

SIXTH REPORT
ESTIMATES COMMITTEE
(1985-86)

(EIGHTH LOK SABHA)

TOURISM PROMOTION IN HIMACHAL PRADESH
MINISTRY OF TOURISM AND CIVIL AVIATION



सत्यमेव जयते

Presented to Lok Sabha on 24 July, 1985

LOK SABHA SECRETARIAT
NEW DELHI

July 1985 / Sravana 1907 (Saka)

Price : Rs. 2.25

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(i)

ESTIMATES COMMITTEE

(1985-86)

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1. Shri N. N. Mehra—*Joint Secretary*
2. Shri Bipin Behari—*Chief Financial Committee Officer*
3. Shri Ram Kishore—*Senior Financial Committee Officer*

INTRODUCTION

1. The Chairman of Estimates Committee having been authorised by the Committee to submit the Report on their behalf, present this Sixth Report on the Department of Tourism & Civil Aviation—Tourism Promotion in Himachal Pradesh.

2. The Estimates Committee (1984-85) took evidence of the representatives of the Department of Tourism on 17th July, 1984 and 10th September, 1984. The Committee wish to express their thanks to the officers of the Department for placing before them the material and information which they desired in connection with the examination of the subject and giving evidence before the Committee.

3. The Report was considered and adopted by the Estimates Committee (1985-86) on 8th July, 1985.

4. For facility of reference and convenience, recommendations and observations of the Committee have been printed in thick type in the body of the Report and have also been reproduced in a consolidated form in the Appendix to the Report.

NEW DELHI;
July 23, 1985

Sravana 1, 1907 (S)

CHINTAMANI PANIGRAHI,
Chairman,
Estimates Committee.

CHAPTER I

INTRODUCTORY

1.1 The State of Himachal Pradesh, situated as it is, with picturesque mountains of Himalayas, bubbling streams and ever flowing rivers, lush valleys and misty forests, snow-clad peaks and mountain passes, lakes and hot water springs, meadows and orchards, places for winter sports and pilgrimages, famous tourist resorts like Simla, Kulu, Manali, Dalhousie, Dharamsala and Kasauli, has great potential for tourism. As far back as 1973 a Study Team sponsored jointly by the Industrial Development Bank of India, The Industrial Credit and Investment Corporation of India Ltd. and the United Commercial Bank had, in its report on Industrial Potential Survey in relation to Himachal Pradesh, observed: "Tourism, at present does not contribute much to the economy of the State. Concerted effort to promote tourism has however been lacking in the past and it was only from 1966-67 that interest was evinced in development of this industry."

1.2 The Report had stated that main hurdles in the development of tourism in Himachal Pradesh were lack of quicker transport and hotel accommodation and also the short tourist season confined only to a period of four months from mid-April to June-end and from mid-September to October-end. The remaining period of eight months were characterised by rainfall, severe cold and heavy snowfall often dislocating transport and communication. Such a pattern of tourists traffic resulted in inadequate utilisation of tourist facilities in the off-season, the Report added. In order to exploit the tourist potential of the State, the Report had *inter alia* suggested that there was need for vastly stepped up promotional efforts by the Central and State Government Departments towards considerably improving the available transport facilities and setting up hotels at Dharamsala, Mandi, Kulu, Manali and Simla. The Study Team had also noted that with a view to increasing tourist traffic to Himachal Pradesh, particularly foreign tourists, the Department of Tourism was working in close collaboration with many leading travel agencies and Air India.

1.3 On 3rd November, 1982 the Minister of Tourism presented for the first time a "Tourism Policy" Document to the two Houses of Parliament.

1.4 The Policy Document states: "Because tourism promotes exchange of ideas and views and facilitates interaction of people and their culture, it can be a potent instrument for achieving national integration, better international understanding and ultimately peaceful co-existence for the people of the world. In economic terms, tourism is a major source of foreign exchange earnings for many countries. It can help correct adverse trade balances and regional imbalances, create employment opportunities and give a direct stimulus to the socio-economic development of backward areas in a country."

1.5 Referring to the agencies that should share responsibility for developing tourism in the country the Policy Document states "while broadly the promotion of international tourism will be mainly the responsibility of the Central Sector, and that of domestic tourism primarily of the State Sector, the Centre would play a coordinating role supplementing the State efforts wherever necessary. Further tourism development cannot solely be the responsibility of the Government. It has to be a common endeavour of all the agencies vitally concerned with its development at Central and State levels, of public sector undertakings at the private sector, of airlines, railways and communications systems, municipal and local bodies and educational and cultural organisations."

1.6 Outlining the plan of action for maximising the benefits of tourism, the Document stated: "It will be necessary to have a selective approach for determining investment priorities. Rather than spread the resources thin and thereby dilute the impact of tourism, priority will be given to schemes which yield economic returns and generate social benefits. The development of tourist infrastructure will thus be taken up based on the "travel circuit" concept in a 5 to 10 years perspective. This will enable intensive development of selected centres, dispel the tendency to concentrate in a few urban centres and encourage the diversification of tourist attractions particularly in opening up economically backward areas which hold many tourist attractions such as archaeological and historical monuments, places of natural beauty, festivals, arts and crafts."

CHAPTER II

TOURISM PROMOTION

(a) *Tourist arrivals and projections for future*

2.1 The Department of Tourism was asked to indicate the estimated number of annual tourists arrival in Himachal Pradesh during the last five years and other data in regard to tourists. In reply the Department has stated as follows:—

“The tourist arrival statistics in respect of foreign tourists are collected by the Department of Tourism on an all India basis and not State-wise. The compilation and collection of the domestic tourist figures is made by the State Govt.”

2.2 In reply to the question regarding the projections made in respect of tourist traffic for Himachal Pradesh for the next five years also the Department has stated that “the tourist statistics separately for the State of Himachal Pradesh are not available. Therefore, it is not possible to make any projection of growth of tourist arrivals for this period. However, the projected growth of tourist traffic to India upto 1990 is 2.5 million visitors excluding visitors from Pakistan and Bangladesh as against the current number of 884,731 during 1983.”

2.3 During evidence, Secretary Tourism was asked to indicate the details about tourist arrivals which were being collected on all India basis and the manner in which these were collected. She replied that information regarding the country of origin, nationality, period of visit India etc. was being collected from all foreign tourists on their arrival at the international airports. Information was also being received from the main hotels regarding foreign tourists staying there and the period of their stay. She however admitted that the Statistical Cell of the Central Deptt. of Tourism was “very weak” and that the Deptt. had very little information regarding domestic tourists.

2.4 On being asked as to how, in the absence of complete records of tourist arrivals and projected arrivals in future years, it was possible for the Deptt. of Tourism to approach the Planning Commission for funds, she said:— “Our statistical record is not complete; there are no two opinions about it. To meet the problem, State Govts. have to set up nucleus cells. In some States these Cells already exist.

We are trying to strengthen the Cell in the Central Deptt. of Tourism also. In the next Plan, its improvement is called for. Apart from this, Indian Statistical Institute (ISI) was also commissioned to assist us in undertaking survey. Their terms of reference were as follows:—

“To assess the socio-economic and demographic characteristics of the foreign tourists, factors influencing their choice of India as a place to visit, factors like expenditure on accommodation, food, drink, entertaining, shopping and internal travel, details of places visited and during their stay the accommodation used and at which place and the type of accommodation, preference for types of accommodation, tariff rates, various facilities and services, the level of satisfaction or dis-satisfaction in respect of various factors associated with tourism.”

2.5 Their survey report has been received and is under print. We have a proof copy. We will examine their recommendations and then proceed further.”*

2.6 Replying to the point raised during evidence that even if the compilation and collection of domestic tourist figures is made by the State Government the Department of Tourism should also obtain these figures from the State Governments so that the picture of the country as a whole becomes available, the Secretary Tourism stated:— “We entirely agree and that is why we have requested each State to have a nucleus cell and whatever information they will collect, they will supply that. And then we will also utilise that information for future development. As it is, most of the States have not yet got their Statistical Cell. We had regional meetings of State Governments. . . . We have requested them to set up these nucleus cells. Some States have started doing it. As soon as they start working, they will start giving us a better feed-back than we have as at present.”

2.7 It is indeed surprising that the Department of Tourism has as yet no complete data in regard to tourist traffic to various States in the country, nor does it have any systematic method of collecting the same either of its own or through the State Governments. The Committee fail to understand as to how in the absence of systematised data collection the Department has assessed the tourist traffic in the 90s or, for that matter, presented its case for allocation of funds for development of tourism in the Central Sector to the Planning Commission. Secretary,

* At the time of Factual verification the Deptt. of Tourism has indicated the latest position as follows :—

“the recommendations contained in the report have mostly been taken into account while formulating 7th plan proposals.”

Department of Tourism admitted before the Committee during evidence that not all States in the country have Statistical Cells to collect data of tourist flow in the States and that the Statistical Cell of the Central Department of Tourism itself is 'very weak'. The Committee would like the Department of Tourism to urgently evolve a suitable and effective machinery for the collection of information on tourists traffic in the country both international and domestic and the traffic attracted by each State so that developmental activities could be planned realistically and not on ad hoc basis as appears to be the case at present.

(b) Role of States and the Centre

2.8 Promotion of Tourism in India has to be a common endeavour mainly of the Central and State Government agencies. A State Government alone, working by itself can hardly create all the infrastructure necessary for tourism promotion. For instance, good reliable rapid transport system, and comfortable and reasonably priced tourist accommodation the two basic requirements of tourism can be arranged effectively if both the Centre and State agencies make a common endeavour in that direction. During evidence, while explaining the role of the Central Government vis-a-vis the State Governments in the matter of promotion of Tourism in various States, the Secretary Ministry of Tourism and Civil Aviation (Department of Tourism) stated:—

“The role of the Centre and the State has undergone a change during the last twenty years or so. When we started with tourism, the infrastructure was very poor. So, normally, the State Governments looked after the domestic tourism and the Central Government concentrated on tourism which involved foreign Tourists.

