

# **ESTIMATES COMMITTEE**

## **(1973-74)**

### **FIFTY-FIFTH REPORT**

**(FIFTH LOK SABHA)**

**MINISTRY OF TOURISM & CIVIL AVIATION**

**Action taken by Government on the recommendations contained in the Forty-Second Report of the Estimates Committee (Fifth Lok Sabha) on the Ministry of Tourism & Civil Aviation-Tourism.**



**LOK SABHA SECRETARIAT  
NEW DELHI**

*April, 1974/ Chaitra, 1895 (Saka)*

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\*\*Elected w.e.f. 24-11-73 Vice Shrimati Jyotsna Chanda died.

**STUDY GROUP 'F'**  
**ESTIMATES COMMITTEE (1973-74)**

**CONVENER**

**Shri Jharkhande Rai**

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12. Ch. Sadhu Ram
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## INTRODUCTION

I, the Chairman of the Estimates Committee having been authorised by the Committee, present this Fifty-fifth Report of the Estimates Committee on the action taken by Government on the recommendations contained in the Forty-Second Report of the Estimates Committee (Fifth Lok Sabha) on the Ministry of Tourism and Civil Aviation—Tourism.

2. The Forty-Second Report was presented to Lok Sabha on the 30th April, 1973. Government furnished their replies indicating action taken on the recommendations contained in that Report on 22nd November, 1973 and 19th January, 1974. The replies were examined by the Study Group 'F' of the Estimates Committee (1973-74) at their sitting held on the 25th March, 1974. The draft Report was adopted by the Estimates Committee (1973-74) on the 2nd April, 1974.

3. The Report has been divided into the following Chapters:—

I. Report.

II. Recommendations which have been accepted by the Government.

III. Recommendations which the Committee do not desire to pursue in view of the Government's reply.

IV. Recommendations in respect of which replies of Government have not been accepted by the Committee.

V. Recommendations in respect of which final replies of Government are still awaited.

4. An analysis of the action taken by Government on the recommendations contained in the 55th Report of the Estimates Committee (Fifth Lok Sabha) is given in Appendix-II. It would be observed therefrom that out of 85 recommendations made in the Report, 61 recommendations i.e., 72 per cent have been accepted by Government, and the Committee do not desire to pursue 18 recommendations i.e. 21 per cent in view of the replies received from the Government. Final replies of Government in regard to six recommendations i.e., 7 per cent are still awaited.

NEW DELHI;

April 16, 1974.

Chaitra 26, 1896 (Saka).

R. K. SINHA,

Chairman,

Estimates Committee.



## CHAPTER I

### REPORT

The Estimates Committee note that about 72 per cent of the recommendations contained in their 42nd Report on the Ministry of Tourism and Civil Aviation—Tourism have been accepted by Government. Further, in respect of about 21 per cent of the recommendations, the Committee do not desire to pursue the matter in view of Government's replies. The Committee would, however, emphasise that they attach the greatest importance to the implementation of the recommendations accepted by Government. They would, therefore, like the Government to keep a close watch so as to ensure expeditious implementation of the recommendations accepted by them. In cases where it is not possible to implement the recommendations for any reason, the matter should be reported to the Committee with reasons for non-implementation.

2. The Committee further observe that in respect of the remaining 6 recommendations, final replies of Government are still awaited which have been included in Chapter-V. They desire that final replies to these recommendations and further information called for in respect of recommendations included in Chapter-II may be intimated to the Committee expeditiously.

## **CHAPTER II**

### **RECOMMENDATIONS WHICH HAVE BEEN ACCEPTED BY GOVERNMENT**

#### **Recommendation (Serial No. 1, Para No. 1.11)**

The Committee note that besides the aspect of foreign exchange earnings, tourism has also a marked 'Multiplier Effect'. The Committee also note that 'the full implications of multiplier system have not yet been studied in detail, because there has been inadequate research. The Committee further note that'.....the overall analysis clearly established the basic premises that the total economic benefits from tourism are very much great than the foreign exchange earnings, that the combination of the turn over through the application of the Tourism Multiplier effect and the local taxes result in substantially greater revenue than the total plan expenditure'. The Committee would, therefore, recommend that the cost benefit study on various aspects of tourism may be taken up immediately to high-light the role of tourism in the economic growth of the country.

#### **Reply of Government**

This recommendation of the Committee has been implemented. The Department of Tourism has commissioned the National Council of Applied Economic Research, New Delhi to carry out a study on 'Costs and Benefits of Tourism'. The study will compare the net benefits to the economy of investments in different classes of accommodation. It will make a cost-benefit analysis of one resort project. It will also try to measure the impact of tourism on a relatively backward region of the country, and the overall contribution of tourism to national income.

[Department of Tourism O.M. No. H.11013 (1)/73-A. III Dated  
Dated 22nd November, 1973.]

#### **Further Information Called for by the Committee**

Please intimate if the National Council of Applied Economic Research have completed their study on "Costs and Benefits of Tourism". If so, a copy of the Report submitted by the N.C.A.E.R. may be furnished for the information of the Committee.

[Lok Sabha Sectt., O.M. No. 5]24/1/ESII, dated 28-12-1973].

### **Further Reply of Government**

The study on 'Costs and Benefits of Tourism' entrusted to NCAER has not yet been completed.

[Department of Tourism O.M. No. H.11013: (1)/73-A. III Dated 15th January, 1974].

### **Comments of the Committee**

The copies of the Report of the N.C.A.E.R. when submitted together with the action taken on the Report may be furnished to the Committee.

### **Recommendation (Serial No. 12 Para No. 2.18)**

It is distressing that after two decades of planning the Department of Tourism has not been able to gear fully its organisational set up for planning and implementation of the various schemes included in the successive five year plans. The position regarding utilisation of funds so far even during the Fourth Plan period seems far from satisfactory. As against an allocation of Rs. 1833.57 lakhs during the first three years of Fourth Five Year Plan, actual expenditure both for the Department of Tourism and ITDC was of the order of Rs. 1083.17 lakhs. Instead of identifying the factors which impeded the utilisation of funds during the second and Third Plan period and taking remedial measures to ensure a fuller utilisation of funds, the same old reasons for the shortfall in the Plan outlay when the Fourth Plan period is coming to a close are still being advanced viz., (i) non-formulation of the details of schemes before the commencements of the Fourth Plan; (ii) delay in the appointment of executing agencies; (iii) inadequacy of organisational set up of the Department of Tourism; (iv) delay in completing codal formalities and (v) delay on the part of the executing agencies wherever appointed. In the Committee's view there is no use of making a plan which cannot be executed and successfully implemented. The Committee are constrained to note that even for the execution of the schemes in the Fifth Five Year Plan period no serious thought is being bestowed for laying greater emphasis on the fundamental significance of structuring and manning properly the tourist organisation. The Committee, therefore, feel concerned about the approach to the whole problem of growth and development of tourism in the country by the Department of Tourism. They have therefore spelt out their suggestions for the organisation of the Department of Tourism in their chapter on "organisational set up" at the end. The Committee would very much

like that the mistakes committed during the earlier plans are not repeated during the Fifth Plan period. They would urge that expeditious measures should be taken to finalise the tourism development schemes to be taken up during the Fifth Plan period so the work on the schemes could be started without loss of time.

### REPLY OF GOVERNMENT

The Committee's observations have been noted. The steps taken to streamline the operation of the National Tourism Organisation have been indicated in the reply to para (13.32). The measures necessary to strengthen and reorganise the Department of Tourism are at present under consideration. A provision of Rs. 60 lakhs has been made in the draft Fifth Five Year Plan for strengthening the organisation. Work is in hand on the preparation of detailed estimates for all schemes to be taken up in the first year of the Fifth Five Year Plan, both by the Department and ITDC.

[Department of Tourism D.O. No. H. 11013(1) | 73-S. III dated 22nd November, 1973].

### Further Information Called for by the Committee

Please intimate the measures taken finally to strengthen and re-organise the Department of Tourism.

[Lok Sabha Sectt., O.M. No. 5|24|1|ECII, dated 28-12-1973].

### Further Reply of Government

For strengthening the organisation set-up of the Department of Tourism a few additional posts were created during the Fourth Five Year Plan on which an expenditure of Rs. 33.47 lakhs is anticipated during the plan period.

Proposals for further strengthening the organisational set-up of the Department are being worked out. For this purpose an outlay of Rs. 60 lakhs has been included in the Fifth Five Year Plan.

[Department of Tourism, O.M. No. H.11013(1) | 73AIII, dated 15-1-1974].

### Recommendation (Serial No. 2 Para No. 2 19)

2.19. The Committee would further recommend that corrective measures to streamline the procedures and the working of the Department of Tourism be taken so that the factors which hampered the progress of schemes during the earlier plans are eliminated. The

Committee would also like Government to ensure that the financial provision made in the Fifth Plan are fully utilised on judiciously selected schemes.

### **Reply of Government**

The recommendation is noted.

[Department of Tourism, D.O. No. H-11013(1)/73-A-III,  
dated, 22nd November, 1973].

### **Further Information Called for by the Committee**

Please intimate the specific action taken to streamline the procedures and working of the Department of Tourism.

[Lok Sabha Sectt., O.M. No. 5|24|1|ECII, dated 28-12-1973].

### **Further Reply of Government**

Detailed proposals for strengthening and restructuring the Department are being worked out which would contribute to its efficient functioning. In addition proposals for delegation of enhanced financial powers to the Director General of Tourism are under the active consideration of the Government. These will greatly reduce the procedural formalities required to be followed before schemes could be taken up for execution.

[Department of Tourism, O.M.H. 11013(1)/73-A-III,  
dated 15th January, 1974].

### **Recommendation (Serial No. 3 Para Nos. 3.12 & 3.13)**

3.12. The Committee note that India has many things to offer for tourism. It has scenic beauty in its mountains, sea-side places and its forests. It has an unlimited number of historical monuments of great interest. It has places of architectural beauty and above all, it has an extraordinary diversity of people who are warm and friendly, a point of special attraction from the point of view of foreign tourists. The Committee are, unhappy to note the slow progress in the development of tourism in the country as is borne out by the fact that the total tourist arrivals in India constituted 0.12 per cent only of the world tourist traffic in 1966 and 0.17 per cent only in the year 1972. In terms of percentage it means that whereas the total world turnover increased by 359 per cent during 1960 to 1971, India's turn over increased only by 104.6 per cent with the result that India's share of the World turn over decreased from 0.67 per cent in 1960 to 0.27 per cent in 1971.

3.13. The Committee note that the Department of Tourism had originally fixed an ambitious target of 600,000 tourists by 1973 with a view to stimulate the various sectors of the industry to much greater efforts in developing and promoting tourism in the country. These targets were, however, revised and fixed at 400,000 tourists by 1973, consequent on the pruning down of the allocations for tourism in the Fourth Five Year Plan. The Committee note that a total of 342,950 tourists had visited India during 1972. On the basis of these arrivals, the Ministry expects that targets of 400,000 tourists by 1973 would be realised. The Committee further note that in order to attain a target of 1 million tourist arrivals by 1980, India would require a compound growth rate of 14 per cent over the 1973 targets of 400,000 tourist arrivals. The Committee further note that to achieve a target of 800,000 tourist arrivals by 1978 and one million arrivals by the end of the decade (1980), an annual growth rate of 15 per cent upto 1978 and 12 per cent thereafter would have to be attained. The Committee observe that India had already attained the growth rate of 13.6 per cent during 1965—70. The Committee, therefore, share the hope of the Minister of Tourism and Civil Aviation expressed at the 21st Annual Convention of Travel Agents held at Srinagar on the 23rd April, 1972 that the target of reaching 800,000 tourist arrivals in India by 1978 and one million mark by 1980 would be achieved. In order to achieve the stipulated target the Committee need hardly stress that the basic requirements for promotion of tourism viz., (i) provision of hotel accommodation of international standards, (ii) adequate air transport (both international and domestic), (iii) vastly improved rail and road transport facilities, (iv) provision of necessary off-site improvements for development of tourist resorts, adequate entertainment facilities etc. are provided at a much quicker and speedier pace than was hitherto being taken. There is need for sustained and vigorous effort on the part of Department of Tourism and other connected agencies to build up the requisite infrastructure to make comfortable the stay of one million tourist in India by 1980.

### **Reply of Government**

The Government shares the views expressed by the Committee. The Fifth Five Year Plan on Tourism is primarily, intended to build up the necessary infra-structure for achieving the target of 800,000 tourists by 1978 and 1 million tourists by 1980. Detailed schemes are being drawn up in consultation with the State Governments, Archaeological Survey of India, Forest Department, Civil Aviation Department, ITDC, the hotel industry and the travel trade to ensure a co-

co-ordinated and sustained effort in developing the tourism infra-structure.

[Department of Tourism D.O. No. H-11013(1)/73-AIII dated 22-11-1973.]

### **Recommendation (Serial No. 4 Para No. 3.24)**

The Committee note that in 1971, an increase of 7.2 per cent was recorded in tourist arrivals in India over 1970. Though U.S.A. and U.K. continued to occupy the first and second positions as the countries of origin of tourists to India, Ceylon which ranked third in 1970 moved down to the sixth position and West Germany moved up to the third position. The Major increase in tourist arrivals during 1971 was from Malaysia (6,925) followed by Tanzania (3,324). Kenya (3,043) and Singapore (2,705). Tourist arrivals from Tanzania more than doubled in 1971 as compared to 1970. Tourist arrivals from Japan registered about three-fold increase between 1961 and 1971 and exceeded those from Australia for the first time in 1971. The Committee would like to stress that greater promotional efforts be made in the countries from where the flow of tourists to India is not at present appreciable. Government should also take careful note of the trends in tourist traffic with reference to areas of origin so as to reinforce efforts in such promising areas.

### **Reply of Government**

The recommendation has been noted.

[Department of Tourism D.O. No. H-11013(1)/73-AIII dated 22-11-1973.]

### **Further information called for by the Committee**

Please intimate the specific action taken to promote the inflow of tourists from where the flow of tourists to India is at present not appreciable.

[Lok Sabha Sec'tt. O.M. No. 5241/ECII dated 28-12-1973.]

### **Further Reply of Government**

Increase and decrease of tourist traffic from different countries depends on several factors including economic progress, good political relations, promotional air fares, etc. The marked increase from Japan, Singapore and Malaysia, as noted by the Committee, took

place because of steeply rising incomes in these countries. In East Asia, Singapore and Malaysia rank second and third after Japan in respect of personal incomes.

The Department of Tourism is constantly examining the changing trends in tourist traffic from different parts of the world and have taken necessary steps to adjust their promotional policies as well as budgets accordingly.

Apart from the yearly statistics which the Department compiles, we have a monthly statistical digest showing the ups and downs in traffic, countrywise. Area Directors analyse the variations in traffic and keep the Department informed of the reasons thereof.

The East Asia region is an area from where we can have larger growth in the coming years. Taking this into consideration the Department of Tourism has decided to strengthen its promotional set-up in East Asia by opening Tourist Offices in Osaka and Hong Kong. Like Operation Europe and Operation America, it is proposed to start Operation East Asia from April 1, 1974 to take advantage of Air India's net-work of offices.

Although there was a downward trend in tourist traffic from Australia in 1972, the Department took adequate steps to reverse the trend and in 1973 we have turned the corner. The estimated increase in traffic from Australia in 1973 is about 40 per cent. (The final figures for 1973 have not been yet tabulated). To intensify our efforts in the Australia region, it is proposed to undertake joint promotional efforts with Air-India in Australia from April 1, 1974.

Another potential tourism market for India is West Asia, where incomes have been rising rapidly more especially in the oil-rich countries. To stimulate traffic from this area, the Department has decided to open an office in Beirut which will cover entire West Asia.

Our promotional set up in America has been further strengthened by locating Tourist Promotion Officers at six major cities of United States Washington, Seattle, Dallas, Detroit, Miami and Boston.

Apart from strengthening our promotional organisation overseas, we have taken several other steps to meet the demands from the countries which have a greater potential of growth. Besides English, we have produced tourist literature in German, French, Spanish, Japanese and Thai languages. Some of our films have been dubbed in German, Spanish, French, Japanese and Thai languages.



To familiarise the opinion makers in various countries with the facilities and tourist attractions of India, the Department of Tourism invites travel writers, journalists, film producers, travel agents and airline executives from different parts of the world. While planning our hospitality programme, special attention is given to areas where we need to intensify our efforts and where the trends for travel to India are more favourable. For instance, we hosted a larger number of writers from Japan and some from other countries of East Asia on familiarisation tours. Our promotional policy is under constant review keeping in view the needs of each market.

[Department of Tourism D.O. No. H-11013(1)/73-AIII dated 15-1-1974.]

### **Recommendation (Serial No. 5 Para No. 3.29)**

As per the statistics furnished by the Department of Tourism the Committee note that country like Thailand was receiving more than double the number of tourists than India. Similarly Iran had also made significant progress in recent years and was now well ahead of India. Of late Afghanistan had also achieved a considerable rate of growth in tourist arrivals. It was, therefore, imperative that India should make sustained and concerted efforts to keep pace with the countries in the region so far as the flow of tourist traffic was concerned. In the Committee's view one way of doing this was by achieving greater co-operation amongst the countries in the region. The Committee would like to point out that there are many example of regional co-operation for example the Alpine countries, CanMex US (Canada, Mexico, United States), Great Britain and Ireland, where besides having combined centres for staff training; provision of tours covering the countries involved, collective areas promotion, there is continuing exchange of experience and information between the constituent countries on their domestic traffic and on inter-regional originating traffic. On this analogy, the Committee would commend the concept of regional cooperation between countries like India, Nepal, Ceylon, Afghanistan and Iran for organising joint programmes for promoting the region.

### **Reply of Government**

Joint publicity efforts to attract tourists to the Indian Sub-Continent and the neighbouring countries are being made through SARTC (South Asia Regional Travel Commission), an organ of IUOTO (International Union of Official Travel Organisations). SARTC consists of India, Nepal, Pakistan, Ceylon Afghanistan, Iran

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and Outer Mongolia. India plays a leading role in this Commission as well as in the IUOTO. Director General of Tourism is a member of the Executive Committee of the IUOTO.

[Department of Tourism D.O. No. H-11013(1)/73-AIII dated 22-11-1973].

#### **Recommendation (Serial No. 6 Para No. 3.34)**

The Committee note that the average stay of tourists in India from different regions worked out to 25.3 days during the year 1971. They hope that with the various steps being taken by Government to attract the flow of tourists to India the average stay of tourists in the country would be for a longer period than 25.3 days as recorded during the year 1971 and there would be increased earnings of foreign exchange from the tourists.

#### **Reply of Government**

The Government agrees with the observations of the Committee.

[Department of Tourism D.O. No. H-11013(1)/73-AIII dated 22-11-1973].

#### **Recommendation (Serial No. 4 Para No. 4.18)**

The Committee note that the progress of development of Tourism in various States varies considerably. While some of the States have made considerable headway in the development of areas of tourists importance in their respective States, there are other States, where the provision of basic infra-structure to attract tourism has not kept pace with the growth of tourist traffic in the country.

#### **Reply of Government**

The imbalance in the development of tourism between various States is due partly to availability of resources and partly to the varying importance given by the State Governments to tourism. During the discussions leading to the Fifth Plan, in the Working Group for each State set up by the Planning Commission, the Department of Tourism has aimed at evolving a comprehensive Plan related to the tourism potential of the State concerned. Investments proposed in the Central Sector have in many cases to be supported by State Government investments in basic services.

[Department of Tourism D.O. No. H-11013(1)/73-AIII dated 22-11-1973].

### **Recommendation (Serial No. 9 Para No. 4.22)**

A number of non-official organisations who appeared before the Committee urged that Government should formulate a tourist promotion policy and bring it forward as a Resolution, so that the policy in this behalf is put on a stable and assured basis. The Committee would like Government to examine this matter in all its aspects. The Committee feel that it would certainly be helpful if the national policy concerning tourism could be laid down in some depth and firmness, so as to provide a clear framework for implementation at all levels.

### **Reply of Government**

The National Tourism Board has taken up this suggestion and a draft resolution on tourism policy is under preparation.

[Department of Tourism D.O. No. H-11013(1)/73-AIII dated 22-11-1973].

### **Further information called for by the Committee**

Please intimate if the resolution on tourism policy has since been finalised. If so, copies thereof may be furnished for the information of the Committee.

[Lok Sabha Sectt. O.M. No. 5|24|1|ECII, dated 28-12-1973].

### **Further Reply of Government**

The Members of the National Tourism Board have prepared a draft paper on Tourism Philosophy (Appendix I). If this philosophy paper is accepted by the Government, a resolution on tourism policy will be prepared in due course.

[Department of Tourism D.O. No. H-11013(1)/73-AIII dated 14-1-1974.]

