

The Odisha Gazette

EXTRAORDINARY
PUBLISHED BY AUTHORITY

No.3379,CUTTACK, FRIDAY, DECEMBER 2, 2022 / MARGASHIRA 11, 1944

[No.9197—TCT-RC-MISC-0008/2022]

TOURISM DEPARTMENT

RESOLUTION

The 30th November, 2022

Subject– Odisha Tourism Policy, 2022

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 2016. Since then, Tourism Sector has grown manifold, with introduction of new and innovative products and experiences and it is recognized as a major instrument of employment creation, livelihood improvement and inclusive growth, as well as Soft Power projection of the State. Tourism is one of the focus sectors of the State Government and alongwith the extant Industrial Policy Resolution, the Tourism Policy aims to incentivize and address specific dynamics of 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 stakeholders, the State Government have been pleased to publish the Odisha Tourism Policy, 2022 which is an annexed herewith.

The resolution shall come into effect from the 1st December, 2022. The resolution is issued with the concurrence of Finance Department vide their FIN-GS2- MEET-0028-2019, dated the 24th November, 2022 and this has been approved in the Cabinet meeting held on

dated the 29th November, 2022 communicated vide Parliamentary Affairs Department Memo. No. 7255-C.A.B.-24/2022, dated the 29th November, 2022.

ORDER

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

By Order of the Governor

SURENDRA KUMAR

Principal Secretary to Government

ODISHA TOURISM POLICY, 2022

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 nature, 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 and States in India are propelled by the tourism sector alone.

The Travel and Tourism (T&T) industry is the largest contributor to employment and economy, which was 10.3% of the global GDP (US \$ 9.6 trillion) in 2021 including direct, indirect, and induced impact (World Travel & Tourism Council). In 2021, Tourism sector added 289 million jobs to the global economy, about 1 in 11 jobs globally (United Nations World Tourism Organisation – Tourism Highlights 2021)

Tourism is a growing industry in India. While World Economic Forum (WEF) in its Travel and Tourism Development Index 2021, places India at the 54th rank, it still acknowledges India being the top performer in South Asia. As per the Ministry of Tourism, Government of India, the number of foreign tourist arrivals in India during 2021 was 2.74 million and that of domestic tourist visits to all States / UTs was 610.22 million. India's foreign exchange earnings from tourism sector were INR 50,136 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.

Having hosted two consecutive Hockey World Cups in 2018 and 2022, Asian Athletic Championships, FIFA Under 17 soccer World Cup, 'India's Best Kept Secret' is fast becoming one of the most favoured destinations, both for Domestic and International travelers. Odisha has established itself as the Sports Capital of the Country. In Eco-Tourism sector, the State has made its indelible mark with carefully curated immersive experiences of Eco-Cottages in some of the most pristine forests, Eco-Retreat in breathtaking locales stretching from Konark and Penthra on the sea beach to Putsil in the hills and Satkosia in the Tiger reserve on the banks of the great Mahanadi.

Odisha, 'India's best kept secret', 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, semi classical, martial, and folk dances, enchanting music and most importantly, its hospitable people are the wonders that make the State as a tourism destination of immense potential.

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 Government of Odisha has undertaken many reforms in all sectors of its economy for Ease of Doing Business in the State. It has implemented the award-winning Single window System (Go SWIFT) that facilitates appraisal of investment proposals without any physical interface. 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

Year	Domestic	Foreign	Grand Total
2016	1,28,42,899	76,361	1,29,19,260
2017	1,40,11,229	1,00,014	1,41,11,243
2018	1,52,08,540	1,10,818	1,53,19,358
2019	1,53,07,637	1,15,128	1,54,22,765
2020	46,22,273	10,206	46,32,479
2021	37,42,221	2,269	37,44,490

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. Particular attention has been given to the fact that the COVID -19 pandemic situation and subsequent travel restrictions have affected the tourism sector the worst, not only in the State and Country, but across the globe.

2. VISION:

To promote, position and develop Odisha as the tourist destination of choice for domestic and international tourists.

3. THE MISSION:

- (a) To promote the brand image of Odisha nationally and internationally.
- (b) To augment tourist footfall in terms of enhanced number of average night stays, and increased expenditure by the tourists within the state by providing better facilities and enhanced experience to visitors, thereby increasing the state revenue and generating employment opportunities within the state.

- (c) To create new avenues for livelihood through tourism led economic growth pivoted on Responsible tourism, Sustainability and Inclusiveness.
- (d) To promote balanced regional development and diversification of tourism offerings given the inherent strengths of Odisha; and
- (e) To create an enabling ecosystem for investors and other tourism stakeholders.

