

CHAPTER 10

TOURISM IN DELHI

Delhi is a vital epicenter of strategic and cultural activities in India. Delhi, in all its diversity is a famous tourist destination of incredible India. Travelling in Delhi isn't just limited to history but it's a step to take past and present hand in hand. Era by era, Delhi has amassed a unique heritage, from the Lodis to the Mughals, to Colonial times, it honours not just the remnants of the time gone by, but also shoulders the modernisation with ease. Versatile to the core, Delhi is a microcosm in itself, harbouring the true pan-Indian character, it is an incredible destination place for all.

- 1.1 With a history that goes back many centuries, Delhi showcases an ancient culture and a rapidly modernizing country. The seat of many powerful empires in the past, its long history can be traced in its many carefully preserved monuments, ancient forts and tombs. All this is combined with the best features of a modern city such as a meticulously crafted metro network, bustling commercial hubs, malls & markets and avant-garde culinary experiences.
- 1.2 Only in Delhi, one can still live in an era gone by. Be it Old Delhi, with its labyrinth of narrow lanes, old havelis, and colorful bazaars, rickshaws winding their way through this crowded, bustling capital of the Mughals, be it the numerous monuments or Central Delhi, with its tree-lined avenues, imposing structures and buildings such as the Rashtrapati Bhavan, Parliament House and India Gate, reflect Delhi's colonial past. As the three world heritage monuments - Qutub Minar, Red Fort and Humayun's Tomb that have survived many centuries, and are stellar examples of the architectural prowess commanded by emperors in the past, numerous other hidden gems in Delhi, retain a sense of awe for all those who visit.
- 1.3 Harbouring 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.
- 1.4 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.

- 1.5 For the tourism sector, technology has played a significant role during this pandemic in creating minimum physical touch points which is very much required for safe and hygienic tourism.

2. PROFILE OF DELHI TOURISM

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. 30.74 lakh (28.12%) Foreign Tourist Arrivals (FTAs) in Delhi during 2019 has been recorded as per India Tourism Statistics at a Glance-2020. The number of domestic tourists visiting the state had been rising continuously. Majority of tourists (95%) visited Delhi for 'holidaying, leisure and recreation'. These tourists mostly stayed in hotel & guest houses followed by friends & relative's home. This clearly reveals that tourism has a huge potential for employment generation and becoming a growth driver of the state. State/ UT wise number of Foreign Tourist visits in India in 2019 is given in statement 10.1:

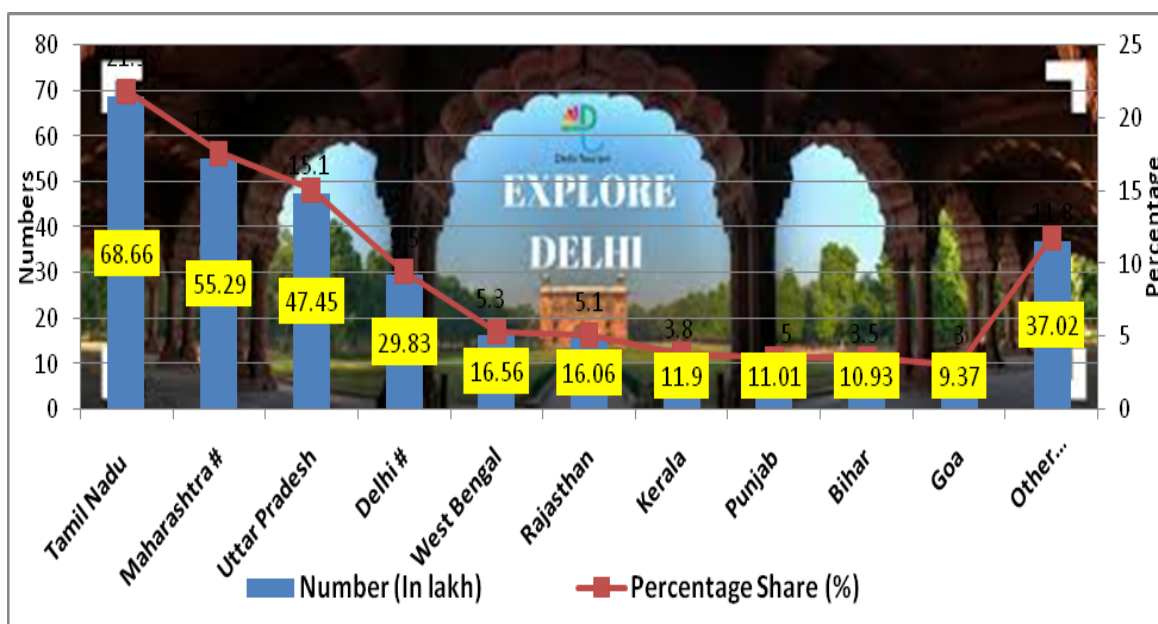
Statement 10.1
SHARE OF TOP 10 STATES/UTS OF INDIA IN
NUMBER OF FOREIGN TOURIST VISITS IN 2019

