

## CHAPTER 21

### TOURISM IN DELHI

Delhi city is sprinkled with dazzling gems: captivating ancient monuments, fascinating museums and art galleries, architectural wonders, a vivacious performing-arts scene, fabulous eating places and bustling markets. With its rich and diverse cultural heritage, Delhi is also used as a gateway for travelling to cities of India. The city is significant for the role it has played throughout history, having been the centre of an empire for the majority of this millennium. It is an important city in the Indian subcontinent 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.

- 1.2 One can have a fascinating glimpse into the past in Old Delhi, with its labyrinth of narrow lanes, old havelis, and colourful bazaars. Rickshaws wind their way through this crowded, bustling capital of the Mughals, where life continues, much as it did hundreds of years ago. Modern Delhi has a lot more to offer. Delhi has a modern, well-planned and extensive Metro network that connects all corners of Delhi; this network is still growing. New roadways and flyovers have improved connectivity, the latest of which is the Signature Bridge, an ambitious project of Delhi Tourism. Delhi Tourism is on a mission to change status quo and ensure that Delhi becomes a world-class tourist destination and the leader in art, culture, music, theatre, film and entertainment.
- 1.3 In 1911, British shifted their capital from Calcutta to Delhi. After independence in 1947, New Delhi was officially declared as the Capital of India. Delhi being National Capital Territory, received maximum foreign travellers and NRIs visiting India.

#### 2. PROFILE OF DELHI TOURISM

The capital of India is one of the key arrival destinations for both foreign and domestic tourists. The state is among the top tourist destinations in the country. The number of domestic tourists visiting the state had been rising continuously. It grew from 18.49 million in 2012-13 to 22.62 million in 2014-15. The latest survey conducted by NSSO (72<sup>nd</sup> round, 2014-15) on tourism illustrated that the majority of tourists (95 per cent) visited Delhi during the year for 'holidaying, leisure and recreation'. These tourists mostly stayed in hotel & guest houses followed by friends & relative's home. This clearly

reveals that tourism has a huge potential for employment generation and becoming a growth driver of the state.

- 2.1 The capital boasts of some great heritage sites within and near the city. Delhi also generates income from the tourism sector. The tourists from all over the world come to Delhi not only to visit the capital but the areas surrounding it. There is an increasing number of medical tourists also to take advantage of its world-class hospitals in Delhi.
- 2.2 The schemes of Tourism Department, Government of NCT of Delhi have been implemented by the Delhi Tourism and Transportation Development Corporation (DTTDC), an undertaking of the GNCTD incorporated in 1975 to promote tourism in Delhi. Delhi being National Capital Territory, received a large number of foreign travellers and NRIs visiting India.

### **3. VISION OF DELHI TOURISM**

To expose rich cultural heritage of the city, develop recreational facilities to the tourist, promote Delhi as one of the most popular and preferred tourist destinations and to increase the number of foreign tourist arrivals which will contribute to the economy of the city and generate additional employment opportunities. To make Delhi environmental & eco-friendly tourism and cultural & heritage destination, there is a need to spread awareness among tourists as well as its citizens regarding Delhi's glorious past.

### **4. TOURISM ACTIVITIES**

- 4.1 DTTDC is running Information Counters at embarkation and disembarkation points in Delhi and in other cities such as- Kolkata and Chennai. At these information counters, the following activities are performed:-
  - Information regarding places of tourist interest in and around Delhi e.g. Monuments, Museums, Shopping Markets, Places of Entertainments and forthcoming cultural events, fairs & festivals, exhibitions, food and cuisine etc. is provided to the tourists.
  - Reservation of Hotel Accommodation, transport facility (DLY, DLZ, cars, Coaches, A/C & Non A/C), regular and seasonal tours as per the demand of the tourists.
  - DTTDC also operate regular tours by cars and coaches. These can be booked from DTTDC Information offices and from the website also.
  - DTTDC also produces, distributes free tourist literature for the purpose of creating publicity for and developing tourism in Delhi.

