

CHAPTER 21

TOURISM IN DELHI

Delhi, for all the right reasons, is the national capital of incredible India. Synonymous with diversity, Delhi has always been the epicentre of all activities in India which is reflected in its tourism. Right from the time of Pandavas, it has served as a major strategic and cultural hub of the country and rightly so, today it's an exhibition of the history of India. Travelling in Delhi isn't just limited to history but it's a step to take past and present hand in hand. Delhi has most of the tourist places as the monuments constructed by the Mughals or the rulers who came later on. The reign of the British people also left some impressions on the layout of the Delhi. Delhi has a perfect blend of the ancient culture and modernization for which people wants to visit.

- 1.1 A symbol of the country's rich past and thriving present, Delhi is a city where ancient and modern blend seamlessly together. With a history that goes back many centuries, Delhi showcases an ancient culture and a rapidly modernising 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 metro system, bustling markets and fabulous eating places. The past and the present meld seamlessly together, making centuries-old monuments a part of the city's daily life.
- 1.2 Even today, one can have a fascinating glimpse into the past in Old Delhi, with its labyrinth of narrow lanes, old havelis, and colourful bazaars. Rickshaws wind their way through this crowded, bustling capital of the Mughals, where life continues, much as it did hundreds of years ago. It is home to three World Heritage monuments—Qutub Minar, Red Fort and Humayun's Tomb that have survived many centuries, and give an idea of architectural wonders created by emperors in the past. 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.
- 1.3 New additions to the city, such as Akshardham Temple and also the Lotus Temple are also great places to visit and give an idea of its multi-faceted culture. 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 are becoming an integral part of Delhi's cultural heritage.

- 1.4 But the modern Delhi has a lot more to offer. Delhi has a modern, well-planned and extensive Metro network that connects all corners of Delhi; this network is still growing. 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.

2. PROFILE 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. Approximately 2.74 million (28.35%) foreign tourist arrived in Delhi during 2017 has been recorded as per India Tourism Statistics- 2017-18. (Domestic and Foreign tourists data to be mentioned as per GOI statistics). The number of domestic tourists visiting the state had been rising continuously. Majority of tourists (95 per cent) 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.
- 2.2 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.
- 2.3 The schemes of Tourism Department, Government of NCT of Delhi have been implemented by the Delhi Tourism and Transportation Development Corporation (DTTDC), an undertaking of the GNCTD incorporated in 1975 to promote tourism in Delhi. Delhi being National Capital Territory, received a large number of foreign travellers and NRIs visiting India.

3. 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 environmental & eco-friendly tourism and cultural & heritage destination, there is a need to spread awareness among tourists as well as its citizens regarding Delhi's glorious past.

4. TOURISM ACTIVITIES

4.1 DTTDC is running Information Counters at embarkation and disembarkation points in Delhi and in other cities such as- Kolkata and Chennai. 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 Entertainments and forthcoming cultural events, fairs & festivals, exhibitions, food and cuisine etc. is provided to the tourists.
- Reservation of Hotel Accommodation, transport facility (DLY, DLZ, cars, Coaches, A/C & Non A/C), 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, distributes free tourist literature for the purpose of creating publicity for and developing tourism in Delhi.

4.2 Delhi Tourism is running Tourist Information Centers at all the main embarkation points in Delhi besides information offices in Kolkata and Chennai. Delhi Tourism disseminates information and distributes literature to the tourists from these offices and a large number of foreign and domestic tourists avail these facilities. 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
- Kolkatta
- Chennai

4.3 Against the target of facilitation to 10000 visitors during the year 2019-20, 7210 tourists visited the information center until December 2019 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 visited Delhi Tourism website.

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

- 4.5 Delhi Tourism organizes a number of fairs and festivals in Delhi. 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.
- 4.6 Delhi Tourism also runs Dilli Haat – INA, Dilli Haat – Pitampura and Dilli Haat – Janakpuri (Food & Craft bazaar) and Coffee Home's. Delhi Tourism also has a Garden by the name of Garden of Five Senses. DTTDC organizes a number of festivals and events regularly at these places.
- 4.7 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 and it is being operated on PPP model. The fairs/ events are organized as per calendar of events. Approximately 3 lakhs visitors have visited the project during last five years.

5. GARDEN OF FIVE SENSES

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, Delhi over a period of three years and opened in February 2003. Partly built over rocky terrain, the garden has various theme areas, including a section on the lines of Mughal Gardens, plus pools of water lilies, bamboo courts, herb gardens and solar energy park. 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. 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 (February), food festivals, different melas, Dandiya festivals and other cultural programmes are held here at different times.

6. GURU TEGH BAHADUR MEMORIAL AT NH-1

DTTDC has constructed Guru Tegh 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 metres 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.

7. 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.