Rank	State/ UT	Foreign Tourist Visits in 2019 (P)	
		Number	Percentage Share (%)
1	Tamil Nadu	6866327	21.9
2	Maharashtra #	5528704	17.6
3	Uttar Pradesh	4745181	15.1
4	Delhi #	2983436	9.5
5	West Bengal	1656145	5.3
6	Rajasthan	1605560	5.1
7	Kerala	1189771	3.8
8	Punjab	1101343	3.5
9	Bihar	1093141	3.5
10	Goa	937113	3
	Total of Top 10	27706721	88.2
	Others	3701945	11.8
	Total	31408666	100

Source : India Tourism Statistics at a Glance-2020 of M/o Tourism, GOI

Figure for the year 2019 has been estimated using All India growth rate;

(P): Provisional



2.1 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. Delhi being National Capital Territory, received a large number of foreign travellers and NRIs visiting India.

2.2 VISION OF DELHI TOURISM

To showcase the rich cultural heritage of the city, develop recreational facilities to the tourist, promote Delhi as one of the most popular and preferred tourist destinations and to increase the number of foreign tourist arrivals which will contribute to the economy of the city and generate additional employment opportunities. To make Delhi's tourism eco-friendly and cultural heritage destination, there is a need to spread awareness among tourists as well as its citizens regarding Delhi's glorious past.

3. AVAILABLE INFRASTRUCTURE:

3.1 TOURIST INFORMATION CENTERS

Delhi Tourism is running Tourist Information Centers at all the main embarkation points in Delhi. The information centers are at the following places in and outside Delhi:

- Domestic Airport- Terminal-I
- New Delhi Railway Station (Paharganj side)
- Coffee Home, Baba Kharak Singh Marg
- I Center, Baba Kharak Singh Marg

- Govt of India Tourist Office, Janpath
- Dilli Haat, INA
- Kolkata

3.2 DILLI HAATS

Delhi Tourism also runs Dilli Haat – INA, Dilli Haat – Pitampura, Dilli Haat – Janakpuri (Food & Craft bazaar) and Coffee Home.

- 3.2.1 **Dilli Haat Pitampura** : Dilli Haat Pitampura is located on a strategic point that is easily accessible from various centers in the city. The complex is set up in the area of 7.2 acres. The Haat has 108 craft stalls along with Amphitheatre with a capacity of 450 persons, three air conditioned halls for exhibitions/ kitty party, conferences/ workshop/ seminars/ school functions, performing art/ music and dance show. The Haat has a lot of landscaped area with terraced roof gardens. In addition to regular activities, festivals are organized in the Haat from time to time.
- 3.2.2 **Dilli Haat INA** : Dilli Haat, INA is located in one of the most important commercial centers of South Delhi, opposite INA market. The 6 acres of land on which this sprawling complex is situated was salvaged as part of a reclamation project and transformed into a magnificent dream plaza. Extensive foundation work, small thatched roof cottages and kiosks with a village atmosphere have made the place an attractive multiple center. Dilli Haat, INA provides the ambience of a traditional Rural Haat or village market, but one suited for more contemporary needs. Here one sees a synthesis of crafts, food and cultural activity. This Food and Craft Bazar is a treasure house of Indian culture, handicrafts and ethnic cuisine. Being a unique bazaar, in the heart of the city, it displays the richness of Indian culture on a permanent basis. It aims at providing encouragement to the needy artists from all over the country in order to sustain and preserve the rich heritage of India.
- 3.2.3 **Dilli Haat Janakpuri** : Delhi got its third Dilli Haat at Janakpuri on 13 July, 2014. It is more spacious than the other two Dilli Haats which are at INA and Pitampura. Dilli Haat, Janakpuri is spread over a sprawling area of 8.00 acres. This new venue showcases the country's craft and cultural tradition, and is an open air shopper's paradise which is a one stop destination for art, craft, music and food lovers. Dilli Haat has a provision of 100 typical craft stalls, 74 open platform shops and 46 A.C. Shops. These stalls showcase ethnic and exotic products and materials exclusive to India. This new Dilli Haat equipped with an A.C. Auditorium which has a capacity of 800 seats. This auditorium have the latest technology and equipments and is the biggest modern auditorium in West Delhi. An Amphitheatre having 820 seat capacity is another special feature at the Haat which not only boost art and culture but also a one stop destination for various cultural events.



