

**GOVERNMENT OF INDIA / BHARAT SARKAR
MINISTRY OF RAILWAYS / RAIL MANTRALAYA
(RAILWAY BOARD)**

No.2005/Tourism/140/11

January 17, 2006

**The General Managers / All Indian Railways
Managing Director / IRCTC**

(Commercial Circular No.4 of 2006)

Sub: Tourism Policy.

Ministry of Railways have finalized the vision, strategy and action plan for development of tourism. Tourism Policy has been formulated to realize the vision. Action plan should be formulated by all the Zonal Railways to initiate development of tourism.

2. For implementation of Tourism Policy, IRCTC will facilitate Zonal Railways. IRCTC should develop necessary software for booking of all products.
3. There is a huge market for tourism in both international and domestic segments. The market being of the order of 5 million international tourists and 400 million domestic tourists.
4. As envisaged in the Policy, tailor-made Train / Services / Packages should be developed.
5. This issues with the concurrence of Finance Directorate of Railway Board.

Kindly acknowledge receipt of this letter.



(Dr. P.K. Goel)
Executive Director / Tourism & Catering
Railway Board

Copy to:

1. FA & CAO, All Indian Railways (with five spares) for information.
2. ADAI / Railways (with 36 spare copies).



For Financial Commissioner / Railways

Copy to:

1. The Chief Operations Managers, All Indian Railways.
2. The Chief Commercial Managers, All Indian Railways.

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TOURISM POLICY - 2006

India has a very rich cultural heritage. Further, Railways have presence in most parts of the country. Hence, Railways can position itself to generate substantial revenue focusing on international and domestic tourists.

1. VISION

Indian Railways wants to position itself as the prime mover for tourism in the country by providing an array of products starting from luxury tourist trains, budget hotels and other facilitations. The infrastructure on Railways can be leveraged for launching a diverse range of products and services to ensure bright business prospects with adequate profitability.

2. STRATEGY

Tourism will be one of the frontline activities with the Railways and the scope will be increased by focusing on domestic and international tourists and by making value-added tourism products especially designed for this segment.

3. TOURISM PRODUCTS

Indian Railways will position the following products for each segment:

- (a) Luxury Tourist Trains (LTT).
- (b) Domestic Tourism Trains (DTT).
- (c) Hill Tourist Trains (HTT).
- (d) Steam Tourist Trains (STT).
- (e) Ordinary Tourist Trains (OTT).
- (f) Village on Wheels (VOW) / Bharat Darshan Trains

- (g) **Tourist Cars (TCRs).**
- (h) **Ordinary Tourist Coach (OTC).**
- (i) **Value-added Tourist Package (VATP).**
- (j) **Foreign Tourist Quota (FTQ).**

(a) Luxury Tourist Trains (LTT):

Luxury Tourist train is a product specifically designed for up market foreign tourists where the tariff is fixed in dollars. These trains should have specially designed coaches with luxurious interiors, an entertainment lounge, reading library, bar and very exclusive cuisine including continental menu. These trains may be run in partnership with tourist departments of State Governments and or IRCTC.

(b) Domestic Tourism Trains (DTT):

These trains are specifically targeted for the domestic tourists and may include important tourism circuits. Since a lot of travellers travel by trains for religious tourism, exclusive products for religious tourism will also be developed and the trains run accordingly. On-board services and value addition will be done by IRCTC.

(c) Hill Tourist Trains (HTT):

Hill Tourist Trains are specifically designed trains with varying composition and will be run on hill section. Their number should be increased during summer time and for winter, products can be specifically designed for winter sports on snow.

(d) Steam Tourist Trains (STT):

Steam Tourist Trains are especially attractive for foreign tourists. Steam traction trains will be designed basically for hill sections. Some trains can also be run on sections, which are rich from the point of view of culture and heritage, and there is no problem of line capacity.

(e) Ordinary Tourist Trains:

These trains, which are hired for specific religious or other purposes are to be run on full tariff rates. The process will be streamlined and there will be single-window booking procedure.

(f) Village on Wheels / Bharat Darshan Trains:

These will be tourist trains which will be run for the masses with sleeper class coaches and a dining car. The fare for this train will be fixed as per the normal class fare of mail/express trains with telescopic benefit for the entire run. Catering for this train will be on payment. Such tourist trains will be at affordable rate so that ordinary citizens can use it.

(g) Tourist Cars:

Some of the tourist cars are already available with the Railways and their number can be increased and various designs for groups like 10 persons or 20 persons with other facilities like lounge, kitchen along with facilities like cooking can be specifically made. These coaches will be attached to a train on a circuit, which is important from tourism point of view, in consultation with operating department.

(h) Ordinary Tourist Coach:

Here the normal coaches are allotted to parties by a single window process on full tariff rate (FTR) as per standard programmes or specific request.

(i) Value-added Tourist Package:

These will be based on value addition at either end by provision of tourist buses with stay and catering arrangements. Berths will be allotted for this purpose.

(j) Foreign Tourist Quota:

Here some berths are allocated to the foreign tourists from foreign tourist quota (FTQ). The access to this foreign tourist quota should be given globally and these should be publicized.