### **Recommendation (Serial No. 10 Para Nos. 4.30 and 4.31)**

The Committee note that the Gulmarg Winter Sports Project with an estimated outlay of Rs. 111.30 lakhs was cleared by the Expenditure Finance Committee in 1968. The hotel component of the project estimated at Rs. 32.00 lakhs for a three star hotel was transferred to the India Tourism Development Corporation, thereby reducing the outlay of the project of the Department of Tourism to Rs. 79.30 lakhs. The Committee note that out of this amount Rs. 39.78 lakhs constituting 50 per cent of the outlay had been spent upto the period ending 31st March, 1971. Due to escalation in costs and subsequent enlargement in the scope of the project it was recast

with an outlay of Rs. 250.00 lakhs (inclusive of the expenditure already incurred). The Committee note that a further expenditure of Rs. 9.76 lakhs was incurred upto 31st March, 1972 bringing the total so far spent on the project to Rs. 49.54 lakhs. The salient features of the schemes are:—

- (i) A road from Tangmarg to Gulmarg (already completed except for black-topping and other minor works).
- (ii) Erection of an aerial passenger ropeway chair-lift and ski-lift.
- (iii) Establishment of a Ski School.
- (iv) A ski-hire shop.
- (v) Snow-clearing operations.
- (vi) Purchase of ski-mountaineering and snow-clearing equipment.
- (vii) Construction of restaurant/cafeteria at Gulmarg and Khilanmarg.
- (viii) Preparation of a Master Plan of Gulmarg.
- (ix) A 60-room centrally-heated hotel will be constructed by the India Tourism Development Corporation at an estimated cost of Rs. 110.00 lakhs.

The Committee hope that the completion of the Gulmarg Winter Sports Projects will augment tourist traffic to India.

### **Reply of Government**

The observations have been noted.

[Department of Tourism D.O. No. H. 11013(1)/73-A III dated  
22-11-1973]

### **Recommendation (Serial No. 11 Para No. 4.36 and 4.37)**

4.36. Man has a great fascination for sea. In the Western countries such as, France, Italy and Spain, beach resorts have been developed by providing accommodation and varied recreation. The sea water has been fully used for water sports like sea bathing, skiing, fishing, boating and yatching. Thus, the sea side resorts have become very popular with the tourists all the world over. The Committee are glad to note that the Department of Tourism have launched the Kovalam Beach Resort Project. The main components of the project are: (i) A beach service centre comprising administrative office, information office, shops and restaurant; (ii) A yoga-cum-massage centres; (iii) A jetty with boat house and recreational facilities; (iv) an open-air theatre;

(v) A 100-room hotel; and (vi) 40 cottages. The Committee hope the completion of the Kovalam Beach Resort Project will give a big boost to the flow of tourist traffic to India.

4.37. The Committee note that the UNDP Beach Resort Development Survey Team undertook a field survey of the beaches at Kovalam, Goa and Mahabalipuram in November-December, 1972 and their report was expected by July, 1973. The Committee hope that further development of Kovalam Project would be determined in the light of the Report of the UNDP Survey Team.

### **Reply of Government**

It is confirmed that the further development of the Kovalam Project would be based on the recommendations made in the report of the UNDP Beach Resort Development Survey Team.

[Department of Tourism D.O. No. H. 11013(1)/73-A III dated 22-11-1973]

### **Recommendation (Serial No. 11 Para No. 4.40, 4.41)**

4.40. The Committee note that Goa is one of the most interesting areas which could be developed to become a centre of tourism. It has lovely beaches of Kolva, Calangute and Dona Paula, gentle coasts, palm woods and very charming scenery in the back country. Apart from the scenic beauty, Goa abounds in historical landmarks and monuments, churches, temples, ports. Combined with the natural attractions of the land, location of Goa on the West Coast of India not far from Bombay, offers a vast scope for drawing tourists both international and domestic.

4.41. The Committee note that Government had made a provision of Rs. 20.00 lakhs in the Fourth Plan period for the development of beaches at Goa and a beach resort development survey was expected to be completed shortly. The Committee would recommend that to exploit the tourist potential of Goa, a compact and integrated plan with long term objectives should be formulated. The aim of such a plan should be comprehensive development of tourist beach resorts, roads, hotels and other ancilliary facilities and amenities like development of handicrafts, folk dances and folk music.

### **Reply of Government**

The above recommendation of the Estimate Committee would be kept in view at the time of formulating schemes for the development of the beaches in Goa.

[Department of Tourism D.O. No. H. 11013(1)/73-A III dated  
22-11-1973]

### **Recommendation (Serial No. 11 Para No. 4.42)**

The Committee have no doubt that Government would keep in view, the necessity for preserving the pristine beauty of Goa and its incomparable beaches, while deciding the location of new industrial ventures.

### **Reply of Government**

The Department of Tourism agrees with the recommendation. It has been forwarded to the Government of Goa, Daman & Diu as its implementation is primarily within the purview of the State Government

[Department of Tourism D.O. No. H. 11013(1)/73-A III dated  
22-11-1973]

### **Recommendation (Serial No. 12 Para No. 4.44)**

The Committee welcome the proposed development of Bodhgaya-Rajgir-Nalanda complex. The Committee hope it would help the flow of tourist traffic from countries like Japan, Thailand, Burma and Ceylon, who have sizeable Buddhist population.

### **Reply of Government**

The Government share the hope expressed by the Committee that the development of the Bodhgaya-Rajgir-Nalanda Complex will enhance the flow of Buddhist pilgrim traffic from S. E. Asia and the Far East.

[Department of Tourism D.O. No. H. 11013(1)/73-A III dated  
22-11-1973]

### **Recommendation (Serial No. 12 Para No. 4.45)**

As is well-known, international interest is being increasingly evinced in the religions of India. The Committee would therefore like Government to keep this potentiality in view while considering schemes for established pilgrim centres.

### **Reply of Government**

Within the limitations of resources, the Government will keep this recommendation in view while considering schemes for developing pilgrim centres. The primary responsibility for the development of these centres, and the provision of amenities on pilgrim routes, is that of the State Governments.

[Department of Tourism D.O. No. H. 11013(1)/73-A III dated  
22-11-1973]

### **Recommendation (Serial No. 13 Para No. 4.55)**

As regards foreign tourists, the Committee have no doubt that Government would examine the matter in all its aspects, keeping in view the fact that there is a growing trend the world over, for spending vacation at places which have sun and surf facilities; and these abound in Andaman and Nicobar Islands.

### **Reply of Government**

The Government is already examining in all its aspects the question of opening up the islands to international tourists.

[Department of Tourism D.O. No. H. 11013(1)/73-A III dated  
22-11-1973]

### **Further Information Called for by the Committee**

Please intimate the final decision taken in the matter of opening up the Andaman and Nicobar Islands to International tourists.

[Lok Sabha Sectt. O.M. No. 5/24/1/ECII dated 28-12-1973]

### **Further Reply of Government**

The Ministry of Home Affairs have now agreed in principle to allow conducted groups of foreign tourists to visit the northern group of the Andaman Islands, provided special permits are applied for and obtained in advance for each member of the group.

[Department of Tourism O.M. No. H-11013(1)/73-AIII,  
dated 15th January, 1974.]

### **Recommendation (Serial No. 14 Para No. 4.59)**

The Committee consider it regrettable that after two decades of tourism planning, it has not been possible so far to evolve a proper overall development plan for areas around places of tourist interest. In this connection, the Committee note that the biggest tourist attraction in India is the Taj Mahal, yet the town of Agra and the suburban

areas present a very distressing picture, when it could have been developed as one of the world's most attractive tourist spot. The Committee would stress that it should be possible for the Central Department of Tourism to persuade the State Governments local bodies in each of these towns to adhere and conform to a Master Plan drawn up for development of places of tourist importance.

### **Reply of Government**

The Minister for Tourism and Civil Aviation has written to all Chief Ministers about the need for proper development and maintenance of areas around archaeological monuments and places of historical interest. The Tourist Development Council has also recommended to all State Governments the desirability of preserving the environment and natural setting of monuments. The Sub-Committee for the Northern region, set up by the Central Co-ordinating Committee for development of archaeological monuments of tourist interest, has made several recommendations about the facilities which need to be provided at Agra and Fatehpur Sikri. Based on these recommendations, the details of the schemes are being worked out by the Department in conjunction with the Archaeological Survey of India and the State Government and their implementation will be taken up in the Fifth Plan. A Task Force has been set up by the Government of Uttar Pradesh in pursuance of the recommendations of a Symposium on "Strategy for Development of Agra", which was organised by the Agra Nagar Mahapalika in April 1973 to consider the development of tourism in Agra and prepare detailed schemes in accordance with the recommendations of the Workshop on Tourism in this Symposium. The several workshops set up at the Symposium discussed the manifold development of Agra viz. community facilities, housing, industrial growth, tourism, traffic and transportation, water supply and drainage and have made various recommendations which would no doubt help the Nagar Mahapalika to draw up an effective plan for the development of the town and enable them to exercise the desired control over the environment.

[Department of Tourism D.O. No. H. 11013(1)/73-A III dated 22-11-1973]

### **Recommendation (Serial No. 14 Para No. 4.60)**

The Committee further consider that if we have to attract tourists in sufficient numbers, it was of paramount importance that tourist centres and more particularly places which are more frequented by foreign tourists, must have the basic amenities such as cafeteria,



clean toilet facilities, suitable resting area and clean environment. The Committee would, therefore, recommend that necessary steps may be taken in this regard.

### Reply of Government

This has been noted.

[Department of Tourism D.O. No. H. 11013(1)/73-A III dated 22-11-1973]

### Further Information Called for by the Committee

The Committee may be informed if necessary steps to provide basic amenities in tourist centre have been taken with details thereof.

[Lok Sabha Sectt. O.M. No. 5|24|1|ECII dated 28-12-73]

### Further Reply of Government

The following steps have been taken to provide amenities for tourists at various tourist centres during the Fourth Plan:—

S. No.	Name of place alongwith the name of the Schemes	(Rs. in lakhs) During 4th Plan period 1969-70 to 1973-74
1	2	3
1	Hotel Development Loans fund—loans sanctioned	711.54
2	Transport loans fund—loans sanctioned	12.15
3	Winter Sports Project at Gulmarg	64.80
4	Beach Resort Project at Kovalam	31.85
5	Development of Tourist facilities at Goa	0.23
6	Development of Tourist facilities at Kulu-Manali	0.30
7	Development of area around Maha Bodhi Society temple at Bodhgaya—Purchase of land	13.00
8	Ajanta and Ellora	
	(i) Water Supply Scheme at Ajanta	} 5.32
	(ii) Black topping of roads at Ellora	
	(iii) Water Supply Scheme at Ellora	
9	Other Buddhist Centres	
	(i) Water Supply at Sanchi	1.92
10	Cafeteria at Govind Sagar	7.26

1	2	3
11	Spill over schemes	6.25
12	Project Delhi	
	(i) Flood lighting of India Gate	}
	(ii) Payment of electric charges on Flood lighting of Purana Kila	
		0.89
13	Agra	
	(i) Repair of road between Taj and Agra Fort	}
	(ii) Development of area around Taj and Agra	
		3.79
14	Khajuraho	
	(i) Repair of Tanks to purchase of land for camping site	}
	(ii) Water Supply at Khajuraho	
		5.00
15	Jaipur, Bharatpur and Dceg	
	(i) Rest House at Bharatpur	}
	(ii) Electrification at Sariska	
		9.69
16	Tourist Reception Centres	
	(i) Jaipur	}
	(ii) Varanasi	
		5.00
17	Youth Hotels	
	(i) Hyderabad	}
	(ii) Gandhi Nagar	
	(iii) Panch Kula	
	(iv) Dalhousi	
	(v) Patnitop	
	(vi) Trivandrum	
	(vii) Bhopal	
	(viii) Aurangabad	
	(ix) Puri	
	(x) Amritsar	
	(xi) Jaipur	
	(xii) Panaji	
	(xiii) Madras	
	(xv) Darjeeling	
	(xvi) Management of Youth Hostels	
		48.92
18	Important Tourist Centres	
	I. Tourist Bungalows at :	
	(i) Gauhati	}
	(ii) Mantaralaya	
	(iii) Port Bundar	
	(iv) Suraj Kund	
	(v) Sahibi Mandi (Darwheda)	
	(vi) Dharam Shala	
	(vii) Ludhiana	
	(viii) Rameswaram	
	(ix) Darjeeling	
		27.36

I	2	3
II. Other Schemes :		
(i) Electrification of Ranakpur	}	
(ii) Flood lighting of Charminar at Hyderabad		
19 Provision of Transport at different places		55 98
20 <i>Son-et-Lumiere Shows at</i> :		
(i) Sabarmati Ashram at Ahmedabad	}	41 80
(ii) Shalimar Garden at Srinagar		
(iii) Minakshi Temple at Mahabalipuram		
21 <i>Game Sanctuaries</i>		
I. <i>Forest Lodges at</i> :		
(i) Kaziranga	}	35 83
(ii) Sasangir		
(iii) Dandeli		
(iv) Jaldapara		
II. <i>Safari Parks at</i> :		
(i) Hyderabad	}	
(ii) Borivali		
III. <i>Provision of Mini Buses in Game Sanctuaries</i>		
IV. <i>Other Schemes</i> :		
(i) Improvement of facilities at Corbett National Park, Bara Singha Breeding Project at Kanha, Anicuts at Kanha and Land Scaping at Sariska	}	12 33
(ii) Electrification of Sariska Game Sanctuary		
(iii) Electrification of Kanha National Park		
(iv) Water Supply Scheme at Kanha Kisli		
22 <i>Cultural Tourism</i>		
(i) Tourist bungalow at Jaiselmer		5 00
23 <i>Facilities on Road Routes</i>		
(i) Cafeteria at Kosi		3 90

Department of Tourism, O.M. No. H-11013 (1) | 73-AIII,  
dated 15-1-1974].

### Recommendation (Serial No. 15 Para 4.66)

The Committee note that at present Government gives certain incentives to industries set up in specified backward regions. On the same analogy the Committee would like Government to examine whether the Hotel Industry too should be made eligible for this subsidy for setting up hotels in the backward areas which are important places of tourist interest.

### Reply of Government

The question of treating the hotel industry on par with the other industrial undertakings for the purpose of the 10 per cent Central Outright Grant or Subsidy Scheme 1971 for Industrial Units to be set up in Selected Backward Districts/Areas, was taken up with the Ministry of Industrial Development. That Ministry in turn consulted the Ministry of Finance and the Planning Commission. While the Ministry of Industrial Development and the Planning Commission were in agreement with our proposal to include the hotel industry under the above Scheme, the Ministry of Finance have held that the above scheme should not be applicable to the hotel industry. It is now proposed to refer this question to the high-powered committee to be set up, in accordance with the recommendations contained in Sr. No. 19 of this Report, to examine in depth the existing concessions and facilities which are available to the hotel industry and the need for their being continued and suitably extended.

[Department of Tourism, D.O. No. H-11013(1)/73-A-III, dated 22nd November, 1973].

### Further Information called for by the Committee

Please intimate the recommendations of the High Powered Committee appointed to go into the question on granting concessions and facilities to the Hotel Industry.

[Lok Sabha Sectt., O.M. No. 5/24/1/ECII, dated 28-12-1973].

### Further Reply of Government

The Committee which is to examine *inter-alia*, the question of whether the hotel industry should be made eligible for the grant of subsidy for setting up hotels in the backward areas has been constituted recently in accordance with the recommendation contained in Sr. No. 19 of this Report. It has still to begin its work.\*

[Department of Tourism, O.M. No. H.11013(1)/73/A-III dated, 15th January, 1973].

### Comments of the Committee

The findings of the High Power Committee which is to examine, *inter-alia*, the question of making hotel industry eligible for the grant of subsidy for hotels in backward areas may be intimated to the Committee.

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\*At the time of factual verification, the Ministry of Tourism and Civil Aviation has introduced that "The Committee which was constituted on 1st February, 1974 is yet to make its recommendation in this regard."

### **Recommendation (Serial No. 16, Para 4.79)**

The Committee note that as far as back as 1963, the scientific surveys conducted by the Stanford Research Institute (California) and other reputable research institutions in the country, established that poverty and beggar nuisance were the most deterrent factors in the promotion of tourism in India. Similarly the PATA Survey Report of 1968 also highlighted the fact that among all the specific area destinations India was one of the few destinations that elicited more unfavourable than favourable associations. The Committee further note that the Indian Institute of Public Opinion also conducted a survey of foreign tourists in India. According to their report 6.7 per cent of the respondents complained about the beggar nuisance 5.20 per cent about insanitary conditions and 6.7 per cent about dishonesty and unfriendliness. The Committee further note that the nuisance created by professional beggars, touts etc., was also brought to the notice of Prime Minister by a party of American tourists who in turn addressed a circular letter to the Chief Ministers of U.P., Bihar, Madhya Pradesh, Rajasthan, Tamil Nadu, Kerala, Andhra Pradesh, Goa Daman and Diu, Maharashtra and Orissa and also to Governors of Mysore, Gujrat and Lt. Government of Delhi. The Committee are, however, perturbed to note that inspite of the fact that the problems of beggar and touts nuisance has been so often highlighted in the various surveys etc., and in the circular letter of the Prime Minister to the State Chief Ministers of various States, nothing concrete appears to have been done so far to put an end to the vicinity of places of tourists interests and harassing the foreign tourists. The Committee, therefore, feel that if tourism is to flourish in India, it is high time that immediate action should be taken to ensure that places frequented by tourists are kept clean and free of beggars, touts and peddlars. Similar action need also be taken to keep clear the tourist offices of The Central and State Governments, museums important shopping centres, the vicinities of hotels, restaurants, railways and airlines terminals of beggars and touts. The Committee would like to be informed of the concrete measures taken to bring about the necessary improvement.

### **Reply of Government**

The Department has accepted the recommendation of the Committee.

The recommendations of the Committee are being communicated to all State Governments, State Tourist Departments, Department of Archaeology, Railway Board and International Airport Authority to take all possible measures to eradicate the problem of

beggars and touts. The Department also proposes to pursue the matter with the State Governments at the next meeting of the Tourist Development Council.

[Department of Tourism D.O. No. H.11013(1)/73-A.III dated 22-11-1973].

### **Recommendation (Serial No. 17 para 5.16)**

The Committee note that there are at present 175 hotels in the country which are on the approved list of the Department of Tourism and their total capacity is 10,715 rooms. According to the assessment made by the Hotel Review and Survey Committee, the shortages of good Hotel accommodation at 35 important tourist centres in the country, worked out to about 30,000 rooms by 1979. Survey of tourist traffic under taken of each of the 35 important tourist centres reveals that at Bombay, Delhi, Srinagar, Calcutta, Madras, Ahmedabad, Cochin, Agra and Goa etc., the accommodation shortage is most acute. The Committee note that 83 new hotel projects at the various centres approved in the private sectors would add about 2400 rooms. The hotels being built by the India Tourism Development Corporation and Air-India at Kovalam, Dum Dum, Gulmarg, Aurangabad, Bangalore, Santacruz Airport and Juhu Beach would add another 890 rooms to the existing hotel room capacity in the country. It would thus be seen that even after creating an additional bed capacity of 3,290 rooms by 1973/74 the country would still be very far from realising its target of 30,000 rooms to meet the requirements of one million tourist by 1980. The Committee, therefore, feel that in order to achieve targets of one million tourists by 1980, it would be necessary to build a large number of hotels to make up the shortage of accommodation as speedily as possible. The Committee feel that as soon as the target of one million tourists by 1980 had been worked out, a perspective plan for the provision of hotel accommodation should have been simultaneously prepared. Now since the requirement of hotel rooms are known, the Committee would recommend that no time should be lost in formulating a massive programme of hotel construction during the Fifth Plan period, so that sufficient room capacity is created in the country to meet the tourist needs. The Committee would also commend the construction of sufficient number of hotels in the 3 star category and youth hostels, hotels, tourist lodges at a much speedier pace, to meet the requirement of middle and low income group tourists.

### **Reply of Government**

The recommendations of the Committee have been noted.

To meet the accommodation requirements of 8 lakhs of tourist arrivals anticipated by the end of the Fifth Five Year Plan and of

one million tourist arrivals by 1980, an investment programme for the construction of hotels in the public and private sectors has already been drawn up by the Department while preparing the draft Fifth Five Year Plan. A tentative distribution of additional rooms under different categories and region-wise already been prepared. The distribution will be revised suitably when the results of the Market Surveys undertaken by the Department are available.

While the Department of Tourism estimated the requirement of additional hotel rooms as 22,500 for the Fifth Plan period, the Planning Commission has suggested that about 15,000 additional rooms only might be provided for. It is estimated that Rs. 60 crores of loans would be needed from the Hotel Development Loan Scheme in the Fifth Plan period for the higher target, or Rs. 45 crores for the reduced target suggested by the Planning Commission. In order to efficiently handle the greater volume of disbursements during the Fifth Plan period, it has been decided to transfer the operation of the Scheme to the Industrial Finance Corporation. The Department of Tourism will advise the Corporation on the priorities for lending to the hotel industry. In addition, a high-powered Committee has been set up on 1st Feb. 1974 to undertake a comprehensive review of the fiscal and other incentives to the hotel industry.

