

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1418#
ANSWERED ON 09.12.2021

PROMOTION OF TOURISM BY ITDC

1418#. DR. SONAL MANSINGH:

Will the Minister of **TOURISM** be pleased to state:

- (a) the work being undertaken by the India Tourism Development Corporation (ITDC) for successive development, promotion and expansion of tourism and spread of culture in the country; and
- (b) the steps taken by India Tourism Development Corporation to enter into the new sectors like full-fledged money changers services and consultancy services related to engineering and other new services?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): At present, India Tourism Development Corporation Limited is running the following verticals:

- Ashok Group of Hotels: As part of its main objective ITDC has been running hotels, restaurants and catering establishments. Following steps for development of the ITDC Hotels and Catering Establishments (HCE) Units have been taken:
 - 1) Renovation of some rooms in The Ashok Hotel, New Delhi in recent past.
 - 2) Renovation and upgradation of 48 rooms and main lobby is in process and a new swimming Pool has been added in Samrat Hotel, New Delhi.
 - 3) Taj Restaurant, Agra has recently been renovated and upgraded.
 - 4) Modernization and upgradation of products and services is a continuous process in all Hotels & Catering Establishments of ITDC.
 - 5) With the approval of Ministry of Tourism (MOT), Govt. of India, ITDC deputed its chefs (s) for Indian Food Festivals being organised by India Missions abroad.
 - 6) ITDC has been organizing various food festivals in its different Units to promote domestic cuisines. Presently, ITDC is organizing “Experience the Essence of North Eastern States” festival from 3rd to 5th December 2021 at The Ashok Hotel in New Delhi.
 - 7) Tie ups with most of the Online Travel Agents for online room bookings has been done.
- Ashok Travels and Tours (ATT) Division is providing travel related services like Air-ticketing, Transport, accommodation, tours etc., to promote tourism in the country.
- Ashok International Trade Division (AITD) is operating 15 Duty Free shops at Seaports selling Duty free goods to tourists as well as seamen, thereby not only facilitating them but also earning precious foreign exchange.
- Ashok Consultancy and Engineering Services (ACES) Division:

- 1) Govt. of India has set up ITDC for the development, promotion and expansion of tourism in the country. ITDC through its Engineering Division undertakes various projects sanctioned by MOT and State Govts. for development and expansion of tourism in the country.
 - 2) ACES divisions since its inception has been executing various Tourism Infrastructure Projects under Swadesh Darshan, PRASAD and CFA Schemes of Ministry of Tourism, Ministry of Culture, Govts. of India, ASI- Govt. of India and various State Govt. for development of tourism.
 - 3) For promotion of tourism and increase in tourist footfall, Son Et Lumiere /Multimedia shows are being executed by the SEL Division. This division is the oldest entity in the country for implementation of SEL Shows.
- Ashok Events Division (AED)
 - 1) Manages events, conferences and exhibitions both at national and international level for Ministries and various Government Bodies.
 - 2) Provides designing and printing solutions (Posters, brochures, folders, invitation cards etc.)
 - 3) Manages events for Ministry of Tourism as the designated implementing agency.
 - 4) Manages Literature Distribution Centre, Palam on behalf of Ministry of Tourism.
 - Ashok Institute of Hospitality & Tourism Management (AIHTM) under HRD Division of ITDC, is a skill imparting centre in the Hospitality sector to the interested candidates. As such, AIH&TM is conducting various skill development programmes for Ministry of Tourism, Government of India under the Hunar Se Rozgar Tak Skill Testing and Certification, Entrepreneurship Programme, Tourism Awareness Programme etc. alongwith skill certificates and Diploma Courses such as One Year Diploma in Hospitality Trades in association with NIOS, Min. of HRD and One Year Diploma in Hospitality Management (DHM) with JMI Central University. AIH&TM is also conducting three years BSc (H&HA) Courses in affiliation with NCHMCT-IGNOU and Three years Bachelor of Vocational studies (BVoC). in Food Production in affiliation with JMI Central University. These courses help in generating skilled manpower in the hospitality trades and thus helps in bridging gap in requirement versus availability of trained manpower.

(b): As per approval of ITDC Board, Consultant M/s Deloitte has been appointed to prepare a business plan for ITDC for the future. Further, as regard to ACES and AIHTM following is also submitted.

- ACES Division of ITDC provides services from Concept to Commissioning of Tourism Infrastructure and Development of Hotels, Commercial, Educational, Residential Landscaping, River Front Development Projects, and Theme Based Parks etc. ITDC implements/ executes SEL/Multimedia shows and Monument lighting etc. to various States. The division also prepares Tourism Master Plans, Feasibility & Pre-Feasibility Reports, Cost –Benefit Analysis, Detailed Project Reports, Preparation of Drawings, Estimates & Tender documents for development of Tourism Infrastructure, for interested parties.

- AIHTM: Besides conducting skill development courses and various degree and diploma courses in the field of Hospitality, ITDC is also in process of introducing the following programmes.
 - 1) Entrepreneurship Development Programme (ITDC & NIESBUD): With a view to assist students and to create entrepreneurs in the Hospitality Sector, ITDC has launched a parallel vertical within HRD Division of ITDC, under “Entrepreneurship Development Programme” by forming groups and societies through which graduates from hotel management institutes along with recently unemployed and other experienced hospitality professionals looking for new job opportunities in the hospitality sector would be provided with the non-financial support for running catering and other hospitality related establishments (canteen/café, Event Management, Manpower Services, Banquet services, Pest control, Packaged foods etc.) in government and private offices/institutions and in other commercial buildings in various locations. The training is being conducted via virtual & physical mode by the authorities of NIESBUD.
 - 2) Tourism Awareness Programme (TAP): Under the CBSP Scheme of the Ministry of Tourism, Government of India, ITDC is in a process of training taxi/cab drivers under Tourism Awareness Program (fully sponsored by MoT) on Behavioural & soft skills with basic foreign language. Experts from renowned universities will impart their knowledge on a basic foreign language for the taxi/coach drivers to enable them to communicate commonly used sentences with foreign nationals. Each trainee would be awarded a Certificate of Participation on completion of the course under the Tourism Awareness/Sensitisation Programme.
