



**ODISHA**  
INDIA'S BEST KEPT SECRET.

**DRAFT**  
**ODISHA TOURISM POLICY 2020**

# Vision & Mission



## VISION:

To develop Odisha as one of **Asia's most favoured all-season destinations** offering **unique best-in-class experiences** to tourists and travelers across the spectrum.

## MISSION:

- Promoting investment in **disaster resilient** tourism & hospitality products which **adequately showcase Odisha's rich cultural & natural heritage**
- Multiplying **livelihood & income generation** opportunities by encouraging **entrepreneurial initiatives** (homestays, niche tourism, experiential trails, etc.)
- **Impactful marketing** of Odisha's diverse tourism offerings to encourage tourists to **explore Odisha across its length & breadth, thus increasing average tourist spending and duration of stay**

# Policy Objectives



- To **promote high potential investments** in 13 Priority Destinations through proactive outreach and facilitation
- To design and develop 9 tourism circuits to world-class standards by involving **institutional and individual expertise** in master-planning and development supervision
- To develop and market **attractive itineraries** which incorporate diverse experiences and events
- To ensure adequate availability of an **adequately skilled ethical and professional workforce** through training & capacity building programmes
- To **encourage local entrepreneurship and community-based initiatives** through **CSR** and **awareness campaigns**
- To develop a **regulatory framework aimed at ensuring integrity and high service quality standards** across the tourism & hospitality spectrum
- To provide an **effective feedback system** which helps continuous improvement
- To increase use of **digital tourism & e-governance** so as to boost interaction and exchange among enterprises, service providers and tourists as well as to enable global outreach for mutually beneficial partnerships



- **Inter-departmental Support:** Better coordination with stakeholder depts. (F&E, IDCO, Fisheries, Water Resources, Excise, District Admin., etc.) & authorities through **5T framework**
- **Regulatory Framework:** **Tourism Trade Act** as a legislation that enables better infrastructure & service quality standards in a uniform manner across the stakeholder and service provider spectrum
- **Greater EoDB** through **Right to Service Act** & **Mo Sarkar**
- **Ensuring suitable land availability:**
  - **IDCO will identify & acquire suitable land** for Tourism Projects
  - **Land allotment through IDCO** as per prevailing procedure for industrial units
  - **SSWCC/ SLSWCA/ HLCA will recommend land allotment to IDCO**
- **Infrastructure Development:**
  - **Bridging infrastructure gaps** identified at 83 tourist destinations through IDCO, OTDC, Works Dept. & District admin.
  - Development of **common infrastructure to enable niche tourism products** (water sports, camping & glamping, etc.)
  - **PPP investment route to develop infrastructure for strategic projects**, such as common infrastructure for a Special Tourism Area

## Transportation

### Air Connectivity:

- Push for and facilitate **operationalisation of more airports/ airstrips** (Jeypore, Rourkela, etc.)
- Push for **initiating more sectors under UDAN** scheme
- **Facilitate heli-connectivity between tourist destinations** to support longer duration and extensive itineraries
- **Incentivise international connectivity** to focus markets (ASEAN, SAARC, Mid-East etc.) through **collaborative marketing & VGF support**

### Road:

- **Improve last-mile connectivity** to tourist destinations in cooperation with concerned line depts.
- **Develop tourist amenities at key nodes** for better road trip experience

### Rail:

- Expanding and refining the quality of itineraries and services under **Barishtha Nagarika Tirtha Yatra Yojana** jointly with IRCTC
- Collaborate with Railways & IRCTC for **experience rich travel and better connectivity with key domestic markets**

# Strategy contd.



- **Tourism Circuit Development** through **professional master-planning and integrated infrastructure development**, and **collaboration with Tour Operators** for developing attractive packages, etc.
- **High Quality & cost-effective accommodation:**
  - **Lease out properties for redevelopment/ upgrade and O&M** as 3-star + category hotels/ resorts
  - Facilitate investment by **prominent hospitality brands in priority destinations**
  - Work jointly with F&E Dept. to **raise the availability and experience quality of community managed ecotour accommodations**
  - Upgrade of **Dak Bungalows & Circuit houses** through PPP mode
- **Niche hospitality to through dedicated schemes:**
  - Odisha **Homestay** Establishment Scheme 2020
  - Odisha Scheme for **Heritage Hotels**, 2020
  - Odisha Scheme for **Houseboat and Cruise Tourism** 2020
- **Focus on niche tourism segments:**
  - MICE Tourism
  - Buddhist Heritage Tourism
  - Water sports
  - Adventure Tourism
  - Camping & Glamping
  - Arts & Crafts Tourism
  - Cuisine Tourism
  - Rural Tourism (model villages)

