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TOURISM & CULTURE (TOURISM) DEPARTMENT
RESOLUTION

The 24th November, 2016

Sub: Odisha Tourism Policy, 2016.

The Government of Odisha have taken various steps from time to time to promote tourism by pronouncing progressive policies on tourism. The last Tourism Policy of the State Government was announced in 2013. Since then, Tourism Sector has grown manifold and it is recognised as a major instrument of employment creation and inclusive growth. The Industrial Policy Resolution (IPR) 2015 was announced in August, 2015. In the IPR, 2015, Tourism was declared as a priority sector Industry. In IPR, 2015, the fiscal incentives proposed for priority sector industries are lucrative than the Tourism Policy, 2013. Therefore, there is a need for developing a new Tourism Policy to address specific sectoral issues in the Tourism sector.

In order to make tourism an important part of economic activities, promote brand image of Odisha nationally and internationally, develop and promote the prime tourist products, conserve heritage, natural environment and to ensure beneficial outcome to all the Stake holders, the State Government have been pleased to publish the Odisha Tourism Policy, 2016 which is *annexed* herewith.

The resolution shall come into effect from the date of publication in *Odisha Gazette*.

The resolution is issued with the concurrence of Finance Department vide their U.O.R No.198/GS. II, dated the 16th November, 2016 and this has been approved in the Cabinet meeting held on dated 22nd November, 2016 communicated vide Parliamentary Affairs Department Memo No.9594, dated the 23rd November, 2016.

ORDER

Order that the Resolution be published in an Extraordinary issue of the *Odisha Gazette* and copies thereof forwarded to the A.G (A&E) Odisha, Bhubaneswar / all Departments of Government / all Heads of Department / all RDCs /all Collectors.

By Order of the Governor

G. K. DHAL

Principal Secretary to Government

ODISHA TOURISM POLICY, 2016

1. INTRODUCTION:

The Tourism industry is a major propeller for economic growth throughout the world. Over past decades, tourism has continuously expanded and diversified, to become one of the dominant and fastest growing economic sectors. Tourism makes culture, art and history accessible to World at large. While generating direct income employment, it has tremendous potential to create indirect employment and income due to higher multiplier effect. Economies of many countries in the World are propelled by the tourism sector alone.

The Travel and Tourism (T&T) industry is the largest contributor to employment and economy which is 9.8% of the global GDP (US \$ 7.2 trillion) in 2015 including direct, indirect and induced impact (World Travel & Tourism Council). Tourism added 7.2 million jobs to the global economy, about 1 in 11 jobs globally (United Nations World Tourism Organisation – Tourism Highlights 2015).

Tourism is a growing industry in India. India has moved up 13th position to 52nd rank from 65th in Tourism & Travel Competitive Index. As per the Ministry of Tourism, Government of India (GoI) Report, the number of foreign tourist arrival in India during 2015 is 8 million and that of domestic tourist visits to all States / UTs is 1432 million. The foreign exchange earnings from tourism sector was INR 1,35,193 crore during the same period. It is expected that the number of arrivals in India will increase further into the future with the World Travel and Tourism Council making the country the eleventh fastest emerging tourism destination in the world.

Odisha, the soul of Incredible India has tremendous potential in tourism sector, because of its golden history, strategic geographical location, diverse demography and profound bounties of nature. Puri, the shrine of Lord Jagannath, one of the oldest pilgrimage centers, famous for the Car festival, attracts lakhs of pilgrims round the year. The world famous Sun Temple, a UNESCO heritage sites at Konark (12th century), the temple city of Bhubaneswar (9th century) & Puri (11th century) are widely popular as the golden triangle which draws tourists, both Domestic & International in hordes.

Odisha has a long tradition of Buddhism starting from 1st century BC. The Golden Casket containing the Buddhist relics, excavated Buddhist Stupas, Monasteries & Viharas discovered at Lalitagiri, Ratnagiri & Udayagiri are famous, all over the world. The Ashokan rock inscriptions of 3rd Century BC at Dhauli where the historic war of Kalinga was fought is the testimony to the existence of strong Buddhist tradition in Odisha. In addition, as

many as 200 Buddhist heritage sites have also been identified in different parts of the State.

The State is bestowed with profound bounties of nature. Odisha is India's bridge to her own golden past and a resurgent present. The grand scenic beauty of nature, historic monuments, exotic sea beaches, luxuriant forest, majestic mountains, captivating wildlife, mystic waterfalls, beautiful handicrafts, vast water bodies, famous classical and folk dances, enchanting music and most importantly, its hospitable people are the wonders that make the State as the supreme tourism destination of the world.

The State has made great strides in various sectors of its economy in tune with the progressive globalization and the changing demands of the tourists to make tourism a sustainable industry in the State. Tourism in Odisha is one of the main contributors to the economy of Odisha (13% of GDP of Odisha). The State of Odisha secured 3rd rank in terms of intensity of overnight domestic tourism, with an average of 541 trips per 100 households, as compared to the all India average 418 trips per 100 households. Therefore, the tourism intensity in Odisha is 29 percent higher than the national level tourism intensity (National Council of Applied Economic Research, 2015). The Government of Odisha has undertaken many historic reforms in all sectors of its economy for Ease of Doing Business in the State. It has implemented the momentous Right to Act, 2012, the progressive Industrial Policy Resolution (IPR) 2015. These important steps have boosted the economy of the State and placed tourism in the forefront as a major factor in accelerating the progress of the State.

The tourist arrival to the State has increased manifold in last decades. In last six years the tourist arrival to the State has shown an increasing trend which is a result of aggressive campaign undertaken by the State Tourism Department.

Tourist Visit In Odisha During Last 6 Years

<u>Year</u>	<u>Domestic</u>	<u>Foreign</u>	<u>Grand Total</u>
2010-11	77,70,741	53,212	78,23,953
2011-12	84,72,208	62,816	85,35,024
2012-13	92,91,734	65,522	93,57,256
2013-14	100,64,072	67,400	101,31,472
2014-15	110,51,351	72,215	111,23,566
2015-16	120,67,695	67,364	121,35,059

The present policy envisages an aggressive, dynamic and long term approach to achieve the growth potential in tourism by initiating identified policy measures, framing the required statutory framework, ensuring large scale investment support through professional management and private participation, establishing the required synergies among various sectors through appropriate institutional arrangements and focused intervention for improvement of value and quality in tourism sector.

2. VISION:

To develop Odisha as the supreme tourist destination and to place it prominently on the domestic and global tourism map.

3. THE MISSION:

- (a) To promote tourism in a mission mode for economic development, inclusive growth, employment generation, social equity, integration, resulting in eradication of poverty and raising the income levels of the people of the State.
- (b) To promote the brand image of Odisha nationally and internationally.
- (c) To give high priority to development and promotion of prime tourism products, conservation of heritage, natural environment, etc.
- (d) Ensuring beneficial outcome to all the stakeholders.

4. THE OBJECTIVES:

- (a) To promote Sustainable & Green Tourism with a view to create employment opportunities and to bring about socio-economic benefits to the community.
- (b) To preserve, enrich and promote Odisha's unique cultural heritage, natural resources and environment with a view to achieve inclusive development; addressing the regulatory & tourism promotion/ development functions in Private Public Partnership (PPP) mode at all levels in an effective & well coordinated manner.
- (c) To promote Odisha as one stop destination to experience its great history, culture society and natural beauty so as to boost foreign & domestic tourist arrival in the State.
- (d) To promote circuit tourism in association with other States of the Eastern Zone of the country to facilitate easy arrival and movement of the tourist.
- (e) To upgrade skill & professionalism and promote employment opportunities in tourism sector.

