

HAND OUT

FOR

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DIPLOMA IN TRAVEL & TOURISM MANAGEMENT

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ROLE OF GOVERNMENT IN TOURISM PROMOTION

SEMESTER: SECOND

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Unit-I:

1.Policy formulation in India & National Tourism Policy

Mr. Pandit Jawaharlal Nehru, the first Prime Minister of Independent India, was the first person to notice the importance of tourism in the country. According to him, it was not only an instrument of earning foreign exchange but also a means of seeking international cooperation, understanding and peace between the nations. Tourism as an economic term in India was emerged only after Second Five year Plan (1956). Initially going on a pilgrimage or visiting your friends and relatives is what was meant to be Tourism in India. It was only after October 1966 when INDIA TOURISM DEVELOPMENT CORPORATION (ITDC) was setup and India was promoted as a tourist destination not only for pilgrimage or visiting friends and relatives but as a holiday destination. The main important objective of ITDC was rendering proper consultancy services and promotes Tourism in India for developmental purpose. In 1982, the Indian Government approved the National Tourism Policy which gave a six point plan for Tourism development of Swagat, Suchana, Suvidha, Suraksha, Sahyog and Samrachana, meaning Welcome, Information, Facilitation, Safety, Cooperation and Infrastructure Development respectively. The main aim of this policy was to promote balanced socio-economic development, promote and preserve the rich heritage and culture of India and also create employment opportunities. Later on, Government of India initiated took several measures like the National Committee on Tourism was set up in 1988, setting up of the Tourism Finance Corporation in 1989 to finance tourism projects, the National Action Plan in 1992, the 1996 National Strategy for Promotion of Tourism and a new Tourism Policy in 1997 have all aimed to promote the fast growth of Indian Tourism sector.

A National Tourism Policy (NTP) was formulated in 2002. However, taking into account the widespread, interrelated global developments and advancements, which have had a strong bearing on the Tourism sector, a new draft National Tourism Policy has been formulated and the same is yet to be approved.

Some of the salient features of the new draft National Tourism Policy include:

- Focus of the Policy on employment generation and community participation in tourism development.
- Stress on development of tourism in a sustainable and responsible manner.
- An all-encompassing Policy involving linkages with various Ministries, Departments, States/Union Territories and Stakeholders.
- The Policy enshrines the vision of developing and positioning India as a “MUST EXPERIENCE” and “MUST RE-VISIT” Destination for global travellers, whilst encouraging Indians to explore their own country.
- Development and promotion of varied tourism products including the rich Culture and Heritage of the country, as well as niche products such as Medical & Wellness, Meetings, Incentives, Conferences and Exhibitions

(MICE), Adventure, Wildlife, etc. • Development of core infrastructure (airways, railways, roadways, waterways, etc.) as well as Tourism Infrastructure.

- Developing quality human resources in the tourism and hospitality sectors across the spectrum of vocational to professional skills development and opportunity creation. • Creating an enabling environment for investment in tourism and tourism-related infrastructure.
- Emphasis on technology enabled development in tourism.
- Focus on domestic tourism as a major driver of tourism growth.
- Focus on promotions in established source markets and potential markets, which are contributing significantly to global tourist traffic, with targeted and country specific campaigns.
- Emphasis on Tourism as the fulcrum of multi-sectoral activities and dovetailing of activities of the Ministry with important/flagship schemes of the Government of India.

Transport (British English) or transportation (American English) is the movement of people and goods from one place to another. The term is derived from the Latin trans ("across") and portare ("to carry").

2.FUNCTIONS OF TRANSPORT

- 1.Transport contributes in Growth of industries whose product requires quick marketing. Perishable articles like fish and green vegetables are carried to various consumers quickly even in distant markets through transport.
2. Transport helps in increase in the demand for goods. Through transport newer customers in newer places can be easily contacted and products can be introduced to them. Today markets have become national or international only because of transport.
3. Transport creates place utility. Geographical and climatic factors force industries to be located in particular places far away from the markets and places where there may not be any demand for the products. Transport bridges the gap between production and consumption centers.
4. Transport creates time utility. Of late transport has started creating the time utility also. It has been made possible by virtue of the improvements in the speed of transport. It helps the product to be distributed in the minimum possible time.
5. Transport helps in stabilization of price. Transport exerts considerable influence upon the stabilization of the prices of several commodities by moving commodities from surplus to deficit areas. This equalizes the supply

and demand factor and makes the price of commodities stable as well as equal.

6. Transport ensures even flow of commodities into the hands of the consumers through out the period of consumption.

7. Transport enables the consumers to enjoy the benefits of goods not produced locally. This increases the standard of living, an essential factor for further development of marketing and economy.

8. Transport identifies competition, which in turn, reduces prices. Prices are also reduced because of the facilities offered by transport for large-scale production. Advantages of large-scale production is possible only due to transport.

9. Transport increases mobility of labor and capital. It makes people of one place migrate to other places in search of jobs. Even capital, machineries and equipments are imported from foreign countries through transport alone.

2.1 DIFFERENT MODE OF TRANSPORT:

2.1.1. LAND TRANSPORT :Land Transport may be classified as

Pathways: In remote villages, forest and hilly areas pathways are still an important amongst the different modes of transport. It further be subdivided into Head loads (is also known as human transport. It is used in the hilly areas where even animals cannot reach) and Pack animals (is also known as animal transport. It is used in the backward areas. The animals like horse, pony, donkey, ass, buffaloes, camel, elephant, yak, sheep etc. are used for this purpose.

Roadways: Road Transport is one of the most important modes of transport. The history of Road Transport started from ancient civilizations. Gradually it becomes more and more popular means of transport. Road Transport further subdivided into Vehicular Transport (Cars, Trucks, Buses, Lorries, Autorickshaws, Bullock Carts, Tongas, Tumtums, and Hand Carts etc.) and Non-vehicular Transport (Palanquins, Animals like Camel, Dogs, Elephant, Horse, Mules etc.) Land Transport Path Ways Road Ways Vehicular Transport Non Vehicular Transport Head Loads Pack Animals Tram Ways Rail Ways Passenger Trains Goods or Freight Trains Introduction.

A good road network is a critical infrastructure requirement for rapid growth. It provides connectivity to remote areas; provides accessibility to markets, schools, and hospitals; and opens up backward regions to trade and investment. Roads also play an important role in inter-modal transport development, establishing links with airports, railway stations, and ports. India has one of the largest road networks in the world, of 33.14 lakh km, consisting of (i) national highways (NHs), (ii) State highways (SHs), (iii) major district roads (MDRs), and (iv) RRs that include other district roads and village roads. NHs with a length of 66590 km comprises only 2.0% of the road network but carry 40% of the road-based traffic. SHs with a length of about 137000 km and MDRs with a length of 300000 km together constitute the

secondary system of road transportation which contributes significantly to the development of the rural economy and industrial growth of the country. The secondary system also carries about 40% of the total road traffic, although it constitutes about 13% of the total road length. RRs, once adequately developed and maintained, hold the potential to provide rural connectivity vital for generating higher agricultural incomes and productive employment opportunities besides promoting access to economic and social services.

Tramways: Tramway is one of the cheaper, longer, quicker and safer modes of Land Transport which is suitable in large cities. However due to certain limitations like slowly ness, huge investment, inflexibility etc. gradually it replaced by other means of Land Transport.

2.1.2. Railways: Railway has been the pioneer of modern mechanical transport. It has brought the greatest revolution in transport. It accelerated commercial and industrial development of various countries. Until the introduction of Motor Transport, Railway had the monopoly as the Land Transport. In India, it is the principal means of transport. It carries over 80 per cent of goods traffic and over 70 per cent of passenger traffic. It provides for more than 60000 kilometers of railways all over the country.

Rail transport in India: Railways are ideally suited for long distance travel and movement of bulk commodities. Regarded better than road transport in terms of energy efficiency, land use, environment impact and safety it is always in forefront during national emergency. Indian Railways, a historical legacy, are a vital force in our economy. Spanning nearly two centuries Indian Railways has been serving the country with utmost pride. It was only in 1851 when the first train ran in the country for hauling construction material in Roorkee and by 16th April 1853 the first passenger train service became operational running between Bori Bunder, Bombay and Thane. Fourteen railway carriages carried about 400 guests from Bombay to Thane covering a distance of 21 miles, thus marking the formal birth of rail network in India. Since then there has been no looking back. It is interesting to note that though the railways were introduced to facilitate the commercial interest of the British it played an important role in unifying the country.

2.1.3. WATER TRANSPORT : Water Transport in India: India has a long coastline, about 90% of sea borne trade is handled via major ports of Kandla, Mumbai , Nhava Sheva, Marmagao, Cochin, Tuticorin, Chennai, Vishakapatnam, Paradwip, Haldia, Goa and Kolkata.

India is bordered by Bay of Bengal, Arabian Sea and Indian Ocean and has a coastline of more than 7,000 kms.

INLAND WATERWAYS Inland waterways may be subdivided into River Transport: Rivers are the water highways given by nature. River Transport is suitable for small boats and steamers. It was highly developed in the pre-railway days. But with the development of railways, river transport was

neglected and decayed gradually. Canal Transport: Canals are the artificial waterways constructed for the purpose of navigation and irrigation.

It has an extensive network of inland waterways and seaports. The inland waterways include rivers, canals, backwaters and creeks. The total navigable length of inland waterways is 14,500 km. Inland Waterways Authority of India (IWAI) is the statutory authority in charge of the waterways in India. There are three national waterways in India: Allahabad Haldia stretch of the Ganga Bhagirathi Hooghly river, Sadiya Dhubri stretch of the Brahmaputra river system and Kollam Kottapuram stretch of West Coast Canal along with Champakara canal and Udyogmandal canal. These waterways also attract tourists from all parts of the world, thus promoting Indian travel & Tourism. There are also many hotels and resorts in these areas to cater to the lodging needs of the tourists. There are 12 major ports and about 180 minor and intermediate ports in India. With the ports handling more than 95% of the trade in India, they act as the major gateway for trade. The major ports in India are Calcutta, Haldia, Paradip, Visakhapatnam, Ennore, Chennai, Tuticorin, Cochin, New Mangalore, Mormugao, JNPT, Mumbai and Kandla.

NW-1, Allahabad-Haldia stretch of the Ganga-Bhagirathi-Hooghly river system,

NW-2, Sadiya-Dhubri stretch of the Brahmaputra river,

NW-3, Kottapuram-Kollam stretch of the West Coast Canal along with Champakara Canal (23 kms) and Udyogmandal Canal (14 kms).

Water transport is the cheapest and the oldest form of transport for heavy goods and bulk cargoes. Waterways are the natural gifts, hence it does not require large amount of capital expenditure for the construction of road and railway tracks, except canal transport, as in the case of land transport. In addition to that the cost of running is also very less. Water transport may be classified as under: Chart 1.3 Modes of Water Transport
Water Transport
Inland Waterways
Ocean Transport
Coastal Shipping
Overseas Shipping
River Transport
Canal Transport
Liner
Tramp
Tank
Passenger
Liner
Cargo
Liner

OCEAN TRANSPORT Ocean Transport or shipping may be subdivided into Coastal Shipping: Coastal shipping is a cheaper, speedy, flexible and economical form of transport for the movement of bulky and heavy cargoes. Usually coastal shipping trade is reserved for the national shipping. In India also from 1951 and onwards the coastal shipping trade is extremely reserved for the national ships.

Overseas Shipping: On the basis of their working, overseas shipping may be divided into The Liner (those ships which follow defined routes with fixed places and fixed time table), The Tramps (those ships which have no set routes or fixed time table) and The Oil Tanker (special sea carriers of crude oil in very large quantity). The Liners may again be subdivided into Passenger Liners and the Cargo Liners.

2.1.4. AIR TRANSPORT Air transport is the gift of twentieth century to the world. It is the latest means of transport. The first flight in the air was made in 1903 only for twelve seconds. Successfully it was used as a means of transport after the First World War (1914-1918). The first air service was started in 1919 between London and Paris. Since then it has made notable progress and provide tough competition to Railways. Air Transport can again be subdivided into passenger and cargo.

