2.1) INTRODUCTION

Tourism has been a major social phenomenon of societies all over the world. It is driven by the natural urge of every human being for new experiences, and the desire to be both educated and entertained. The motivations for tourism also include religious and business interests; the spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances. Progress in air transport and development of tourist facilities have encouraged people to venture beyond the boundaries.

The importance of Tourism, as an instrument of economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over. It is a large service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity – an objective which we have set for ourselves.

Tourism has the potential to grow at a high rate and ensure consequential development of the infrastructure of the destinations. It has the capacity to capitalize on the country’s success in the services sector and provide
sustainable models of growth. Tourism sector stimulates other economic sectors like agriculture, horticulture, poultry, handicrafts, transport, construction etc through its backward and forward linkages and cross-sectoral synergies. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from the related sectors. The consumption demand, emanating from tourist expenditure also induces more employment and generates a multiplier effect on the economy. Foreign Exchange Earnings (FEEs) from tourism increased from Rs. 15,064 crore in 2002 to Rs. 54,960 crore in 2009. The growth rate in earnings in 2009 vis-à-vis 2008 was 8.3 percent.

Tourism in India has come into its own as a brand – India Tourism. There have been several innovative approaches in the Ministry’s policy in 2009-10. The creation of niche tourism products like heliport tourism, medical tourism, wellness tourism, adventure tourism, cruise tourism and caravan tourism has served to widen the net of this sector. A major step has been the issuing of guidelines to State Governments / Union Territory administrations for development of tourism infrastructure that is world-class. The Ministry is contemplating a workshop to discuss the modalities to evolve sustainable Tourism Criteria for India. The Ministry has also commissioned a pilot survey to assess the impact of growth of infrastructure in and around Corbett National Park.

The year 2009-10 witnessed heightened engagements of the Ministry of Tourism with the States / UTs to strengthen initiatives to promote tourism to a new height.
2.2) The Organization

Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries / agencies, the State Government / Union Territories and the representatives of the private sector.

India tourism Development Corporation (ITDC) is the only public sector undertaking under the charge of the Ministry of Tourism. The Ministry is also charge of the following autonomous institutions:

(i) Indian Institute of Tourism and Travel Management (IITTM). National Institute of Water Sports (NIWS), has merged with the IITTM.

(ii) National Council for Hotel Management and Catering Technology (NCHMCT); and the Institutes of Hotel Management.

2.3) Role and Functions of the Ministry of Tourism

As a part of its policies and programmes, the Ministry handles the following main functions:

i. All policy matters including.
b. Incentives.

c. External Assistance.

d. Manpower Development.

e. Promotion & Marketing.

f. Investment Facilitation.

g. Growth Strategies.

ii. Planning.

iii. Co-ordination with other Ministries, Departments, State / Union Territory Governments.

iv. Regulation:
   a. Standards
   b. Guidelines

v. Infrastructure & Product Development
   a. Central Assistance.
   b. Distribution of Tourism Products.

vi. Research, Analysis, Monitoring and Evaluation.

   a. International Bodies.
   b. Bilateral Agreements.
   c. External Assistance.
   d. Foreign Technical Collaboration.

viii. Legislation and Parliamentary work

ix. Establishment matters.

x. Overall Review of the Functioning of the Field Offices.

xi. Vigilance Matters.

xiii. VIP References.


xv. Plan Co-Ordination.

xvi. Integrated Finance matters.

xvii. Overseas Marketing (OM) work.