# Strategy contd...



- **Clean & pollution free tourism:**
  - Replicate successful stakeholder **sensitisation & engagement** models for safe and clean tourism
  - **Implement zero-plastic rules** at all tourist destinations
  - Utilise **technology for maintenance & monitoring**
  - Increase coordination among local level authorities such through **DTPCs and LTPCs**
- **Tourist Safety & Security**
  - Operationalise well-equipped and adequately manned **Tourist Police Cells** jointly with Home Dept. at tourist destinations as per feasibility
  - Support **joint patrolling and greater deployments at high risk tourist spots** such as water bodies and other accident-prone and eco-sensitive areas
  - Ensure **stricter implementation of safety guidelines** by operators & service providers
- **Feedback based improvement:**
  - **Robust communication channels** for tourists-in-need to connect with local and HQ authorities
  - **Dedicated Mo Sarkar system** for ensuring proactive corrective action

# Strategy contd...



- **Capacity Building:**

- Focus on **imparting specialised skills through prominent experts** for guides, experiential trail organisers, etc.
- Institutional workshops for **sensitisation of key intermediaries** and service providers (cab drivers, boatmen, food vendors, tourism-oriented retailers, etc.)
- **Expanding the scope of training courses to include niche skills** in water sports, adventure tourism, etc.

- **Branding & Marketing:**

- **Collaborative multi-media advertising** with stakeholders (e.g. Airlines)
- Strategic advertising through digital, TV and outdoor; tactical advertising through radio and print
- Greater **influencer engagement**
- **Familiarisation Trips** for prospective partners in niche tourism

- **Digital Initiative:**

- Continuous upgrade of **odishatourism.gov.in** as a comprehensive tourism portal
- Getting more tour operators and hospitality units to register & market their offerings
- Greater engagements on Social Media through contests and proactive responses
- Unique initiatives to facilitate mutually beneficial **global B2B partnerships**



# Incentives



- **Relaxation of “eligible tourism unit” norms** (e.g. min 20 rooms for Hotel/ Resort) for approving projects in high-potential underserved areas

- **Capital Investment Subsidy:**

Eligible Capital Investment	<b>Eligible CIS</b> as %of FCI	Ceiling Limit
Upto INR 50 crore	25%	INR 12.5 crore
Over & above INR 50 crore	25%	INR 25 crore

To compensate for the proposed discontinuation of post-GST indirect tax reimbursement linked incentive, CIS % and ceiling is proposed to be raised.

- **Interest Subsidy** of 5% p.a. for 5 operating years, subject to total limit of INR 2 crore, provided promoter has not defaulted to OSFC/ IPICOL/ SIDBI/ Banks and other Public Finance Institutions
- **Stamp Duty Exemption:** 100% exemption from stamp duty on land purchase
- **Reimbursement of Land Conversion Charges:** 100% reimbursement to new projects
- **Energy:** Exemption from electricity duty for 5 yrs upto contract demand of 5 MVA; one-time reimbursement of energy audit cost (max INR 1 lakh) to new units

# Incentives contd.



- **Employment incentive:** New units may avail 75% (male worker) to 100% (female worker) reimbursement of employer contribution to ESI & EPF Scheme on account of skilled & semi-skilled employees for 5 years.
- **Training Subsidy:** Reimbursement of 100% course fee limited to INR 5000 per regular employee within 3 operating years
- **Environment Protection Subsidy:** Reimbursement of 20% of capex towards STP/ ETP/ Compost Machine for new units, subject to max INR 20 lakh
- **Participation in Overseas Events:** Reimbursement of 50% of space rent paid and travel expenses to tourism service providers of Odisha, upto max INR 75000/- per event, for max 2 events. Incentive of 4 addl. events for applicants fulfilling eligibility criteria set by Ministry of Tourism - GoI

# Eligibility for availing incentives



- Applications through the SWS GO-SWIFT only
- New Unit: Starts commercial operation during the operative period of the policy
- Expansion Unit: Increases investment in fixed capital or capacity by at least 50%.