Air Transport in India: Air travel is a fastest means to reach in any part of the world. Domestic air services are looked after by Indian airlines and private airlines while the international airport service is looked after by Air India. Mumbai, Chennai, Kolkata and Delhi are the four major international airports of India Air transport being the most modern and the quickest mode of transport has been gaining popularity. However, the exorbitant rates have made it the mode of travel of the rich or of the business community for whom time is more expensive than air travel. But the entry of private Airlines and their various schemes have reduced airfare drastically. The recent tax relaxation on air fuel and such sops will further make air travel within the reach of a greater section of the Indian Populace. India had bilateral air services agreements with 93 countries as on May 31, 1999. Air India Limited is the major international carrier of the country. It operates services to USA Europe, the Russian Confederation, the Gulf/Middle East, East Asia, Far East and Africa. Air India owns a fleet of 26 aircraft consisting of six B-747-200, two B747-300 (Combi), seven B747-400, three A 300-B4 and eight A 310-300 aircraft. During 1998-99, Air India carried 3.15 million passengers as against 3.06 million in 1997-98. Indian Airlines is the major domestic air carrier of the country. It operates to 57 domestic stations (including Alliance Air operations) and 17 international stations in 14 countries, viz., Pakistan, Maldives, Nepal, Sri Lanka, Malaysia, Bangladesh, Thailand, Singapore, UAE, Oman, Myanmar, Kuwait, Qatar and Bahrain. Its operations, including Alliance Air cover 76 destinations including 16 abroad. The Airlines owns a fleet of eleven A-300, thirty A-320, twelve B737 and three Dornier -228 aircraft. All Boeing B-737 aircrafts are being operated by its wholly owned subsidiary Alliance Air. The domestic scene is now dotted with private airlines as the government has now very wisely ended the monopoly of Indian Airlines. The International service is however, still the monopoly of Air India as the private operators are Introduction 16 only allowed to operate within the country. Some of the leading domestic private airlines are Air Sahara, Jet Airways and Air Deccan. The government has been in the process of disinvestment of both Indian Airlines and Air India for the betterment of services. Pawan Hans Helicopters Limited has been providing helicopter support services to the petroleum sector including ONGC, Oil India Limited and Hardy Exploration at Chennai. Apart from these, it also provides services to certain state governments and public sector undertakings and in the northeastern states. Foreign airlines carrying international passenger traffic to and from India existed long before Independence. Their operations are governed by bilateral agreements signed from time to time between the Government of India and the governments of respective countries. In 1980-81, the number of such airlines was 35. It rose to 49 in 1996-97. The share of foreign airlines in India's scheduled international traffic has increased. In

1971, their share was 55.58 per cent, which went up to 65 per cent and declined to 58 per cent during 1972-75. It fell to 55.72 per cent in 1976 and further to 55.02 per cent in 1977. Between 1978 and 1990 it gradually increased and rose to 75.93 per cent. In 1996, the share was nearly 72 per cent. The development of airports is no longer solely under the public sector; instead private participation is allowed and encouraged. An International green field airport has been developed in Cochin, Kerala, with contributions from NRIs and loans from financial institutions. Approval for the reconstruction of four Metro Airports (Delhi, Mumbai, Kolkata and Chennai) has been given to make them world class. New International airports are to be set up in Bangalore, Hyderabad and Goa with the help of the private sector. In the past few years, several investments have been made in the Indian air industry to make use of its vast unutilized air transport network. Many low cost air carriers have also entered the Indian market in the past two to three years.

3.ALL INDIA PERMIT , TAXI CAB & MAXI CAB:

Motor cab are actually taxi services that carry people from pickup point to drop point

Maxi cab is actually a van that drops school children from home to school & vice versa that is the reason it actually write maxi on its body.

A Motor Taxicab is specified as any motor vehicle built or adapted to bring not greater than six guests omitting the chauffeur for hire or reward, and also Maxi Cabs implies any kind of automobile constructed or adapted to carry more than six passengers.

Maxi taxis are private, owner-operated minibuses in Singapore that are used in public transportation. They operate along fixed routes, having actually dealt with prices and also meeting points. Nonetheless they do not run under a timetable.

Types of permits available for motor vehicles in India and the conditions to be met

The permits provided for motors vehicles operating on Indian roads is divided varies depending upon the type of vehicle. The type of vehicle as far as permits are considered, is divided into goods vehicles and passenger vehicles. In this page, permits available for the two class of vehicles will be looked at in detail.

Permits available for goods vehicles

The different types of permits available for a goods vehicle are as follows:

- **Goods carrier permits:**

A goods carrier permit can be obtained by the owner of a goods vehicle under Section 79 of the Motor Vehicles Act, 1988 if the vehicle is in operation within the state. This permit is applicable only for a specified area in the state.

- **Counter Signatures of Goods Carrier permits:**

Counter signatures of Goods Carrier permits is issued in one state and is valid in another state provided it is approved by the state regional transport authority in that state. Under section 88 of the Motor Vehicle Act, 1988, since January 5 2006 in Delhi, counter signatures of goods carrier permits

will not be given to goods vehicles that are registered in another state and have a gross weight of upto 7500 kg if they are not operating on a clean fuel.

- **National permits:**

A national permit is issued to a goods vehicle which requires to move out of the home state. A national permit is issued for at least four states in continuation taking the home state into account as per rule 86 and 87 of the Central Motor Vehicles Rule, 1989. To obtain a national permit, the age of the goods vehicle should not be more than 12 years and the age of a multi axle vehicle should not be more than 15 years. To apply for a national permit for a goods vehicle, the applicant has to fill the form via Form 46 and Form 48.

Permits available for passenger vehicles

The different types of permits available for a passenger vehicle are as follows:

- **Auto Rickshaw and Taxi permits:**

Auto Rickshaw and Taxi permits are issued to auto rickshaws and taxis in the region of Delhi by MLO Burari. The fare levied by these vehicles is calculated via a meter mounted. The fares for auto rickshaw and taxi are as follows:

Type of vehicle	Fare
Auto Rickshaw	Rs.8 for the first kilometer and Rs.3.50 for every kilometer after that.
Taxi	Rs.10 for the first kilometer and Rs.5 for every kilometer after that.

-

Maxicab permit:

A Maxicab permit is issued to a type of vehicle that takes passengers via a fixed route in Delhi. The fares are decided by the STA and the capacity of the vehicle including the driver should not exceed more than 13.

- **Phat Phat sewa:**

A Phat Phat sewa permit was earlier issued to motor vehicles that were three wheeled and had harley davidson engines. Now Phat Phat sewa permits are issued to vehicles that ply on a fixed route and have a maximum capacity of 10 people including the driver. The fares are determined by the STA.

- **Eco friendly sewa:**

The eco friendly sewa permit is issued to vehicles that have three wheels and run on battery. These vehicles can have a seating capacity upto 11 including the driver.

- **Contract Carriage Buses Permits (Chartered Buses):**

A Contract Carriage Buses Permits (Chartered Buses) is the most common type of permit issued in the mould of hire and reward purpose. A contract is signed between the holder of the permit and the operator of the vehicle which allows the bus to be driven from one location to another on a fixed route. The driver of the bus should possess the list of passengers travelling in the chartered bus. The driver cannot allow any other passenger other than the names mentioned on the list to travel on the chartered bus. Contract Carriage Buses Permits (Chartered Buses) are issued under section 74 of Motor Vehicles Act, 1988. An applicant for this permit via PCA form.

- **Stage carriage permits:**

Stage carriage permits are issued by the government of Delhi to buses that travel on different routes of the city picking up passengers. The Delhi Transport Corporation (DTC) buses and private buses come under this category. Stage carriage permits are issued under section 70 of Motor Vehicles Act, 1988. The fares are determined by STA. The fares are as follows:

Distance	Fee levied
Upto 4 Kilometers	Rs.2.00
From 4 to 8 Kilometers	Rs.5.00
From 8 to 12 Kilometers	Rs.7.00
From 12 to 16 Kilometers and above	Rs.10.00

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- **Temporary permits:**

Temporary permits are issued to vehicles under section 87 of Motor Vehicles Act, 1988. It allows the vehicle to operate outside of Delhi for a limited period of time. The circumstances in which a vehicle is issued a temporary permit are as follows:

1. If the vehicle is travelling outside of the city and carrying passengers for a religious event or convention.
2. If the vehicle is travelling outside of the city for the purpose of seasonal business.
3. If the vehicle is travelling outside of the city so that a person can apply for the renewal of a permit or to resolve a pending decision.

To obtain a permit for motor cabs, the following criteria should be met:

1. The colour of the cab should be white.
2. Its seating capacity should be five.

3. The applicant applying for this permit should have an office with a telephone at a suitable location such that passengers can book it.
4. The applicant should have the finances to buy the vehicle for which he or she is applying for a permit. Also, the applicant should have adequate parking space for the parking of vehicles.

- **Rent a cab permits:**

Rent a cab scheme was launched in India in 1989. To obtain a Rent a cab permit, the following criteria should be met by the applicant:

1. The applicant should possess a 24 hour telephone.
2. The applicant should have adequate parking space.
3. The applicant should have experience of transport and passenger business.
4. The applicant should at least be the owner of 50 cabs and 50% of them should be air conditioned.
5. The passenger tax is paid in the state of operation by the applicant.

- **Institution/School Buses:**

Under the societies act of 1960, Institution/School Buses permits are provided to vehicles that are owned by educational institutions. The vehicles are painted in golden yellow color and also exempted from road tax.

- **All India Tourist Permit (AITP):**

For a vehicle to obtain All India Tourist Permit (AITP) the criteria to be met is as follows: If the vehicle is a bus, it should be a luxury bus which is white in color. It should have a blue ribbon which is 5 cms wide that is placed at the center of the exterior of the body of the bus. The word 'Tourist' is to be included on the two sides of the vehicle.

The national permit for a vehicle expires in 9 years from the date of its issue for a motor cab and 8 years for any vehicle other than the motor cab. If the motor vehicle is replaced by another vehicle that is not older than 2 years, no renewal is required. Also it essential for the vehicle to be equipped with public address system, drinking water, push full back seats, fans, curtains, a separate driver cabin etc.

5. PLANNING ITINIRARY IN INDIAN RAIL:

How to make train reservations in India

Making a train reservation today may be complicated and time consuming for the local Indian populations but foreign tourists have just to follow a simple procedure to get railway reservations. There is no need to pay agents anything to make train reservations for you when vacationing in India. Reservation system for Indian Railways is now fully computerized. Reservations can be made at almost all railway stations. Most routes require reservations several weeks or even months in advance. Some of these places are overcrowded and I have often heard that people wait in line for hours and when they reach the ticket window find out that the dates they wish to travel on are full. They either end up getting wait list tickets or no tickets. While on-line booking is now available the bulk of the population so far does not have computer and Internet facility to avail this service. Hence long lineups at reservation offices.

There are better options for foreign tourists and NRIs to make train reservations.

Train reservations for foreign tourists traveling in India.

Indian Railways offer some facilities to foreign tourists traveling in India by reserving a certain number of seats on each train exclusively for foreign tourists. Reservations can be made at International tourist bureaus. Best place to make a reservation and buy a ticket for foreign tourist and NRIs is the Tourist bureaus located in most major cities. In Delhi there is a reservation office at the railway station itself on the first floor. There is also an office at the Indira Gandhi airport arrivals lounge for passengers to make reservations. Tourists can make reservations and purchase train tickets from the foreign tourist quota, however they must pay in US Dollars or Pound Sterling. Indian Rupees are accepted on providing proof that foreign currency was exchanged for the Indian currency. Such proof can be in the form of encashment certificates issued when tourists exchange currency. On some occasions even an ATM receipt that shows a foreign card being used is accepted. **The procedure is simple.** 1. Visit the foreigners reservation office of Indian Railways 2. Fill in the reservation form (Short one page form that requires your selection of train, the class of travel you prefer, your passport to confirm your status as a foreign tourist. Forms are available free at the reservation office. Will help if you take a pen along. These days traveling with a pen is usually helpful, regardless of the country you are traveling in. oThe reservation staff will help complete your form, so don't worry too much about train numbers etc. I have been to the Delhi and Mumbai offices several times and the staff is very helpful. 3. Pay the appropriate train fare (there are no extra charges for this service) and take your reservation ticket. Now you can pay in India Rupees also.

Can Foreigners buy rail tickets on-line?

Yes, they can. There are two types of on-line booking facilities offered by Indian Railways. •I - Ticket •E - Ticket •**Kindly note:** Only the E-Ticket is a valid on-line reservation option for foreigners. See reason below*

I- Ticket

*Purchase of I tickets by foreigners is not recommended as these tickets are sent by courier to an Indian address only. Hence overseas tourists cannot avail this facility unless they have a local address.

E- Ticket

E- Ticket on the other hand is what foreign tourists can purchase on-line for their train travel in India. In the case of E-Tickets there are no tickets sent out by courier as the person making the booking on-line just prints them on their printer. Tickets can be booked on-line up to 60 days in advance. E-Ticket holders must take their ticket printout and photo ID with them when they board the train. In case you forget to take the printout the ticket checker will charge you Rupees 50 per ticket extra as a penalty for not having your ticket printout. A credit card is required for on-line booking.