8. GROUP TOUR

- 8.1 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.
- 8.2 The DTTDC plans and operates educational tours for Schools/Colleges groups. Special interest tours for Office and Govt. Organizations._
- 8.3 For Delhi Govt. Schools, the program 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.

9. TRAVEL

- 9.1 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.
- 9.2 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).
- 9.3 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.

9.4 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.

10. BRANDING DELHI

10.1 Delhi has a lot to boast about and hence arises the dire need to promote Delhi as one of the most sought after tourist destinations not only in the domestic but also in the international arena.

10.2 With an objective to promote tourism in and around the capital city, 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 TVCs, Radio, Social Media, Outdoor, Print Media, Production of Film on Delhi as a Tourist Destination.
- b) Production of Publicity Literature
- c) Promotion of Delhi as a Film Shooting Destination
- d) Promotion of Delhi through organizing and participating in various Events.
- e) Using Social Media and developing a mobile app for greater reach are underway

11. Participation in National & International Tourism Events

11.1 National & International Events are an integral part of Tourism promotion exercise for any state Tourism organization. In line with the above, Ministry of Tourism, Govt. of India, State Tourism Boards & leading Travel Trade associations organizes 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 to promote the destination on Business platforms.

11.2 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. DTTDC has recently participated in Road Show in Spain & Portugal and WTM-London during 2019-20.

12. KALAM MEMORIAL

- 12.1 To keep the legacy of Dr A.P.J. Abdul Kalam alive in the heart of Indian, 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 greater heights in their life and career.

A BRILLIANT PERSONALITY INSPIRING MILLIONS WITH HIS ACCOMPLISHMENTS

Born on October 15, 1931 in village of Dhanushkodi, Rameshwaram, Tamil Nadu, Dr. Kalam will remain one of the finest human beings to have ever lived. He had an illustrious and successful life, and as he said, "If you want to shine like a sun, then first burn like a sun."

Some of his achievements are as under:

- India became a major military power after the successes of Agni and Prithvi under his leadership.
- Developed a low cost Coronary stent. It was named as "Kalam-Raju Stent". In 2012, designed a rugged tablet PC for health care in rural areas, which was named as "Kalam-Raju Tablet".
- In 1999, the Pokhran-II tests cemented India's nuclear prowess. Dr. Kalam played the pivotal role in the project.
- He wrote 34 books which envisioned his dream of India as a superpower, with Indians as innovative and unique in their thinking.

“Without your involvement you can't succeed. With your involvement you can't fail.”

A.P.J. Abdul Kalam

Delhi Tourism
Kalam Memorial
Dilli Haat, INA
Sri Aurobindo Marg, Opposite INA Market,
Entry from Gate No. 2
www.delhitourism.gov.in
www.facebook.com/delhitourism

Timings of the Memorial: 11:00 a.m. to 07:00 p.m.
Open Everyday (Monday Closed)

ENTRY FREE

KALAM SIR'S JOURNEY CONTINUES AS WE CARRY FORWARD HIS ILLUSTRIOUS LEGACY

Kalam Memorial was inaugurated at Dilli Haat, INA on July 30, 2016 to keep the legacy of Dr. APJ Abdul Kalam alive in the heart of every Indian. This memorial is a fitting testimony of our undying love for the 'People's President' as he was fondly called. Dedicated to Kalam sir and every child of India, the memorial continues to inspire score of visitors, specially young minds.

13. BED & BREAKFAST SCHEME

- 13.1 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 also have 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:

Statement 21.1

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

- 13.2 In the bedroom, double bed, AC, Furnishing etc., is mandatory. Maximum 06 rooms can be given to the establishment.
- 13.3 The total number of Gold and silver category establishment and rooms registered under this scheme as on 31.03.2019 and target for FY 2019-20 is given in statement 21.2:

Statement 21.2

Category	Status till 31.03.2019		Target 2019-20	
	No. of Establishment	No. of Rooms	No. of Establishment	No. of Rooms
Gold	47	199	55	210
Silver	254	1077	260	1090
Total	301	1276	315	1300

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.

- 13.4 17,800 Tourists stayed in Gold category rooms and 82,600 tourists stayed in Silver category rooms under the scheme "Bed & Breakfast" against the target of 14,020 tourists in gold category room and 83,867 tourists in silver category rooms during 2017-18.
- 13.5 22,138 Tourists stayed in Gold category rooms and 92,186 tourists stayed in Silver category rooms under the scheme "Bed & Breakfast" against the target of 18,208 tourists in gold category room and 99,896 tourists in silver category rooms during 2018-19.

- 13.6 14,865 Tourists stayed in Gold category rooms and 90,453 tourists stayed in Silver category rooms till December, 2019 under the scheme “Bed & Breakfast” against the target of 22,500 tourists in gold category room and 92,500 tourists in silver category rooms during 2019-20.

14. Hop-On Hop-Off (HO-HO) BUS DELHI SIGHTSEEING TOUR

- 14.1 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.
- 14.2 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.