Over a period of time, the States have also built up their infrastructure and we have spread out quite well. With the development of roads, rail services and airlines etc., the distinction between the Centre and the States have considerably narrowed down.

Now, the Centre is mainly looking after publicity and some central projects schemes. Each State is developing the infrastructure in their own respective States. Now, the Central Government mainly plays the coordination role and this distinction which we had earlier of the States and the Centre has, to a large extent, narrowed down.”

2.9 In reply to a question, the Secretary added: "apart from the Government, the private sector also creates good infrastructure. The State should also encourage the private sector to have the projects on commercial basis, like setting up chains of Hotels and this way will attract Tourists. Since the Central Government does not have enough finance to invest, the private sector is also invited. Participation by private sector would accelerate the tourism promotion work."

(c) *Plan provision and expenditure in Central Sector for Tourism Promotion*

2.10 The Department of Tourism has furnished to the Committee details of expenditure incurred during each of the past Plan periods on Tourism Promotion for the country as a whole. Asked to indicate the Plan allocations made, State-wise, for Promotion of Tourism with a view to assess the shortfall in expenditure against the allocations made, the Secretary of the Department during evidence state: "The plan outlay of Central Govt. for Tourism is very small. We do not make allocations State-wise." The total expenditure in the Central Sector on Tourism from the Second Five Year Plan onwards (upto 1983-84) and the share of Himachal Pradesh therein has been indicated as follows:-

(Rs. in lakhs)

	All India.	Himachal Pradesh
I.T.D.C.	8924.48	1.25
Deptt. of Tourism	1710.29	85.92
TOTAL :	10034.77	87.17

(d) *Expenditure in Central Sector in Himachal Pradesh*

2.11 Plan-wise break up of expenditure for Himachal Pradesh has been indicated by the Department of Tourism as follows:—

(Rs. in lakhs)

	Deptt. of Tourism	I.T.D.C.
1	2	3
2nd Five Year Plan	3.51	—
3rd Five Year Plan	9.59	—
Annual Plan (1966-67)	0.18	—
Annual Plan (1967-68)	4.00	—

1	2	3
4th Five Year Plan	13·14	0·95
5th Five Year Plan (1974-78)	31·94	—
Annual Plan (1978-79)	3·00	0·30
Annual Plan (1980-81)	12·58	—
Annual Plan (1981-82)	7·98	—
Annual Plan (1982-83)	—	—
Annual Plan (1983-84)	—	—
TOTAL :	85·92*	1·25

2.12 The Ministry have also furnished to the Committee a statement showing expenditure incurred during 1980-81—1983-84 in the central sector in different states/Union Territories by the Department of Tourism and I. T. D. C.:

Capital expenditure incurred by the Department of Tourism and the Indian Tourism Development Corporation under Central Sector on Tourism in States/Union Territories during the period 1980-81—1983-84 is given below:

(Rs. in lakhs)

Name of the State/Union Territory	Expenditure incurred by Deptt. of Tourism	Expenditure by ITDC
1	2	3
1. Andhra Pradesh	01·44	28·43
2. Assam	17·58	38·76
3. Bihar	84·46	18·30
4. Gujarat	08·66	00·03
5. Haryana	NIL	NIL
6. Himachal Pradesh	20·56	NIL
7. Jammu & Kashmir	25·61	09·43
8. Karnataka	53·76	108·50
9. Kerala	06·30	22·30
10. Madhya Pradesh	64·32	45·43

*Indicated elsewhere as Rs. 85·92 lakhs.

1	2	3
11. Maharashtra	06.12	82.35
12. Manipur	15.18	NIL
13. Meghalaya	12.33	00.20
14. Nagaland	16.96	NIL
15. Orissa	37.64	41.49
16. Punjab	NIL	NIL
17. Rajasthan	44.41	47.43
18. Sikkim	07.00	NIL
19. Tamil Nadu	00.59	79.71
20. Tripura	07.86	NIL
21. Uttar Pradesh	101.39	66.98
22. West Bengal	21.90	64.52
23. Andaman & Nicobar	26.85	NIL
24. Arunachal Pradesh	16.00	19.00
25. Chandigarh	NIL	13.24
26. Dadra & Nagar Haveli	NIL	NIL
27. Delhi	09.66	3971.45
28. Goa, Daman & Diu	35.65	NIL
29. Lakshdweep	NIL	NIL
30. Mizoram	06.00	NIL
31. Pondicherry	NIL	04.96
TOTAL :	652.23	4662.51

2.13 The Committee find that despite the fact that there is considerable tourism potential in Himachal Pradesh, the expenditure in the Central Sector on provision of infrastructure in the State has been rather niggardly. Out of the total expenditure of Rs. 100.35 crores on Tourism Promotion in the Central Sector including investment by the Indian Tourist Development Corporation from Second Five Year Plan onwards upto 1983-84, the share of Himachal Pradesh has been no more than Rs. 87.17 lakhs which is less than one per cent of the total expenditure. It is also noted that during the first four years of the 6th Plan (1980-81—1983-84) the expenditure has been only Rs.20.56 lakhs which is much less than the expenditure (Rs.31.94 lakhs) during the corresponding period of the 5th Five Year Plan (1974-78). These facts indicate that the Central Govt. has not been paying adequate attention to the development of tourist facilities in Himachal Pradesh to attract tourist traffic in that part of the country which has a very rich tourist potential. The Committee recommend that at least during the 7th Five Year Plan period Himachal Pradesh should be given better attention in the matter of development of tourism oriented infrastructure and facilities

2.14 The Committee feel sure that moneys investel for development of tourist facilities in a State like Himachal Pradesh, which abounds in places of rapturous natural scenic beauty, would not only pay off in the long run but also contribute to the general development and prosperity of the State and also of the country as a whole.

(e) Centrally assisted projects completed in Himachal Pradesh

2.15. The Department of Tourism has indicated the salient features of the Schemes undertaken in the Central Sector for development of tourism in Himachal Pradesh as follows:—

(1) Second Five Year Plan

During the Second Five Year Plan a Ski Hut at Kufri was set up to promote winter sports. Assistance was provided to the State Government for setting up Tourist Bureaus at Kulu, Manali and Dalhousie. Work on the LIG Rest Houses at Kulu, Manali and Dharamsala and the Rest Houses at Manali and Dharamsala was taken up.

(2) Thlrđ Five Year Plan

Tourist Bungalows at Kulu and Manali were constructed. These Bungalows were later transferred to ITDC who are running these as Travellers Lodges. Facilities were also provided for Camping at Manali and Cottages were put up at Katrain.

(3) Annual Plans 1966-67 and 1967-68

A Cafeteria at Govindsagar was constructed during this period to provide the much needed facility. Assistance was also given to the State Government for construction of the Tourist Bungalow (Class II) at Manali.

(4) Fourth Five Year Plan

During the Fourth Year Plan, a Youth Hostel was put up at Dalhousie under the Scheme of Youth Hostels to provide clean and functional accommodation to the youth and low-budget travellers. A Tourist Bungalow was also put up at Dharamsala and work at Cafeteria at Govindsagar was completed during this period. ITDC undertook renovation of Travellers Lodges at Kulu and Manali.

(5) Fifth Five Year Plan

Tourist, Bungalow at Dharamsala was completed and two motor launches were provided for use by tourists at Govindsagar.

(6) Annual Plans 1978-79 and 1979-80 and Sixth Five Year Plan

The construction of Club House at Manali was taken up in 1979. The Department has so far released an amount of Rs. 11.62 lakhs for this project. The State Government on their own had extensively enlarged the plinth area resulting in higher estimated cost of Rs. 54.00 lakhs. However, since the commitment of Centre was only Rs. 11.62 lakhs, the State Government was informed to meet the excess out of their own resources. Work on the Club House was likely to be completed during 1984-85.

Hydrographic Survey of Hot Water Springs was carried out at Vashishta. Boats were provided at Pong Dam for use by tourists. Trekking equipment was also provided to the State Government to encourage trekking in the area. State Government was also given assistance for organising Fairs and Festivals in Himachal Pradesh.

(f) Projects suggested by the Govt. of Himachal Pradesh.

2.16 The Department of Tourism of Himachal Pradesh submitted to the Central Govt. in October, 1981 the following schemes estimated at the cost of Rs. 13.50 crores for the development of tourism in Himachal Pradesh:—

(Rs. in Crores)

1. Construction of Reception Centre with multipurpose Hall at Simla	1.50
2. Development of Winter Sports with all modern facilities at Narkanda	2.00
3. Construction of Accommodation at Simla Chail, Kulu-Manali and Dharamsala for high income tourists	2.00
4. Development of Spas at Vashisht, Tatta pani with accommodation and catering facilities	0.50
5. Development of trekking in Himachal Pradesh	0.50
6. Development of Water Sports with accommodation and catering facilities	2.00
7. Development of Golf Courses at Katrain and other places in Himachal Pradesh	0.50
8. Construction of Ropeways at Simla, Kulu, Manali and other places in H.P.	3.00
9. Construction of Convention Halls and provision of Conference facilities at Simla, Chail, Manali and Wildflower Hall and Dharamsala	1.50

13.50

2.17 The Deptt. of Tourism have informed the Committee that these Schemes were "quite ambitious" and since there was no scope for giving assistance to the extent of Rs. 13.5 crores, the State Government was asked to send revised schemes. The Deptt. have pointed out that the total budgetary allocations for the 6th Five Year Plan was only Rs. 25 crores. It was therefore difficult for the Deptt. to grant Rs. 13.5 crores to Himachal Pradesh alone. The State Government was requested by the Deptt. to clarify and earmark the role of the Private Sector in the development of facilities at the centre indicated in the Schemes. Recently a proposal for the purchase of ski equipment at an estimated cost of Rs. 6 lakhs has been received by Department and was under its consideration.