- (f) To promote digital tourism.
- (g) To promote responsible tourism and develop tourism products in an environment friendly manner.
- (h) To promote barrier-free tourism.
- (i) To promote (1) Beach Tourism, (2) Eco-Tourism, (3) Buddhist Tourism, (4) Heritage Tourism, (5) Religious Tourism, (6) Knowledge Tourism, (7) Medical Tourism, (8) Travel Tourism, (9) Caravan Tourism, (10) Wellness Tourism, (11) Cruise Tourism, (12) Sand Art Tourism, (13) Adventure Tourism, in a mission mode.

5. STRATEGY:

a. Inter-Departmental Support:

Tourism requires a strong multi modal approach. With this objective in view, the State government will synergize all the activities of different departments and stakeholders to achieve the overall objective.

b. Statutory Regulatory Framework:

Apart from the necessary statutory framework for policy coordination, there is utmost necessity to ensure synergy at the field level. To achieve the objectives, similar statutory framework is required at the implementation level, in the form of local tourism councils/ bodies. The policy aims at enhancing the value of tourist destination in the form of improving local sanitation, making the destination beautiful by enforcing uniform facade, removing cable clutters and checking encroachments etc. The policy aims at bringing synergy among the local bodies, police and public representatives to work in tandem, within a statutory regulatory frame work. The Tourism Advisory Committee (TAC) shall recommend to enforce these regulations from time to time.

c. Development of Infrastructure:

Development infrastructure in tourism sector is one of the critical components for developing tourism in the State. Government would strongly to provide an atmosphere & framework for private sector participation in infrastructure development to reinforce the efforts made by the Government in this regard. Both domestic & foreign private investment shall be encouraged to participate in joint venture or in Public Private Partnership (PPP) mode for development of long term infrastructure in the tourism sector.

d. Land:

Department of Tourism shall identify & earmark suitable land parcels in important tourist locations for development of tourism projects. The detail land schedule reserved for the tourism projects shall be available in Departmental website which will be allotted to private sector investors through a transparent mechanism after studying techno-economic feasibility & employment generating potential of the concerned projects.

e. Road Transport:

Department of Tourism shall identify important state highways, roads connecting important tourist destination and recommend the appropriate department for widening, beautification & high-quality maintenance of these roads. The Government shall encourage private sector for providing tourist amenities centre like public convenience, parking, cafeteria, souvenir shop, medical facilities etc. alongside important roads. The State will encourage private sector investment for boosting the transport service for various categories of tourists.

f. Air Connectivity:

The State Government shall endeavour to have direct air connectivity to important cities and major tourist destinations of the country. State Government shall encourage developing small air strips inside the state on PPP mode. Thrust shall be on providing more international air linkage, to Bhubaneswar by alluring Airlines through underwriting of tickets/ incentives or any other mode as may be necessary to increase foreign tourist arrival in the State.

g. Rail Connectivity:

The State Government shall pursue with the Indian Railway for expansion of railway network inside the State especially to the important tourist destinations. Efforts shall also be made to pursue Ministry of Railway for providing more superfast / luxury/ special train to different important tourist destination of the State. The State shall encourage luxury trains in line of Palace-on-Wheels model in association with Indian Railway, Indian Railway Catering and Tourism Corporation (IRCTC) and other neighboring States.

h. Quality Power Supply:

Department of Tourism shall end eavour to ensure 24 X 365 power supply in important tourist destinations. The grid & Lilo line shall be strengthened to ensure quality power supply in important tourist destinations.

i. Civic Amenities:

Highest priorities shall be accorded to ensure healthy & sanitary conditions in all important pilgrim centres & tourist locations beaches through direct intervention by the Tourism Department, Urban Development Department, Public Health Department, Local Bodies, Non-Government Organisations & Corporate Bodies. Beach cleaning authority will be created to oversee the cleanliness of major beaches.

j. Accommodation:

Efforts shall be made to encourage private sector investors to create Star category hotels, convention centres, heritage hotels, eco camps by granting different fiscal incentives, single window clearances facilities, marketing supports, media campaign etc.

k. Eco-tourism:

The State Government has created a eco-tourism cell under the Forest & Environment Department of the State Government. A separate eco-tourism policy has been launched for promotion of eco-tourism in the State. Eco-tourism shall be made more robust and popularized as an important means to promote tourism in the State considering its vast potential.

l. Rural Tourism:

The State Government shall identify model villages which are rich from the point of view of handicraft and handloom, rural life, social habits & culture. These villages shall be developed to model villages to provide unique experience to the tourist.

m. Utilization of inspection bungalows and circuit houses & Government accommodations:

Department of Tourism shall maintain an inventory of inspection bungalows, circuit house and other Government accommodations available under water resources, works, revenue, forest etc. and shall explore the possibility of developing them under PPP mode / any other mode for use of the tourist.

n. Home Stay Facilities:

Private house owners shall be encouraged to provide home stay facilities for the use of the tourist under bed and breakfast scheme.

o. Ease of Doing Business:

For speedy clearance of Tourism Projects single window clearance authority has been created which will issue deemed approvals as provided in Odisha Industries Facilitation Act, (OIFA) 2004. The Single Window Clearance Authority shall be made

more effective, robust and more investor friendly. Right to service has been implemented in the state and the Department of Tourism shall rigorously implement the Right to Service Act for quick clearance of the projects.

p. Marketing & Promotion:

Department of Tourism shall organize various tourism promotion events to attract tourists to the State.

- The Department of Tourism shall participate in different leading national & international tourism fair and shall provide incentives to the tourism stakeholders to participate in international tourism events to increase tourists arrival in State.
- Organize familiarization tours for leading tour operators, travel writers of the country and abroad to attract more foreign & domestic tourists.
- Extensive outdoor marketing within the country & abroad which include signages in airports, branding of trains, hoardings in strategic locations etc.
- Media campaign both in print & electronics within the country & abroad shall be done by the Government to attract more tourists to the State.
- Brand ambassador will be appointed for strengthening the brand name of Odisha Tourism.

q. Capacity Building:

Capacity building in hospitality sector shall be the topmost priority to build highest form of professionalism to create a strong ambience of comfort, confidence and communication among the tourists. Department of Tourism shall encourage private sector investment in Tourism & Hospitality Sector Institutes for capacity building to ensure availability of more skilled manpower required in tourism sector. Efforts shall be made to synergize all government schemes and private sector initiatives to develop skill in Tourism & Hospitality sector.

r. Public Awareness:

The most important aspect of tourism development is to bring in the necessary behavioral and attitudinal change in the society to make it tourist friendly and create a strong receptive atmosphere. People's participation through Panchayati Raj Institutions, Urban Local Bodies, Co-Ops and NGOs shall be encouraged for development of tourism and to create public awareness to achieve a broader goal of high quality tourist services.

s. Wayside Amenities:

The Government has taken a policy decision to establish modern wayside amenities to provide quality services to the highway and roadside tourists. More wayside amenities shall be developed by synchronizing the activities of various Government Department such as Works, Transport, Forest and other concerned Departments.

t. Right to Service:

The State Government have implemented the Right to Service Act, 2012. The Department of Tourism have been brought under the Right to Service Act, which shall be rigorously implemented for timely clearances of all tourism projects.