## **POLICY MIGRATION:**

- Project approval by SSWCC/ SLSWCA/ HLCA
- Project must be set up (having absorbed 100% of panned capex) during the period of policy from which it seeks migration
- Condonation of delay in set up beyond provisional registration validity will be basis procedure established for extending validity with verified reason for delay.
- Migrated unit must commence commercial operation within 3 yrs from availing migration
- Application for migration must be submitted within 90 days from notification of the policy.

# Annexure-1A: Priority Destinations



1. Talsari – Chandipur Coast
2. Bhitarkanika National Park
3. Simlipal National Park
4. Puri – Konark
5. Chilika Lake Region
6. Tampara Lake Region
7. Gopalpur Coast
8. Chandaka Forest
9. Deomali Hills (Koraput)
10. Debrigarh – Hirakud
11. Diamond Triangle Buddhist Circuit
12. Satkosia Tiger Reserve
13. Daringbadi Hillstation

[Return](#)

# Annexure-1B: Tourism Circuits



1. **Golden Triangle** (Bhubaneswar – Puri – Konark) Heritage Circuit
2. **Gopalpur – Tampara** Beach & Water Recreation Circuit
3. **Chilika** Circuit (Mangalajodi – Rambha – Barkul – Satapada)
4. **Debrigarh – Hirakud** Ecotourism Circuit
5. The Diamond Triangle **Buddhist Circuit**
6. **Chandaka** Elephant Reserve & **Satkosia** Tiger Reserve Wildlife Circuit
7. **Rayagada – Koraput** Ethnic Tourism Circuit (incl. Deomali Hill)
8. **Simlipal – Bhitarkanika** Wildlife Circuit
9. **Talsari – Chandipur** Beach Circuit

Return



# Annexure-2: Eligible Tourism Units



- Star Category hotels with min. 20 rooms
- Apartment Hotels with min 20 rooms
- Wellness Projects with min 20 rooms
- Motels & Wayside Amenity Centres
- Convention Centres (min 750 pax)
- Amusement Parks (min 5 acres)
- Theme Parks (min 2.5 acres)
- Water Parks (Min 5 acres and 100 slides)
- Aquariums (min. 10 exhibits)
- Adventure Tourism Projects complying with ATOAI guidelines
- Art & Crafts Villages
- Craft & Souvenir Shops at Tourist Sites (excl. development & mfg. units and artisan hubs)
- Golf Courses (min. 9 hole courses – 10 ha)
- Camps with Tented Accommodation (min 10 twin share tents)
- Aerial Ropeways (min 500m with capacity of 200 pax per hour)
- Ecotourism Projects

- Knowledge Tourism Projects (Museums, Interpretation Centres, Science Parks)
- Buddhist Heritage Tourism Projects
- Wildlife Safari
- Medical Tourism by JCI accredited hospitals
- Exclusive T&H Institutes and Universities

## **Units incentivised through co-terminus schemes**

- Heritage Hotels
- Houseboats and Cruises
- Homestays

## **Special proposal for projects in BMC limits:**

Land for Hotel projects will only be allotted to reputed national and international brands for:

- 4-Star and above category hotels (Hotel projects in Bhubaneswar which are of 3 Star and below will not be allotted land at IPR rate)
- Convention Centre with minimum 3000 pax capacity.

# Annexure-3A: Eligible Capital Investment



- Payment made towards registration charges of land
- Building constructed for providing specific tourism facilities/services. The actual expenditure incurred and paid for construction of building as per the norms will only be considered.
- Other construction such as boundary wall, landscaping and any other project specific construction.
- Plant and machinery
- Interior furnishing
- Electrical installation / renewable energy installation
- Furniture and fixtures
- Kitchen equipment
- Sewage Treatment Plant (STP)
- Generator and Air Conditioning plant/ AC unit
- Disaster Risk Reducing infrastructure and equipment including that for fire-fighting and safety from prevalent risks, subject to verification by DoT in consultation with Odisha State Disaster Management Authority (OSDMA)

# Annexure-3B: Ineligible Capital Investme



**ODISHA**  
INDIA'S BEST KEPT SECRET.

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

**Return**