

## **TOURISM IN DELHI**

Delhi is a vital epicenter of strategic and cultural activities in India. Delhi, in all its diversity is a famous tourist destination of incredible India. Travelling in Delhi isn't just limited to history but it's a step to take past and present hand in hand. Era by era, Delhi has amassed a unique heritage, from the Lodis to the Mughals, to Colonial times, it honours not just the remnants of the time gone by, but also shoulders the modernisation with ease. Versatile to the core, Delhi is a microcosm in itself, harbouring the true pan-Indian character, it is an incredible destination place for all.

1.1 With a history that goes back many centuries, Delhi showcases an ancient culture and a rapidly modernizing country. The seat of many powerful empires in the past, its long history can be traced in its many carefully preserved monuments, ancient forts and tombs. All this is combined with the best features of a modern city such as a meticulously crafted metro network, bustling commercial hubs, malls & markets and avant-garde culinary experiences.

1.2 Only in Delhi, one can still live in an era gone by. Be it Old Delhi, with its labyrinth of narrow lanes, old havelis, and colorful bazaars, rickshaws winding their way through this crowded, bustling capital of the Mughals, be it the numerous monuments or Central Delhi, with its tree-lined avenues, imposing structures and buildings such as the Rashtrapati Bhavan, Parliament House and India Gate, reflect Delhi's colonial past. As the three world heritage monuments - Qutub Minar, Red Fort and Humayun's Tomb that have survived many centuries, and are stellar examples of the architectural prowess commanded by emperors in the past, numerous other hidden gems in Delhi, retain a sense of awe for all those who visit.

1.3 Harbouring embodiments of every religion, be it Akshardham Temple, the Lotus Temple, Gurudwara Bangla Sahib, Jama Masjid or the Cathedral Church of The Redemption, Delhi's multi-faceted culture comes to fore. Delhi is also gaining recognition as a cultural destination. Delhi Tourism's major festivals—namely, the International Kite Festival, Magic Festival, Itra and Sugandhi Mela, Mango Festival, Dilli- ke- Pakwaan and Garden Tourism Festival have become an integral part of Delhi's cultural heritage.

1.4 Connected from end to end via an extensive Metro and Bus Network, further made accessible via CNG Autos and Cab Services, Delhi is undoubtedly an effervescent City. New roadways and flyovers have improved connectivity, latest of which is the Signature Bridge, an ambitious project of Delhi Tourism, which has been constructed at Wazirabad and opened for traffic. Delhi tourism is on a mission to change status quo and ensure that Delhi becomes a world-class tourist destination and the leader in art, culture, music, theatre, film and entertainment.

1.5 For the tourism sector, technology has played a significant role during this pandemic in creating minimum physical touch points which is very much required for safe and hygienic tourism.

## **2. PROFILE OF DELHI TOURISM**

The capital of India is one of the key arrival destinations for both foreign and domestic tourists. The state is among the top tourist destinations in the country. Approx. 30.74 lakh (28.12%) Foreign Tourist Arrivals (FTAs) in Delhi during 2019 has been recorded as per

India Tourism Statistics at a Glance-2020. The number of domestic tourists visiting the state had been rising continuously. Majority of tourists (95%) visited Delhi for 'holidaying, leisure and recreation'. These tourists mostly stayed in hotel & guest houses followed by friends & relative's home. This clearly reveals that tourism has a huge potential for employment generation and becoming a growth driver of the state.

The capital boasts of some great heritage sites within and near the city. Delhi also generates income from the tourism sector. The tourists from all over the world come to Delhi not only to visit the capital but the areas surrounding it. There is an increasing number of medical tourists also to take advantage of its world-class hospitals in Delhi. Delhi being National Capital Territory, received a large number of foreign travellers and NRIs visiting India.

## **2.2 VISION OF DELHI TOURISM**

To showcase the rich cultural heritage of the city, develop recreational facilities to the tourist, promote Delhi as one of the most popular and preferred tourist destinations and to increase the number of foreign tourist arrivals which will contribute to the economy of the city and generate additional employment opportunities. To make Delhi's tourism eco-friendly and cultural heritage destination, there is a need to spread awareness among tourists as well as its citizens regarding Delhi's glorious past.

## **3. AVAILABLE INFRASTRUCTURE:**

**3.1 TOURIST INFORMATION CENTERS** Delhi Tourism is running Tourist Information Centers at all the main embarkation points in Delhi. The information centers are at the following places in and outside Delhi: - Domestic Airport- Terminal-I - New Delhi Railway Station (Paharganj side) - Coffee Home, Baba Khark Singh Marg - I Center, Baba Khark Singh Marg ECONOMIC SURVEY OF DELHI, 2020-21 186 - Govt of India Tourist Office, Janpath - Dilli Haat, INA - Kolkata

**3.2 DILLI HAATS** Delhi Tourism also runs Dilli Haat – INA, Dilli Haat – Pitampura, Dilli Haat – Janakpuri (Food & Craft bazaar) and Coffee Home.

**3.2.1 Dilli Haat Pitampura :** Dilli Haat Pitampura is located on a strategic point that is easily accessible from various centers in the city. The complex is set up in the area of 7.2 acres. The Haat has 108 craft stalls along with Amphitheatre with a capacity of 450 persons, three air conditioned halls for exhibitions/ kitty party, conferences/ workshop/ seminars/ school functions, performing art/ music and dance show. The Haat has a lot of landscaped area with terraced roof gardens. In addition to regular activities, festivals are organized in the Haat from time to time.

**3.2.2 Dilli Haat INA :** Dilli Haat, INA is located in one of the most important commercial centers of South Delhi, opposite INA market. The 6 acres of land on which this sprawling complex is situated was salvaged as part of a reclamation project and transformed into a magnificent dream plaza. Extensive foundation work, small thatched roof cottages and kiosks with a village atmosphere have made the place an attractive multiple center. Dilli Haat, INA provides the ambience of a traditional Rural Haat or village market, but one suited for more contemporary needs. Here one sees a synthesis of crafts, food and cultural activity. This Food and Craft Bazar is a treasure house of Indian culture, handicrafts and ethnic cuisine. Being a unique bazaar, in the heart of the city, it displays the richness of Indian culture on a permanent basis. It aims at providing encouragement to the needy artists from all over the country in order to sustain and preserve the rich heritage of India.

**3.2.3 Dilli Haat Janakpuri :** Delhi got its third Dilli Haat at Janakpuri on 13 July, 2014. It is

more spacious than the other two Dilli Haats which are at INA and Pitampura. Dilli Haat, Janakpuri is spread over a sprawling area of 8.00 acres. This new venue showcases the country's craft and cultural tradition, and is an open air shopper's paradise which is a one stop destination for art, craft, music and food lovers. Dilli Haat has a provision of 100 typical craft stalls, 74 open platform shops and 46 A.C. Shops. These stalls showcase ethnic and exotic products and materials exclusive to India. This new Dilli Haat equipped with an A.C. Auditorium which has a capacity of 800 seats. This auditorium have the latest technology and equipments and is the biggest modern auditorium in West Delhi. An Amphitheatre having 820 seat capacity is another special feature at the Haat which not only boost art and culture but also a one stop destination for various cultural events.