u. Buddhist & Heritage Tourism:

The State of Odisha is known for its rich heritage. The State Government shall promote heritage tourism to propagate its rich culture and heritage among the people of the world. State Government shall promote Buddhist tourism in view of the historical significance of Buddhism in the State. Special Buddhist Circuit will be developed by linking all the Buddhist sites.

v. Cruise Tourism:

Considering the vast coastline, Chilika lake, long stretch of water bodies, lakes, there is vast scope for cruise tourism in the State. The State Government shall promote cruise tourism by bringing in modern cruises and technology.

w. Religious Tourism:

Religious tourism has vast potential in the State in view of the presence of historic temples and monuments which shall be developed in a big way in the State.

x. MICE Tourism:

The State houses major IT and ITES companies. The State shall promote meeting incentive conference and events tourism, to cater the need of multinational companies and NGOs.

y. Knowledge Tourism:

The State has become the knowledge hub of Eastern India. Many centres of higher learnings, university, institutions of national and international repute have come up in the State. Large number of students, intellectuals visit the State for acquiring knowledge. The State shall promote knowledge tourism and facilitate activities of all stakeholders.

z. Barrier-free Tourism:

The State Government shall assiduously promote barrier-free tourism especially for differently-abled tourist. Incentives shall be provided to entrepreneurs / people for making innovation and setting innovative projects for barrier free tourism in the tourism sector.

6. DEFINITIONS:**6.1. Tourism Unit:**

Tourism Unit means a legal entity under the relevant law, engaged or to be engaged in providing any service related to travel and tourism. Following units will be considered as Tourism Units:

- a) Star Category Hotels
- b) Heritage Hotels
- c) Apartment Hotels
- d) Motels
- e) Convention Centres
- f) Resorts
- g) Tented Accommodation
- h) Tourism & Hospitality Training Institutes
- i) Amusement parks / Water Parks / Theme Parks
- j) Adventure Sports
- k) Wayside Amenities

6.2. Effective date:

Effective date means the date that starts after the gazette notification of Odisha Tourism Policy, 2016. The operative period of the policy starts after the effective date.

6.3. New Tourism Unit:

A 'New Tourism Unit' means a Tourism Unit which is set up and which commences commercial operation during the operative period of this Policy.

6.4. Existing Tourism Unit Undergoing Expansion:

Existing Tourism Unit taking up expansion of more than fifty *per cent* of its existing capacities (e.g. Rooms / Riders / Tents, etc.) after the effective date. Only one expansion project of an existing tourism unit will be eligible for incentive during the operative period of the Policy.

6.5. Commercial Operations:

Date of Commercial Operations of a Tourism Unit is the date on which the Tourism Unit opens to tourists on a commercial basis, after due testing, trial running and commissioning under relevant Government rules. A committee consisting of District Tourist Officer, an Officer from Department of Tourism to be nominated by the Government and representative of principal financing Bank of the project shall certify the date of start of commercial operation.

6.6. Eligible Tourism Unit:

New Tourism Unit and Existing Tourism Unit Undergoing Expansion during the operative period of the Policy would be considered as Eligible Tourism Units as defined in Para. 6.3 and 6.4.

6.7. Apartment Hotel:

Apartment Hotel unit should have facilities as per the prevailing Guidelines for Apartment Hotels laid down by the Ministry of Tourism, Government of India. Such Apartment Hotels should obtain necessary category certification from the competent authority.

6.8. Tented Accommodation:

Tented Accommodation unit should have facilities as per the prevailing guidelines for Tented Accommodation as laid down by the Ministry of Tourism, Government of India. Such Tented Accommodation should obtain necessary category certification from the Competent Authority.

6.9. Tourism & Hospitality Training Institute / University:

The institute / university must be offering tourism / hospitality courses that are recognized / certified by regulatory authorities.

6.10. Mega Tourism Unit:

New projects capable of creating new employment of more than 150 persons with investment of Rs.75 crores and above (excluding the cost of land) will be construed as Mega Tourism Units. Units which are set up and which commence commercial operations during the operative period of this Policy will only be eligible under this category. The proposals of Mega Tourism Units would require due approval of the Tourism Advisory Committee (TAC).

Hotels and Resorts, Multiplexes and Malls shall be excluded from the definition of Mega Tourism Unit.

6.11. Theme Park:

Theme Park should be based on a single or series of themes having a plot measuring atleast 10,000 sq.m. (about 2.5 acres). It may have amusement rides, water slides, accommodation (at least ten lettable rooms), restaurant, theatre, shopping area, activity area and theme areas. It is, however, not mandatory to have all these features.

6.12. Hotel:

Hotel projects should have facilities of 1 to 5 star categories hotel as per the prevailing guidelines of the Ministry of Tourism, Govt. of India. Such hotels should obtain category Certificate from the Competent Authorities. These units should have a minimum of 20 let table rooms with attached bathrooms. The hotels should have adequate provision of toilets for visitors. Size of the rooms and bathrooms, AC facilities should be as per the norms prescribed by the Department of Tourism, Govt. of India for such hotels.

6.13. Resort:

The Resort project should have a minimum of 20 lettable rooms with attached bathrooms. Unless it is a hill station or a beach or a location, which, in the opinion of the Department of Tourism, does not require air conditioning, at least 35% of the rooms should be air conditioned. The bathroom carpet area should measure at least 3.5 sq.mt. It should have restaurant / dining hall with a seating area of minimum 40 sq.mt. (excluding kitchen and storage). It should have a telephone with STD facility. The plot on which resort is located should admeasure at least 10,000 sq.mt. It should have, on its plot, a minimum open space (unbuilt area) of 6,000 sq.mt. It should have at least 4 of the following facilities:—

- Indoor games (e.g. Table – Tennis, Squash, Billiards, Bowling Alley, etc.). with a minimum built up area of 25 sq.mt.
- Conference room (Minimum Carpet area of 30 sq.mt.)
- Swimming pool
- Tennis or badminton court or golf or other outdoor games area.
- A health club (minimum built-up area of 20 sq.mt.)
- A lounge (admeasuring at least 35 sq.mt.)

6.14. Health Farm:

The Health Farm should be located in an area, which is free from pollution and noise, and have a generally salubrious and health-promoting environment. There should be at least 20 lettable rooms with attached bathrooms. It should have at least six of the following facilities:—

- Health Club
- Gymnasium
- Yoga/Meditation Area
- Outdoor Exercise Areas
- Indoor Games
- Outdoor Games
- Swimming Pool
- Classroom
- Jogging Tracks
- Horse Riding facility

It should include a farm to grow fruits, vegetables, herbs, and grains (admeasuring at least 500 sq.mt.). It should be located on a plot admeasuring at least 5,000 sq.mt. It should have medical, paramedical personnel, alternative system of medicine specialist, diet specialist, and such other full time staff of at least two persons.

6.15. Motels and Wayside Amenities:

The Motel Project should be located on a National Highway, State Highway or Main District Road (MDR). It should have at least 4 lettable rooms and all the lettable rooms should have attached bathrooms. The plot on which the motel is located should admeasure a minimum of 1,500 sq.mt. It should have restaurant/dining hall with sitting area of minimum 30 sq.mt. (excluding kitchen & storage). The double rooms and single rooms should have minimum carpet areas of 12 sq.mt and 10 sq.mt respectively. The bathroom carpet area should admeasure at least 3 sqmt. It should have public toilet and first aid centre. It should have car parking area @ 5 sq.mt per room. The rooms should have adequate furniture, fixtures and linen. The ownership/lease of land and land use should be in order.

