

ANNUAL ADMINISTRATIVE REPORT 2017-18

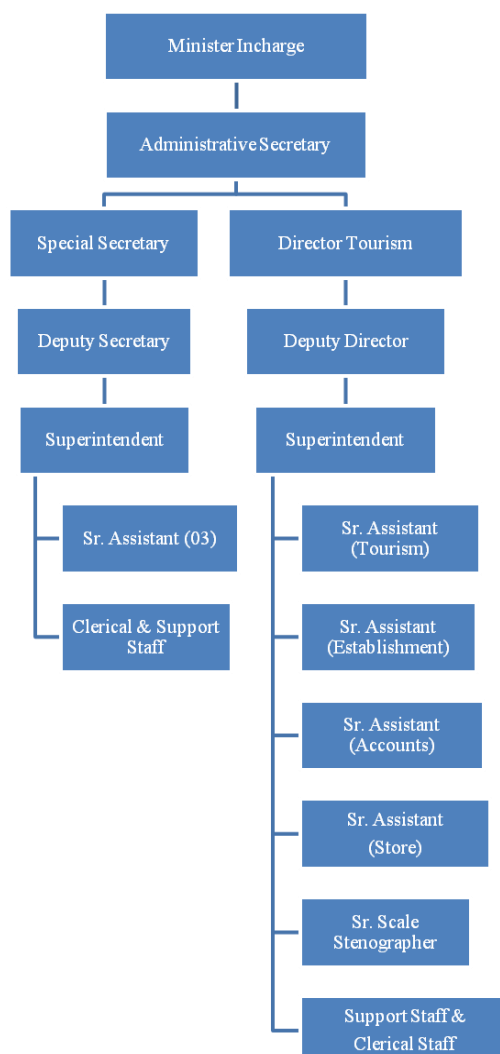
DEPARTMENT OF TOURISM, GOVERNMENT OF PUNJAB

1) BACKGROUND

With its rich and varied cultural, and historical and religious heritage, natural and scenic beauty, human-made attractions, a wealth of folklore, fairs, festivals, cuisine, arts and crafts, and above all, a very warm and hospitable people, Punjab has all the elements which a destination can ever aspire for. The State, both the granary and shield of India, enjoys a high per capita income and living standards. The State has made huge investments in the tourism and culture sector in recent years which was possible due to financial resources devoted by the State Government out of its own budget as well as the assistance provided by the Asian Development Bank through the IDIPT project.

Punjab has a glorious history and it is famous as the land of the great Sikh Gurus. It has a world-class heritage of religious shrines, forts and palaces, ancient and historical monuments, wetlands and areas of natural beauty. It is also famous for its handicrafts, woodcrafts and intricately designed rich traditional patterns, motifs and needlework products. Due to its rich historical legacies, forts, religious shrines, wetlands, arts and handicrafts, the State offers a wide variety of savors to all kinds of visitors.

2) ORGANIZATIONAL SETUP OF THE DEPARTMENT



The details of the staff strength sanctioned at the Headquarters as well as in the field are as under:-

STAFF STRENGTH

a) HEAD QUARTER (REGULAR)

The office at head quarter is working under the supervision of Deputy Director, Tourism, who is assisted by the Staff posted at head quarter. The department of Tourism monitors the various works handled by the executive agency i.e. Punjab Heritage and Tourism Promotion Board, coordinates interstate and with Ministry of Tourism, Government of India. It also looks after all the ministerial and administrative work of the field offices.

b) FIELD STAFF (REGULAR)

The Department is running 15 Tourist Information Centres, which are located at:-

(1) Wagha Border,Amritsar, (2) Raja Sansi Airport,Amritsar, (3) Railway Station,Amritsar, (4) Golden Temple Amritsar, (5) Nangal, (6) Sri Anandpur Sahib, (7) Ropar, (8) Ludhiana, (9) Bathinda, (10) Pathankot, (11) Fazilaka ,(12) Patiala, (13) Chandigarh, (14) New Delhi, (15) International Airport, Mohali. The main objective of these Tourist Information Centre's is to provide information to National as well as International Tourists, besides this, tourist publicity literature is also provided free of cost. In order to run information centers in proper way, expert staff providing information to these centers has been appointed on regular as well as through an outsourcing agency. The number of staff working in the Tourism department is as follows:-

