

# Odisha Tourism Policy, 2013

Odisha Tourism



Scenic • Serene • Sublime  
The Soul of Incredible India

**Department of Tourism, Govt. of Odisha**

Paryatan Bhawan, Lewis Road, Bhubaneswar - 751014

Ph: 0674 -2432177 / 2432675, Fax: 0674 -2430887

Website: [www.odishatourism.gov.in](http://www.odishatourism.gov.in)

# Table of contents

## Contents

1	INTRODUCTION:.....	1
2	VISION: .....	2
3	THE MISSION:.....	2
4	THE OBJECTIVES:.....	2
5	STRATEGY:.....	2
6	INTERVENTIONS:.....	3
6.1	Inviting new investment:.....	3
6.2	Land bank for tourism:.....	3
6.3	Land Bank:.....	3
6.3.1	Identification:.....	4
6.3.2	Earmarking:.....	4
6.3.3	Role of Recommendation Committee:.....	4
6.4	Human Resource Development / Capacity Building:.....	4
6.5	Safety & Security:.....	5
6.6	Tourism Undertaking:.....	5
6.7	New Tourism Unit:.....	6
6.8	Eligible Capital Investment:.....	6
6.9	Ineligible Capital Investment:.....	6
	The following investment shall not be eligible for incentive.....	6
6.10	Classification of Areas:.....	7
6.11	Eligible Units (Tourism Projects):.....	7
7	<b>INCENTIVE FOR TOURISM PROJECTS:.....</b>	<b>8</b>
7.1	Financial Incentives:.....	8
7.1.1	Allotment of land:.....	8
7.1.2	Capital Investment subsidy:.....	8
7.1.3	Interest subsidy:.....	8
7.1.4	Stamp Duty exemption:.....	9
7.1.5	Reimbursement of VAT:.....	9
7.1.6	Reimbursement of Entertainment Tax:.....	9
7.1.7	Transport Industry:.....	9
7.1.8	Participation in overseas Tourism Events:.....	10
7.1.9	Production of Tourism Literature & Promotion through Electronics Media: 10	
7.1.10	Kiosk in important tourist centers:.....	10
7.1.11	Hotel & Tourism Management Institutes:.....	10

7.2	Special Tourism Zone: .....	11
7.3	Non-financial Incentive: .....	11
<b>8</b>	<b>ADMINISTRATION OF INCENTIVES: .....</b>	<b>11</b>
8.1	Procedure for applying for incentives: .....	11
8.2	Illustrative procedure for claiming incentives: .....	12
<b>9</b>	<b>INSTITUTIONAL MECHANISM FOR TOURISM DEVELOPMENT: .....</b>	<b>13</b>
9.1	State Tourism Promotion Council:.....	13
9.2	Tourism Advisory Committee: .....	14
9.3	Single Window Clearance Authority: .....	15
9.4	District Tourism Promotion Council:.....	16
9.5	Executive Body of DTPC:.....	17
9.6	Local Tourism Promotion Council:.....	17
9.7	Effective Date:.....	19
	<b>ANNEXURE "A" .....</b>	<b>20</b>

# Odisha Tourism Policy -2013

## 1 INTRODUCTION:

Tourism is a major growth engine for economic development, creation of employment and eradication of poverty. It has a major role to play in promoting faster, sustainable and inclusive economic growth of the State. It has better prospects for promoting **pro-poor** growth than many other sectors as it involves Hotel, Transport, Shopping, Food, Entertainment, Retail Shops, Hospitality Services, etc. which benefit all categories of people of the society. Across the world, the tourism industry is one of the largest generators of employment. It is estimated that in tourism sector 78 jobs are created for every million rupee investment as compared to 45 in any manufacturing sector. 10.7% of the total work force in the World (approximately 212 million) is contributed today by the tourism industry.

India is fast emerging as an important tourism destination in the World. The 'Incredible India Campaign' has attracted worldwide attention. Odisha, despite a strong cultural and religious heritage, varied natural attractions currently plays a comparatively small role in the World Tourism scene, although it has immense potential for tourism growth.