2.18 The Committee find that of the 9 schemes for creation of facilities for tourism submitted to the Central Department of Tourism by the Govt. of Himachal Pradesh in October 1981, not a single scheme appealed to the Department of Tourism and the Govt. of Himachal Pradesh was asked to send revised schemes without indicating to the State Govt. as to what amount could be made available to the State Govt. for this purpose. This surely would have affected adversely on the enthusiasm of the State Govt. to prepare schemes. In this context it is no wonder that no expenditure could be incurred in the Central Sector on development of tourist facilities in Himachal Pradesh during 1982-83 and 1983-84. It will be helpful if the Deptt. of Tourism indicates in advance to the State/U. T. Govts. as to what amount is likely to be available in the Central Sector for development of tourist facilities in the State/U.T. during a specified period and then ask for schemes to fit in the ceiling indicated. The procedure currently in force is quite frustrating for the State Govts. and is likely to discourage them in preparing schemes for development of tourist facilities for assistance by the Centre. The Committee hope that the Department of Tourism would review their procedure in order to avoid infructuous effort in preparation of schemes by the State Govts. for assistance which may not be forthcoming to the extent desired.

TRANSPORT FACILITIES**(a) Air Services**

3.1 At present Kulu is the only place in the whole of Himachal Pradesh which is connected by Air. There is a flight from Delhi via Chandigarh to Kulu operated by Vayudoot. Kulu Aerodrome can accommodate only a small Aircraft such as HS 748.. There is no aerodrome in the State which can accommodate Boeing 737. Construction of an Airstrip near Simla was undertaken by the State Government sometime back.

3.2 When asked whether the absence of aerodrome in various places of tourist interest in Himachal Pradesh inhibited the flow of tourist to that State, the Secretary, Deptt. of Tourism admitted during evidence that to some extent it was correct. The Deptt. has, in a note to the Committee, further stated:—

“At present Vayudoot is operating regular service to Kulu with H.S. 748 aircraft. Vayudoot has also a proposal to operate to Simla as soon as Airport is ready and necessary infrastructure facilities are made available and subject to the Company's acquiring new aircraft.

On the Commissioning of the Simla Aerodrome, Himachal Pradesh will have two aerodromes namely Kulu and Simla. Most of the important places of tourist interest in Himachal Pradesh then will be accessible easily from these airports.”

3.3 Asked to indicate the latest position in regard to the construction of the Airport near Simla and the time by which it was likely to become operational, the Deptt. has stated:—

“The construction of an Aerodrome at Jabbhar-Hatti near Simla was undertaken by the State Government of Himachal Pradesh and approximately 30 per cent of the work of levelling the site was reported to have been completed. Thereafter, the work was suspended. On a request from the State Government, Deptt. of Civil Aviation decided to undertake further development of the aerodrome subject to the availability of the funds and clearance from

the Planning Commission and the Ministry of Finance. The State Government was requested to survey and furnish estimates for the remaining earth work. The final revised estimates have been received in Civil Aviation Deptt. on 28th August, 1984. The cost of the balance earth work is estimated at Rs. 2,23,97,000|-. The estimates for cost of construction of runway, taxitrack, apron, terminal building etc. and a consolidated project report are under preparation with CPWD and likely to be submitted within next 4-6 weeks. After the approval of the project report the development and construction of Simla Aerodrome is likely to be completed within two to three years."

3.4 The Deptt. also informed the Committee that the case for the re-imbusement of the amount already spent by the State Government on the construction of this aerodrome was under consideration of the Department of Civil Aviation.*

3.5 In view of considerable tourism potential of Himachal Pradesh, particularly international tourism, construction of aerodrome near Simla to take the bigger aircraft such as Boeing 737 seems fully justified. Air service from Delhi/Chandigarh to Simla would certainly give a fillip to tourism in that State. Since construction of aerodromes is the responsibility of the Centre, the Committee are not aware under what circumstances the work of construction of the airport at Simla was initially undertaken by the State Government. Had this task been undertaken by the Department of Civil Aviation, the present position would have been different altogether. The Committee would like the Department of Civil Aviation not only to prepare various project reports expeditiously but also to find simultaneously money for construction of aerodrome near Simla. They trust that the project would be cleared at all levels promptly and implemented in the early part of the 7th Five Year Plan period.

(b) *Package Tours by Vayudoot*

3.6 Vayudoot had introduced package tours between Delhi and Kulu (Manali) and Chandigarh and Kulu, the ground arrangements for which were handled by the H. P. Tourism Development Corporation. These packages tours, however, were operated upto 30 April, 1984. On the Deptt. of Tourism being asked to indicate the reasons for discontinuance of these tours, it has stated:—

*At the time of factual verification the Department of Tourism have indicated the decisions taken in the matter as follows :—

"It has been decided in December 1984 that the Department of civil Aviation will not assume responsibility for the work already done by the state Government during 1981-82 but will meet the cost of the balance of earth work and the cost of construction of the runway and associated pavements, terminal buildings etc., subject to the project being sanctioned by the competent authority.

“Vayudoot holiday package tours to Kulu-Manali were launched on 9th March and were valid till 30th April, 1984. Reason of discontinuance was that from 1st May onwards, the peak traffic season for tourists started and ground cost of arrangement had gone up. Moreover the tourist lodges etc. were fully booked in advance.

These were off Season packages.

The unique features of the package, besides being the first integrated and coordinated package tours including air travel, hotel arrangements, local sight-seeing launched in the country for domestic tourists, are:—

- (i) the target audience of this package tour was visualised upto lower middle income group who cannot normally afford air travel.
- (ii) the packages were launched as a joint venture project between Himachal Pradesh Tourism Development Corporation and Vayudoot which promised large scope of participation not only in developing tourism but also directly generating tourism thereby encouraging other state govts. to participate with Vayudoot in similar ventures.

The basic object of launching these package tours were to:—

- (a) generate tourism traffic to Kulu-Manali during winter months when the flow of tourists drops down drastically.
- (b) develop low budget packages for domestic as well as international tourists.
- (c) once the pilot project is successfully launched, make it an annual feature.

Vayudoot intends launching these packages during current year effective last week of October, 1984.”

3.7 The Committee are not aware whether the package tours launched by Vayudoot between Delhi|Chandigarh-Kulu-Manali were popular or not. In case these were popular, there is a case for their continuance throughout the year instead of the facility being confined to off season only. The Committee would like the Ministry of Tourism and Civil Aviation to examine the commercial viability of such services by Vayudoot throughout the year in the context of tourist promotion effort and if the service is able to pay its way through, it could be continued throughout the year. If necessary a higher tariff could be fixed for the peak season period.

(c) *Railway Facilities*

3.8 The Department of Tourism was asked whether they had recommended construction of new Railway lines in Himachal Pradesh as a part of the tourism promotion effort or were aware of any proposals, either from the State Government or from non-officials, to extend or lay new railway lines or for running of special trains destined for Simla or for Rail Heads near Himachal Pradesh. The Department have in a written reply stated:—

“The Department of Tourism has not received any proposal from the Government of Himachal Pradesh for construction of a new Railway line, necessary for Tourism Promotion. However, it has been ascertained from the Railway Board that the following new railway lines are at present in progress in Himachal Pradesh:—

- 1) New Broad Gauge railway line from Nangal Dam to Talwara and taking over of siding from Talwara to Mukerian (partly in Himachal Pradesh and partly in Punjab) Length of the new line is 83.74 Kms. and of siding 29.16 Kms. Its estimated cost is Rs. 33.49 crores. Works was approved in 1981-82 and the present progress of the work is 4.3 per cent.
- 2) New Broad Gauge line from Kalka to Tipra (Parwanoo)- Length 4.3 Kms. Works was approved in 1982-83 at an estimated cost of Rs. 1.6 crores. Work has not been taken up as a re-survey for taking the line upto Parwanoo has recently been taken up. Its report is under preparation for taking a final decision.

3.9 Himachal Pradesh Hotels and Restaurants Association made a representation to the Minister of Railways to start direct train linking Bombay/Madras with Kalka. A copy of this representation was also endorsed to the Department of Tourism. This Department has strongly recommended the proposal to the Chairman, Railway Board to provide direct train services between Bombay/Madras to Kalka for the benefit of Tourism Promotion. The proposal is still under consideration with the Railway Board.

3.10 However, Railway Board have already introduced a fast train namely Shan-e-Punjab/Himalayan Queen from Delhi w.e.f. 3rd June, 1983. This train bi-furcates at Ambala. Himalayan Queen goes upto Kalka.

3.11 The Committee are informed that two new broadgauge railway lines, one from Nangal Dam to Talwara and then on to Mukerian and the other from Kalka to Tipra (Parwanoo) have been approved by the Ministry of Railways. Although the former was approved in 1981-82, the present progress of the work on the line is reported to be only 4.3% while the latter project is still at the nebulous stage of resurvey for preparation of project report. The progress of implementation of these railway projects is thus very tardy and needs to be accelerated. It is needless to mention that proximity of a place of tourist interest to rail head helps in regular inflow of tourists traffic, both domestic and international. The projected new railway lines have to be viewed from this angle also and implemented without avoidable delay.