Tips for E-Ticket Reservations:

- 1.To make an on-line reservation for trains in India you need to register first. Registration is a simple and free process and takes only a few minutes. To register visit <http://www.irctc.co.in/> or go directly to the new registrant page by clicking register now.2.The only foreign credit card that the railways presently seem to be accepting on their website is the American Express card. (American Express adds 1.8 percent to the price of the ticket as a service charge,)3.If you forget to take your ticket booking printout on the train the ticket checker will charge you Rs 50 for each passenger you booked the ticket for as a penalty for not having your booking printout with you.4.Tourist cannot make on-line reservations with Indrail passes.5.In case there is no seat available on-line for your preferred date of travel. There is always the possibility that you may get a seat from the foreign tourist quota. However you cannot access the foreign quota on-line. This has to be done in person when you are in India at the tourist reservation bureaus or at most major Railway stations.Additional details of other travel options for tourists traveling in India as well as fare a fare chart for the Indrail Pass is available on our '[Travel Incentives](#)' page.

Luxury Trains in India

India offers some superb trains for a memorial trip on some unique trains where you can travel like royalty. While Palace on Wheels is the most popular luxury train in India, there are a few other trains that offer a luxury holiday experience for tourists visiting India.

These special luxury trains are:

- Palace on Wheels Train - Travel like royalty!
- The Royal Rajasthan on Wheels
- The Deccan Odyssey
- The Fairy Queen train

Palace on Wheels

The Palace on wheels is a luxury train that offers a 7 day package for travelers to visit India traveling in ultimate luxury. The 7 day tour allows travelers to sleep in luxurious rooms on the train during the night and sightsee in the day. Palace on Wheels train has 14 fully air-conditioned deluxe coaches, each a combination of 4 twin bedded chambers. The luxury train offers facilities, which include channel music, intercom, attached toilets, running hot and cold water, shower, wall-to-wall carpeting and other amenities. Places Covered by the Palace on Wheels train are: Delhi - Jaipur - Jaisalmer - Jodhpur - Sawai Madhopur - Chittaurgarh, Udaipur – Bharatpur and Agra.The price includes the cost of travel, meals, sightseeing tours and entrance fee to monuments. Prices applicable up to March 2015 are shown along with additional details. In case you are wondering the hefty price of the ticket does not include drinks and you have to pay for them. Guests pay extra for video cameras, liquor and laundry services. The mineral water is free or shall I say included in the price of the ticket. During Christmas and New Year there is a 10% additional charge added on.If you wish to travel on the Palace of Wheels then you need to make a reservation way ahead of time. I am told that the train is sold out for the next several months. Contact a travel agent well in advance to ensure you get reservations. The Palace on Wheels train leaves New Delhi on Wednesdays at 4 pm and returns to New Delhi after the

tour on Tuesday at 6 am. Palace on Wheels train prices for 7 day tour. All Prices in US \$ Per Person Per Night Single / Double / Triple Sharing

Palace on Wheels Train Prices

Single Occupancy : US\$ 770 per night - Single Cabin
Double Occupancy: US\$ 575 per person per night - Twin Sharing Cabin
Triple Occupancy: US\$ 520 per person per night - Triple Sharing Cabin
Note: 50% of the prevailing tariff will be charged for the children between 05-12 years of age 10% of the prevailing tariff will be charged for the children below 05 years. Government service taxes of 3.09% charged extra. Commercial tax US\$ 15 per person extra as applicable. There is also a 10% surcharge levied on the tariff for the trips falling during Christmas (18th December) and New Year (25th December) and as with all printed prices, the tariff and itinerary are always subject to revision without prior notice!

Penalties to Cancel Palace on Wheels Tickets

In case you book your ticket and then decide to cancel, then there are some penalties you should be aware of:
•There is apparently a 20% of ticket value deducted if canceled 60 days or more prior to departure.
•50% of ticket value between 59 to 16 days prior to departure. And it gets better!
•100% of ticket value 15 days prior to departure.

Special trains.—(a) The rules, rates and conditions for the booking of special trains are given in the I. R. C. A. Coaching Tariff which should be carefully read and acted upon by the booking staff.

Applications for the running of a special train should be addressed to the Chief Operating Superintendent of the railway over which the station, from which the journey is to commence, is situated. The railway receiving the application for the running of a special train over more than one railway will co-ordinate with other railways concerned for finalizing the tour programme.

Such applications will be dealt with strictly in the order of priority of their receipt in the Headquarters Office.

657. If on examination of the itinerary of the tour, it is found feasible to run the special trains, the party will be so advised, but when the dates are found to be unsuitable for the running of the special train, the party will be asked to change the dates, if acceptable to him, which must be within a fortnight in advance or after the date originally proposed by the party. In case, the suggestion is not acceptable to the party, the running of special train will be politely refused.

The consent for the running of the special train shall not be given unless all the details have first been finalized with other railways over which the special train is to run. A copy of the finalized tour programme of the special must be issued to all concerned including the Chief Commercial Superintendent and the Traffic Accounts Office at least three weeks in advance of the commencement of the journey.

658. Once the itinerary is finalized by the originating railway, the party will not, normally, be permitted to make any material change in it. But if due to unforeseen circumstances, it becomes necessary to change the itinerary which does not affect the composition of the train, the originating railway will notify the change to all those who were previously advised of the running of the special, with instructions to recover additional charges, if any, before the change is actually affected. In case the application is withdrawn within sixty days in advance of the date of commencement of journey, the operating branch will immediately advise the staff concerned, Chief Commercial Superintendent and the Traffic Accounts Office so that arrangements for granting refund of the deposited amount be made on collection of the money receipt in accordance with the rules contained in the I. R. C. A Coaching Tariff.

659. After the tour programme of the special train has been finalized, the operating branch will advise the Chief Commercial Superintendent who will work out the charges recoverable. The charges so worked out will be advised to the party, the Station Master of the originating station and the Traffic Accounts Office at least fifteen days in advance of the date of the commencement of journey. In advising the charges to the party, it should be clearly stated that if the actual fares for the number of passengers traveling work out to less than the minimum charge (which should also be mentioned), the amount recoverable will be the minimum charge. The Traffic Accounts Office will check the charges advised by the Chief Commercial Superintendent and notify any discrepancy or error to the latter who, in turn, will advise the Station Master concerned.

At stations where Chief Booking Clerks of grade Rs. 1400—2300 (R.P.S.) and above are provided, the charges advised by the Chief Commercial Superintendent must also be checked by them and at other stations by the Station Masters personally, so as to ensure the recovery of correct charges on special tickets to be issued in connection with the special train. The amount of the special ticket will be accounted for in the daily trains cash-cum-summary book and the monthly passenger classification return, local or through, as the case may be. The actual number of passengers traveling in the special train, composition of the train, the number of passengers allowed free and the fact whether the luggage portion of the S. L. R. was used or not, must be clearly recorded in the special ticket.

The Station Master/Chief Booking Clerk is personally responsible to ensure that all terms and conditions under which the special has been arranged, have been fully complied with and all steps necessary to safeguard the interests of the railway administration have been taken.

Undercharges subsequently detected on the special ticket will be recovered from the Chief Booking Clerk or Station Master responsible.

660. (a) The folder appearing in the I. R. C. A. Coaching Tariff will be given to the organizer of the special train by the Station Master after filling in the type

of carriages supplied with their carrying capacity and an acknowledgement there for must be obtained and kept at the station. The Station Master will also advise the organizer of the special train to get the particulars of arrival and departure at each scheduled halt and details of extra charges paid for each extra detention, change in composition en route, etc. noted in the folder by the Station Master concerned under his station seal and signature.

(b) The Station Master of the station at which the detection to stock occurs or composition is changed, will be responsible to recover the charges due from the party. If the party refuses to pay, their refusal must be obtained in writing, and the Chief Commercial Superintendent of the originating railway and Station Master of the destination informed through Registered Acknowledgement Due letter to adjust the charges due against the deposited amount or to recover them at the destination. In case such a intimation is not received by the Chief Commercial Superintendent of the originating railway, and the amount due remains un recovered, the staff who failed to recover the charges due will be held liable to meet the debit.

(c) Folder must be completed in all respects. Guard of the special train should not sign-off unless folder entries are filled up or neither will hand the folder over to the Station Master of the destination station. The Station Master will workout the charges due from the party. If there is any charges due that is more than security deposit, he will realize in cash. If less than the deposit, he will make a remark in the folder. Folder will then be given to the organiser. He will submit it to the Chief Commercial Superintendent of originating railway through registered A/ D within fifteen days of the completion of the tour. After fifteen days no refund will be given.

WHAT IS A CIRCULAR JOURNEY TICKET?

If you wish to go on a pilgrimage or sightseeing trip to many destinations, Indian Railways provides the facility of booking Circular Journey Tickets. These tickets are highly discounted and offer you unique travel flexibility, as they are issued for all journeys (other than regular routes), which begin and complete at the same station. A maximum of eight break journeys will be admissible on these tickets. Standard Circular Journey Tickets are also offered by Zonal Railways. These cover popular destinations for the Convenience of tourists. The details of route, fare etc., for these tickets can be

obtained from nominated stations in each Zonal Railway. You can purchase these tickets if any one of the standard routes suits your convenience. Otherwise you can inform the Zonal Railways about your itinerary and Circular Journey Tickets can be drawn up to suit your requirements.

ADVANTAGES OF BOOKING A CIRCULAR JOURNEY TICKET :

Circular Journey Tickets give you the benefit of telescopic rates, which are considerably lower than regular point to point fare. With these tickets, you not only save time but also the inconvenience of booking ticket at each leg of the journey.

BOOKING PROCEDURE OF CIRCULAR JOURNEY TICKET :

1. Once your itinerary is finalised, Write a letter describing your itinerary and approach the Chief Reservation Supervisor at your station. The Chief Reservation Supervisor will then give you a printed form and you need to fill it, you also need to mention start date to calculate end date. Now the distance will be calculated based on your itinerary.

2. You can purchase Circular Journey Tickets by presenting this form at the Booking Office. After purchasing the Circular Journey Ticket. This is just a ticket and does not guarantee reservation. So you must approach the Reservation Office to reserve your accommodation for various laps of your journey only after the Advance reservation period has commenced for that particular leg of journey. You can reserve your berth on any train according to

your convenience. Fare difference may be charged in case of Duranto, jan satabdhi and other similar trains.

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शुभ यात्रा HAPPY JOURNEY		TICKET NO. A73433865	
पैसे नं.	वर्ग	वय	लिंग
13-01-2018	5074	1	0
CIRCULAR TOUR TICKET AUTHORITY (N)			
DEST: BZA VI SPRG-8G PRG-8G			
कोच	शेअर/बेथ	लिंग	वय
N SAIFRUDIVIRAJ	N	23	60
RS. ONE SIX TWO FIVE ONLY Rs. 1625			
AUTHORITY TKT VALID UPTO 19-02-2018			

1800-11-1363
24x7 Toll-free Tourist Helpline Number
Sharecode
1363

Initiative of
Ministry of Tourism
Government of India

YOUR PERSONAL TRAVEL PARTNER.

3. 40% concession for male Senior Citizens and 50% concession for female Senior Citizens are granted on the cost of the Circular Journey Tickets when travelling a minimum distance of 1000 kms.

Basic rules:

(1) Normal rules on Break Journey will not apply in case of Circular Journey Tickets for such circular journey which commences and completes at the same station. Return Journey on the shortest route or on a route upto 15% longer than the shortest route will not be treated as circular journey for this purpose. Circular Journey Tickets can be issued for all classes. Before issuing Circular Journey Ticket, the passenger should be asked to advise the names of maximum eight stations (excluding originating/destination station) where he wants to break the journey.

(2) Circular journey tickets cannot be purchased online.

SPONSORED

(3) Due to implementation of GST Circular journey tickets can be issued only for SL class of travel. This is a big blow for travellers.

(4) Railway zones (except Southern issue both standard as well as non-standard circular journey tickets. Standard circular journey tickets are pre-decided routes that include popular attractions within and outside the zone, and if any of these itineraries appeal to you, you can apply for one and save out on a lot of hassles that is involved in applying for a customised route (a non-standard circular journey ticket).