4.2 Delhi Tourism is running Tourist Information Centers at all the main embarkation points in Delhi besides information offices in Kolkata and Chennai. Delhi Tourism disseminates information and distributes literature to the tourists from these offices and a large number of foreign and domestic tourists avail these facilities. The information centers are at the following places in and outside Delhi:

- Domestic Airport- Terminal-I
- Nizamuddin Railway Station
- Travel office at Delhi Emporium, Baba Kharak Singh Marg
- Coffee Home, Baba Kharak Singh Marg
- I Center, Baba Kharak Singh Marg
- Govt of India Tourist Office, Janpath
- Dilli Haat, INA
- Kolkatta
- Chennai

4.3 Against the target of facilitation to 22000 visitors during the year 2018-19, 4665 tourists visited the information center until December 2018. In addition, a number of tourists were facilitated over the phone and through the DTTDC website.

4.4 Delhi Tourism organizes a number of fairs and festivals in Delhi. Delhi Tourism also runs Dilli Haat – INA, Dilli Haat – Pitampura and Dilli Haat – Janakpuri (Food & Craft bazaar) and Coffee Home's. Delhi Tourism also has a Garden by the name of Garden of Five Senses.

## **5. WATER SPORTS ACTIVITIES**

The idea of providing leisure boating to the people of Delhi was conceived in the year 1991. By identifying the potential water bodies in Delhi, DTTDC approached the land-owning agencies and in due course of time, various lakes were allotted to DTTDC purely with boating rights. As per the agreement DTTDC is paying 12.5% of its sale to the land owning agencies as their share. At present, DTTDC is providing Boating facility at 03 lakes in Delhi i.e. Krishi Bhawan Boat Club near President House; Boat Club, Maan Singh Road, India Gate and Bhalaswa Lake.

## **6. GROUP TOUR**

6.1 The DTTDC also deals in Group Tours, customized tours as per the needs of the clients. These programs are tailor-made and planned as per the requirements and budget of the client.

- 6.2 The DTTDC plans and operates educational tours for Schools/Colleges groups. Special interest tours for Office and Govt. Organizations.
- 6.3 Planning and Operation of Customized Tailor made Group Tours for Government Bodies and Corporations.
- 6.4 For Delhi Govt. Schools the program are funded by the Education Department of Delhi Govt. under "Yuva Scheme". Delhi Tourism has been nominated by the Education Department to conduct these programs along with other Government Tourism Bodies. To conduct these tours, the Corporation has appointed seven service providers through an open tendering process. During 2018-19, the DTTDC has been allocated 245 out station and 282 tours in Delhi.
- 6.5 Government School Tours are operated by service providers appointed by the corporation.

## **7. TRAVEL**

- 7.1 Travel Division of DTTDC was set up by DTTDC in November 1996 and started regular operations in ticketing and forex service in April 1997. The division operates from Dilli Haat INA, New Delhi.
- 7.2 The main aim of the division is to offer integrated travel services to the tourist, officers of Govt. of Delhi, its autonomous bodies and various Ministries and Departments of Govt. of India. Subsequently, the Travel Division took the membership of IATA for issuing International air tickets & Membership of Ministry of Tourism, GOI besides being the member of TAAI & TAFI.
- 7.3 Full fledged money changers license was also obtained from the Reserve Bank of India for providing Foreign Exchange services. The Division also co-ordinates for the Visas and Travel Insurance to its valued clients. International hotel accommodation for visiting government officials and the general client is also arranged.
- 7.4 The Government of NCT of Delhi has empanelled DTTDC for its requirement of Domestic, International air tickets and all the Foreign exchange requirements as per their circular issued from time to time.

## **8. BRANDING DELHI**

- 8.1 Delhi, the capital of India, has its origin in 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 continent 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 travellers to other cities of tourist interest.

- 8.2 Delhi has a lot to boast about and hence arises the dire need to promote Delhi as one of the most sought after tourist destinations not only in the domestic but also in the international arena.
- 8.3 Undoubtedly, tourism requires careful planning and management and in the absence of a concrete Tourism Policy, there is no set plan drawn to market the city in the International market so as to showcase the potential of the city as a Tourist Friendly destination. There is a need to initiate steps to market Delhi more effectively and in a strategic manner on the lines of other State Tourism Boards.
- 8.4 In the current scenario, Delhi not only faces competition from the neighbouring cities/states but also from neighbouring international destination – like Singapore, Malaysia, Dubai etc. Further, Delhi is suffering from image problem i.e. Delhi being projected as an unsafe destination especially for woman tourists, in international media which is adversely affecting the inflow of foreign tourists especially women to Delhi.
- 8.5 With an objective to promote tourism in and around the capital city, DTTDC has been playing a role of catalyst and been taking following proactive steps in making the city a Tourist Friendly destination under Branding Delhi.
  - a) Promotion through TVCs, Radio, Social Media, Outdoor, Print Media, Production of Film etc.
  - b) Production of Publicity Literature
  - c) Promotion of Delhi as a Film Shooting Destination

