

CHAPTER 8

TOURISM AND HERITAGE

8.1 TOURISM

The tourism sector of the economy contributes towards foreign exchange reserves, creates income and employment opportunities, particularly in remote and backward areas, strengthens national integrity and promotes international understanding by intensifying socio-cultural exchanges among people from different regions and countries.

2. The foreign exchange earnings from tourism during 2000 were estimated at about Rs. 14,408 crores with an estimated direct employment of about 15 million, which is about 2.4 per cent of the total labour force of the country. The international tourist traffic to the country is estimated to have increased from 2.4 million in 1998-99 to 2.64 million by the end of 2000. According to the World Tourism Organization (WTO) India's share in world tourist arrivals is only 0.38 per cent - accounting for 0.62 per cent of the world tourist receipts. This shows that much of our tourist potential is yet to be tapped.

3. For the year 2001-02, the outlay for tourism was Rs. 150 crores only. Information and Publicity, overseas and domestic, continued to receive the major share of the Plan outlay of the Ministry (Rs. 58.00 crore) - followed by Tourist Infrastructure (Rs. 41.85 crore), Computerization, Information Technology and Subsidies/Incentives (Rs. 25 crore), Human Resource Development (Rs. 10.35 crore). A provision of Rs. 14.8 crore was also kept for the projects/schemes for the North East and Sikkim.

4. During the Ninth Plan period, the focus on development within the country continued to be on selected areas like development of tourist centres/areas, including village and heritage tourism, budget accommodation, wayside amenities and refurbishment of monuments/heritage sites. As most of these infrastructural components and delivery systems were within the purview of the State Governments or the private sector, the governmental activities were mainly confined to ensuring financial assistance to State/UT governments and incentives to private entrepreneurs. However, in the absence of little or very little impact on the overall development of our tourist destinations, these schemes failed to really take off. So a major change in policy and approach is proposed for the Annual Plan (2002-03).

5. All the schemes of 2001-02 were subjected to the zero based budget exercise — a couple of them were closed and the remaining were merged and restructured in consultation with the Department of Tourism. However, with view to ensuring that the ongoing projects get continued support during the current year, a total of Rs. 88.5 crore is reserved for ongoing schemes, while the main thrust has shifted to the new restructured schemes, especially to the schemes for development of selected circuits and destinations within the country. Accordingly the Central Sector outlay for tourism for 2002-03 has been enhanced to Rs. 225 crore.

6. During the Annual Plan (2002-03), a provision of Rs. 41.50 crore has been kept for the new restructured scheme of Integrated Development of Tourist Circuits. Fully supported by the Centre, this scheme aims to develop six selected circuits during each year of the Tenth Five Year Plan - one in each zone - to international standards. The process of identifying and selecting these circuits in consultation with the State governments is in progress.
7. The other major scheme that is being restructured for introduction during the current year is Product/Infrastructure and Destination Development. With an outlay of Rs. 18 crore, this centrally sponsored scheme is meant to improve the existing tourist products and developing new tourism products to meet the present day infrastructure requirements. The focus would be to fund large projects of infrastructure and development for a total integrated destination development. Special efforts would also be initiated to harness the full potential of rural tourism. An additional centrally sponsored scheme of Assistance for Large Revenue Generating Projects (estimated at Rs. 8 crore) in the form of grant would also be introduced during the current year. However, this support would be effected only through State Tourism Development Corporations and State Financial Corporations etc.
8. Being a service industry, the development of human resources has a major role in promotion of tourism in the country. Efforts would be to strengthen the tourism requirement by expanding the existing network of Institute of Hotel Managements and Food Craft Institutes by setting up additional institutes in the three new states of Uttaranchal, Chattisgarh and Jharkhand and in the North-East. A new scheme on Capacity Building for Service Providers (Rs. 1.5 crore) would also be introduced to cater to the unorganized sectors like small hotels and restaurants, dhabas, tourist guides and taxi drivers etc.
9. Considering that our tourism products need considerable marketing, both at home and abroad, ambitious projects are proposed through the two schemes of domestic promotion and publicity and overseas promotion. While the former caters to promoting India within through participation in fairs, festivals, craft marts etc., the later promotes India through a network of government of India tourist offices abroad. The thrust would be on IT based dissemination of information, joint campaigns through partnerships/ sponsorship, gathering market intelligence and a brand building of India. The outlays proposed are Rs. 6 crore for domestic promotion and publicity and Rs. 34 crore for overseas promotion including market development assistance.
10. The scheme of Incentives to Accommodation Infrastructure would, however, be continued in the Annual Plan (2002-03). But this would be rationalized in the coming years. A study would assess the impact of the scheme on creation of accommodation in the country.
11. With an aim to position India distinctively on the global map, Information Technology would be given a major thrust in the current year and would extensively be used to promote Indian tourism.
12. A special provision of Rs. 22.5 crore has been kept for the schemes of North-East and Sikkim.