The development of tourism is generally measured in terms of tourist arrival to the State. In last five years the tourist arrival to the State is showing an increasing trend which is a result of aggressive publicity campaign undertaken by the State Tourism Department

TOURIST VISIT IN ODISHA DURING LAST 5 YEARS			
YEAR	DOMESTIC	FOREIGN	G.TOTAL
2007-08	62,10,586	43,311	62,53,897
2008-09	64,82,213	42,303	65,24,516
2009-10	71,04,079	47,105	71,51,184
2010-11	77,70,741	53,212	78,23,953
2011-12 (Up to December)	82,71,257	60,722	83,31,979

The present policy envisages an aggressive & proactive approach to achieve the growth potential by initiating identified policy measures, strategies, fund support, professional management input & establishing the required synergies through effective coordination, appropriate institutional arrangements, focused attention & improved performance of the sector.

## **2 VISION:**

To develop Odisha as one of the most preferred tourist destinations and to place it prominently on the domestic international tourism map.

## **3 THE MISSION:**

- a) To promote sustainable tourism as a means of economic & inclusive growth, social equity & integration.
- b) To promote the image of Odisha abroad.
- c) To give high priority to development and promotion of the prime tourism products, conservation of heritage, natural environment, etc.
- d) Ensuring beneficial outcome to all the stakeholders.

## **4 THE OBJECTIVES:**

- a. To promote Sustainable 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 sustainable development; addressing the regulatory & tourism promotion/ development functions in PPP mode at all levels, in an effective & well coordinated manner,
- c. To promote Odisha as one stop destination to experience cultural heritage, eco-tourism and rich wilderness so as to boost foreign & domestic tourist arrival in the State.

## **5 STRATEGY:**

- a. To achieve necessary linkages and synergies in the policies and programs of all concerned Departments/Agencies. The State Government shall establish appropriate & effective co-ordination mechanism.
- b. People's participation through Panchayati Raj institutions, local bodies, Co-ops, NGOs shall be encouraged in tourism

development to create public awareness and to achieve a wider spread of tourist services. Focused attention for the integrated development of identified tourist centers with public participation shall be emphasized.

## **6 INTERVENTIONS:**

### ***6.1 Inviting new investment:***

The Tourism Policy envisages the development of tourism infrastructure through collaboration between the state government and the private sector. The Tourism Policy encourages private investment and provides various incentives for new investments in tourism sector. However, implementation of various provisions covering incentives, concessions etc. will be subject to the issue of detailed guidelines / statutory notifications, wherever necessary, in respect of each item by the concerned department.

### ***6.2 Land bank for tourism:***

The state government with the objective of establishment and promotion of tourism shall develop a land and property bank at key tourist locations throughout the state. Various parcels of land suitable for development of Tourism Projects and currently being held by various government agencies will be consolidated and leased / transferred / alienated in favor of Department of Tourism (DoT) for the development of tourism infrastructure. The development of the land & property bank for tourism has two major objectives:

- Optimize the latent potential of land available all across the state and use it for development of tourism infrastructure
- Facilitate investors to get land for tourism projects

### ***6.3 Land Bank:***

Department of Tourism (DoT) shall take steps to identify land for development of tourism projects across the state – these land parcels shall be earmarked for tourism development. Such identified land parcels shall be reserved in the form of a land bank (“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 in 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 Recommendation Committee.

### **6.3.1 Identification:**

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. Once a land parcel is identified suitable for tourism development, DoT shall apply to the District Collector / RDC for making available the land and earmarking the land for tourism development. The district administration shall then communicate to DoT and concerned DTPC regarding the land identified and provide all relevant details.

### **6.3.2 Earmarking:**

Once DoT – along with the district administration – has identified land parcel suitable for tourism development, the specific land parcel shall be earmarked for tourism development and included in the Land Bank for appropriate categories of Tourism Projects as identified by DoT. The land included in the Land Bank shall be reserved by the district administration and made available to DoT, when required, for grounding of tourism projects / allotment of land for tourism projects.

### **6.3.3 Role of Recommendation Committee:**

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

- Secretary, Department of Tourism
- Concerned RDC
- Additional Secretary, Department of Revenue & Disaster Management
- Collector of the concerned district
- Director, Department of Tourism; Convener

DoT shall act as the secretariat for the Recommendation Committee.

## **6.4 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 Management institutes 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.