Introduction of new products like tourist trains etc. should be based on a detailed project report, which should include examination of financial viability.

4. BOOKING PROCEDURE

Booking for the above products will be done either through web site of IRCTC which will develop necessary software for individual specific products; or by the GSAs, tourist agents appointed by Indian Railways or IRCTC or by the State Government respectively.

5. FACILITATORS

Marketing of various tourism products will be done by IRCTC or the following agents -

- (i) **Rail Tourist Agents (RTAs):** RTAs' system and processes will be streamlined and they can be given access for booking of above tourist trains depending upon specific policy from time to time. Access to internet on IRCTC's website for booking will be given to them subject to necessary safeguards in this respect. Facility of E-ticket will also be extended to them.
- (ii) **General Sales Agents (GSAs):** GSAs will also be given access to IRCTC's website for booking on internet as well as for other tourism products as per specific mechanism decided from time to time between Indian Railways and IRCTC. E-ticket will facilitate overseas booking.
- (iii) **Budget Hotels** all across the country will provide value addition to above tourism products. Booking of these can be done through web site of IRCTC.
- (iv) **On hill sections, specifically designed infrastructure like huts / budget hotels** will be developed so that it can be used for that purpose.
- (v) **Indrail Passes (IRPs):** Indrail Passes can be issued by GSAs. The scheme is already in force, which can be modified so as to make available reservation also on the IRP.
- (vi) **Scheme for frequent travelers (SOFT):** This scheme is expected to generate a lot of interest among frequent travelers, including tourists.
- (vii) **International Tourist Bureaus (ITBs):** In addition to existing ITB at Delhi, more ITBs will be set up in the cities such as Mumbai, Kolkata, Chennai, Secunderabad and Bangalore.
- (viii) **Improvements in platforms / operations:** Instructions will be issued to Zonal Railways to earmark one or two good platforms for various luxury tourist trains. Passenger amenities at these platforms should be improved. Since these trains are likely to be the high revenue earners, their punctuality should be closely monitored by the COMs of Zonal Railways.
- (ix) **Extended Marketing Arm:** There will be networking with the global tour operators and excellent brochures should be prepared for these tourism products. Wide publicity should be given. The channels of State Governments and ITDCs etc. should also be used. The existing network chain of hotels and tour operators who have luxury buses should be tapped into for extending the product and for doing value addition.

6. OTHER FACILITATORS FOR TOURISM

- (i) There is a scheme for recognition of Railway Tourist Agents. The Railway Tourist Agents are appointed by Railways under the scheme issued vide letter No.TC.II/2895/78/Rules dated 29.12.1980 in which these tourist agents who have obtained the recognition from the Ministry of Tourism can become RTAs. As on date, 41 RTAs exist with the Railways.
- (ii) These RTAs are authorized to sell railway tickets.
- (iii) Railways have issued a policy for earmarking coaches and berths on payment for value-added tour packages vide Commercial Circular No. 84 of 2001. In this policy for earmarking for berths and coaches in the existing trains as a system has been developed for IRCTC, which can act as the front end and develop tour packages.
- (iv) FTR Rules: Apart from that, there is a process of giving coaches and full trains on full tariff rates. The details are given in Commercial Circular No.37 of 2001. In the FTR Rules, there is a provision for hill sections as well as provision for booking of tourist cars.

7. MISCELLANEOUS

(i) TOURIST BUREAUS

Provision of Tourist Bureaus will be made at all the important 'A' category or 'B' category stations where there is substantial tourist traffic including domestic tourists. Information and brochures regarding various tourism products will be distributed through these tourist bureaus or by IRCTC by suitable mechanism.

(ii) TARIFF

The tariff for various trains will be fixed from time to time depending upon each case and market potential. Effort will be made for setting differential tariff for non-peak / peak period.

For fixing rates quickly, standard proforma / methodology should be developed for these trains. Simple software for haulage cost computation will be developed. Standard agreement will be entered into with operators of 'Palace on Wheels', luxury tourist trains, domestic tourist trains and ordinary tourist trains etc.

(iii) **DESIGN OF COACHES**

For luxury tourist trains (LTT), there should be specifically designed tourist coaches. For Domestic Tourist Trains (DTT), the existing coaches on Indian Railways will be used with one or two specially designed coach for provision of a bathroom or bathroom-cum-pantry for the tourists.

For hill sections, suitable luxurious coaches should be designed which should be of international class.

(iv) **MECHANISM FOR TOURISM PRODUCTS**

A Cell will be created in the Ministry of Railways or IRCTC to specifically monitor the punctuality position and running of tourist trains. This Cell will be known as Tourism Monitoring Cell (TMC). It will look into various technical aspects such as design, timetabling, punctuality, maintenance schedules, standards etc.

(v) **QUALITY**

Norms will be developed for quality standards for these trains by developing suitable quality systems.

The Hindi version will follow.



(Dr. P.K. Goel)
Executive Director (Tourism & Catering)
Railway Board

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New Delhi, dated January 17, 2006



For Financial Commissioner / Railways