

CHAPTER 10

TOURISM IN DELHI

A symbol of the country's rich past and thriving present, Delhi is a city where ancient and modern blend seamlessly together. It is a place that not only touches your pulse but even fastens it to a frenetic speed. Home to millions of dreams, the city takes on unprecedented responsibilities of realizing dreams bringing people closer and inspiring their thoughts.

Delhi has been a witness to the political turmoil for over five centuries and has amassed a unique heritage, from the Lodhis to the Mughals. Versatile to the core, Delhi is a microcosm in itself, harboring the true pan-Indian character; it is an incredible destination place for all. The old 'Havelis' and edifices from the past stand silent but their silence also speaks volumes for their owners and people who lived here centuries back.

The amalgamation of all religion and spiritual hubs of different faiths coexisting together in peace is the testament. Delhi is a true cosmopolitan city. Delhi offers numerous tourist attractions ranging from monuments, museums, shrines to modern day markets and avant-garde culinary experiences.

- 1.1. Besides the usual tourist attractions of Modern Delhi - India Gate, Rashtrapati Bhavan, Parliament House, North and South Block - which are stunning examples of British architecture, various museums, temples and memorials that provide a comprehensive and entertaining insight into the lives of Delhities.

National Museum, at par with any international museum, is an important place to visit in modern Delhi. Here, you can catch glimpses of the rich historical past of India, from the ancient period to the medieval ages.

National War Memorial (NWM), The iconic Amar Jawan Jyoti, which was inaugurated after the 1971 Liberation War of Bangladesh by former Prime Minister Indira Gandhi, merged with the flame at the National War Memorial (NWM). The National War memorial is a symbol of victory and national pride of citizens. The NWM is a national monument built to honour and remembers soldiers of the Indian military who fought in armed conflicts of independent India.



- 1.2. Harboursing embodiments of every religion, be it Akshardham Temple, the Lotus Temple, Gurudwara Bangla Sahib, Jama Masjid or the Cathedral Church of The Redemption, Delhi's multi-faceted culture comes to fore. Delhi is also gaining recognition as a cultural destination. Delhi Tourism's major festivals—namely, the International Kite Festival, Magic Festival, Itra and Sugandhi Mela, Mango Festival, Dilli- ke- Pakwaan and Garden Tourism Festival have become an integral part of Delhi's cultural heritage.
- 1.3. Connected from end to end via an extensive Metro and Bus Network, further made accessible via CNG Autos and Cab Services, Delhi is undoubtedly an effervescent City. New roadways and flyovers have improved connectivity, the latest of which is the Signature Bridge, an ambitious project of Delhi Tourism, which has been constructed at Wazirabad and opened for traffic. Delhi tourism is on a mission to change status quo and ensure that Delhi becomes a world-class tourist destination and the leader in art, culture, music, theatre, film and entertainment.
- 1.4. Delhi is city what welcomes everybody, from backpackers, religious, health tourism, family vacations to luxury travels. Not many destinations in India can be placed as a family vacation destination but Delhi is one of the few destinations in India which is equally fun for children too. Mughal Garden of Rashtrapati Bhawan and other large number of beautiful parks in Delhi maintain the ecological balance. The Weather of Delhi changes all round the year from 5 degree Celsius to 45 degree Celsius, rains are also plentiful in Delhi, therefore all type of people can enjoy Delhi in different season. In winters Delhi becomes home to large number

2. Performance of Delhi Tourism

- 2.1 The capital of India is one of the key arrival destinations for both foreign and domestic tourists. The state is among the top tourist destinations in the country. Approx. 8.12 lakh (29.59%) Foreign Tourist Arrivals (FTAs) in Delhi during 2020 has been recorded as per India Tourism Statistics at a Glance-2021. State/ UT wise number of Foreign Tourist Arrivals (FTAs) in India in 2020 is given in statement 10.1:

STATEMENT 10.1
TOP 8 INTERNATIONAL CHECK POSTS FOR FOREIGN
TOURIST ARRIVALS (FTAs) IN INDIA IN 2020

S. No.	International Check Posts	FTAs	Percentage Share
1	DELHI	8,12,196	29.59
2	MUMBAI	4,01,430	14.63
3	CHENNAI	1,82,412	6.65
4	HARIDASPUR	2,39,746	8.73
5	BANGALORE	1,52,497	5.56
6	KOLKATA	1,24,261	4.53
7	HYDERABAD	74,767	2.72
8	COCHIN	85,444	3.11
	Total top 8	20,72,753	72.4
	Others	6,72,013	27.6
	G.Total	27,44,766	100