The Directorate General of Tourism is responsible for the following functions:

i. Assistance in the formulation of policies by providing feedback from the field officers.

ii. Monitoring of plan projects and assisting in the plan formulation.

iii. Co-ordinating the activities of the field offices and their supervision.

iv. Regulation:
   a. Approval and classification of hotels, restaurants, Incredible India Bed & Breakfast (IIB& B) units.
   b. Approval of Travel Agents, Tour Operators and Tourist Transport Operators, etc.

v. Inspection and Quality Control:
   b. Complaints and redressal.

vi. Infrastructure Development:
   a. Release of incentives.
b. Tourist facilitation and information.

c. Field publicity, promotion and marketing.

d. Hospitality programmes.

e. Conventions and conferences.

vii. Human Resources Development.

   a. Institutions.

   b. Setting standards and Guidelines.

viii. Publicity & Marketing.

   a. Policy.

   b. Strategies

   c. Co-ordination.

   d. Supervision

ix. Assistances for Parliamentary Work

x. Establishment matters of the Directorate General of Tourism excluding those of Group ‘A’ Officers and those requiring the approval of Secretary / Minister.

2.4) Development of Mega Destinations and Circuits

The Ministry of Tourism has taken a policy initiative to develop the tourist destinations / circuits of national importance in a holistic and integrated manner. The objectives is to ensure that the infrastructure.

The list of State–Wise identified mega projects is given below:
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>State /UT</th>
<th>Mega Projects (Destinations /Circuits)</th>
</tr>
</thead>
</table>
| 1      | Maharashtra        | 1. Vidarbha Heritage Circuit  
2. Aurangabad – Destination                                   |
| 2      | Andhra Pradesh     | 3. Tirupati Heritage Circuits  
4. Kadapa Heritage Circuit  
5. Charminar area, Hyderabad – Destination                     |
<p>| 3      | Bihar              | 6. Bodhgaya-Rajgir – Nalanda Circuit                                                                  |
| 5      | Delhi              | 8. Illumination of Monuments Circuit.                                                                 |</p>
<table>
<thead>
<tr>
<th></th>
<th>State</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Jammu &amp; Kashmir</td>
<td>14. Spiritual Destination of Leh-Ladakh</td>
</tr>
<tr>
<td>11</td>
<td>Karnataka</td>
<td>15. Hampi Circuit</td>
</tr>
<tr>
<td>12</td>
<td>Kerala</td>
<td>16. Muziris Heritage and Culture Circuit (Trissur and Ernakulam Districts)</td>
</tr>
<tr>
<td>13</td>
<td>Madhya Pradesh</td>
<td>17. Spiritual and Wellness Destination of Chitrakoot</td>
</tr>
<tr>
<td>14</td>
<td>Orissa</td>
<td>18. Bhubaneswar – Puri – Chilka Circuit</td>
</tr>
<tr>
<td>15</td>
<td>Puducherry</td>
<td>19. Puducherry- Destination</td>
</tr>
<tr>
<td>16</td>
<td>Punjab</td>
<td>20. Amritsar – Destination</td>
</tr>
<tr>
<td>17</td>
<td>Rajasthan</td>
<td>21. Ajmer, Pushkar – Destination</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22. Desert Circuit (Jodhpur-Bikaner-Jaisalmer)</td>
</tr>
<tr>
<td>18</td>
<td>Sikkim</td>
<td>23. Gangtok – Destination</td>
</tr>
<tr>
<td>19</td>
<td>Tamil Nadu</td>
<td>24. Mahabalipuram – Destination</td>
</tr>
<tr>
<td></td>
<td></td>
<td>25. Pilgrimage Circuit (Madurai-Rameswaram-Kanyakumari)</td>
</tr>
<tr>
<td>21</td>
<td>Uttar Pradesh</td>
<td>27. Agra Circuit</td>
</tr>
<tr>
<td>22</td>
<td>West Bengal</td>
<td>29. Ganga Heritage River Cruise Circuit.</td>
</tr>
</tbody>
</table>
Though Aurangabad Destination has been identified as a Mega project for the development but still it has not been developed up to the standard for the tourists. The Department of Tourism, Government of India being a national tourist organization comes out with number of publications to spread information of several kinds like posters, folders, brochures, pamphlets, leaflets, maps, hotel tariffs, international rules and regulations. In recent years the Department of Tourism has developed in terms of publication and is printing specialized brochures on customs, fairs and festivals of India, Medicare, Buddhist sites in India, sarees, sports, adventure tourism, shopping,, museums and art galleries, Jewelaery and many more special interest brochures and folders to draw global attention.

