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पर्यटन मंत्रालय
भारत सरकार
नई दिल्ली

Deputy Director General
Ministry of Tourism
Government of India
New Delhi

F. No. 7-TTH (2)/16

Dated: 06.04.2017

OFFICE MEMORANDUM

Subject: Revised Hospitality Scheme Guidelines

This is in supersession to the earlier OM No. 7-TTH (1)/03 dated February 26, 2003 relating to the Hospitality Scheme Guidelines of the Ministry of Tourism. In this regard, the undersigned is directed to forward herewith a copy of the Revised Hospitality Scheme Guidelines along with format for submission of hospitality proposals. These revised guidelines come into force with immediate effect.

2. All India Tourism Offices in India and overseas are requested to follow the clauses of the scheme guidelines strictly while formulating the hospitality proposals.

This issues with the approval of the competent authority.


(Neela Lad)
Dy. Director General

Encl. a/a

To,

The Regional Director/Director/Manager
India Tourism Offices
in India and Overseas

**MINISTRY OF TOURISM
GOVERNMENT OF INDIA
(OVERSEAS MARKETING DIVISION)**

REVISED HOSPITALITY SCHEME

The Hospitality scheme is an important element of the Marketing Plan. Under this programme, the Ministry of Tourism invites editorial teams of travel publications, travel writers, journalists, photographers, TV teams, travel agents, tour operators, subject specialists, opinion makers etc. to effectively project India as an attractive multidimensional tourist destination offering a vast range of attractions. These invited persons get first hand information/knowledge of the India tourism product during their familiarization tours on our hospitality. The purpose of the Scheme is :

- To motivate travel agents/tour operators and especially those who are yet to promote India to include tour packages on India in their marketing programmes.
- To facilitate media representatives, both print and electronic, for positive reporting on India so as to highlight the country's varied tourist attractions, facilities, cuisine, culture and diversity.
- To encourage media representatives to effectively project India as an attractive multi-dimensional tourist destination.
- To educate media representatives and other visitors on the ground realities and to dispel any negative perceptions and any misinformation about India so that the consumers abroad could be given a correct image of India,

through articles/stories in local newspapers and magazines and photographic exhibitions as well as on television.

- To familiarize the tour operators / travel agents about new tourism products, latest developments in the tourism field.
- To acquaint the subject specialists promoting special interest products like mountaineering, trekking, desert safaris, etc. to enable them to effectively promote and sell such packages to their clients.
- To showcase Indian destinations to opinion makers, dignitaries etc. and to re-emphasize the beauty and value of our tourism products.

GUIDELINES FOR SELECTION AND PROCEDURES FOR HANDLING HOSPITALITY GUESTS

(A) MEDIA REPRESENTATIVES / PHOTOGRAPHERS / PUBLICISTS/BLOGGERS ETC.

1. India Tourism Offices (ITO) overseas will select the guest/s for hospitality. The hospitality cases mooted by the overseas offices / Indian Missions / Foreign Tour Operator etc. should be forwarded to the Ministry along with the recommendation of the Regional Director/Head of the Region / Head of Office as the case may be.

Proposals from Indian Missions, even if received in the Ministry, should be routed through the respective Regional Offices with recommendation letter from the concerned Regional Director / Head of the Region / Head of Office as the case may be.

- All hospitality proposals should be sent to HQs. at least 60 days prior to the proposed visit of the guest which will be cleared by a specially constituted Joint Secretary level Committee comprising DDG (OM), Director (Finance), Asstt. DG (OM) and Asstt. DG (Pub.).
- The meeting for examining the proposals will be held on the last day of each month.
- Exceptional cases depending on the importance, would be considered with approval of the competent authority.
- The recommendations will thereafter be submitted for obtaining approval of Secretary (Tourism).
- Any proposal received in the Ministry which is not within the stipulated time frame, will not be entertained, except in the event MoT recommends/advises the ITOs overseas to send proposals for a particular event approved by the Ministry.

2. The hospitality proposals will be categorised as under:

- i. **ITO Overseas / Indian Mission:** Proposals received from ITOs overseas/Indian Missions will be scrutinized by the Committee to establish the credibility of the guests and to decide on the extent of hospitality to be extended towards the event.
- ii. **Event:** Proposals received from organisations for events such as GITB, GES, SATTE etc. will be scrutinized by the committee to establish the credibility of the guests and decide on the number of tickets that can be given as support towards the event.