Source : India Tourism Statistics at a Glance-2021 of M/o Tourism, GOI

- 2.2 State/ UT wise number of Foreign Tourist Visits in India in 2020 is given in statement 10.2:

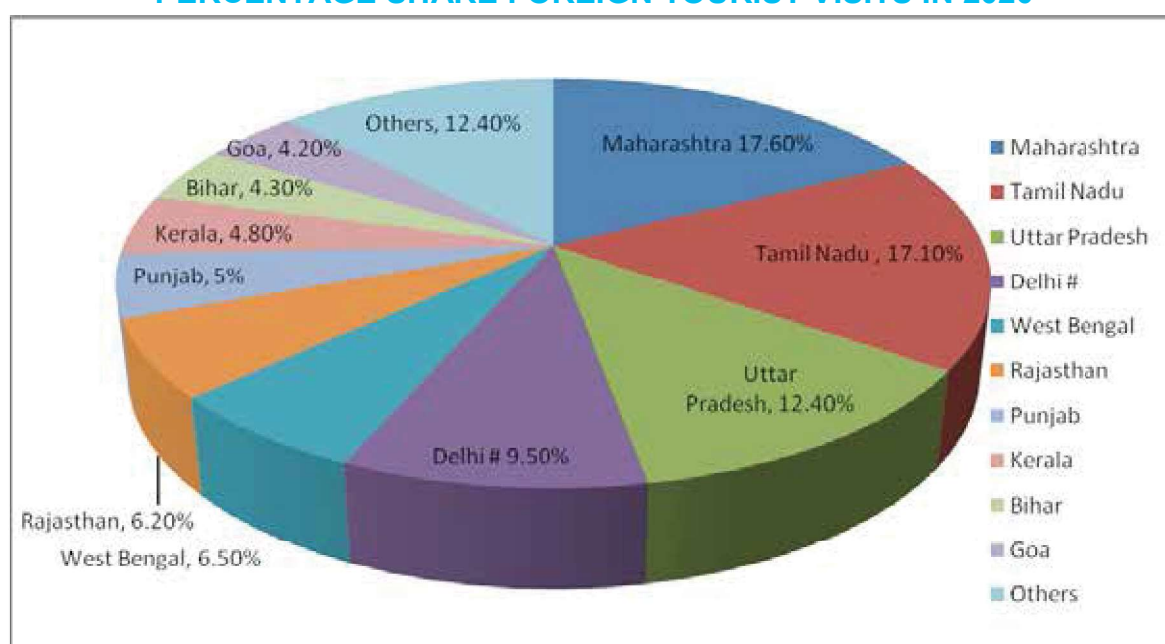
STATEMENT 10.2
SHARE OF TOP 10 STATES/UTS OF INDIA IN
NUMBER OF FOREIGN TOURIST VISITS IN 2020

Rank	State/ UT	Foreign Tourist Visits in 2020	
		Number	Percentage Share (%)
1	Maharashtra #	12,62,409	17.60
2	Tamil Nadu	12,28,323	17.10
3	Uttar Pradesh	8,90,932	12.40
4	Delhi #	6,81,230	9.50
5	West Bengal	4,63,285	6.50
6	Rajasthan	4,46,457	6.20
7	Punjab	3,59,114	5.00
8	Kerala	3,40,755	4.80
9	Bihar	3,08,080	4.30
10	Goa	3,02,751	4.20
	Total of Top 10	62,83,336	87.60
	Others	8,88,433	12.40
	Total	71,71,769	100

Source : India Tourism Statistics at a Glance-2021 of M/o Tourism, GOI

It may be seen from the above table that Delhi Secured 4th rank in Total Foreign Tourist Visits in 2020 with total share of 9.50%.