Wayside amenities will be a common facility centre on the National Highways, State Highways, and Major District Roads. They should ideally have (a) Food Plaza; (b) Public Convenience; (c) ATM/Banking; (d) Emergency/Medical Facilities; (e) Communication Centre; (f) Petrol Filling Station and Auto Services. For

wayside amenities to be eligible for these incentives, they must have (a), (b), (d) and (e) among the facilities mentioned above.

6.16. Water Sports:

Water sports projects should be set up at a beach or lakeside or riverside along with a pontoon/jetty. It should offer at least two water sports. Parasailing, water-scooters, hovercraft and water-skiing are examples of such facilities. In addition to investment in boats and outboard motors, it should make an investment of at least Rs.20 lakh in water sports equipments. It should have adequate changing rooms, showers, lockers and separate toilet blocks for ladies and gents. It should have a restaurant. It should have trained staff for implementation of safety norms prescribed by the Government.

6.17. Houseboat:

House boat should be set up at backwater, lakeside, reservoir, riverside location identified by Department of Tourism. It should offer at least one room facility, with on board restaurant in motorized boat, satisfying the safety norm prescribed by appropriate authorities. Houseboat project includes provision of jetty/ pontoon, parking, and off-shore infrastructure. It should have trained staff for implementation of safety norms prescribed by the Government of Odisha.

6.18. Art & Craft Village:

The Art and Craft village project must be on a minimum one acre compact land with facilities like space to work for at least 10 artisans, an exhibition area of not less than 1000 sq.ft, to display different crafts, a multipurpose hall for folk shows, performing arts and film screening etc. A restaurant and toilet blocks should also be provided.

6.19. Golf Course:

A Golf Course Project should have a minimum of 9 holes. The land area should not be less than 10 Hectares. The design and drainage should be so worked out that there is no water logging. There should be a reliable system for adequate water supply. It should have a satisfactory club house. It should allow easy access to tourists, who are not its members; to play golf and use other facilities and the charges in this regard should be transparent and consistent. Adequate parking for at least 50 vehicles and clean public toilet facility must be available.

6.20. Camping and Tent Facilities:

Camping and tent facilities should have clear ground admeasuring at least 1,000sqmt. It should have tented accommodation capacity for at least 20 persons. There should be a minimum of 10 tents. The gross carpet area of tents should admeasure at least 200 sq.mt. All the tents should have attached toilets. The tents should be put on a platform raised to a minimum of 2.5 feet above the ground. The tent site should have adequate security. The site should have eco-friendly structures admeasuring at least 200 sq.mt. for such purposes as food, recreation, relaxation and lockers. It should have adequate electricity, water supply, sewerage disposal drainage and toilet facility. Space for own tents of tourists should also be available.

6.21. Amusement / Theme Park:

An Amusement Park should have at least 8 amusement rides. There should be a minimum investment of Rs.50 lakh in amusement rides/aids. This pertains to the cost of equipment alone. It should have a minimum area of 20,000 sq.mt.

6.22. Aquarium:

An aquarium should have minimum 1,000 cubic meter water holding capacity and should have at least 10 exhibits. It should be open to public. It should have trained supervisors for operation and maintenance of the livestock. It should have restaurants, adequate parking, and separate toilet blocks for ladies and gents etc.

6.23. Water Park:

A Water Park project should have minimum 5 acre compact land and minimum of five water sites. It should have the capacity to handle at least 100 slides simultaneously. It should have trained supervisors for implementation of safety norms. It should have restaurants and adequate changing rooms, lockers, showers and separate toilet blocks for ladies and gents among other.

6.24. Ropeway:

The Ropeway should be mechanized and motor driven. The horizontal length may be 500 meters or more (but can be slightly less if the location demands so). It should be comfortable for the passengers and noise should be within permissible limits. It should have capacity to carry minimum 200 passengers per hour. The cabins should leave at brief intervals so that transportation is continuous and waiting time is minimum. It should have thyristor control of main drive motor or comparable device to ensure smooth acceleration and deceleration. It should have an emergency brake in

addition to the normal brakes. The cabins should be sturdy and aesthetic. It should have full capacity generator set to drive the ropeway in case of power failure. The facilities should be created in compliance with the applicable security norms.

6.25. Heritage Hotel:

A Heritage hotel should be a palace, a haveli, a darbar-grih of any building, built in a traditional style, prior to 1950. The façade, architectural features and general construction should have the distinctive qualities, ambience, and décor consistent with a traditional lifestyle. It should have minimum 10 lettable rooms. The facilities and the features along with the services should be as per the guidelines of the Department of Tourism, Government of India as applicable from time to time.

6.26. Convention Centre:

A Convention Centre should be located on a plot admeasuring at least 5,000 sqmt. It should have capacity to seat at least 750 persons in the central column less hall. The capacity should be so organized (partition-able) that it is possible for at least 5 separate conference events to run simultaneously.. At least 75% of the convention centre's capacity should be air-conditioned. The Convention Centre should have sufficient parking facility (minimum 2 sq.mt per person). All conference/convention areas should be equipped with state-of-the-art convention facilities including modern public address system, slide projection, video screening and such other facilities. It should possess its own equipments. It should have adequate arrangement for secretariat support with Fax, e-mail and photocopying facilities and first aid centre. It should have a restaurant, cafeteria with adequately covered ,comfortable area to cater to at least 500 persons simultaneously. The area excluding kitchen, should admeasure at least 500 sqmt. The quantum of such facilities should be consistent with the size of the complex.

6.27. Caravan Tourism:

Caravan Tourism may be motorized/vehicle-based. It should have capacity to handle simultaneously at least 30 participants, if it is operated with the aid of motorized vehicles. It should operate for at least three months in a year. It should have operated for at least three months before seeking the approval of the DoT.

6.28. Adventure Tourism Projects:

Adventure tourism projects should have required equipments and trained staff to maintain and run the activity. All required permissions from various authorities must be obtained. Minimum facilities like restaurant (wherever required), drinking

water supply, staying arrangements (wherever required), toilet etc. should be provided.

6.29. Medical Tourism:

Medical Tourism is a form of tourism, wherein medical institutions / hospitals shall be allowed concession under this policy to attract foreign tourists who may visit for treatment and avail post treatment tours to different tourist places.

6.30. Other Projects:

Other projects not falling into any of the above categories will be considered as tourism project subject to their approval by the Tourism Advisory committee.

7. INTERVENTIONS:

7.1. New investment:

The Tourism Policy envisages the development of tourism infrastructure through collaboration between the government and the private sector. The Tourism Policy 2016 encourages private investment and provides attractive incentives for new investment in tourism sector. The implementation of various provisions covering incentives, concessions etc. will be based on the detailed operational guidelines / statutory notifications by the Department of Tourism (DoT).

7.2. Land Bank:

The State Government with the objective of establishment and promotion of tourism has developed a robust land bank at key tourist locations throughout the State. Various parcels of land suitable for development of tourism projects and currently being held by General Administration (G.A.), Revenue, Odisha Industrial Infrastructure Development Corporation (IDCO) & various other government agencies has been earmarked & reserved for tourism purpose. The land so reserved will be allotted for tourism project as per IPR, 2015 rate as applicable. The Land Bank is meant to:

- optimize the latent potential of land available all across the State and use it for development of tourism infrastructure.
- and facilitate investors to get land for tourism projects.