CHART OF HEAD QUARTER AND FIELD STAFF

a) HEAD QUARTERS (REGULAR)

Deputy Director	01
Superintendent	01
Senior Scale Stenographer	01
Senior Assistant	04
Steno typist	02
Junior Assistant/Clerk	05
Driver	01
Duplicating Machine Operator	01
Peon	03
Chowkidar	01
Sweeper	01

b) FIELD STAFF (REGULAR)

Tourist Officer	02
Guide –Cum-Clerk	02
Peon	04
Chowkidar	02
Sweeper	04

c) OUTSOURCING STAFF (FIELD STAFF)

Tourist Officers	12
Guide-cum-Clerk	05
Peons	07

3) COMPARATIVE CHARTS (PHYSICAL & FINANCIAL PROGRESS OF DEPARTMENT) FOR PREVIOUS TWO YEAR COMPARED WITH YEARS BEING REPORTED- IN TABULATED FORM

Physical & Financial Progress of Department for previous two years compared with 2017-18 is placed at Annexure-1.

4) VISION, MISSION & GOALS

a) Vision (Long – term Transformational objectives)

The policy vision for the next five years is to establish Punjab as a world-class destination, offering a unique, different and memorable experience to tourists, ensuring sustainable and responsible tourism development, and firmly turning tourism into an engine for fostering socio-economic development in the State.

b) Mission (Achievable Tasks stations):

The Government's mission is to work relentlessly to double the annual tourist visits in the State from 25 million to 50 million in the next five years by creating new infrastructure and improving the existing one, particularly on site facilities such as access roads, parking lots, public toilets, food and beverage retail outlets, appropriate product development, promoting tourism through effective and efficient marketing and promotion campaigns, forging partnerships with private sector for investments in tourism-related projects, building linkages with travel and tourism trade, and development of appropriate human resources to provide quality services and facilities to tourists.

c) Goals (Measurable parameters or Key indicators of performance)

- Increase in footfall of domestic and foreign tourists in the State
- Capacity building in craft development & hospitality sector, by way of training
- Creation of facilities for the tourists by adding accommodation units such as Bed & Breakfast, Farm Stay & Tented Accommodation.
- Preservation & Conservation of Protected Monuments
- To promote awareness of Punjab's Cultural Heritage by organizing fairs, festivals & Cultural exchange programmes.
- To Commemorate special events & centenaries
- Infrastructure and Superstructure Development
- Product Development and Diversification
- Rural Tourism and Local Community Development
- Public Private Sector Partnership
- Support to Small and Medium-scale Enterprises
- Linkages with Travel Trade
- Leisure and Recreation

d) Policy:

Punjab State Tourism Policy has been notified by the State Government during 2017-18. The policy vision and goal(s) aim at attracting high-value tourism through responsible and sustainable development of sensitive tourism resources, will constitute the core of the State's tourism policy. The policy includes key principles that underpin the vision (e.g. local communities' involvement, concentration on small and medium-sized business development, an emphasis on local job and income creation, special consideration for women and youth, environmental preservation and conservation, etc.), and set long-term

targets for tourism growth and establish the positioning upon which Punjab as a destination will differentiate itself from other competing tourism destinations. The policy provides a range of statements to voice the Government's intent regarding sustainable development, cultural preservation, development of arts, community/rural-based tourism advancement, small business stimulation, human resource development, training for enterprises, attracting and hosting tourism markets and segments within these markets, etc. It clarifies the roles and responsibilities of the various agencies involved in tourism and develop an institutional framework for implementing and advancing the policy.

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e) Programmes & Projects :

Works undertaken with Central Financial Assistance from MOT, GOI:-

i) Pilgrimage Rejuvenation and Spiritual Augmentation Drive-01 Development of Karuna Sagar Valmiki Sthal at Amritsar

Ministry of Tourism, Govt. of India has released an amount of Rs.510.41 Lakh against the total sanctioned amount i.e. Rs.645.09 Lakh for Development of Karuna Sagar Valmiki Sthal at Amritsar under Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) 100% Centrally Sponsored Scheme to the executing Agency PWD, Amritsar through PHTPB.

ii) Swadesh Darshan Scheme:

A proposal of Rs. 99.96 crore has been submitted for development of Heritage Circuit which include Sri Anandpur Sahib, Chamkaur Sahib, Fatehgarh Sahib, Khatkarkalan SBS Nagar, Sanghol Fatehgarh Sahib, Hussainiwala Ferozpur and Kalanaur Gurdaspur. Sanction is awaited.

iii) Fair & Festivals

Under this scheme, Ministry of Tourism, Govt. of India has sanctioned two nos. fair and festivals namely Harivallabh Sangeet Samelan & Holla Mohalla during the year 2017-18.