4. THE OBJECTIVES:

- (a) To promote Sustainable & Responsible Tourism with a view to create employment opportunities and to bring about socio-economic benefits to the stakeholder community.
- (b) Encourage adoption of sustainability standards for existing and new Tourism projects;
- (c) To position Odisha as one of the leading Meetings, Incentives, Conferences & Exhibitions (MICE), Wellness, Health, and Sports tourism destinations in India;
- (d) Introduce innovative tourism products & offerings to ensure round the year tourism;
- (e) Encourage accreditation to all the key service providers within the State and create an exhaustive database;
- (f) Ensure the benefits of the developments are percolated to local community;
- (g) 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 as well as development functions with Private Sector Participation at all levels in an effective & well-coordinated manner;
- (h) 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;
- (i) To upgrade skill & professionalism and promote employment opportunities in tourism sector;
- (j) To become one of the leading States in India in terms of tourist footfall;
- (k) To promote responsible tourism and develop tourism products including digital tourism in an environment friendly manner;
- (l) To promote (i) Beach Tourism, (ii) Eco-Tourism, (iii) Buddhist Tourism, (iv)

Heritage Tourism, (v) Religious Tourism, (vi) MICE Tourism, (vii) Caravan, Campervan/ Camping Van Tourism, (viii) Health and Wellness Tourism, (ix) Marine, Cruise and Yatch Tourism, (x) Sand Art Tourism, (xi) Adventure Tourism, in a mission mode.

5. Tourism Products and Offerings:

To become one of the leading destinations among foreign and domestic tourist prioritizing the inclusive and sustainable development, broad basing of the existing tourism to curtail the seasonality in tourist arrivals through development of diverse tourism products and tourism support infrastructure facilities such as civic amenities, accommodation and other tourism infrastructure is the main stay of this tourism policy. Tourism Policy will focus on holistic development and encourage private development of tourism assets and services of world class to create economic opportunity. The major themes of tourism product development are:

- (i) Adventure tourism;
- (ii) Wildlife Tourism;
- (iii) Eco-Tourism or Eco-Cottages;
- (iv) Caravan or Campervan or Camping Van Tourism;
- (v) River, Reservoir & lake-based Cruise Tourism; Sea-based Yatch & Cruise Tourism
- (vi) Medical, Health and Wellness Tourism;
- (vii) MICE Tourism;
- (viii) Religious/ Spiritual Tourism;
- (ix) Sports Tourism including Adventure Sports;
- (x) Rural Based Experience Tourism;
- (xi) Cinematic Tourism; and
- (xii) Other Tourism Products and Offerings: Sports tourism and any tourism related products or offerings may be included under this policy after approval from State Tourism Promotion Council for financial assistance.

6. Operative Period of the Policy

This policy will come into force with effect from 1st December 2022 and shall remain in force till 30th November 2027 or till the time it is amended or superseded by a new policy.

7. Applicability of Tourism Policies:

Any Tourism Project, under this Policy, which must have made first capital investment (date of purchase or work order) or obtained sanction of term loan from a recognized Financial Institution or development or construction permission from concerned authority, as an effective step on or after 01st December, 2022 shall be considered eligible under Odisha Tourism Policy 2022-27.

8. New Tourism Project

"New Tourism Project" means an eligible Tourism Project that is setup and commences commercial operations during the Operative Period of the Policy.

9. Expansion of Tourism Project

"Expansion of Tourism Project" means any existing eligible Tourism Project that undertakes an expansion project of more than 50% of its existing capacity (e.g., Rooms / Rides / Tents, etc.) and commencing commercial operation during the Operative Period of the Policy.

10. Migration of Tourism Projects from Previous Policy

A Tourism unit, which has been approved under Odisha Tourism Policy 2016, but has not commenced Commercial Operation, may avail migration from Odisha Tourism 2016 to Odisha Tourism 2022 Policy, subject to the following conditions; namely

- (i) The proposal to set up the unit must have obtained the approval of the Special Single Window Clearance Committee (SSWCC) or State Level Single Window Clearance Authority (SLSWCA) or High Level Clearance Authority (HLCA), as applicable
- (ii) The migrated unit must undertake to commence commercial operation within three years from the date of approval of the project or must receive approval/condonation from Department of Tourism (DoT) for any delay in commercial operations beyond the specified period.
- (iii) If, any project which was under implementation as on 1st December 2022 and fulfils terms and conditions shall be eligible to opt under the Tourism Policy 2022-

27 provisions. However, the investment made only after 1st December 2022 shall be considered for calculating eligible capital subsidy

- (iv) Any eligible Tourism projects which may have obtained first disbursement of term loan or development/construction permission during the currency of the previous policy, i.e. between 1st November 2016 and 30th November 2022 and may have commenced the commercial operations, during the operative period of the present policy, shall be eligible for the incentive as per provisions of previous Odisha Tourism Policy 2016.