During the Fifth Five Year Plan more emphasis will be placed on hotels in the 3-star category and on the construction of supplementary accommodation such as youth hostels, forest lodges, camping sites etc., to cater to the middle and low income groups of tourists.

[Department of Tourism D.O. No. H.11013(1)/73-A.III dated 22-11-1973].

#### **Recommendation (Serial No. 5.18 Para 5.20-21)**

The Committee note that a number of expert bodies as well as tourist specialists who have visited this country have pointed out the difficulties which are being experienced at present by foreign tourists in the matter of availability of alcoholic drinks. The Committee feel that the matter should be investigated in depth by Government and they should take suitable measures to see that the foreign visitors who are used to have a drink are not denied these facilities in the place where they stay and that there should be no scope for any impression that the availability and service of alcohol drink to these foreign tourists in any way is vexations or source of harassment.

### Reply of Government

[With the removal of prohibition in most of the States except in Gujarat, where it is total and in Maharashtra and Delhi where it is partial, the problem of availability and service of alcoholic drinks to foreign tourists is no longer acute. In the above States where partial prohibition is enforced, foreign tourists are issued special permits to enable them to purchase and consume liquor.]

[Department of Tourism D.O. No. H. 11013(1)/73-A-III dated 22-11-1973]

### Recommendation (Serial No. 19, Para 5.30-31)

It has been represented to the Committee by a number of representative associations of hoteliers both in memoranda and in evidence that the recent growth in hotel industry has been greatly helped by the development rebate and other concessions which Government had made available to them in recent years. They have voiced the apprehension that at a time when there is need for a greater effort to put up thirty thousand additional rooms to meet the projected requirements of one million tourists expected to visit this country by 1980, a number of these concessions, particularly the development rebate, is being withdrawn. The Committee are aware that Government are greatly concerned with the provision of the adequate financial facilities and other assistance to the hotel industry so that it is able to develop and expand to meet the projected requirements. The Committee would, therefore, recommend that Government should constitute a representative high powered working group/body to examine in depth the existing concessions and facilities which are available to the hotel industry and the need of their being continued and extended, in the light of experience gathered in this country and the practice obtaining in other countries particularly those which have made marked progress in attracting tourists.

### Reply of Government

The recommendation has been noted. A task force to examine in depth the question of incentives to the hotel industry is being constituted.

[Department of Tourism D.O. No. H.11013(1)/73-A.III dated 22nd November, 1973].

### Further Information called for by the Committee

Please intimate if the Task Force to examine the question of incentive to the hotel industry has been constituted. If so, its composition.



tion, terms of references and findings may be intimated to the Committee.

[Lok Sabha Sectt. O.M. No. 5|24|1|ECII dated 28-12-1973].

### Further Reply of Government

A Committee has been constituted *w.e.f.* 1st Feb., 1974. to review and recommend Fiscal and Other Incentives for the Hotel Industry. The composition of the Committee is as follows:—

1. Shri C. Bhoothalingam, Director General, National Council of Applied Economic Research	Chairman
2. Dr. Ajit Mozoomdar, Director General (Tourism).	Secretary
3. Shri Baldev Pasricha General Manager, Industrial Finance Corporation of India.	Member
4. Dr. M. K. Ganguli Adviser (Transport) Planning Commission	Member
5. Shri M. C. Sundara Chairman, India Tourism Development Corporation	Member
6. Shri O.S. Bhardwaj Dy. Secretary, Ministry of Finance	Member
7. Shri Gautam Khanna Sr. Vice-President, Oberoi Intercontinental Hotel, New Delhi	Member
8. Shri Ajit Kerkar Managing Director, Taj Mahal Hotel, Bombay	Member
9. Shri Ananda Rau General Manager, Desaprakash Hotel, Madras	Member

The terms of the reference of the Committee are:—

#### (i) TO REVIEW

- (a) the development of different categories of hotel accommodation for tourists in the period of 1969—74;
- (b) the contribution of fiscal and other incentives (including allotment of sites and allocation of foreign exchange) to the development of the hotel industry in this period;
- (c) factors inhibiting the development of hotels;

#### (ii) TO CONSIDER

- (a) the likely demand for different categories of hotel accommodation for tourists in the period 1974—79.
- (b) the requirement of finance and likely sources of investment in the expansion of hotel capacity in this period.

## (iii) TO RECOMMEND

the most economical and appropriate system of fiscal and other incentives necessary to achieve the desired pattern of development of hotel industry in both the private and public sectors.

[Department of Tourism O.M. No. H.11013(1)/73/A-III  
dated 15-1-1974]

*Comments of the Committee*

A copy of the Report of the Committee when submitted, may be furnished to the Committee.

**Recommendation (Serial No. 22, Para 5.53)**

The Committee welcome the initiative taken by Government to set up a chain of youth hostels at selected centres in the country. While the Committee appreciate that there are bound to be difficulties in the initial stages in the acquisition of land, completion of construction through State agencies and commissioning the youth hostels, they feel that this matter should be proceeded with greater sense of urgency and dedication for the youth hostels would serve a greater national purpose of encouraging our younger generation to travel and see their country for themselves and this more than anything else would promote understanding and strengthen the force of integration. The Committee need hardly point out that youth hostels should be located with great imagination so as to be convenient in every respect. The charges to be levied at the hostel should be such that young men and women coming from the common people are able to enjoy their stay without feeling undue burden.

The Committee would like Government to make greater provision for youth hostels in the Fifth Plan in the light of the experience gathered in providing these facilities during the current Plan period. The Committee would stress that they attach the greatest importance to the use to which these youth hostels are put in the interest of integration of the country and this objective should be prominently kept in view while running these institutions.

*Reply of Government*

The recommendations of the Committee have been noted.

A chain of 17 youth hostels is being constructed during the Fourth Five Year Plan at Amritsar, Aurangabad, Bhopal, Dalhousie, Darjee-

ling, Gandhinagar, Kamalpur (near Hampi), Hyderabad, Jaipur, Madras, Nainital, Panaji, Patni Top, Panchkula, Puri, Trivandrum and Pondicherry. The youth hostel at Jaipur was commissioned last year, the youth hostels at Madras, Gandhinagar, Panaji, Bhopal and Hyderabad are complete and the remaining projects except the ones at Kamalpur near Hampi and Pondicherry, where land is still to be allocated by the Mysore Government and the Pondicherry Administration, are at various stages of implementation.

This scheme will be further extended during the Fifth Five Year Plan period. A pattern for the optimum utilization and administration of these hostels is under consideration.

[Department of Tourism O.M. No. H.11013(1)/73/A-III,  
dated 22-11-1973].

#### **Recommendation (Serial No. 24, Para 5.61)**

The Committee note that with the reduction of travel costs and promotion of group travel, a new class of foreign as well as home tourists have emerged. This class of tourists prefer to spend less and stay longer and even though they might have come by air, they prefer to travel by road within the country, because this mode of travel was cheaper and enabled them to see the country better. The Committee consider the plans for the setting up of the 19 camping sites in the country to be followed by a similar number of camping sites in the second phase of the scheme as a step in the right direction. The Committee hope the provision of these facilities in the country would give a big encouragement to the flow of tourists traffic to India, especially tourists belonging to the low and middle income brackets. The Committee would recommend that Government should critically review the facilities at camping sites in the light of experience gathered and the reaction of tourists and effect improvements.

#### *Reply of Government*

The recommendation of the Committee has been noted.

The Central Department of Tourism had considered the proposal to set up camping sites. Due to constraints on resources the schemes could not be taken up during the Fourth Five Year Plan. These Schemes will be taken up during the Fifth Five Year Plan.

[Department of Tourism D.O. No. H11013(1)/73-AIII,  
dated 22-11-1973].

### **Recommendation (Serial No. 24, Para 5.62)**

The Committee need hardly point out that there has been a phenomenal growth of road transportation facilities in the country and that larger number of persons are taking a holiday in their own vehicles or by availing of State road transport facilities. The Committee would, therefore, like Government to take note of these trends and from now onwards set out suitable camping sites to encourage tourism. The Committee note that Government through I.T.D.C. have taken the initiative to set up motels on important national highways. They would like this matter to be gone into in depth in consultation with I.T.D.C. and I.O.C. so as to encourage the setting up of motels along important routes which are used by the tourists

### *Reply of Government*

The recommendations have been noted. The I.T.D.C. has been advised to consult the I.O.C. in respect of the programme of Motels. A scheme for further Motels to be located at important centres will be included in the I.T.D.C.'s programme for execution during the Fifth Five Year Plan. A scheme for setting up camping sites has also been included in the Fifth Plan.

[Department of Tourism O.M. No. H11013(1)|73-AIII,  
dated 22-11-1973].

### **Recommendation (Serial No. 25, Para 6.6)**

The Committee note that the United Nations Development Programme in its Report had made a number of valuable suggestions for the improvement and development of restaurants, food and beverages. The Committee are, however, perturbed to note that nothing concrete and positive has been done so far to implement the various suggestions|recommendations contained in the report. The Committee would, therefore, stress that urgent follow-up action be taken by Government to implement the various recommendations of the UNDP Team in letter and spirit and the Committee informed of the action taken in due course. In this connection the Committee would like to recapitulate some of the important recommendations of UNDP Team, for immediate implementation viz., (i) paying of special attention to standard, quality of services and kitchen equipment in restaurants (ii) Experienced hoteliers to open or manage higher class city restaurants with appropriate incentives; (iii) opening of open air restaurants; (iv) opening of restaurants or at least well-run cafetaria near important monuments and on sight seeing routes; (v) Bestowing special attention to the International Airport restaurants; (vi)

giving information of Indian dishes on Menu Cards and in particular high-lighting local specialities; (vii) paying special attention to Airplane and Railway Catering Service; (viii) paying special attention to find proper solution of the problem of drinking water. Bottled drinking water, provided with hygienic certificate be made available for tourists and domestic production of high quality table water to be organised, (ix) Feasibility of providing bottled mineral water to be explored.

### *Reply of Government*

The recommendation has been forwarded for consideration and implementation to the Railway Board, India Tourism Development Corporation, Air-India, I.A.C., International Airport Authority of India and the Federation of Hotel and Restaurant Association of India.

[Lok Sabha Sectt. O.M. No. 5|24|1|ECII  
dated 22-11-1973].

### **Further information called for by the Committee**

The action taken in the matter of implementation of the recommendation by the Railway Board, India Tourism Development Corporation, Air India, I.A.C. International Airport Authority of India and the Federation of Hotel and Restaurant Association of India may be intimated to the Committee.

[Department of Tourism O.M. No. H 11014(1)|73-AIII,  
dated 28-12-1973].

### **Further Reply of Government**

Extracts from the replies received from the Ministry of Railways (Railway Board) and Indian Airlines, indicating the action taken on the recommendation are reproduced below. As regards the other Organisations they have been reminded to expedite their replies.

#### *Railways:*

The Railways are concerned only with providing catering service to passengers at stations and in trains.

2. Some of the steps which have been taken by the Indian Railways in recent months to improve the quality of food and standard of service which are in the direction of implementing the recommendations made by the United Nations Development Programme Team are indicated below:—

- (1) For supplying better quality of food to passengers in trains, cooking in dining cars on selected trains has been

replaced by picking up 'Ready to Service' meals from modernized base kitchens set up en route. Food in trays is stored in hot cases at the base kitchens, later transferred to hot cases in the pantry car on trains and served to passengers at meal time. The advantages of this scheme are—

- (a) Food is kept hot.
- (b) There is no complaint for want of cleanliness.
- (c) The scene of washing has been removed from the pantry cars to the base kitchens.

For implementing these arrangements, the base kitchens have been equipped with modern appliances and gadgets to enable a more satisfactory and hygienic service to be provided to the passengers. The above arrangement has been introduced on the Frontier Mail and Paschim A.C. Expresses on the Bombay-Delhi route, the Grand Trunk Express on the Madras-Delhi route and on 1 Up/2 Dn. Mail between Mughalsarai and Delhi on the Howrah-Delhi route. It is also proposed to extend this system gradually to cover a few more long distance trains on the trunk routes.

- (2) On certain selected trains where at present no dining car or buffet car runs and on which it might be desirable to introduce a dining car, keeping in view that the addition of a dining car on a train would result in accentuating overcrowding which already exists on the trains, arrangements have been made as an alternative, to keep hot and fresh food stored in thermocool boxes in coaches and served to the passengers.
- (3) For making available food at cheap rates to the bulk of passengers, low-priced packed meals in attractive hamper boxes have been introduced at various important stations.

3. With regard to the feasibility of providing bottled mineral water, it may be mentioned that special trains for foreign tourists are arranged by travel agents who obtain supply of mineral water in sealed bottles from the ships which bring them and serve such water in special trains. This apart, soda water is available in dining cars on most of the trains. Generally, foreign tourists drink aerated water, mainly Coco-Cola, which is available at stations and in din-

ing cars. Enquiries reveal that Parle Beverages Pvt. Ltd. are the only manufacturers of Acqua Mineral (plain as well as carbonated) in India. Their current selling rate is Rs. 15 per dozen bottles. After taking into consideration the overheads including freight, etc., the selling rate for each bottle will be about Rs. 2. All brands of aerated water are cheaper than this product and, therefore, its sale potential does not seem to be bright for adoption on a large scale.

*Indian Airlines:*

\* \* \*

2. It has been our endeavour to improve upon the standard of catering service rendered to passengers in-flight. The following steps are taken to provide satisfactory catering service to passengers:

- (i) Menus are changed at regular intervals.
- (ii) The cooks and supervisory staff are given training in the Institute of Catering Technology and also in hotels of repute.
- (iii) Periodical inspection of food produced by outside caterers like Chefair and other Airport Restaurants is also undertaken.
- (iv) Regular inspections are carried out of the meals produced by our own kitchens.
- (v) Regular inspection for quality and standard is carried out of the daily bazar items supplied by the various contractors.
- (vi) Bakery and confectionary items are uplifted from reputed concerns only such as M/s. Ashoka Hotel, New Delhi and likewise. Selection of contractor is made on the basis of quality of food items offered by them for consideration.
- (vii) Personal hygiene of the staff and general cleanliness of the Sections is always given importance.
- (viii) Flight Kitchen and Catering units are regularly white-washed and painted. Attention is given to garbage disposal and proper drainage system etc.
- (ix) Glazed tiling has been provided on the walls in the kitchens and wash rooms to ensure cleanliness.

#### ***Future Plans***

- (i) Procurement of dish washing machine.
- (ii) Procurement of ice-cube making machines.

- (iii) Air-conditioning of pre-flight rooms where equipment are pre-set for our flights.

3. In fact bringing about improvement in our catering establishment is a continuous process and we are taking all possible steps to satisfy our passengers. We have a system of feed-back from passengers through suggestion cards and we in Headquarters and the Regional Offices take rectifying action where necessary. Airline catering has got its own limitations by way of equipment and time factor and also different palates of passengers and our regular action of changing the menus at regular intervals helped us to rebuild our image.

[Department of Tourism O.M. No. H11013(1)|73-AIII, dated 15-1-1974].

### **Comments of the Committee**

Copies of the replies from the remaining authorities viz., I.T.D.C., International Airport Authority of India, Federation of Hotels and Restaurants Association of India, when received may be furnished to the Committee.

### **Recommendation (Serial No. 26 Para 7.23)**

The Committee note that according to the published statistics for 1971, 81.8 per cent of the foreign tourists came to India by air in 1971, 10.8 per cent by sea and 7.4 per cent by land. Of those arriving by air 38.6 per cent disembarked at Delhi, 35.5 per cent at Bombay, 92.0 per cent at Calcutta and 6.4 per cent at Madras. The Committee further note that about 92 per cent of tourists from U.S.A., 84 per cent of tourists from Western Europe, 94 per cent from Japan and 87 per cent from Australia which represent India's affluent markets, preferred air travel for their international transportation to India. In the Committee's view, it will have, therefore, to be admitted that international air transportation was a vital factor in tourism promotion.

### **Reply of Government**

The Department has accepted the recommendation of the Committee.

The Department recognises the fact that international air transportation is a vital factor in tourism. On the other hand the fact remains that tourism is also a vital factor for the survival and success of air transportation. The phenomenal growth in air trans-



portation can be directly attributed to the mass movement of tourists all over the world. In recognition of fact of this symbiotic relationship. It is the constant endeavour of the department to land its support to the revision of air fare structures as well as the introduction of concession and excursion fares by international airlines in order to attract the maximum volume of tourist traffic.

International airlines touching India also actively promote tourism.

(The Department of Tourism has embarked on joint promotional strategy in coordination with Air India in U.S.A., Europe and the U.K. The "Operations U.S.A., Europe and U.K." are likely to be extended to other regions as well).

[Department of Tourism D.O. No. H-11013(1) | 73-A III  
dated 22-11-1973]

#### **Recommendation (Serial No. 26, Para 7.24)**

The Committee further note that India was situated at a considerable distance from the major tourist generating areas of the world, and that the initial cost of travelling to India represented a disproportionate high element in the overall cost of the tour. The fare structure was thus an important factor in determining the share which India could secure of future world tourist trade. The non-availability of reduced|concessional fares from many points of India was a disincentive for the promotion of larger volume of tourist traffic to India. The Committee further note that though fare structure on scheduled airlines were regulated by IATA in respect of member Airlines, efforts should be made to obtain reduced fares for travel to India from the major tourists markets in addition to those already in existence. Facilities as obtainable in countries like Thailand, Japan, Hawaii, Fiji, etc. could be taken as parallel examples. The Committee would also recommend that an independent assessment of the fare structure applicable to India to provide a rational basis for recommending reasonable fare revisions which could result in optimising tourist growth without reducing the percentage of returns by our national carrier All-India may also be attempted.

#### **Reply of Government**

The Department has accepted the recommendation of the Committee.

It is recognised that reduced and concessional fares play an important role in the promotion of tourism. The Department of Tour-

ism has all along therefore made efforts to ensure that such fares are made available. Several such promotional fares have already been introduced either under the IATA framework or in consultation and agreement with the Governments concerned. The matter is constantly under review by the Department of Tourism with the objective of ensuring larger tourist traffic to India coupled with adequate economic return for the national carrier.

[Department of Tourism D.O. No. H-11013(1)|73-A III  
dated 22-11-1973]

### **Recommendation (Serial No. 26, Para 7.25)**

As regards the domestic air transportation, the Committee note that there was an acute shortage of capacity until about a year ago, but with the acquisition of Boeing 737, the situation had improved as was evident from the reactions of the overseas tour operators. The Committee note that confirmations from Indian Airlines were being obtained more speedily than before. The Committee would, however, stress the need for more conscious and planned efforts on the part of Indian Airlines to market tourism by offering concessional round trip fare and providing additional services for large group movement.

### **Reply of Government**

The Department has accepted the recommendation of the Committee.

It is recognised that confirmations for bookings have to be given speedily in the interest of promotion of tourism. Indian Airlines is making special efforts in this regard. It is also recognised that there is need for concessional and promotional fares. Some concessional fares have already been introduced by Indian Airlines. The need to introduce further concessional fares as also to provide additional services for large group movements will be met, to the extent possible, during the 5th Plan period when the Indian Airlines fleet is augmented.

[Department of Tourism D.O. No. H-11013(1)|73-A III  
dated 22-11-1973]

### **Recommendation (Serial No. 26, Para 7.26)**

The Committee note that at present the density of on line stations in India was very low. In U.K. there was one airport for scheduled operations for every 5,000 sq. kms. and in Japan there was one for every 8000 sq. kms. In India, however, Indian Airlines

had only one station for every 50,000 sq. kms. This, in the Committee's view the relative inadequacy of road and rail transport facilities in India, as compared with more affluent centres. The Committee hope that during the Fifth Five Year Plan period more new stations would be opened linking the places of tourists interest in the country.

### **Reply of Government**

The Committee's views have been noted and will be implemented to the extent possible within the approved budget allocations.

[Department of Tourism D.O. No. H-11013(1) | 73-A III  
dated 22-11-1973]

### **Recommendation (Serial No. 27, Para 7.32)**

The Committee note that international airports are the first point of contact with India for many tourists. It is, therefore, of utmost importance that every endeavour should be made to provide first class and modern facilities by drawing on the experience elsewhere and on the specialised consultant services available in airport and services planning. In this connection the Committee would commend the implementation of the various recommendations made by the UNDP Team viz. (i) airports of tourist destinations be equipped with the necessary technical facilities to allow landing and departure in the dark, e.g. Khajuraho, Bhubaneshwar, Madurai, Bagdogra etc., (ii) itineraries of air connections for the most frequented tourists centres should be set up in cooperation between Indian Airlines and the Department of Tourism, (iii) priority in planning and execution should be given to those areas which are and will be the main tourist destinations in India.