Standard Circular Journey Tour Tickets Over Northern Railway:

http://www.indianrail.gov.in/circular_Journey_Tickets_Northern.html

Standard Circular Journey Tour Tickets Over South Central Railway:

http://www.indianrail.gov.in/circular_Journey_South_Central.html

Standard Circular Journey Tour Tickets Over Central Railway:

http://www.indianrail.gov.in/circular_Journey_Over_Centralrailway.html

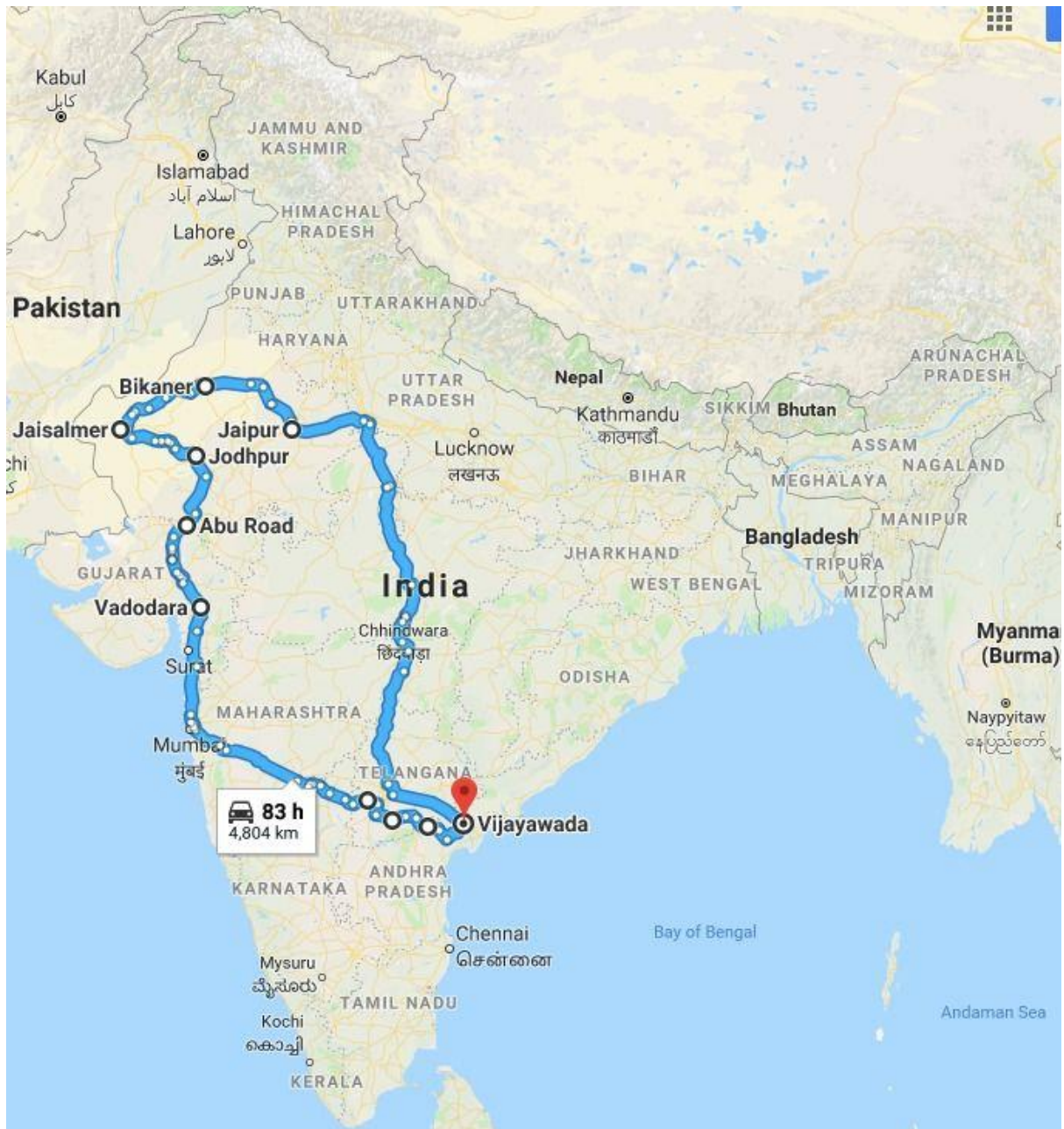
Southern Railway does not offer standard circular journey ticket, So you can only book a non-standard circular journey ticket.

(5) A maximum of eight breaks of journey (stopovers) are permitted on a single circular journey ticket. However, a halt of less than 24 hours at a station to catch a connecting train is not treated as a break of journey, and you can take advantage of this rule by maximising the permissible gap between the arrival of your first train and the departure of your connecting train. Unlike a regular break journey ticket, you do not need the endorsement of the station master at every break of journey.

(6) You cannot repeat any section during your trip (for example, you cannot travel Delhi - Kalka, followed by a Kalka - Delhi journey later). Exceptions are made for branch lines and sections where no alternate route is possible. If, for example, you wish to travel to Rameswaram, you will have to traverse the pamban bridge twice, as there is no other route out of Rameswaram.

(7) Every circular journey ticket has a specific validity period, determined by the total distance travelled. My circular journey ticket of 4755 km had a

validity of 38 days. There is no restriction on the number of days you spend at each stopover, as long as your entire trip is completed within the validity period of the ticket. The validity period for the ticket will be calculated at the sum of journey days and break journey days - journey days to be calculated @ 1 day per 400 kms distance or part thereof and break journey days to be calculated @ 1 day per 200 Kms. The ticket will be valid from the day of journey indicated on the ticket. There will be no restriction on commencing the break journey. The passenger will be required to put his signature with date on the ticket on commencement of journey.



Savings:

As the distance increases the fare decreases. This is the golden rule of railway ticketing. In my case I saved about 33%.

Cancellation of Circular journey ticket:

Simply write a letter to reservation officer and present all your tickets at the counter and your CJT will be cancelled. The cancellation charges are 120inr plus clerkage of 20inr. Total=140inr

Indian Railways and IRCTC ensure trouble-free cancellation of train tickets for passengers. Depending on whether you have done the booking online or through counters, you can cancel your tickets through the official website or mobile app of IRCTC or PRS counters at railway stations. Those who have booked their tickets through a third-party app or site can cancel it through the site or app or through IRCTC website. Once the ticket is cancelled, you will get a refund after deducting applicable cancellation fees. The cancellation of train tickets are subject to certain rules and policies, as listed below:

Cancellation Rule & Policy of e-Tickets Booked Through IRCTC

- Cancellation of e-Tickets booked through the IRCTC platform (official website or mobile app) can only be done through the same. You cannot cancel e-Tickets through PRS counters.
- Please note that e-Tickets can be cancelled only until the chart for the journey is prepared. Typically, the first and second chart preparations are done at least 4 hours and 30 minutes, respectively, before the departure of the train. For a train scheduled to start at 12:00 noon, the chart is usually prepared on the previous night.
- If you want to cancel your e-Ticket after chart preparation, you need to fill the online Ticket Deposit Receipt or TDR and track the refund status.
- Once the cancellation is confirmed, the process for online refund will be initiated by IRCTC.
- In the case of partial cancellation of e-ticket, a fresh Electronic Reservation Slip or e-reservation slip is issued to the passenger.

Cancellation of Counter Tickets

Indian Railways allows cancellation of tickets bought at PRS counters through three different ways.

- **Online Method:** You can cancel your PRS counter ticket by logging into the [IRCTC official website](#) and providing your ticket details, such as train number and PNR number. Please note that according to IRCTC cancellation rules, this is allowed only if you had provided a valid mobile number during the time of booking. You will receive the confirmation of cancellation and the refund details on the registered mobile number. In the case of a confirmed counter ticket, online cancellation is allowed up to 4 hours before the train's scheduled departure. If you have a

RAC/Waitlisted counter ticket, cancellation is allowed up to 30 minutes before your train is scheduled for departure.

- **Offline Method:** You can get your PRS counter tickets cancelled at any of the PRS counters of Indian Railways by filling up the details on the Cancellation Requisition Form.
- **SMS Method:** You can even cancel your PRS counter ticket by sending an SMS to 139. To cancel your ticket through SMS, type “CANCEL (PNR Number) (Train Number)” and send to 139.

Cancellation of counter tickets is allowed only under normal circumstances and not when a train is running late or cancelled. Also, for all three methods listed above, the refund can be collected at the station where the journey was to commence or from the neighboring satellite PRS locations within the specified time limit by surrendering the original ticket.

Cancellation Policies & Charges for Confirmed Tickets

For cancelling confirmed tickets, you will have to pay a cancellation fee based on the timing of your cancellation.

- **Prior to 48 hours:** In the case of cancellation of confirmed tickets 48 hours prior to the commencement of the journey, flat cancellation

Class of Travel	Cancellation Fee per Passenger
AC First Class and Executive Class	₹ 240 + GST
AC 2 Tier and First Class	₹ 200 + GST
AC-3tier, AC Chair Car, and AC-3Economy	₹ 180 + GST
Sleeper Class	₹ 120 + GST
Second Class	₹ 60 + GST

charges are applicable, as follows:

- **48 hours to 12 hours:** If you choose to cancel your confirmed ticket less than 48 hours and up to 12 hours prior to the commencement of the journey, you will be charged 25% of the total ticket price. This cancellation policy is also subject to a minimum flat cancellation fee as mentioned in the table given above, based on the class of travel.
- **12 hours and up to 4 hours:** If you choose to cancel your confirmed ticket less than 12 hours and up to 4 hours prior to the commencement of the journey, the fee of cancellation will amount to 50% of the total

ticket price. The above listed minimum flat cancellation fees are applicable based on the class of travel.

Cancellation Rules for Tickets Covering Several Legs of the Journey

- If you have a confirmed ticket for the first leg of the journey, the full ticket will be considered as a confirmed ticket while cancelling. The cancellation rules for confirmed tickets will be applicable in this case.
- If you have a waitlisted ticket for the first leg of the journey and even if all the other legs are confirmed, the full ticket will be considered as a waitlisted ticket for cancelling purposes. The cancellation rules for waitlisted tickets will be applicable in this case.

Cancellation Rules & Charges for RAC Tickets

- [Indian Railways](#) allows passengers to cancel RAC tickets up to 30 minutes prior to the commencement of the journey. If cancellation is initiated after that, no refund is applicable.
- A fee of ₹ 60 + GST per passenger will be charged for RAC ticket cancellation.
- If you have a RAC ticket at the time of booking but if you were given a confirmed reservation at any time before the final chart preparation, it will be considered as a confirmed ticket. The Indian Railways cancellation rules for confirmed tickets will be applicable in this case.

Cancellation Policies for Partially Confirmed Family Ticket or Party Ticket

- If you have a Family e-Ticket or Party e-Ticket issued for more than one passenger and some of these passengers have confirmed tickets while others have Waitlisted or RAC tickets, you can choose to cancel the entire ticket and get a full refund for even the confirmed passengers. For this, however, you need to cancel the ticket online or TDR should be filed online for all passengers 30 minutes prior to the train departure.
- In the case of family ticket or party ticket booked through the counter, this can be done by surrendering the ticket up to 30 minutes prior to the train departure.
- In the same scenario, if only the RAC or Waitlisted passengers have decided not to travel, no direct cancellation is possible. Instead, you will have to obtain a certificate from the ticket checking staff specifying that those passengers are not traveling and file for online TDR within 72 hours of reaching the destination station. Further, you will need to send the certificate obtained from the ticket checking staff to IRCTC via post.

Cancellation Policies & Charges for Waitlisted Tickets

- You can cancel your Waitlisted counter tickets up to 30 minutes prior to the commencement of the journey. No refund is applicable after that.

- For waitlisted counter tickets, the cancellation can be carried out by the passenger at the PRS counters or via the IRCTC website.
- A fee of ₹ 60 + GST per passenger will be charged for Waitlisted ticket cancellation.
- If you have a waitlisted ticket at the time of booking but it is confirmed at any time before the final chart preparation, it will be considered as a confirmed ticket. The Indian Railways cancellation rules for confirmed tickets will be applicable in this case.
- According to IRCTC cancellation rules, if waitlisted e-Tickets (GNWL, PQWL, and RLWL) remain waitlisted even after the charts are prepared, the names of such passengers will be removed from the reservation chart. The refund will be automatically processed by IRCTC after deducting the clerkage fee.

Cancellation Rules for Tatkal Tickets

- Indian Railways cancellation policies specify that confirmed Tatkal tickets can't be cancelled and no refund is granted if you choose to cancel a confirmed Tatkal ticket.
- Partial cancellation of Tatkal tickets is also allowed.
- In the case of waitlisted Tatkal tickets, cancellation charges will be according to the existing Waitlist cancellation rules. You can also opt for partial cancellation of Tatkal tickets. Learn more about Tatkal tickets [here](#).
- In the case of partially confirmed family or party Tatkal tickets, the cancellation rules are the same as general quota tickets.