### **6.5 Safety & Security:**

Department of Tourism (DoT) envisages ensuring safe tourism through 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 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 the selected personnel appropriate training required for providing 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.

### **6.6 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

### **6.7 New Tourism Unit:**

A New Tourism Unit means a new tourism project set up for the first time by a Tourism Undertaking. The proposed tourism unit should be open 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 project 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%.

### **6.8 Eligible Capital Investment:**

The following investment shall be considered eligible for incentives.

- Investment on land required for developing the tourism unit and payment made towards registration charges.
- 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

### **6.9 Ineligible Capital Investment:**

*The following investment shall not be eligible for incentive.*

- Working capital
- Goodwill
- Commissioning fees
- Royalty

- Pre-operative expenses
- Second hand plant and machinery.
- Interest capitalized
- Trucks, cars, vans, trailers and other transport vehicles
- Consumables
- Technical/Consultant fees

### **6.10 Classification of Areas:**

For the purpose of administration of the incentive scheme under the Tourism Policy, 2013 the State has been divided into three zone A, B & C as below:

Zone A:	Municipal Corporation area of Bhubaneswar
Zone B:	Rest of the state except KBK, Kandhmal, Gajapati District and zone A
Zone C:	KBK, Kandhmal, Gajapati District

### **6.11 Eligible Units (Tourism Projects):**

- Hotels of star categories.
- Heritage Hotels, Resorts, Health Farms and Health & Wellness spa.
- Wayside 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.
- Wildlife Safari

- Medical Tourism (only the Joint Commission International (JCI) accredited Hospital)
- Other Projects approved by the Department of Tourism, Government of Odisha or Ministry of Tourism, Government of India.

## **7 INCENTIVE FOR TOURISM PROJECTS:**

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

### **7.1 Financial Incentives:**

#### **7.1.1 Allotment of land:**

The land for tourism projects in general will be allotted at concessional rates as per the IPR. However, the Government may allot land by auction or any other mode in specific tourist destinations, which will be notified by the Government from time to time. Institutions set up exclusively for imparting education and training in Hotel and Tourism management in zone B & C will also be eligible for allotment of land.

#### **7.1.2 Capital Investment subsidy:**

To encourage investment in tourism infrastructure and tourism projects, investment subsidy is envisaged for new Tourism Projects. All new eligible tourism projects mentioned in Clause 6.10 and investment not below Rs.10 lakh shall be eligible to get capital investment subsidy as per the following rates & zones mentioned in clause 6.9.

<b>Investment range</b>	<b>Zone-A</b>	<b>Zone-B</b>	<b>Zone-C</b>
Rs.10 lakh – 20 Cr.	20% of the capital investment subject to maximum of Rs.20 lakh	25% of the capital investment subject to maximum of Rs.25 lakh	30% of the capital investment subject to maximum of Rs.30 lakh
Rs.20 Cr. & above	25% of the capital investment subject to maximum of Rs.30 lakh	30% of the capital investment subject to maximum of Rs.35 lakh	35% of the capital investment subject to maximum of Rs.40 lakh

The Eligible Units after 3 years of construction or after one year of commencement of commercial operations of the project, whichever is later, will be eligible for availing capital investment subsidy.

#### **7.1.3 Interest subsidy:**

All new eligible tourism projects mentioned in Clause 6.10 and investment not below Rs.10 lakh shall be eligible to get interest subsidy as per the following rates & locations mentioned in clause 6.9 for a period not

more than 5 years in Zone-A & B and 7 years in Zone-C, 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.

<b>Zone-A</b>	<b>Zone-B</b>	<b>Zone-C</b>
3% interest subsidy subject to maximum of Rs.1.00 Cr. for the entire 5 years	5% interest subsidy subject to maximum of Rs.1.00 Cr. for the entire 5 years	5% interest subsidy subject to maximum of Rs.1.00 Cr. for the entire 7 years

Interest subsidy can only be availed maximum for a period of 5 years in case of Zone-A & B, and 7 years in case of Zone-C, after commencement of commercial operations of the project.

#### ***7.1.4 Stamp Duty exemption:***

All Tourism Projects shall be eligible to get 50% exemption in Stamp Duty on purchase of land for the project.