- iii. **Agency** (Indian Tour Operator): The scheme would be operated on the same lines as the MDA Scheme which is reimbursement of expenditure incurred by the agency after completion of the activity.

OR

Under the scheme, international/domestic air tickets in the economy class will be provided by the ITO overseas, whereas ground arrangements will be provided by the sponsoring agency.

- iv. **Government:** Proposals received from other Ministries or the State Governments, and at the instance of Tourism Ministry itself, the same would be processed at MoT level, and such proposals will not require the recommendation of the committee.

Proposals received from the Indian Missions pertaining to deputation of ITDC chefs for the Indian Food Festival organised overseas, the same would fall under the Government category and will not require recommendation by the Committee.

- v. **Ministry of Tourism:** International Buddhist Conclave etc., requests received from the other Ministries or the State Governments, and at the instance of Tourism Ministry itself, the same would be processed at MoT level, and such proposals will not require the recommendation of the committee.
3. The office should gauge the potential of the guest/s and verify their credentials before sending the proposal to the Ministry in the prescribed format.

4. All proposals should be received in the HQs. at least two months in advance to enable clearance by the specially constituted Joint Secretary level Committee comprising DDG (OM), Director (Finance), Asstt. DG (OM), Asstt. DG (Pub.) and a representative from the trade (IATO / ADTOI etc. depending on the subject matter of the FAM).
5. Invitation under hospitality programme should be based on following considerations:
 - i. The selection of media representative from areas which are highly productive.
 - ii. Selection of media representatives from the areas which have potential for promotion.
 - iii. Selection of media representatives should either be reporters/free lance writers/travel press reporters etc.
 - iv. Proposals received for hosting media persons and bloggers would be decided by the Committee based on the articles / posts that have been published /posted by them earlier.
6. The selected media representative should either be a staff of the newspaper / magazine / or online travel sites or is working on freelance basis but his / her articles appear regularly in the press or social media.
7. The selected media representative would be offered hospitality for an itinerary suitable for his / her / their visit in consultation with the Indian Mission/stakeholder.

- ITOs overseas may draw a suitable itinerary for the visit of the selected media representative in consultation with the Indian Mission/stakeholders.
- The hospitality period may be increased from 7 days to 10 days, particularly for cases depending on the city of origin of the hospitality guest and the destinations intended for visit. For example, guest from South America/Australia/West Coast USA visiting India in particular; or guest visiting North East/Andamans/Lakshadweep in general, to enable effective coverage of the destination.

Period of hospitality in exceptional cases will be restricted to maximum of **10 days**.

8. Media representatives dealing with special interest subjects (eg. Niche Tourism/thematic tours like textiles, culinary/museum, off the beaten track etc.) would be considered separately; and specific itineraries would be prepared by field offices keeping in view their interest as well as the need for promotion of a specific area. ITO's overseas may design specific itineraries depending on the interest of the proposed guest.
9. All India Tourism Offices overseas must send complete details of the publication(s) (magazines / newspapers / websites) in which the articles are supposed to appear. The information should include profile of the magazine, circulation, readership, cost determining the usefulness of the magazine/newspaper.

In case of bloggers, a profile along with number of unique visitors per month, number of pillar articles (articles more than 3 months old and which still bring in at least 100 visitors per month), reach of the blog (country, region, world-wide) should be provided.

The calculation of publicity value of blogs is to be done on a definite basis. Therefore, the number of unique visitors per month would provide a nominal value (a sum of USD 5.00 per 1000 visitors is an accepted standard www.blogcalculator.com). The number of pillar articles also contribute to the longevity of the blog. However, the monetary value would be nominal and should not be compared to absolute cost of hosting the blogger as blogs have high shelf life as compared to print publications).