To add value to the dissemination of information, Department of Tourism has also gone ahead in producing photographs and video documentation of heritage. Much of which has already gained popularity. The recent publication of Incredible India publications are some of the most beautiful and innovative folders and brochures very colorful and in a different shape and size altogether from the regular folders and brochures.

Unfortunately in this huge publication crowd very little space has been allotted to Aurangabad tourist destination though in the World Heritage Site list they are listed as first and second. It is surprising considering the importance of these sites, their uniqueness, and their exceptional qualities that while other destinations are published in huge number the number of publications on Ajanta, Ellora are simply missing. A visit to the Department of Tourism at
Aurangabad will provide you with large number of literature free of cost, even posters but very few on Aurangabad as well as other cities of Maharashtra.

Though posters on Aurangabad destinations especially paintings of Ajanta have gained slight prominence in the recent publications again Aurangabad is missing. It was in the year 1999 when the World Beauty pageant was hold in Bangalore that a out of the World piece of painting from Ananta cave no. 17 vernadah on the right side was picked up for advertisement in both national and international print and visual media. It was a big hit with the readers as it caught the attention of even the most discerning accidence.

The Department of Tourism uses various categories of information like compilation and collection of information into printed material that contain thematic as well as destination information. They also publish geographical and topographical information as well as produce visuals like documentations. Information is also disseminated to the tourist through enquiries and data base information.

Other agencies spreading tourism information are Indian Tourism Department Corporation that even extends services like Management Consultancy, Publicity Services, Conferences and other like accommodation, transpiration and duty free shops. State level tourism corporations too produce and disseminate information. Presently the Indian Railway is playing an active role in spreading information. The Indian Railways are aggressively promoting the railway services by offering additional facilities and services as well as spreading the rail network to more commercially viable areas. To promote tourism they are also offering luxury trains like Palace on Wheels, Deccan
Odyssey etc. as well as pilgrimage railway services for the lakhs and lakhs of pilgrims travelling across the country to visit pilgrimage sites. Air India and private airlines are also not far from in promoting their services by spreading information both in print and visual media.

Besides the private hotels, travel agencies and tour operators who have acquired huge experience are generating information through publications like Federation of Hotel and Restaurant Association of India (FHRAI) as well as the Hotel and Restaurant Guild of India.

In the visual media today the more popular mode of generating information is Television serials, sponsored programmes, films, commercials documentaries and promotional films. With the help of video films one can show the tourist the type of service available or one can have a book at the quality and size of rooms in a hotel before packaging them in the tour. The Ministry of Tourism, Government of India has undertaken several confidence building measures with a view to giving a boost to the tourism industry in the aftermath of the global economic slow down and the terrorist attacks in Mumbai. A series of Road Show are being organized in important tourist generating countries, in collaboration with the Indian Association of Tour Operators and with participation of different segments of the tourism industry. The focus of these Road Show is on one to one business meeting between the seller delegates from India and buyer delegates overseas, with a view to promoting inbound tourism to India.

As tourism is a highly competitive industry; the traveler has a wide range of choices and looks for good Value for money. The lack of quality infrastructure,
uncompetitive rates, indifferent or poor product quality, difficulty in getting access to information on travel and tourist destinations, untrained service providers have an enormously negative effect on the competitiveness of the tourism product. For all these it is necessary for tourism industry to formulate marketing strategies which should include the overall business objectives, an assessment of the market environment; a business / community profile market identification (segmentation), the marketing objectives for each segment, the best combination of the 4 Ps (product, price, place, promotion) for each segment; an implementation plan the marketing budget and a method for evaluation and change. Some of the strategies that Indian tourism industry adopts are:

2.4.1 Procurement

Tourism sector need to be understand how procurement decisions are made. This includes indentifying what types of tour operators, tour agents and guides are required and when and how companies can access procurement opportunities, how to gather procurement data developing and open procurement process.