## **9. Participation in National & International Tourism Events**

- 9.1 National & International Events are an integral part of Tourism promotion exercise for any state Tourism organization. In line with the above, Ministry of Tourism, Govt. of India, State Tourism Boards & leading Travel Trade associations organizes Travel Marts/conventions within and outside the country, throughout the year, which is actively participated by most of the State Tourism corporations, Tourism Boards of different countries, Hoteliers, Airlines, Travel Agents, Tour operators, Ministries of Railways, Civil Aviation, Adventure Tourism bodies etc. to showcase their products to promote the destination on Business platforms.

9.2 DTTDC also participates in such leading Travel Events of the Industry with the sole objective to Brand Delhi and promote the capital – as a Tourist Friendly Destination.

## 10. KALAM MEMORIAL

10.1 To keep the legacy of Dr A.P.J. Abdul Kalam alive in the heart of Indian, Govt. of Delhi dedicated the first museum in Dr Kalam's memory which has been set up by DTTDC in the premises of its Dilli Haat INA. Lit by finest aspiration & instinct, the living museum carries Dr Kalam's subliminal thoughts and messages forward.

10.2 The exhibition aspires to present crisply and cohesive story within the exhibition set in 650 sq. meter space. A visitor is guided through panels exhibiting Dr Kalam's journey of life. Quiet and elegant, the architecture marble is a careful exposition of the synthesis between inner and outer space. In addition, the visit to the Kalam Memorial which has audio/video presentation on the life of late Dr APJ Kalam as well as his speechless will inspire the students to greater heights in their life and career.

**A BRILLIANT PERSONALITY INSPIRING MILLIONS WITH HIS ACCOMPLISHMENTS**

Born on October 15, 1931 in village of Dhanushkodi, Rameshwaram, Tamil Nadu, Dr. Kalam will remain one of the finest human beings to have ever lived. He had an illustrious and successful life, and as he said, "If you want to shine like a sun, then first burn like a sun."

**Some of his achievements are as under:**

- India became a major military power after the successes of Agni and Prithvi under his leadership.
- Developed a low cost Coronary stent. It was named as "Kalam-Raju Stent". In 2012, designed a rugged tablet PC for health care in rural areas, which was named as "Kalam-Raju Tablet".
- In 1998, the Pokhran-II tests cemented India's nuclear prowess. Dr. Kalam played the pivotal role in the project.
- He wrote 34 books which envisioned his dream of India as a superpower, with Indians as innovative and unique in their thinking.

**“Without your involvement you can't succeed. With your involvement you can't fail.”**

A.P.J. Abdul Kalam

**Kalam Memorial**

Honouring the memories of a true hero of the nation.

At  
Dilli Haat, INA



**KALAM SIR'S JOURNEY CONTINUES AS WE CARRY FORWARD HIS ILLUSTRIOUS LEGACY**

Kalam Memorial was inaugurated at Dilli Haat, INA on July 30, 2016 to keep the legacy of Dr. APJ Abdul Kalam alive in the heart of every Indian. This memorial is a fitting testimony of our undying love for the 'People's President' as he was fondly called. Dedicated to Kalam sir and every child of India, the memorial continues to inspire score of visitors, specially young minds.





**Delhi Tourism**

**Kalam Memorial Dilli Haat, INA**  
Sri Aurobindo Marg, Opposite INA Market.  
Entry from Gate No. 2  
[www.delhitourism.gov.in](http://www.delhitourism.gov.in)  
[www.facebook.com/delhitourism](https://www.facebook.com/delhitourism)

Timings of the Memorial: 11:00 a.m. to 07:00 p.m.  
Open Everyday (Monday Closed)

**ENTRY FREE**



## 11. BED & BREAKFAST SCHEME

11.1 This scheme started in the month of October 2007 and to be continued during the year 2018-19 to provide budget accommodation to tourists coming to

