

**Government of India
Ministry of Tourism
(A&RT Division)**

**GUIDELINES FOR THE MINISTRY OF TOURISM'S SUPPORT TO
PROMOTE GOLF TOURISM**

MISSION

India is recognized world over for its rich culture, exotic appeal and variety. With golf catching the fancy of millions across the world, it is but natural for India to join in and promote its golfing facilities. With more and more golf courses coming up all over the country, golf has taken its place among upcoming sports in India.

2. Sports tourism in India is gaining interest, especially after the successful completion of Commonwealth Games 2010. One of the latest trends in golf tourism is the fact that there has been a recent surge in the interest levels amongst youth the world over. In order to tap this growing interest in golf tourism, it is crucial that steps be undertaken to coordinate closely all the various aspects of golf tourism under an institutional framework. This would pave the way to maximize the opportunity for growth and progress of this niche tourism product in the future. Ministry of Tourism aims to create a comprehensive and coordinated framework for promoting golf tourism in India, capitalizing on the existing work that is being carried out, and building upon the strength of India's position as the fastest growing free market economy.

The objectives of these guidelines for golf tourism are to:

- (a) Promote India as a golf destination for domestic and international tourists.
- (b) Earning of additional foreign exchange through development of this niche product and thereby contributing to economic growth.
- (c) Socio economic development through employment generation, both for men and women.
- (d) Encourage creation of additional world class golf infrastructure in the country.

BACKGROUND

3. With the recovery from the global meltdown, the world economies, especially those countries which have traditionally been India's major tourist markets, are now showing signs of revival. The Foreign Tourist Arrivals and Foreign Exchange Earnings through tourism in India are currently registering double digit growth.

4. The country has also not been able to utilize its unlimited potential in niche sectors like golf, caravan, polo, adventure sports etc. It has been observed that there has been a growing interest among the domestic and particularly international tourists to experience golf tourism in destinations outside their country of origin.

While golf tourism is a niche market, it is important for the tourism in India for multiple reasons. India has several golf courses of international standards. Further, golf events held in India also attract domestic and international tourists. With international tourists expected to grow in the

next few years, it is important that India has the right product to meet the need of the visitors. According to an independent study, 52 % of traveling golfers are likely to take two or more golfing holidays in a year and they spend on an average, 33% more on their holidays as compared to regular holiday makers. It is stated that 70-78% golfers would be prepared to visit a new golfing destination and this community represents the wealthiest 50% of all golfers.

STRATEGY

5. Focus : To include the entire sequence of creating awareness, encouraging stakeholders and the target markets to experience and promote the venues, thereby generating higher demand for the product.

This would include:

- a) Optimizing major golfing events in India by building relationship with sponsors, broadcasters and the travel industry
- b) Improved access to India's signature golf courses and working closely with India's premium golf courses to make these courses more tourist friendly.
- c) Raising the profile of quality golf courses in the key tourism market and working with the golf courses to develop and promote quality golf experience.

The Ministry of Tourism's support would be provided subject to confirmation from the organizers and clubs that tourists would be allowed to play at these golf courses on all days as per IGTC recommendations.

6. The agencies who may seek Ministry of Tourism's assistance

- **Corporate Houses**
- **Golf Clubs**
- **Golf Event Managers**
- **State Governments/UT Administrations**
- **Approved Tour Operators/Approved Travel Agents**

GOLF TOURNAMENTS

7. (a) INTERNATIONAL CORPORATE GOLF EVENTS

Financial assistance would be given for conducting approved golf events in India as per the following norms:

- i) Events with minimum 72 participants for a minimum of 18 holes game of at least one day duration with 75 percent or more participation of foreign passport holders would be eligible for a support up to Rs.12.00 lakh per event in each financial year. This would be on a 50: 50 cost sharing basis, with Ministry of Tourism's share of 50 percent would be based on recommendations of IGTC and balance to be borne by the organizers.

- ii) Events which have minimum 72 participants for a minimum of 18 holes game of at least of one day duration with 25 to 75 percent foreign passport holders would be eligible up to Rs.8.00 lakh per event for each financial year. This would be on a 50: 50 cost sharing basis, with Ministry of Tourism's share of 50 percent would be based on recommendations of IGTC and balance to be borne by the organizers.

7. (b) DOMESTIC CORPORATE GOLF EVENTS:

Domestic corporate golf events which have minimum of 100 participants, minimum 18 holes game, with at least of one day duration would be eligible up to Rs. 6.00 lakh per event in each financial year. This would be on a 50: 50 cost sharing basis, with Ministry of Tourism's share of 50 percent would be based on recommendations of IGTC and balance to be borne by the organizers . The domestic events may also have foreign participants. The IGTC will suggest the parameters for selection of events that will qualify in this category.

SUPPORTING PROFESSIONAL GOLF EVENTS

8. A Major professional golf event is a tourism driver for India. A calendar of such events is to be identified and approved by the IGTC and they would be eligible for financial support to increase the size of prize money with an objective to encourage the top ranked golfers to participate, so as to make India a preferred golf destination.