11. 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. 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 framework.

(c) Development of Infrastructure:

Development of infrastructure in tourism sector is one of the critical components for developing tourism in the State. Government would aim 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 sector participation shall be encouraged to for development of long-term infrastructure in the tourism sector.

(d) Land:

On the recommendation of Department of Tourism (DoT), the Odisha Industrial Development Corporation (IDCO) shall allot suitable land for tourism 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.

Department of Tourism will work towards operationalization of the “Way-side Amenities” developed by Tourism and Works Departments by encouraging the Women SHGs where-ever feasible. This will help the travelers in access to clean restrooms with hygienic food during travel.

(f) Air Connectivity:

The State Government shall endeavor to have direct air connectivity to important cities and major tourist destinations of the country. From a single international airport “Bhubaneswar” till 2016, State Government has added another two airports viz. Jharsuguda and Jeypore in its list. The State shall encourage further explore the possibilities of 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 or 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 or luxury or 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 endeavor to promote and encourage use of renewable sources of clean energy. 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, Housing & Urban Development Department, Urban Local Bodies, Non-Government Organizations & Corporate Bodies.

(j) Accommodation:

With a view to increase the accommodation facilities for travelers and tourists visiting the state so as to increase average night stays within the state, efforts shall be made to encourage private sector investors to create Star category hotels, convention centres, heritage hotels, eco camps by granting various fiscal and non fiscal incentives, single window clearance and marketing and promotion support etc. Simultaneously, State Government has been taking pro-active steps to involve private sector partners in operation and maintenance of properties developed and owned by Tourism Department. With this in view, seven properties have already been leased out to private operators and more such properties are in pipeline for same action through a transparent process of bidding.

(k) Eco-tourism:

The State Government has created an 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. Tourism Department, in close co-ordination with Forest, Environment & Climate Change Department has also formulated the 'Odisha Eco-Tourism Roadmap 2030' to act as a guiding principle for harnessing the eco-tourism potential of the State.

(l) Rural Tourism:

The State Government shall identify such villages that are rich from the point of view of handicraft and handloom, rural life, social habits & culture. Rural tourism shall be developed at such identified villages in accordance with the rural tourism guidelines issued by the Government of India and Government of Odisha, from time to time.

(m) Home Stay Facilities:

Private house owners shall be encouraged to provide home stay facilities for the use of the tourists. Tourism Department is implementing a separate scheme to promote Homestays in the State

(n) Caravan Tourism:

Post the success and wide publicity of the 'Odisha by Road' campaign of Tourism Department and in view of the excellent road infrastructure within the State, Tourism Department intends to promote Caravan Tourism in the State. Tourism Department will create the necessary infrastructure for parking and night-stay, along with provision of utilities such as fresh water, power connection, sewage disposal etc. Such infrastructure will be created at various key tourist destinations, scenic locations and strategically located WACs within the State. Caravans will be able to use the facilities on payment of user charges.

"Caravan or Campervan or Camping-van " is a specially designed vehicle constructed to include living accommodation which contains at least the following built-in facilities; namely:

- (i) Seats and table;
- (ii) Sleeping accommodation for at least two persons which may be converted from the seats;
- (iii) Washroom facilities;
- (iv) Cooking facilities; and
- (v) Storage facilities

Caravan or Campervan or Camping-van must have been registered under the Motor Vehicle Act 1988 and the rules framed thereunder and must be fit for the purpose of travel, leisure, and accommodation.

(o) Water-based Tourism

To ensure that the entire 482 Km coastline of the State, along with its various water bodies such as Chilika, Tampara and various Lakes, Dams, Rivers, Tourism Department will promote various water-based tourism infrastructure such as Houseboats, Yachts, Cruises, Floatels, Water Parks etc.

DoT has already handed over four catamarans in Bhitarkanika for refurbishment and operations as Houseboat to a private operator. The State already has houseboat operations in Chilika by a Private Operator.

DoT is in the process of developing two world-class boat clubs at Cuttack and Hirakud and similar such infrastructure shall be developed at key tourist locations. Additionally, marinas (for use by Yachts, Cruise boats etc.) shall be developed at key strategic locations by DoT. Private Operators will be able to use the facilities on payment of user charges.

DoT will also work with Inland Waterways Authority of India (IWAI) and Ministry of Tourism or Ministry of Ports, Shipping and Waterways, Government of India to introduce Inland River Cruises (Overnight or Day Cruises), Coastal Cruise Ships (connecting Islands and Destinations within India) as well as promote docking of International Cruises in the State.