Delhi and enjoy the traditional Indian Home & Culture and also have the confidence of the families support and protection and go back with pleasant memories. In the Bed & Breakfast accommodation in Delhi, there are two categories facilities i.e. Silver and Gold. The Registration Fee for Gold Category is ₹ 5000/- and for Silver Category ₹ 3000/-. The basic facilities available under the Silver and Gold Categories are:

### Statement 21.1

#### BASIC FACILITIES AVAILABLE UNDER THE SILVER AND GOLD CATEGORIES

Facilities	Silver	Gold
Floor Area of Room	120 sq. ft.	200 sq. ft
Size of Bathroom	30 sq. ft	40 sq. ft
Washing Machine	Not Mandatory	Mandatory
Refrigerator in the room	Not Mandatory	Mandatory
Telephone with Extension	Not Mandatory	Mandatory

- 11.2 In the bedroom, double bed, AC, Furnishing etc., is mandatory. Maximum 06 rooms can be given to the establishment.
- 11.3 The total number of Gold and silver category establishment and rooms registered under this scheme as on 31.03.2017 and target for FY 2018-19 is given in statement 21.2:

### Statement 21.2

#### GOLD AND SILVER CATEGORY ESTABLISHMENT AND ROOMS REGISTERED

Category	Status till 31.03.2018		Target 2018-19	
	No. of Establishment	No. of Rooms	No. of Establishment	No. of Rooms
<b>Gold</b>	39	160	45	185
<b>Silver</b>	233	965	245	1015
<b>Total</b>	<b>272</b>	<b>1125</b>	<b>290</b>	<b>1200</b>

- 11.4 The list of Bed & Breakfast Establishments registered under the scheme is available on the website of DTTDC and Directory of Bed & Breakfast Accommodation in Delhi was also published and distributed from time to time.

- 11.5 17,800 Tourists stayed in Gold category rooms and 82,600 tourists stayed in Silver category rooms under the scheme "Bed & Breakfast" during 2017-18. 15936 Tourists stayed in Gold category rooms and 72,542 tourists stayed in Silver category rooms up to December 2018 during 2018-19.

## **12. GARDEN OF FIVE SENSES**

The Garden of Five Senses is a park in Delhi. Spread over 20 acres, the park is located in Said-ul-Ajaib village, opposite Saket, near the Mehrauli heritage area. The park was developed by Delhi Tourism and Transportation Development Corporation, Delhi over a period of three years and opened in February 2003. Partly built over rocky terrain, the garden has various theme areas, including a section on the lines of Mughal Gardens, plus pools of water lilies, bamboo courts, herb gardens and solar energy park. The garden is designed to stimulate our five senses with its beauty and attractions and give us a chance to touch, smell, hear and see our natural surroundings. The garden serves as one of the prominent cultural venues of the capital, as programmes are organized here round the year. The Garden tourism festival (February), food festivals, different melas, Dandiya festivals and other cultural programmes are held here at different times.

## **13. GURU TEGH BAHADUR MEMORIAL AT NH-1**

DTTDC has constructed Guru Tegh Bahadur Memorial at Singhu Border (NH-1), G.T. Karnal Road, spread over land measuring 11.87 acres. The project was set-up under the scheme of beautification of entry points of Delhi. In the landscaped tranquil background, the 24 metres high central pylon with petals at the base represents the Guru and his strength. The C arches denote his three followers and the monoliths represent the 10 Sikh Gurus with their sayings inscribed on them.

## **14. Hop-On Hop-Off (HO-HO) BUS DELHI SIGHTSEEING TOUR**

- 14.1 HOHO Bus Delhi Sightseeing tour brings upfront to the rich heritage of Delhi comprising ASI Monuments and Museums. Delhi Tourism brings the most exciting way to see Delhi with HOHO bus.
- 14.2 The tour features 20+ tourist places including heritage monuments like Qutab Minar, Red Fort, Humayun's Tomb etc. One can enjoy popular museums like the National Rail Museum, the National Gallery of Modern Art and much more. The Hop On Hop Off Bus service is operated by multiple buses instead of a single one. Buses are available every 40 minutes at each HOHO Bus Stop. Each bus follows the same route covering 20+ tourist destinations and the guest is free to get down at any tourist attraction of his/her choice. After sightseeing, simply come to the same point and take the next bus to go to the next destination.