2.4.2 Skilled Man Power

Tourism has taken initiative to markets beyond the metros to foster skilled manpower. The rapidly growing tourism sector in India is faced with an acute shortage of talent. Hence, tourism sector is focused at developing talent by
grooming entry-level candidates and enhancing skills of existing professionals. For this, they provide training to the manpower related to both tourism and non-tourism sector.

2.4.3 Product Differentiation

Services are sold both as final service product and as intermediate inputs. It is the major differentiating factor for the tourism. Since a tourist are spending lot of money for leisure so they are interested to gain benefit from the service they are getting thus it becomes necessary for the tourism industry to differentiate its service from the others. Informational forums and educational workshops will help identify market-ready or near market-ready products. In the long term, it is necessary for the tourism industry to develop new product. This does not mean that tourist industry will have to abandon their current programs, but it will require them to continually improve their existing programs and introduce new programming or organize new events to draw tourists. Decisions on what facilities, programs and services to provide should be based on the needs and desires of the target market(s). They should not be based on the preferences of the owner/manager or necessarily on what the competition is providing. Recognize that a tourism experience includes five elements: trip planning and anticipation; travel to the site/area; the experience at the site; travel back home; and recollection. Businesses should look for ways to enhance the quality of the overall experience during all phases of the trip. This could be accomplished by providing trip-planning packages, which include maps, attractions on route and on site, and information regarding lodging, food and quality souvenirs and
mementos. Tourism businesses should also view their service/product in generic terms. Thinking of products/services in this manner helps focus more attention on the experiences desired by customers and also the facilities, programs and services that will produce those experiences.

2.5) The Ministry of Tourism is carrying out its Promotion and Publicity through two schemes

   a. Domestic Promotion Publicity

   b. Overseas Promotion Publicity

Including Marketing Development Assistance. Beside releasing advertisement in print and electronic media, including internet in both the domestic and overseas markets, organization Of fair and Festival is also encouraged by the Ministry, and Central Financial Assistance for two local Fairs/ Festivals to the tune of Rs 5 Lakh each, and two major events to the tune of Rs 10 lakh each is given to each state/ UT. Ministry also brings out Collaterals and Provides Hospitality to Trade/ Press/ Travel- Writers etc. Brochure support and Joint advertising by overseas India tourism offices is also organized. Organization of Conferences, Road Show, Travel Show, National Level Events etc, is other modes of existing promotion & Publicity adopted by the Ministry.
2.5.1 Events

Some flexibility in number of events/fairs for Central Financial Assistance (CFA) needs to be retained and in respect of pro-active States a third event/festival should also considered.

There should be active participation of other States and the trade in the events and festivals Organized in a particular State.

A larger outlay of funds towards events and collaterals should be considered for progressive States, which are more tourism friendly and have the required infrastructure in certain important events should be identified to be taken up in the Central Sector also.

2.5.2 Brochures/Posters/Leaflets etc.

- While producing the brochures, posters, booklets etc, the key areas should be identified.
- A balance needs to be established between the print materials and the digital formats.
- While producing the tourist literature, the availability of infrastructure and connectivity of The areas being marketed through the collaterals also needs to be taken into account.
2.5.3 Campaign

- Promotions in the European markets like Italy, Spain, France, and Germany need be in Regional languages and should be promoted vigorously.
- The Korean and Japanese markets, which have been showing an increased interest in the Indian tourism, need to be promoted in a focused manner.
- India should be promoted as a summer retreat in the months of July, August & September
- When many European & North American schools and colleges have their holiday breaks.
- Our campaign should convey India as a "Year Round" Destination with value for money During the period May through September.