3.12 The Committee also commend the proposal already mooted by the Himachal Pradesh Hotel and Restaurant Association for starting of direct trains linking Bombay/Calcutta with Kalka as being in the interest of tourism promotion. The Committee hope that the Ministry of Railways will consider the proposal favourably for implementation in the near future.

CHAPTER IV

TOURISTS ACCOMMODATION

(a) Hotels

4.1 At present, there are 9 hotels with 294 rooms on the approved list of the Department of Tourism in Himachal Pradesh. Out of these, 5 hotels have been classified. The details of hotels in Himachal Pradesh are as under:—

Sl. No.	Name	Place	Star	No. of rooms	No. of Beds
1.	Span Hotel	Kulu	4	24	48
2.	Oberoi Geicil	Simla	3	48	96
3.	Oberoi Clarks	Simla	3	48	96
4.	Himland	Simla	3	32	64
5.	Aroma	Dalhousie	2	16	32
6.	Asia Dawn	Simla	*	32	64
7.	Timer Trail	Parwanoo	*	15	30
8.	Palace Hotel	Chail	*	40	80
9.	Wild Flower Hotel	Chhrobro	*	39	78

One hotel project of 3-star category with 32 rooms at Manali has also been approved at the project stage.

*Hotels not yet classified.

4.2 During evidence, the representative of the Department was asked the reasons for 4 out of 9 hotels in Himachal Pradesh not having been classified. She replied that classification was voluntary and unless the Hotel approached the Department for classification, it could not be done. It was pointed out by the Committee that it could well happen that even though a hotel was not classified, it might charge five-star Hotel rates. Admitting that this could happen, the representative of the Department commented: "there is now law by which we can say that they cannot charge a particular amount. It

depends upon demand and supply. If somebody is charging prohibitive rates, the tourists will not go there.

4.3 However, according to the witness, "some states like J&K, H.P. and Goa have passed laws (regulating hotel industry) in which they have put some penal clauses. Director of Tourism added that in Himachal Pradesh, all the hotels are compulsorily registered with Deptt. of Tourism. According to him, "under this arrangement, we inspect them and impose fines and send cases to court. As far as tariff fixation is concerned, it is also done by the Deptt. of Tourism.

4.4 Secretary of the Deptt. was also asked during evidence as to the time taken in according "classification". She replied:—

"We have a post known as Chairman of the Classification Committee. In 1983 that post fell vacant and for some time there was no officer who could be appointed on that post. Now, we have the machinery in full swing. We have taken up all the applications all over the country. The Committee is going region by region and trying to clear the backlog. Once the backlog is cleared, two or three months at the most could be taken in classifying the hotel."

4.5 Replying to the question as to the action being taken against hotels who subsequent to classification did not conform to the conditions of classification, the witness said:—

"The State Govts. have the implementing machinery. The Central Govt. does not have any law for that."

4.6 When it was pointed out to the witness that it was the duty of the Govt. to conduct regular inspections, she answered:—

"If you are inspecting today, you find everything OK. Two years later, again there will be inspection. In between they will put all sorts of rubbish. To avoid that, there should be surprise inspections. That we are trying to do more regularly."

4.7 In a written note to the Committee, the Deptt. has informed that classification of hotels was done by Regional Sub-Committees of the Hotel and Restaurants Approval and Classification Committee. It is also stated that "no hotel has been declassified since 1980."

4.8 Department of Tourism was asked to give the details of Surveys, if any, conducted to assess the potential and scope for development of existing Hotels and establishment of new chain of Hotels in

Himachal Pradesh to promote domestic tourism and attract larger inflow of foreign tourists and schemes drawn up on the basis of these Surveys. In reply it has stated that:—

“So far, the Deptt. of Tourism has not conducted any survey to assess the potential and scope for development of existing hotels and establishment of new chain of & hotels in Himachal Pradesh for promotion of tourism.”

4.9 However, the Deptt. have furnished, as under, the information on hotels registered with and approved by Himachal Pradesh Tourist Development Corporation:

Location	No. of Hotels	No. of Beds	Range of Tariff
Simla	96	3590	Between Rs. 25 to Rs. 500 and above.
Kulu-Manali	101	3049	Do.
Kangra-Dharamsala	27	414	Do.
Chamba-Dalhousie	24	553	Do.
Sirmaur, Nahar-Renuka & Poants	5	97	Do.
Sahib Bilaspur-Bhakra Complex	7	88	Do.
Solan-Kasauli and Chail Complex	38	400	Do.
Mandi	19	225	Do.
Una	1	30	Do.
Hamirpur	4	56	Do.
TOTAL	322	8502	

4.10 The Committee feel that there is need for a Central legislation regulating the hotel industry in the country. Fleecing of tourists, both domestic and foreign, by hotels without making available even standard facilities creates a bad image of the country abroad and acts as a damper to the enthusiasm of the potential tourists to undertake the journey again. Govt. should not be powerless in disciplining the hotel and other allied industries who are catering to the tourists to conform to certain standards. The Committee recommend that the Deptt. of Tourism should seriously consider the urgent need for a suitable legislation on this subject being brought before Parliament at the earliest.

4.11 It was admitted during evidence before the Committee that there is a heavy backlog of applications from hotels for classification and that efforts have commenced only recently for clearing this backlog. The Committee would like the Department of Tourism to streamline and simplify the procedures to ensure expeditious clearance of all applications for classification of hotels. A period of two months from the date of application should be more than adequate for the Department of Tourism to inspect the hotel concerned and classify it according to the facilities available.

4.12 The Committee emphasise the need for introduction of a system of periodical as well surprise inspection of hotels already given a classification by the Department of Tourism to ensure that the facilities in the context of which the hotel was given a particular classification continue to be available in the hotel all the time. In this context the Committee are surprised that even though inspection procedure of some sort did exist, there has been no occasion to declassify any hotel since 1980 for violating the prescribed standard of facilities. The Committee would like the Department to enjoin upon the inspecting authorities to make the inspections thorough and meaningful in one spell and not to hesitate in declassifying a hotel on the spot if the requisite facilities are found to have deteriorated and being below the prescribed standard.

4.13 The Committee desire that a survey should be undertaken in collaboration with the State Government to assess the potential and scope for development of existing hotels and establishment of new chain of hotels in Himachal Pradesh to promote domestic tourism and attract larger inflow of foreign tourists. In the light of the conclusion of the survey, a suitable scheme should be drawn up for implementation in the private as well as the public sector both central and the State.

(b) *Traveller Lodges*

4.14 At present there are only two Traveller Lodges in Himachal Pradesh, one each at Kulu (6 rooms) and Manali (10 rooms). ITDC is stated to have included a proposal in its plan for expansion of the Travellers Lodge at Kulu. Secretary (Tourism) was during evidence asked whether two Travellers Lodges in a State like Himachal Pradesh with vast tourist potential were not too inadequate and whether a crash programme to set up such lodges at other places in Himachal Pradesh should be launched either by ITDC or by the State with liberal assistance from the Central Government. The witness replied that ITDC has a proposal to add 15 rooms to the Traveller lodge at Manali at a cost of Rs. 35 lakhs, which was, considering the present rate of occupancy, sufficient. The proposal was being put up to the ITDC Board and, if and after it was approved, it would take 2-3 years to construct the accommodation.

5.15 It is seen from the statement furnished to the Committee that tariff per room (for accommodation only) a traveller lodges in Kulu and Manali is as high as Rs. 150 per room per day for single occupancy and Rs. 200 per room per day for double occupancy.

4.16 Asked during evidence to indicate the occupancy ratio of these lodges, the Secretary (Tourism) indicated the average occupancy ratio as follows:—

Year	Kulu	Manali
1980-81	38%	37%
1981-82	52%	39%
1982-83	40%	34%
1983-84	31%	51%

4.17 As for the possibility to bring down the tariff to a reasonable level so that domestic tourists with average means could afford to stay in those lodges and occupancy ratio might improve there by, the Secretary (Tourism) merely stated: "the properties, overheads and everything also have got to be taken into account. In off-season they give a discount. even with this tariff these two properties are running at a loss."

4.18 The Committee trust that the proposal for additional rooms to be added to the travellers' lodge at Manali has by now been approved by the Board of Directors of the ITDC and that the scheme would be taken in hand without any further delay.

4.19 The tariff per room (for accommodation only) at travellers' lodges in Kulu and Manali appears to the Committee to be on the higher side. This may be the main or one of the predominant reasons for low rate of average occupancy of these lodges. The Committee recommend that a reduction in the tariff may be tried as an experimental measure for a limited period to watch its effect on rate of occupancy and final decision in the matter may be taken after analysing the results of the trial.

(c) *Imposition of Luxury Tax on Hotels*

4.20 The Committee learnt from a newspaper report that Government of Himachal Pradesh had imposed a luxury tax on hotels in Himachal Pradesh. During evidence Secretary (Tourism) was asked to indicate the genesis of this tax and the views of the Deptt. of Tourism in

regard to the continuance of this tax. She replied: "the tax was imposed in 1979-80 by the State Govt. Between (tariff of) Rs. 25 and 50, the tax comes to 3%. Between (tariff of) Rs. 50 and 75 it comes to 5% and for Rs. 75 and above it is 8%. There are other State Governments also which are charging this luxury tax. They are Maharashtra, Gujarat, Tamil Nadu, U. P. and West Bengal. As far as the Govt. of India is concerned, we have been requesting the State Govts. that in the interest of development of tourism, they should do away with the luxury tax as the amount they get from this tax is very small".

4.21 Luxury tax in hotels imposed by certain States is definitely a drag on the development of tourism. The Committee would like the Department to continue their efforts in getting this tax abolished as the amount realised from this tax is stated to be very small.