“River Cruise” means a water transport facility having registered and obtained license and operational certificate from District Collector or Odisha Maritime Board or any other relevant competent authority and utilized for the purpose of leisure and entertainment of tourists along the river or any inland water body in Odisha. The minimum requirements for the River Cruise are as follows:

- (i) Capacity to host a minimum of 25 passengers + Crew members
- (ii) Facilities for refreshment, entertainment, and recreation

Inland Water Vessels used for the purpose of regular transport of goods or raw material or public are excluded from this definition

(p) Ease of Doing Business:

For expeditious clearance of Tourism Projects, the Single Window Clearance mechanism has been established which will issue approvals to investment applications as provided in Odisha Industries Facilitation Act, 2004 (OIFA). The State has implemented the award-winning Go-SWIFT application

that enables a seamless and hassle-free investment application without any human interface.

The investment applications received will be appraised by the State Level Facilitation Cell (SLFC) at IPICOL and is forwarded to the High Level Clearance Authority (HLCA) or State Level Single Window Clearance Authority (SLSWCA) or Special Single Window Clearance Committee (SSWCC), depending on the quantum of investment proposed.

(q) Marketing & Promotion:

Department of Tourism shall organize various tourism promotion events to attract tourists to the State, namely:

- (i) The Department of Tourism shall participate in different leading national & international tourism fairs/ events, and organise domestic and international road shows in leading and focus cities within and outside the country, and shall provide incentives to the tourism stakeholders to participate in international tourism events to increase tourists' arrival in State.
- (ii) Organize familiarization tours for leading tour operators, travel writers of the country and abroad to attract more foreign & domestic tourists.
- (iii) Extensive outdoor marketing within the country & abroad which include signages in airports, branding of trains, hoardings in strategic locations etc.
- (iv) Media campaign both in print & electronics within the country & abroad shall be done by the Government to attract more tourists to the State.
- (v) Best use of Social and Digital Media Platforms by developing creatives to attract the youth travelers and reach out to tourists across the world and within India. Engage with influencers and vloggers to showcase the variety and diversity existing in Odisha.

(r) 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 (DoT) 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. The World Skills Centre and Odisha Skill Development Authority's initiatives shall also be leveraged to ensure availability of skilled manpower for the sector.

Additionally, DoT is exploring the possibilities engaging Women Self-Help Groups (WSHGs) for operationalization of select Way-Side Amenities within the State, through adequate capacity building of the WSHG members, will depict a symbiotic relationship between DoT and WSHGs.

(s) 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.

(t) Right to Service:

The State Government have implemented 'The Odisha Right To Public Services Act, 2012'. The Department of Tourism have implemented the Right to Public Service Act 2012, which shall be observed for timely clearances of all tourism projects and provision of citizen services.

(u) Buddhist & Heritage Tourism:

The State of Odisha is known for its rich heritage. The State Government shall endeavour to 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) 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. Tourism Department will make endeavor to curate and offer specially designed packages for tourists covering major religious places of tourist interest.

(w) MICE Tourism:

The State has seen a major increase in the number of private companies in Manufacturing & Services Sector being setup in the State. Further with several scenic locations and introduction of Innovative products like Eco Retreat, demand for destination weddings in Odisha is expected to rise. The State shall promote meeting incentive conference and events tourism, to cater the need of PSUs, multinational companies and NGOs.

(x) Health, Wellness & Medical Tourism:

Wellness tourism segment has grown rapidly in last decade, where travellers travel to a particular destination specifically for healing purposes. Odisha has over the last few years has witnessed inorganic development & sporadic growth in development of private sector wellness tourism centres in the State. To streamline the efforts of developing wellness tourism in the State, the DoT shall incentivise the interested investors who are willing to develop wellness resorts comprising:

- Wellness properties with at least 15 accommodation or overnight stay units
- The wellness property must be National Accreditation Board for Hospitals & Healthcare Providers (NABH) accredited for standardisation of therapies offered and must follow the necessary acts or rules or guidelines of the competent authority
- The manpower employed has to be skilled, trained and certified.

The resorts promoting healing, AYUSH, yoga, meditation, panch-karma etc. alongwith prescribed accommodation units (15), NABH accreditation, skilled manpower with requisite certification, shall be eligible for the incentives.

To promote Medical Tourism, Department of Tourism will promote Integrated Developments (comprising of Hotel and Hospital) in the Urban areas of the State. For the purpose of medical tourism, the hospital shall be attached to a Hotel which must be of 3-Star and above category. Such Accommodation units shall have on mandatory basis, dormitory facility for at least 30 patient attendants, either within the same structure or as a separate structure with all facilities like washrooms, restaurants etc.

