



Government of Haryana

**R F D**

(Results-Framework Document)  
for

Tourism

(2012-2013)

## Section 1: Vision, Mission, Objectives and Functions

### Vision

To position Haryana as an important tourist destination

### Mission

To increase tourists footfalls in Haryana  
Upgradation and improvement in tourism infrastructure  
To promote private sector investment in tourism sector  
To upgrade and enhance tourism services to international level  
Development of Rural/village tourism

### Objectives

- 1 Use of technology to improve quality of tourism services and increase tourist footfalls
- 2 To enhance the flow of the domestic and International tourists to the state
- 3 To create/maintain new/existing infrastructure for tourism in the State
- 4 To encourage private sector investment in the tourism sector including on PPP basis
- 5 Diversify tourist opportunities in the state such as sports, medical and rural/farm tourism
- 6 To create employment opportunities in the State

### Functions

- 1 To develop tourism infrastructure in the Public sector and private sector
- 2 To encourage/facilitate the private investors in setting up of tourism/hotel projects
- 3 Formulation/implementation of tourism policy
- 4 Tourist Services-Supply of information, reservation of accommodation and provision of other amenities
- 5 Construction/maintenance of tourist infrastructure
- 6 Establishment, budget and accounts matters
- 7 Human resource development in tourism sector

## Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
[1] Use of technology to improve quality of tourism services and increase tourist footfalls	16.00	[1.1] Introduction of online booking to other complexes	[1.1.1] No. of tourist complexes covered	nos.	4.00	7	6	5	4	2
		[1.2] GPS Mapping of tourist attractions/spots with the website through Google Maps	[1.2.1] Completion of Mapping	Date	8.00	30/11/2012	31/12/2012	31/01/2013	31/03/2013	--
		[1.3] Revamping of website with new features like facebook, Twitter	[1.3.1] Launch of revamped website	Date	4.00	31/01/2013	15/02/2013	28/02/2013	31/03/2013	--
[2] To enhance the flow of the domestic and International tourists to the state	8.00	[2.1] Campaign to attract the domestic and foreign tourists	[2.1.1] Percentage increase in no. of tourists	%	4.00	15	13	12	10	8
		[2.2] To increase the foreign participation in Surajkund Crafts Mela	[2.2.1] No. of participating foreign countries	No.	4.00	20	18	16	15	14
[3] To create/maintain new/existing infrastructure for tourism in the State	25.00	[3.1] Creation of new infrastructure for tourism in the state	[3.1.1] increase in no. of rooms	no.	4.00	10	8	6	4	2
		[3.2] Modernisation/upgradation of Tourism facilities	[3.2.1] Renovation of rooms at Damdama(1), Sohna(4), Hotel Rajhans(12), Lakeview Huts(12) (Surajkund), Ambala (13), Pipli (8), Samlakha(4), Rewari (2) and Hermitage Huts(14) at Surajkund	no.	11.00	70	50	30	20	10
		[3.3] Creation of tourism related infrastructure funded under circuits & destinations by MOT	[3.3.1] Completion of Projects as per milestones by 31.3.2013	no.	10.00	4	3	2	1	--

## Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
[4] To encourage private sector investment in the tourism sector including on PPP basis	16.00	[4.1] Amusement Park at Tilyar Rohtak	[4.1.1] Issue of RFP/Press Tender	Date	8.00	31/12/2012	31/01/2013	28/02/2013	31/03/2013	--
		[4.2] Camping site at Surajkund	[4.2.1] Issue of RFP/Press Tender	Date	8.00	31/01/2013	28/02/2013	15/03/2013	31/03/2013	--
[5] Diversify tourist opportunities in the state such as sports, medical and rural/farm tourism	10.00	[5.1] preparation of concept plan	[5.1.1] Period by which the concept plan is completed.	Date	5.00	28/02/2013	15/03/2013	18/03/2013	31/03/2013	--
		[5.2] Approval of rural tourism project from Ministry of Tourism, Government of India	[5.2.1] Date by which approval is obtained.	Date	3.00	28/02/2013	15/03/2013	18/03/2013	31/03/2013	--
		[5.3] Registration/Approval of new farm houses	[5.3.1] Nos. of new farm houses registered/approved	No.	2.00	5	4	3	2	1
[6] To create employment opportunities in the State	15.00	[6.1] Training to unemployed youths under Hunar Se Rozgar	[6.1.1] Number of youths trained	no.	8.00	1000	800	600	400	200
		[6.2] Commencement of SIHM, Rohtak	[6.2.1] Inauguration of Institute	Date	3.00	31/08/2012	--	--	--	--
		[6.3] New SIHM, Yamuna Nagar	[6.3.1] Issue of press tender for allotment of work	Date	4.00	28/02/2013	07/03/2013	15/03/2013	31/03/2013	--
* Efficient Functioning of the RFD	4.00	Timely submission of Draft for Approval	On-time submission	Date	2.0	25/07/2012	26/07/2012	27/07/2012	28/07/2012	29/07/2012
		Finalize a Strategic Plan	Finalize the Strategic Plan for next years	Date	2.0	24/02/2013	25/02/2013	26/02/2013	27/02/2013	28/02/2013
* Improving Internal Efficiency / responsiveness / service delivery of Department	6.00	Develop RFDs for all Responsibility Centers(Subordinate Offices,	Percentage of RCs covered	%	2.0	100	95	90	85	80

\* Mandatory Objective(s)

## Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
		Attached Offices, Autonomous Bodies)								
		Implementation of Sevottam	Create a complaint System to implement,monitor and review Citizen's/client's charter	Date	2.0	24/02/2013	25/02/2013	26/02/2013	27/02/2013	28/02/2013
			Create a Complaint System to redress and monitor public Grievances	Date	2.0	25/10/2012	26/10/2012	27/10/2012	28/10/2012	29/10/2012

\* Mandatory Objective(s)

### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 10/11	Actual Value for FY 11/12	Target Value for FY 12/13	Projected Value for FY 13/14	Projected Value for FY 14/15
[1] Use of technology to improve quality of tourism services and increase tourist footfalls	[1.1] Introduction of online booking to other complexes	[1.1.1] No. of tourist complexes covered	nos.	--	--	6	--	--
	[1.2] GPS Mapping of tourist attractions/spots with the website through Google Maps	[1.2.1] Completion of Mapping	Date	--	--	31/12/2012	--	--
	[1.3] Revamping of website with new features like facebook, Twitter	[1.3.1] Launch of revamped website	Date	--	--	15/02/2013	--	--
[2] To enhance the flow of the domestic and International tourists to the state	[2.1] Campaign to attract the domestic and foreign tourists	[2.1.1] Percentage increase in no. of tourists	%	--	--	13	--	--
	[2.2] To increase the foreign participation in Surajkund Crafts Mela	[2.2.1] No. of participating foreign countries	No.	6	12	18	--	--
[3] To create/maintain new/existing infrastructure for tourism in the State	[3.1] Creation of new infrastructure for tourism in the state	[3.1.1] increase in no. of rooms	no.	--	--	8	--	--
	[3.2] Modernisation/upgradation of Tourism facilities	[3.2.1] Renovation of rooms at Damdama(1), Sohna(4), Hotel Rajhans(12), Lakeview Huts(12) (Surajkund), Ambala (13), Pipli (8), Samlakha(4), Rewari (2) and Hermitage Huts(14) at Surajkund	no.	--	--	50	--	--
	[3.3] Creation of tourism related infrastructure	[3.3.1] Completion of Projects as per	no.	--	--	3	--	--

### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 10/11	Actual Value for FY 11/12	Target Value for FY 12/13	Projected Value for FY 13/14	Projected Value for FY 14/15
	funded under circuits & destinations by MOT	milestones by 31.3.2013						
[4] To encourage private sector investment in the tourism sector including on PPP basis	[4.1] Amusement Park at Tilyar Rohtak	[4.1.1] Issue of RFP/Press Tender	Date	--	--	31/01/2013	--	--
	[4.2] Camping site at Surajkund	[4.2.1] Issue of RFP/Press Tender	Date	--	--	28/02/2013	--	--
[5] Diversify tourist opportunities in the state such as sports, medical and rural/farm tourism	[5.1] preparation of concept plan	[5.1.1] Period by which the concept plan is completed.	Date	--	--	15/03/2013	--	--
	[5.2] Approval of rural tourism project from Ministry of Tourism, Government of India	[5.2.1] Date by which approval is obtained.	Date	--	--	15/03/2013	--	--
	[5.3] Registration/Approval of new farm houses	[5.3.1] Nos. of new farm houses registered/approved	No.	--	--	4	--	--
[6] To create employment opportunities in the State	[6.1] Training to unemployed youths under Hunar Se Rozgar	[6.1.1] Number of youths trained	no.	--	--	800	--	--
	[6.2] Commencement of SIHM, Rohtak	[6.2.1] Inauguration of Institute	Date	--	--	31/08/2012	--	--
	[6.3] New SIHM, Yamuna Nagar	[6.3.1] Issue of press tender for allotment of work	Date	--	--	07/03/2013	--	--
* Efficient Functioning of the RFD	Timely submission of Draft for Approval	On-time submission	Date	--	--	26/07/2012	--	--

\* Mandatory Objective(s)

### Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 10/11	Actual Value for FY 11/12	Target Value for FY 12/13	Projected Value for FY 13/14	Projected Value for FY 14/15
	Finalize a Strategic Plan	Finalize the Strategic Plan for next years	Date	--	--	25/02/2013	--	--
* Improving Internal Efficiency / responsiveness / service delivery of Department	Develop RFDs for all Responsibility Centers(Subordinate Offices, Attached Offices, Autonomous Bodies)	Percentage of RCs covered	%	--	--	95	--	--
	Implementation of Sevottam	Create a complaint System to implement,monitor and review Citizen's/client's charter	Date	--	--	25/02/2013	--	--
		Create a Complaint System to redress and monitor public Grievances	Date	--	--	26/10/2012	--	--

\* Mandatory Objective(s)



## Section 4: Acronym

Sl.No	Acronym	Description
1	Farm	Farm Tourism – Similar to the concept of Rural Tourism, Farm tourism enables city dwellers to experience various village activities like Bullock Cart ride, Cow Milking, Cooking etc., albeit on a smaller scale. The difference between Rural and Farm Tourism is that of a Zoo and a Safari. One experiences the same activities, but the scale is different. Farm Tourism is very popular among working professionals, as it allows them to get a taste of what life is India's Rural.
2	GPS	Global Positioning System
3	MOT	Ministry of Tourism, Government of India
4	PPP	Public Private Partnership
5	RFD	Results Framework Document
6	RFP	Request for Proposal

## Section 4: Acronym

Sl.No	Acronym	Description
7	Rural	Rural Tourism – A form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience.
8	SIHM	State Institute Hotel Management

**Section 4:**  
**Description and Definition of Success Indicators**  
**and Proposed Measurement Methodology**

**Section-4:**

**Description and Definition of Success Indicators and Proposed Measurement Methodology**

Sr. No.	Success Indicator	Description & Definition	Measurement
1	Tourist complexes covered through online booking	Online booking will enable tourist to book rooms by simple click of mouse and to decide the itinerary in advance. Total 26 complexes have been covered so far and 7 more will be covered during FY 2012-13.	Nos.
2	Completion of mapping	GPS mapping of tourist destinations/spots will help to spread information on various tourist destinations in the State. GPS mapping will help to increase in tourist footfall in the State.	Date
3	Launch of revamped website	More user friendly and updated website with many new features like Facebook & twitter will help in improving tourism services in the State. A consultant has been engaged to provide more professional look to the website.	Date