Cancellation Rules for Premium Tatkal Tickets

According to the IRCTC cancellation rules, the confirmed Premium Tatkal bookings can't be cancelled and no refund is granted in such cases. Since Premium Tatkal scheme doesn't allow Waitlisted or RAC bookings, those rules don't apply. Learn more about [Premium Tatkal scheme here](#).

Cancellation Policy If the Train is Cancelled

- **e-Tickets:** If a train gets cancelled due to any cause, such as flood, accident, breaches, etc., the e-Tickets are cancelled automatically. You don't have to cancel the ticket yourself or file a TDR to get a refund.
- **Counter Tickets:** In the event that a train is cancelled, passengers with counter tickets must visit a PRS counter and cancel their tickets to get a refund. This can be done up to 72 days after the scheduled departure time of the train.

Cancellation Policy if the Train is Late by More than 3 Hours

- In the event that a train is late by more than 3 hours, passengers can cancel their tickets. For passengers with e-Tickets, TDR needs to be

filed before the train actually departs to avail full refund. Note that after the filing of TDR, the process of refund may take more than 60 days to complete.

- For passengers in possession of PRS counter tickets, the tickets must be surrendered at the PRS counter of the station from where the journey was scheduled to commence. Such passengers will be provided a full refund at the counter.

Rules Related to Partial Cancellation of Bookings

- Indian Railways allows partial cancellation of bookings. For partial cancellation of e-Tickets, a passenger has to log into the IRCTC website, proceed to the booked ticket section, select the person or persons whose tickets need to be cancelled, and click on the cancel button. Once the cancellation is done, a fresh Electronic Reservation Slip or e-reservation slip is provided to the passenger.
- For partial cancellation through PRS counter, a passenger needs to fill a cancellation form specifying the details of those persons whose tickets are to be cancelled.

Rules Related to the Cancellation of Tickets after Chart Preparation and Ticket Deposit Receipt (TDR) Filing

Cancellation of confirmed tickets after preparation of chart is not allowed by the Indian Railways. If you have to cancel such tickets, you will have to file TDR or Ticket Deposit Receipt online and track the status of your fund. However, it should be noted that the TDR has to be filed up to 4 hours before the train commences its scheduled journey. For RAC tickets, the TDR needs to be filed at least 30 minutes before the train commences its scheduled journey.

Foreign Tourists Train Reservation & Facilities in Indian Railway

[Foreign Tourists](#) who wish to experience Indian by train, can enjoy the [Special Facilities](#) earmarked for them. These are explained below in greater detail:

Special Quota: Several important trains have a special quota for foreign tourists. This can be availed on payment of US Dollars or Pound Sterling. Tourists without foreign currency, will be allotted the special quota on production of the exchange certificates issued by a nationalised bank. At the time of reservation, the passport number and the country of origin should be mentioned.

Assistance Cells: Major Reservation Centres have special Cells to help foreign tourists plan their itinerary, reserve their tickets and render any assistance required.

The International Tourist Bureau situated on the first floor of New Delhi Railway Station provides personalised service and assistance to foreign tourists and NRIs regarding reservations, itinerary planning and other enquiries. This Bureau is manned by trained staff and tourist guides, fluent in foreign languages. For any assistance, please contact: The Manager, International Tourist Bureau, I Floor, New Delhi Railway Station, New Delhi-110 001. Tel : 011-23405156, 23346804. Fax : 011-23343050.

Indrail Pass: This travel-as-you-please ticket has been created especially for foreign tourists and Indian nationals residing abroad. This ticket is available for a specified time period from 1/2 day to 90 days. Indrail Passes should be used within one year of issue. Validity period starts from the date of the first train journey and ends on the midnight of the last journey.

During the period of validity, foreign tourists can travel from anywhere to anywhere on the Indian Railways network without route or train restrictions and without payment of any additional charges.

Foreign Tourist Quota Booking :

Foreign Tourists (including NRIs) holding valid passport can avail Foreign Tourist Quota facility to book railway tickets online using IRCTC eTicketing. <https://www.irctc.co.in/>

International Users can book tickets under Foreign Tourist Quota upto 365 days in advance. For bookings done within current ARP period, berths will be allocated at the time of booking. While for bookings done beyond current ARP period, berths will be provided at the later stage when allotted by Railways PRS system. Users will be notified about berth allocation through International SMS facility.

Steps to avail Foreign Tourist Quota:

Mobile verification

- Using Update profile option on IRCTC eTicketing website, Foreign Tourists and NRIs should first submit and verify International mobile number in their profile. To verify the provided mobile number, an OTP will be sent. User must submit the received OTP to complete the verification process.

Ticket Booking

- Select “Foreign Tourist Ticket Booking” link under “Services” option of IRCTC eTicketing website.
- User can book tickets under Foreign Tourist Quota upto 365 days in advance.
- Available classes of travel under Foreign Tourist Quota are 1A, 2A and EC.
- User has to provide valid Passport number at the time of booking tickets.
- All SMS communications from IRCTC will be sent on mobile number submitted and verified by user while updating profile.

- For payment of ticket booking amount, User has the option to make payment using International Debit/Credit card.
- After successful payment and booking of ticket, Booking SMS and confirmation mail will be sent on registered mobile number and e-mail id respectively.

Charges

- There is a charge of Rs 200 + applicable taxes per ticket booked under Foreign Tourist Quota through IRCTC eTicketing website.

Cancellation

- In case of cancellation by User, 50% of the fare shall be deducted in addition to the cancellation charges. Time limits for cancellation of tickets booked online are as per extant rule set by Indian Railway.
- In case berth is not allotted by Railway PRS system, ticket will be automatically cancelled and Cancellation SMS / Email with details will be sent to the user on registered mobile number.

Failed Transactions

- If booking amount has been debited from customer's bank account and ticket was not issued, IRCTC will refund the entire Fare and IRCTC service charges electronically (as credit to the relevant credit /debit card account used for the transaction).

Refunds

- Refunds amount if any, will be credited only in the account which was used for ticket booking.
- IRCTC's payment reconciliation team works on a 24 x 7 basis, IRCTC offers no guarantees whatsoever for the accuracy or timeliness of the refunds reaching the Customers card/bank accounts. This is on account of the multiplicity of organizations involved in processing of online transactions, the problems with Internet infrastructure currently available and working days/holidays of financial institutions.
- All refund will be processed as per extant Railway Refund Rules.

- [General Reservation](#)
- [Ladies Reservation](#)
- [Senior Citizen Reservation](#)
- [Student Reservation](#)
- [Foreign Tourist Quota Reservation](#)
- [Boarding Point Change](#)
- [Circular Ticket Reservation](#)
- [UTS Unreserved Ticketing System](#)
- [Money paid - ticket not booked](#)

UNIT-II:

6. MARKETING OBJECTIVES OF INDIA TOURISM OFFICES OVERSEAS

The Ministry of Tourism, Government of India, through its 08 offices overseas endeavours to position India in the tourism generating markets as a preferred tourism destination, to promote various Indian tourism products vis-à-vis competition faced from various destinations and to increase India's share of the global tourism market.

The above objectives are met through an integrated marketing and promotional strategy and a synergised campaign in association with the Travel Trade, State Governments and Indian Missions. The specific elements of promotional efforts undertaken overseas include Advertising in the Print & Electronic Media, Participation in Fairs & Exhibitions, Organising Seminars, Workshops, Road Shows & India Evenings, Printing of Brochures and Collaterals, Brochure Support/Joint Advertising with Travel Agents / Tour Operators, inviting the Media and Travel Trade to visit the country under the Hospitality Programme etc.

PARTICIPATION IN TRAVEL FAIRS AND EXHIBITIONS

India tourism offices overseas participates in the major international Travel Fairs and Exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote the tourism products of the country. These include Arabian Travel Market (ATM) in Dubai, World Travel Market(WTM) in London, ITB in Berlin, ITB Asia, IMEX in Frankfurt and Las Vegas, FITUR in Madrid, Top Resa in Milan, .

International Campaigns The MoT, in the year 2009-10, released five international campaigns to promote India as an attractive, multi-cultural, modern and sports friendly destination year round. These campaigns are 'Print Campaign Europe, Print Campaign Americas, Print Campaign Asia Pacific, Print Campaign Global and TV Campaign Asia Pacific'. The major part of the activity was undertaken in The Role of District Tourism Promotion Councils in the Promotion of Tourism in Kerala 107 select TV channels, magazines, in-flight magazines and newspapers. Apart from the campaigns, the Ministry also undertook integrated programmes with select publications. The important tourism promotional activities undertaken by the MoT during 2009-10 are listed below: (a) A Visit India Year 2009 Scheme was launched by the MoT in April 2009 in collaboration with all stakeholders including airlines, hotels, tour operators, for incentivizing travel to India. Under the scheme, participating airlines, hotels and tour operators provided incentives by way of one complimentary air passage for a travelling companion, one night complimentary stay in the hotel booked by the tourist and complimentary sightseeing tour in any one city of visit. In addition rural eco-packages and

wellness packages were also offered to tourists from overseas. (b) As part of the promotional initiatives undertaken, Road Shows were organized in important tourist generating markets overseas with participation of different segments of the travel industry. (i) Road shows, in collaboration with the Indian Association of Tour Operators were organized in Japan and South Korea (Seoul-Osaka-Tokyo), USA and Canada (New York-Chicago-Toronto-Vancouver-San Francisco-Los Angeles) and West Asia (Dubai-Muscat-Bahrain) during the months of April and May 2009. (ii) Road shows in collaboration with the PATA India Chapter were organised in Scandinavia - Helsinki (Finland), Stockholm (Sweden) and Oslo (Norway) in August 2009. The road shows comprised of presentations on India followed by one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries. The delegation for the road show in Norway was led by the Minister of Tourism and Minister of Housing and Urban Poverty Alleviation. The Role of District Tourism Promotion Councils in the Promotion of Tourism in Kerala 108 (iii) Road shows focusing on adventure tourism were organized in Australia and New Zealand (Adelaide, Brisbane, Melbourne, Sydney, Wellington and Auckland) in September 2009, in collaboration with the Adventure Tour Operators Association of India. (iv) To promote wellness and medical tourism, road shows were held in Dubai, Riyadh, Kuwait and Doha in October 2009. The road shows comprised of presentations on the varied tourism products of the country as well as presentations focused on medical and wellness facilities in the country. The delegation from India for the road shows was led by the Minister of State for Tourism. (c) As part of the celebration of the Year of India in Russia mega promotional events featuring Indian culture and cuisine were held in Moscow and St. Petersburg in September, 2009. The highlights of the 'Incredible India Event' were the India Evenings organized at the Ritz Carlton Hotel, Moscow and at the Grand Hotel Europe, St. Petersburg. The India Evenings comprised of a cultural performance to showcase India's rich cultural heritage, followed by an Indian dinner. The India Evenings were followed by four-day long India Food Festivals in both cities. To coincide with the Events, an integrated outdoor advertising campaign and print media campaign were launched in Moscow and in St. Petersburg. (d) The Ministry of Tourism supported a major India promotional event India Calling organized by the National Geographic Society in Los Angeles in September, 2009. The event showcased Indian music, culture, cuisine and handicrafts. Chefs from leading hotel chains in India and crafts persons from Rural Tourism Projects in the country were taken for the event. (e) The Ministry, through the India tourism office in London undertook an advertising campaign in the print and outdoor media in London to coincide with the Queens Baton Relay for the Commonwealth Games 2010, which was flagged off from the Buckingham Palace on 29th October, 2009. The campaign included advertisements at Heathrow Airport, on hoardings, The Role of District Tourism Promotion Councils in the Promotion of Tourism in Kerala 109 billboards, LED Screens and bus shelters at prominent locations in London city as well as in leading daily newspapers. (f) The Ministry co-sponsored an event India Show - a unique experience with modern entertainment, produced by M/s Prime Time Entertainment AG, Germany, to be shown in Germany, Austria and Belgium for a period of 18 months, i.e.