Projects undertaken with Assistance from Asian Development Bank:-

- i) Under Asian Development Bank Assisted Infrastructure Development Investment Program for Tourism (IDIPT) the major activities taken up under Tranche 1 are Conservation, renovation and reuse of Gobindgarh Fort, Conservation of Town Hall, Construction of New AMC Building, Last Mile Connectivity of Chhota Ghalughara in Gurdaspur district, Development of Community based eco-tourism at Keshopur. Most of these works have been completed during the year.

- ii) Major Projects undertaken under tranche 3 of IDIPT Project are Conservation of Aam Khas Bagh in Fatehgarh Sahib, Qila Mubarak in Patiala, Town Hall Amritsar, Darbar Hall-Kapurthala, Tombs and Rauza Sharif in Fatehgarh Sahib and Reuse of Rambagh Palace Amritsar. Eco-tourism Development will be done at Ropar and Harike Wetlands, and Development of Chatbir Zoo is also a part of this tranche. Interpretation Centres at Chamkaur Sahib. Conservation and adaptive reuse of town hall and historic buildings along with heritage walk in Amritsar. Heritage conservation and tourism development in Gurdaspur district, Conservation and adaptive reuse of colonial heritage in Kapurthala i.e. Gol Kothi, Gulabi Kothi and Buggy Khanna.

f) Annual Targets of each Program/Project (Down to District, Block, Town & Village)

Sr. No.	Name of Scheme/Project	Target
1	Participation in Travel Exhibitions- Domestic (TTF, IITM, SATTE, GITB by FICCI, BITB, Edition of ITB Berlin)	7 travel exhibitions.
2	Participation in Travel Exhibitions- International with Ministry of Tourism, GoI (World Travel Mart London, International Travel Borse Berlin)	2 Travel exhibitions.
3	Conducting FAM tours for tour operators, Media & Bloggers <ul style="list-style-type: none"> • FAM trip for Media & Journalist. • FAM trip For Domestic Tour Operator/ travel agents. • FAM trips for bloggers/travel writers 	Two FAM tours
4	Conservation of Tombs and Rauza Sharif in Fatehgarh Sahib	will be undertaken
5	Eco-tourism Development at Ropar and Harike Wetlands (Civil Works)	will be undertaken
6	Eco-tourism Development of Wildlife Zoo at Chhatbir	will be undertaken
7	Patiala Heritage Conservation and Tourism Development Project (Qila Mubarak)	will be undertaken
8	Establishment of Tourism Facilities and Infrastructure showcasing of Sikh Culture, Chamkaur Sahib	will be undertaken
9	Conservation of Gobindgarh Fort, Amritsar	will be undertaken
10	Conservation Works at Town Hall, Amritsar	will be undertaken
11	Reuse at Rambagh Palace, Amritsar	will be undertaken
12	Last mile Connectivity to Cultural Sites in Western Circuit	will be undertaken
13	Conservation and adaptive reuse of colonial heritage in Kapurthala - Darbar Hall	will be undertaken
14	Construction of Restaurant, toilet block, outer boundary and shop of Magnolia Tourist Complex, GT Road, Kartarpur	will be undertaken

Sr. No.	Name of Scheme/Project	Target
15	Special repair and Renovation of Floating Restaurant, GT Road Sirhind (Phase II)	will be undertaken
16	Introduction of Hospitality Courses through <u>Private Institutes</u> under Hunar Se Rozgar tak Scheme of MoT, GoI	Training to 2700 students
17	Conducting Fair & Festivals/Events (Sports Mela at Kila Raipur, Harvallabh Sangeet Samlean at Jalandhar and Sufi Festival, Baba Farid Aagman Purab and Holla Mohalla)	5 Fairs and Festivals will be organised by the executing agency i.e. PHTPB
18	Promotion of Rural Tourism through Registration of Properties under Farm Tourism for capacity addition.	New Properties will be registered
19	Improvement of Tourism Infrastructure through Registration of Properties under Bed & Breakfast Scheme for capacity addition	New Properties will be registered
20	Promotion of Adventure Tourism through Registration of Properties under Tented Accommodation Scheme	New Properties will be registered