National Tourism Policy 2002

13. National Tourism Policy was brought out by the Ministry of Tourism in 2002. A brief outline of the Policy features indicating Goals, Objectives and Strategies is given in the following paragraphs.

Goals, Objectives and Strategies:

- To achieve a superior life quality for India's peoples through physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation through tourism is the major goal of National Tourism Policy 2002 .

Key Objectives of the Tourism Policy

- Positioning and maintaining tourism development as a national priority; enhancing and maintaining the competitiveness of India as a tourism destination; improving India's existing tourism products and expanding these to meet new market requirements; creating World Class infrastructure; and developing sustained and effective marketing plan and programmes – are the key objectives of the Tourism Policy

Positioning Tourism as a National Priority

- Tourism would be positioned as a national priority by including it in the concurrent list of the Constitution of India, providing effective linkages between Departments and Ministries, setting up Tourism Advisory Council, adopting tourism satellite account system, and by implementing a professionally managed national tourism awareness campaign.

Competitiveness

- Competitiveness of India as a tourist destination would be enhanced by faster issuance of visas and permit, computerisation of the process of visa issues, enhancing air capacity to India, and improving standard of facilities at the International and major domestic airports, and by creating a special tourism police.

Product Development

- Product development would be improved and expanded by integrated development of the area around protected monuments, developing beach and costal tourism, by developing International cruise destination to Cochin and Andaman and Nicobar Islands, packaging traditional Indian cuisines, promoting village tourism, integrating wild life sanctuaries and National Parks with Tourism, promoting adventure tourism in Himalayas, constructing World Class Conventional Centre in Mumbai, and by promoting holistic healing and rejuvenation according to Indian philosophy and culture. Promoting India into a shopper's paradise, marketing its fairs and festivals would be required.

Infrastructure

- World Class infrastructure would be created by improving the network of national and state highways and rural roads, by introducing more special tourist trains, and railway hotels and

heritage buildings, hill railways and heritage railways in tourism. In addition to it, waterways would be developed for the promotion of cruises.

- Effective marketing strategies would be developed to differentiate India product from the competing destination to undertake market research to identify and assemble a highly attractive product.
- An Indian tourism brand position would be created by focusing on what makes India an unmatched tourism destination,
- Market Research would be carried out to establish the present image of India as a destination in relation to its competitors. Tourist interest products and issues relating to price, security, health, safety and quality etc. would be studied.
- Digital Technology for marketing would be applied to enable tourism organisations help promote their destination projects by internet and other growing inter active multimedia platform

**Department of Tourism
Outlay/Expenditure**

(Rs in crore)

Sl. No.	Scheme	BE 2000-01	Actual Expenditure (2000-01)	BE 2001-02
1	2	3	4	5
A	Tourist Infrastructure	29.10	44.38	41.85
1	Development of Tourist Centres/ Areas including Village and Heritage Tourism	17.00	14.48	9.00
2	Refurbishment of monuments/heritage buildings	2.00	3.63	3.00
3	Equity Scheme	0.25	1.25	4.00
4	Budget Accommodation	2.50	15.00	11.24
5	Wayside Amenities	4.00	6.97	6.50
6	Development of Pilgrim Centres	0.10	0.10	0.25
7	Buddhist Centres/Externally Aided Projects	0.25	0.10	2.76
8	SEL Shows (Flood Lighting)	0.50	1.75	2.00
9	Adventure and Sports Tourism	1.50	1.10	3.00
10	Paryatan Bhavan	1.00	0.00	0.10
B	Human Resource Development	16.65	11.28	10.35
11	Institute of Hotel Management & Catering Technology and Applied Nutrition	9.00	9.64	8.75
12	Food Craft Institutes	0.10	0.10	0.10
13	Indian Institute of Tourism & Travel Mgt.	2.00	1.50	2.00
14	Tourism Education Grid	5.00	0.04	0.10
15	National Institute of Water Sports	0.50		0.10
16	Training of guides, officers & staff	0.05		0.05
C	Tourist Information & Publicity	56.75	56.09	58.00
17	Overseas campaigns	49.75	50.75	51.00
18	Production of literature and publicity materials	3.00	2.96	3.00
19	Hospitality programmes	1.00	0.39	1.00
20	Domestic campaigns including Fairs & Festivals	3.00	1.99	3.00
D	Others	19.00	12.73	25.00
21	Computerization & Information Technology	5.00	4.23	5.00
22	Market Research including 20 years perspective plan	7.00		5.00
23	Subsidies & Incentives	5.00	8.50	9.00
24	National Tourism Development Fund	1.00	0.00	5.00
25	Marketing Development Assistance	1.00	0.00	1.00
E	10% lump sum provision for NE Region and Sikkim	13.50	0.00	14.80
	Total	135.00	124.48	148.00