from November 2009 till April 2011. The show presented to the Europeans the magic and mysticism of India and the fabulous world of the maharajas. The concept was to create India in luxury tents and to move them from city to city. The event provided an ambience of palaces, bazaars and other attractions, through modern stage technology. The World Premier of the event was held in Frankfurt on 17th December, 2009, which was attended by the Secretary (Tourism), Govt. of India. (g) India tourism, New York arranged for the premier screening of the film, Quest for the One-horned Rhino, a film produced by Richard Bangs, world renowned travel pioneer, author and producer, at the Explorers Club, New York on 17th September, 2009. The film focused on the story of wildlife conservation in the State of Assam, with particular reference to the onehorned rhino. The screening of the film was attended by leading tour operators, media representatives, adventure enthusiasts as well as opinion makers in New York. The Chief Minister of Assam who was present addressed the gathering prior to the screening of the film. (h) India tourism offices overseas have participated in the major International Travel Fairs and Exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote the tourism products of the country. These include Arabian Travel Market (ATM) in Dubai, PATA Travel Mart in Hangzhou, China, International Travel Mart in Shanghai, ITB – Asia in Singapore, World Travel Market (WTM) in London, IMEX in Frankfurt, FITUR in Madrid and ITB in Berlin. India tourism, Beijing was awarded the “Best Tourism Promotion Award” at the World Travel Fair in Shanghai. India tourism, The Role of District Tourism Promotion Councils in the Promotion of Tourism in Kerala 110 Tokyo was awarded the “Best Booth Operation Award” at the Korea World Travel Fair and the “Best Tourism Promotion Award” at the Busan International Tourism Fair in South Korea. (i) India Evenings and Presentations were organized in Amsterdam, Brussels, Brugge, Luxembourg, Copenhagen, Birmingham, Bristol, Cardiff, Norwich, Portsmouth, Dublin, Bern, Basel, Zurich, Marbella, Bratislava (Slovakia), Zagreb (Croatia), Ljubljana (Slovenia) Lithuania, Latvia, Estonia, Almaty (Kazakhstan), Budapest, Hamburg, Munich, Dusseldorf, Cologne, Vienna, Boston, Miami, Florida, Toronto, Montreal, Vancouver, Ottawa, Sao Paulo, Buenos Aires, Port of Spain, Beijing, Hangzhou, Kunming, Seoul, Tokyo, Busan, Taipei, Sydney, Abu Dhabi, among other cities. (j) For promotion of Indian cuisine, which is an integral component of the Indian tourism product, support was extended to Indian Food Festivals organized in Buenos Aires (Argentina), Montevideo (Uruguay), Colombia and Ecuador, Beijing (China), Dubai (UAE), Durban and Johannesburg (South Africa). (k) India tourism offices also participated in Cultural Festivals, including the “Namaste India” Festival in Tokyo, “Festivals of India” in Argentina, Indonesia and Ireland; “India Week” in Reykjavik, Iceland; the “Shared Histories” cultural festival in South Africa and a “Discover Incredible India” cultural festival in Los Angeles. (l) For greater visibility of Incredible India, outdoor advertising campaigns including advertising on taxis/buses/trams, hoardings and billboards were undertaken in Beijing, Shanghai, Guangzhou and Kunming, Tokyo, Seoul, Osaka, Sydney, Singapore, Dubai, Bahrain, Kuwait, Doha, Riyadh, Ras-alKhaimah, Johannesburg, Helsinki, Stockholm, Oslo, Amsterdam, Rotterdam, London,

Manchester, Edinburgh, Belfast, Moscow, St. Petersburg, Vienna, Frankfurt, Munich, Dusseldorf, Hamburg, Berlin, Davos, Paris, Cannes and Nice, New York, Washington, Miami, Boston, The Role of District Tourism Promotion Councils in the Promotion of Tourism in Kerala 111 San Francisco, Los Angeles, Vancouver, Ottawa, Toronto and Buenos Aires. (m) Tourist Publications were printed in foreign languages, by the overseas offices, to meet the requirements of the markets under their jurisdiction. These include Mandarin, Cantonese, Arabic, French, Spanish, Portuguese, German, Russian, Hungarian, Romanian, Polish, Croatian, Japanese, Korean, Taiwanese, Norwegian, Finnish and Swedish. (n) The Ministry provided Financial Support to Approved Tourism Service Providers viz., hoteliers, travel agents, tour operators, tourist transport operators etc. for undertaking various tourism promotional activities. (o) Other Promotional Measures include: (i) The Ministry regularly produces its 'Incredible India' bi-monthly magazine. (ii) A promotional calendar for the year 2010 was produced. (iii) To promote Indian Tourism, ad-hoc print advertisements were released in various magazines. (iv) Promotional 'Incredible India Carry Bags' were also produced during the financial year. (v) An online campaign covering major websites in USA, UK, Germany, Italy, France, Japan, China as well as search portals like Yahoo and Google were undertaken in International as well as domestic markets. (vi) Development of 'Visit India Year' micro site was undertaken for promotion of the Visit India year. (vii) A DVD comprising of Incredible India Television Commercials was also produced during the year.

7.

7.1.Kerala Tourism Development Corporation (KTDC):

Kerala Tourism Development Corporation, fully owned Government Company head quartered at Thiruvananthapuram in the state of Kerala, has a history of gradual development and advancement throughout the 44 years of its existence. KTDC is focusing on tourism related infrastructure and is opening a chain of hotels and transport network for tourist in Kerala. The company was incorporated on 29th December 1965 by the name 'Kerala Tourism and Handicraft Corporation Private Limited' with an authorised capital of Rupees One crore. The company was registered as a private limited company and commenced its business on first April 1966 with three hotels namely Aranya Nivas, Lake Palace and Kovalam complex which have been handed over by the Government of Kerala as capital. On 15th July 1970 the corporation was reorganised with the name 'Kerala Tourism Development Corporation (KTDC)'. 3 The State's premier destination developer, Kerala Tourism Development Corporation is registered under the Companies Act 1956. At the time of its incorporation the company was in possession with the corporate office in Thiruvananthapuram and the three regional offices at Trivandrum in the south region, Kochi in the central-region and Kannur in the north-region of the State. At present the corporation has 71 units which include nine premium hotels, eight budgeted hotels, 14 tamarind easy hotels, 12 motels,

three restaurants, eighteen restaurants cum beer parlours, one Central Reservation Cell (CRC), three Tourist Reservation Centre (TRC), two travel divisions and one shopping complex. Corporation has memberships in prestigious international and national organisations such as World Tourism Organisation (WTO), Travel Agents Association of India (TAAI), Federation of Hotel and Restaurant Association of India (FHRAI), and Indian Association of Tour Operators (IATO). Recently KTDC established a subsidiary company called Tourist Resort Kerala Limited (TRKL) for forming joint venture with leading players in the tourism industry. The autonomous body undertaken by the Government of Kerala to provide services to the tourists coming in the State, KTDC has a wide range of services for tourists such as accommodation, transportations, sightseeing facilities, vending vehicles and hotels, and reservation facilities, conducted and package tours etc. Official host of God's Own Country is the slogan of KTDC, which offers all excellent easy ways to knowledge of Kerala and gains several awards and recognitions for its hospitality and generosity. The properties of KTDC ranging from luxury hotels to budget hotels and motels, Yatri Nivases and restaurants, KTDC aptly qualifies as the official host to 'God's Own Country'. The premium properties of this largest chain in the state are located in the most picturesque theme destinations of Kerala and give a different ambience of their places especially the Royal Palaces as the island of Kochi, Lake Palace and Arya Nivas in the jungles of Thekkady, Hotel Samudra waterscapes as the Vambanad Lake and Tea County at Munnar etc. KTDC also offers Ayurveda Centres, Cultural entertainment and the best of Kerala's cuisine at its major establishments. The most reliable tour operator and travel agent of Kerala Government, KTDC offers comprehensive holiday package - exclusive escapades offers holiday packages and conducted tours that are set in the premium properties of KTDC. As a pioneering tourism development corporation, KTDC has also introduced innovative concepts like Insured Holiday and Rail Holidays, which provide a complete experience of Kerala. Its service is now able to give the travellers all information regarding ticketing, visa facilitations, national and international air ticketing and several striking tour packages. Kerala Tourism Development Corporation is actively involved in building up basic infrastructure needed for the development of tourism in the State. It has a diversity of hotels from the most luxurious to the most economical and from small motel to world-class resorts which provide something for every taste and budget. The company is engaged in renovating all its major hotels like Mascot Hotel, Arya 130 Nivas, Lake Palace Hotel Samudra etc. located at different destinations of the State. KTDC operates pilgrim's shelter at Sabarimala every year and full-fledged restaurants at Pamba to serve lakhs of pilgrims. The Amusement Park at Veli Tourist Village commissioned recently is an important feature of the tourist spot. Neeraja the floating restaurant at Veli, Kettuvallams (houseboats) of the Tharavaadu style at Kumarakam Tourist Complex and other very attractive speed boats and cruise boats are innovative facilities provided by KTDC for tourists recently. KTDC regularly conducts food festivals in the occasions of Onam, Christmas, Eid etc. mainly at Mascot Hotel, Thiruvananthapuram and occasionally in other centres across the state. The corporation is a regular participant in National and International fair like International Trade fair held at Pragathi Maidan,

New Delhi, International Tourism Borse (ITB) Berlin, World Travel Mart (WTM) London and ATM Dubai etc. KTDC has implemented a year-long umbrella package campaign called 'Visit Kerala Year 2009' for non-resident Keralites from January 20th, 2009 with the aim of wooing more domestic tourists to the state by focusing on Tier-II cities⁴.

4.2 Vision Following are the vision statements of KTDC • To expand its service base to more and more emerging areas and in developing new tourist destinations in the State. • To increase Foreign Exchange and Domestic contribution. • To increase the Employment Opportunity (direct & indirect)

4.3 Mission "To develop infrastructure and quality accommodation options in the State and thereby promoting tourism as a whole in Kerala" 131

4.4 Strategic Intents Being one of the chief promoters of tourism in Kerala, KTDC has been accepted the following as the strategic intents of the organisation. These strategic intents are acting as interlinks between the vision, mission and strategic and established objectives of the Corporation. • To elevate tourism as the economic and employment priority of the State by using tourism as the vehicle of growth for physical, social and economic development of the State. • To promote sustainable tourism development with focus on Conservation and Preservation of Heritage through participation of Panchayathi Raj Institutions. • To ensure quality services in all areas of tourism in the form of regulation, classification and monitoring. • To develop infrastructure through private sector and private-public partnership, with government acting as a facilitator and catalyst. • To develop and promote tourism products with continuous focus on backwaters, Ayurveda, performing arts, pilgrim centres, cuisines and ecotourism. While promoting Ayurveda, the value of naturopathy herbal medicines and tribal medicines will also be given due importance. • To concentrate on development of basic infrastructure by co-ordinating all line departments. • To create sufficient quality human resources in the field of tourism within the State and strengthen the institutional mechanism. • To enact proper legislation to sustain the industry and to regulate tourism activities through Government, industry and PRI collaboration. • To explore and develop new markets for Kerala Tourism products at both domestic and international levels. • To conserve and preserve the unique cultural heritage of the State. • To ensure the safety and security of tourists. 132

4.5 Objectives KTDC has been established by the Government of Kerala to promote tourism in the state. Along with this prime objective the corporation is taking into consideration the following objectives also. • Take over and manage existing hotels and sell, construct, purchase, acquire, lease, take on lease, run and maintain hotels, motels, restaurants, canteens, cafeterias, travellers' lodges for the purpose of boarding, lodging and stay of tourists. • To organise conducted tours and tour packages in order to generate income to the State. • To provide entertainment facilities to tourists by way of cultural shows, dances, music concerts, cabarets, ballets, film shows, sports and games etc. • To provide transport facilities to tourists. • Provide shopping facilities to tourists, and establish and manage shops, including duty-free shops to promote handloom and handicraft products. • To study the marketing strategies and to understand the market segment. • To find out the influence criteria of the marketing towards the hotel. • To understand the relevant technologies and are to perform the tasks necessary to meet the development objectives. • To

understand the Marketing/ Sales including contacts in the industry (prospectus, distribution channels, media) familiarity with advertising and promotion, personal selling capabilities, general management skills and a history of profit and loss responsibilities.