(d) Dharamshalas/Sarais in Himachal Pradesh

4.22 The Department of Tourism was asked to indicate the estimated number of beds available with unregistered Guest Houses, including Dharamshalas and Sarais, in Himachal Pradesh. In reply it is stated that "the Central Department of Tourism does not maintain statistics about the unregistered Guest Houses and Dharamshalas/Sarais. However, it has been informed by the Bharatiya Yatri Avas Vikas Samiti, a Society registered under the Societies Registration Act of 1860, that the number of dharamshalas in Himachal Pradesh is 62 with the total capacity to accommodate about 11,240 persons as per the information compiled by the Samiti in 1981."

(e) Yatrikas in Himachal Pradesh

4.23 Bhartiya Yatri Avas Vikas Samiti is a Society registered in November 1978 under the Societies Registration Act of 1860 to supplement the efforts of the State Governments to provide accommodation to low income group tourists at cheaper rates. One of the main objectives of the Samiti is to construct, establish, expand, maintain and promote existing and new accommodation facilities at places of pilgrimage. The Department of Tourism release grants-in-aid to the Samiti from time to time. So far Rs. 40 lakhs have been released as grant-in-aid to this Samiti.

4.24 The Samiti has a proposal for the construction of a Yatrika at Naina Devi in Himachal Pradesh at an estimated cost of Rs. 9.25 lakhs. The Samity had secured a plot measuring one Bigha 16 Viswa for construction of this Yatrika. The Samiti had invited tenders for the work but response was stated to be very poor. The Samity has now sent tenders to the Assitt. Commissioner of Tourism, Himachal

Pradesh for further action. The Samiti is also negotiating with the Deputy Commissioner, Simla in the matter but no response has been received by the Samiti so far.*

4.25 As late as January 23, 1984 the Minister of State for Tourism and Civil Aviation, in reply to specific question in the Lok Sabha about the construction of the Yatrika at Naina Devi, informed the House that the proposal will again be examined by the Management Committee of the Samiti for further action in view of the poor response from the tenderers.

4.26. As regards the projects undertaken by the Samiti in other States the position is indicated belows :

S.No.	State	Name of Places where Yatrika is proposed to be constructed	Remarks
1	2	3	4
1.	Madhya Pradesh	Amarkantak Chitrakoot Maheswer Onbereshwer	Completed, Do. Tenders have been invited.
2.	Uttar Pradesh	Brindaban Kampil Nand Mohar	80% of work on Block 'A' has been completed. 65% work completed. Construction work is in progress. Under process
3.	Orissa	Kedarnath Joshimath Puri	Do. Boundary walls has been completed and the foundation work is in Progress.
4.	Karnataka	Bidar	70% of the work has been completed.
5.	Pondicherry	Karikal	Foundation work is almost completed.
6.	Andhra Pradesh	Sarisallam	Tenders are being invited for the construction work.
7.	Kerala	Sabaraimalai	Being processed.
8.	Bihar	Bumar	Land has been allotted to BYAVS
9.	Tamilnadu	Tianjavour Ramshwaram	Being processed. Do.
10.	Gujarat	Dwerakaji	Do.
11.	West Bengal	Gangasagar	Do.
12.	Maharashtra	Trambakeshwar	Do.

A budget provision of Rs. 40 lakhs has been made in the current financial year i.e. 1985-86. Rs. 250 lakhs has been proposed during the 7th Five Year Plan Period.

4.27 The Committee find that Bhartiya Yatri Avas Vikas Samiti constituted in November, 1978 to supplement the efforts of the State Governments to provide accommodation to low income group tourists

*A: the time of factual verification the Department of Tourism have sought to modify their earlier statement as follows :-

"Bhartiya Yatri Avas Vikas Samiti had the proposal to take up the construction of Yatrika at Naina Devi on the state which was allotted to it by the state Government but it could not take up the construction of Yatrika on that site due to land slide. The Samiti is in Correspondence with the state Government for the allotment of alternative site to the samiti. The Samiti is processing a proposal for Construction of Dharamshala at Jakho Hills in Himachal Pradesh at an estimated cost of Rs. 10.00 lakhs."

at cheaper rate, has made little progress. They would like the Department of Tourism to activate the Samiti and keep a closer watch on its activities. Merely releasing grant-in-aid to the Samiti is not enough. It is the responsibility of the Department to see that the Samiti shows concrete results. Before releasing any further grants an assessment of the results achieved by the Samiti vis-a-vis the amount released earlier should be made if necessary by getting an on the spot inspection made.

4.28 The Committee find that the project of constructing Yatrika at Naina Devi has been hanging fire for quite some time. From the reply of the Minister of State for Tourism and Civil Aviation in Lok Sabha, it appears that the project has not yet reached the take off stage. It is surprising that with the resources of the Central/State Departments of Tourism and Bhartiya Yatri Avas Vikas Samiti it has not been possible to arrange a suitable contractor to get this comparatively small project through. The Committee would like the Department to have this project completed at the earliest.

4.29 The Committee would also like the Department of Tourism to explore the possibility of persuading various Central Public Undertakings as well as the Ministries/Departments of Government of India to set up holiday homes in Himachal Pradesh so as to encourage their employees to chose Himachal Pradesh as their destination while availing of LTC facilities for rest and recreation.

(f) *Hotels as Industry*

4.30 During evidence before the Committee while discussing the desirability of abolishing the luxury tax on hotels imposed by some of the State Governments, the Secretary (Tourism) referred to the stand taken by the Department of Tourism in the matter of declaring hotels and other tourism related activities as 'industry': She said:— "this (hotels) industry should also be defined as an 'industry' for the purpose of concessions. . . . We are interested that the industry should get loan at concessional rates like any other industry because this has a multiplier effect on the economy. . . . There should be cheaper loans and less taxes. . . . For a certain period say 5 years or 7 years, they should have a tax holiday. . . . We do feel that these taxes inhibit the growth of industry and we would like that these taxes should be done away with. We have written to the State Governments also requesting them to do away with this and to treat it as an industry and give these hotels and other properties the same benefits which are given to others (industries)".

4.31 In a subsequent communication addressed to the Committee in response to a specific question, the Ministry have furnished the following note on the subject:—"the Ministry had earlier written to the State Governments to declare hotels as an Industry. According to the available information only the State Governments of Orissa, West Bengal, Himachal Pradesh and Meghalaya have so far declared hotels as an Industry.

4.32. However now for the first time Tourism finds a specific mention in the Approach Paper to the Seventh Five Year Plan prepared by the Planning Commission and approved by the National Development Council. The relevant para read:—

'There is a vast potential for development of tourism in the country. Tourism should be accorded the status of an industry. Private sector investment will have to be encouraged in developing tourism and public sector investments should be focussed only on development of support infrastructure.'

Following upon this recommendation, Ministry has written to all the State Governments to take note of this recommendation and persuade various concerned Departments e.g. Finance, Industry and local bodies to extend the same concessions which are being accorded to activities which have been formally declared as an Industry. As a follow up the Ministry has also written to Financial Institutions drawing their attention to this para in the Approach Paper and requesting that Hotels and other tourism related activities be treated favourably and given the same concessions granted to other industries.

4.33 The Committee agree that according the status of 'industry' to hotels other tourism related activities and securing for this activity concessions which are normally applicable to the industries, particularly the newly set up industries, would go a long way in development of tourism. The Committee feel that grant of concessions which are available to industry to the hotel industry also should normally lead to lowering of hotel tariffs and charges for other tourist facilities. The Committee would like the Department of Tourism to continue their efforts in persuading the State Governments to treat this activity as an industry.

CHAPTER V

CONDUCTED TOURS

5.1 The Department of Tourism has informed the Committee that the Youth Hostels Association of India in collaboration with the Central Department of Tourism, Department of Sports, Indian Mountaineering Foundation and the State Government Organises national trekking programme in Himachal Pradesh from time to time. Air India also gives publicity to this programme.

5.2. The conducted tours within Himachal Pradesh organised by Himachal Pradesh Tourism Development Corporation are reported to be as follows:—

A. Conducted Tours from Manali:

- (1) Manali—Rohtang Pass & Back (Same day).
- (2) Manali—Manikaran and Back (Same day).

B. Conducted Sight Seeing Tours in and Around Simla:

Tour-I Daily—covering Wild Flower Hall, Kuri, Indira Holiday Home, and Fagur.

Tour-II Daily—covering Masholra, Craingnano, Fruit Research Station & Naldera.

Tour-III (Wed., Fri. & Sunday)—Covering Kufri, Theog, Matiana, Narkanda.

Tour-IV (Mon., Thurs. & Sat.)—Covering Chail, Kufri, Indira Holiday Home, Kiari Bungalow.

C. Vayudoot had introduced in March 1984 off season delux and economy class package tours extending to four days and three nights between Delhi-Kulu (Manali) and Chandigarh-Kulu. The ground arrangements were being handled by Himachal Pradesh Tourism Development Corporation. The basic object of launching these package tours were to:—

- (a) generate tourism traffic to Kulu-Manali during winter months when the flow of tourists drop down drastically.
- (b) develop low budget packages for domestic as well as international tourists.

- (c) once the pilot project is successfully launched, make it an annual feature.

5.3. On a suggestion that the Central Agencies like ITDC should also organise such tours from Delhi and Chandigarh to various places in Himachal Pradesh the Ministry, in reply, stated: 'According to the ITDC, M/s Ashok Travels & Tours (ITDC's subsidiary) can explore the possibility of running conducted tours, Delhi-Simla-Delhi during the Summer and Autumn seasons. It is also contemplated that ITDC would put up a hotel in Chandigarh, then they can explore the possibility of conducting tours in Himachal Pradesh from Chandigarh.'