10. The follow up action would be taken by the field offices and all articles/stories appearing in the press written by the sponsored guests would be reported to headquarters on a half yearly basis (**every six months**) indicating the detailed publicity value which accrued on account of their articles.
11. The Indiatourism Office which moots the proposal would monitor the publicity returns which accrue. The responsibility for publicity returns rests with the office mooted the proposal.
12. The Regional Directors/Directors will review their hospitality programme every year in order to make it respond to the requirements of the travel market. The areas which are required on a long-term basis will be determined and hospitality programme recast accordingly. In other words, the field officer would be responsible for the results in terms of actual flow of traffic.
13. Once approval for the proposal is given by the Ministry, the ITO overseas will endorse a copy of the itinerary along with flight details etc. to HQs., and Regional Director in India, so that arrangements for hotel accommodation, transportation etc. could be made simultaneously. The Regional Director /

ITO's in India will confirm all arrangements to the concerned ITO overseas. This will help eliminate any inconvenience to the guest.

14. Debriefing sessions will be held by the field office in India. The local RD/ITO should meet the hospitality guest on arrival for welcoming, or before departure for briefing / debriefing / provide a feedback on the places covered and the services provided. A report will be sent by the Regional Director of the region from where the guest finally departs, conveying any recommendations / suggestions made by the guest (writer / media person etc.).

The concerned ITO Overseas should get in touch with the guest/s on his/her/their return and obtain their feedback / recommendations in a standardised format.

15. The India Tourism Offices overseas will frame exhaustive bio-data details of the guest (s) with particular reference to the area of his/her/their interest so that advance arrangements are made by the field offices in India for their visits, meetings, collection of information etc.
16. The India Tourism Offices overseas would forward half yearly (**six months**) report in prescribed proforma in respect of publicity returns accrued from the visit.
17. The India Tourism Offices overseas / domestic would report immediately details of any adverse comments made by the hospitality guest/s who have been recommended/handled by them.
18. The selection of all media representatives will be made by field offices overseas in consultation with Regional Director, International Airline concerned and with the Indian Mission abroad, wherever required.

19. All clearances/formalities will be completed by the field offices (overseas) before sending a proposal. The ITOs overseas must ensure that all clearances/formalities are obtained by the guest/s prior to forwarding the hospitality proposal to the Ministry for consideration and approval.
20. All Indiatourism Offices, Overseas should try to promote new circuits and destinations. While the Golden Triangle / Rajasthan are preferred destinations, ITOs overseas must ensure that at least 20 - 50% of cases recommended should cover new destinations/circuits/products.
21. The itinerary prepared for the guest/s should take into account local festivals and cultural events taking place and the circuits being covered.
22. Repeat visits of the hospitality guests should normally not be recommended. In the event the same person is considered again, it should only be **after a gap of 2 years, and that to, only to new destinations.** In exceptional cases, where it is considered necessary to provide hospitality within the period, the ITO overseas must submit a detailed justification for consideration by the Committee and approval of the competent authority.
23. No. of Tour Operators / Travel Agents representing the same company/organization per visit should be limited to the bare minimum.
24. The media persons who are invited under this programme must meet/interview at least one senior officer in the Ministry of Tourism / Region. This exercise would give an opportunity to provide them information about the new initiatives and developments taking place in the tourism sector in the country.

(B) GUIDELINES / PROCEDURE REGARDING SPONSORING FILM / TV TEAMS FOR VISIT TO INDIA

As a matter of policy, the Ministry would like to step up hospitality to television teams. Teams from popular shows like Master Chef etc. having the potential to generate wide and positive publicity for India may be encouraged. The field offices will extend their P.R. activities with television networks which are productive and which could give wide publicity to India. The selection of TV Team is left to the Regional India Tourism offices who could continue maintaining contacts with television networks and send proposals as per the proforma already evolved. Elaborate and detailed information will be furnished by the India Tourism offices overseas to Headquarters, outlining the programme of the team and the scripts/synopsis which will ultimately make the film/television show. The India Tourism offices overseas must ensure that positive results are forthcoming and all formalities are completed before sending the proposal to Head quarters.

All proposal in this category are processed in the Ministry of External Affairs (XP Division), Ministry of Information & Broadcasting, Director General Archeology (ASI), Ministry of Home Affairs and if necessary by Ministry of Defence.

To facilitate this processing, the following guidelines are specified:

- i. In case of a purely tourism film, detailed shooting script/synopsis should be submitted by the foreign team through the Indiatourism Office, Overseas to the Ministry of Tourism for information. In case of a documentary film covering touristic and other subjects as well, four copies shall be submitted to the Ministry of External Affairs (XP Division) for scrutiny and clearance through the Embassy/High Commissions.