7.2.Rajasthan Tourism Development Corporation" (RTDC)

On the basis of the recommendation, the Government of Rajasthan established the "Rajasthan Tourism Development Corporation" (RTDC) at [150] Role of Rajasthan Tourism Development Corporation in promoting Tourism in Rajasthan Jaipur on 24 November, 1978 under the provision of Companies Act 1956 and it started its actual functioning with effect from 1 April, 1979. There has been the rationale behind setting up this unit i. From the operational point of view, Rajasthan Tourism Development Corporation covers a vast area. The main objective for establishing the Corporation was to provide the accommodation, catering, transportation facilities to domestic and foreign tourists, managing numerous restaurants, cafeterias, motels and bars. To enhance the experience of the tourists, the Corporation also organizes package tours, fairs, festivals, entertainment and shopping facility for domestic and foreign tourists. RTDC also run luxurious trains with the help of Indian Railways (IR) for foreign and domestic tourists to give a glimpse of Rajasthan's tradition and culture. The RTDC is a pioneering and popular unit to promote tourism in Rajasthan. Its main motto is the R - Respect, T - Trustworthiness, D - Dedication, C - Care 2. It has been successfully attracting domestic as well as foreign tourist. Keeping in view the vast increase in tourist traffic, the corporation has planned and commissioned new units at different places in Rajasthan. The work of expansion in different existing unit is also undertaken and it is executed effectively and efficiently. The organization's main objectives as follows:- 1. Establishment, development and execution of projects and schemes to facilitate and to accelerate development of tourism in the State. 2. Acquisition, construction and running of hotels, restaurants, cafeterias motels etc., for providing boarding and lodging facilities to the tourists. [151] Role of Rajasthan Tourism Development Corporation in promoting Tourism in Rajasthan 3. Organizing package tours and rendering facilities for transportation, entertainment, shopping etc. 4. Acquiring, maintaining and developing places of tourist interest. 5. Providing, distributing and selling publicity materials for tourists. 6. Organize cultural activities, fairs and festivals etc. 7. Coordinate the activities of various official and non- official agencies working in the field of tourism in state or anywhere else in India and abroad. 8. Carry on the business of producers, distributors and exhibitors of cine films, documentations and the like 3. To carry out the tourism activity in Rajasthan the Government has a specific organization structure of RTDC. The organizational structure of RTDC is given in next page. [152] Role of Rajasthan Tourism Development Corporation in promoting Tourism in Rajasthan

Role of Rajasthan Tourism Development Corporation in promoting Tourism in Rajasthan

4Organizational Structure of RTDC : The RTDC is a small size organization employing nearly 1,200 employees in its role[^]. The RTDC is governed by board of directors which is the apex decision-making body. It consists of 12 to 13 directors, majority of them are bureaucrats. Governor of Rajasthan appoints the directors. These directors are given autonomy in making their decisions and have all powers under the rule of RTDC. The board of directors are invested with all the powers in making decision as per the legal frame work of the RTDC. The second rung official of RTDC is Chairman who is responsible for overall general administration and having periodical review of all departments and sending report to the board of directors. Next in hierarchy is managing director who is assisted in his work by executive director, superintendent engineer and executive director finance. Beside the above-mentioned officials the other important officials are the general manager of General Administration Department (GAD), who is responsible for general administration and looks after day-to-day management. The then important officials are the general manager of Human Resource Development (HRD), who looks after manpower planning, recruitment and training of the personnel. Tours and transport is looked after by the manager tour and transport, this is one of the vital departments, as growth and development of tourism depends largely upon on this department. General Manager Customer Relationship Officer (CRO) looks after customer satisfaction and their comforts while visiting various destinations. The feedback provided by this department enables tourist friendly policy formulations. Tourists are attracted in Rajasthan to have glimpse of its rich cultural heritage and to facilitate this, the government has started heritage on wheels (HoW), and its operation is looked after by the general manager HoW. Purchase and Store is looked after by the general manager P&S, he is responsible for purchasing and storing the various things as per the requirement of the department. Food and Beverage department is managed by the General Manager F&B, this department provides the catering and bar facility in all the hotels, motels of RTDC and in luxurious trains. Another luxurious train Palace on Wheels (PoW) is managed by the General Manager PoW, he is assisted by manager of train and the other staff. Planning is the essential part of any organization, so RTDC have a General Manager for this planning namely General Manager P&M. As tourism is given status of industry, company secretary, is appointed by the RTDC to look in to the affair of RTDC. Secretary is responsible for the several legal requirements under the companies act. There are several kinds of record which are required to be maintained under the companies act. To make RTDC a competitive organisation, well equipped with latest information technology services, computer cell is set up by RTDC. Tourism is multi dollar service based industry, to make tourist inflows without any hindrance it is essential that their security concern is taken care off, failing which will have serious impact on the inflow of tourists and to take care of this need a special vigilance is being is set up under the vigilance officer. The above mentioned officer works directly under the executive director. The other important officials are super indent engineer and executive director finance. Finance is

the backbone of every department, so for there is a separate executive director for finance, which is followed by the General Manager Finance and its supporting staff. [155] Role of Rajasthan Tourism Development Corporation in promoting Tourism hi Rajasthan RTDC has been coordinating and integrating their working with the Department of Tourism, Rajasthan. The executive head of the Department of Tourism and RTDC is the same. Both are located in the same premises which facihtate coordination by having updated working information. 4.3 Functions of Rajasthan Tourism Development Corporation The main function of the RTDC is to promote tourism in Rajasthan with the cooperation of Department of Tourism in Rajasthan. It covers all the facilities, which are to be provided by the RTDC to the tourists in Rajasthan that includes accommodation, catering, transportation etc. The functions of RTDC can be summed up as under: 4.3.1 Accommodation This is the important function of the RTDC to provide accommodation to the domestic and international tourist and it is also mentioned in the memorandum of the corporation that it is to carry on the business of hotel, restaurant, cafe, canteen, tavern, motel, refreshment room and boarding and lodging 5. Before set up of RTDC, Department of Tourism was providing the accommodation facility to the tourist. Rajasthan Tourism Development Corporation offers a vast network of Hotels, Motels, Tourist Bungalow and Transport Units throughout Rajasthan. These are strategically located and come in low budget, economy and deluxe ranges. At the time of inception of RTDC there were 20 accommodation units out of which there were 14 Tourist Bungalows, 2 Midways, Cafeterias, Janta Avas Grih, Youth hostel etc. Now there are 77 units which are running by RTDC out of which 39 Hotels, 22 Motels, 10 Cafeteria, 3 Janta Avas Grih, 1 Transport unit and 2 luxurious train aiid 1 [156] Role of Rajasthan Tourism Development Corporation in promoting Tourism in Rajasthan Heritage on wheels. RTDC also provides the accommodation facility in tourist villages to the tourists at different places in Rajasthan. These villages have tents, huts, cottages and rooms for accommodation. These villages situated in a huge area and are basically meant for the foreign tourists. From a room to a private cottage is available on differing rents.

7.3.WEST BENGAL TOURISM DEVELOPMENT CORPORATION LTD. (WBTDC) West Bengal Tourism Development Corporation Ltd. (WBTDC) was formed on 29th April, 1974 with an authorized capital of Rs. 2.50 crores. It was set up under the provisions of the Indian companies Act 1956, whose all the shares are held by the Government of West Bengal. The Corporation :s considered the commercial and implementing wing of the Department -cum - Directorate responsible for executing plans and policies formulated by the Department-cum-Directorate of Tourism, Government of West Bengal. The necessity that motivated the Department to constitute the Corporation may be summed up from the excerpt from the Cabinet Memo as follows:24 “The measures taken so far to promote tourism in this State are far too short of what is necessary to tap the potential to full. Lack of resources is the main hurdle. The hurdle may be overcome and much better result in the field of development of tourism may be achieved if a Tourism Development

Corporation is set up and some of major tourism schemes are planned and executed it, necessary funds being secured by way of loan from banks and other financial institution.” With a view to making the tourism popular and its promotion and development in the State, the emergence of WBTD is, no doubt, a historical event in the State tourism scenario.

4.7.1: ORGANIZATIONAL STRUCTURE OF WBTD The organization chart of WBTD shows that the Minister of Tourism, Government of West Bengal himself is the Chairman of the organization. It is run by a Board of Directors as per the provisions of articles of association of the organization. The number of Directors of the Board ranges between two to nine. The other important portfolios in the organizational hierarchy are held by a Managing Director (Chief Executive), who is assisted by a General Manager who functions with the help of the establishment section, looks after the Head Quarter in Kolkata and also the Regional Operational Offices in different parts of the State. The General Manager has also the operation of the Northern and Southern region under his direct supervision and control. The supervision and control of different tourist lodges in different parts of the State are entrusted with a Manager, who is accountable to the General Manager, who looks after the functions of Manager (Tour) within the State in Head Quarter. The Managing Director is also responsible for supervising and controlling the activities relating to the Financial Advisor and Chief Accounts Officer (FA & CAO). The latter has an Accountant under his supervision, and who functions with the help of a few accounts staff. A Secretary assists the Managing Director also. It may be noted that as per the statutory requirement of the Indian Companies Act 1956, and amendment made there to in 1974, the post of Secretary was created, but it remained vacant since 1987, though the reasons for such a vacancy were not disclosed. The duties and responsibilities are at present looked after by the FA & CAO. The Managing Director also supervises the functioning, progress and problems relating to the different tourism projects, which are looked after by a designated Engineer and Sub-Assistant Engineer in carrying out the responsibilities allotted to him. The organization chart of WBTD is given in Figure 4.3.25

FIGURE 4.3 ORGANIZATIONAL CHART OF WEST BENGAL TOURISM DEVELOPMENT CORPORATION LTD. WEST BENGAL TOURISM DEVELOPMENT CORPORATION LTD. Chairman (Minister of Tourism, Government of West Bengal) General Manager Operation Manager Manager, Tourist Lodges Jr. Assistants and other Staff I Board of Directors i Managing Director (Chief Executive) i Financial Advisor & Chief Accounts Officer and Company Secretary (FA & CAO) Project Engineer Assistant Engineer Accountant Other Staff Sub - Asst Engineer ▼ Jr. Assistants Source: Drawn on the basis of interview with FA&CAO, WBTD.

4.7.2: OBJECTIVES OF WBTD The Memorandum of Association of WBTD specifies the objectives of the organization broadly under three heads, viz., a) Main Objectives, b) Incidental and Ancillary Objectives, and c) Other Objectives. The main objectives of the WBTD are as follows:

- 26 i. To develop tourism in the State of West

Bengal, ii. To take over and manage existing hotels, construct, purchase, acquire, run and maintain hotels, motels, restaurants etc. for the purpose of boarding, lodging and stay of tourists, iii. To establish and manage transport units, travel and transport counters, or otherwise operate cars, buses, coaches, launches, ropeways etc., and other mode of transport, iv. To produce, distribute and sell tourist publicity materials for the purpose of giving publicity to and developing tourism, v. To provide entertainment by way of cultural shows, dances, film shows, sports and games, sun-etlumiere and others, vi. To provide shopping facilities to tourists, establish art galleries etc., which in the opinion of the company may cater to the interest of the tourists, vii. To take over, develop and manage tourist interest in the State of West Bengal and elsewhere like wildlife sanctuaries, parks, beaches etc., viii. To promote tourism by all ways and means and to adopt such methods and devices desirable and necessary to attract tourists in large numbers. 83 4.7.3: ACTIVITIES OF WBTDc Since inception WBTDc has been discharging an important role in the promotion of tourism in West Bengal. So far, the Corporation with the help of the Department-cum-Directorate has concentrated to create various facilities to cater the needs of tourists in different tourism centers within and even outside the State. With a view to making aware of the colourful tourism products of the State, the Corporation continuously makes publicity and advertisements among the tourists both domestic and foreign through suitable media

Running of tourist lodges

PACKAGE TOURS OF WBTDc WBTDc in collaboration with the State Tourism Department conducts package tours both within and outside the State in order to serve tourists to fulfill their desire of being at places of dream, and to have an unforgettable tour experience. Such tours are conducted by using its own transport or by hiring 86 experience. Such tours are conducted by using its own transport or by hiring the transports from the Tourism Department or from private sector transport agencies. During the year 2004-05, the Corporation proposes 48 inbound and 21 outbound tour packages, apart from two special packages - Bangla Dekho (See the Bengal) I and II in different dates of the year 28 4.7.3.3: SUNDARBAN SAFARI BY LUXURY TOURIST VESSELS The Corporation also conducts special tours-Sundarban Safari to the various islands of Sundarban. The Corporation owns four luxury vessels viz., I) M.V Chitrarekha, II) M.V. Sumangala, III) M.V. Sarvajaya and, IV) M.V Madhukar by which trips towards Sundarban is undoubtedly an unforgettable experience to the tourists. During 2004-05, the Corporation proposes to conduct Sundarban Safari on different dates of the year. It is to be mentioned that such vessels are also let out to outside agencies on rental basis. 4.7.3.4: OTHER SERVICES In addition to the above activities, the WBTDc renders services relating to the promotion and development of tourism in West Bengal as follows: 1. Daily city tours in Kolkata, 2. Regular Kolkata - Digha - Kolkata bus service, 3. Regular Kolkata - Madarihat - Kolkata bus service, 4. Air ticketing, car rental and, chartering of luxury coaches, and, 5.