5) KEY PERFORMANCE INDICATORS / IMPLEMENTATION

a) Review of key activities in the department during the past financial year

In the recent years, tourism has emerged as a major economic activity that is employment oriented and a means to earn valuable foreign exchange. Our main objective is to promote tourism in the State in such a way that it will contribute to the generation of employment and economic growth. Various places of tourist interest, tourist destination and religious centres will be developed. The Govt. has therefore taken series of measures to promote tourism in the State and preserve the culture of Punjab. The action of the State Government is in the right direction is established from the fact that the tourists visit has increased considerably. The figures given below make it clear that the tourists visit in the State has increased:-

Year	Domestic Tourist Visits	Foreign Tourist Visits	Total Tourist visits
2014	24271302	255449	24526751
2015	25796361	242367	26038728
2016	38703325	659736	39363061

Details of other key activities of department of Tourism and their achievement are as under:-

b) Review of goals achieved during the past financial year (completed, in progress, ongoing, no action, deleted)

Sr. No.	Name of Scheme/Project	Status/ Achievement
1	Participation in Travel Exhibitions- Domestic (TTF, IITM, SATTE, GITB by FICCI, BITB, Edition of ITB Berlin)	Completed

Sr. No.	Name of Scheme/Project	Status/ Achievement
2	Participation in Travel Exhibitions- International with Ministry of Tourism, GoI (World Travel Mart London, International Travel Borse Berlin)	Completed
3	Conducting FAM tours for tour operators, Media & Bloggers <ul style="list-style-type: none"> • FAM trip for Media & Journalist. • FAM trip For Domestic Tour Operator/ travel agents. • FAM trips for bloggers/travel writers 	One FAM tour
4	Conservation of Tombs and Rauza Sharif in Fatehgarh Sahib	Completed
5	Eco-tourism Development at Ropar and Harike Wetlands (Civil Works)	In progress
6	Eco-tourism Development of Wildlife Zoo at Chhatbir	In progress
7	Patiala Heritage Conservation and Tourism Development Project (Qila Mubarak)	In progress
8	Establishment of Tourism Facilities and Infrastructure showcasing of Sikh Culture, Chamkaur Sahib	In progress
9	Conservation of Gobindgarh Fort	In progress
10	Conservation Works at Town Hall	In progress
11	Reuse at Rambagh Palace	In progress
12	Last mile Connectivity to Cultural Sites in Western Circuit	completed
13	Conservation and adaptive reuse of colonial heritage in Kapurthala - Darbar Hall	In progress
14	Construction of Restaurant, toilet block, outer boundary and shop of Magnolia Tourist Complex, GT Road, Kartarpur	In progress
15	Special repair and Renovation on GT Road Sirhind (Phase II)	In progress
16	Introduction of Hospitality Courses through <u>Private Institutes under Hunar Se Rozgar tak Scheme of MoT, GoI</u>	450 students were trained
17	Conducting Fair & Festivals/Events (Sports Mela at Kila Raipur, Harvallabh Sangeet Samlean at Jalandhar and Sufi Festival, Baba Farid Aagman Purab and Holla Mohalla)	2 Fair & Festivals held
18	Promotion of Rural Tourism through Registration of Properties under Farm Tourism for capacity addition.	8 properties were registered
19	Improvement of Tourism Infrastructure through Registration of Properties under Bed & Breakfast Scheme for capacity addition	20 properties were registered
20	Promotion of Adventure Tourism through Registration of Properties under Tented Accommodation Scheme	2 properties were registered

6) ACHIEVEMENTS/OUTCOMES

a) Notable achievements concerning the department (accreditation, external reviews, new programs and related information)

Achievements of Department in various sectors during last one year are as under:-

i) Award & Recognitions

The State has received the following awards during the last one year:-

- Awarded for "India's Favourite Pilgrimage destination Amritsar", Punjab, by Holiday IQ Awards. May 2017.
- Awarded for "Best Infrastructure Development Award" for Amritsar by ICTCA Awards, July 2017.
- "Cleanest Religious place" Safaigiri Award for Golden temple Amritsar by India today group, October 2017.
- Awarded "Best All Season Destination" by DDP Publications in December 2017