#### ***7.1.5 Reimbursement of VAT:***

New Tourism Projects shall be eligible for reimbursement of 30% of actual net VAT paid subject to maximum of Rs.10 lakh per annum for a period of 5 years from COD.

#### ***7.1.6 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.

#### ***7.1.7 Transport Industry:***

The State will facilitate the provision of adequate quality transport services for tourists. 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 this purpose from time to time.

#### ***7.1.8 Participation in overseas Tourism Events:***

DoT shall provide incentives to the tourism service provider of State for participating in selective 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. DoT shall notify the selective overseas tourism events and admissible travel expenses at the beginning of the year, for which such incentives shall be provided. Such concession shall be limited to two events in one financial year for any agency.

#### ***7.1.9 Production of Tourism Literature & Promotion through Electronics Media:***

Tourism service provider of the State shall be eligible to get incentive up to 20% of the actual cost of production of Odisha Tourism Literature / production of film on Odisha Tourism, not exceeding Rs.50,000/- per annum, subject to the condition that not less than 50% of the literature or film covers overall tourism products of the State.

#### ***7.1.10 Kiosk in important tourist centers:***

Tourism Department may 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 may bring out the detail allotment procedure & guideline of such Kiosk by way of Notification.

#### ***7.1.11 Hotel & Tourism Management Institutes:***

Institutions set up exclusively for imparting education and training in Hotel and Tourism management in zone B & C will be allotted land as per tourism policy. No other financial or non- financial incentives will, however, be provided to this category of tourism projects.

While extending incentives, subsidies & concessions, the total financial incentive shall not exceed the eligible capital investment (as defined in this policy) of the project.

### **7.2 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 may 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. The state tourism promotion council may allow separate incentives in the identified zone for specific time period.

### **7.3 Non-financial Incentive:**

It is expected that the private investors will find the above mentioned financial incentives and concessions sufficiently attractive for taking up new projects. In addition, new tourism units will benefit from a number of other support mechanisms of the Government.

- ✓ Most significantly, the 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 also assist in promotion of private tourism projects in 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..

## **8 ADMINISTRATION OF INCENTIVES:**

### **8.1 Procedure for applying for incentives:**

Department of Tourism, Government of Odisha shall be the Implementing Agency for administration of incentives under this Tourism Policy.

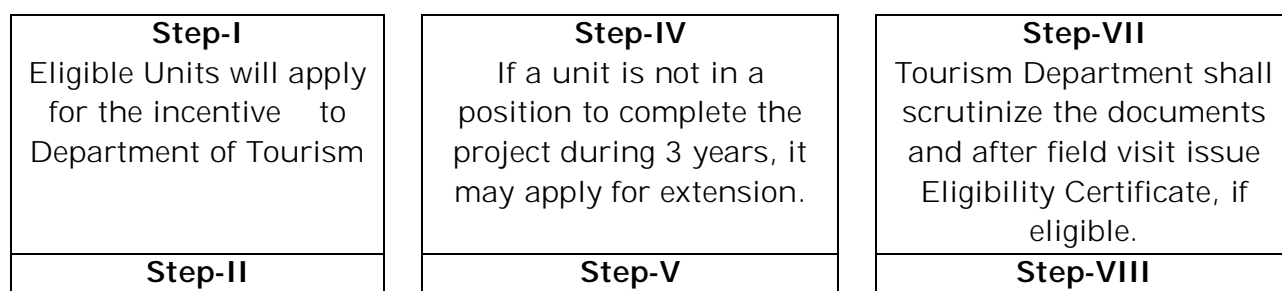
All undertakings desirous of availing any incentive under this policy must be registered with the Department of Tourism. The projects will be

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 agency 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 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.

### **8.2 Illustrative procedure for claiming incentives:**

The Eligible Units along with the provisional certificate shall apply to DoT, within 180 days of 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.



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.
<p align="center"><b>Step-III</b></p> PRC shall be valid for up to 3 years in the first instance	<p align="center"><b>Step-VI</b></p> 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.