Study / Educational tours for students at concessional rates. 4.7.3.S: RIVER WATER CRUISE The Corporation also conducts very prestigious cruise, namely the Ganga Heritage Cruise, sailing down stream from Murshidabad to Kolkata across 87 lush green districts of pastoral Bengal, and framed within idyllic rural - scapes, the cruise traces the magical wave of romance, adventure, and a heritage which are reminiscent of the Hindu, the Mughal and the European eras of history. 4.7.3.6: PROMOTION AND PUBLICITY With a view to promoting tourism in the State as well as to bring about awareness of the products of its own, the Corporation uses different marketing tools both within and outside the State. Thus, overall marketing efforts of WBTDC center around with the following: i. Production and distribution of Pamphlets, Brochures, Picture Postcards, Tourist Guide Map, Folders etc. containing information relevant to the tourists visiting the State. ii. Participation in and organization of various Travel and Tourism Fairs and Festivals held within and outside the State, iii. Publication of various articles on various tourist spots in travel magazine, newspapers and other media, iv. Publicity of attractions of different tourism centers through various print and electronic media.

7.4. Jammu and Kashmir Tourism Development Corporation LTD (JKTDC)

GROWTH AND DEVELOPMENT OF JKTDC , LTD. Jammu and Kashmir Tourism Development Corporation LTD. is the modern and commercial organization, which organizes, handles and carries on the business of tourism in the State. It has entered 30th year of its existence being incorporated in the year 1970. However, at the close of 19th century, there was only an office known as "Mutmid darbar" established for looking after the development of tourism. Prior to World War Second it was renamed as Visitors Bureau. The function of this department during those days was to look after the comforts of tourists because it was considered that tourists are important catalyst in the economic development of the state. They were a good source of revenue to the public exchequer as well as to the public in general. As the tourist traffic increased in the state, the Visitors Bureau was reconstituted and was named as the Department of Tourism. Since then it has been expanded from time to time to cope with the ever increasing volume of tourist traffic. Also, the functions of this Department were re-oriented to make them compatible to the requirement of tourism Industry. This department has been organized on promotional basis rather than on business or commercial basis. The government expending a lot on the development of this in order to create facilities for tourists. In return, the government was not receiving any revenue directly except the ordinary rent, lodging and boarding charges, although indirectly private sectors were getting good returns. So the government realized that this industry should be put on commercial lines in the public sector. Keeping this in mind, an important decision was taken by the Govt, in 1969 to establish an agency for running the tourist industry on modern,

commercial and profit basis. This was also done on the basis of the recommendation of the institute of public opinion. New Delhi. Accordingly, the government ordered for the establishment of a company under the Indian Companies Act 1956 on 21-10-1969, vide order no 3457-GD of 1969 with its registered office at Srinagar. The company was framed by the name of Jammu and Kashmir Tourism Development Corporation Ltd. The corporation has completed its 30th year of incorporation at the close of the year 1999-2000. The authorized capital of the corporation on its inception in 1970-71 was Rs. 2 crores, which was raised in the year 1980-81 to Rs. 5 crores. The revised capital now stands at Rs. 10 crores as approved by the Board of Directors in the Annual General Meeting held in April 1993 which is subject to approval of the Governor of the J & K State. However, this requires further revision to Rs. 25 crores in view of implementation of 9th Five Year Plan. Against the authorized capital, the paid-up-capital of the corporation as on 31st March 1999 is Rs 325.58 lakhs whereas, the equity shares for which money is to be received from the government remain pending for allotment worth Rs. 1,589.25 lakhs. In addition to the share capital, the government has advanced a budgetary support of Rs. 1 crore for execution of plan works of the Corporation during the year 1997-98. Loans from J&K government for execution of plan works has also been granted/released in favour of the corporation and sum up to Rs. 4.26 crores from the year 1983-84 upto 1996-97. Their repayment is not possible for by the corporation in view of 43 financial deficiencies. This, however is being requested to be converted as grant-in-aid to the Corporation. Keeping in view the scarcity of resource position of the J&K govt. JKTDC has been exploring all possibilities of obtaining funds from the central Department of Tourism, Government of India. Various schemes stand submitted for prioritization under the centrally sponsored schemes. Additionally JKTDC envisages to raise institutional finance for some of its schemes. Project reports of such schemes have already been forwarded to Department of Tourism, Government of India. Following amounts have so far been approved as central assistance for the financial year 1999- 2000 by government of India: Central share Rs 420 lakhs and State share Rs 108 lakhs. Besides, Board of Director have authorized JKTDC to approach the J& K Bank for raising loan for an amount of Rs 150.00 lakhs, so that the liability on account of remodelling / upgradation of the Hemaal Hotel complex can be cleared. The project report in this regard has already been submitted to the banks and it is expected that the loan amount will be released shortly. An amount of Rs. 1500.00 lakhs has been approved as plan allocation for 9th five year plan for JKTDC Ltd, Srinagar.

7.5. Maharashtra Tourism Development Corporation commonly abbreviated as MTDC, is a body of the [Government of Maharashtra](#) responsible for development of tourism in the [Indian](#) state of [Maharashtra](#). It has been established under the Companies Act, 1956, (fully owned by Govt. of Maharashtra) for systematic

development of tourism on commercial lines, with an authorized share capital of Rs. 25 crore. The paid up share capital of the Corporation as on 31 March 2013 is Rs. 1538.88 lakhs.^[1]

Since Inception it been involved in the development and maintenance of the various tourist locations of Maharashtra. MTDC owns and maintains resorts at all key tourist centers and having more resorts is on the plan.

MTDC initiates & supports various cultural activities across Maharashtra with the objective to improve tourism in the state. One such example is Sanskruti Arts Festival, Upvan, Thane which MTDC has supported along with TMC (Thane Municipal Corporation)

Maharashtra Tourism Development Corporation (MTDC)' has been established by the Government of Maharashtra in January 1975. Chapter- 4 "Comparative Study of the Strategies adopted by Maharashtra Tourism Development Corporation (MTDC) and Goa Tourism Development Corporation (GTDC) in promoting tourism industry in the respective states." Maharashtra Tourism Development Corporation (MTDC) Page 87 of 488 4.1.2. Hierarchy and Organizational set-up: Chart Showing Hierarchy and Organizational Structure of MTDC: Hierarchy and Organizational Structure of MTDC Hon. Minister of Tourism Hon. State Tourism Minister Principal Secretary – Tourism (IAS) Managing Director Joint Managing Director General Manager Staff in the Head Office Accommodation and Properties Booking Centres Information Centres Domestic International Foreign Embassies Foreign Consulates "Comparative Study of the Strategies adopted by Maharashtra Tourism Development Corporation (MTDC) and Goa Tourism Development Corporation (GTDC) in promoting tourism industry in the respective states." Maharashtra Tourism Development Corporation (MTDC) Page 88 of 488 Hon. Chief Minister is the ultimate apex executive authority of the MTDC. However, for the sake of convenience and to look into the routine business of the corporation, Hon. Minister for Tourism is in charge of MTDC. He is assisted by Hon. State Tourism Minister and one bureaucrat i.e. Principal Secretary- an IAS officer. These are the key persons in taking all kinds of policy decisions. They are the connecting link between the MTDC and Government of Maharashtra. They spend majority of their time in 'Mantralaya'. Hence it is more convenient for them to interact and co-ordinate with the other governmental officials to expedite and complete the formalities related to MTDC at the earliest. The office bearers are the full time staff of the MTDC and they look into the daily routine business of the corporation. They are also responsible for providing the proper input and feedback to the above mentioned officials. They are supposed to take all kinds of efforts to execute the decisions taken by the Government in the most effective and efficient manner. Managing Director, Joint Managing Director and General Manager, fall in this category. However, they are also the top officials and they are part of the high powered committee which takes decisions about tourism. Thereafter, the arrangement of the staff in the Head office is made, based on the regions as well as specific functions. Mainly controlling, monitoring,

guiding and motivating - activities are carried out apart from the routine and mandatory activities at the Head Office. The Head Office of MTDC is well equipped with the necessary infrastructure. It is in continuous touch with all the stake holders. Recently, the location of the Head office has been shifted from Express Towers to Churchgate, at Mumbai. The accommodation centres are located at various tourism destinations. Resident Managers are appointed at all such resorts. As per the directions of the Regional Centres and the Head Office, they fulfil their task. The manager of the resort is the head of the accommodation centre, which is also a connecting link between regional centre and the head office. As and when required he interacts with these officials and takes their guidance. As the head of accommodation, he is responsible for all kinds of activities. He must ensure that all the activities are carried out very smoothly as per the guidelines of the “Comparative Study of the Strategies adopted by Maharashtra Tourism Development Corporation (MTDC) and Goa Tourism Development Corporation (GTDC) in promoting tourism industry in the respective states.” Maharashtra Tourism Development Corporation (MTDC) Page 89 of 488 Head Office. A daily report is prepared by the manager and sent at around 7 p.m., to the concerned regional offices. There are seven Regional centres namely- Aurangabad, Amravati, Nasik, Pune, Sindhudurg, Ratnagiri and Nagpur. The regional centre is headed by the Regional Director. He is responsible for the smooth functioning of the information centre, booking centre and the accommodation centres. He is the connecting link between these centres and the Head Office. Sufficient staff and required equipments are provided to the Regional Director so that he can perform his duties and responsibilities more effectively and efficiently. He is also expected to create and maintain liaison with the local bodies responsible for smooth functioning of the MTDC’s establishments. The information and booking centres also fall under the concerned Regional Centre. They are also expected to work as per the guidelines of the Regional Director. The booking centres can have the live status of the accommodation centres which fall under their jurisdiction. As per the condition they complete the booking formalities and communicate the same immediately to the concerned accommodation centre. With the help of the above organizational set-up, MTDC is performing its activities very smoothly. Hence we can say that the current organizational structure prove to be effective for the corporation.

8. National Action Plan for Tourism 1992 :

Tourism planning in India has increased by leaps and bounds in the last few years and the government and Department of Tourism needs to make continuous efforts to ensure that **tourism planning in India** takes the tourism sector of the country to greater heights on a sustainable basis. **Tourism planning in India** started quite late with the first tourism policy being announced by the Government of India in November, 1982 after tourism was

recognized as an industry by the Planning Commission of India in June, 1982.

In July, 1986 the Planning Commission of India set up the National Committee on Tourism in order to formulate plans for this sector. The government's initiatives of incorporating a planned tourism sector in India went a long way in boosting Indian tourism.

India tourism planning increased with the seventh five year plan India (1985-1989). The various policies advocated by the seventh plan for **tourism planning** **in** **India** are:

- To promote aggressively domestic tourism
- It laid stress on creating more beach resorts
- To conduct conferences, trekking, conventions, and winter sports so that various options are available to the foreign tourists

These policies of the seventh five year plan gave a boost to the tourism planning in India. To further encourage **tourism planning in India**, the eighth five year plan (1992- 1997) mentioned that the private sector should increase its participation in the sector. The various policies advocated by the eighth plan for tourism planning in India are:

To develop the tourists places

- To develop winter sports, beach resort, and wildlife tourism
- To restore the projects of national heritage
- To provide in tourists centres economy class accommodation

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Tourism planning in India has increased by leaps and bounds in the last few years and the government and Department of Tourism needs to make continuous efforts to ensure that tourism planning in India takes the tourism sector of the country to greater heights on a sustainable basis

In May, 1992 the National Action Plan for tourism was announced. The objectives of this landmark plan for tourism planning in India were:

1) Socio-economic development of areas Tourism conferred considerable socio-economic benefits to the community thereby "uplifting the quality of life ". It can further foster development even in areas where other economic activities would be difficult to sustain.

2) Increasing employment opportunities Tourism industry generates employment, directly and indirectly, for about 13- 14 million persons. Employment opportunities should be at least double the present level before the turn of the century.

3) Developing domestic tourism especially for the budgetary category Domestic tourists form the bulk of world tourist traffic. In India also, facilities for domestic tourists will be improved and expanded particularly the budget category so as to ensure an affordable holiday for them.

4) Preservation of national heritage and environment Tourism would be developed in a manner that our cultural expression and heritage are preserved in all its manifestations including support to arts and crafts. Preservation and enrichment of environment should also form an integral part of tourism development.

5) Development of international tourism and optimisation of foreign exchange earnings International tourism contributes substantially to foreign exchange earnings and keeping in view the country's requirements, tourism will be so developed that foreign exchange earnings increase from Rs. 2440 crores to Rs. 10,000 crores by the end of the century.

To improve in world tourism India's share

To increase opportunities for employment in this sector