CHART 10.1
PERCENTAGE SHARE FOREIGN TOURIST VISITS IN 2020



- 2.3 The capital boasts of some great heritage sites within and near the city. Delhi also generates income from the tourism sector. The tourists from all over the world come to Delhi not only to visit the capital but the areas surrounding it. There is an increasing number of medical tourists also to take advantage of its world-class hospitals in Delhi.
- 2.4 Delhi Airport secured No. 1 rank for International Check Posts for Indian Nationals' Departures (IND) from India in 2020 with total share of 24.50%. The statement 10.3 shows top 10 international check posts for Indian nationals' departures (Ind) from India in 2020:

STATEMENT 10.3
TOP 10 INTERNATIONAL CHECK POSTS FOR INDIAN NATIONALS'
DEPARTURES (IND) FROM INDIA IN 2020

S.No	International Check Posts	India	Percentage (%) Share
1	Delhi Airport	17,89,762	24.50
2	Mumbai Airport	12,66,726	17.40
3	Cochin Airport	5,92,351	8.10
4	Chennai Airport	5,49,255	7.50
5	Calicut Airport	4,57,160	6.30
6	Hyderabad Airport	4,47,007	6.10
7	Bangalore Airport	3,99,089	5.50
8	Trivandrum Airport	29,27,163	4.00
9	Kolkata Airport	2,07,163	2.80
10	Trichy Airport	1,42,108	1.90
	Total top 10	61,43,388	84.22
	Others	11,51,178	15.78
	G.Total	72,94,566	100

Source: India Tourism Statistics at a Glance-2021 of M/o Tourism, GOI

STATEMENT 10.4
MAJOR AIRPORT -WISE ARRIVAL OF FOREIGN TOURISTS AVAILING E-TOURIST VISAS DURING 2019 AND JAN- MARCH 2020

S. No.	Name of Airport	2019	% Share	Jan-Mar, 2020	% Share
1	Delhi Airport	1230400	42.00	304599	36.40
2	Mumbai Airport	484694	16.60	130717	15.60
3	Bangalore Airport	217549	7.40	50499	6.00
4	Chennai Airport	208155	7.10	57102	6.80
5	Dabolim Airport	171226	5.80	97533	11.60
6	Cochin Airport	105197	3.60	33831	4.00
7	Hyderabad Airport	83207	2.80	19109	2.30
8	Kolkata Airport	81983	2.80	22757	2.70
9	Tiruchirapalli Airport	55825	1.90	16960	2.00
10	Ahmadabad Airport	38930	1.30	13912	1.70
	Others	251137	8.60	90702	10.80
	Total	2928303	100.00	837721	100.00

Source : India Tourism Statistics at a Glance-2021 of M/o Tourism, GOI

It clearly reveals from the above table that among ten Major Airport -wise arrival of foreign tourists availing e-Tourist Visas, Delhi has largest share 36.40% during Jan- March 2020 which was 42% during 2019.

3. DOMESTIC TOURISTS

The number of domestic tourists visiting the state has also been rising continuously in Delhi: it was about 1.85 crore in 2012, which grew to 3.65 crore in 2019 (Indian Tourism Statistics, 2020).

4. Tourists Places in Delhi

Tourist attractions in Delhi are: Akshardham Temple, Azad Hind Gram, Lotus Temple, Birla Mandir, Dilli Haats, Garden of Five Senses, Humayun's Tomb, India Gate, Iskcon Temple, Jama Masjid, Jantar Mantar, Lodi Tomb, Kalam Memorial, Parliament House, Purana Quila, Qutab Minar, Rashtrapati Bhavan, Red Fort, Safdarjang Tomb, Gurudwara Bangla Sahib, Guru Tegh Bahadur Memorial, National police Memorial, National Museum, National War Memorial.

4.1 ENTERTAINMENT SPOTS IN DELHI

Entertainment spots in Delhi are: Museums in Delhi, Movie Theatres, Theaters and Auditorium, Pubs and Discotheques, Art Galleries, Adventure Sports, Golf in Delhi, Parks in Delhi, Children's Entertainment.

4.2 TOURIST INFORMATION CENTERS

The information centers are at the following places in Delhi:

1. Domestic Airport- Terminal-I
2. New Delhi Railway Station (Paharganj)
3. Coffee Home, Cannuaght Place
4. Baba Kharak Singh Marg
5. Govt. of India Tourist Office, Janpath
6. Dilli Haat, INA

4.3 AVAILABLE INFRASTRUCTURE:

1. Tourist Information Centers
2. Dilli Haats:
(i) INA (ii) Pitampura, (iii) Janakpuri (Food & Craft bazaar)
3. Garden of Five Senses
4. Guru Teg Bahadur Memorial at NH-I
5. Nature Bazaar
6. Kalam Memorial
7. Coffee Home
8. Azad Hind Gram
9. National War Memorial
10. Asola Bhatti Wild Life Sanctuary



DILLI HAAT JANAKPURI



GARDEN OF FIVE SENSES



GURU TEG BAHADUR MEMORIAL AT NH-1



NATURE BAZAAR



KALAM MEMORIAL



ASOLA BHATTI WILD LIFE SANCTUARY



COFFEE HOME

Asola Bhatti Wildlife Sanctuary spread over 4845.57 acres is situated near Tughlakabad Fort in South Delhi. The Wildlife Sanctuary is considered the breathing lung of the cosmopolitan city of Delhi. It was established in 1992 with the aim to protect the wildlife in the area between Delhi and Surajkund (Delhi-Haryana border).