### **Reply of Government**

The recommendation of the Committee has been noted and will be implemented to the extent possible within the budgetary limits of the Fifth Plan.

[Department of Tourism D.O. No. H-11013(1) | 73-A III  
dated 22-11-1973]

### **Recommendation (Serial No. 27, Para 7.33)**

The Committee would like to point out that the Department of Tourism, as well as of Civil Aviation and the International Airport Authority are under the same Ministry. The Committee, therefore, expect that all matters concerning tourist facilities at airports would

be attended to without delay and the requisite facilities provided. In fact, there should be integrated planning in this behalf, so that the facilities developed at a tourist centre at considerable expense, do not come to suffer for want of matching airport facilities, as has happened in the case of Kovalam beach and Trivandrum airport.

### **Reply of Government**

The recommendation of the Committee has been accepted.

The International Airport Authority is conscious of the need to provide tourist facilities at airports. Recognising that an airport represents the first contact that a tourist has with India, the Authority is keen to ensure that a tourist's first impression is favourable. Accordingly, tourist publicity and posters are prominently displayed at airports and also, the Authority is taking keen interest in problems of Facilitation, so that the Customs, Immigration and Health Formalities are simplified.

[Department of Tourism D.O. No. H-11013 (1) | 73-A III  
dated 22-11-1973]

### **Recommendation (Serial No. 28, Paras 7.51, 7.52, 7.53, 7.54 and 7.55)**

7.51. The Committee note that there are at present 119 approved private car operators in the country. Besides this India Tourism Development Corporation fleet of 152 cars also operates tourist vehicles at Delhi, Bombay, Madras, Agra, Srinagar, Patna, Bodh-gaya, Jaipur, Khajuraho, Aurangabad, Hyderabad, Bangalore, Udai-pur and Hassan. The Committee further note that the total number of vehicles suitable for tourists available in the country are 4,801 in numbers out of which 3,446 are indigenous cars, 315 imported cars, 682 coaches and 58 miscellaneous cars. According to the estimates worked out by the Department of Tourism, a total number of 10,500 additional vehicles (1,800 imported cars, 6,000 indigenous cars, coaches etc. 2,700) would be required for tourist traffic during the Fifth Five Year Plan period to meet the needs of tourist traffic.

7.52. The Committee note that according to the projections of tourist arrivals in India tourists traffic will increase from about 4 lakhs in 1973 to 8 lakhs in 1978 and 10 lakhs by 1980. The Committee are not clear as to how far the existing fleet of large size cars would be replaced and augmented to enter to the target figures of tourist arrivals. In this connection the Committee note that in pursuance of the directive issued by the Prime Minister in 1964 followed by a Government order in 1968, the tourist trade has been accorded top-most priority in the matter of allotment of ex-STC

vehicles at reserve prices. In actual practice, however, it has been stated that the number of vehicles made available was inadequate to meet even the needs for replacing existing vehicles, let alone augmenting the fleet. The Committee note that during the last 17 years, tourist traffic had increased by fifteen times, but the number of tourist vehicles in the country had hardly increased by seven or eight times.

7.53. The Committee further note that at present Tourist Transport Operators and the I.T.D.C. hold a total of 445 second hand imported cars ex-STC allotted by the Department of Tourism. The number of vehicles made available by the S.T.C. during the year 1971-72 were about 6 cars per month on an average as compared to 9 cars per month last year. At this rate the Committee feel that the tourist taxi fleet might show a net reduction by the end of the Fifth Five Year Plan period because the number of vehicles added to the fleet would fall short of the number of old vehicles being condemned and put out of commission. Further to quote the U.N.D.P. Report "although through S.T.C., second hand imported cars are made available to the tourist operators, these cars are roughly used, badly maintained and very costly in maintenance, spare parts are also not normally available".

7.54. According to the rough estimates worked out by the Department of Tourism the needs for Fifth Five Year Plan could be met in full only if a minimum number of 30 cars of suitable makes and models were made available by the S.T.C. per month. This would mean 350 cars per annum or 1,800 cars being made available by the S.T.C. in the Fifth Plan period.

7.55. According to the present indications the gap in availability of cars would be of the order of about 1,500 cars by the end of Fifth Five Year Plan period. The Committee feel that if tourism is to develop in India, it was of vital importance that air-conditioned coaches and air-conditioned cars are made available to the tourist industry at reasonable prices. The Committee hope that the charges levied from the tourist are effectively regulated so that the objective underlying in the sale of imported vehicles at fixed prices, are served.

### **Reply of Government**

The Department has accepted the recommendation of the Committee.

The Department is fully conscious of the fact that if measures are not taken by the Government and other agencies to make more

vehicles available to the Department for induction into the travel trade, there will be a shortfall in the number of vehicles required to meet the needs of tourists during the 5th Five Year Plan period.

If for any reasons it is not possible for the S.T.C. to make available the required number of vehicles throughout the 5th Five Year Plan period, alternative measures will be considered.

[Department of Tourism D.O. No. H-11013(1)/73-A III  
dated 22-11-1973]

### **Recommendation (Serial No. 30 Para 7.79)**

The Committee note that there is a proposal for setting up a Railway Cell in the Department of Tourism which would have powers to deal with all the Zones of the Railways and ensure that rail facilities for tourists are provided in a satisfactory manner. The Committee also welcome the proposal to operate special trains over a fixed route to connect important places of tourist interest. The Committee stress the need for early implementation of the above and other related suggestions in the interest of providing better facilities to foreign tourists.

### **Reply of Government**

The proposal for setting up a Railway Cell in the Department of Tourism has already been accepted in principle by both the Railway Board and the Department of Tourism. The details of the scheme are being worked out by the Department and the Railway Board and the Ministry of Finance. The Department will be taking steps to create the Railway Cell in the Department as early as possible.

[Department of Tourism D.O. No. H-11013(1)/73-A III  
dated 22-11-1973]

### **Further information called for by the Committee**

Please intimate if the Railway Cell in the Department of Tourism has since been created.

[Lok Sabha Sectt. O.M. No. 5/24/1/ECII dt. 28-12-1973]

### **Further Reply of Government**

Details regarding the proposed Railway Cell are being worked out in consultation with the Ministry of Railways and the Ministry of Finance.

[Department of Tourism O.M. No. H-11013(1)/73-A.III  
dated 15th January, 1974].

### Comments of the Committee

The details of the Railway Cell, when set up, may be intimated to the Committee.

### Recommendation (Serial No. 32 Para 8.13)

There is no denying the fact that Travel Agents play a vital role in the growth and development of tourism in a country. The Travel Agent is an organiser of Travel and a key link in the promotion of tourism as a means of generating international goodwill, friendship and understanding. By providing package of services to the tourists viz. transportation, accommodation, air|rail|sea reservations, hotel accommodation reservation, making sightseeing arrangement etc. a Travel Agent has come to be recognised as an important arm for the promotion and development of tourism. Keeping in view the role expected of the Travel Agents as the creator and developer of new tours and new ideas coinciding with personal service, it is important that Travel Agents are afforded the necessary facilities and incentives more liberally viz. adequate release of foreign exchange for *opening offices* abroad to supplement the efforts of Department of Tourism; encouraging them to organise package tours for various interests i.e. wild life tours etc. so that the foreign tourists receive the much needed personalised service.

### Reply of Government

The Department has accepted the recommendation of the Committee.

The Department is aware of the important role played by Travel Agents in the promotion of tourism to India. The Department works in close collaboration with them not only in India but abroad as well, encouraging them to organise package tours for various destinations in India. Problems which the travel agents may have in their functioning are examined by the Department and wherever necessary the required assistance is given to them. In suitable cases, the Department recommends to the Department of Economic Affairs the release of foreign exchange to Travel Agents to enable them to open offices abroad.

[Department of Tourism D.O. No. H-11013(1)/73-A III  
dated 22-11-1973]

### **Recommendation (Serial No. 33 Para 9.16, 9.17, 9.18 and 9.19)**

9.16. The Committee are perturbed to note that no serious attempt has been made to formulate a comprehensive scheme for the development and promotion of entertainment and recreational programmes to cater particularly to the taste of foreign tourists even after two decades of tourism planning. The Committee are surprised that in spite of the recommendations of the Estimates Committee (1968-69) in their 90th Report on the Ministry of Tourism and Civil Aviation and valuable suggestions made in the various Reports—JHA Committee Report (1963), Report on Cultural Tourism in India (1969) UNDP Team Report (1970)—the initiative has been left entirely to the non-official agencies, with the result that nothing much has been done in this matter since 1963. The UNDP Team in its Report (1970) had correctly summed up what is required in the field of entertainment needed for the foreign tourists. The Committee, would, therefore, stress that efforts should be made to implement the recommendations on "Entertainment" contained in the various Reports mentioned above in letter and spirit urgently.

9.17. The Committee feel with more ingenuity and intelligent utilisation of the rich heritage of song, music, dance and culture that we have in the country, it should not be difficult to present entertainment facilities in a much effective manner than has been possible hitherto.

9.18. The Committee welcome the initiative taken by the Travel Corporation of India and Hotel Association of India in introducing a programme "Bombay by Night". The Committee would stress that efforts in this direction should be made in all large cities, which attract a large number of foreign tourists. In view of the importance of tourism, the Committee would stress that India Tourism Development Corporation should assume a more active and positive role in the matter of providing entertainment facilities for tourists. In this connection the Committee would like to emphasise that the Department of Tourism/ITDC should make an extensive study of the whole aspect of entertainment and its various forms and formulate in consultation and cooperation with Hotel Industry, Travel Agents Association, Federation of Hotel & Restaurant Association and the publicity media, State Governments etc., a comprehensive and well coordinated 'Entertainment Programmes' for both domestic and foreign tourists, and evolve guidelines to indicate the direction in which the work should be done. The Committee would also suggest that these 'Entertainment Programmes'



should be critically reviewed after a stated interval with a view to effecting improvement in these programmes.

9.19. Entertainment is an area calling for special attention, in particular in all tourist centres where there is no entertainment available in the evenings. The Committee would, therefore, emphasise the need for providing entertainment facilities in important tourist centres and the important beach resorts by identifying and making local talents available at these places in the first instance.

### **Reply of Government**

The Department is conscious of the inadequacy of entertainment facilities for foreign tourists. To improve this important aspect of the tourism infrastructure, a Working Group has been appointed to advise on the setting up of a separate Entertainment Division within the ITDC or the Department of Tourism, whose function would be to plan cultural entertainment for tourists at 10 major centres in the country.

[Department of Tourism, D.O. No. H-11013(1)|73-AIII  
dt. 22-11-1973].

### **Further information called for by the Committee**

Please furnish a copy of the Report of the Working Group appointed to advise on the setting up of a separate Entertainment Division and action taken on the report of the Working Group.

[Lok Sabha Sectt. O.M. No. 5|24|1|ECII dated 28-12-1973]

### **Reply of Government**

The Working Group on Entertainment Facilities has held only two meetings so far. It has not yet completed its deliberations.

[Department of Tourism, D.O. No. H-11013(1)|73A.III  
dated 15-1-74]

### **Comments of the Committee**

The Report of the Working Group on Entertainment Facilities, when finalised may be submitted to the Committee.

### **Recommendation (Serial No. 34 Para 9.25)**

While the necessity to promote Sound & Light Programmes cannot be denied, the Committee would stress that the venues selected for the mounting of Sound & Light Spectacle should be such where the audience is likely to be sufficient to pay the running cost. In view of the expense and the foreign exchange involved in the installation of the Son-at-Lumiere the Committee would like to stress that this facility should be provided with the utmost discrimination

and would urge that before any Sound & Light project is launched, a feasibility study should invariably be undertaken by Government to assess its economic viability.

### **Reply of Government**

The Department considers the mounting of Son-at-Lumiere Spectacle not only as part of the broader infrastructure for tourism, but also as a means of projecting the rich traditional, historical and cultural heritage of India particularly to the youth. Feasibility studies are carried out by the ITDC for each project.

[Department of Tourism D.O. No. H-11013(1)|73-A III  
dated 22-11-1973]

### **Recommendation (Serial No. 34 Para 9.26)**

They would also suggest that periodic evaluation of sound and light programmes should be undertaken to assess their usefulness and economic viability and to find ways and means to make them more popular and remunerative.

### **Reply of Government**

The Department considers the mounting of Son-et-Lumiere Spectacle not only as part of the broader infr-structure for tourism, but also as a means of projecting the rich traditional, historical and cultural heritage of India particularly to the youth. Feasibility studies are carried out by the ITDC for each project.

[Department of Tourism D.O. No. H. 11013(1)73AIII dated  
22-11-1973].

### **Recommendation (Serial No. 35 Paras 9.40 and 9.41)**

9.40. The Committee note that the tourist generally spends 1/5th of his expenditure while on tour on shopping. It was, therefore, essential that adequate shopping facilities are provided to the tourists. While the Committee consider the establishment of cottage industries, handi-crafts, handloom products emporia in different State capitals and the duty free shops set up by the ITDC as a welcome step, they feel that more involvement of a few standard shops like Government emporia or prestigious ones like that of the Central Cottage Industries Emporium would ease the shopping problems of tourists. In the Committee's view there has to be a deeper involvement of different agencies in the field viz., Indian Handicraft Organisations, Design Centres etc., if tourists shopping needs are to be really met. They would, therefore, recommend that (i) Indian Handicraft Organisations should maintain closer contact with the Department of Tourism; (ii) designs of handicrafts should be im-

proved in line with the changing fashions; (iii) attention should be paid to packaging to make the products more saleable as gift material; (iv) facilities for making purchases should be available where tourists are likely to make maximum use of them; (v) opportunities should be provided to enable tourists to observe the skill and workmanship that it takes to create a product at handicrafts emporia etc., (vi) attractive picture post cards of Indian arts of the standard available in advanced countries should be on sale at places frequented by tourists; (vii) various handicrafts and export organisations, Reserve Bank of India etc., should consider executive measures to check malpractices reported against shops; (viii) Money changers' licences should be granted to State controlled handicrafts emporia; (ix) steps should be taken to eliminate the menace of touts hovering near various shops; (x) arrangements be made for proper packing and shipping of purchases made by tourists in the country.

9.41. The Committee further note that India offers an extensive variety of Souvenirs and handicrafts both expensive and inexpensive produced throughout the country by skilled and dedicated craftsmen and artists. The unending variety of handicrafts and art objects include shawls, brocades, jewellery, ivory carvings, brass and copper articles, stone sculptures etc. The Committee would, therefore, recommend that besides broad basing the shopping list, attempts should be made to popularise Indian handicrafts and souvenirs which could not only be a source of foreign exchange but also a lasting publicity medium for India.

### **Reply of Government**

The recommendation of the Committee has been accepted by the Department.

The I.T.D.C. are already operating 4 duty free shops at Delhi, Calcutta, Bombay and Madras. A proposal to open more such shops where Indian souvenirs and handicrafts would also be sold is under consideration.

The Department is also taking up with the authorities concerned the question of improvement in design and variety of handicrafts, issue of money changers' licences and minimising the inconvenience caused to tourists by touts, beggars etc.

[Department of Tourism D.O. No. H.11013(1)/73-A.III dated 22-11-1973].

### **Recommendation (Serial No. 36 Para 10.20)**

The Committee note that tourism today presents an unparalleled challenge to the economics of the developing world. The rewards to be gained both financial and sociological are immense. The Committee further note that large sums of money are being spent by different countries to attract more and more tourists. A good proportion of this expenditure is on publicity abroad from which there is the maximum possibility of attracting tourists. In the case of India too, realising the importance of tourism and the benefits which accrue to the country, the Department of Tourism has stepped up its tourism promotion efforts through its offices located in New York, San Francisco, Chicago, London, Geneva, Paris, Frankfurt, Brussels, Stockholm, Milan, Tokyo, Sydney, Toronto, Mexico and Singapore. These offices were generally responsible for the dissemination of information of interest to the tourists, answering their queries, and the distribution of literature produced in India.

### **Reply of Government**

The comments have been noted. The Department is trying to develop publicity and promotion abroad on the basis of latest research conducted by it in European and American markets.

[Department of Tourism D.O. No. H. 11013(1)73AIII dated 22-11-1973].

### **Recommendation (Serial No. 36, Para 10.21)**

The Committee agree with the view that to be really effective and to give full value for money expended, a tourism promotion programme should be balanced between (i) Sales promotion techniques and (ii) publicity and press advertising, while the Committee welcomes the 'Joint Promotion of Tourism' by Air-India and the Department of Tourism (viz., Operation Europe, Operation U.K. and Operation America, they would stress that the results of these joint operation programmes be reviewed at regular intervals with a view to effecting improvements.

### **Reply of Government**

The recommendation has been accepted.

The collaboration scheme for joint promotion between Air India and the Department of Tourism was introduced in Europe in 1968 and later extended to U.K. in 1970 and recently to U.S. in 1971. It is now proposed to extend the scheme to East Asia and Australasia.

An effective procedure for the review of its functioning already exists. Every year some officers concerned with 'Operations' work abroad as well as DG Tourism, representatives of ITDC and Air India from the headquarters meet in one of the countries covered by the scheme under the chairmanship of the Minister of Tourism. The last meeting was held in Geneva in June, 1973. The meeting reviewed all aspects of the joint promotional activities including sales promotion, publicity, press advertising and public relations, and planned the marketing strategy for 1974.

[Department of Tourism D.O. No. H. 11013(1)73AIII dated 22-11-1973].

### **Recommendation (Serial No. 36, Para 10.22)**

The Committee further note that India's potential for tourism was virtually unlimited and it was in India's interest to convert this potential into actual terms by a two-pronged strategy of strengthening the infrastructure at home and improving India's Tourist image abroad. The Committee would, therefore, suggest that besides publicising India's image abroad the infrastructure in the country should be properly geared to meet the growing needs of the increased flow of tourist traffic.

### **Reply of Government**

The recommendation has been noted.

The Department's marketing strategy is to sell only those tourist places in India where adequate infrastructure is available, and to promote new destinations where additional accommodation and transport facilities are being made available.

The development of adequate infrastructure at home by way of new hotels, transportation etc., has to some extent been limited by the resources available to the public and private sectors. However, additional resources are likely to be made available to the Tourism Sector in the Fifth Plan period.

[Department of Tourism D.O. No. H. 11013(1)AIII dated 22-11-1973].

### **Recommendation (Serial No. 36, Para 10.25)**

Similarly the UNDP Team on Tourism while commenting on tourists literature had *inter alia* observed that '...Variety might be reduced in favour of quality; distinction needs to be drawn between material to attract tourists and to inform them on arrival; comprehensive manual for travel agents with contents indicated should be

prepared; U.S. tour operators desire for lesser quantity of better descriptive literature.....'. The Committee would commend implementation of the ideas spelt out by these bodies in formulating future tourist publicity programmes and policies.

### **Reply of Government**

The recommendation has been accepted.

The Department has already reduced the number of publications in favour of quality. The production programmes are drawn up keeping in view the needs of the Tourist Offices in India and overseas. The plan is to produce two types of tourist literature (i) literature needed abroad to stimulate interest among the prospective travellers and (ii) the literature that the tourist needs on arrival in India, which would have more detailed information.

A comprehensive manual for Travel Agents is under production.

[Department of Tourism D.O. No. H. 11013(1)AIII dated  
22-11-1973].

### **Recommendation (Serial No. 36, Para 10.26)**

In the end the Committee would recommend that the results of our publicity programmes both internal and external should be evaluated at regular intervals so as to give guidelines for formulation of our future publicity programmes and policies on tourism.

### **Reply of Government**

The recommendation has been noted.

The annual review meeting under the chairmanship of the Minister has already been mentioned (para 10.21). Evaluation of promotional work is also undertaken by periodic inspections by the Director General and other Senior officers of the Department of Tourism as well as the Commercial Director of Air India. A system of review of effectiveness of promotion by officers abroad and in India has also been introduced in the Publicity Division at the headquarters of the Department of Tourism.

[Department of Tourism D.O. No. H. 11013(1)AIII dated  
22-11-1973].

### **Recommendation (Serial No. 38, Para 11.21)**

The Committee note that a German Company Steigenberger Consulting in its Report on Tourism training had observed that

‘.....the achievements of these institutes (Catering Institutes and Food Craft Centres) to meet the requirements of hotels and catering institutions have been recognised but it is pointed out that the standard of training cannot be compared to those of Hotel Schools in the United Kingdom or Europe. A great deal of improvement is necessary to raise the standard of the schools with the help and advice from abroad. In general, the institutes and centres are considered to be very badly equipped both with regard to quantity and quality.....’. The Committee also note that the Federation of Hotel and Restaurant Association of India have also made a number of useful suggestions for the improvements both the quality and quantum of instructions being imparted by these institutes. The Committee would in this connection like to recapitulate some of them for urgent attention and implementation viz., (i) need for revision of the Syllabus of Catering institutes to provide for the management material for the fast expanding hotel industry; (ii) affiliation of management courses run by the institutes to the University of Delhi and Bombay and raising it to B.A. and B.Sc. level; (iii) Need for import of competent teachers from abroad as the majority of the present teachers in the institutes had little knowledge/experience of the industry so essential for effective instructions; (iv), need for bifurcation of courses into craft and management courses (v) need for separate establishments for specialised management studies.