Though the DoT has developed a Land Bank, the efforts to identify more land shall be a continuous process. DoT / District Tourism Promotion Council (DTPC) shall prima facie identify lands / sites appropriate for tourism development through site visits, site studies and assessment of tourism development potential in the area.

The identified land parcels shall be reserved in the form of a Land Bank for development of appropriate categories of tourism projects as identified by DoT. The details of the Land Bank for tourism projects would be made available on the websites of DoT and the concerned District Administration.

The role of DoT shall be of a facilitator and would be the first point for receiving applications for development of Tourism Projects on the land identified through the Land Bank. On receipt of applications from private entrepreneurs, DoT shall facilitate the grounding of the tourism project. The disposal of the land / property shall be in accordance with the decision of the appropriate Committee to be formulated by the Department of Tourism.

7.2.1. Land Recommendation Committee:

A Committee (Land Recommendation Committee) shall be formed for allotment of land parcels from the Land Bank. The Land Recommendation Committee shall meet at least once in every three months and shall comprise –

- | | | |
|--|---|-----------------|
| • Chief Secretary, Odisha | - | Chairman |
| • Secretary, Department of Tourism | - | Member-Convenor |
| • Principal Secretary, Department of Revenue & Disaster Management | - | Member |
| • Special Secretary, G.A. Department | - | Member |
| • Concerned RDC | - | Member |
| • CMD/MD, IDCO | - | Member |
| • Collector of the concerned District | - | Member |
| • Director, Department of Tourism | - | Member |

DoT shall act as the secretariat for the Land Recommendation Committee.

7.3. Human Resource Development / Capacity Building:

This policy aims to streamline and strengthen the human resource development activities which include; capacity building programs, sensitization of stake holders in tourism industry and making available trained manpower for hospitality sector. This will involve –

- Setting up of new Hotel Hospitality and Hotel Management institutes/Universities through private participation.
- Industrial Training Institutes/Polytechnics would be encouraged to introduce tourism related courses for subordinate staff of hotels / resorts / motels / lodges, caterers, guides, cab and tourist coach drivers to enhance skills.
- Institutions running management courses in the state will be encouraged to offer Hospitality and Travel Management related courses. Institutions / NGOs carrying out sensitization programs related to tourism would be encouraged.
- Short term courses relating to capacity building for hospitality industries in rural area with support of State Institute of Rural Development.

7.4. Safety & Security:

The DoT has established seven special Tourist Police Stations in the State in major tourist destination. Department of Tourism (DoT) envisages ensuring safe tourism through setting up of more Police Stations, provision of dedicated police personnel at major tourist destinations, life-guards at beaches in coordination with local NGOs and SHGs. It shall be the endeavor of the Government to pre-empt and prevent abuse/ exploitation of women and children in and around tourist destinations. For ensuring the safety and security of tourists visiting the tourism destinations across Odisha, the Tourism Policy, 2016 provides for the following measures.

DoT shall take steps to employ personnel, preferably ex-servicemen, for provision of security to tourists in specific tourism destinations. DoT shall also provide appropriate training to the selected personnel for providing better services to tourists.

DoT shall organize training and sensitization programs for policemen posted at key tourism destinations in association with the Department of Home for ensuring that policemen empathize with genuine complaints and grievances of tourists. In order to prevent exploitation of women and minors in any form, DoT, in conjunction with the local police administration, shall take proactive steps to prevent such abuses.

7.5. Clean Tourism Sites Campaign.

As a part of Clean India Campaign, the Tourism Department shall endeavor to launch special drive for making the tourist destination clean. The Tourism Department shall set up a beach cleaning authority comprising prominent persons having experience in the field. The Tourism Department shall involve different tourism stakeholder to take forward this initiatives. Special sensitization programme including awareness programme

through electronic media shall be launched for this purpose. The Department of Tourism has started mechanized cleaning in Puri Sea Beach. Similar cleaning operations shall be made in all the Sea Beaches like Gopalpur, Talsari, Chandrabhaga, Ramachandi, Chandipur & other important tourism sites. The beaches in the State of Odisha are famous for their beauty and efforts shall be made to keep them clean and beautiful for the tourist.

7.6. Odisha Tourism Development Corporation (OTDC)

- The Odisha Tourism Development Corporation shall be modernised and strengthened to make it a more effective tool for promotion of tourism.
- To develop and promote Odisha as one of the premier destination of the country and to adopt such methods and devices necessary to attract tourists in large numbers.
- To provide / operate quality tourism infrastructure on its own or through appropriate PPP structures.
- To act as facilitator for development of tourism in the State.
- Continue with the existing properties with improved facilities, services and value addition.
- Promoting star category hotels and other facility as green field project through private participation.
- Marketing of lesser known tourist destination to bring it to the lime light through package tours and providing basic amenities.
- Providing a total travel solution to the tourists visiting the State.
- Selective privatization of the existing Units for profit optimization.
- Promoting Odisha as a favoured destination in general and OTDC hotels as favoured host amongst the tourist through extensive marketing, value addition, quality infrastructure and improved services.

7.7. Tourism Units to avail incentives / subsidy:

A new Tourism Unit should be opened to all and shall not be confined to exclusive use of members of any group or club or any such other restrictions.

A new tourism unit or an expansion of an existing tourism unit will be eligible for incentives provided they satisfy the following conditions:

- The new unit should obtain registration with the concerned registering authority to be detailed by the DoT.

- The new project should have separately identifiable capital investment and should not be an extension of the existing project. The new project will not lose its eligibility, if the utilities of existing units for water, electricity, steam, pollution control, central facilities etc. are extended to the new projects. Expansion of existing project will be eligible for incentives, provided the existing tourism unit increases its investments in fixed capital or capacity by at least 50% as elaborated in Para. 6.4.

The existing tourism properties to be developed on PPP mode will be eligible for fiscal incentives provided, the private partner fulfill the minimum development plan prescribed in the Lease-cum-Development Agreement and the property is further augmented through investment in fixed capital or capacity by at least 50% of the existing capacity + prescribed minimum development plan.

7.8. Tourism Undertaking:

Tourism Undertaking' means a legal entity in the form of a registered company under the Companies Act, 1956, a Partnership firm, a Registered Trust, a legally registered Co-operative society or an individual proprietary firm engaged or to be engaged in one or more tourism projects. The proposed tourism facility should be open to all and shall not be confined to the exclusive use of members of any group or club or any such other restrictions.

7.9. Eligible Capital Investment for incentives:

The following investment shall be considered eligible for incentives:

- Payment made towards registration charges of land.
- Building constructed for providing specific tourism facilities/services. The actual expenditure incurred and paid for construction of building as per the norms will only be considered.
- Other construction such as boundary wall, landscaping and any other project specific construction.
- Plant and machinery
- Interior furnishing
- Electrical installation / renewable energy installation
- Furniture and fixtures
- Kitchen equipments
- Sewage Treatment Plant (STP)
- Generator and Air Condition plant / AC unit

7.10. Ineligible Capital Investment:

The following investment shall not be eligible for incentive:

- Cost of land
- Working capital
- Goodwill
- Commissioning fees
- Royalty
- Pre-operative expenses
- Second hand plant and machinery, furniture fixtures, electrical installation etc.
- Interest capitalized
- Trucks, cars, vans, trailers and other transport vehicles
- Consumables, crockery and utensils, bed linen
- Technical/Consultant fees
- Any construction which is nature of real estate development i.e. shops, flats, offices etc. meant for sale / lease / rent.