5.4 The Committee note that Himachal Pradesh Tourism Development Corporation arranges conducted tours from Simla to various tourists places in Himachal Pradesh. Vayudoot has also introduced off-season package tours for the convenience of middle class passengers from outside the State. The ITDC contemplates putting up of a hotel in Chandigarh and thereafter it would explore the possibility of arranging conducted tours from Chandigarh to Himachal Pradesh. The Committee feel that it should not be difficult for the Central agencies to arrange conducted tours round the year not only from Chandigarh but from other cities in India to Himachal Pradesh in consultation with various transport hotel sports and educational agencies in the country such package/conducted tours will not only help in developing the economy of the State but also help in achieving better understanding among the people belonging to different regions and linguistic groups.

CHAPTER VI

WINTER SPORTS

6.1. The Department of Tourism has stated that it has not undertaken any survey to gauge the potential of places like Narkanda, Manali, Dalhousie, Dharamsala etc. for the development of winter sports. The State Government have however created some facility at Narkanda. The Department according to its policy has been providing assistance to the State Government to hold winter ski courses since 1979-80. The Department has no proposals at present to provide assistance to the State Government in the installation of ski lifts though a proposal for the purchase of ski equipment has recently been received from the State Government and is under examination of the Department. The Department however has taken a decision to transfer a rope tow from the Indian Institute of Skiing and Mountaineering Gulmarg to the State Government for training purposes.

6.2. On enquiry about the reasons for not exploring the possibilities of attracting tourists to this State by creating facilities for winter sports, the Department has in a note stated as follows:—

“India is a vast country studded with places of tourist interest. In view of this it is not possible for the Government of India to carry out survey of each and every centre which has potential for its development. It is the policy of the Government of India to assist the State Government in the development of selected areas. In pursuance by the policy, Narkanda has been identified for assistance by the Central Government to develop it as a Winter Sports Resort. The Central Government has already provided about (25 ski sets to the State Government) of Himachal Pradesh. A ski lift was also transferred to the State Government in 1976. Another ski lift was transferred from Gulmarg to Narkanda only last year i.e. 1983-84. A proposal to purchase ski equipment for conducting winter ski courses at Narkanda is under the consideration of the Government to provide central assistance to the extent of Rs. 6.00 lakhs or so.”

6.3. During evidence the Committee were informed that some instructor had been sent to Government of Himachal Pradesh and Uttar Pradesh for starting the work of Winter Sports and trekking.

*At the time of actual verification the Department of Tourism has indicated the latest position in this regard as follows:—

“The Department has already transferred two ski lifts [including one rope tow] from the Indian Institute of Skiing and mountaineering Gulmarg to the State Government of Himachal Pradesh for the purpose of training Candidates in snow skiing at Narkanda.”

The Department while reporting progress made in this regard has furnished the following details of the future programme of work to promote winter sports and trekking in Himachal Pradesh:—

“The Indian Institute of Skiing and Mountaineering conducts snow ski courses during winter at Narkanda (H.P.) and Auli (Garhwal—U.P.), apart from its regular courses in Gulmarg. The courses at Narkanda and Auli are sponsored courses for which all arrangements with regard to board and lodging, transport, Medical facilities and other Administrative expenses that may be necessary for organising these courses are borne by the State Governments concerned. The State Government of U.P. and H.P. is also paying a capitation fees to cover the administrative expenses for conducting such courses. The sponsored courses can be taken up by I.I.S. & M. provided State Government sponsoring agency agree to the terms and conditions (detailed above) on which these courses are being organised in H.P. and U.P. States.”*

6.4 Himachal Pradesh has a vast potential for development of winter sports. Places like Narkanda, Manali, Dalhousie, Dharassala etc., offer ideal sites for development of facilities for these sports. The Committee note that some progress has been made in this direction at Narkanda. However, a lot more has to be done before Himachal Pradesh could hold real attraction to potential tourists interested in winter sports. The Committee feel that the State needs substantial help in developing these facilities and hope that Department of Tourism would unreservedly come to the assistance of the State in a larger measure than hitherto.

*At the time of factual verification Deptt. of Tourism has indicated that Subsequently, the Govt. of Uttar Pradesh has been exempted for the payment of Capitation Fee.

CHAPTER VII

TOURIST PUBLICITY

(a) *Tourist Literature on Himachal Pradesh.*

7.1. Indicating the steps taken by the Central Government|ITDC to project the State of Himachal Pradesh as a holiday destination by giving wide publicity, the Department of Tourism has stated that the Department together with ITDC is continuously producing tourist publicity literature and other allied material for promotion of places of tourist interest in India including the ones located in Himachal Pradesh. Simultaneously, the Government of India's Tourist Offices abroad give wide publicity to all such places by distributing tourist publicity literature and organising India evenings, audio-visual|slide presentations, film shows, etc. The literature produced by the State Government also includes places like Simla, Kulu, Manali, Chail and places of pilgrimage. They have also published a number of guides|brochures which are put on sale at very low prices. They have also produced other allied promotional material. The tourist literature currently available on Himachal Pradesh is listed below:—

1. Himalayan Holidays
2. Himachal Pradesh
3. The Right Place Tourist Map
4. Chandigarh Simla Kulu Manali
5. Discover Delhi and the North
6. India Brochure
7. Uttar Bharat (Hindi)
8. Hamara Bharat (Hindi)

7.2. An imaginative projection and publicity of the natural and rugged beauty of Himachal Pradesh as also of its cultural heritage is necessary to capture the attention of potential tourists in foreign countries, and attractively produced publicity material in foreign languages is a must therefor. The Committee recommend that the Department of Tourism and the Government of Himachal Pradesh should jointly examine the adequacy and quality of the existing publicity material on tourism in the State and pool their resources

in improving the quality and coverage of the material by adopting innovative techniques. Free availability of such material through India missions, tourist centres and travel agents is sure to give desired filip to international tourism in Himachal Pradesh.

(b) *Handbook for Tourists*

7.3. Packaged tours for seven days to twenty one days are organised both by ITDC as well as tour operators and various tourism development corporations in different States. These tours are marketed abroad as package tours. Asked during evidence to indicate if there was a tourism handbook covering all tourist places in India so as to guide the foreign as well as domestic tourists in planning their tours, the Secretary, Ministry of Tourism stated: "For the country as a whole we do not have one booklet but for each region and each centre we have a booklet. As the country is very large, to market it as one big package becomes difficult." The witness further added: "All regional offices of our Department have got the literature and if any tourist wants to make a package tour, our officers both abroad and in the country will assist him. Moreover, we have regional offices at all entry points. If any foreigner comes, he will come either to Bombay or Delhi or Calcutta or Madras. In these entry points, we have regional offices with all the literature for the whole country."

7.4. Answering the question whether any proposal for bringing out a hand-book for tourists for being sold at subsidized rates was considered at any time in the past and if so, what was the latest position about it, the Department has in a written note stated:—

"A handbook on India containing tourist information used to be published during the 1950s, but it was discontinued subsequently. Since then there has been no proposal for bringing out a handbook for tourists for selling at subsidised rates, as a member of privately published guide-books are on sale. In overseas countries also guidebooks on India are available. The Department of Tourism produces brochures/pamphlets covering all India, regions, various themes and places of tourist interest."

7.5. In another note furnished to the Committee the Department have stated that the Department is in the current year, scheduled to bring out a detailed booklet on 'travel information' for the guidance of tourists. It is also pointed out that a comprehensive publication entitled 'The Handbook of India' brought out by Publications Division is also available for sale in the market at a reasonable price which covered not only places of tourist interest but also enumerates regulations on customs, health immigration, travel tips, etc.

7.6 The Committee regret that the Department of Tourism has not yet produced any booklet of its own containing a comprehensive write-up on places of tourists interests all over the country and also giving information and advice of interest to tourists in the country, both domestic and foreign. The Committee hope that the detailed booklet on travel information for the guidance of tourists proposed to be brought out by the Department would come out soon.

(c) Publicity of motivate international tourism in India

7.7 The Department of Tourism has 18 regular Tourist Offices overseas engaged in promotion of tourist traffic to India. These offices cover the following areas ;—

- | | | |
|----------------|---|--|
| 1. New York. | } | 'Operation America' covers the U.S., Latin America, Ganda, and the Carribean Islands. Regional Director, New York, supervises the functioning of these offices. |
| 2. Los Angeles | | |
| 3. Chicago | | |
| 4. Toronto | | |
| 5. London | | 'Operation U.K. covers U.K. and Eire. (This office is under the charge of a Director). |
| 6. Geneva | } | 'Operation Europe' covers continental Regional Director, Geneva, supervises the functioning of these offices. |
| 7. Paris | | |
| 8. Frankfurt | | |
| 9. Brussels | | |
| 10. Stockholm | | |
| 11. Vienna | | |
| 12. Milan | | |
| 13. Sydney | } | 'Operation Australasia' covers Australia, New Zealand, Fiji Island, Singapore Malaysia and Indonesia. Regional Director, Sydeny supervises the functioning of these offices. |
| 14. Singapore | | |
| 15. Tokyo | } | 'Operation East Asia' covers Japan, Philip-pines, Hongkong and Thailand. Regional Director, Tokyo supervises the functioning of these offices. |
| 16. Bangkok | | |
| 17. Kuwait | | 'Operation West Asia' covers West Asia. The Regional Director, Kuwait super-vises this region. |

7.8 In addition, there are two one-man offices at Dubai and Kath-mandu. However, it has been proposed to make the office at Dubai a regular one.

