

Important Milestones of Ministry of Tourism for the first 100 days of the new Government

Sl. No.	Milestones	Status as on 1. 9. 2009
1.	<p><u>Skill Training of Youth in Hospitality:</u> The Institutes of Hotel Management (IHMs) to initiate a six to eight week fast track skill training programme for youth under twenty five years of age in food production and food and beverage services. Estimated 1000 youths to be trained in the next three months and around 5000 youths in the year.</p>	<p>The first batch of training started on 17.8.2009 at all twenty five institutes and 1197 persons are undergoing training.</p>
2	<p><u>Skill Certification:</u> Under the new Scheme for Certification of skills of those service providers who are working in the hospitality sector, the service providers opting for certification would undertake a three day orientation programme followed by test, that would be based on practical and viva voce. A minimum of 1250 service providers to be certified in the next three months and more than 5000 in the year.</p>	<p>So far 1003 persons have already been certified and 340 persons are under certification.</p>
3	<p><u>Reforms in Hospitality Education:</u></p> <p><u>Implementation of decentralized online counseling for IHMs:</u> National Council of Hotel Management & Catering Technology (NCHMCT), in collaboration with National Informatics Centre (NIC) to implement online counseling for admission in institutes of Hotel Management.</p>	<p>Decentralised online counseling has been successfully completed.</p>
4	<p><u>Semesterization of IHMs:</u> The academic calendar of the IHMs would now be converted into two semesters for each year to make it at par with other premier institutions of the country.</p>	<p>Semesterization of IHMs has been completed.</p>

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<p>5</p>	<p><u>Domestic Tourism</u></p> <p>(a) To promote 'Domestic Tourism', the Ministry would release the generic Incredible India Campaign in the Electronic and Print Media.</p> <p>(b) Road shows would also be organized in collaboration with private sector participation for promotion of domestic tourism in six regions of North, South, West, Central, East and North-East.</p>	<p>The domestic campaign has been launched.</p> <p>Road show showcasing East and North East India successfully organized in Kolkata on 12th August, 2009</p>
<p>6</p>	<p><u>Developing Niche Tourism Products:</u></p> <p><u>Caravan Tourism:</u> A new policy guideline to promote 'Caravan Tourism' in India and facilitate the infrastructure required for Caravan Tourism to be announced.</p>	<p>Caravan Tourism Policy has been announced.</p>
<p>7</p>	<p><u>Wellness Tourism:</u> A new policy guideline for promoting 'Wellness Tourism' in India to be announced.</p>	<p>Ministry of Tourism has amended the Marketing Development Assistance Scheme for Medical Tourism to include accredited wellness centre in its purview for promotion of Wellness Tourism.</p>
<p>8</p>	<p><u>Helicopter Tourism:</u> With a view to promote tourism in hilly and remote areas, guidelines would be framed to provide central financial assistance to States/UTs for construction of helipads/heliports at selected destinations which have tourism potential but lack good connectivity.</p>	<p>Proposal for granting financial assistance for construction of heliports to States/U.Ts. has been approved and the first heliport project has been approved for the State of Sikkim.</p>
<p>9</p>	<p><u>Inter-State Regional Conference for Development and Promotion of Tourism :</u></p> <p>In order to ensure that development of tourism takes place in a holistic and integrated way and inter-state bottlenecks are removed, four inter-state regional conferences would be held.</p>	<p>The Regional Conference of Northern States has been held on 18th August, 2009.</p>