7.11. Eligible Units (Tourism Projects) for availing incentives:

- Hotels of star categories
- Apartment hotels
- Heritage hotels, resorts, health farms and health & wellness spa.
- Motels, wayside amenities and public amenities at tourist sites,
- Theme based entertainment centre, Amusement park, Aquarium, Aqua Park, Multiplexes (Cinema halls) of at least three (3) screens
- Adventure sports, beach sports and water sports,
- Art and craft Villages, Craft and souvenir shops at tourist sites excluding manufacturing, development of souvenirs and artisan hubs
- Golf courses
- Camping, Caravan, Tents and other temporary accommodation facilities developed for tourism purposes
- Aerial Ropeways
- Convention centers,
- Adventure Tourism projects
- Cruise boats, Houseboats
- Eco-Tourism projects / Cruise Tourism projects / Wellness Tourism projects
- Adventure Tourism projects / Knowledge Tourism projects / Buddhist Tourism projects / Heritage Tourism projects
- Wildlife safari
- Film city
- Medical tourism (only the Joint Commission International (JCI) accredited Hospital)
- Exclusive Tourism & Hospitality related Institute / universities
- Other Projects approved by the Department of Tourism, Government of Odisha or Ministry of Tourism, Government of India.

8. FRAMEWORK FOR INCENTIVES AND OTHER SUPPORT MEASURES FOR TOURISM PROJECTS:

To attract private sector investment, it is envisaged to offer both financial & non-financial incentives to different tourism projects.

8.1. Financial Incentives:

8.1.1. Allotment of land:

Land is the most important ingredient in setting up of a tourism unit. The land for tourism units will be allotted at concessional rates as per the provision of IPR, 2015 or as per the guidelines to be fixed by the Government from time to time.

8.1.2. Capital Investment Subsidy:

To encourage investment in tourism infrastructure and tourism projects, investment subsidy is envisaged for new Tourism Projects. All eligible tourism projects as per Para. 7.11 with investment not below Rs.20 lakh shall be eligible to get capital investment subsidy. The capital investment subsidy is envisaged as follows:

(a) Quantum of Capital Investment subsidy

Eligible Capital Investment (excluding the land cost)	Admissible Subsidy	Maximum Limit
Investment upto Rs.50 crore	20%	Rs.10.00 Crore
Investment above Rs.50 crore	20%	Rs.15.00 Crore
Tented accommodation (with minimum investment of Rs.0.20 crore)	30%	Rs.0.15 Crore
Equipment worth Rs.1 crore and above for Adventure & Water Sports	20%	Rs.0.50 Crore

- As percentage of Eligible Capital Investment

(b) Additional Subsidy of 5% will be provided to following projects:-

- New Tourism Projects around Chilika lake, KBK, Kandhamala and Gajapati District and any new places or districts as may be necessary to be notified by the Government from time to time on the recommendation of Tourism Advisory Committee. Considering the influence zone of Chilika, the exact location / distance from higher water level of the Chilika lake within which tourism projects would be considered for incentives will be decided by the TAC.
- New Tourism Projects owned and managed by women entrepreneurs (with minimum equity participation of 51% in the entity), those belonging to SC/ST

categories and the differently-abled will be entitled to an additional 5% subsidy over and above the 'Admissible Subsidy'.

(iii) In all the above mentioned cases, the total subsidy available shall be subject to the ceiling prescribed under 'Maximum Limit' mentioned in Para. 8.1.2(a).

(iv) The eligible units after one year of commencement of commercial operations of the project will be eligible for availing capital investment subsidy.

8.1.3. Interest subsidy:

All new eligible tourism units as per Clause 7.9, 7.11 shall be eligible to get interest subsidy as per the following rates for a period not more than 5 years provided the concerned promoter(s) shall not have defaulted to Odisha State Financial Corporation (OSFC) / Industrial Investment Promotion Corporation of Orissa Limited (IPICOL) / SIDBI / banks / public financial institutions / other Government Agencies in payment of interest & installment in connection with any other commercial venture with which the concerned promoter is directly or indirectly associated.

Interest subsidy @ 5% per annum subject to maximum of Rs.1 crore for the entire period of 5 years. This subsidy will be available to eligible tourism units after one year from date of commencement of commercial operations of the tourism unit maximum up to five years.

8.1.4. Stamp Duty exemption:

All new Tourism Units shall be eligible to get 100% exemption in Stamp Duty on purchase of land for the project. Such reimbursement shall be made after commercial operation of the project.

8.1.5. Reimbursement of land conversion charges:

All tourism new projects shall be eligible to get 100% reimbursement of the land conversion charges. Such reimbursement shall be made after commercial operation of the project.

8.1.6. Reimbursement of VAT:

New tourism projects shall be eligible for reimbursement of 100% of VAT paid for a period of 7 years from the date of commercial operation limited to 200% of cost of plant & machinery / 100% of the project cost whichever is low in a tapered manner provided that the VAT reimbursement shall be applicable only to the net tax paid after adjustment of Input Tax credit. This provision will be suitably replaced / modified after Goods & Service Tax is introduced.

8.1.7. Reimbursement of Entertainment Tax:

New Multiplex Cinema halls of at least three (3) screens with a minimum capital investment of Rs. 3 crore, with modern projection system, sound system, air conditioning etc., will be reimbursed 100% Entertainment Tax for a period of five (5) years. Similar benefits shall be extended to other eligible tourism projects like Public Aquarium, Aqua Park, Amusement Park etc.

8.1.8. Energy:

New Tourism Units will be exempted from payment of electricity duty up to a contract demand of 5 MVA for a period of 5 years from the date of availing power supply for production. To encourage energy efficiency, a onetime reimbursement of cost of energy audit of the new unit shall be provided up to a maximum of Rs.1.00 lakh subject to achieving energy efficiency to be certified by credible third party agency.

8.1.9. Reimbursement of Entry Tax:

New Tourism Units shall be eligible for 100% reimbursement of entry tax on acquisition of plant & machinery till the date of commercial operation. New tourism units shall also be eligible for 100% reimbursement of entry tax on purchase of raw material for a period of 5 years from the date of commercial operation subject to a maximum ceiling of 100% of cost of plant & machinery. This provision will be suitably replaced / modified after GST is introduced and implemented.

8.1.10. Employment cost subsidy:

75% reimbursement (in case of male worker) & 100% reimbursement (in case of female workers) of expenditure on account of employer contribution towards ESI & EPF scheme for a period of 5 years shall be made in respect of skilled & semi-skilled workers engaged as regular employees who are domicile of the State.

8.1.11. Environmental protection infrastructure subsidy:

New tourism units shall be eligible for reimbursement of 20% of the capital cost of setting up effluent treatment plant / sewerage treatment plant subject to a maximum of Rs.20 lakh. Such reimbursement shall be made only after commercial operation of the project.

8.1.12. Training Subsidy:

For every person trained & newly recruited in tourism project, the training cost shall be reimbursed @ Rs.2000/- per employee provided such training is imparted within 3 years of the commercial operation.

8.1.13. Tourist Transport :

The State will facilitate the provision of adequate quality transport services for tourists. As such 75% exemption from registration charges and 50% concession from payment of permit charges shall be allowed for new air-conditioned coaches having minimum seating capacity of 25 seats, registered as contract carriage and operating in notified tourist circuits. The Department of Tourism shall notify the tourist circuits for the purpose from time to time.