5. MAJOR INSTITUTIONS/ BODIES:

5.1 Delhi Tourism and Transportation Development Corporation (DTTDC)

The major schemes of Tourism Sector are being implemented by the DTTDC, an undertaking of the GNCTD incorporated in 1975 with the main objective to develop and promote tourism in Delhi.

5.2 Delhi Institute of Hotel Management & Catering Technology (DIHM&CT)

5.2.1 The Delhi Institute of Hotel Management & Catering Technology was established as a Food Craft Institute in 1983 at Kashmiri Gate. The Institute was upgraded to State Institute of Hotel Management (SIHM) in 1999 for offering three year diploma in Hotel Management Catering Technology and affiliated with “National Council for Hotel Management & Catering Technology” an apex body under the Ministry of Tourism, Govt. of India with an intake of 40 students. The Institute was again upgraded to a degree level college in 2002-03 to offer B.Sc. Degree in Hotel and Hospitality Administration.

5.2.2 Presently the total strength of the college is 528 i.e. 360 students in B.Sc. (HHA) course and 168 students in half year trade diploma courses in five disciplines for which the institute is affiliated to Board of Technical Education, GNCTD. The degree course is affiliated with the NCHM&CT and degrees are awarded by IGNOU.

6. MAJOR ACTIVITIES:

6.1 TOURIST INFORMATION CENTERS

- Information regarding places of tourist interest in and around Delhi e.g. Monuments, Museums, Shopping Markets, Places of Entertainment and forthcoming cultural events, fairs & festivals, exhibitions, food and cuisine etc. is provided to the tourists.
- DTTDC also operate regular tours by cars and coaches. These can be booked from DTTDC Information offices and also from the website.
- DTTDC also prepares and distributes free tourist literature for the purpose of creating publicity and developing tourism in Delhi.

6.2 WATER SPORTS ACTIVITIES

The idea of providing leisure boating to the people of Delhi was conceived in the year 1991. By identifying the potential water bodies in Delhi, DTTDC approached the land-owning agencies and in due course of time, various lakes were allotted to DTTDC purely with boating rights. At present, DTTDC is providing Boating facility at 03 lakes in Delhi i.e. Naini Lake Model Town, Bhalaswa Lake, Sanjay Lake.

6.3 GROUP TOUR

6.3.1 The DTTDC also deals in Group Tours, customized tours, educational tours for Schools/ Colleges groups. Special interest tours for Office and Govt. Organizations.

6.3.2 For Delhi Govt. Schools, educational tours are funded by the Education Department of Delhi Government under "Yuva Scheme". Delhi Tourism has been nominated by the Education Department to conduct these programs along with other Government Tourism Bodies. Under this scheme each and every child from the school is taken on at least one local tour within Delhi. The schools can visit places of historical and educational interest which may include Red Fort, Qutub Minar, India Gate, Zoological Park, National Science Centre, National Museums and major parks & gardens such as Deer park, Lodhi gardens, Asola Wildlife Sanctuary etc.

6.4 TRAVEL

6.4.1 Travel Division of DTTDC was set up by DTTDC in November 1996 and started regular operations in ticketing and forex service in April 1997. The division operates from Dilli Haat INA, New Delhi.

6.4.2 The main aim of the division is to offer integrated travel services to the tourist, officers of Govt. of Delhi, its autonomous bodies and various Ministries and Departments of Govt. of India. Subsequently, the Travel Division took the membership of International Air Transport Association (IATA) for issuing International air tickets & Membership of Ministry of Tourism, GOI besides being the member of Travel Agents Association of India (TAAI) & Travel Agents Federation of India (TAFI).

6.4.3 Full fledged money changers license was also obtained from the Reserve Bank of India for providing Foreign Exchange services. The Division also co-ordinates for the Visas and Travel Insurance to its valued clients. International hotel accommodation for visiting government officials and the general client is also arranged.