2.5.4 Hospitality

- The issue of reviving the mandatory order passages, which earlier used to be 900 passages Per year, should be taken up with Ministry of Civil Aviation, Air India and Indian Airlines So that these tickets are issued to Ministry of Tourism for promotion of tourism.
- A meeting of all domestic carriers may be called at the highest possible level in Ministry of Tourism, and they be asked to give passages for domestic sectors for the guests of Ministry of Tourism, as this is going to help tourism and ultimately increase the business of these airlines.
• Trade/Press FAM tours should be operated through recognized tour operators. Expression of Interest may be invited from all approved tour operators and responsibilities to handle the FAM tours be given serial wise.

• The guests invited for tours be treated in a real deluxe style as Indian tradition says “Guest is God”. We should use the best hotel and the best transport available in the country.

2.5.5 Market Development Assistance (MDA) Scheme

• The Market Development Assistance scheme should be made available for participating in More international trade exhibitions and market study trips to foreign countries.

• The upper limit of assistance under the Market Development Assistance scheme should be Increased and should commensurate with the increase in the expenses over the years

2.5.6 Brochure Support & Joint Advertising - India Tourism Offices Abroad

• Delegated powers to India Tourism offices abroad under the scheme for Brochure Support and Joint Advertising needs to be enhanced suitably.

• To encourage big tour operators to promote India, the ceiling of US $ 10,000 per agent Under the scheme for Brochure Support and Joint Advertising should be increased to $25,000.
• The proposals for joint advertising and market initiatives should be considered with matching funds from the operator.

• Web based brochures may also be supported under the scheme. The Ministry should look into giving support not only for the brochure but also for website and other electronic promotions like e-mail, newsletter etc.

2.5.7 Conference, Road Shows, Travel Shows, National Level Events

• For all major fairs, marts and events 5-6 months advance preparation involving all stakeholders is essential to help the trade to support and promote the product in conjunction with Ministry of Tourism, besides proper planning of appointments with the trade overseas. This need be ensured.

• As the Ministry of Tourism knows at least a year in advance of the dates for important events to be held abroad where India participates, the calendar of such activities should be circulated to the trade in advance.

• A committee should be formed to implement the details for each trade show well in advance. The committee should hold meetings with stakeholders and ask for their suggestions.

• The trade should be involved in finalizing the major events like ITB, WTM etc. The designing of the stands etc. should not be left only in the hands of Ministry of Tourism personnel, but should be done with the involvement of experienced stakeholders in the private sector as was the procedure followed earlier.
• When contracting these events, Ministry should not go only for the lower quotation but should look at the background of the contractor and previous work done in exhibitions and trade shows. It should be a quality and cost based selection.

2.5.8 Conventions

• The Ministry of Tourism should have a Special Cell/ Division to look after conferences and incentive travels business.
• ICPB should be encouraged and given more financial assistance.
• Government should consider some financial assistance to ICPB and representatives of associations who go abroad for conferences or bidding, to enable them to showcase the facilities available in India effectively through short films etc. A special fund should be made available for this. A corpus fund of Rs. 5-10 crores needs to be created to support international convention bids by tour operator.

In the year 2007-08, the Ministry of Tourism, as part of celebration of the 60th Anniversary of India’s Independence had launched a campaign titled, “Sare Jahan Se Achcha”. The campaign was undertaken in major TV channels and popular cinema halls across the country. The campaign was rolled out till May 2008. In the year 2007-08, the Ministry of Tourism continued its effort in educating/ sensitizing the stakeholders and general public about the importance of preserving monuments and places of tourist interest. To reinforce the “Atithi Devo Bhavah” message, encouraging the objective of responsible tourism, the Ministry of Tourism had launched the “4th Phase of
Atithi Devo Bhavah – Awareness Campaign”, which was undertaken in leading TV channels, print publications, FM Radio and popular cinema halls across India. 2008 will cover release of advertisements in various print publications including in-flight magazines and TV channels.

2.6) Other Promotions

The Ministry of Tourism has relaunched the Incredible India magazine which is a bimonthly issue. The magazine is produced along with the Ministry of Tourism’s newsletter. In the year 2008-09, production of 5 Regional Maps and 3 City Maps are being undertaken. The Ministry of Tourism has also produced a set of 12 colorful posters to promote various aspects of Indian tourism.