Annexure 8.1.2

Department of Tourism - Annual Plan (2002-03)

Rs in crore

Sl. No.	Name of Schemes	BE 2002-03
1	2	3
I.	Central Sector Schemes (CS)	
1.0	Ongoing 9th Plan central sector schemes to be continued during 10th Plan	
1.1	Externally Aided Projects	7.50
1.2	IHM & CT	8.50
1.3	Food Craft Institutes	0.40
1.4	Indian Institute of Tourism & Travel Management	1.00
1.5	National Institute of Water Sports	0.04
1.6	Overseas Campaigns	20.00
1.7	Hospitality Programme	1.00
1.8	Marketing Development Assistance	1.00
1.9	Subsidies & Incentives	9.00
1.10	Total - Ongoing 9th Plan schemes (1.1 - 1.19)	48.50
2.0	New Central Sector Schemes for 10th Plan	
2.1	Integrated Development of Tourist Circuits	38.50
2.2	Assistance to IHMs/FCIs/IITTM/NIWS/NIAS/NCHMCT	5.00
2.3	Capacity Building for Service Providers	1.50
2.4	Overseas Promotion & Publicity including Market Development Assistance	34.00
2.5	Domestic Promotion and Publicity including Hospitality	6.00
2.6	Incentive to Accommodation Infrastructure	2.00
2.7	Total - New Central Sector schemes for 10th Plan (2.1 - 2.6)	87.00
2.8	Total - Central Sector Schemes (1.10 + 2.7)	135.50
II.	Centrally Sponsored Schemes (CSS)	
3.0	Ongoing 9th Plan schemes to be continued during 10th Plan	
3.1	Adventure & Sports Tourism	2.00
3.2	SEL Shows (Flood Lighting)	2.00
3.3	Development of Tourist Centres/Areas including Village and Heritage Tourism	8.00
3.4	Refurbishment of Monuments/Heritage Buildings	1.00
3.5	Wayside Amenities	5.50
3.6	Budget Accommodation	6.50
3.7	Equity Scheme	1.00
3.8	Production of literature and publicity materials	3.50
3.9	Domestic campaigns including Fairs & Festivals	4.00
3.10	Computerization and Information Technology	6.00
3.11	Market Research including 20 years perspective plan	3.50
3.12	Total - Ongoing schemes to be continued during the 10th Plan (3.1 - 3.11)	43.00
4.0	New Centrally Sponsored Schemes for 10th Plan	
4.1	Product/Infrastructure and Destination Development	18.00
4.2	Assistance for Large Revenue Generating Projects	6.00
4.3	Total - New Centrally Sponsored schemes during 10th Plan (4.1 - 4.2)	24.00
4.4	Total Centrally Sponsored Schemes (3.12 + 4.3)	67.00
4.5	Total (2.8 + 4.4)	202.50

Rs in crore

Sl. No.	Name of Schemes	BE 2002-03
1	2	3
4.6	10% lump sum provision for NE Region and Sikkim	
	Capital	17.50
	Revenue	5.00
4.7	Total North East and Sikkim	22.50
4.8	Grand Total (4.5 + 4.7)	225.00

8.2 ART AND CULTURE

India's culture is deeply rooted in a pluralistic ethos of age-old history providing creative expression, value-sustenance and belief patterns to society. India also occupies an important place on the cultural map of the world. We have witnessed in India the emergence of the role of culture as giving meaning to our existence. The role of culture lies not only in encouraging self-expression and exploration on the part of individuals and communities, but also supporting arts and artists and also correcting some of the distorting effects of cultural expression by people at large besides and developing creativity as a social force. The Department of Culture operates Plan schemes of Government of India for preserving and promoting the cultural heritage of the country. It has a network of subordinate and attached offices besides a number of other autonomous institutions/organizations, such as Archaeological Survey of India, Anthropological Survey of India, National Archives, Museums, Libraries, Akademies, etc. in the field of Art and Culture.