The ITOs overseas must ensure that the TV/documentary team obtain necessary permissions from MEA (XP Division) through the concerned Embassy / Mission directly and also permissions required from MHA / Railways / ASI / concerned local authorities or any other organisation etc.

ITOs overseas may facilitate such permissions by writing to the concerned Mission and informing that they propose to send the team under the Hospitality Scheme of MoT.

- ii. The film has to be shot according to the script as approved by Government of India and in case any material deviation is considered necessary prior permission of Government of India has to be obtained by the foreign team.
- iii. If considered necessary, for tourism films, Liaison Officer (LO) will be provided by the Department of Tourism and in case of all other films the same may be provided by the Ministry of External Affairs who will be attached with the team to assist them in their shooting. The Liaison Officer will stay and travel with the team. The expenses on LO's boarding, lodging and travel may be borne by the film team.
- iv. The shooting of the film has to be done in the presence of the Liaison Officer, who must be sensitised prior to the visit of the team to ensure that nothing detrimental to the image of India or the Indian people will be shot or included in the film. Should a disagreement arise in this respect, the matter is to be referred to the Department of Tourism/Ministry of External Affairs whose decision will be final.
- v. The foreign team will be required to show completed film to the designated representative of Government of India, in India or abroad, before its actual release anywhere in the world to ensure that the film has been shot in

accordance with the approved script and that the film has nothing objectionable from the point of view of the presentation of a correct and balanced image of the topic / country covered.

Pre-screening of the film produced by the hospitality guest/s (TV team) may be undertaken by the concerned Indian Mission in consultation with the India Tourism Offices since the filming permit is granted by MEA.

- vi. The detailed particulars of the members of the shooting team equipment / film required to be imported and the exact locations where the shooting would take place will have to be furnished to Government of India for specific clearance; at least ten weeks in advance.
- vii. If the film is a co-production film (Indo-foreign collaboration), the detailed agreement between the Indian and the foreign party will have to be furnished to Government for specific clearance.
- viii. The composition of TV/film team should preferably be restricted to not more than 4 members.
- ix. All ITOs overseas must ensure that all the formalities are completed and permissions have been obtained by the team prior to recommending the proposal to the Ministry for approval of the competent authority. The team has to obtain MEA's prior permission through the Embassy of India / High Commission of India / Consulate General of India overseas or any Representative Office of Ministry of External Affairs.
- x. In addition to the above, teams have to ensure that following clearances are obtained prior to approval of HQs.:
 - a) Prior permission of local authorities / State Governments / Railways and other authorities are obtained, where necessary.

- b) Prior permission from ASI, on payment of their fees, will have to be obtained if shooting involves any protected Monuments, Forts, Archaeological sites etc. The application to ASI is to be made directly by the Producers or their representative in India.
- c) Prior permission from Wild Life Department for filming at any National Park/Sanctuary.
- d) It is reiterated that the ITO Overseas has to ensure that the TV / Documentary team have obtained the required clearances prior to recommending the proposal to the Ministry for consideration by the Committee and approval of the competent authority.
- e) The TV / Documentary teams may liaise with NFDC/Ministry of Information & Broadcasting for necessary assistance in sourcing local production agencies etc.

(C) **GUIDELINES FOR SPONSORING GROUPS OF TRAVEL AGENTS/
TOUR OPERATORS ON FAM TOURS**

Travel Agents/Tours Operators may be sponsored under the hospitality programme with a view to:

- a) Promote group movements by agencies who have the hospitality programme have substantial reach in the tourist market, and
 - b) Promote FIT's through the help of travel agencies located in major tourist generating markets.
- In the event a proposal (partial hospitality) for a fam trip is received from an Indian DMC, the agency should provide detailed proposal along with

itinerary to Ministry of Tourism along with a brief on the FAM and a certificate confirming that they would bear the respective costs towards ground arrangements.