### **Reply of Government**

[Department of Tourism D.O. No. H. 11013(1)73All dated 22-11-1973].

The recommendations of the Committee have been noted.

The services of Dr. Robert McIntosh, Dean of Travel Industry Department, University of Michigan were obtained under UNDP assistance to prepare a scheme for setting up a National Institute of Tourism in India. His terms of reference also included visits to the existing Institutes of Hotel Management and Catering Technology, to suggest improvements in their organisation and training facilities. Dr. McIntosh visited the four major Institutes as well as some of the craft centres and has made some valuable suggestions about improving their performance. He has also submitted his report on the Institute of Tourism, for which provision has been made in the Fifth Plan.

The four Institutes of Hotel Management and Catering Technology work under the administrative control of, the Ministry of Agricul-

ture, Department of Food. The Committee's suggestions have, therefore, been forwarded to that Department for their consideration.

[Department of Tourism D.O. No. H. 11013(1)73-A-III dated 22-11-1973].

### **Further Information Called for by the Committee**

Please intimate the action taken on the recommendation of Dr. McIntosh who was appointed to prepare a scheme for setting up the National Institute of Tourism in India.

[Lok Sabha Sectt. O.M. No. 5|24|1|ECII dated 28-12-1973].

### **Reply of Government**

The formal report of Dr. Robert W. McIntosh, UN expert, has been received only recently from the UNDP. However, on the basis of the preliminary report left with the Department of Tourism, a Working Group was set up to initiate action on the recommendations made in the report. The following major decisions have been taken by the Working Group:—

- (i) The Institute should be an autonomous body, to be registered under the Societies Act of 1860.
- (ii) The Institute should not be affiliated to any university, but may seek the support of a nearby university and other institutes by drawing upon their resources (faculty, equipment and hostel facilities). This would obviate burdening the Institute with a large faculty in the initial stages.
- (iii) Although there would not be any objection to the exchange of faculty with a foreign university, such working collaboration should not be incorporated in the constitution of the Institute. There should, however, be a close collaboration with the ILO and IUOTO, in particular with the Centre of Advanced Studies (CIEST) at Turin set up by ILO.
- (iv) The Institute would be the apex of the various systems of tourism education in the country with the craft centres providing the base, and the Institutes of Catering and



Nutrition as also the under-graduate courses in tourism offered by universities forming the middle level.

- (v) The Institute would not be located at any of the four metropolitan cities due to congested conditions and high cost of land required for building the Institute campus. It is, however, proposed to locate the Institute at Bangalore.

The Memorandum of Articles of Association and Rules and Regulations for the registration of the Institute under the Societies Act of 1860 have been approved by the Ministry of Law. Outlines of the main 2-year post-graduate programme of studies as also the Executive Development Programmes for the travel industry personnel at the senior and middle management and junior levels, and for 'front line' personnel which the Institute will offer have been drawn up. Action has also been initiated to find suitable premises for housing the Institute at Bangalore.

[Department of Tourism D.O. No. H. 11013(1)73-A-III dated 15-1-1974].

#### **Recommendation (Serial No. 38, Para No. 11.23)**

The hoteliering industry and the travel trade are also equally worried about the inadequacy of training facilities for training personnel in the field of hotel and catering industry and in the field of tourism. The Committee, therefore, feel that there is a national need for training of instructors for the Catering Institute and Food Craft Centres and a management institutes for the education of top level managers in the hotel industry.

#### **Reply of Government**

This aspect of training will be taken care of by the proposed institute of Tourism. The Institute is being set up on the basis of the recommendations of the UNDP Expert Dr. Robert McIntosh, Dean of the Travel Industry Department, University of Michigan.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated 22-11-1973.]

#### **Recommendation (Serial No. 38, Para No. 11.24)**

The Committee note that if the hotel, travel trade and tourism industry is to flourish in India, and we are to keep abreast of tourism development it would not be sufficient to simply provide the physical facilities. The problem of training the present personnel as well as the recruitment of future skilled personnel has also to

be evolved. Further, intended increase in tourist traffic and the planned development of accommodation and restaurant capacities to meet the requirements of projected arrival of one million tourists by 1981, will aggravate the problems considerably. The Committee feel perturbed that not much had been done so far in the matter of training of personnel in the hotel and catering industry and in the field of tourism. The Committee consider the development of training facilities for the successful execution of Master Plan for tourism development as of paramount importance. In the Committee's view there is urgent need for formulating a full scale training programme in consultation with hotel and tourist industry both in public and private sectors, to meet all the trained human resources requirements of tourism industry in India which should include man-power projections and training at all levels.

### **Reply of Government**

The recommendation has been noted.

The Institute of Tourism is expected to be set up in 1974-75. It will formulate and conduct training programmes to meet the complete range of requirements of the tourism industry. A working group was set up in the Ministry of Tourism and Civil Aviation for implementation of the UN Expert's report, to chalk out plans and programmes of the Institute and to co-ordinate them with the training programmes of the four Institutes of Catering Technology in India taking into account the requirements of the hotel and travel industry of the country. Action is being initiated on the recommendations contained in the U.N. Expert's report as also the recommendations made by the working Group.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated  
22-11-1973.]

### **Recommendations (Serial No. 39, Para No. 12.12)**

The Committee consider the proposed setting up of the National Institute for Tourism as a step in the right direction. They hope that the Institute would cover all aspects and would ensure the availability of trained personnel at all levels and would be able to meet the needs of hotels, travel agencies, airlines transport operators, Government Tourist Organisations etc. Till such time the Institute of Tourism gets going, the Committee would like the Department of Tourism to work out some *ad hoc* arrangements to draw up some training programmes/refresher courses by providing inservice training in the leading hotels of the country.

### **Reply of Government**

Along with 2-year post-graduate course that the proposed Tourism Institute will offer, it has been decided to organise on a regular basis from 1974 inservice training programmes for the travel industry personnel at the senior management, middle management and junior levels. The training programmes for guides and other officials, language courses and the opportunities for training which are being secured at present by the Department through international organisations and other technical assistance programmes will also continue. The ITDC and some of the leading hotels are already giving inservice training to their personnel in the hotels.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated  
22-11-1973.]

### **Recommendation (Serial No. 38, Para No. 11.25)**

Indian Wild Life is a fascinating assemblage of species and this rich floristic and faunistic group if developed properly could turn out to be an extremely valuable tourist asset, particularly in combination with other places of historical and cultural interest. Wild Life Tourism can become a major source of foreign earnings for India besides internal tourism boosting economic activities in the various regions. Presently in India Wild Life Tourism in its infancy and was basically confined to "Shikar" outfitters and their foreign clients and foreign tourists visiting some of the National Parks and Wild Life Sanctuaries.

### **Reply of Government**

Recognising the immense tourism potential in the wild life of our country, the Department of Tourism has already initiated steps to develop tourist facilities in Wild Life Sanctuaries and National Parks. Marketing efforts are also being carried out by the Government of India Tourist Offices abroad to promote tourist traffic to the sanctuaries. Special photographic and editorial coverage is being provided by inviting foreign Journalists and Photographers to see our wild life. Our promotional and marketing efforts in this direction will be stepped up as the facilities within the sanctuaries are developed and expanded.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated  
22-11-1973.]

### **Recommendation (Serial No. 39, Para No. 12.13)**

The Committee are glad to note that realising the importance of Wild Life Tourism, Government have made a provision of Rs. 60 lakhs for augmentation of transport and accommodation facilities in selected games sanctuaries and efforts are being made to provide these facilities at a quicker pace. The Committee, would, however, stress that in order to achieve maximum results it is necessary to clearly define the position of Department of Tourism *vis-a-vis* wild life conservation in general and wild life tourism in particular and there should be complete understanding between the Department of Tourism, Inspector General of Forests at the Centre, State Governments and the State Forest Department.

### **Reply of Government**

The recommendation is noted.

Continuous liaison is maintained by the Department of Tourism with the Inspector General of Forests in the Ministry of Agriculture and with the Forest authorities in the State Governments to ensure that no overlapping takes place in the developmental and conservation aspects of wild life tourism. The Department of Tourism generally undertakes the development of accommodation, transport and other facilities required by tourists. The State Governments are entirely responsible for the conservation activities and maintenance of roads etc. All developmental activities undertaken by the Department of Tourism for the introduction of tourist facilities are invariably done in the closest possible co-operation with the State Government and the Inspector General of Forests.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated 22-11-1973.]

### **Recommendation (Serial No. 39, Para No. 12.14)**

The Committee further note that although many of the National Parks and Sanctuaries in India have a variety of Wild Life it is not always accessible to visitors. The Committee would, therefore, stress that the Department of Tourism should actively associate itself with measures to make wild life more accessible by providing good approach roads, lodges to accommodate group tourists and other visitors and facilities like camping, rapid communications system and local transport inside the park, for those who go by public transport. The Department of Tourism can also look after organised interpretation programmes at site supported by well-produced literature to attract tourists to the National Parks/Game Sanctuaries.

### **Reply of Government**

The recommendation is noted.

Accommodation and transport facilities have already been introduced and several projects for the construction of accommodation units in wild life sanctuaries are under implementation. The locations of these units have been selected in close co-operation with the State Forest authorities. The Department of Tourism has on certain occasions also advanced financial assistance to State Governments for the maintenance of roads within the sanctuaries, although this is an activity which is normally undertaken and financed by the State Governments. Tourist literature and films on wild life tourism are being produced by the Department of Tourism for distribution through the Government of India Tourist Office in India and abroad. Colour photographs have been provided to tour operators for production of tour brochures for marketing wild life tours of India in our potential markets abroad.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated 22-11-1973.]

### **Recommendation (Serial No. 39, Para No. 12.15)**

In this connection the Committee would take this opportunity of reiterating its earlier recommendation made in para 10.33 of the 90th Report (Fourth Lok Sabha) regarding provision of proper facilities for "photo safari" traffic. The Committee would urge an early implementation of this recommendation both in letter and spirit.

### **Reply of Government**

The recommendation is noted.

Accommodation and transport facilities have been provided in the principal wild life sanctuaries during the Fourth Five Year Plan. Seventeen mini-buses with special features have already been supplied for use in wild life sanctuaries and several forest lodges are under construction in the vicinity of the important sanctuaries. These units are expected to be completed within the next 12 months.

Literature and films on wild life are being distributed abroad through the Government of India Tourist Offices to promote photo safari tours. Special itineraries are being supplied to tour operators who specialise in promotion of photo-safari and special tours for

wild life levels. Already a number of tours from U.S.A. and countries in Europe for viewing our wild life have been successfully promoted.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated 22-11-1973.]

**Recommendation (Serial No. 39 Para No. 12.16)**

The Committee further note that Manas Wild Life Sanctuary in Assam, was equally famous for a wide spectrum of Wild Life viz., Buffalo, Bison, Rhino, Swamp Deer, Sambar, Golden Langur and varieties of birds. They would, therefore, urge Government to examine easily the question of development of Manas as a fullfledged National Park with the requisite facilities.

**Reply of Government**

The recommendation is noted.

The Manas Wild Life Sanctuary is already included in the 'Project Tiger'. Separately, the Department of Tourism is examining proposal received from the Government of Assam for the development of facilities in Manas Wild Life Sanctuary. Since forest is a State subject, it is for the State Government to initiate action for the declaration of a Sanctuary into a National Park. The Department of Tourism, however, is convinced that the magnificent scenery and the richness of flora and fauna in the Manas Sanctuary deserve its elevation to a National Park.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated 22-11-1973.]

**Recommendation (Serial No. 40 Para No. 13.8)**

The Committee note that tourism today is the world's largest industry. It involves movement of millions of people from one end of the world to another. It has a business worth U.S. \$2200 millions. Considering the vastness of this business and its potential it is necessary that India should endeavour to have a respectable place on the tourism map of the world. The Committee, therefore, consider the establishment of 15 overseas tourist offices located in New York, San Francisco, Chicago, London, Geneva, Paris, Frankfurt, Brussels, Stockholm, Milan, Tokyo, Sydney, Toronto, Mexico city and Singapore as a step in the right direction. The Committee note that the functions of the overseas tourist offices include handling of enquiries, dissomination of accurate information, advertising, publicity,

public relations with the press and the travel trade and supply of information to the Department of Tourism at the Headquarters about current trends in tourism in the areas of their jurisdiction. The Committee further note that overseas Tourist Offices also publicise India by advertising in the Press, through T.V. programmes, screening of films on India. These Offices also sponsor familiarisation tours of group writers, journalists, photographers, Film Producers and Travel Agents who on return to their countries publicise India through their media, ultimately resulting in increase in the tourist arrivals and foreign exchange earnings. The Committee would stress that the performance of each of the offices should be reviewed and assessed at stated intervals to make sure that these are sub-serving effectively the object with which they have been set up and in the light of experience involved criteria and guideline for setting up new offices as per a perspective plan to be drawn up in that behalf.

### **Reply of Government**

The recommendation has been accepted. The present assessment of the work of our overseas tourist offices is based on: (a) monthly reports giving complete details regarding their promotional efforts including calls they make on travel agents, airlines, newspaper offices, T.V. stations etc. They also give an assessment of the publicity generated by them as well as the new tours marketed, promoted or sold; (b) a quarterly letter to the Director General explaining the nature of their market, new trends in the market, efforts they are making to meet the demands of the market and the suggestions they would like to make to the home office to assist them in meeting the demands of the market; (c) periodic assessment by the Commercial Director of Air-India; (d) periodic inspections by DG/Addl. DG of the overseas offices. The reports mentioned above are carefully scrutinised by the Publicity and Promotion Division of the Department. Suitable guidance is given to the offices by the Director General, where necessary.

A major yardstick to assess the effective functioning of the overseas offices is the increase in traffic generated by a tourist office from its area during the course of one year. If the traffic is better than the normal growth, the office is considered to be working well. If it has normal growth or less than normal, the office is required to explain the reasons. No new office is established without prior market research regarding the need of an office as well as the potential for growth in tourist traffic to India.

It may be noted that apart from evaluation at the Headquarters, senior officers have been appointed as Regional Directors in Europe and America, who supervise the work of the field offices. It has been decided to appoint Regional Directors also for East Asia and Australasia.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated 22-11-1973.]

### **Recommendation (Serial No. 42 Para No. 13.30)**

The Committee note that tourism as a factor of international trade has reached such dimensions that in 1968 it earned \$14 billion, roughly, twice that of the world's oil industry. A country like Italy with a long tourist tradition now earns roughly \$1.6 billion annually. In recent years, dramatic increases in tourist traffic have taken place in Spain, which now annually earns about \$1.3 billion. U.S.A. receives the largest earnings from tourists, \$1.22 billion in 1967, with tourism as the second largest foreign exchange earner coming only after the export of cars at \$2.2 billion. France (population about 3 million) earned roughly £100 million sterling in 1969. In India, as has been demonstrated in other countries, tourism can also become a major source of foreign exchange. In 1969, arrival of 245,000 tourists, representing a 30 per cent increase over 1968, earned Rs. 33.11 crores. Based on the estimates calculated by the Indian Institute of Public Opinion with an average tourist now spending about Rs. 1360 here, India would earn Rs. 55 crores in foreign currency in 1973. The Committee however, feel that India has not done as well as some other countries, to attract foreign visitors. While World tourist expenditure increased 24 per cent from 1958 to 1967, India's share in this fell from 0.67 per cent in 1958 to 0.24 per cent in 1967. On the other hand, countries like Yugoslavia and Greece between 1952-62 increased their share by about 900 per cent. The Committee feel that a more pragmatic approach and a dynamic programme can win India its rightful place in the highly competitive World tourist market, a programme based on tourist satisfaction identified through market research, development of services and facilities to meet tourist wants, and sound marketing procedures. In this connection, the Committee note that in countries like Mexico and Spain tourism represents between 45 and 50 per cent of the total export earning and even in the U.S. and U.K. earnings from tourism stand second and forth respectively in order of export earnings. The Committee, therefore, feel that in order that India occupies its rightful place in the world of tourism, the first promise of increased tourist traffic must necessarily be the creation of adequate tourist infrastructure in the country. In addition, the required targets can only



be reached if the National Tourist Organisation has all the necessary resources, competent staff, adequate funds and the necessary freedom in operation.

### **Reply of Government**

These observations of the Committee has been noted by the Department of Tourism and communicated to other agencies of the Central Government concerned with the planning and allocation of resources.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated 22-11-1973.]

### **Recommendation (Serial No. 42 Para No. 13.31)**

In this connection, the Committee note that the estimate of the increase in tourism over the next decade are staggering. Air travel the world over has been growing on an average 13.5 per cent a year since 1961, according to IATA and the volume is expected to double by 1970, triple by 1975. In the coming decade with the introduction of Jumbo Jets, traffic to India would also increase. Given the proper proportional selling efforts and matching action to provide what is called the tourist infrastructure, it should be possible to reach a target of one million tourists by 1960. In view of the potential growth of tourism in coming years, the national tourist organisation should be one which is capable of tackling and coping with a multitude of problems, keeping in view the broad objectives and the goals of tourism development of this country.

### **Reply of Government**

The views expressed by the Committee have been noted.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated 22-11-1973.]

### **Recommendation (Serial No. 43 Para No. 13.42)**

Tourism requires a considerable degree of coordination between Central and State Governments. The Committee, however, note that no formal demarcation has been made between the functions and responsibilities of the State and the Central Tourist Departments. By and large State Government were responsible for home tourism and Centre for international tourism. The Committee further note that the degree of interest shown by the various States in tourism varies a great deal. The Committee consider that for achieving effective communication and liaison at the various levels

an important step was the definition by agreement of functions of Central and State Government Tourist Departments so that there is no duplication or wastage of effort and money and all fields of tourism are covered. In this connection the Committee note that some of the functions that might be the responsibility of each State Government Tourist Department are (i) "compilation and publication of tourism information on tourist centres important to home tourism on the lines of the performance of the Central Tourist Department. At present enquiries on such centres do not elicit much information. Places covered by the Central Tourist Department publications which is often the case at present resulting in duplication". (ii) "the State Tourist Bureau should deal with tours by State transport buses, improvement of local transportation, implementation of plan projects, health and sanitary improvements, beggar problem, publicity and arrangements for local festivals, special counters at pilgrim resorts during festivals etc. The last-mentioned is most important, as at present tourists are greatly handicapped by lack of adequate information on local festivals", (iii) "in addition just as the Central Tourist Department has counters at international airports, the State Governments should set up counters at Railway Stations at important tourist centres where at present the home tourist and the middle income foreign tourist go unattended with nowhere to get information or guidance from. State Tourist Offices sometimes duplicate the Central Tourist Department functions at major centres. This could be avoided and State Government staff diverted for other functions which are important for the development of home tourism. The objective to which all will undoubtedly subscribe is progress in tourism which will benefit the individual States and the nation simultaneously and substantially".

### **Reply of Government**

The views of the Committee have been noted and their recommendations have been taken up with the State Governments.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated 22-11-1973.]

### **Further information called for by the Committee**

Please intimate the final action taken on the recommendations of the Estimates Committee in the light of the reactions of the State Governments.

[Lok Sabha Sectt. O.M. No. 5|24|1|ECII dated 28-12-1973].

### **Further Reply of Government**

The recommendations of the Committee were taken up with the State Governments and their response has been encouraging. (i)

Central Tourist Department will be circulating its programme for production of tourist literature for 1974-75 to all State Governments requesting them to examine the Central programme to eliminate any possibility of duplication. The State Governments have also been advised that if they would like to have tourist literature on some places covered in the programme of the Central Tourist Department, they could include their order in the Central order to bring about economy in production. (ii) The responsibilities listed under (iii) form part of the functions of the State Tourist Departments. Further emphasis will be laid on this aspect of the recommendation at the next meeting of the Tourist Development Council where representative of all State Governments will be present. (iv) Some of the State Governments have taken up this suggestion and have opened tourist counters at Railway stations to assist home tourists.

As far as we are aware, there is no duplication of effort between Central and State Tourist Offices. Where both Central and State Governments have their own tourist offices, their functions are entirely different. Generally speaking, the State tourist offices sell their city tours, tourist facilities and provided information to the Home Tourists.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated  
15-1-1974.]

### **Recommendation (Serial No. 45 Para No. 13.58)**

The Committee note that primary function of the Regional Committees was to achieve coordination between Central and State Governments as well as the essential segments of the tourist industry. Another object for setting up these Committees was to achieve implementation of tourist development councils recommendations by regular regional consultation and better co-ordination between the Centre and States. In order to assess the utility and enhance its usefulness, the Committee would urge a periodical review of the working of the Regional Tourist Committees.