- 6.4.4 The Government of NCT of Delhi has empanelled DTTDC for its requirement of Domestic, International air tickets and all the Foreign exchange requirements as per their circular issued from time to time.

6.5 **ORGANIZATION of FAIRS AND FESTIVALS**

Delhi Tourism organizes a number of fairs and festivals in Delhi. Delhi Tourism has been actively organizing cultural events in Delhi to showcase this capital city as a tourist and cultural friendly destination not only for foreign tourists but also for domestic travelers and the citizens of Delhi. Promotion of cultural tourism has been the main stay of Indian Tourism policy and accordingly, the rich heritage of our country at large and Delhi as a city in particular has been projected from time to time. Apart from National & International tourists, NCT of Delhi has its own projected population of approx. 20 million.

6.6 **PARTICIPATION IN NATIONAL & INTERNATIONAL TOURISM EVENTS:**

National & International Events are an integral part of Tourism promotion exercise for any state Tourism organization. Ministry of Tourism, Govt. of India, State Tourism Boards & leading Travel Trade associations organize Travel Marts/conventions within and outside the country, throughout the year, which is actively participated by most of the State Tourism corporations, Tourism Boards of different countries, Hoteliers, Airlines, Travel Agents, Tour operators, Ministries of Railways, Civil Aviation, Adventure Tourism bodies etc. to showcase their products for promotion on Business platforms. DTTDC also participates in such leading Travel Events of the Industry with the sole objective to Brand Delhi and promote the capital – as a Tourist Friendly Destination.

- 6.7 DTTDC, being the executing agency of Govt. of NCT of Delhi, is implementing Mukhya Mantri Dilli Darshan Yojana and Mukhya Mantri Teerth Yatra Yojana for senior citizens.

- **Mukhya Mantri Teerth Yatra Yojana** : The aim of this scheme is to provide Government assistance to those citizens of Delhi who do not have identified means to undertake the pilgrimage to one of the 17 places indicated in the scheme. Applicant under the scheme must be a senior citizen resident of Delhi. This scheme can be availed by an eligible person only once in a life time. The scheme is being implemented through coach tours of DTTDC. Under this programme, 3937 senior citizens of Delhi have travelled to various pilgrimage (Ayodhya, Dwarkadhish & Rameshwaram) upto January, 2021 during 2021-22.

7. INITIATIVES TAKEN BY THE GOVT:

- 7.1 Beautification of Entry Points of Delhi:** Government of Delhi has prepared a concept plan for beautification of entry points and creation of entry gates of Delhi. The beautification of entry points in Delhi will give an aesthetic look to the commuters entering Delhi. Six entry points have been identified for taking up beautification and makeover in phase-I at Tikri Kalan Border, Mayur Vihar Border, Kapashera Border, Apsara Border, Anand Vihar, DND Border.
- 7.2 Dilli ki Diwali:** Government took the initiative to celebrate Diwali in an environment friendly manner without burning firecrackers and organized a laser show with cultural activities which was widely appreciated and communicated a very good message to the people of Delhi. During 2019-20, 'Dilli Ki Diwali' was celebrated at Connaught Place and during 2020-21, at Akshardham Temple and during 2021-22 at Tyagraj Stadium.
- 7.3 Delhi Heritage Promotion Scheme:** The scheme envisages involvement of local communities, artisans, academicians, professional experts etc. for making tourism in Delhi sustainable. This scheme would be implemented in close coordination with Art & Culture Department and Department of Archaeology, GNCTD. Less popular monuments which have been identified by Archaeology Deptt., will be taken up to promote them by various means i.e. by giving them some fiscal benefits or rebate or to guide them and help them for promoting the same with reference to Delhi Heritage Promotion.
- 7.4 Development of Delhi Tourist Circuits**
The vast scope of the untouched touristic areas as Delhi Tourist Circuits would provide a rich experience to travelers and visitors alike, both domestic and international. The development of new tourist circuits would not only generate employment but also help in restoring, conserving and protecting the lesser known yet historically significant places. These places will connect known and celebrated places with other culturally and geographically rich touristic areas and promote Delhi as a global brand.
- 7.5 Development of Mobile App:**
On the occasion of World Tourism Day on 27.09.2021, a dedicated app "Dekho Meri Dilli", launched by the Tourism Department, GNCTD. The app provides tourism related information and tickets to all major tourist spots in Delhi, including popular market places and eateries as a one-stop centre to facilitate tourists. The app offers six unique ways to discover Delhi, will be extremely useful to all those who come to Delhi from across the world.