Open Amphitheatre



Craft Stalls

3.3 GARDEN OF FIVE SENSES

- 3.3.1 The Garden of Five Senses is a park in Delhi spread over 20 acres. The park is located in Said-ul-Ajaib village, opposite Saket, near the Mehrauli heritage area. The park was developed by Delhi Tourism and Transportation Development Corporation (DTTDC), over a period of three years and opened in February 2003. Partly built over rocky terrain, the garden itself is divided into distinct areas. On one side of the spiral walkway is the Khas Bagh, a formal garden patterned on the lines of the Mughal Garden. Slow-moving water cascades in channels along its length, while flowering and fragrant shrubs and trees line its paths. The Central axis leads to a series of fountains, some of which are lit by fiber-optic lighting systems.



- 3.3.2 The garden is designed to stimulate our five senses with its beauty and attractions and give us a chance to touch, smell, hear and see our natural surroundings. Most of the art work is dynamic, making it more attractive to the

visitors. About 25 different sculptures and murals have been set up in the Garden making it one of the largest collection of public art in the country. The garden serves as one of the prominent cultural venues of the capital, as programmes are organized here round the year. The Garden tourism festival, food festivals, different melas, Dandiya festivals and other cultural programmes are held here at different times.

3.4 GURU TEG BAHADUR MEMORIAL AT NH-1

DTTDC has constructed Guru Teg Bahadur Memorial at Singhu Border (NH-1), G.T. Karnal Road, spread over land measuring 11.87 acres. The project was set-up under the scheme of beautification of entry points of Delhi. In the landscaped tranquil background, the 24 meters high central pylon with petals at the base represents the Guru and his strength. The C arches denote his three followers and the monoliths represent the 10 Sikh Gurus with their sayings inscribed on them. Approximately per day 165 tourists visited GTB Memorial at NH1 during 2019-20 against per day 103 tourists visited during 2018-19.



3.5 NATURE BAZAAR

A parcel of land measuring 16 bigha 16 bishwa for Nature Bazaar was allotted to DTTDC at Andheria Modh, Anuvrat Marg, Mehrauli, New Delhi. The Nature Bazaar has 103 craft stalls and 7 food stalls which are being operated on PPP model. The fairs/events are organized as per calendar of events. Approximately 3 lakh visitors have visited the project during the last five years.

3.6 KALAM MEMORIAL

3.6.1 To keep the legacy of Dr A.P.J. Abdul Kalam alive in the heart of Indians , Govt. of Delhi dedicated the first museum in Dr Kalam's memory which has been set up by DTTDC in the premises of its Dilli Haat INA. Lit by finest aspiration & instinct, the living museum carries Dr Kalam's subliminal thoughts and messages forward. A visitor is guided through panels exhibiting Dr Kalam's journey of life. Quiet and elegant, the architecture marble is a careful exposition of the synthesis between inner and outer space. In addition, the visit to the Kalam Memorial which has audio/video presentation on the life of late Dr A.P.J. Kalam will truly inspire the students to reach great heights in their life and career.

3.6.2 Approximately per day 2660 visitors visited Kalam Memorial during 2019-20.

3.7 COFFEE HOME

Coffee Home is Operated by DTTDC at Baba Kharak Singh Marg. Coffee Home is a must to visit place in Delhi if anyone is looking to munch on some of the best South Indian delicacies at a minimum cost. Though the name says – Coffee Home, this place serves famous Indian food items too other than coffee. Overall, the location, service, and quality of the food make this coffee house a very special place for people in Delhi as well as tourists in the city.

3.8 AZAD HIND GRAM

- 3.8.1 Azad Hind Gram Tourist Complex at Tikri Kalan is a project developed by Delhi Tourism to honour Netaji Subhash Chandra Bose and to create quality leisure space and wayside amenities for the citizens. Located within two kilometers of the Delhi Haryana border on NH-10, the architecture of the project is inspired by North Indian architectural style and the traditions of Indian craftsmanship.
- 3.8.2 The immense mosaic domes surrounding the museum and the memorial are the focus of the complex which offers the facilities of extensive plazas, an amphitheatre, tourist information centre, souvenir and garden shop, food kiosks, a restaurant, and convention facilities.