### **Reply of Government**

The recommendations have been noted.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated  
22nd Nov., 1973].

### **Further Information called for by the Committee**

The Committee may be informed if the review of the Regional Tourist Committee has since been undertaken. If not, the proposed time of the review and the periodicity when the reviews are proposed to be undertaken may be intimated.

[Lok Sabha Sectt. O.M. No. 5|24|1|ECII dated 28-12-1973].

### **Further Reply of Government**

As the Regional Tourist Advisory Committees were set up under a Resolution of the Tourist Development Council, the review of their working will have to be done by the Tourist Development Council. This will be taken up at the next meeting of the Tourist Development Council.

[Department of Tourism O.M. No. H-11013 (1) |73-A-III dated 15-1-1974].

### **Comments of the Committee**

The results of the review of the regional Tourist Advisory Committee, when undertaken may, however, be intimated to the Committee.

### **Recommendation (S. No. 47 Para 13.70)**

The Committee are glad to note that the Department of Tourism is a member of various International Tourist Associations such as (i) International Union of Official Travel Organisations (IUOTO); (ii) South Asia Travel Commission (SATC); (iii) Pacific Area Travel Association (PATA). The Committee would like the Department to make full use of these international forums and gain ideas which could be effectively implemented in the field to win the confidence of foreign tourists.

### **Reply of Government**

The Department of Tourism is already making full use of the various international organisations of which it is a member to promote tourist traffic to India.

[Department of Tourism D.O. No. H-11013(1)/73-AIII, dated 22-11-1973].

### **Recommendation (Serial No. 48, Para No. 13.75)**

The Committee are glad to note that a high level Central Co-ordinating Committee with representatives of the Department of Tourism, Ministry of Education and Social Welfare headed by the

Minister of Tourism and Civil Aviation has been set up with a view to undertake necessary measures for the development and promotion of cultural tourism in India. The Committee hope that drawing up of the coordinated plan for providing facilities at selected monuments of tourist importance, by the Department of Tourism and the Archaeological Survey of India, would go a long way in attracting tourist traffic to the country.

### **Reply of Government**

The observations have been noted.

[Department of Tourism, D.O. No. H.11013 (1) | 73-A.III,  
dated 22-11-1973].

### **Further Information called for by the Committee**

Please intimate the steps taken for drawing up a coordinated plan for providing facilities at selected monuments of tourist importance.

[Lok Sabha Sectt., O.M. No. 5 | 24 | 1 | ECII, dated 28-12-1973].

### **Reply of Government**

The archaeological centres of tourist importance for development during the Fifth Plan have already been identified, and the facilities to be provided at these places have also been determined. Details of the schemes along with their financial implications have now to be worked out for which purpose it is proposed to convene meetings with the State Department of Tourism, Archaeological Survey of India, ITDC and other concerned agencies to draw up a coordinated plan of action.

[Department of Tourism, D.O. No. H.11013 (1) | 73-A.III,  
dated 15-1-1974].

### **CHAPTER III**

#### **RECOMMENDATIONS WHICH THE COMMITTEE DO NOT DESIRE TO PURSUE IN VIEW OF THE GOVERNMENT'S REPLY.**

##### **Recommendation (Serial No. 7 Paras 4.6 and 4.7)**

4.6. The Committee note that there is perhaps no other single country in the world which contains the wealth and diversity of tourist attractions that India offers to visitors. Whether it is the magnificent Himalayas or the three mighty oceans that meet at Cape Comorin, the incomparable Taj Mahal or the great temple cities of South India with their breathtaking architecture and sculpture, the wild life sanctuaries where the Indian tiger still roams in majesty or the glittering beaches of Goa, Kerala and Mahabalipuram, the frescoed caves of Ajanta or the rock-cut splendour of Elephanta, the erotic sculptural ecstasies of Khajuraho or Halebid and Belur; the fabled vale of Kashmir; the modern attraction of our four great metropolitan cities of Delhi, Bombay, Calcutta and Madras, fact remains that the India abounds with numerous places of tourist attractions. While the Committee note that good deal of efforts are being made to develop places of tourist interests to attract foreign tourists, much remains to be done to develop places which attract home tourism. In the Committee's view both the foreign tourism as well as domestic tourism are important. While foreign tourism brings foreign exchange and promotes international understanding, domestic tourism fosters national integration and instills amongst the people the consciousness of a single nationhood. The Committee, therefore considers that while sustained and concerted efforts should continue to be made to develop places to attract foreign tourists, a strong tourism consciousness should also be created in the country among the Central and State Governments, the local bodies, the tourist, travel trade and hoteliering industry to create infra-structure for home tourism at much more rapid pace than hitherto.

4.7. The Committee would, therefore, stress that comprehensive surveys be undertaken to identify and develop places of tourist interest in the country as a whole, with a view to identify places for immediate development which are likely to attract foreign tourists and those which would attract home tourists.

### Reply of Government

The Government agrees generally with the observations and the recommendations of the Estimates Committee.

Although the Central Department of Tourism is concerned mainly with projects and programmes which are intended predominantly to stimulate international tourism, it also augments the efforts of the State Governments and the travel industry to provide facilities for home tourists.

Broad indicators about the flow of tourist traffic to major tourist centres are available from sample surveys organised by the Department. This data is taken into consideration in formulating developmental plans. The Department will endeavour, with the help of the State Governments, to undertake more comprehensive surveys of tourist potential as suggested by the Committee. Meanwhile the development plans have to concentrate on areas already selected for priority from the angles of foreign tourism.

[Department of Tourism, D.O. No. H.11013 (1) / 73-A.III,  
dated 22-11-1973].

### Recommendation (Serial No. 8, Para No. 4.19)

The Committee further note that numerous efforts have been made to prepare various schemes/programmes for the development of tourism in India. The Committee also note that foreign experts and the United Nations Development Programme Team have also applied their mind and have suggested various measures in their reports submitted to the Department of Tourism. In the Committee's view, while all concerned are aware of the problems faced by the tourist industry and their solutions are also outlined, what is perhaps lacking is implementation. This is primarily due to the absence of a master plan integrating all these projects into a whole fabric for a coordinated growth and development. The Committee would therefore recommend that the Government should draw up a perspective master plan for tourism on all India basis, so as to provide a frame-work for the next and subsequent Five Year Plans and to determine priorities.

### Reply of Government

Government is unable to accept the view that such failures as may have occurred in the implementation of tourism development programmes in the country have been due primarily to the absence of an over-all master plan.

India has a very large number and variety of tourist attractions. The Department has indentified those places where the flow of tourist traffic is the largest and those which have a large tourist potential for attracting additional traffic. Based on the pattern of tourist traffic to the country, new resort areas are being developed in the Fourth Plan, on an integrated basis, with the object of attracting destination traffic, as the latter constitutes the bulk of international tourist traffic. Further, development of special aspects of tourism like wild life sanctuaries, cultural tourism and provision of entertainment have also been taken up. The private sector is being assisted in improving tourist facilities through providing incentives and credit facilities in order to give impetus for investment in the travel industry. Youth travels is being promoted by constructing a chain of youth hostels. This general approach to planning will continue in the Fifth and subsequent Plans, but it is hoped that both the detailed planning of projects and their implementation will be more speedy and effective than in the past.

However, the Committee's proposal that a more comprehensive tourism plan should be prepared, over a longer perspective than five years, will be further considered by Government. The National Tourism Board has also recommended the preparation of a plan on similar lines.

[Department of Tourism, D.O. No. H.11013 (1) /73-A.III,  
dated 22-11-1973].

#### **Further Information called for by the Committee**

##### **Recommendation (Serial No. 8 Para 4.19)**

Please intimate the final decision taken by Government in regard to preparation of a comprehensive tourism plan over a longer perspective than five years.

[Lok Sabha Sectt., O.M. No. 5/24/1/ECII, dated 28-12-1973].

#### **Reply of Government**

The Fifth Five Year Plan on Tourism indicates the broad approach on tourism planning that would generally hold for subsequent plan periods. Thus the investment priorities indicated in the Fifth Plan are:—

- (i) provision of accommodation and transport to match anticipated growth in international tourism, on the basis of past trends;



- (ii) the development of new resorts and tourism, in order to accelerate the growth in tourism, and also to spread traffic over different regions of the country as far as feasible; and
- (iii) tourism promotion abroad.

The Plan has also laid down certain criteria for selecting centres for tourism development. These criteria are (a) the existing tourist traffic to the place (b) the potential it holds for attracting international tourists (c) its development in relation to the existing and/or future travel pattern or circuit of tourists within the country (d) its relation to overall promotional strategy and the developmental programmes of the Department of Tourism and (e) the investment that the State Government concerned would make at the place for developing the infra structure such as roads, water and electric supply, transport facilities.

For detailed planning during each Plan period, feasibility studies and tourist opinion surveys are necessary. Such a survey has already been conducted in 1972-73 to assess tourist preferences, expenditure and trends. Similarly, a survey for the development of beach resorts at Kovalam, Goa and Mahabalipuram has also been undertaken. The National Council of Applied Economic Research has been commissioned to undertake a cost-benefit study on tourism which will cover the following aspects:—

- (1) An analysis of cost and benefits of investment in different classes of accommodation (4.5 star, 2-3 star hotels and motels and tourist lodges);
- (2) Cost-benefit analysis of a resort project *viz.*, the development of Kovalam;
- (3) An overall economic assessment of the impact of tourism (both domestic and foreign but distinguishing between these) on Jammu and Kashmir; and
- (4) Estimation of the contribution to the country's national income on the basis of all incomes arising from tourism. A number of State Governments have also undertaken surveys of tourism potential.

Based on the results of the above surveys and studies, it will be possible for the Department of Tourism in consultation with other

Agencies to prepare a perspective plan for the development of tourism facilities in the country spread over a 10-year or longer period.

[Department of Tourism O.M. No. H-11013(1)-A-III dated 15-1-1974].

### **Recommendation (Serial No. 13, Para 4.53)**

The Committee note that there was at present no Tourist Department in Andaman and Nicobar Islands with the result that no specific measures had been taken to encourage the flow of tourists to the territory. The Committee further note that the tourist infrastructure in the territory viz., hotels, road transport etc. were also lacking. The Committee would therefore stress that proper survey for assessing tourist facilities in the territory was of paramount importance to evolve suitable development programmes. The Committee would therefore recommend that survey of tourist spots in the territory might be attempted and also a well co-ordinated perspective plan formulated for the growth and development of tourism in Andaman and Nicobar Islands.

### **Reply of Government**

The recommendation has been noted. The Department of Tourism will consider this further in consultation with the Ministry of Home Affairs.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated 22nd November, 1973].

### **Further Information called for by the Committee**

Please intimate the final action taken in consultation with the Ministry of Home Affairs.

[Lok Sabha Sectt. O.M. 5/24/1/ECII dated 28-12-1973].

### **Further Reply of Government**

The Ministry of Home Affairs have now agreed in principle to allow foreign tourists to visit the Andaman & Nicobar Islands in conducted tours for tourism purposes after obtaining special permission. So far no concrete interest has been shown by Tour Operators to take groups to these islands. In the context of the present austerity measures, it is not possible to make any provision for development of infrastructure in these islands for the present.

[Department of Tourism O.M. No. H-11013(1)/73-A-III dated 15-1-1974].

### **Recommendation (Serial No. 13, Para 4.54)**

The Committee are convinced, after a visit to the Andaman and Nicobar Islands, that these have great potential for tourism. The Islands are located away from the mainland and this, in itself, should offer an exciting trip, particularly for the younger generation. The Committee regret that no concrete steps have so far been taken to carry out detailed survey of these Islands, nor develop centres of tourist interest. The Committee feel that as Government have no expertise and experience of developing such sea tourist centres by ITDC, a survey of the islands should be urgently carried out, with a view to locate beaches and other centres which would be of tourist attraction.

### **Reply of Government**

While agreeing with the Committee that the Andaman and Nicobar Islands hold great potential for tourism development, and that the islands need first to be surveyed for identifying the centres of tourism development, the Government are of the view that considering the limitations of resources, beaches of tourist interest on the mainland should first be taken up for development as the investment required would not be so high as would be the case for developing tourist complexes in the Andaman and Nicobar Islands. Provision of some tourist facilities there has, however, been made in the Fifth Plan of the Union Territory.

[Department of Tourism D.O. No. H-11013(1)/73-A-III  
dated 22-11-1973].

### **Recommendation (Serial No. 17 Para 5.17)**

In this connection the Committee note that UNDP Team, in its report had made a number of valuable suggestions for the augmentation and improvement of hotel accommodation in the country. The Committee would urge Government to lay greater emphasis to the implementation of some of the important recommendations/suggestions of the UNDP Team, listed below *viz.*, (i) substantial increase of accommodation (ii) Bulk of tourists being from the so-called affluent countries, requirements and expectations of this category must be set as standards for the future development of hotel and restaurant industry in India without neglecting to cultivate a special Indian style (iii) lack of professionally trained

management, (iv) procedural delays, (v) equipment import licence restrictions, (vi) lack of incentives and infrastructure in areas deserving development, (vii) absence of regional or local building development plans, (viii) extension of Government support for getting sites financial and, import licences, specific tariffs for water and electricity, (ix) classification machinery should encourage improvements in hotels and supplementary accommodation, (x) diversion of funds from new construction in area of relative low significance to improvement of existing accommodation.

The Committee feel that apart from making available necessary finance, what is even more important is grant of essential facilities such as land, making available in time essential construction materials like cement, steel, provision of power, water, telephone connection, etc. It is only if all these essential services and materials are available in time and without difficulty, that it would be possible to complete in time the hotels and press them into service without delay. The Committee would recommend to Government the constitution of a high powered working group or body consisting of representatives of Ministries and other interests concerned who should review at least once in three months the physical progress made in the implementation of the schemes, and solve the problems faced by the hoteliers in completion of their scheme and spell out other measures or assistance which should be given by Government to accelerate the growth of hotel industry. As most of the money would be coming from the public sources it is imperative to ensure that the money is put to effective use in providing the desired facilities and that it generates further resources for development. The Committee would suggest that Government who have now adequate experience in the running of hotel industry through ITDC, Air India, etc., should in consultation with the hotel industry lay down broad guide lines about the essential facilities which are to be provided in hotels of Three-category and above so that they do not fall short of the desired standard. In particular, the Committee would like to stress that utmost care should be given to the provision of hygienic cooking conditions and service facilities so as to win and sustain the confidence of foreign tourists. The Committee have elsewhere dealt with the other pre-requisites for development of hotel industry on sound lines, but would like to recall here two basic prerequisites namely availability of adequately trained management personnel to run the industry as well as trained professional cooks and other ancillary services for providing hygienic and clean food.

### **Reply of Government**

The recommendation has been noted.

[Department of Tourism D.O. No. H. 11013(1)/73-A. III dated 22nd November, 1973]

### **Further Information called for by the Committee**

Please intimate the specific action taken in pursuance of the recommendation of the Committee.

[Lok Sabha Sectt. O.M. No. 5/24/1/ECII dated 28-12-73]

### **Further Reply of Government**

The recommendation made by the Committee, that a working group be set up consisting of representatives of Ministries and other interests, to review progress made and problems faced by hoteliers in completing schemes, was considered in detail. In the implementation of their projects, hotel companies have to deal with a large number of authorities, Central, State and local. To take a few examples, these authorities include Regional Cement Controllers, the Steel Priority Committee, State Electricity Boards, the Chief Controller of Imports and Exports, the State Revenue Departments and so on. It would not be practicable to set up a representative body of all these interests. It is the responsibility of the Department of Tourism to coordinate the requirements of hotel companies and to assist them in obtaining necessary priorities, including foreign exchange. Admittedly delays do occur in hotel projects as they do in industrial projects, even those enjoying very high priority. It is necessary to strengthen the organisation within the Department of Tourism for dealing with new hotel projects, and the allotment of scarce materials to these projects. Proposals for additional staff will be taken up with the Ministry of Finance.

Full attention is also being given to the recommendation that proper training facilities be provided to develop the hotel industry on sound lines. Apart from the Regional Institutes of Catering Technology & Applied Nutrition set up by the Ministry of Food at Delhi, Bombay, Madras and Calcutta, several Food Crafts Centres have also been set up at various places to provide professional training at the craft level. The leading hotel chains (India Tourism Development Corporation, East India Hotels Ltd., Indian Hotels Company Ltd., U. P. Hotels and Restaurants Ltd.) have set up their own training programmes for personnel to man their fast growing chains. The Department of Tourism is also making efforts to arrange for trainees to be sent

abroad by the Federation of Hotel and Restaurant Associations of India such training being arranged through the International Hotel Association at its member hotels in various countries. The grant of foreign exchange facilities for students to pursue courses in Hotel Management at well-known Institutions overseas has proved quite successful and instead of four or five candidates who used to be permitted each year, ten candidates were permitted such facilities during 1973. The Institute of Tourism being set up in Bangalore by the Department will also offer specialised courses at various levels to train professional personnel for the hotel industry, thus augmenting the basic training now available at the Institutes set up by the Ministry of Food.

[Department of Tourism O.M. No. H. 11013(1)/73-A. III dated 15-1-1974]

**Recommendation (Serial No. 20821 Para 5.46, 5.47 and 5.49)**

5.46. The Committee note that the Hotel Development Loan Fund was instituted in April, 1968, with the object of assisting the Hotel industry with adequate financial assistance in the shape of loans for the construction of hotels of requisite standards and for the renovation, expansion and improvement of existing hotels on the approved list of Department of Tourism. The Committee note that ever since the inception of the scheme 68 hotel projects at various tourist centres for construction of 6102 number of rooms involving a total investment of Rs. 56.31 crores were examined, while processing the applications of loan amounting to Rs. 31.42 crores. Out of these 68 projects, 36 projects had been approved at 14 centres for financial assistance in the form of loan to the tune of Rs. 15.03 crores. The Committee further note that out of these 36 projects since 4 projects were not being executed with due diligence and speed, loans to the tune of Rs. 2.04 crores relating to these projects had been revoked. Thus the net approvals will be for 32 projects for loans to the tune of Rs. 12.99 crores to provide 2875 rooms. So far a sum of Rs. 4.92 crores had been disbursed to 13 hotel projects.

5.47. While the Committee appreciate that the special loan fund scheme for development of hotel industry has made some progress, they consider that it would have to greatly expand its scope if the target of development of 30,000 additional rooms by 1980 is to be achieved. The Committee would suggest that the facilities available under the hotel loan scheme should be widely publicised so as to generate larger interest amongst the public and prospective hoteliers. The Committee would like the fund to be managed on sound business and economic lines from the beginning so as to build up a healthy

relationship with the loanee as also take adequate measures to see that public money was safeguarded and the instalments were recovered in time. Apart from the hotel development fund, the Committee would like Government to see that the Industrial Finance Corporation as well as nationalised banks continue to extend loan facilities both long term and short term to genuine hotel entrepreneur so as to encourage their development.

5.49. The Committee welcomes the proposed setting up the Tourist Finance Corporation to render financial assistance to the various segments of the tourist industry such as hotels, motels, tourist car operators, shikar outfitters, travel agencies etc. The Committee hope that the setting up of the Corporation would considerably facilitate the building up of requisite tourism infrastructure in the country.

### **Reply of Government**

With a view to expand the scope of operation of the Hotel Development Loan Scheme and manage it on sound business and economic lines as suggested by the Estimates Committee, a proposal was mooted in December, 1972 for the establishment of a separate Tourism Finance Corporation, which would, *inter-alia*, take over the responsibility of providing loan funds for the development of approved hotels in the private sector. On detailed examination, however, it was felt that it would neither be desirable nor advisable to have a separate Finance Corporation for Tourism, for the following reasons:

- (i) The volume of annual disbursements would be too small to justify the setting up of a separate financial institution.
- (ii) It would not be correct in principle to set up financial corporations for sectoral plans.
- (iii) The Industrial Finance Corporation and the Industrial Development Bank of India had developed expertise and could handle the disbursement of loans of the magnitude envisaged.

In the light of this, various alternative were considered and it has now proposed to transfer the responsibilities of Hotel Development Loan Scheme of the Department of Tourism to the Industrial Finance Corporation.

Apart from the Industrial Finance Corporation, the Industrial Development Bank, the Nationalised Banks and State Finance Corporations are also advancing loans to hotels. However, the rate of interest charged by these institutions is more than the rate of interest on loans advanced under the Hotel Development Loan Scheme. It is proposed to set up an Expert Committee to consider all issues relating to incentives to Hotel Industry, and in the light of the recommendations of the Committee the question of continuing the concessional rate of interest on loans under the HDLS will be examined. Meanwhile, it is proposed to transfer the operation of the Hotel Development Loan Scheme to the Industrial Finance Corporation under the existing terms and conditions.

