

Lecture notes on Tourism Management relevant only for academic use for P.G.IV Sem. students of E.D.C of all department (including M.Com.CBCS) of Vikram university by Dr.Neha Mathur

Madhya Pradesh State Tourism Development Corporation Limited (MPSTDC)

The Madhya Pradesh State Tourism Development Corporation (MPSTDC) is a government agency that conducts and regulates the tourism activities of the Indian state of Madhya Pradesh. The MPSTDC is headquartered at **Bhopal** and has offices across all the districts of Madhya Pradesh. The agency also operates homestays, hotels, resorts, and tourist rest houses in different key locations within the state. The department has the official slogan **The Heart of Incredible India .**

It has been realized that the primary task of the M.P. State Tourism Development Corporation is not to operate hotels and transport services. Its primary objectives shall be to set up infrastructural facilities in untapped areas of tourist interest, once these areas are developed, the facilities can be privatized. The Corporations can then move on to set up similar facilities in other undeveloped areas. The Corporation shall concentrate more on promotional activities through national and international marketing to attract more tourists to places of tourist interest like **Gwalior, Shivpuri, Khajuraho, Kanha, Bandhavgarh, Pachmarhi, Bhopal, Sanchi** and **Mandu**. It shall also continue its efforts to operate tour packages from the major metros covering prominent centers of tourist interest in the State. The MPSTDC shall redefine its role, to be the nodal administrative agency in addition to the State Tourism Development for facilitating private sector investment, formation of Joint Venture Companies, preparation of master plans for selected areas, etc. It shall also coordinate with other State Departments for necessary infrastructural development. The MPSTDC will gradually disinvest in its properties and form

Joint Venture Companies with the private sector. The existing staff of the MPSTDC will be suitably trained and equipped with skills to carry out their new functions. In the long run, MPSTDC will reduce its commercial activities and by merging the activities of the Directorate of Tourism and MPSTDC it shall form a Tourism Development Board.

Activities of Madhya Pradesh State Tourism Development Corporation Limited (MPSTDC)

At the field level, the MP State Tourism Development Corporation deals with the following activities:

- Preparation of five year and annual tourism development plans of the state.
- Maintaining constant liaison with Tourism Development Corp. of India for obtaining funds from Central Sector Plan.
- Implementation of Central and State Sector plan schemes.
- Promotion, Development and management of eco-adventure and sports tourism activities
- Maintenance and analysis of tourist arrival figures at different tourist centers.
- Operation and management of tourist accommodation and transport facilities.
- Marketing and operation of package tours.
- Managing the Computerized Central Reservation System.
- Publicity, promotion and marketing of tourist centers.
- Tourist Information Centers.
- Alliance Air Ticketing.
- Liaison with private Tourist Information Centers.

Reference: www.mpstdc.com