8.1.14. Participation in overseas Tourism Events:

DoT shall provide incentives to the tourism service provider of State for participating in overseas tourism events. The incentive shall be limited to 50% of the space rent actually paid and travel expenses incurred by the tourism service provider of the State subject to maximum of Rs.75,000/- for each event. Such concession shall be limited to two events in one financial year for any agency. The tourism service provider approved by Govt. of India, Ministry of Tourism fulfilling the eligibility criteria prescribed by Ministry shall be eligible to get additional reimbursement of travel expenses of 4 more additional events. The admissibility of travel expenses shall be as per the guideline of Ministry of Tourism, Government of India and the maximum ceiling shall be Rs.2.5 lakh per annum.

8.1.15. Film shooting subsidy:

To encourage shooting of feature films in important tourist locations and thereby highlighting different tourist destinations of the States, incentive will be allowed for shooting of feature film in the State of Odisha. As such 75% of the actual expenditure incurred on accommodation in hotels of Odisha during such shooting shall be reimbursed subject to a ceiling of 10 lakh. This incentive shall only be allowed to film which is approved by Central Board of Film Certification (CBFC).

8.1.16. Kiosk in important tourist centers:

Tourism Department will create Kiosk in important tourist centers for sale of souvenir, handicraft items, tea stall & other utility shops and allot them to unemployed youth of the locality including the existing unorganized vendors at concessional rent / fee. Tourism Department will bring out detail allotment procedure & guideline of such Kiosk by way of Notification.

8.1.17. Subsidy is envisaged in the policy as a means of incentives to encourage private investment in tourism sector. While extending incentives, subsidies & concessions, the total financial incentives for any tourism unit shall not exceed the eligible capital investment in the projects (as defined in Para. 7.9 of the Tourism Policy).

8.2. Special Tourism Zone:

Many regions of the state have huge tourism potential. To have more focused intervention, it is proposed that the state tourism promotion council will identify and notify such regions as Special Tourism Zones. The state government shall develop quality infrastructure like roads, sanitation, power supply and water supply through convergence of resources in the special tourism zone. The state tourism promotion council may allow separate incentives in the identified zone for specific time period.

8.3. Non-financial Incentive:

In addition to fiscal incentives, new tourism units will benefit from a number of other support mechanisms of the Government.

- Tourism department will provide facilitation in obtaining various permissions and clearances required from statutory bodies like CRZ, Municipal/local bodies, Airports, Pollution Control Board, etc. on best effort basis.
- The Department will make use of the provisions of Single Window, Escort Officer, etc. to fast-track the clearance of tourism projects.
- The Government will assist in promotion of private tourism projects at the national and international level. For this purpose opportunities to participate in Road shows and Trade Fairs, link from Government websites, partnership for hosting events and activities etc. by designing suitable modalities would be provided.
- Facilitating online reservation of hotels / vehicles/ tour packages of the State tourism stakeholders.
- Non-financial performance oriented incentives to tour operators, guides, taxi and auto drivers by way of familiarization tour, training etc.

9. ADMINISTRATION OF INCENTIVES:

9.1. Procedure for applying for incentives:

Department of Tourism, Government of Odisha shall be the Implementing Agency for administration of incentives under this Tourism Policy. Detailed operational guidelines shall be issued by the Tourism Department.

All Tourism Units undertakings desirous of availing any incentive under this policy must be registered with the Department of Tourism. The projects will be scrutinized by Tourism Department and after scrutiny; provisional registration shall be issued adopting the following procedure:

- Tourism Department shall give Provisional Registration Certificate in the first instance up to 3 years to the Eligible Units.

- If such a unit is not in a position to complete the project and start commercial operations during the initial validity period, it may apply for time extension along with its progress report. The administrative department may, after examining the difficulties experienced by the individual unit in implementing the project and also recording the reasons, grant extension for a period up to 2 years.
- The units which are unable to go operational after the time extension will have to explain to the Government the reasons for the delay. This explanation will have to be forwarded by the District Tourist Officer to the Commissioner / Director of Tourism, who will carry out physical inspection of the projects and report to the tourism advisory committee. The committee will then take a decision on further time extension based on this report and recommend its views to the Government for taking necessary steps.

9.2. Illustrative procedure for claiming incentives:

The Eligible units along with the provisional Certificate shall apply to DoT, within 180 days after the commencement of commercial operation of the project, for permissible benefits along with necessary documents. Department of Tourism on receiving the information and documents will scrutinize it and issue Eligibility Certificate and the Certificate of Entitlement and put proper date of effect so as to enable the unit to avail the incentives.

Step-I	Step-IV	Step-VII
Eligible Units will apply for the incentive to Department of Tourism	If a unit is not in a position to complete the project during 3 years, it may apply for extension.	Tourism Department shall scrutinize the documents and after field visit issue Eligibility Certificate, if eligible.
Step-II	Step-V	Step-VIII
DoT will scrutinize the applications and issue a Provisional Registration Certificate (PRC)	If agreed, Tourism department may grant an extension, (maximum upto 2 years). Further time extension by Tourism Advisory Committee.	Based on the Eligibility Certificate, the Department of Tourism shall in turn issue Certificate of Entitlement and put proper date of effect for availing benefits.
Step-III	Step-VI	
PRC shall be valid for up to 3 years in the first instance	The Eligible Units shall inform Tourism Department within 180 days of the commencement of commercial operation of the project	

The unit shall remain in commercial operation continuously for a minimum of 5 years from the date on which benefits have been availed. In cases, where the operation has been discontinued due to any reason within the period of 5 years mentioned above, the unit shall be required to refund the incentives along with interest @ of 2% per month or any other penal interest prescribed by the DoT.

The unit, after getting the eligibility Certificate, must submit quarterly progress details to the DoT of the incentives availed during the eligibility period. Any excess claim of incentives will be recovered with interest of 2% per month or any other penal interest prescribed by the DoT.

10. INSTITUTIONAL MECHANISM FOR TOURISM DEVELOPMENT:

10.1. State Tourism Promotion Council:

The State Tourism Promotion Council (STPC) will be constituted, as follows to act as the Apex Body to guide and monitor the development of Tourism in the State.

Chief Minister	Chairman
Minister of Tourism	Member
Minister of Forest & Environment	Member
Minister of Transport	Member
Chief Secretary of Odisha	Member
Development Commissioner	Member
Secretary, Home	Member
Secretary, Finance	Member
Secretary (Tourism)	Member-Convenor
Secretary (Forest & Environment)	Member
Secretary (Transport)	Member
Secretary, Handloom & Handicrafts	Member
General Managers of Railway Divisions covering Odisha	Member
Senior representative from FICCI	Member
Senior representative from CII	Member
Representative from Airport Authority of India	Member
Representative from 2 major airlines operating in the State (nominated by the Secretary, Tourism)	Member

Representative from IATA / HRAO	Member
Representative from IATO/ TAAI	Member
Two leading hoteliers (nominated by the Secretary, Tourism)	Member
Representative of ASI	Member
Director, Department of Tourism	Member

The nominated members shall have a maximum tenure of 3 years unless renewed by the Secretary, Tourism. The STPC shall meet at least once in 12 months. The State Tourism Promotion Council will review & monitor, the implementation of the Policy and suggest changes in the policy frame work.