- The maximum number of guests for such FAMs should not be more than 10 agents with not more than 2 persons belonging to the same company / agency. The extent of partial hospitality for an Indian DMC would be limited to only **two** for each Financial Year.
- In the event a proposal is received from a Foreign Tour Operator through the ITO overseas, the agency should provide detailed proposal along with itinerary and a brief on the FAM.
- The number of persons recommended by a Foreign Tour Operator for a FAM may also be limited to 10 per group, per Financial Year for the same agency.
- In so far as tour operators/travel agents are concerned, a report has to be submitted on the tour programmes promoted by them. On receipt of the required report, a decision for support would be taken in the Ministry accordingly.
- All proposals including for proposals such as above, must be received in the Ministry 60 days prior to the visit of the guest and will be cleared by a specially constituted Joint Secretary level Committee comprising DDG (OM), Director (Finance), Asstt. DG (OM) and Asstt. DG (Pub.).
- The meeting for examining the proposals will be held on the last day of each month.
- Exceptional cases depending on the importance, would be considered with approval of the competent authority.

- The recommendations will thereafter be submitted for obtaining approval of Secretary (Tourism).
- Any proposal received in the Ministry which is not within the stipulated time frame, will not be entertained, except in the event MoT requests the ITOs overseas to send proposals for a particular event approved by the Ministry.
- In case the proposal is mooted by an Indian Tour Operator, the scheme would be operated on the same lines as the MDA Scheme, which is reimbursement of expenditure incurred by the agency after completion of the activity.

Following guidelines are prescribed for educational tours under this category:

- i. The selection should be made well ahead of time keeping in view the potential of the agency whether it is suitable for promoting group movements or FITs.
- ii. The ITO's overseas must meet each and every selected travel agent and hold briefing sessions before their departure. The ITO's overseas must try and hold presentation / meetings / skype (video conferencing) with the selected agents before their departure wherever feasible.
- iii. The selected agent could then be offered the itinerary suitable for the group or individual movements and follow up action will be taken by them;
- iv. The ITO's overseas must ensure that the names of the selected agents are communicated to headquarters at least **2** weeks before their departure;
- v. The agents should be briefed with regard to the hotels where they are likely to stay as well as printed / typed itineraries be given to the travel agents by

Overseas offices before their departure preferably at the time of the briefing sessions.

(D) **OTHER CATEGORIES**

(i) **AGENCIES PROMOTING INCENTIVE TRAVEL/CONVENTION TRAVEL**

Indiatourism Offices overseas would make all out efforts to assess the incentive market in their areas and invite decision makers in incentive field to India in order to familiarize them with the standard of facilities available for incentive programmes. Groups as well as individual will be considered on top priority basis and all possible effort would have to be made by the offices to see that incentive movements take place in the near future. The ITO overseas would specifically look into this area. Credit would be given to field offices which send good number of proposal/s for incentive travel movements.

Similarly, India Tourism offices overseas would make every effort to tap the convention market and with a view to highlight India's convention facilities. They would sponsor visits of sponsors/organisers of convention traffic to visit India. All ITO overseas offices. Would prepare itineraries in accordance with the requirement of incentive/convention movements and recommend cases for offering hospitality (ICPB may design some standard itineraries for circulation among the ITO's overseas).

(ii) **DOOR PRIZES / CONTEST WINNERS ETC.**

Indiatourism Offices overseas may offer Door prizes (air passages) for contest winners / draw of lots at Road Shows, Trade and Consumer functions etc. It has invariably been found that such prize winners do not offer any promotional value and their visit to India is just to honour a commitment made at the event. It has, therefore, been decided that in future hospitality for such guests will be made

in very exceptional circumstances. All tourist offices overseas are therefore advised to exercise their judgement and only recommend cases for Ministry's consideration where they are sure that positive publicity will accrue by offering this hospitality.

India Tourism Offices overseas should encourage the participating Tour Operators / airlines/hotels etc. to offer India packages as door prizes during Road Shows / agent seminars to complement the door prize offered by the ITO's overseas (air passages).

(iii) **OPINION MAKERS / DIGNITARIES, ETC.**

Hospitality Scheme can also be extended to Opinion Makers, Dignitaries of international repute in the Tourism sector, important Speakers for major Travel related events in India and celebrities. Detailed proposals should be forwarded well in advance for approval of Headquarters.