4. MAJOR INSTITUTIONS/ BODIES :

4.1 Delhi Tourism and Transportation Development Corporation (DTTDC) :

The major schemes of Tourism Department, Government of NCT of Delhi 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. In the year 1989, DTTDC was assigned the job of retail trading of liquor by the Government with the responsibility of developing infrastructure facility in the NCT of Delhi.

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

- 4.2.1 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 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 2002-2003 to offer B.Sc. Degree in Hotel and Hospitality Administration.
- 4.2.2 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. The degree course is affiliated with the NCHM&CT and degrees are awarded by IGNOU. As far as the students of diploma are concerned their courses are affiliated with the Board of Technical Education under GNCTD.

5. MAJOR ACTIVITIES:

5.1 TOURIST INFORMATION CENTERS

DTTDC is running Information Counters at embarkation and disembarkation points in Delhi and in other cities too such as- Kolkata. At these information counters, the following activities are performed:

- 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.
- Reservation of Hotel Accommodation, transport facility, regular and seasonal tours as per the demand of 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 produces and distributes free tourist literature for the purpose of creating publicity and developing tourism in Delhi.

5.2 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 04 lakes in Delhi i.e. Krishi Bhawan Boat Club near President House; Boat Club, Maan Singh Road, India Gate; Bhalaswa Lake and Sanjay Lake, Mayur Vihar.

5.3 GROUP TOUR

- 5.3.1 The DTTDC also deals in Group Tours, customized tours as per the needs of the clients. These programs are tailor-made and planned as per the requirements and budget of the client.
- 5.3.2 The DTTDC plans and operates educational tours for Schools/Colleges groups. Special interest tours for Office and Govt. Organizations.
- 5.3.3 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.

5.4. TRAVEL

- 5.4.1 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.
- 5.4.2 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).
- 5.4.3 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.
- 5.4.4 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.

5.5 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 population of approx. 20 million. Delhiites attend the Fair & Festivals organized by Delhi Tourism with fun and frolic.

5.6 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.

5.7 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 on their own. The scheme envisages that the citizens of Delhi may be assisted by the Government to undertake pilgrimage to one of the 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.
- **Mukhya Mantri Dilli Darshan Yojana** : The aim of this scheme is to provide facility to citizens of Delhi to visit various historical places of Delhi to understand the cultural heritage of one of the ancient city of the World.

5.8 Hop-On Hop-Off (HO-HO) BUS DELHI SIGHTSEEING TOUR

5.8.1 HOHO Bus Delhi Sightseeing tour brings upfront to the rich heritage of Delhi comprising ASI Monuments and Museums. Delhi Tourism brings the most exciting way to see Delhi with HOHO bus.

5.8.2 The tour features 20+ tourist places including heritage monuments like Qutab Minar, Red Fort, Humayun's Tomb etc. One can enjoy popular museums like the National Rail Museum, the National Gallery of Modern Art and much more. The Hop On Hop Off Bus service is operated by multiple buses instead of a single one. Buses are available every 40 minutes at each HOHO Bus Stop. Each bus follows the same route covering 20+ tourist destinations and the guest is free to get down at any tourist attraction of his/her choice. After sightseeing, simply come to the same point and take the next bus to go to the next destination.

5.9 DIHM&CT INITIATIVES AND EVENTS OF THE YEAR 2019-20

DIHM&CT put up a food court in Monsoon Festival at the Aam Bagh, Meharauli, Paryatan Parv at India Gate Lawns New Delhi, Urban Folk Festival at ShahpurJat, Bharat Parv at the Red Fort Delhi, events organized by the GNCTD / Govt. of India.