Review of the Ninth Plan (1997-2002) and Annual Plan (2001-02)

2. During the Ninth Five-Year Plan an amount of Rs.920.41 crore was provided by the Planning Commission of which Rs.679.02 crore (anticipated) was spent during the Ninth Five Year Plan. An amount of Rs. 225.00 crore was allocated for 2001-02 by the Planning Commission for undertaking various activities of the department of which Rs.171.81 crore has been spent. The department accomplished considerable work in a variety of fields and has expanded its activities in North Eastern States including Sikkim. 10 per cent of the Plan Budget is earmarked for various initiatives in the North Eastern Region. Low level of expenditure was due to the procedural bottlenecks faced by the Department while executing the component of capital works through CPWD with problems of procedural glitches resulting in delay, and lack of updated schedule of rates etc.

Thrust Areas and Objectives of the Tenth Plan

3. During the Tenth Five Year Plan an amount of Rs.1720.00 crore has been provided by the Planning Commission of which Rs.250.00 crore for the Annual Plan 2002-03 against an outlay of Rs.225.00 crore provided for Annual Plan 2001-02. The focus of the Tenth Plan will be on the implementation of a comprehensive Plan of preservation of the archaeological heritage and development of the monument complexes and museums. Further, efforts will have to be made to preserve the archival heritage and promote classical, folk and tribal art crafts and oral traditions, which are in danger of extinction.

4. The Department of Culture will continue to execute major schemes and programmes for promoting art and culture. Its Plan programme relating to the promotion, preservation and conservation of the cultural heritage of the country will be implemented through 34 attached/subordinate and autonomous offices/organisations and cultural institutions and through a number of schemes. Its activities and programmes have been organised under 11 broad heads. They are Promotion and Dissemination, Archaeology, Museums, Archives, Anthropology, Performing Arts, Libraries, Buddhist and Tibetan Institutes, IGNCA, Activities for the North - Eastern Region and Other Expenditure.

5. The scheme of financial assistance for strengthening of regional and local museums has also been revised widening its scope for assisting smaller museums. Museums would

be directed to emphasise more on digitalisation and documentation of works of art as a part of their Plan activities.

6. The ASI has 3,606 centrally protected monuments under its purview including 16 in the World Heritage List. Apart from the maintenance of these monuments, work relating to structural conservation, chemical preservation and environmental development is also to be taken up on a regular basis. In the Tenth Plan, emphasis will be given to the formulation of perspective plans for the important monuments in each circle so as to ensure their integrated development.

7. In the Tenth Plan, the ASI will continue its excavation activities. During Ninth Plan an amount of Rs. 182.49 crore was provided to ASI of which Rs.143.90 crore was spent. As against this, an amount of Rs.284.83 crore has been allocated for the Tenth Plan. The major excavation projects of the ASI presently under way are:

- (a) Dholavira - a Harappan city in Kutch, Gujarat,
- (b) Dhalewa -a proto-Harappan settlement in Punjab,
- (c) Sravasti - an early historical city in Uttar Pradesh, and
- (d) Kanaganahalli – Sannati - a Buddhist Stupa in Karnataka.

8. Another major excavation proposed to be taken up is at Arikamedu, the famous Indo-Roman site in Pondicherry, in addition to initiating under-water archaeological investigations for which a new Under Water Archaeological Branch has been set up.

9. In the area of museum activity, the ASI will initiate the process of modernisation of galleries, digital documentation of antiquities, publication of catalogues, museum guides, picture-post-cards and other informative material. Simultaneously, work on eight new museums, which was started in the closing years of the Ninth Plan period, will be completed. These include the Cooch Behar Palace and Tamluk Museum in West Bengal, Sheik Chilli's museum at Thanesar, UP, Haryana and three new museums at Hampi. In order to cope with the enhanced activities, infrastructure facilities, both administrative and technical will be strengthened. Computerisation and modernisation of circle offices of the ASI will also be given due attention.

10. The major thrust in the Tenth Plan will be on modernisation of preservation facilities in order to accelerate the pace of repair and rehabilitation of records. Augmentation of facilities to speed up the preparation of microfilms to facilitate easy accessibility of records housed in the NAI exposed will be carried out. Besides, support for the preservation of the documentary heritage will continue through financial schemes being operated by NAI. It is also proposed to develop the Conservation Research Laboratory, Lucknow equipped with various modern paper testing equipment.