(iv) **FOOD FESTIVALS, MEGA EVENTS ETC.**

The Hospitality Scheme can also be extended on a case to case basis, to sponsor Chef's from India for Indian Food Festivals abroad, and cultural troupes from India for Mega Events aimed at promoting tourism in the overseas markets. The publicity returns would be intangible in such cases. However, organizing of such events go a long way in creating awareness about the destination.

Proposal received from the Indian Missions pertaining to deputations to ITDC chefs for the Indian Food Festival organised overseas would fall under the Government category, and will not require recommendation by the committee.

E. **GENERAL GUIDELINES**

- i. All India Tourism Offices overseas would ensure that the guests recommended for hospitality are directly connected with the field of work indicated in the prescribed proforma sent to the Ministry. In case it is found during their visit in India, that a guest is not connected with the field, the Ministry will have no option but to terminate the tour and send the guest back. In such an eventuality, the responsibility would rest with the officer sponsoring this visit.
- ii. All India Tourism Offices overseas while formulating a proposal for hospitality, should ensure that visits are programmed in such a way that all areas in the country receive such guests. It is further emphasized that greater effort should be made to send hospitality guests to areas which at present are not receiving adequate traffic but have the desired infrastructure. Emphasis should be on promoting the regions which over the years have received relatively less coverage.

ITO's overseas must ensure that hospitality guests are encouraged to visit regions / areas other than the Golden Triangle, in order to expose them to new destinations / products and enable effective promotion of the country in their respective markets.

- iii. The airline tickets for the guests would be given in Economy Class. However, exception can be made in special cases and Business Class tickets may be offered based on the importance / status of the guest and value of the publicity return to be accrued, with prior approval from Secretary, Ministry of Tourism, Govt. of India. The categories of guest for whom higher class tickets could be considered is as under:

- a) CEO's of MNC's and important dignitaries of international repute in tourism sector.
 - b) CEO's of Tourism related organizations like WTO, PATA, ICCA, AFTA, ASTA, Travel Publications, Societies, International Organizations, etc.
 - (c) Editors / Publishers / Correspondents of high profile and major International Media including Travels Media.
 - (d) Photographers / Film Makers of international repute.
 - (e) High profile opinion leaders and keynote speakers for major Travels related Conference / Events / Seminars and lectures in India.
 - (f) Celebrities of International fame.
- iv. As mandatory/complimentary passages may not always be available, the Indiatourism Offices overseas need to purchase Airline tickets for the Hospitality guest, wherever required. **Tickets should be purchased from Air India for online Air India stations.** In case of offline Air India Stations, ITO's overseas may purchase International Air Tickets on other airlines, depending on the cost and value for money offered by the Airline.

For Domestic sector tickets should be purchased on Air India except for stations where Air India does not operate.

Henceforth, the Ministry has the option of putting up these guests in hotels run by both public and private sector, so that the guests get a comprehensive experience of India's tourism product. Though, the

expenses under the Hospitality programme are borne by the Ministry, an effort should be made to get some of the elements of this scheme co-sponsored by the State Govt., Travel industry and Hotel Industry.

- v. Guests on FAM trips invited by individual Indian tour operators/Hotels should normally be the responsibility of the host organization. In case some financial assistance is sought from the Ministry of Tourism, the proposal should be mooted through the India Tourism Offices overseas, in consultation with the tour operators/hoteliars concerned. However, the responsibility for publicity returns would rest with the concerned India Tourism Office overseas / Indian Tour Operator.

Such support will be extended to the Tour Operator/Hotelier only once in the Financial Year with a maximum of 15 air passages subject to fulfillment of requirements.

- vi. In case a hospitality proposal is mooted from elsewhere, the comments of the India Tourism Offices overseas should invariably be obtained as they would be vouching the credentials of the guests and monitoring the publicity returns. In fact, these proposals should be put up in the prescribed format/Proforma with suitable recommendations.

(F) **PUBLICITY RETURNS**

- i. The media representatives on their return write articles, which are published in newspapers/magazines and show documentaries on TV. A lot of publicity is generated by these articles and airing of the documentaries. It is very necessary that follow up is done by the India Tourism Office overseas and regular feed back of the publicity is received by Headquarters on a half yearly basis as a result of the visit of the hospitality guest.