Department of Tourism will only incentivize the hotel component of the project. The Hospital development has to follow the extant rules or guidelines of National

Medical Commission and Department of Health & Family Welfare, Government of Odisha.

Where Hospital is attached to a Hotel, the incentive shall be considered under this policy only after due recommendation by Department of Health & Family Welfare, Government of Odisha.

(y) Eco Retreats:

With the aim of promoting hitherto unexplored tourist destinations and destinations with tourism potential, but with limited accommodation facilities, Department of Tourism started 'Eco Retreat' as a luxury glamping product in 2019. It is Odisha Tourism's flagship seasonal luxury glamping product designed to promote less explored exotic destinations with high tourism potential such as beaches, hill stations, riverbanks, wildlife sanctuaries, etc., where permanent infrastructure development may not be advisable.

Started in 2019, Eco Retreats are now being organized at 7 locations in the State. These Eco Retreats are akin to star category resorts with facilities like, adventure sports and activities, cultural events, guided tours to nearby destinations, restaurant, beach shacks etc. These facilities help promote local cuisine, art and culture and augment local livelihood opportunities.

(z) 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.

(aa) 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.

12. DEFINITIONS:

- (a) **"Tourism Unit"** means a unit, engaged or to be engaged in providing any service related to travel and tourism and includes:

- (i) Star Category Hotels of 3 star and above category (with at least 50 keys);
- (ii) Heritage Hotels;
- (iii) Apartment Hotels;
- (iv) Boutique Hotels;
- (v) Motels;
- (vi) Convention Centres;
- (vii) Resorts;
- (viii) Tented Accommodation;
- (ix) Tourism & Hospitality Training Institutes;
- (x) Amusement parks / Water Parks / Theme Parks;
- (xi) Adventure Sports;
- (xii) Wayside Amenities;
- (xiii) Eco-Cottages (and other similar developments), Camping, Caravans; and
- (xiv) Cruises, Houseboats, Yacht, Floatels etc.

(b) “Effective date” means the date on which the Odisha Tourism Policy 2022 is published in the Odisha Gazette. The operative period of the policy starts after the effective date.

(c) A ‘New Tourism Unit’ means a Tourism Unit which is set up and which commences commercial operation during the operative period of this Policy.

Explanation: The terms "set up" mentioned above means the date on which the approval of the Bank or Financial Institutions is received by the promoter for the project OR the plan of the project is approved by the Local Competent Authority or Development Authority. The applicant applying for incentives shall submit either of the two documents as a proof of date of set-up. Further, if the promoter does not avail any finance from Banks or Financial Institutions, the date of grant of approval of building plan shall be the document which shall be relied upon for deciding the eligibility of Capital Investment Subsidy.

(d) Existing Tourism Unit undertaking expansion of more than fifty per cent of its existing capacities (e.g., Rooms or Riders or 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.

(e) Date of “**Commercial Operations**” in relation to a Tourism Unit means 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 (if any) shall certify the date of start of commercial operation.

- (f) **“Eligible Tourism Unit”** means a New Tourism Unit, Existing Tourism Unit undertaking Expansion and Migrated Tourism Units during the operative period of this Policy would be considered as Eligible Tourism Units

13. TOURISM PROJECTS AND FACILITIES:

- (a) **“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.

- (b) **“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.

Department of Tourism will identify and earmark suitable locations across various tourist destinations spread across the State for camping or tented accommodation and develop necessary trunk infrastructure (such as fencing/ boundary, access road, land development, water, power, sewage and solid waste management) to enable various operators to set up camping facilities at the earmarked locations.

Private Investors will be encouraged to set up tented accommodations on private land or plots as well. The minimum number of tents will be 10, for such property to be eligible for incentive under this policy.

- (c) **“Training Institutes or Universities”** shall be encouraged to offer tourism or hospitality courses that are recognized or certified by regulatory authorities.
- (d) **“Hotel”** projects should have facilities of minimum 3 star and above categories hotel with at least 50 keys. However, for the five urban areas (Development Authority areas) of Bhubaneswar, Cuttack, Puri, Sambalpur and Rourkela, only Hotels of 4 star and above classification, as per the prevailing guidelines of the

Ministry of Tourism, Govt. of India shall be eligible for incentives under this policy.

Such hotels should obtain star category Certificate from the Competent Authorities. These units should have a minimum of 20 lettable 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 Ministry of Tourism, Govt. of India for such hotels.