7.9 The new Tourist Office at Kuala Lumpur came into existence in December, 1984.

7.10 These overseas offices perform activities forming a direct link between the Department and the Travel Trade. Their functions are stated to include handling of enquiries, both postal and oral, dissemination of accurate tourist and travel information, advertising, publicity, liaison and public relations with the foreign press and travel exhibitions; and supply of information to the Department about the current tourist trends in the international market to enable tap potential tourist resources in the areas of their respective jurisdictions.

7.11 These offices are, it is stated, provided with tourist publicity literature, tourist promotion films, audio-visual presentation and photographs and transparencies to facilitate their promotional work amongst the prospective tourists to India; tour operators and travel agents. Each of these offices is required to maintain an information documentation system which from time to time they update.

7.12 According to the Deptt. of Tourism, there is a highly competitive market situation prevailing amongst the many countries of the world who wish to attract tourists from the developed world. In this situation the existence/opening of the overseas offices of the Department of Tourism has acquired considerable importance. These offices are our outposts in the traffic generating markets of the world, and their main function is to create the awareness of India as an attractive holiday destination.

7.13 Since traditionally, India enjoys an image of a cultural destination, the Department's efforts are also being directed towards adding to it the image of a holiday destination, beach holidays, adventure, venue for international conferences and conventions,—all new aspects in marketing India abroad. Promotion in these markets has to be undertaken by our offices through advertisements in newspapers magazines, television, radio, sales seminars for agencies and airlines staff, film shows, exhibitions, arranging India evenings for special interest groups, the trade and in schools, universities and at other venues.

7.14 With this object of projecting India specifically as a holiday destination and as a venue for Conferences, thematic publicity campaigns are undertaken by the overseas offices. Joint advertising promotion is also undertaken to market speciality and charter tours, for which a special provision has been made in the Plan Budget. In close collaboration with Members of the Indian Travel Trade, Air India, Indian Airlines and ITDC, the Department has been participating in travel trade fairs and exhibitions both in India and abroad. The most important fairs in which India participated on a joint basis for the first time in 1983 are the Berlin Travel Trade Fair known as ITB, and also FITUR, the Travel Trade Fair held in Spain. Food-cum-Cultural Festivals are organised jointly by Indian Tourist Offices overseas and

Air India in Europe, West Asia and East Asia. The participation in trade fairs has increased manifold in the last two|three years.

7.15 Visits of high level trade teams from Headquarters are also undertaken to familiarise the overseas travel trade with innovations in air fares, domestic air network, hotel infrastructure and special tourism products.

7.16 "With a view to achitving maximum efficiency and proper utilization of meagre resources," an arrangement of closer coordination between the Department of Tourism and Air India was introduced with effect from 1-7-1968 to promote traffic from Continental Euripe under the scheme "Operation Europe". This arrangement was later extended to UK in 1970 and to North America in 1972. It was extended to all other tourist offices with effect from April, 1977. The expenditure on publicity and promotion is shared by the Department of Tourism and Air India, in the ratio of 80 : 20 in respect of "Operations—America-UK and Europe" and the ratio 100 : 20 in respect of "Operations—East Asia, West Asia, and Australia". However, under this arrangement the Government of India Tourist Offices in each region maintain their separate identity. Air India by virtue of being a commercial organisation provides a mode of transportation by air not only to India but other countries as well, whereas the tourist offices perform the non-commercial functions of promotion of tourism to India.

7.17 The Department maintains that all proposals, relating to promotion of tourism are mutually discussed so as to devise maximum advantage of the promotion mounted. To eliminate duplication of expenditure on one hand and to strengthen the resiuces on the other, the Department of Tourism has initiated joint participation and promotion in collaboration with Air India, ITDC and Indian private sector Travel Trade by way of participation in fairs and exhibitions, organisation of high-level promotional seminars both in India and abroad.

7.18 The expenditure on overseas promotion during the last three years is as under:

(Rs. in lakhs)

Year	DOT Share	Air India Share
1981-82	289.91	71.88
1982-83	340.23	75.61
1983-84	381.27	89.73

7.19 The Department has, however, represented that "whereas all efforts are being made by the Department of Tourism and the overseas Tourist Offices to make the most of the funds made available, it must be pointed out that in this very competitive market our efforts are seriously hampered by the lack of sufficient funds. Most of our offices are unable to undertake positive tourist image building advertising on a scale which would make an impact on the market. An understanding of the competition prevailing in this market has to be realised and additional funds made available to sustain the existing traffic and to project the various facts of India tourism which the Department of Tourism has been unable to do in an adequate manner due to paucity of funds."

7.20 During the last three years 1981-82 1982-83 and 1983-84 the following expenditure was incurred on payment of TA/DA of officers of the Department of Tourism/ITDC for undertaking tours abroad.

Years	(Rs. in lakhs)	
	Department of Tourism	ITDC
1981-82	0.58	8.06
1982-83	1.20	3.32
1983-84	1.08	0.15

7.21 In this context it will be of interest to know the data on foreign tourist arrivals in India during the last three years. This is given in the following statement furnished by the Department.

Year	Tourist arrivals excluding Pakistan & Bangladesh	Percentage growth	Tourist arrival including Pakistan and Bangladesh	Percentage growth
1981	553148	..	1279210	..
1982	860178	0.8%	1288162	0.7%
1983	884731	2.9%	1304976	1.3%

7.22 The Committee note that during 1983-84 the expenditure of the Department of Tourism and ITDC on "Overseas Promotion" including payment of TA/DA of officers for undertaking tours abroad was as much as Rs. 4.81 crores. The Committee would like the Department of Tourism to examine as to how much of the expenditure was in the

nature of administrative expenses and how much on publicity. In the light of this examination, the Committee would like the Department to reorient the expenditure pattern to give more emphasis to advertising and publicity not only through written word but also by screening of conventional and Video documentary films and slides showing the natural beauty of the various tourist spots in the country and the culture and traditions of the people of different regions and areas of the country as also modern facilities available for holding of international conferences, seminars etc.

NEW DELHI;
July 23, 1985
Shravana 1, 1907 (Saka)

CHINTAMANI PANIGRAHI,
Chairman,
Estimates Committee.

APPENDIX

Statement of Recommendations/Observations

S. No.	Para No.	Recommendation/observation
1	2	3
1	2.7	<p>It is indeed surprising that the Department of Tourism has as yet no complete data in regard to tourist traffic to various States in the country, nor does it have any systematic method of collecting the same either of its own or through the State Governments. The Committee fail to understand as to how in the absence of systematised data collection the Department has assessed the tourist traffic in the 90s or, for that matter, presented its case for allocation of funds for development of tourism in the Central Sector to the Planning Commission. Secretary, Department of Tourism admitted before the Committee during evidence that not all States in the country have Statistical Cells to collect data of tourist flow in the States and that the Statistical Cell of the Central Department of Tourism itself is 'very weak'. The Committee would like the Department of Tourism to urgently evolve a suitable and effective machinery for the collection of information on tourist traffic in the country both international and domestic and the traffic attracted by each State so that developmental activities could be planned realistically and not on <i>ad hoc</i> basis as appears to be the case at present.</p>
2	2.13	<p>The Committee find that despite the fact that there is considerable tourism potential in Himachal Pradesh, the expenditure in the Central Sector on provision of infrastructure in the State has been rather niggardly. Out of the total ex-</p>

penditure of Rs. 100.35 crores on Tourism Promotion in the Central Sector including investment by the Indian Tourist Development Corporation from Second Five Year Plan onwards upto 1983-84, the share of Himachal Pradesh has been no more than Rs. 37.17 lakhs which is less than one per cent of the total expenditure. It is also noted that during the first four years of the 6th Plan (1980-81—1983-84) the expenditure has been only Rs. 20.56 lakhs which is much less than the expenditure (Rs. 31.94 lakhs) during the corresponding period of the 5th Five Year Plan (1974—78). These facts indicate that the Central Govt. has not been paying adequate attention to the development of tourist facilities in Himachal Pradesh to attract tourist traffic in that part of the country which has a very rich tourist potential. The Committee recommend that at least during the 7th Five Year Plan period Himachal Pradesh should be given better attention in the matter of development of tourism oriented infrastructure and facilities.

2.14 The Committee feel sure that moneys invested for development of tourist facilities in a State like Himachal Pradesh, which abounds in places of rapturous natural scenic beauty, would not only pay off in the long run but also contribute to the general development and prosperity of the State and also of the country as a whole.

3 2.18 The Committee find that of the 9 schemes for creation of facilities for tourism submitted to the Central Department of Tourism by the Govt. of Himachal Pradesh in October 1981, not a single scheme appealed to the Department of Tourism and the Govt. of Himachal Pradesh was asked to send revised schemes without indicating to the State Govt. as to what amount could be made available to the State Govt. for this purpose. This surely would have affected adversely on the enthusiasm of the State Govt. to prepare schemes.

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In this context it is no wonder that no expenditure could be incurred in the Central Sector on development of tourist facilities in Himachal Pradesh during 1982-83 and 1983-84. It will be helpful if the Deptt. of Tourism indicates in advance to the State/U.T. Govts. as to what amount is likely to be available in the Central Sector for development of tourist facilities in the State/U.T. during a specified period and then ask for schemes to fit in the ceiling indicated. The procedure currently in force is quite frustrating for the State Govts. and is likely to discourage them in preparing schemes for development of tourist facilities for assistance by the Centre. The Committee hope that the Department of Tourism would review their procedure in order to avoid infructuous effort in preparation of schemes by the State Govts. for assistance which may not be forthcoming to the extent desired.