[Department of Tourism D.O. No. H-11013(1)/73—A III  
dated 22-11-1973]

### **Recommendation (Serial No. 23 Para 5.57)**

The Committee consider the proposals for the construction of Tourist Reception Centres at selected places in India viz., Jaipur, Varanasi, Agra, Simla and Patna as a welcome step. The Committee hope that the Tourist Reception Centres, will form the nucleus of all tourist activities in the region and would provide under one roof, all the usual facilities expected by the tourists viz. (i) counters for air, rail and road bookings, (ii) souvenir/curio shops, (iii) handicrafts show rooms and shops, (iv) facilities for left luggage and money changing facilities, a post office, a restaurant/cafeteria, besides toilets and telephone facilities. The Committee would urge expeditious completion of the various Tourist Reception Centres under construction at present.

While the Committee appreciate the idea of the Reception Centres, they would like to stress that the quality of service to be rendered is of utmost importance. The tourist should be given a feeling that all these facilities exist in their interest and that all genuine difficulties would be redressed without delay. The Committee would, therefore, suggest that Government should review the working of these centres in consultation with State Government and other interests concerned so as to effect necessary improvements. The Committee would also suggest that these Reception Centres should be provided at other important places of tourist interest in a phased manner.

### **Reply of Government**

The recommendations of the Committee have been noted.



The Tourist Reception Centre at Jaipur is presently under construction and the work is being executed by the Rajasthan P.W.D. Construction work of the Tourist Reception Centre at Varanasi which is being executed by India Tourism Development Corporation, has almost been completed. As regards the Tourist Reception Centre at Patna which too, is to be executed by the India Tourism Development Corporation, preliminaries in regard to planning, designing and calling of tenders have been completed and work will be awarded shortly. Due to constraints on resources, the construction work of Tourist Reception Centres at Agra and Simla could not be taken up during 1973-74. However, a plot of land of approximately 2 acres has been allotted for the Tourist Reception Centre by the Ministry of Defence at a suitable location in the Agra Cantonment and work on the project will be taken up early in the Fifth Plan. Preliminary work regarding planning and designing of the building is already in hand.

The concept of Tourist Reception Centres has now been further modified so as also to provide facilities of the type available in Motels. During the 5th Five Year Plan the proposal is for construction of units of this type which will be called Motels.

[Department of Tourism D.O. No. H 11013 (1) | 73—A III  
dated 22-11-1973]

#### **Recommendation (Serial No. 32 Para 8.14)**

The Committee feel concerned about the mushroom growth of travel agents and consider it necessary to control and regulate the activities of non-recognised travel agents in the country. The Committee consider the constitution of Central Coordinating Committee to grant recognition to Indian Travel Agents, as a welcome step. The Committee hope that with the constitution of the Central Coordinating Committee, multiplicity of procedures which were hitherto being adopted by various Government Departments viz. Airlines, Railways, Passport Authority, Reserve Bank, Department of Tourism etc., would be eliminated and the entire power of recognition would now vest with the Central Coordinating Committee. They hope that this body would consider all applications for recognition and once recognition has been granted by such a body, the travel agents concerned would be authorised to carry on business, with the all Departments, Organisations|Undertakings of the Government of India. They also hope that the new system will safeguard the travelling public which utilise the services of travelling agents, from the undesirable activities of non-recognised Travel Agents. The Committee

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would also suggest that in order to make Central Coordinating Committee more representative and broad-based the nominees of the Reserve Bank, Airlines, Railways, etc., may also be associated with that Committee.

### **Reply of Government**

The Department has accepted the recommendation of the Committee with the exception noted in para 3 below.

The criteria for the grant of recognition to travel agencies by the Joint Committee are being finalised.

As regards the suggestion that representatives of the Airlines and the Railways may also be associated with the Joint Committee, it may be stated that this is not considered necessary for the functioning of the Committee (and might lead to some difficulties) as the Airlines and Railways have to continue to enter into separate agreements with Travel Agents and this they will do only after the Travel Agents have been approved by the Joint Committee.

[Department of Tourism D.O. No. H 11013(1)/73 A III  
dated 22-11-1973]

### **Recommendation (Serial No. 32 Para 8.15)**

The Committee would also commend the Japanese method of recognition where no Travel Agent is allowed to handle travel business in Japan without holding a licence issued by the Tourist Industry Division of the Ministry of Transport in Japan.

### **Reply of Government**

The Department notes the observation.

The Japanese method, referred to by the Committee, would however entail legislative measures and correspondingly, an elaborate machinery for control and enforcement all over the country. Keeping in view the functions and objects of the Department of Tourism, it is of the view that the existing system of approving Travel Agents through executive measures adequately serves the purpose for which it is intended.

[Department of Tourism D.O. No. H 11013(1)/73 A III  
dated 22-11-1973]

### **Recommendation (Serial No. 36 Para 10.24)**

The Committee also note that during the Prime Minister's Round Table Conference on Tourism it had been decided that ".....Publicity should be concentrated in areas abroad from where we can hope to draw the largest number towards fulfilling the target of doubling the tourist traffic. Foreign producers should be encouraged to produce films in India, Travelogues. Within the country, restrictions on photography should be relaxed considerably. Post Cards and slides of high quality should be produced and made available freely. Tourist maps, guide-books, information about entertainments in a city, and similar material are either not adequate or not available at all. Such deficiencies should be made up."

### **Reply of Government**

The recommendation has been noted.

Film|TV producers, photographers and travel writers are invited by the Department of Tourism on its hospitality programme. They produce documentary films and take a large number of colour and black and white photographs and these are used by them in their respective countries for the purpose of publicity. These teams are sponsored by the Tourist Offices overseas.

Besides inviting TV|Film teams on the hospitality programme, our Tourist Offices abroad encourage TV|Film teams to come on their own to make films of touristic interest. Such teams are assisted by way of duty-free import of film equipment, permission to film protected monuments etc.

The ITDC and some State Governments have produced quality picture postcards which are available for sale all over the country. Better tourist maps are under production and a series of new guide books are scheduled for production in ITDC's programme. Tourist offices in India try to fill the gap regarding information on entertainment programmes in major cities. Some of them produce fortnightly information pamphlet listing entertainments in their city.

[Department of Tourism D.O. No. H 11013(1)/73 A III  
dated 22-11-1973]

### **Recommendation (Serial No. 37 Para 10.31)**

The Committee realise the need of a vigorous promotional approach abroad, if we are not to lag behind others in the race for

attracting overseas tourists to India. The Committee, therefore, consider the hospitality programmes drawn out by the Department of Tourism whereby travel agents, travel writers, photographers and film producers both general and T.V. are invited to India as departmental guests, as a welcome step and would like this to be extended in a selective manner so as to get most significant writers, photographers etc. to visit India and stimulate interest for visit to this country.

Review should, however, be made from time to time to see that the expenditure incurred is commensurate with results achieved.

### **Reply of Government**

The Department has noted the recommendation of the Estimates Committee.

[Department of Tourism D.O. No. H 11013 (1)/73—A III  
dated 22-11-1972].

### **Further Information called for by the Committee**

The Committee may be informed if any review to see that the expenditure is commensurate with results achieved have been made and if so, what are the findings of the review.

[Lok Sabha Sectt. O.M. No. 5/24/1/ECII dated 28-12-1973]

### **Further Reply of Government**

A continuous review is made by the Department to ensure that the expenditure incurred is commensurate with the results achieved. As a matter of fact every case of hospitality is examined on its own merits and only such cases are accepted as are considered beneficial in the interest of tourist promotion.

[Department of Tourism O.M. No. H-11013(1)/73-A-III dated  
15-1-1974]

### **Recommendation (Serial No. 38 Para 11.22)**

In this connection the representative of the Ministry of Tourism had also admitted during evidence that "unless they train up a cadre of faculty in the country, mere setting up of institutions was not going to help much because it would be extremely difficult to obtain so many teachers or faculty members. Then there was the shortage of text books and reference books in the country." The Committee would urge that suitable measures should be taken as expeditiously as possible to overcome these shortcomings.

### **Reply of Government**

The objective of the Department in setting up the proposed Institute of Tourism is to inculcate professionalism in travel industry management by providing suitable training facilities for the personnel required for the growing industry as also for the personnel already servicing the tourist industry through in-service training and continuing educational programmes at various levels. It would also aim at training suitably qualified persons so that a cadre of trained and qualified faculty members is available for imparting training at various other institutions offering courses in tourism. The institute would establish an extensive library of books and other reference material on travel, tourism and allied subjects as also a documentation centre and undertake publication of suitable literature comprising journals, books and research papers which would help to meet the requirements of reference material for tourism studies.

[Department of Tourism D.O. No. H11013(1)73AIII  
dated 22-11-1973].

### **Recommendation (Serial No. 38 Para 11.26)**

The Committee considers the inclusion of tourism in vocational courses for B.A. in the Delhi University as a welcome step. The Committee would also emphasise the need for training of Managers and also for training and improving the skills of cooks, bakers, etc. With a view to intensify coordination in the activities of Catering institutes, the Committee consider it desirable to create a controlling office within the Department of Tourism to work closely with the different institutes and make reports and suggestions regarding possible improvements.

### **Reply of Government**

Apart from the University of Delhi which has included tourism as a subject in its vocational courses for B.A., the University of Maharashtra has also included tourism as a subject at Post-graduate level (one year Diploma Course). Besides, Sophia College in Bombay has started a tourism course. Universities of Madras and Andhra Pradesh are also contemplating the introduction of this course in the near future.

Since the administration of the four Institutes of Hotel Management and Catering Technology is not under the Department of Tourism, it would not be possible to set up a controlling office within the Department to regulate the working of the Institutes.

The Department is, however, represented on the Governing Bodies of the Catering Institutes. There is small Training Section under a Director in the Headquarters whose task is to organise the proposed Institute of Tourism. The Department also organises language/in-service training programmes for guides, travel trade personnel and the State and Central Government staff dealing with tourism.

[Department of Tourism D.O. No. H 11013(1)/73 A III  
dated 22-11-1973].

### **Recommendation (Serial No. 41 Para No. 13.13)**

The Committee note that the Department of Tourism have set up 11 full-fledged Tourist Offices at Delhi, Bombay, Calcutta, Madras, Agra, Aurangabad, Varanasi, Cochin, Khajuraho, Jaipur and Jammu. A Central Tourist Office was also proposed to be set up shortly at Srinagar. Some of the Central Tourist Offices at places like Darjeeling, Ootacamund, Bhopal, Bangalore, Bhubaneswar, Simla, had been closed down. The Committee also note that 17 State Governments had also set up Tourist Departments in their States besides setting up Tourist Bureaux, Information Offices at important places of tourist interests in their States. The Committee note that while the Central Tourist Offices cater mainly to the needs of foreign tourists, the State Government Tourist Offices cater to the needs of home tourists, and function under the control of the respective State Governments. Since the promotion of tourism was a joint venture in which a number of agencies were involved, the Committee would stress that offices of the State and Central Governments wherever they exist in the same cities should function as complementary to each other. The Committee feel that much more coordination and cohesion was needed in the functioning of these two sets of offices.

### **Reply of Government**

The recommendation has been noted.

The broad division of activities between the Government of India Tourist Offices and the State Government Tourist Bureaux at the various places in the country is that (a) while the former cater to the requirements of both foreign and Indian tourists, the latter primarily serve the domestic tourists, (b) The Central Government offices provide tourist information for all regions and destinations in India, and prepare itineraries for travel throughout India. The State offices provide only information and guidance for travel within the State. State Tourist Offices also sell trans-

port services such as city tours and the tours to places of tourist interest within a State. However, there is no strict demarcation of spheres of activities between the two offices, and tourists are free to draw upon the services of either or both these establishments.

There already exists a considerable amount of coordination between the activities of these offices. Thus the publicity literature brought out by the Central and State Government's Tourist Offices complement each other; visits of travel writers, travel agents/tour operators etc., from abroad are often handled jointly by the Centre and the States. Further, the Tourist Development Council, discusses and coordinates the policies and activities of the Central and State Governments in the field of tourism.

[Department of Tourism D.O. No. H11013(1)73AIII  
dated 22-11-1973].

### **Recommendation (Serial No. 42 Para No. 13-32)**

The Committee gathered the impression during their tours and discussion with non-official organisations that for a field organisation, it is absolutely essential that decisions should be taken in time and should reach all formations in clear and unambiguous terms. It is, therefore, essential that the set-up for tourism, both for policy-making and implementation, should be fully responsive to the challenges of the task and be willing to have an open mind to assimilate the best ideas, anticipation and analyse the trends in tourism and take quick executive action to prepare the ground for provision of the requisite facilities. In this connection, the Committee would like to draw attention to the following recommendations made by the IIPA on the set-up for tourist organisation:—

- (i) "...India should give top priority to the development of Tourist facilities in the country and the promotion of foreign tourism. Only a forward looking, research based and result oriented modern organisation with best available professional staff can do the job. To attract the best personnel in the field, pay and facilities at commercial rates have to be offered."
- (ii) "That the major problem is whether the Department of Tourism's present organisational structure is suited to operate quality programme for attracting tourist in the world's not competitive market. The emergence in 1967 of the new Ministry of Tourism & Civil Aviation brought about greater understanding and co-operation

between almost all the organisations involved in dealing with the tourists; the two national airline corporations and the Tourist and Civil Aviation Departments. But the governmental framework in which the Tourist Department operated has not shown the necessary flexibility to meet the kaleidoscopically changing tourism market. What was impaginative organisational set-up in the initial stages before the tourism became a major world industry, have become a virtual stagnation for Indian tourism. There are too many bottlenecks-organisational and procedural and the position of the tourism department as an attached office has hampered its capacity to handle the desired accelerated growth of tourism and to fulfill plan targets. The shortfalls in expenditure during the Second, Third and Fourth Plans are an indication that the present structure and procedures were not adequate to cope with the increasing number of foreign visitors, and to provide them with necessary facilities."

- (iii) "In some instances the Director-General of the Department has been handicapped because of Associate Finance. This leads to curtailment of his freedom of action, and prevents him from being an effective Head of the organisation in pushing through his plans and proposals. Important policy matters of the Department have to be processed in the Ministry. A very vital question is whether on such matters the Director-General as the Head of the Organisation has direct access to the Minister to advise him. It seems that the Secretary of the Ministry at present acts as an intermediary. This poses the problem of authority and responsibility. The Director-General is responsible for the activities of the Department, but it is doubtful whether he possesses all or even adequate final authority".
- (iv) Summing up the Indian Institute of Public Administration Report stated that "in view of the magnitude and dimensions of the global tourists explosion now and anticipated in the coming decades, we feel that the problem of evolving an organisational structure suited to modern promotion and marketing methods requires a fundamentally different approach. India needs a tourist organisation which will take vigorous and effective measures to sell a competitive 'product' throughout the markets of the world."



It is also pertinent to recall that for a number of years, by key post of Director-General of Tourism was not filled up and the work was carried only by an officer of the rank of Additional Director-General of Tourism. It is only recently that an officer has been appointed as Director-General of Tourism with an ex-officio status of an Additional Secretary. The Committee need hardly emphasize that the key executive portfolio in tourism should be manned for a length of time, so as to ensure stability and continuity in the implementation of tourism development programme. The Committee would also like Government to examine in depth the recommendations made by IIPA and take suitable action to see that the set-up for tourism has the requisite flexibility of approach and power for action.

### **Reply of Government**

The Committee's observations have been noted for future guidance.

The recommendations made by the IIPA were carefully considered by Government. Although the proposal of the IIPA to set up an autonomous National Tourist Authority was not accepted, a number of steps have been taken to make the national tourist organisation more responsive and capable of meeting the challenge of this growing industry. The major institutional change was to set up the National Tourism Board, under the Chairmanship of the Union Minister for Tourism & Civil Aviation. The functions of this Board (as already reported to the Committee) are to advise the Minister of Tourism & Civil Aviation on tourism policy and all matters relating to the improvement of tourist infrastructure in all its aspects, and to suggest ways and means to co-ordinate the tourism schemes and activities in the public and private sectors. The membership of this Board consists of representatives of the various Ministries of the Government of India, private organisations and eminent persons in the travel industry.

The second step has been to transfer from the Department of Tourism to autonomous corporations/authorities the implementation of major projects and programmes which require technical expertise and freedom from narrow Departmental rules and regulations. Thus, the construction and operation of the Kovalan Project has been transferred to ITDC, and it is proposed to do likewise with the Gulmarg Project. The preparation of publicity material for promotion overseas has been entrusted also to ITDC. The Industrial Finance Corporation will now operate the Hotel Loans Development Fund, under the general guidance of the Department of Tourism as to priorities and lending policy. The selection of a suitable agency

or agencies for the operation of wild-life lodges, youth hostels, camping sites etc. is under consideration.

The Department of Tourism itself can thus concentrate on planning and policy-making, tourism promotion, regulatory functions, inspection and training. These are governmental functions, which can be discharged effectively without any radical structural change. Proposals for a greater delegation of financial powers to the Department are under Government's consideration.

The organisational structure, strength and technical competence of the Department of Tourism and the ITDC will be further reviewed in the light of the needs of the Fifth Five Year Plan.

[Department of Tourism D.O. No. H.11013(1)/73-A-III dated  
22-11-1973]

### **Recommendation (Serial No. 44 Para No. 13.53)**

The Committee note that the Tourist Development Council was constituted in February, 1958 and comprises 64 members representing various interests viz. 24 Ministries/Departments of Tourism from different States, 9 M.Ps., 8 Distinguished Members of Public, 13 representatives of Central Ministries/Undertakings, 5 representatives of trade and industry etc. The Minister of Tourism and Civil Aviation is the Chairman and Minister of State for Tourism and Civil Aviation is the Vice-Chairman. The Tourist Development Council at its meeting held at Madurai in October 1970 passed a number of Resolutions. The Committee further note that the resolutions cover a wide range of subjects. The Committee also note that at 15th Tourist Development Council meeting held at Goa in October 1972, the Council passed an impressive list of 32 resolutions at the meeting. From the progress report furnished to the Committee on the action taken by the Department of Tourism to implement the various resolutions passed by the Tourist Development Council at its session held at Madurai in October 1970, the Committee note that not much headway has been made by the T.D.C. even after a lapse of period of about 3 years. The Committee, would therefore, stress that after a two decade of tourism planning a point has been reached when there should be concentration of attention on the expeditious implementation of the well-founded policies and programmes for the promotion of tourism in the country.

### **Reply of Government**

The resolutions passed at the Tourist Development Council concern not only State Governments but also other public and private

agencies over whom the Department of Tourism have no control. The Department at best can only keep pressing the various agencies to implement the recommendations contained in the resolutions and although it takes time, ultimately the resolutions are implemented.

[Department of Tourism D.O. No. H 11013(1)/73 A III dated 22-11-1973]

### **Recommendation (Serial No. 46 Para No. 13.67)**

The Committee note that there already exists the Tourist Development Council entrusted with the function of recommending measures necessary for the promotion of tourist traffic to India from other countries and from one part of the country to the other country. Added to this, are the four Regional Tourist Committees one each for the Northern, Southern, Eastern and Western Regions set up for implementing the Tourist Development Council recommendations by regular regional consultation and better coordination between the Centre and States. The Committee further note that the Department of Tourism has created another apex body National Tourism Board to advise the Minister of Tourism, relating to the improvement of tourism infra-structure in all its aspects and to suggest ways to coordinate tourism schemes and activities in the public and private sector. The Committee note that the National Tourism Board has not been delegated with any executive or financial powers. In the absence of any such powers, the Committee are not able to comprehend how far such a body can prove to be effective instrument for successful execution of tourism plans and policies. The Committee has, therefore, spelt out in greater detail their views about the re-organisation of the Department of Tourism at paras of this Report.

### **Reply of Government**

In a country of the size of India, development of tourist depends essentially on the close coordination and cooperation between the Central and State Governments as well as with Corporations, Municipal Committees and other local bodies. Constant contact, liaison and understanding is necessary at various levels.

The National Tourism Board was set up two years ago to achieve a greater degree of coordination between the various Departments of the Central Government and to advise the Minister on policies at the national level. The Board consists of top officials of the various Ministries connected with tourism as well as five non-official experts in various fields. It is a small deliberative body which is in a position to analyse the problems of tourism and give their considered advice to the Minister.

The main objective of the Tourist Development Council is to provide a forum to the State and Central Tourist Departments for exchange of ideas, to bring about agreed policies and programmes as well as to avoid duplication of responsibilities as recommended by the Estimates Committee.

In order to achieve greater coordination among the various States, four Regional Committees have been established. Each region has its own problems. It is not always possible to discuss the regional problems at an All-India forum like the Tourist Development Council.

The Department of Tourism considers that each of these committees has a specific role, in creating an awareness of the importance of tourism at different levels, and in ensuring the proper co-ordination of tourism policies and programmes. Some States also have their own Tourist Advisory Committees.