In case of TV films, the Ministry of Tourism should immediately be informed about its screening. In all such cases, Ministry of Tourism should get a copy of the film for use during Travel Fairs / Road Shows etc. If required, MOT will certify that these are not going to be aired on TV or used for commercial purposes.

ITOs overseas should obtain an undertaking from the journalists / TV team for use / uploading of their articles/films/high resolution photographs etc. on the Ministry's official website / for social media promotion/for any other promotion of MoT e.g. presentation during Road Shows etc. **The Ministry of Tourism approved Tour Operators may also be permitted the use of such publicity material received under the scheme.**

- ii. The publicity returns of these proposals would be mandatory, as substantial funds would be spent on their visit. At the end of each **six months** in the financial year, the India Tourism Office overseas should submit a compendium of the publicity returns that has accrued from the visit of the guests.
- iii. In case of travel agents / tour operators / incentive agents, the returns cannot be measured in monetary terms. However, the familiarization trips help sell Indian packages better and these operators / agents launch new tours and packages to India as well as give due publicity to our tourism product through printing of brochure, etc. The developments in this regard should be intimated to Headquarters.

ITOs overseas must ensure continuous follow up with tour operators / travel agents / incentive agents etc. on further developments / publicity post their

visit to India. A report on the above must be submitted to HQs on a half yearly basis.

- iv. The India Tourism Office / Indian Missions abroad which moot the proposal, would be responsible for monitoring the publicity returns which accrue. In case no returns are forthcoming, the India Tourism overseas / Indian Mission abroad would be accountable. The Indian Mission abroad should monitor the publicity return which accrue from such visits recommended by them and forward reports to the concerned ITO's overseas for onward transmission to HQs.
- v. In some cases where the hospitality proposals for publicizing Indian Tourism are mooted by Indian Missions abroad, the Missions will follow the same procedure as laid down for Indiatourism Offices overseas and forward proposals in the prescribed format through the concerned India Tourism Office overseas and recommended by the Regional Director/or the concerned India Tourism Office overseas. The Indian Missions will be responsible for publicity returns that are expected to accrue from the proposals sponsored by them and forward the half yearly report in this regard.

(G) **PROCEDURE FOR AWARDDING APPROVAL**

A format has been formulated for submission of Hospitality proposals by the India Tourism Offices overseas to Headquarters for approval. This format covers information and data which is required to gauge the potential of the guests as well as provide a comparative profile for later references.

The following procedure will be adopted for implementation of the Hospitality programme:-

- a) The proposals may be mooted by the India Tourism Offices, Overseas. The office should gauge the potential of the guests and verify credentials before making a proposal in the prescribed format.
- b) Hospitality cases mooted by the India Tourism Offices overseas should be recommended by the Regional Director / Head of the Region / Head of the Office and sent to Headquarters.
- c) Hospitality cases mooted by the Indian Missions will be entertained subject to prescribed procedures and should be routed through the concerned India Tourism Office overseas.
- d) The Headquarters will process hospitality received in the HQs. and seek approval of the authority. The hospitality proposals would be processed by the Overseas Marketing Division for consideration by the Committee and approval of the competent authority.
- e) Any exception in respect of the above guidelines could be made with the approval of the specified authority on receipt of a specific proposal delineating need for such an exception.
- f) After the proposal is approved, the India Tourism Offices in India through IATO will make necessary arrangements and co-ordinate overall programme of the guest/s.
- g) All proposals should be sent to Headquarters **60 days** prior to the visit of the guest to enable processing and any cross-references, if required.

All hospitality proposals will be cleared by a specially constituted Joint Secretary level Committee comprising DDG (OM), Director (Finance), Asstt. DG (OM) and Asstt. DG (Pub.). The recommendations will thereafter be submitted for obtaining approval of Secretary (Tourism).

Exceptional cases depending on the importance, would be considered with approval of the competent authority.

The meeting for examining the proposals will be held on the last day of each month.

Any proposal received in the Ministry which is not within the stipulated time frame, will not be entertained, except in the event Ministry requests the ITOs overseas to send proposals for a particular event approved by the Ministry.

- h. A format for submission of hospitality proposal to the Ministry of Tourism is attached. (**Annexure**)
