily cultural performance from October to March (around 180 days)

In addition to above, it is proposed to support various NGOs in the field of cultural promotion and other bodies to organize cultural activities at various points of the city so that about 20-25 events could be arranged everyday in the month of October from 2007 onwards.

V. 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 .

It is proposed to have such major exhibitions specially 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 be.

Approved Outlay of 10th Plan	Rs. 1750 Lakhs
Expenditure during 10th FYP	Rs. 1342.98 Lakh
Approved Outlay of Annual Plan 2006-07	Rs. 300 Lakhs
Expenditure during 2006-07	Rs. 299.87 Lakh
Proposed Outlay of 11th Plan	Rs. 2000 Lakh
Approved Outlay of Annual Plan 2007-08	Rs. 400 Lakh

4. DELHI INSTITUTE OF HOTEL MANAGEMENT & CATERING TECHNOLOGY (RS. 100 LAKH) LAJPAT NAGAR-IV: NEW DELHI-110024

- ❖ Delhi Institute of Hotel Management & Catering Technology formerly known as Food Craft Institute presently housed in Old Gargi College Building, Lajpat Nagar-IV, New Delhi-110024 was conceived and set up by the Central Ministry of Tourism, Government of India in the year 1979 in collaboration with Delhi Administration. The then Food Craft Institute started functioning from the year 1983. Administration and

financial control of the institute for first five years remained with the Ministry of Tourism, Govt. of India. Seed Capital for opening of the institute and Revenue expenditure for running the institute were taken care by the Central Ministry of Tourism (GOI) for running five streams of Hotel and Hospitality related disciplines of one & half year trade diploma courses. The courses affiliated to the Board of Technical Education, Delhi. On completion of 5 years of operation in 1988, the Central Government transferred the assets and liabilities of this Food Craft Institute to the Delhi Administration for its running.

- ❖ Phase-I of the building, which includes the academic and administrative block, has been completed.. However, water sewerage and electricity are yet to be provided by PWD. The building will be ready for occupation only after furnishing of administrative block, classrooms including equipping the labs (Training Kitchens, Bakery & Confectionery, Studio Kitchen, Housekeeping –laundry, linen room, Restaurant, Library and Resource Centre, Computer and MIS labs, language labs etc.). Provisions for all these have not been made in PE-I prepared earlier by PWD. PWD inspite of repeated requests has not prepared supplementary PE-I for administrative approval and expenditure sanction and for EFC and SFC. Moreover, it is felt that PWD does not seem to have expertise and capabilities for carrying out these supplementary additionalities. Under the circumstance the Executive Committee of the Board of Governors have decided to request the Board to authorise DTTDC to carry out the work with the support of Architect and Consultant already appointed by P.W.D. for the project and also hire a Consultants on retainership basis to do facility and utility planning for academic, administrative, data and telecommunication networking as well as for IT applications to complete the project on turn key basis for completion and occupation of the building (Phase-I of the project).
- ❖ The above training facilities will require to be equipped with the latest equipment as per the norms prescribed by the National Council for Hotel Management (NCHM) and All India Council for Technical Education (AICTE).

Proposed estimated expenditure (approximate) required from plan fund for different heads will be:

A.	Training Kitchens, bakery and Confectionery equipment	Rs.200.00 lakh
B.	Training Restaurants furniture and equipment	Rs .80.00 lakh
C.	Training Housekeeping lab Laundry and Linen room lab	Rs.100.00 lakh
D.	MIS and Computer Lab	Rs.75.00 lakh
E.	Language Lab	Rs .5.00 lakh
F.	Front Office Lab	Rs. 5.00 lakh
G.	Studio Kitchen and Food Science Lab	Rs.10.00 lakh

Along with the administrative, block meeting and conference room and other student's facilities for co-curricular and extra curricular activities will be required to be equipped. It is also proposed to have IT applications for bringing transparency and e-governance in academic and administrative activities for which customized software will be required. Planning Commission, Govt of India agreed for introduction of 3 years Diploma course with the condition of self-sustainability. The institute will become self-sustaining after increase of intake and introduction of few novel courses required by the hospitality and allied industry, this will create job opportunities to the youngsters joining the various courses offered at the institute and support the working executive of the industry.

- ❖ For infrastructures activity i.e plan capital expenditure proposal will be submitted by the DTTDC. Major capital expenditure will be required during the second phase of the building, which will have advance training center, hostel facilities as well as staff accommodation.
- ❖ An outlay of Rs.2000.00 lacs is approved in the 10th FYP 2002-07. The institute incurred an expenditure of Rs. 445.44 lakh during 10th FYP. Which includes Rs. 20.00 Lakhs released during 2006-07. The proposed Outlay for the 11th FYP 2007-12 is Rs. 500.00 Lakhs & approved outlay for Annual Plan 2007-08 is Rs. 100.00 Lakhs.

5. GRANT IN AID TO DTTDC FOR RUNNING OF TOURIST INFORMATION CENTRE (Rs. 25 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.

Approved Outlay of 10th Plan	Rs. 100 Lakhs
Expenditure during 10th FYP	Rs. 100 Lakh
Approved Outlay of Annual Plan 2006-07	Rs. 20 Lakhs
Expenditure during 2006-07	Rs. 20 Lakh
Proposed Outlay of 11th Plan	Rs. 100 Lakh
Approved Outlay of Annual Plan 2007-08	Rs . 25 Lakh