The Department also participated in the following National and International events for the promotion of Tourism in the State;

i) Domestic Trade fairs

- TTF AHMADABAD 01st – 03rd Sep 2017
- IITM Gurgaon 15th - 17th Sep 2017
- IITM Mumbai 21st – 23rd Sep 2017
- Holiday Expo , Nagpur 6th - 8th October 2017
- MICE TRAVEL MART , New Delhi – 16th November 2017

ii) International Trade Fairs

- WORLD TRAVEL MART - November 2017
- ITB Berlin - March 2018

iii) Other promotional activities

- Participated in IATO Convention, Bhubaneswar 7th – 9th Sep 2017 (Indian Association of Tour Operators)
- Participated in Rural Home stays meet Kochi, Kerala 15th – 17th Sep 2017
- Participated in BLTM (Business and Leisure Travel Mart) New Delhi 26th – 27th Oct 2017
- Advertisement in Media India Group, "India and You" magazine (WTM London edition, Nov)
- Participated in World Food Festival held in New Delhi between 3rd to 5th Nov 2017.
- The State is also participating in India International Trade Fair being held in New Delhi between 14-27th November 2017.
- Participated in 'Ek Bharat Shrestha Bharat' initiatives of Govt. of India, Ministry of Tourism

iv) New Initiatives

- In order to promote tourism and facilitate the tourists visiting the State, the department has signed Memorandum of Understanding with make mytrip.
- With a view to ensuring safe and honourable tourism in the State, a scheme for registration of tour operators has been launched. A similar scheme for registration for Dhabas in the State is also being finalized.

v) Skill Development;

- The department is organizing training courses under 'Hunar Se Rozgar Tak' in the hospitality sector with assistance from Govt. of India, Ministry of Tourism in which about 2500 students shall be trained.
- The department has also conducted capacity building programmes in tourism related fields such as, Phulkari, water hyacinth products etc. during the year for different Self Help Groups. Under this programme 106 persons mostly women have been provided with training of livelihood generation and capacity building. Regular hand holding of these Self Help Groups are to be done.
- The department has signed Memorandum of Understanding with pioneer organization of Indian Heritage Hotel Association for facilitating employability of hospitality students being trained by IHM Bathinda, IHM Gurdaspur and FCI Hoshiarpur.

vi) Development of facilities for the tourist

The department has taken steps for the registration of Farm houses, bed and breakfast and tented accommodation. During the last one year 30 such units have been registered in the State.

Quantitative Physical, Financial, Economic, Social Outcomes

The detail is annexed as Annexure – 2

a) Qualitative

- Department of Tourism has initiated the process to develop tourist circuits on the principles of high tourist values and for implementation of Swadesh Darshan Schemes. Important circuits will be developed include Mughal Circuit, Maharaja Circuit, Spiritual Circuit.

b) Policy :Project/Works are being implemented as per the Punjab State Tourism Policy

c) Notable achievements concerning HR communication, media, information, education (activities, accomplishments, publications, conference presentations, and related information)

- 1) The Department of Tourism and Cultural Affairs, Punjab along with Elets Techno media Pvt. Limited organized a National Tourism Conclave on 12th October 2017. The conclave on "Changing Dimensions of Tourism" focused on the challenges being faced in the tourism sector today and the way forward.
- 2) 'Pratayan Parv' was organized at Amritsar on 18th September 2017 in association with Ministry of Tourism, Govt. of India.

- 3) World Tourism Day was celebrated on 27th Sept. 2017 in Punjabi University Patiala.
- 4) The Literary Festival was successfully organized at Lake Club Chandigarh under the name of 'Military Literary Festival' on 7th – 8th December 2017.

7) ORGANIZATIONAL ISSUES

- **Challenges :** To develop tourism in a systematic manner, there is also a need to strength the directorate to implement the policies and programmes of the Government.
- **Changes :** Punjab State Tourism Policy amended to ensure necessary impetus to tourism in the State so that it becomes a major employment generating factor in the economy of the State.
- **Reforms :** Effective implementation of projects/schemes for Promotion of tourism.
- **Outcomes :**
 - More transparent and efficient functioning of department.
 - Increase in Tourist arrivals in state.