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3.5

In view of considerable tourism potential of Himachal Pradesh, particularly international tourism, construction of aerodrome near Simla to take on bigger aircraft such as Boing 737 seems fully justified. Air service from Delhi/Chandigarh to Simla would certainly give a fillip to tourism in that State. Since construction of aerodromes is the responsibility of the Centre, the Committee are not aware under what circumstances the work of construction of the airport at Simla was initially undertaken by the State Government. Had this task been undertaken by the Department of Civil Aviation, the present position would have been different altogether. The Committee would like the Department of Civil Aviation not only to prepare various project reports expeditiously but also to find simultaneously money for construction of aerodrom near Simla. They trust that the project would be cleared at all levels promptly and

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implemented in the early part of the 7th Five Year Plan period.

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3.7

The Committee are not aware whether the package tours launched by Vayudoot between Delhi/Chandigarh-Kulu-Manali were popular or not. In case these were popular, there is a case for their continuance throughout the year instead of the facility being confined to off season only. The Committee would like the Ministry of Tourism and Civil Aviation to examine the commercial viability of such services by Vayudoot throughout the year in the context of tourist promotion effort and if the service is able to pay its way through, it could be continued throughout the year. If necessary a higher tariff could be fixed for the peak season period.

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3.11

The Committee are informed that two new broadgauge railway lines, one from Nangal Dam to Talwara and then on to Mukerian and the other from Kalka to Tipra (Parwanoo) have been approved by the Ministry of Railways. Although the former was approved in 1981-82, the present progress of the work on the line is reported to be only 4.3 per cent while the latter project is still at the nebulous stage of resurvey for preparation of project report. The progress of implementation of these railway projects is thus very tardy and needs to be accelerated. It is needless to mention that proximity of a place of tourist interest to rail head helps in regular inflow of tourists traffic, both domestic and international. The projected new railway lines have to be viewed from this angle also and implemented without avoidable delay.

3.12

The Committee also commend the proposal already mooted by the Himachal Pradesh Hotel and Restaurant Association for starting of direct trains linking Bombay/Calcutta with Kalka as

being in the interest of tourism promotion. The Committee hope that the Ministry of Railways will consider the proposal favourably for implementation in the near future.

- 7 4.10 The Committee feel that there is need for a Central legislation regulating the hotel industry in the country. Fleecing of tourists, both domestic and foreign, by hotels without making available even standard facilities creates a bad image of the country abroad and acts as a damper to the enthusiasm of the potential tourists to undertake the journey again. Govt. should not be powerless in disciplining the hotel and other allied industries who are catering to the tourists to conform to certain standards. The Committee recommend that the Deptt. of Tourism should seriously consider the urgent need for a suitable legislation on this subject being brought before Parliament at the earliest.

- 4.11 It was admitted during evidence before the Committee that there is a heavy backlog of applications from hotels for classification and that efforts have commenced only recently for clearing this backlog. The Committee would like the Department of Tourism to streamline and simplify the procedures to ensure expeditious clearance of all applications for classification of hotels. A period of two months from the date of application should be more than adequate for the Department of Tourism to inspect the hotel concerned and classify it according to the facilities available.

- 4.12 The Committee emphasise the need for introduction of a system of periodical as well surprise inspection of hotels already given a classification by the Department of Tourism to ensure that the facilities in the context of which
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the hotel was given a particular classification continue to be available in the hotel all the time. In this context the Committee are surprised that even though inspection procedure of some sort did exist, there has been no occasion to declassify any hotel since 1980 for violating the prescribed standard of facilities. The Committee would like the Department to enjoin upon the inspecting authorities to make the inspections thorough and meaningful in one spell and not to hesitate in declassifying a hotel on the spot if the requisite facilities are found to have deteriorated and being below the prescribed standard.

4.13

The Committee desire that a survey should be undertaken in collaboration with the State Government to assess the potential and scope for development of existing hotels and establishment of new chain of hotels in Himachal Pradesh to promote domestic tourism and attract larger inflow of foreign tourists. In the light of the conclusion of the survey, a suitable scheme should be drawn up for implementation in the private as well as the public sector both central and the State.

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4.18

The Committee trust that the proposal for additional rooms to be added to the travellers' lodge at Manali has by now been approved by the Board of Directors of the ITDC and that the scheme would be taken in hand without any further delay.

4.19

The tariff per room (for accommodation only) at travellers' lodges in Kulu and Manali appears to the Committee to be on the higher side. This may be the main or one of the predominant reasons for low rate of average occupancy of these lodges. The Committee recommend that a reduction in the tariff may be tried as an experimental measure for a limited period

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to watch its effect on rate of occupancy and final decision in the matter may be taken after analysing the results of the trial.

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4.21

Luxury tax in hotels imposed by certain States is definitely a drag on the development of tourism. The Committee would like the Department to continue their efforts in getting this tax abolished as the amount realised from this tax is stated to be very small.

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4.27

The Committee find that Bharatiya Yatri Aavas Vikas Samiti constituted in November, 1978 to supplement the efforts of the State Governments to provide accommodation to low income group tourists at cheaper rate, has made little progress. They would like the Department of Tourism to activate the Samiti and keep a closer watch on its activities. Merely releasing grant-in-aid to the Samiti is not enough. It is the responsibility of the Department to see that the Samiti shows concrete results. Before releasing any further grants an assessment of the results achieved by the Samiti *vis-a-vis* the amount released earlier should be made if necessary by getting an on the spot inspection made.

4.28

The Committee find that the project of constructing Yatrika at Naina Devi has been hanging fire for quite some time. From the reply of the Minister of State for Tourism and Civil Aviation in Lok Sabha, it appears that the project has not yet reached the take off stage. It is surprising that with the resources of the Central/State Departments of Tourism and Bhartiya Yatri Aavas Vikas Samiti it has not been possible to arrange a suitable contractor to get this comparatively small project through. The Committee would like the Department to have this project completed at the earliest.

4.29

The Committee would also like the Department of Tourism to explore the possibility of

persuading various Central Public Undertakings as well as the Ministries/Departments of Government of India to set up holiday homes in Himachal Pradesh so as to encourage their employees to choose Himachal Pradesh as their destination while availing of LTC facilities for rest and recreation.

- 11 4.33 The Committee agree that according the status of 'industry' to hotels and other tourism related activities and securing for this activity concessions which are normally applicable to the industries, particularly the newly set up industries, would go a long way in development of tourism. The Committee feel that grant of concessions which are available to industry to the hotel industry also should normally lead to lowering of hotel tariffs and charges for other tourist facilities. The Committee would like the Department of Tourism to continue their efforts in persuading the State Governments to treat this activity as an industry.

- 12 5.4 The Committee note that Himachal Pradesh Tourism Development Corporation arranges conducted tours from Simla to various tourists places in Himachal Pradesh. Vayudoot has also introduced off-season package tours for the convenience of middle class passengers from outside the State. The ITDC contemplates putting up of a hotel in Chandigarh and thereafter it would explore the possibility of arranging conducted tours from Chandigarh to Himachal Pradesh. The Committee feel that it should not be difficult for the Central agencies to arrange conducted tours round the year not only from Chandigarh but from other cities in India to Himachal Pradesh in consultation with various transport, hotel sports and educational agencies in the country such package/conducted tours will not only help in developing the economy of the State but also help in achieving better

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		understanding among the people belonging to different regions and linguistic groups.
13	6.4	Himachal Pradesh has a vast potential for development of winter sports. Places like Narkanda, Manali, Dalhousie, Dharmsala etc., offer ideal sites for development of facilities for these sports. The Committee note that some progress has been made in this direction at Narkanda. However, a lot more has to be done before Himachal Pradesh could hold real attraction to potential tourists interested in winter sports. The Committee feel that the State needs substantial help in developing these facilities and hope that Department of Tourism would unreservedly come to the assistance of the State in a larger measure than hitherto.
14	7.6	As imaginative projection and publicity of the natural and rugged beauty of Himachal Pradesh as also of its cultural heritage is necessary to capture the attention of potential tourists in foreign countries, and attractively produced publicity material in foreign languages is a must therefor. The Committee recommend that the Department of Tourism and the Government of Himachal Pradesh should jointly examine the adequacy and quality of the existing publicity material on tourism in the State and pool their resources in improving the quality and coverage of the material by adopting innovative techniques. Free availability of such material through India missions, tourist centres and travel agents is sure to give desired filip to international tourism in Himachal Pradesh.
15	7.6	The Committee regret that the Department of Tourism has not yet produced any booklet of its own containing a comprehensive write-up on places of tourists interests all over the country and also giving information and advice of inter-

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est to tourists in the country, both domestic and foreign. The Committee hope that the detailed booklet on travel information for the guidance of tourists proposed to be brought out by the Department would come out soon.

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The Committee note that during 1983-84 the expenditure of the Department of Tourism and ITDC on "Overseas Promotion" including payment of TA/DA of officers for undertaking tours abroad was as much as Rs. 4.81 crores. The Committee would like the Department of Tourism to examine as to how much of the expenditure was in the nature of administrative expenses and how much on publicity. In the light of this examination, the Committee would like ~~the~~ Department to reorient the expenditure pattern to give more emphasis to advertising and publicity not only through written word but also by screening of conventional and vedio documentary films and slides showing the natural beauty of the various tourist spots in the country and the culture and traditions of the people of different regions and areas of the country as also modern facilities available for holding of international conferences, seminars etc.

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E. C. No. 1099

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PUBLISHED UNDER RULE 382 OF THE RULES OF PROCEDURE AND CONDUCT
OF BUSINESS IN LOK SABHA (SIXTH EDITION) AND PRINTED BY THE
GENERAL MANAGER, GOVERNMENT OF INDIA, PRESS,
MINTO ROAD, NEW DELHI.