2.7) Online Initiatives

Recognizing the reach and cost-effectiveness of the Internet medium, the Ministry had undertaken an online campaign in India and the established and emerging markets2007-08, the Ministry of Tourism launched 4 thematic domestic campaigns for the promotion of North-East, Jammu & Kashmir, Rural Tourism and Adventure & Wildlife, Tourism. The campaigns spilled into the first half of the financial year 2008-09. Major part of the activity was undertaken in select TV channels, magazines and newspapers in the first half of the financial year 2008-09.
2.8) International Campaigns

The Ministry of Tourism, in the year 2008-09, has launched 7 international campaigns for the promotion of Indian tourism in the international markets. These 7 international campaigns are Print campaign – Europe; Print Campaign – APAC region; Print Campaign – Global; Print Campaign – Americas; TV Campaign – Europe; TV Campaign – Americas and TV Campaign – APAC region. build awareness about the richness of India and position India as a preferred tourist destination for foreign tourists. Internet media forms an important component of the media mix for the Incredible India campaign, given that the media is exploding in India and developed markets. Online advertising includes Display advertising; Search advertising, Search engine optimization, tapping audiences of popular video sharing sites. The theme of the Incredible India campaign has been based on the richness of India and varied tourist attractions of the country have been portrayed through the vibrant colours symbolic of India. It has been established that traffic to the Ministry of Tourism’s website www.incredibleindia.org has increased significantly with important feedback from countries like China, Germany, Japan etc.

2.9) Events

The Ministry of Tourism has organized/ participated in the following tourism related events in India:

(i) Toshali Crafts Mela, Bhubaneswar – February 2008.
(ii) National Tourism Award function was organized by the Ministry – February 2008.

(iii) South Asia Travel and Tourism Exchange (SATTE) – April 2008.

(iv) 12th National Expo in Kolkata – 5th -10th September, 2008.

(v) Travel and Tourism Fair (TTF) at Hyderabad, Kolkata, Ahmedabad and Surat during 2008.


(vii) Travel Show organized by the Anand Bazar Patrika Group – 27th-29th June, 2008.


2.10) Marketing Objectives of Overseas Offices

The Ministry of Tourism, Government of India, through its 14 offices overseas promotes India in the tourism generating markets as an attractive tourist destination and projects various Indian tourism products vis-à-vis other competing destinations to enhance India’s share in the global tourism market.

Integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions are launched for market promotion. The overseas promotional efforts include advertising in the print & electronic media, participation in fairs& exhibitions, organizing seminars, workshops, road shows & India evenings, printing of
brochures and collaterals, brochure support/joint advertising with travel agents/tour operators, inviting the media and travel trade to visit the country under the hospitality programme, etc.

2.11) **Assistance to Service Providers under the MDA Scheme**

Market Development Assistance scheme of the Ministry of Tourism, Government of India provides for financial support to approved tourism service providers, i.e. hoteliers, travel agents, tour operators, tourist transport operators, etc. for undertaking the following tourism promotional activities abroad:

(i) Sales-cum-Study Tours

(ii) Participation in Fairs / Exhibitions

(iii) Publicity through printed material

2.12) **Familiarization Tours under the Hospitality Programme**

Under the Hospitality Programme, the Ministry of Tourism invites editorial teams of travel publications, journalists, photographers, TV teams, travel agents, tour operators, etc. from overseas, through the overseas India tourism offices to effectively project India as a multidimensional tourist destination offering a vast range of attractions. These invited guests are able to get first-hand information/knowledge of the Indian tourism products during their
familiarization tours. During the year, travel agents, tour operators and media representatives from important tourist generating markets overseas were invited, not only to visit the varied tourist attractions of the country but also to participate in and cover events including SATTE, the Great Indian Travel Bazaar, PATA Travel Mart, Kerala Travel Mart, Himalayan Run & Trek Event, etc.