- (e) A “**Resort**” project should have a minimum of 50 lettable rooms with attached bathrooms. Unless it is a hill station 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 or 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 any 4 (four) of the following facilities, namely:
- (i) Indoor games (e.g., Table – Tennis, Squash, Billiards, Bowling Alley, etc.). with a minimum built up area of 25 sq.mt.
 - (ii) Conference room (Minimum Carpet area of 30 sq.mt.)
 - (iii) Swimming pool
 - (iv) Tennis or badminton court or golf or other outdoor games area.
 - (v) A health club (minimum built-up area of 20 sq.mt.)
 - (vi) A lounge (admeasuring at least 35 sq.mt.)
- (f) 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 or 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 or lease of land and land use should be in order. The Motel should have adequate parking to accommodate at least 20 (twenty) 4-wheeler vehicles.

- (g) **“Wayside Amenities”** will be a common facility centre on the National Highways, State Highways, and Major District Roads. They should ideally have (i) Food Plaza; (ii) Public Convenience; (iii) ATM or Banking; (iv) Emergency or Medical Facilities; (v) Communication Centre; (vi) Petrol Filling Station and Auto Services (vii) EV Charging Station (viii) General provision store. For wayside amenities to be eligible for these incentives, they must have (i), (ii), (iv) and (v) among the facilities mentioned above.
- (h) **“Water”** sports projects should be set up at a beach or lakeside or riverside along with a pontoon or 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 equipment. 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 of Odisha.
- (i) **“Houseboat”** 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 washrooms, kitchen, restaurant or dining area in motorized boat, preferably using clean fuel such as CNG or solar power and satisfying the safety norm prescribed by appropriate authorities. Houseboat project includes provision of jetty or pontoon, parking, and off-shore infrastructure. It should have trained staff for implementation of safety norms prescribed by the Government of Odisha.
- (j) **“Art & Craft Village or Thematic Village”** project must be on a minimum 3 (three) acre of land with facilities like space to work for at least 10 artisans, an exhibition area of not less than 300 sq. m., to display different crafts, a multipurpose hall for folk shows, performing arts and film screening etc. A thematic restaurant and toilet blocks should be provided.
- (k) 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.

- (l) **“Camping and Tent facilities”** should have clear ground admeasuring at least 2,500 sq.mt. 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 all-weather tents, preferably swiss-tents or cottages and have attached toilets. The tent site should have adequate security. The site should have provisioning for reception, kitchen, restaurants for food, wash-rooms in common area, recreational activities and lockers. It should have adequate electricity, water supply, sewerage disposal drainage and toilet facility.
- (m) An **“Amusement Park”** should have at least 8 amusement rides. There should be a minimum investment of Rs.50 lakh in amusement rides or aids. This pertains to the cost of equipment alone. It should have a minimum area of 20,000 sq.mt.
- (n) **“Theme Park”** is a recreational tourism project either a New or Expansion having facilities including but not limited to amusement rides or adventure rides or water rides and accommodation units etc. All such theme park shall make a minimum Capital Investment of Rs. 50.00 Cr.

However, ride and recreational facilities created in Commercial Malls or Multiplexes, or Standalone Commercial Mall or Multiplexes shall not be treated as Theme parks. The Theme Park projects must have basic amenities for tourists such as Reception, Information booths, Toilet Blocks, Medical Emergency Services, adequate parking facility, Baby feeding room, Drinking water facility and Solid and liquid waste management facility

- (o) 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 housed aquatic animals and plants. It should have restaurants, adequate parking, and separate toilet blocks for ladies and gents.

- (p) 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.
- (q) A “**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 rules or guidelines of Government of India or Government of Odisha and applicable security norms.
- (r) “**Heritage Hotel**” is a hospitality unit with minimum 7 lettable rooms operated in palaces or castles or forts or havelis or hunting lodges or residences of any size built prior to 1950. The facade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area. The architecture of the property to be considered should not normally be interfered with.
- Any extension or improvement or renovation/ change in the existing structures should be in keeping with the traditional architectural styles and constructional techniques harmonising the new with the old. After such change, the newly built-up area added should not exceed 50% of the total built up (plinth) area including the old and new structures. For this purpose, facilities such as swimming pools, lawns etc. will be excluded.
- (s) A “**Convention Centre**” should be located on a plot admeasuring at least 5,000 sq.mt. 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 or 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 equipment's. 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.

For Bhubaneswar Municipal Corporation limits, only those convention centre projects having capacity to seat at least 3,000 persons will be eligible for incentives and land allotment under this policy.

- (t) A "**Caravan Park**" should be developed over a minimum area of 0.5 acre and accommodate minimum 5 parking bays, upto a maximum of 60 bays per hectare. 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 DoT.

Projects and units under caravan tourism should comply with the basic specifications for campervans or caravans detailed under the extant Policy of Govt. of India for development and promotion of Caravan and Caravan Camping Parks.

- (u) "**Adventure Tourism**" projects should have required equipment 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.
- (v) Other projects not falling into any of the above categories will be considered as tourism project subject to their approval by the State Tourism Promotion Council.