[Department of Tourism D.O. No. H.11013 (1)/73-A-III dated  
22-11-1973]

## **CHAPTER IV**

### **RECOMMENDATIONS IN RESPECT OF WHICH REPLIES OF GOVERNMENT HAVE NOT BEEN ACCEPTED BY THE COMMITTEE**

**—NIL—**

## **CHAPTER V**

### **RECOMMENDATIONS IN RESPECT OF WHICH FINAL RE- PLIES OF GOVERNMENT ARE STILL AWAITED**

#### **Recommendation (Serial No. 29, Para 7.60)**

The Committee note that tourist vehicles can move freely through different countries in Europe on a single permit. In the case of India, however, at present individual permits are required to be obtained from different State Governments for a tourist vehicle to move from one State to another. The Committee note that although the Government have made consistent endeavours to solicit the cooperation of the different States for the introduction of single permit system for inter-state movement of tourists vehicles across State boundaries, it has defied solution so far. The Committee would, therefore, recommend that in order to overcome these difficulties, the Government might examine the question at the highest level with a view to solve the problem.

#### **Reply of Government**

Although such a scheme has been under consideration for several years and was approved in principle at successive annual meetings of the Transport Development Council, it could not be implemented due to lack of agreement on the part of some State Governments. In the last meeting of the Council held in November, 1973, this lack of agreement was re-iterated. The Department of Tourism now proposes to draw up a list of important routes for inter-State operation of tourist road transport and seek clearance from individual States concerned for issue of a single permit system for these routes.

[Department of Tourism D.O. No. H. 11013 (1)/73-A-III dated 22nd November, 1973].

#### **Further Information called for by the Committee**

Please intimate the final action taken in the matter of issuing a single permit system for important routes in the country.

[Lok Sabha Sectt. O.M. No. 5/24/1 (ECII) dated 28-12-1973]

#### **Further Reply of Government**

As already stated in our brief to the Estimates Committee, the follow up action on the scheme is being undertaken by the Minis-

try of Transport (Transport Wing) in coordination with the Department. According to the latest position, the scheme has still not been accepted by all States concerned. It may, however, be stated that it was decided in the last Transport Development Council's meeting held recently that the scheme should be implemented by the States which had already agreed to it. Further action is to be taken by the Ministry of Transport which is seized of the matter.

[Department of Tourism, O.M. No. H. 11013(1)/73-A-III dated 15th January, 1974].

### **Comments of the Committee**

Final action taken in the matter of issuing an single permit for important routes may be intimated to the Committee.

### **Recommendation (Serial No. 30, Para 7.76)**

The Committee note that India is a vast country stretching 3220 Kms. North to South and almost the same distance from West to East. Rail travel will have to be the main depended upon the reaching various parts of the country for a considerable time to come. It is essential that the Railways adopt a more tourist oriented approach. The Committee note that tourists in the younger age groups are at present visiting India in large numbers. Since the young tourists generally travel on a limited budget, the Committee consider that the current youth influx does justify greater attention being paid to rail facilities.

### **Reply of Government**

The Department has accepted the recommendation of the Committee.

The recommendation of the Committee has been communicated to the Railway Board for necessary action in the matter. The Department will take follow-up action with the Railway Board for the implementation of the recommendation.

[Department of Tourism, D.O. No. H. 11013(1)/73-A-III dated 22nd November, 1973].

### **Further Information called for by the Committee**

Please intimate the action taken by the Railway Board for the implementation of the recommendation and the follow-up action taken by the Department of Tourism.

[Lok Sabha Sectt. O.M. No. 5/24/1/ECII dated 28-12-1973].

### **Further Reply of Government**

The Department has taken up the matter with the Railway Board for implementation of the recommendations.

[Department of Tourism, O.M. No. H. 11013 (1)/73-A-III dated 15th January, 1974.]

### **Comments of the Committee**

The reaction of the Railway Board to the recommendation of the Committee may be intimated.

### **Recommendation (Serial No. 30, Para 7.77)**

The Committee note that at present the foreign tourists have the facility to make reservations 180 days in advance in Air-conditioned coaches and 1st Class only. The Committee feel that these facilities should be extended to the remaining classes of rail travel by tourists for example in air-conditioned chair car second class and third class which were greatly in demand with the tourists in the younger age group.

### **Reply of Government**

The Department has accepted the recommendation of the Committee.

The recommendation of the Committee has been communicated to the Railway Board for necessary action in the matter. The Department will take follow up action for the implementation of the recommendation.

[Department of Tourism D.O. No. H. 11013 (1)/73-A-III dated 22nd November, 1973].

### **Further Information called for by the Committee**

Please intimate the action taken by the Railway Board for the implementation of the recommendation and the follow-up action taken by the Department of Tourism.

[Lok Sabha Sectt. O.M. No. 5|24|1|ECII dated 28-12-1973].

### **Further Reply of Government**

The Department has taken up the matter with the Railway Board for implementation of the recommendations.

[Department of Tourism, O.M. No. H-11013 (1)/73-A-III dated 15th January, 1974].



### **Comments of the Committee**

The decision taken by the Railway Board in the matter may be intimated to the Committee.

### **Recommendation (Serial No. 30, Para 7.78)**

The Committee would also suggest that provision of bed rolls to foreign tourists travelling not only in upper classes, but also in the second and third classes. The Committee further feel that there is considerable scope for improvement of short notice reservations facilities for the foreign tourists. The tourists are generally not aware of the facility of assistance for reservation from special quotas available to them through the Chief Reservations Supervisors.

The Committee would, therefore, suggest that the special quota of reservations available to foreign tourists should be publicised and make known to all those organisations handling tours of foreign tourists. It has been brought to the notice of the Committee that foreign tourists experience considerable difficulty in making forward reservations from one destination point to another. The Committee would like the Railways to examine the difficulties of the foreign tourists in depth, in consultation with all concerned and evolve a satisfactory and efficient procedure, for making reservation facilities available to the tourists on an assured basis.

### **Reply of Government**

The Department has accepted the recommendation of the Committee.

The recommendation of the Committee has been communicated to the Railway Board for necessary action in the matter. The Department will take follow-up action for the implementation of the recommendation.

[Department of Tourism D.O. No. H-11013(1)/73-A-III dated November, 1973].

### **Further Information called for by the Committee**

Please intimate the action taken by the Railway Board for the implementation of the recommendation and the follow-up action taken by the Department of Tourism.

[Lok Sabha Sectt. O.M. No. 5/24/1/ECII dated 28-12-1973]

### **Further Reply of Government.**

The Department has taken up the matter with the Railway Board for implementation of the recommendations.

[Department of Tourism O.M. No. H. 11013(1)|73-A, III dated 15th January, 1974].

### **Comments of the Committee**

Final decision taken by the Railway Board may be intimated to the Committee.

### **Recommendation (Serial No. 31, Para 7.84)**

The Committee agree with the view that with the introduction of cheap fares in airlines and a variety of concessional fares available for group travel, excursions, exclusive tours etc., sea travel had lost most of its importance so far as India was concerned. There was of coastal cruises to attract tourists. In this connection the Committee would commend the urgent implementation of schemes for transport cruises recommended by the Inland Water Transport Committee viz., (i) Deepening and widening of the canal from Adyar lake near Kovalam to the Boat Club in Trivandrum; (ii) Widening and deepening of back waters between the Boat Club at Trivandrum to Quilon and Alleppey, wherever necessary; (iii) Resumption of Ferry Services from Calcutta to Gauhati and other areas in Assam so that attractive pleasure cruises could be offered to interested tourists; (iv) Development of water ways from Srinagar to Wular Lake and Baramulah, so that launches could be offered to the tourists visiting Srinagar. The Committee also commend the efforts of Department of Tourism to provide motor launches at Nagarjuna Sagar and Govind Sagar Lake and at Bombay for transporting tourists from Bombay to Elephanta Caves.

### **Reply of Government.**

The Department is taking up the matter with the Ministry of Transport for the early implementation of the schemes recommended by the Inland Water Transport Committee.

[Department of Tourism D.O. No. H. 11013(1)|73-A, III dated 22nd November, 1973]

### **Further Information called for by the Committee**

Please intimate the final action taken in the matter of early implementation of the schemes recommended by the Inland Water Transport Committee.

[Lok Sabha Sectt. O.M. No. 5/24/1/ECII dated 28-12-1973]

### **Further Reply of Government**

As already stated in a brief to the Estimates Committee, the matter is being followed up by the Inland Water Transport Committee.

[Department of Tourism, O.M. No. H. 11013(1)/73-A. III Dated:  
15th January, 1974]

### **Comments of the Committee**

The final decision taken by the Inland Water Transport Committee may be intimated to the Committee.

### **Recommendation (Serial No. 36, Para 10.23)**

The Committee note that Jha Committee in its Report on Tourism had observed that ... the Publicity material sent out should be of top-quality and the best artists, designers, writers, printers, photographers, and film producers available in the country should be engaged to ensure that India's publicity material does not suffer in comparison with that put out by other countries... With a view, therefore, to obtain imaginative and informative quality design, photographs print etc., the Committee would commend that services of best artists, designers, writers, printers available in the country might be utilised. The Committee would also suggest that open competition may be organised and successful entries suitably rewarded.

### **Reply of Government**

The recommendation has been noted.

The ITDC, which is responsible to producing tourist publicity literature for the Department of Tourism, is utilising the services of the available artists, designers, writers and printers in the country. The use of some of the top Advertising Agencies for the purpose. As a result our literature today is comparable in quality with some of the best in the world. However, the Department will consider the suggestion of the Estimates Committee that open com-

petition may be organised to find out the best artists, designers and writers.

[Department of Tourism D.O. No. H. 11013(1)/73—A. III dated 22nd November, 1972]

### **Further Information called for by the Committee**

Please intimate the final decision taken on the suggestion of the Estimates Committee that open competition may be organised to find out the best artists, designers and writers.

[Lok Sabha Sectt. O.M. No. 5|24|1|ECII dated 28-12-1973].

### **Further Reply of Government**

The suggestion of the Estimates Committee regarding holding of open competitions to find out some of the best artists has been conveyed to ITDC which is responsible for the production of literature on behalf of the Department of Tourism. They are examining the possibility of holding such competitions in the relevant areas.

[Department of Tourism, O.M. No. dated H-11013(1)/73-A. III dated 15-1-74]

### **Comments of the Committee**

Final decision taken by the ITDC in the matter of holding open competition may be intimated to the Committee.

NEW DELHI;  
April 16, 1974.  
Chaitra 26, 1896 (Saka).

**R. K. SINHA,**  
*Chairman,*  
*Estimates Committee.*

## APPENDIX I

(Vide Chapter II Recommendation No. 9)

### A Tourism Philosophy for India as accepted by the National Tourism Board

1. Tourism is a mammoth, rapidly expanding, Global Industry. It is among the most lucrative markets, of which India's share so far has been very small. It need not be. Beyond purely commercial and mercantile gains, tourism, if seen in the proper perspective and encouraged with the requisite imagination and dynamism, can bring immense profit to the community and nation in material and intangible benefits. This fact has not been fully appreciated by our policy and decision makers and planners. Tourism has been considered as some sort of an international fad in which we are somehow involved and which we must humour. The interplay of conflicting ideas has led to haphazard, un-coordinated activities with self-defeating or counter-productive results.

The purpose of this paper is to argue an overhaul of this view and its substitution by a new, radical and integrated approach.

2. For the past twenty five years Tourism has been a part of Indian activity, for fifteen it has been a conscious and organised activity growing in time in size and scope. But the thrust of this activity has near been towards a clearly planned objective except to entice large numbers of people, a affluent people, into India and to earn foreign exchange from their spendings.

3. We believe the time has come when we must see Tourism in the large view of the country's aims and goals, in the context of the people's needs in every aspect of their existence, and in terms of the consequences, good or bad, that this activity can bring upon them.

4. We must spell out a philosophy which can guide us along the right line of action.

5. Tourism is for us travel by all people, foreign and Indian, around the country.

6. Tourism is an economic, developmental and promotional activity which can have a profound impact upon the nation and its place in the world.

7. Tourism can bring in the largest amount of foreign exchange and the maximum return for minimum investment, which no depletion of national resources. This can significantly reduce the need for foreign aid and assistance and help in the self reliant development of certain crucial economic sectors.

8. Tourism investment brings in more than the immediate and visible return. It benefits a wide radius of related and ancillary activity.

9. Tourism enable money to circulate among and percolate to many levels of the community.

10. Tourism can provide substantial employment in service industries, and particularly jobs to the "educated unemployed".

11. Tourism can give a stimulus to the socio-economic development of areas of the country which have received inadequate attention so far.

12. As an open society, we must expect people to visit us, see us as we are and gather some impressions of us. Tourism, therefore, has more than an economic dimension. It can be an important means to create a larger understanding among the people of the world about India, her people and her aspirations and efforts towards bringing about an advanced social, economic and cultural order.

13. Domestic tourism can achieve analogous objectives in the economic and developmental spheres. It can also be a force in creating an awareness and understanding of the many different peoples and cultures which inhabit this land. It can give our people a sense of unity and identification, a broadening of their emotional and cultural horizon, a sense of belonging and pride and, above all, a sense of the wonder that in this vast country.

14. We must also be very clear in our minds that unregulated tourism can cause many problems; unbalanced social change and economic development. social tension and environmental pollution; distortion of life-style; cultural decay; and the destruction of the very entity which started out as being touristically attractive.

15. Tourism originally started as pleasure travel motivated by natural human curiosity and the desire to experience a different

clime and culture, a different environment, to meet new people and savour the variety of life and living. It still basically remains what it was. But where it was a leisurely odyssey once, today it can be a turbulent mass onslaught across a nation capable equally of good and bad consequences.

16. A tourism philosophy must, therefore, be so conceived that it helps distil the good while drawing off the bad. It must help preserve, retain and enrich our world-view and life-style, our cultural expression and heritage in all its manifestations and development. The prosperity that Tourism brings must cause accretion and strength rather than damage to the structure of our life and objectives.

17. We, therefore, firmly believe that in Tourism India must present herself on her own terms. Not as an echo or imitation of other countries and other cultures and other life-styles. Not in a spirit of insolent ultimatum-take it or leave it. But also never apologetically. This is the India we have. This is the India we are building. This is the India we are proud to belong to.

18. The needs of tourists must be properly read and fulfilled within reason but co-related with our terms. We must not be totally insensitive nor must we go out on a limb to pander. We must not merely gratify what they want but also stimulate them to what we want them to want.

19. India must present herself as a unique combination of elements rarely to be found elsewhere that will be developed and strengthened for the long-term benefits of the country and Indians themselves.

20. We must aim not only at pleasure-bound tourists but also those who are receptive to other aspects of life in India, particularly our social, economic and cultural guests.

21. We must not seek purely an annual increase in brute numbers but people of the type we need and can handle adequately based on existing and developing capacity. Far better to have a manageable cross-section which returns happy than a disorderly mass which goes back smouldering. Numbers must increase in direct proportion to increased capability.

22. We must offer a variety of novel and inventive tourist packages apart from time-honoured targets.

23. Tourist development must reflect a mature understanding of the problems of metropolitan areas. Through an exclusive concern with the expansion of tourism and not with its impact on the exploding form and substance of our cities, we are in danger of taking a needlessly narrow view of the deteriorating urban environment in India. To counter the concentration of all kinds of institutions in metropolitan cities, investments in tourism must be made to serve a larger national purpose of drawing people away from these cities, and not funneling arrivals into them as has been the policy till now. This metropolitan accent is increasing the tawdry glamour of cities and accelerating the draft towards them. In the long-term this will increase the urban tensions already evident. It will encourage decay of smaller towns and of lesser populated areas. Alternative "magnets" must be developed.

24. Tourism must deliver adequate benefits locally and to the local people.

25. The luxury image of tourism needs to be carefully handled. The disaffection caused by the encouragement of conspicuously affluent hotels at the cost of other more pressing priorities should not be overlooked. The optimum number of super luxury hotels in our major cities need to be fixed. The continuing emphasis on them ignores the pockets and tastes of large numbers of tourists both foreign and domestic. What we need is a larger number of modest, functional, neat, clean, aesthetically satisfying accommodations with good services efficiently maintained.

26. A greater and more equitable dispersal of prosperity to larger numbers of people is possible through encouragement to small investors in setting up hotels, pensions etc, or ancillary services like transport.

In this line, servicemen being retired out of the Armed Forces while not yet past their prime, might make for excellent entrepreneurs. Their sense of discipline and management and acceptance of working and living anywhere can be a great asset and should be fully exploited.

27. The tremendous variety of authentic Indian cuisine needs to be developed to tourist tolerance. No attempt has been made yet even to touch the fringe of this highly existing gastronomic adventures. A vast culinary world exists beyond what is now available.

28. We must seek a massive improvement in tourism mobility and achieve a break-through in road, rail, air, sea and river transportation. We must accept that inadequate capacity in Indian Airlines



**Airlines stands to become the greatest single hurdle in tourist mobility unless for-seeing plans are put well under way now to reverse this eventuality.**

**29. A qualitatively different type of decision-making coordination and executive skill is needed for tourism planning and execution. Professionals rather than generalists, deputationists and amateurs, who alone cannot deliver the goods.**

**30. We must create, development and use our own talents and skills for tourist plans and programmes. In rare cases where there might be imperative need, foreign experts should be sought only on the condition that they will work with Indians in such a manner that they themselves can rapidly be phased out.**

**31. A massive effort is required (though not only for tourism alone) to correct the distortions in our life-style-bureaucratic excesses, vagrancy, rapacious touts, bad food, exposure to infection and humiliation, avoidable filth, etc. These must be seen as distortions and not airily dismissed as inevitable ingredients of the "Indian experience".**

**32. An equally massive effort needs to be made to engender in our people sympathy and friendliness and not hostility for tourists.**

**33. It must be a major function of tourism planning to protect, conserve and develop our environment—natural, archaeological and man-made. In vital sectors of zonal and area development tourist authorities must be intimately associated. The preservation of Indian Wild-life must also be considered a major concern of tourism.**

**In all these spheres there is a great need to sort out and rationalise the multiple overlapping and counter-acting inter-ministerial and inter-departmental agencies.**

**34. Central, State, and non-official plans and projects for tourism need to be developed with the highest degree of collaboration, co-ordination and cooperation. At present they seem to be undertaken in isolation or in a vacuum. Every activity must blend into the overall national structure. There should be no scope for duplication and cross purpose.**

**35. There is imperative need for uniform legislation related to Tourism throughout the country. At the moment different states have different laws many of them opposed to each other. This proves a cumbersome hinderance to the smooth operation of tourism.**

To begin with a rationalisation of existing laws as between States is crucially urgent. Fresh legislation should be undertaken only in the context of an all-India framework.

36. Ultimately tourism's performance must be constantly evaluated solely in terms of its contribution not to any particular section or sections of the community but to India's wider socio-economic development.

## Appendix II

### (Vide Introduction)

*Analysis of action taken by the Government on the 42nd Report of the Estimates Committee (5th Lok Sabha)—*

I.	Total number of Recommendations	85
II.	Recommendation which have been accepted by Government ( <i>vide</i> recommendations at Sl. No. 1, 2 (Paras 2.18 & 2.19) 3, 4, 5, 6, 8, (Para 4.18), 9, 10, 11 (Paras 4.36 & 4.37, 4.40, 4.41, 4.42), 12 (Paras 4.44, 4.45), 13 (4.55), 14 (Paras 4.59, 4.60), 15 (Para 4.66), 16, 17 (Para 5.16), 18, 19, 22, 24 (Paras 5.61 5.62) 25, 26 (Paras 7.23, 7.24), 27 (Paras 7.32, 7.33) 28, 30, (Para 7.79), 32 (Para 8.13), 33, 34 (Paras 9.25, 9.26), 35, 36 (Paras 10.20, 10.21, 10.22, 10.25 10.26) 38 (11.21, 11.23, 11.24, 11.25) 39 (Paras 12.12, 12.13, 12.14, 12.15, 12.16), 40, 42 (Paras 13. 30, 13. 31) 43, 45, 47 and 48).	
	Number . . .	61
	Percentage of Total	72%
III.	Recommendations which the Committee do not desire to pursue in view of Government's reply ( <i>vide</i> recommendations at Sl. Nos. 7, 8, 13, (Paras 4.53, 4.54) 17 (Para 5.17), 20, 21, 23, 32 (Paras 8.14, 8.15) 36 (Para 10.24) 37, 38 (Paras 11.22 11.26), 41, 42 (Para 13. 32) 44 & 46)	
	Number . . .	18
	Percentage of Total . . . . .	21%
IV.	Recommendations in respect of which replies of Government have been accepted by the Committee . . . .	Nil
V.	Recommendations in respect of which final replies of Government are still awaited ( <i>vide</i> recommendations at Sl. Nos. 29, 30 (Paras 7.76, 7.77, 7.78), 31, 36 (Para 10.23), . . . . .	
	Number . . . . .	6
	Percentage of Total . . . . .	7%

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