2.13) Approval of Travel Trade

The Ministry of Tourism has a scheme of approving Travel Agents, Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators and Tourist Transport Operators. The aims and objectives of this scheme are to encourage quality, standard and service in these categories so as to promote tourism in India. This is a voluntary scheme open to all bona fide agencies. The total number of approvals issued to service providers of Travel Trade etc. is given below:

<table>
<thead>
<tr>
<th>Category</th>
<th>Till 16th December 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
<td>415</td>
</tr>
<tr>
<td>Inbound Tour Operators</td>
<td>552</td>
</tr>
<tr>
<td>Tourist Transport Operators</td>
<td>203</td>
</tr>
<tr>
<td>Adventure Tour Operators</td>
<td>28</td>
</tr>
<tr>
<td>Domestic Tour Operators</td>
<td>48</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1246</strong></td>
</tr>
</tbody>
</table>
2.14 Survey conducted by Department of Tourism govt. of India :

As per Department of Tourism Government of India Offices following survey/studies has been conducted for framing the marketing strategy :

A. The following surveys/Studies/DPRs/ Feasibility Studies were completed during the year 2008-2009 :

(a) Surveys / Studies

1. Evaluation study of the plan scheme “Assistance to IHMs/FCIs/IITTM/NIWS”.
2. Evaluation study of the plan scheme “Computerization and Information Technology”.
3. Evaluation study of the plan scheme of “Assistance for Large Revenue Generation Projects”.

(b) Detailed Project Reports

3. Detailed Project for Infrastructure development of Culturally significant Destination for development of Churches of Goa under Mega Circuits / Designation.

4. Detailed Project Report for Ganga Heritage and Murshidabad Circuit is West Bengal.


B) The following Surveys/ Studies / Master Plans/ Feasibility studies detailed project Report have been completed during the year 2009-10; (as on 21\textsuperscript{st} January, 2010)

(a) Surveys / Studies

1. Study to assess the number of tourists expected to visit Delhi during Commonwealth Games 2010 and requirement of rooms.

(b) Detailed Project Reports :

4. Detailed Project Report for Infrastructure development of Ajmer-Pushkar as major tourist destinations in Rajasthan under Mega Circuits / Designation.

C. The following surveys / Studies / Master Plans/ Feasibility Studies / Detailed Project Reports were commissioned and are in progress during 2009-10.

(a) Surveys / Studies :

1. International Passenger Survey.
2. Tourism survey for the State of Andhra Pradesh.
4. Tourism survey for the State of Maharashtra.
5. Tourism survey for the State of Punjab.
7. Study to analyse the factors responsible for slow down in tourism sector in India.
8. Study on problems and respects of Accessible tourism in India.
9. Study to assess the infrastructure Gaps in tourism sector.

(b) Detailed Projects Reports :

1. Detailed Project Report for the areas covering Yamuna Nagar and Panchkula in (Haryana) – Ponta Sahib (Himachal Pradesh).
2. Detailed Project Report for development of Punducherry as Mega Project.
4. Detailed Project Report for Rural Tourism at Boxanagar under Sonmura Sub-Division in Tripura.
7.

(c) Master Plans / Tourism Development Plans :

1. Master Plan for tourism promotion in Himachal Pradesh.
2. Tourism Development Plan for Arunchal Pradesh.

3. Tourism Development plan for Meghalaya.

2.15) India Tourism Offices:

Following are the India Tourism Offices in India from which Mumbai and Aurangabad tourism office were taken for study as a vital source of information for the study:

Regional Offices:

1. New Delhi
2. Mumbai
3. Kolkata
4. Chennai
5. Guwahati

Other Offices:

1. Patna
2. Jaipur
3. Bengaluru
4. Varanasi
5. Agra
6. Bhubaneswar
7. Port Blair
8. Imphal
9. Shillong  
10. Hyderabad  
11. Kochi  
12. Goa  
13. Aurangabad  
14. Khajuraho (Decision has been taken to shift the office to Indore)  
15. Naharlagun (Itanagar)
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