

Department of Tourism



Department of Tourism

The Tourism Department was initially a part of the Transport Department. Since 1999, the Department works independently to plan for various infrastructure facilities and essential services for promoting Tourism in Delhi.

GOALS OF THE DEPARTMENT OF TOURISM:

1. Promotion of Tourism

To develop Delhi as a tourist friendly destination through beautification projects and multilingual courses and to promote tourism through print, electronic, outdoor and digital media.

2. Improving visitor satisfaction

Promote research work focusing on Delhi's potential for tourism and provide affordable quality services to improve overall visitor satisfaction.

GOAL 1: Promotion of Tourism

To develop Delhi as a tourist friendly destination through beautification projects and multilingual courses and to promote tourism through print, electronic, outdoor and digital media.

Schemes included:

S.No.	Name of Scheme	Budget Allocation 2021-22 (In Cr)
1	Promotion of Tourism - Delhi as a Destination	50
2	Beautification of Entry Points	5
3	Grant-in Aid to Delhi Institute of Hotel Management & Catering Technology	5
4	Branding Delhi	50

S. No.	Name of the Scheme	Scheme Objective	OC/ OP	Indicator	Actuals		Target	Actuals
					FY 20	FY 21	FY 22	Q2 21-22
1	Promotion of Tourism - Delhi as a Destination	To promote tourism in Delhi and to make the capital city as a tourist friendly destination through: Production of publicity literature - promotion through print, electronic, outdoor and digital media for Branding Delhi.	OP	No. of National/ International events participated by DTTDC	14	0	20	0
			OP	No. of fairs and festivals organized by DTTDC	13	2	3	1
			OC	No. of visitors who visited all tourism fairs/ festivals	800000	45000	50000	0
2	Beautification of Entry Points (Total Entry Points - 6)	Government of Delhi has prepared a concept plan for beautification of entry points and creation of entry gates of Delhi. The	OP	No. of entry points where work has started	NA	NA	1	NA
			OC	No. of entry points where work has completed	1	1	NA	NA

S. No.	Name of the Scheme	Scheme Objective	OC/ OP	Indicator	Actuals		Target	Actuals
					FY 20	FY 21	FY 22	Q2 21-22
		beautification of entry points in Delhi will be given an aesthetic look to the commuters entering Delhi.	OC	% entry points where work has been completed as per work order	NA	NA	50	NA
3	Grant-in Aid to Delhi Institute of Hotel Management & Catering Technology	To catering to the rising demands in various fields like – hotels, aviation, hospitals, travel and tourism, restaurant and bars, fast food joints etc.	OP	Total capacity of DIHM&CT	288	288	288	288
			OC	Number of Students enrolled in DIHM & CT	210	171	288	56
			OC	% of students receiving campus placement offer.	54.54	26.92	100	NA
4	Branding Delhi	Branding Delhi as a Tourism Destination at national as well as International level through various mediums including release of advertisements / advertorials in Travel magazines & Press advertisement, online social media, production of pictorial brochures on Delhi, Radio Jingles, outdoor publicity through Hoardings, Street Furniture, publicity through Delhi Metro, airports/airlines etc	OP	No. of applications received for shooting in Delhi	12	3	NA	1
			OC	No. of permissions granted for shooting in Delhi	12	3	NA	1
			OC	% permissions granted within 7 days	NA	NA	NA	NA
			OC	No. of applications for shooting permissions received through single window facilities	NA	NA	NA	NA
			OP	No. of daily visitors on the website for facilitating film shooting	NA	NA	NA	NA

GOAL 2: Improving visitor satisfaction

Promote research work focusing on Delhi's potential for tourism and provide affordable quality services to improve overall visitor satisfaction.

Schemes included:

S.No.	Name of Scheme	Budget Allocation 2021-22 (In Cr)
1	Bed and Breakfast Scheme	*
2	Tourism & Heritage fellowship	2
3	75th Anniversary celebration for India's Independence	50

* budget covered under the scheme promotion of tourism- Delhi destination

S. No.	Name of the Scheme	Scheme Objective	OC/ OP	Indicator	Actuals		Target	Actuals
					FY 20	FY 21	FY 22	Q2 21-22
1	Bed & Breakfast Scheme	To provide quality accommodation in a safe, secure and homely environment	OP	Number of bed and Breakfast establishments registered (all category) during the year.	336	345	300	43
			OP	Total capacity/ Rooms	1555	1625	1425	216
			OC	Percentage Occupancy	49	18	NA	5
2	Tourism & Heritage fellowships	Promote research work and promotion of our distinguished heritage and Delhi tourism by coordinating with service providers and to improve visitor satisfaction	OC	Number of fellowships awarded	NA	NA	NA	NA
3	75th Anniversary celebration for India's Independence	75 weeks long celebration to commemorate 75 years of Independence	OP	Number of events organised by DTTDC	NA	1	11	0