10.2. Tourism Advisory Committee:

A Tourism Advisory Committee (TAC) shall be formed for facilitating development of tourism in the state. The Tourism Advisory Committee would be headed by the Chief Secretary, Government of Odisha and will have the role of advising the State Tourism Promotion Council on policy matters, strategy for development of tourism in the State, inter-departmental coordination, recommendations etc.

The Tourism Advisory Committee will have following members.

- | | | |
|---|---|-----------------|
| 1. Chief Secretary | — | Chairman |
| 2. Development Commissioner | - | Member |
| 3. Secretary (Home) | - | Member |
| 4. Secretary (Tourism) | - | Member Convenor |
| 5. Secretary (Revenue) | - | Member |
| 6. Secretary (Finance) | - | Member |
| 7. Secretary (Forest & Environment) | - | Member |
| 8. PCCF (Wildlife) | - | Member |
| 9. Director (Tourism) | - | Member |
| 10. Managing Director (OTDC) | - | Member |
| 11. Representatives of other departments, agencies and organisations to be nominated by the Government from time to time. | | |

10.3. Single Window Clearance Authority:

There shall be a 3-tier Single Window Clearance Authority (SWCA) for clearance of private sector tourism projects as enumerated below —

- Investment upto Rs. 50 crore - Special Single Window Clearance Committee (SSWCC) shall be constituted under the chairmanship of Secretary, Tourism; Govt. of Odisha..

- Investments above Rs.50 crore and up to Rs.1000 crore – State Level Single Window Clearance Authority (SLSWCA) members as constituted under the Odisha Industries Facilitation Act, (OIFA) 2004.
- Investment above Rs 1,000 crore - High Level Clearance Authority (HLCA) headed by the Chief Minister with members as constituted under the Odisha Industries Facilitation Act, (OIFA) 2004.

DoT will provide secretarial assistance to the SLSWCA. The SLSWCA shall have the power to direct concerned departments or authorities to issue required clearances within the specified time limit, subject to compliance of the provisions of the applicable Acts and rules or orders and instructions in force.

The SSWCC \ SLSWCA shall carry out the following functions:

- Issue approvals of projects as required under the appropriate rules as and when necessary.
- Issue deemed approvals as provided in OIFA as and when necessary.
- Review and monitor the processing of applications cleared earlier and sent to Competent Authorities.

A Nodal Officer would be appointed / designated from DoT, to support the SLSWCC and liaise with the District Level Nodal Agencies (DLNA) under the OIFA Act. The Nodal Officer would receive all applications forwarded from IPICOL / the DICs (if the DICs have been approached). These would be put up by the Nodal Officer before SSWCC for approval.

10.4.District Tourism Promotion Council:

Every district will have a District Tourism Promotion Councils (DTPC). It shall act in close coordination with Department of Tourism. Its main functions shall be –

- Identify land parcels for tourism development in the district.
- To act as the nodal agency and clearing house for ideas and information related to tourism at the district & sub-district level.
- Facilitate convergence of resources of various agencies for the development of tourism infrastructure.
- Development and updation of tourism information for districts which may also be uploaded in the district websites.

- Promote the development of tourism master plans for each district in coordination with other government agencies.
- Skill profiling of local population to create lists for guides, freelancers, photographers, home-stay addresses and develop a tourism service provider database and clear awareness among the general public on tourism related matters.
- Contribute to the publicity and promotional material of DoT and encourage/facilitate travel writers, media for publicizing places of tourist interest of the district.
- Prepare the event list at the district level for tourism purposes.
- Organize and facilitate training programs for the benefit of stakeholders in the tourism industry on chargeable basis
- Facilitate the formation of local tourism destination development bodies with local community participation for development of tourism assets.
- Identify, develop and lease out land for parking and other tourist services where user charges can be a source of revenue.
- Facilitate and support the development of eco-tourism societies.
- Develop economically viable Tourism Projects.
- Licensing, regulation and accreditation of tourism ventures as per DoT guidelines
- Mobilize and enlist the local community stakeholders for specific areas / tourism destinations as per requirement.

The Revenue Divisional Commissioner shall be the Patron and the District Collector shall be the Chairman of DTPC .The DTPC shall have an Executive Body which shall be responsible for the daily business & affairs of the Council. The terms and conditions shall be notified separately by the Government.

10.5. Executive Body of DTPC:

The Executive Body shall carry out the business and affairs of the DTPC. The Executive Body will meet at least once in a month. It shall have a tenure of 3 years or as decided by the Government. The Tourist Officer for the District shall be the Secretary to DTPC and shall carry out the functions including convening of meetings, documentation, and other duties as determined by the Executive Body.

District Collector

Divisional Forest Officer (DFO)

Project Director, DRDA

Chairman

Member

Member

Representative of the concerned Municipal Corporation (where applicable)	Member
Superintendent of Police	Member
Representative from Commissionerate of Police (Bhubaneswar-Cuttack)	Member
Representative of Handicrafts & Handloom	Member
Chairman of Zilla Parishad / Municipalities /N.A.C. in district	Member
Local MPs/ MLAs	Member
Executive Engineer PWD (R&B)	Member
Executive Engineer from Rural Development Department (Local works)	Member
District Planning Officer	Member
Executive Engineer (RWS&S)	Member
President, District Hotel Association	Member
President, District Travel Agent Association	Member
Any other member or members nominated by the Chairman who would be helpful in realizing the objectives of the body	Member
OTDC nominee	Member
Tourist Officer for the District	Member Secretary

10.6. Local Tourism Promotion Council:

This Policy proposes the formation of Local Tourism Promotion Councils (LTPC in few important tourist centres for carrying out functions such as —

- Identify land parcels for tourism development in the locality
- Skill profiling of local population to create lists of guides, freelancers, photographers, home-stay addresses and develop a tourism service provider database
- Contribute to the publicity and promotional material of DTPC
- Administering operation & management of tourist facilities created by the Government.
- Implementation of tourism events if any
- Facilitate the formation of local tourism destination development bodies with local community participation for development of tourism assets.
- Identify, develop and lease out land for parking and other tourist services where user charges can be a source of revenue.
- Facilitate and support the development of eco-tourism societies
- Mobilize and enlist the local community stakeholders for specific areas / tourism destinations as per requirement

- Sensitize the local community about the importance of the tourism and to become more tourist friendly

The LTPC shall consist of an Executive Body, the District Collector shall be the Patron and the Block Development Officer shall be the Chairman. The Executive Body shall be the body responsible for the daily business & affairs of the LTPC. The terms and conditions shall be notified separately by the Government. The details of the constitution of the LTPC are as given below:

Block Development Officer	Chairman
Jr. Engineer (Block)	Member
Sarapanch of concerned G.P. / Representative of the concerned Municipal Corporation (where applicable)	Member
O.I.C. of concerned P.S.	Member
President, Local Hotel Association	Member
President, Local Travel Agent Association	Member
Any other member or members nominated by the Chairman who would be helpful in realizing the objectives of the body	Member
OTDC nominee	Member
Tourist Officer for the District	Member Secretary

10.7. Miscellaneous:

- A. The Tourism Policy, 2016 shall be co-terminus with IPR, 2015. The State Government may at any time amend any provision of the policy.
- B. Doubts relating to interpretation of any term and / or dispute relating to operation of any provision under this policy shall have to be referred to the Tourism Department for clarification / resolution and the decision of the Government in this regard shall be final & binding on all concerned.
- C. Implementation of various provision covering the subsidy, incentives, concessions etc. will be subject to issue of detail guidelines / statutory notifications by the DoT within one month from the date of issue of this policy.