14. INITIATIVES:**14.1. New investment:**

The Tourism Policy envisages the development of tourism infrastructure through collaboration between the government and the private sector. The Tourism Policy 2022 aims to encourage private sector investments 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 or any notifications issued by the Department of Tourism.

14.2. Land Bank:

To attract investments in Tourism projects and to ensure timely take up of such projects, the Odisha Industrial Development corporation (IDCO) shall identify suitable patches of land, both Government and Private, in area, having Tourism potential and future requirements, to keep it under one basket with ready-to-use status called 'Land Bank'.

14.3. Human Resource Development or 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:

- (a) Setting up of new Hotel Hospitality and Hotel Management institutes/Universities through private participation.
- (b) Industrial Training Institutes or Polytechnics would be encouraged to introduce tourism related courses for subordinate staff of hotels or resorts or motels or lodges, caterers, guides, cab and tourist coach drivers to enhance skills.
- (c) Institutions running management courses in the state will be encouraged to offer Hospitality and Travel Management related courses. Institutions

or NGOs carrying out sensitization programs related to tourism would be encouraged.

- (d) Short term courses relating to capacity building for hospitality industries in rural area with support of State Institute of Rural Development.

14.4. 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 or exploitation of women and children in and around tourist destinations. For ensuring the safety and security of tourists visiting the tourism destinations across Odisha, this Tourism Policy provides for the following measures, namely:

- (i) 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.
- (ii) 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.

14.5. Odisha Tourism Development Corporation (OTDC)

The Odisha Tourism Development Corporation shall be strengthened to make it a more effective tool for promotion of tourism, with the following objectives, namely:

- (i) To develop and promote Odisha as one of the premier destinations of the country and to adopt such methods and devices necessary to attract tourists in large numbers;
- (ii) To act as facilitator for development of tourism in the State;
- (iii) To provide/ operate quality tourism infrastructure on its own or through appropriate PPP structures;
- (iv) Promoting star category hotels and other facility as green field project through private participation;
- (v) Marketing of lesser-known tourist destination to bring it to the lime light through package tours and providing basic amenities;
- (vi) Providing holistic travel solutions to the tourists visiting the State;
- (vii) Development and implementation of new tourism products such as Boat clubs, beach shacks, Odia cuisine promotion (Nimantran) etc.

14.6. Tourism Units to avail incentives or 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:

- (a) The new unit should obtain registration with the concerned registering authority to be detailed by the DoT.
- (b) 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 prescribed in Para. 12(d).

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.

14.7. Tourism Undertaking:

“Tourism Undertaking” means an entity registered under the Companies Act, 2013 or The Limited Liability Partnership Act, 2008 or a Partnership firm or a Registered Trust or a 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.

14.8. Eligible Capital Investment for incentives:

The following investment shall be considered eligible for incentives, namely

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

14.9. Ineligible Capital Investment:

The following investment shall not be eligible for incentive, namely:

- (i) Cost of land
- (ii) Working capital
- (iii) Goodwill
- (iv) Commissioning fees
- (v) Royalty
- (vi) Pre-operative expenses

- (vii) Second hand plant and machinery, furniture fixtures, electrical installation etc.
- (viii) Interest capitalized
- (ix) Trucks, cars, vans, trailers and other transport vehicles
- (x) Consumables, crockery and utensils, bed linen
- (xi) Technical/Consultant fees
- (xii) Any construction which is nature of real estate development i.e., shops, flats, offices etc. meant for sale or lease or rent.

15. 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.

15.1 Financial Incentives:

15.1.1 Allotment of land:

Land allotment for Tourism projects across State shall done through IDCO as per the prevailing procedure for all industrial units. IDCO shall allot the land on the recommendation of Special Single Window Clearance Committee (SSWCC) or State Level Single Window Authority (SLSWCA) or High Level Authority (HLCA), as the case may be.

IDCO shall allot land for tourism projects at the following rates, namely:

- (a) Without infrastructure development – IPR rate + 2% towards IDCO administrative charges
- (b) With Infrastructure Development – Development cost will be loaded to IPR rate as per the prevailing practice for other industrial units

For the five urban areas (Development Authority areas) of Bhubaneswar, Cuttack, Puri, Sambalpur and Rourkela, land shall be allotted by way of auction, in accordance with the policy/rules and rates, as decided by State Government from time to time.

15.1.2 Capital Investment Subsidy:

To encourage investment in tourism infrastructure and tourism projects, investment subsidy is envisaged for new Tourism Projects. All eligible tourism units as per Para.

