


The background features a bright yellow sunburst pattern with rays emanating from the top center. At the bottom, there are silhouettes of Indian architectural structures, including domes and minarets, set against a lighter yellow background.

# *India Tourism Development Corporation (ITDC)*

# INTRODUCTION

**In 1966, Government decided to merge three public sectors tourism bodies into one complete corporation with the objective of securing coordination in tourism planning and in the policy. Efficiency and economic working of three corporation is:-**

**Hotel Corporation of India Limited, India Tourism Corporation Limited, India Tourism Transport Undertaking.**

The background of the slide features a bright yellow sun with rays emanating from the top center. At the bottom, there is a dark silhouette of a traditional Indian temple with multiple domes and spires.

✓ In October, 1966 Government established with Indian Tourism Development Corporation (ITDC) Limited under the provision of companies act 1956 with an authorized capital of five crores the capital was financed by the central Government. It is also the prime mover in the development, promotion and expansion of tourism in India.

✓ one of the biggest Hospitality companies in India.

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- ✓ **ITDC is running hotels, restaurants, provides transportation facilities for tourists, provides entertainment and duty free shopping.**
  - ✓ **The company has several departments to cater to several requirement of travellers.**

## Objectives of ITDC: -

- **To develop tourism infrastructure.**
- **The construction, management and, marketing of tourism products including hotels and catering units.**
- **Establishment and management of tourist transport.**
- **The setting up of shopping facilities and to provide duty free and tax free shops.**

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- **Creating convention and conferencing facilities.**
  - **Providing consultancy services and training for tourism related project.**
  - **Promote tourism traffic in the country through food, festivals, fairs and joint ventures abroad.**
  - **Organize cultural and entertainment programs.**
  - **Provide publicity abroad.**

# Operations of ITDC: -

**Presently ITDC has the following business groups:-**

- 1. Ashoka Group of Hotels (accommodation and cultural division).**
- 2. Ashoka Travel & Tours (travel trade division).**
- 3. Duty and Tax Free Shops (shopping division).**

## *1. Ashoka Groups of Hotels: -*

The Ashoka chain is the largest hotel chain in public sector undertaking. Originally it was providing accommodation at those places where the private sector afraid to invest in the lodging sector. Now it runs hotels all over the country. ITDC hotels industry ranges from Five Star to lodge. It has thirty-eight properties at twenty-eight permanent tourist places. These properties are divided into elite, classic and comfort hotels as 'Samrat' in New Delhi, 'Kaniska' in New Delhi, 'Ashoka' in Jaipur and 'Traveller Lodge' in Manali.



## *2. Ashoka Travel & Tours: -*

**ITDC in house travel agency was established in 1983. It offers the number of packages towards both domestic and international. It has the largest fleet of cars and coaches. It also promotes domestic tourism and launched number of packages which Pilgrim Programs and Buddhist are the latest packages in collaboration with railways. The in-house travel agencies also handle conference and inbound tours.**

### *3. Duty and Tax Free Shops: -*

The corporation to facilitate airport shopping has created thirty-two duty free shops in the arrival and departure lounges at Delhi, Mumbai, Kolkata, Chennai and Goa. Tax free shops are at Ashoka hotel, New Delhi. This trade is consistency providing revenue to the corporation. Duty free shops have contributed 38% of the net profit of ITDC. The Govt. has decided to operate ten more duty free shops in near future.

## **Role of ITDC in Tourism & Travel Trade: -**

**There is no doubt, that ITDC is at the four front of Indian Tourism which elaborate infrastructure of hotels, beach resorts, travel agencies, car rental services, convention and conference facility across length and breadth of the country. During the recent years, the corporation has entered into the joint venture agreement with several State Govts. to set up mid market over budget hotel. It has also offered tour packages in collaboration with Air India, State Tourism Corporation and Indian Railways as 'Enjoy India' for domestic tourist and 'Discover India' pilgrim tours and Buddhist tours etc.**

Role of ITDC can be better understood in the following lines:

- ✓ **Help India as a tourist destination.**
- ✓ **Help in the development of infrastructure.**
- ✓ **Helps in the promotion of domestic tourism in collaboration with railway.**
- ✓ **Provides consultancy services.**
- ✓ **Provides inbound tourist traffic. Provides training facilities.**