4	Increase in domestic and foreign tourist inflow	By improved marketing campaign through various communication mediums to increase awareness about various tourist destinations in the State	%
5	Foreign participation in Surajkund Crafts Mela	Increase in foreign participation will help department to make the Surajkund Crafts Mela more attractive and will create its awareness across the globe. It is targetted that participants from 20 countries will be participating in the Surajkund Crafts Mela 2013.	Nos.
6	Creation of new infrastructure	Creation of new infrastructure in the State will help to meet increasing tourism requirement in the State. During current FY 2012-13, 10 rooms will be added at Surkhab Tourist Complex, Sirsa.	Nos.

7	Modernization of tourism facilities	Modernization or renovation of existing tourism infrastructure in the State will help in improving tourism facilities in the State. Rooms at Damdama (1), Sohna (4), Hotel Rajhans (12), Lakeview Huts, Surajkund (12), Ambala (13), Pipli (8), Samlakha (4), Rewari (2) and Hermitage Huts, Surajkund (14) will be renovated during current FY.	Nos.
8	Creation of tourism infrastructure under MoT funded schemes	Creation of new infrastructure under MoT funded schemes will help the State to utilize central governments initiative to improve tourism in the country. 4 projects will be completed during FY 2012-13.	Nos.
9	Preparation of concept plan	The concept plan will enable department to diversify the tourist activities in the State. Haryana being the sports powerhouse in the country and athletes from the State have contributed medals in various global sporting events. The State also has potential to become a major destination for medical tourism, rural tourism and farm tourism.	Date

10	Approval of Rural Tourism Projects	The proposal for development of Rural Tourism sites in Braj part of Haryana has been sent to MoT, Government of India for approval.	Date
11	Registration of new Farm Houses	New farm houses participating in the tourism activities under Farm Tourism will be approved/registered.	Nos.
12	Numbers of youths trained under "Hunar Se Rozgar"	"Hunar Se Rozgar", a training programme launched by Ministry of Tourism to create employable skills in the interested youth in the age group of 18-25 year and minimum 8th pass. The State Government has implemented this scheme in its own IHMs, in private Institutes and in also in collaboration with ITDC. Under the scheme total 1163 youths have been trained so far. The department has extended this scheme to Speech and Hearing Impaired youths. It is proposed that 1000 more youths will be given skill training during FY 2013.	Nos.

**Section 5:**  
**Specific Performance Requirements from other Departments**

Department	Relevant success indicator	What do you need?	Why do you need it	How much you need?	What happens if you do not get it?
Department of Finance	Timely release of funds for implementation of programmes & schemes	Release of funds	To undertake different schemes of the department	100%	Performance gets affected
Department of Tourism Govt. of India	Timely release of funds for implementation of programmes & schemes	Release of funds	To undertake different schemes of the department	100%	Performance gets affected

## Section 6: Outcome/Impact of Department/Ministry

Outcome/Impact of Department/Ministry	Jointly responsible for influencing this outcome / impact with the following department (s) / ministry(ies)	Success Indicator	Unit	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
1 Increase in tourist arrivals	State Government	Growth in tourist arrivals over previous year	%	-	-	15	16	18
2 Creation of new infrastructure for tourism in the state	State Government, Ministry of Tourism, Government of India	Increase in nos. of rooms	No.	-	-	10	5	5
		Completion of projects funded under circuits & destinations by MoT as per milestones by 31/03/2013	No.	-	-	4	2	2
3 Modernisation/upgradation of tourism facilities	State Government	Renovation of rooms	No.	124	23	70	30	30
4 Projects under PPP mode	State Government. Private Enterprises	Number of projects implemented in PPP mode	No.	-	-	2	4	4