12(f) with investment not below Rs.20 lakh shall be eligible to get capital investment subsidy. The capital investment subsidy is envisaged as follows, namely:

(a) Quantum of Capital Investment subsidy

Eligible Capital Investment (excluding the land cost) (1)	Admissible Subsidy* (2)	Maximum Limit of subsidy (3)
Investment up to Rs.50 crore	30%	Rs.15.00 Crore
Investment above Rs.50 crore	30%	Rs.20.00 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	25%	Rs.0.50 Crore

* As percentage of Eligible Capital Investment

Note:

- (i) The valuation of the expenditure, claimed by the project proponent, will be done by a Government approved valuer or agency approved by Government of Odisha. Only after such valuation report, the CIS will be calculated and disbursed.
- (ii) Incentives for tented accommodation will be given only after successful running of at least 3 months in a year for 2 years successively and valuation report by a Government approved valuer or agency approved by Government of Odisha

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

- (i) 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 or distance from higher water level of the Chilika lake within which tourism projects would be considered for incentives will be decided by the STPC;

- (ii) 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. 15.1.2(a).
- (iv) The eligible units after one year of commencement of commercial operations of the project will be eligible for availing capital investment subsidy.

15.1.3 Interest subsidy:

All eligible tourism units as per Para 12(f) 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) or Industrial Investment Promotion Corporation of Odisha Limited (IPICOL) or SIDBI or banks or public financial institutions or 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, up to a maximum period of five years.

15.1.4 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.

15.1.5 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.

15.1.6 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. New Tourism Units installing renewable sources of power shall be reimbursed 50% of the cost of setup of the renewable energy power source.

15.1.7 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.

15.1.8 Environmental protection infrastructure subsidy:

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

15.1.9 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.

15.1.10 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.

15.1.11 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.

15.1.12 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. 15.1.2(a) of the Tourism Policy).

15.2 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.

15.3 Non-financial Incentive:

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

- (i) 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.
- (ii) The Department will make use of the provisions of Single Window, Escort Officer, etc. to fast-track the clearance of tourism projects.
- (iii) 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.
- (iv) Facilitating online reservation of hotels / vehicles/ tour packages of the State tourism stakeholders.
- (v) Non-financial performance oriented incentives to tour operators, guides, taxi and auto drivers by way of familiarization tour, training etc.

15.4 ADMINISTRATION OF INCENTIVES:

15.4.1 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:

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

- ii. 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.
- iii. 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 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.

15.4.2 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

Eligible Units will apply for the incentive to Department of Tourism

Step-II

DoT will scrutinize the applications and issue a Provisional Registration Certificate (PRC)

Step-III

PRC shall be valid for up to 3 years in the first instance

Step-IV

If a unit is not in a position to complete the project during 3 years, it may apply for extension.

Step-V

If agreed, Tourism department may grant an extension, (maximum up to 2 years). Further time extension by Tourism Advisory Committee.

Step-VI

The Eligible Units shall inform Tourism Department within 180 days of the commencement of commercial operation of the project

Step-VII

Tourism Department shall scrutinize the documents and after field visit issue Eligibility Certificate, if eligible.

Step-VIII

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.

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.

16. INSTITUTIONAL MECHANISM FOR TOURISM DEVELOPMENT:

16.1. State Tourism Promotion Council:

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

Chief Secretary	Chairman
Development Commissioner	Member
Secretary, Home	Member
Secretary, Finance	Member
Secretary, Tourism	Member-Convenor
Secretary, Forest & Environment	Member
Secretary, Commerce & Transport	Member
Secretary, Handloom, Textile & 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 of ASI	Member
Director Tourism	Member

The STPC shall meet at least once in a year. The State Tourism Promotion Council will review & monitor, the implementation of the Policy and suggest changes in the policy framework.

16.2. Local Tourism Promotion Council:

State Government may notify Local Tourism Promotion Council at such identified tourism destinations for the objective of operation and maintenance of tourism facilities or units, where such facilities or units have been set up out of Government funds and the Government is satisfied that such Council may be the most effective way of management of such facility.

16.3. 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 —

- (i) Investment up to Rs. 50 crore - Special Single Window Clearance Committee (SSWCC) shall be constituted under the chairmanship of Secretary, Tourism; Govt. of Odisha.
- (ii) 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.
- (iii) 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 or SLSWCA shall carry out the following functions:

- (i) Issue approvals of projects as required under the appropriate rules as and when necessary.
- (ii) Issue deemed approvals as provided in OIFA as and when necessary.
- (iii) 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 Odisha Industrial Facilitation Act, 2004 (OIFA). 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.

17. Miscellaneous:

- (a) The Tourism Policy, 2022 shall be co-terminus with the extant IPR. 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 or 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 or statutory notifications by the DoT within one month from the date of issue of this policy.