Men's Professional Events

9. The United States Professional Golf Association (**USPGA**) is an organization that operates the main professional men's golf tours in the United States and North America, also known as the USPGA Tour. It is understood that this tour has never come to India. In order to encourage bringing a USPGA event come to India, Ministry of Tourism would support up to Rs.4.00 crore on 50: 50 cost sharing basis wherein the contribution of Ministry of Tourism would be 50 percent would be based on

recommendations of IGTC during one financial year and the remaining 50 percent would be borne by the organizers.

For European Tour events the Ministry of Tourism would support up to Rs.2.00 crore on 50:50 cost sharing basis wherein the contribution of Ministry of Tourism would be 50 percent would be based on recommendations of IGTC during one financial year and the remaining 50 percent would be borne by the organizers.

For Asian Tour events the Ministry of Tourism would support up to Rs.1.00 crore on 50:50 cost sharing basis where in the contribution of Ministry of Tourism would be 50 percent would be based on recommendations of IGTC during one financial year and the remaining 50 percent would be borne by the organizers.

(b) Women's Professional Events:

10. As an added initiative to promote women's golf, the Ministry of Tourism would provide assistance for maximum of two events with the upper ceiling of up to Rs.1.00 crore each for the LPGA Tour and the Ladies European Tour. For the Asian Tour up to Rs.50.00 lakh would be provided. This would be in a ratio of 67:33 where in 67 percent would be funded by the Ministry of Tourism would be based on recommendations of IGTC during a financial year and remaining 33 percent by the organizers.

11. The Ministry of Tourism will support a total of 5 Major professional events each financial year (April – March). 3 men's professional events will be supported and 2 ladies professional events will be supported.

GOLF SHOW

12. Golf Show is the marketplace for the entire golf industry including equipment, apparel, accessories, golf courses, etc. The Ministry of Tourism would consider financial assistance up to Rs.1.00 crore to the organizing body based on recommendations of IGTC on 50:50 cost sharing basis during a financial year subject to the conditions that the Golf show has a minimum of 75 stalls of which a minimum of 40 percent participants are foreign business associates.

SUPPORT FOR GOLF INFRASTRUCTURE

13. The scope of the Ministry of Tourism's Large Revenue Generating scheme (LRG) envisages financial support to State Governments and Private organizations for development of infrastructure for the golf courses. LRG guidelines are available at the Ministry of Tourism website www.tourism.gov.in

PUBLICITY

14. There are number of promotional opportunities available to reach the golf market. The Ministry of Tourism would consider financial support in the ratio of 67: 33 sharing basis, 67 percent being Ministry of Tourism's contribution and 33 percent of the organizer, based on the recommendations from IGTC. The Ministry of Tourism would provide a maximum of Rs.1.00 crore for the production of brochures, print creative, audio video presentations, short films, radio jingles, creation of websites,

online creatives and facility for online booking etc. This support would not be for airing time on television .

PROMOTION

15. Ministry of Tourism would provide a maximum amount of Rs.5.00 lakh for one or more than one event in each financial year for the next five years, for organizing workshop/event/annual meet/seminar on a 50 percent cost sharing basis for promotion for golf tourism.

INCREDIBLE INDIA LOGO

16. The Incredible India brand, being one of the most recognized brands internationally, the Ministry of Tourism would provide permission for the use of logo for promotion of prestigious national and international events.

CAPACITY BUILDING FOR CADDIES AND ALLIED SERVICE PROVIDERS AT GOLF COURSES

17. Trained human resource is an important component of any tourism infrastructure, including Golf. A large number of tourism service providers in the organized/unorganized sector also require basic training and certification to provide better service standards and consumer satisfaction. The Ministry of Tourism would provide financial support to train/skill up gradation of caddies and other service providers engaged with the sport as per the Capacity Building for Service Providers (CBSP) guidelines of the Ministry of Tourism. The training could be at various levels, like basic

training, higher level training. (CBSP Guidelines available at Ministry of Tourism website www.tourism.gov.in)

MARKETING SUPPORT

18. The Ministry of Tourism would provide free space (8 Sq.mtrs) at major international travel events like WTM, ITB, ATM ,FITUR and PGA show Orlando to showcase golf facilities in India.

COMPOSITION OF CORE COMMITTEE FOR THE DEVELOPMENT OF GOLF TOURISM

19. The India Golf Tourism Committee (IGTC) would be the nodal body for golf tourism in the country. The IGTC would function with the core objective to promote India as a preferred golf destination and would make the necessary suggestions and recommendations which are consistent with this objective.

20. Scope of Activities of IGTC:

- (i) Identification and grading of the suitable golf courses .
- (ii) Approval of calendar of golf events for Ministry of Tourism's support.
- (iii) Recommending events for Ministry of Tourism logo support.
- (iv) Assessing the need for creation and managing of a corpus with contributions from the industry/corporate sector and the Government.
- (v) Identification of promotional materials to be developed

- (vi) Identification of events for participation abroad to showcase golfing facilities in India.
- (vii) Introduction of a golf card for tourist.

21. Composition of IGTC:

The IGTC would have members nominated by the Ministry of Tourism from Airlines (Domestic and International), Tour Operators, Travel Agents, Golf Promoters, Golf Associations and other golf associates.

23. VALIDITY – 5 years- upto 2015-16

The Ministry will review these guidelines after 3 years in Dec 2013.