8) EVALUATION: SWOT ANALYSIS (Strengths, Weakness, Opportunities & Threats)

a) Significant challenges to the department :

- For promotion of tourism department requires timely release of funds from state government for effectively promoting state tourism at national and international level.
- Safety and Security of the visitors in Punjab and providing congenial and cordial atmosphere/environment in the state.

b) Significant internal and external strengths and opportunities of the department

- For employment generation in Rural Sector department launched various schemes like Farm Tourism, Bed & Breakfast, Tented Accommodation.
- Conducted capacity building programmes in tourism related fields such as, Phulkari, water hyacinth products etc. for different Self Help Groups. Under this programme persons mostly women have been provided with training of livelihood generation and capacity building.

c) Summary of the outcomes form surveys, benchmarks for action, and other assessment metrics from your programs and services.

The main objective of the department is to promote tourism in the State in such a way that it will contribute to the generation of employment and economic growth. Various places of tourist interest, tourist destination and religious centres will be developed. The Govt. has therefore taken series of measures to promote tourism in the State and preserve the culture of Punjab. The action of the State Government is in the

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Department started Tourist information centres at various districts for facilitating the visiting tourists from various parts of India and Abroad.

d) Delineate to improve process and programme in the department:

The department of Tourism formulated new Tourism Policy for effective implementation of schemes/projects. Department requires timely release of funds from the State Government as Centre Government sanction funds under 50:50 matching grants.

9) RECOMMENDATIONS FOR NEW DEVELOPMENTS AND RESOURCES

The strategic planning goals for the next three years, including linkages to the Department's strategic goals, identified funding sources etc:

Year	Strategic Goals Identified	Budget / Source of Funding	Targets & Timelines (Fin, Phys, social, Earn)
1	Development of Tourist Circuits under Swadesh Darshan Scheme of MoT, GoI	Govt. of India, Ministry of Tourism	Two years after sanctioning of Project by MoT, GoI
2	Celebration of Fair & Festivals	Govt. of India, Ministry of Tourism / State Govt.	As per the guidelines / schedule of Fairs to be celebrated during the year
3	Creation of Brand Image and Publicity promotional campaigns through print and Electronic Media organization of Road show and development of interactive website	State Govt.	During the respective year

Description of future Goals/objectives

a) Short- term (one year):

- Participation in Travel Exhibitions (Domestic & International)
- Development of Infrastructure Projects
- Celebration of Fair & Festivals
- Providing hospitality training under HSRT Scheme through various institutes.
- Registration of properties under Farm Tourism, Bed & Breakfast & Tented Accommodation Schemes.

b) Long term (two to five year):

- 1) Formulation of comprehensive policy on promotion & development of tourism in the state.

- 2) Ensure that the policy so formulated gives greater thrust on development of heritage, eco and farm tourism :
- 3) Give Greater Incentives To Local Investments in Heritage, Eco & Farm Tourism
- 4) Encourage and incentivise local youth as tour operators on predefined tourist circuits.
- 5) Establish professional tourist police to guide, facilitate and ensure safety and security of tourists:

c) A Summary of Policy reforms & plans for the coming financial year to achieve goals:

The department of Tourism, Government of Punjab has formulated five year action plan, under which new State Tourism Policy has been introduced to achieve the goal; promotion of tourism, preservation of heritage, revival of culture, PPP participation to increase tourist visit to the State.

10) PERFORMANCE & Initiatives by agencies of the Department (its corporation/Directorate/autonomous Body etc) – brief detail :

a) Punjab Heritage and Tourism Promotion Board :

All the projects/schemes of Department of Tourism are implemented / executed through Punjab Heritage and Tourism Promotion Board which includes Infrastructure Projects, Fair & Festivals etc. sanctioned by Ministry of Tourism, Govt. of India / State Govt. Punjab Heritage and Tourism Promotion Board is also implementing the ADB assisted Infrastructure Development Investment Program for Tourism (IDIPT).

b) Punjab Tourism Development Corporation

The commercial activities of Punjab Tourism Development Corporation have been closed/stopped with effect 15-12-2009 and it's all regular employees were retrenched of their services were dispensed with. All the properties of PTDC, were transferred to Dept. of Tourism, Govt. of Punjab.

11) Appendices

a) Physical & Financial Progress of Department compared as Annexure – 1 with last two years

b) Quantitative Physical, Financial, Economic, Social Outcomes as Annexure-2