6. ACHIEVEMENT/ PROGRESS

- 6.1 Against the target of facilitation to 10000 visitors; 10865 tourists visited the information centers during the year 2019-20 whereas during FY 2018-19, 4665 tourists visited the information centers. In addition, a good number of tourists were facilitated over the phone and through the DTTDC website www.delhitourism.gov.in.
- 6.2 In the year 2019-20, Mango Festival, Itra & Sugandhi Festival have been organized in Janak Puri Dilli Haat. Korean Day in Delhi (Illumination of Signature Bridge), ABBA Tribute Concert, Monsoon Festival, Shahpur Jaat Autumn Festival (Fashion Show), Crackerless Diwali (Laser Show) and Days of Moscow in Delhi are some of the big events that were organized and appreciated by all. 13 number of fairs and festivals organized by DTTDC during 2019-20, and approx. 8.00 lakh visitors visited these fairs and festivals. During 2020-21, Dilli ki Diwali celebrated at Akshardham Temple.
- 6.3 During 2019-20, average number of visitors per day visited at Dilli Hat INA is 3048 and average number of visitors per day visited at Coffee Home at Connaught Place is 538.
- 6.4 During 2019-20; 13 radio jingles were produced for branding Delhi as Tourist destination. DTTDC has participated in 5 events with an objective of promoting Delhi as a Film Shooting Destination.
- 6.5 During 2019-20, DTTDC participated in 14 National/ International events in Delhi and outside Delhi. DTTDC also participated in Road Show in Spain & Portugal and WTM- London during 2019-20.

7. RELATED ONGOING SCHEMES/ NEW INITIATIVES:

- 7.1 **Tourism Infrastructure** : Under this scheme, various Tourism Infrastructure is developed by the DTTDC and maintenance of already developed Tourism infrastructure carried out by DTTDC.

7.2 Promotion of Tourism Delhi as a Destination: Delhi Tourism has been actively organizing cultural events (fairs & Festivals) in Delhi to showcase capital city as a tourist and cultural friendly destination not only for foreign tourists but also for domestic travellers and the people of Delhi. DTTDC also participates in limited national tourism fairs and international fairs (events) for the purpose to promote Delhi as Tourism friendly city among the domestic and international tourists.

7.3 Branding Delhi : There are huge possibilities and resources available within Delhi to become the country's tourism capital as from Heritage Monuments to Modern Markets, Old Delhi's traditional mornings to night-life attract national and international tourists. But due to lack of branding and information, most tourists take Delhi as a transit point, due to which the tourist coming to Delhi spends an average of one day in Delhi. Whereas in cities like London, Singapore and Tokyo a tourist spends an average of 3 days. Delhi government is planning that a tourist visiting Delhi should spend at least two days in Delhi on an average. Only a difference of one day will create new jobs in Delhi and new opportunities for growth in the economy. Under this scheme, tourism of Delhi is being re-branded and Delhi will be introduced as a tourism brand in the country and abroad for domestic and foreign tourists. Every domestic and foreign tourist coming to Delhi, whether at the railway station or at the airport, will be motivated to know and visit Delhi.

With an objective to brand Delhi as Tourism capital, DTTDC has been playing a role of catalyst and been taking following proactive steps in making the city a Tourist Friendly destination under Branding Delhi.

- a) Promotion through TVs, Radio, Social Media, Outdoor, Print Media
- b) Production of Film on Delhi as a Tourist Destination.
- c) Production of Publicity Literature
- d) Promotion of Delhi as a Film Shooting Destination
- e) Using Social Media and developing a mobile app for greater reach is underway

7.4 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.

7.5 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, Dilli ki Diwali was celebrated at Akshardham Temple.

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 B&B 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 31.03.2020 & 31.12.2020 and target for FY 2020-21 is given in statement 10.3:

Statement 10.3

Category	Status till 31.03.2020		Target 2020-2021		Status till 31.12.2020	
	No. of Establishment	No. of Rooms	No. of Establishment	No. of Rooms	No. of Establishment	No. of Rooms
Gold	39	185	43	200	32	149
Silver	297	1370	330	1480	298	1408
Total	336	1555	373	1680	330	1557

- 7.6.4 The number of establishment in the status till 31.12.2020 is less than the number of establishment and number of rooms till 31.03.2020. Due to COVID-19 pandemic very few B&B units got registered and due to no work during this period a number of already registered B&B Establishments closed their Units and surrendered their Registration Certificates to the Department.
- 7.6.5 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.
- 7.6.6 Tourists stayed in Gold category and Silver category rooms under the "Bed & Breakfast" scheme against the target for FY 2017-18, 2018-19 & 2019-20 is given in statement 10.4:

Statement 10.4

Tourists Stayed in Gold & Silver Category Rooms in FY							
Category	2017-18		2018-19		2019-20		2020-21
	Target	Tourist Stayed	Target	Tourist Stayed	Target	Tourist Stayed	Target
Gold	14020	17800	18208	22138	22500	20581	22650
Silver	83867	82600	99896	92186	92500	117266	129000
Total	97887	100400	118104	114324	115000	137847	151650

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 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.

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 Delhi.

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 coming 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.