7.6. BED & BREAKFAST SCHEME

- 7.6.1 This scheme started in the month of October 2007 and continued during the year 2019-20 to provide budget accommodation to tourists coming to Delhi and enjoy the traditional Indian Home Culture and gain the confidence of the families support and protection and go back with pleasant memories. In the Bed & Breakfast accommodation in Delhi, there are two categories facilities i.e. Silver and Gold. The Registration Fee for Gold Category is ₹ 5000/- and for Silver Category ₹ 3000/-. The basic facilities available under the Silver and Gold Categories are given in statement 10.2:

STATEMENT 10.2
BASIC FACILITIES AVAILABLE UNDER THE SILVER AND GOLD CATEGORIES

Facilities	Silver	Gold
Floor Area of Room	120 sq. ft.	200 sq. ft
Size of Bathroom	30 sq. ft	40 sq. ft
Washing Machine	Not Mandatory	Mandatory
Refrigerator in the room	Not Mandatory	Mandatory
Telephone with Extension	Not Mandatory	Mandatory

- 7.6.2 In the establishments registered under the scheme, the facilities of well furnished room with double bed, AC, Telephone facilities alongwith safeguard necessities like fire fighting extinguisher etc. are provided. Maximum 06 rooms can be given to the establishment.
- 7.6.3 The total number of Gold and silver category Establishment and rooms registered under this scheme as on 31.03.2021 & 25.02.2022 and target for FY 2021-22 is given in statement 10.3:

STATEMENT 10.3

	Status till 31.03.2021		Target 2021-2022		Status till 25.02.2022	
Category	No. of Establishment	No. of Rooms	No. of Establishment	No. of Rooms	No. of Establishment	No. of Rooms
Gold	37	174	40	191	23	115
Silver	308	1451	340	1599	319	1585
Total	345	1625	380	1790	342	1700

- 7.6.4 The list of Bed & Breakfast Establishments registered under the scheme is available on the website of DTTDC and Directory of Bed & Breakfast Accommodation in Delhi was also published and distributed from time to time.

8. WAY FORWARD

- 8.1 Delhi Tourism is in process to engage a 360⁰ Branding Agency to formulate a comprehensive communication strategy for Delhi. The agency will be responsible for creative conceptualizations for all available media vehicles, be it traditional, electronic or digital, and will formulate media plans as per which distribution of submitted creative's will be undertaken by the Corporation/ Govt. of NCT of Delhi. Taking a step ahead in the digital arena, Delhi Tourism is also working on a mobile application to let tourists better enjoy the many offerings of the Indian Capital. Efforts towards enhancing DTTDC's social media presence will continue as well.
- 8.2 Being a Nodal agency, DTTDC is in the process of introducing "Single Window Clearance Mechanism" for film making facility so that the legal formalities to shoot in the city can be performed by visiting only one Government Office. Several steps are being taken to introduce a smooth system for granting permission to Film Producers, to provide them consolidated information on instructions/ guidelines issued by various Departments of Delhi and Ministries of the Government, and to make film shooting a hassle-free experience. Delhi Film Policy is under submission which would be linked with e-portal of Government of NCT of Delhi.

Objectives- Promoting Delhi as a Film Shooting location will lead to the following:

- Influx of more tourists adding revenue to all stakeholders – Hotels, Transport, Shooting Revenue, etc.
 - Increase in employment opportunities.
 - Increase in overall GDP.
 - Boost Tourism.
 - Enhance global presence of Delhi as a tourist destination.
- 8.3 Government of Delhi has prepared a concept plan for beautification of all entry points and creation of entry gates of Delhi. The beautification of entry points in Delhi will be given an aesthetic look to the commuters entering. Six entry points have been identified for taking up beautification and makeover in phase-I at Tikri Kalan Border, Mayur Vihar Border, Kapashera Border, Apsara Border, Anand Vihar, DND Border. Six more entry points will be identified for beautification in phase-II.

- 8.4 Delhi Tourism is in process to construct State Guest House (Delhi) i.e. 'Delhi Sadan' at Dwarka, New Delhi. A festival namely 'Purvanchal Festival' will be celebrated in the upcoming years for interchanging cultural values among people of Delhi.

The COVID-19 pandemic offered an opportunity to hit the reset button to make tourism a sustainable engine for economic growth and overall development of Delhi.