11. During the Tenth Plan, the National Museum proposes to undertake computerisation work with the assistance of the National Informatics Centre (NIC). This would include Local area net work (LAN) and wide area network (WAN), digitalisation of its collection reprography/microfilming and microfilming of manuscripts and the introduction of equipment for audio tours, etc.

12. Eight new galleries are to be set up in the Victoria Memorial Hall during the Tenth Plan. A huge volume of conservation and restoration work remains to be carried out. Exhibitions on "Mughal manuscripts" and one on Tipu Sultan are to be organised jointly with the ASI, both at the Victoria Memorial Hall as well as at Srirangapatnam. Seventeen new galleries will be added to the Salar Jung Museum, Hyderabad and the construction of the second and third wings of the National Gallery of Modern Art, New Delhi will be taken up.

13. The problem of time and cost overruns has to be viewed seriously in view of the constraint of resources. The pace of construction activities of CPWD needs to be monitored closely in the context of institutions/museums/art galleries etc. coming under the purview of Ministry of Tourism and Culture.

14. In the library sector, the Department proposes to give a further push to the modernisation of central and public libraries during the Tenth Plan. A National Bibliographic Database in electronic format would be developed to encourage resource sharing, networking and to improve reader services. Retro-conversion of existing records in electronic formats would be taken up in the National Library, the Central Secretariat Library and the Delhi Public Library. Similar efforts would be extended to the public libraries through the Raja Ram Mohan Roy Library Foundation. It is proposed to upgrade the conservation laboratory in the National Library as well as the Oriental libraries such as Rampur Raza Library and Khuda Baksh Oriental Public Library Kolkata and Patna.

15. Substantial funds are proposed to be given for the completion of the Bhasha Bhawan building of the National Library. Constructing of new buildings and extensive renovations in order to add space is envisaged at the Khuda Baksh Oriental Public Library, the State-Central Library, Mumbai. Thanjavur Maharaja Serofji Sarasvati Mahal Library and Connemara Public Library Chennai. Besides, the Department proposes to construct a reader's hostel at the National Library.

16. Preservation/Digitisation of rare manuscripts, historical document/paintings needs to be done in a time bound manner to save them from the ravages of time. The Tenth Plan will pay greater attention to modernization, upgradation on the existing libraries including private collections.

17. During the Tenth Plan, Anthropological Survey of India will undertake study of DNA for proper evaluation/assessment of ancient skeletal remains, physical growth of adolescents, cultural dimension of tourism, dormitory system amongst tribes etc. besides strengthening of infrastructure, training and orientation, publication programme and research in physical anthropology.

18. The seven Zonal Cultural Centres in the country continue to organize cultural programmes for the purpose of strengthening cultural movement across the States covering both rural and urban areas. Besides, they also continue to work for preservation, promotion and protection of tribal and folk art form in association with the State Departments and Non-Government Organisations through its schemes of National cultural exchange programme. Setting up of documentation centers which aim at protecting, vanishing and dying art forms and setting up of shilpagrams for providing promotional and marketing facilities to craftsmen are some of the significant activities of the Centres.

19. Central Institute of Higher Tibetan Studies, Sarnath and Central Institute of Buddhist Studies, Leh which strive for promotion of Buddhist and Tibetan studies will continue to receive financial assistance. Planning Commission will continue support to involvement of private sector including travel agencies through the Scheme of National cultural fund, so far as management of monument & tourism are concerned.

20. Indira Gandhi National Centre for the Arts is a national level institution which also work for promotion of art and culture in the country through a number of programmes and activities Deptt. of Culture also proposes to develop networking between Central, States and local museums besides improving in infrastructure of existing museums under its control. The Science City Project of Jalandhar and other Science Centres by NCSM in collaboration with the Government of Mauritius are being supported. It also proposes to review the concept of Science Cities by assessing the working of Science City, Kolkata.

21. The Planning Commission has supported the proposals of Department of Culture to modernize the existing libraries and spreading network of public libraries in new areas in rural region under the control of Panchayats.

Annual Plan 2002-03

22. An outlay of Rs. 1720.00 crore has been provided for the Department of Culture for the Tenth Plan and Rs.250.00crore for the Annual Plan 2002-03 of which Rs.20.00 crore allocated for the activities of the North Eastern States.