## **9 INSTITUTIONAL MECHANISM FOR TOURISM DEVELOPMENT:**

### **9.1 State Tourism Promotion Council:**

This Policy proposes the formation of the State Tourism Promotion Council (STPC) – the apex body to guide and monitor the development of tourism and various tourism related issues. The STPC would be headed by the Chief Minister, Government of Odisha. The STPC will also act as the High Level Clearance Authority for tourism projects and will have members as shown below. The terms and conditions of the council will be notified separately by the Government.

Chief Minister	Chairman
Minister of Tourism	Member
Minister of Forest & Environment	Member
Minister of Transport	Member
Chief Secretary of State	Member



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

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, time to time, the implementation of the Policy and suggest changes in the policy frame work.

### **9.2 Tourism Advisory Committee:**

This Policy proposes that a Tourism Advisory Committee (TAC) 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 on granting approval for projects etc.

The Tourism Advisory Committee will have following members.

1. **Chief Secretary – Chairman**
2. Secretary (Tourism)
3. Secretary (Revenue)

4. Secretary (Finance)
5. Secretary (Forest & Environment)
6. PCCF (Wildlife)
7. Director (Tourism) – Convener
8. Managing Director (OTDC)
9. Representatives of other departments and agencies invited by the Chairman

### **9.3 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 up-to Rs. 50 crore - Special Single Window Clearance Authority (SSWCA) shall be constituted under the chairmanship of Chief Secretary; 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 SLSWCA shall carry out the following functions:

- Issue deemed approvals as provided under Section 11 of the OIFA 2004.
- Review and monitor the processing of applications cleared earlier and sent to competent authorities.

A Nodal Officer ("**Nodal Officer**") would be appointed / designated from DoT, to support the SLSWCA 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 SLSWCA for approval.

#### **9.4 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
- 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.

### **9.5 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	Chairman
Divisional Forest Officer (DFO)	Member
Project Director, DRDA	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

### **9.6 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

### **9.7 Effective Date:**

- A. This policy shall remain in force until substituted by another policy. 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 concern.
- C. Implementation of various provision covering the incentives, concessions etc. will be subject to issue of detail guidelines / statutory notifications, whenever necessary, in respect of each item, by the concerned Administrative Department within one month from the date of issue of this policy

## ANNEXURE "A"

### **DEFINITIONS**

#### **1. HOTELS:**

Hotel projects should have facilities expected of establishments in the 1 to 5 star categories as per the prevailing guidelines of the Ministry of Tourism, Govt. of India for hotels. Such hotels should also obtain category certificate from them. These units should have a minimum of 20 lettable rooms with attached bathrooms. A public toilet should also be provided 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.

#### **2. 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 DoT, 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 sqmt. It should have restaurant / dining hall with a seating area of minimum 40 sqmt. (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 sqmt. It should have, on its plot, a minimum open space (unbuilt area) of 6,000 sqmt. 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 area of 25 sqmt.
- Conference Room (Minimum Carpet area of 30 sqmt.)
- Swimming pool
- Tennis or Badminton Court or Golf or other outdoor games area.
- A Health Club (minimum built-up area of 20 sqmt.)
- A lounge (admeasuring at least 35 sqmt.)

### **3. 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 sqmt.). It should be located on a plot admeasuring at least 5,000 sqmt. It should have medical, paramedical personnel, alternative system of Medicine Specialist, Diet Specialist, and such other full time staff of at least two persons.

### **4. 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 sqmt. It should have restaurant/dining hall with sitting area of minimum 30 sqmt. (Excluding kitchen & storage). The double rooms and single rooms should have minimum carpet areas of 12 sqmt and 10 sqmt 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 sqmt



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.

#### **5. 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.5 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. HOUSE BOAT:**

House boat should be set up at backwater, lakeside, reservoir, riverside location identified by DoT. 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.

## **7. 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 sqft, 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.

## **8. 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 25 vehicles and clean public toilet facility must be available.

## **9. 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 sqmt. 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 sqmt. 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.

## **10. 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 sqmt.

#### **11. 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.

#### **12. 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.

#### **13. 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.

#### **14. 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.

#### **15. 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 sqmt 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.

#### **16. CARAVAN TOURISM:**

It 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.

## **17. ADVENTURE TOURISM PROJECTS:**

An adventure tourism project 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.

## **18. 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.

-----\*\*\*\*\*-----