



Tourism Policy for the State of Gujarat (2015-2020)



**Industries and Mines Department
Government of Gujarat
September 2015**

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1. Preamble

- 1.1** Tourism has evolved from just exploring new places to an opportunity for enhancing international relations, expanding business boundaries and appreciating cultural diversities. It helps bring different countries, peoples and cultures together while significantly contributing to the economic and social development.
- 1.2** As per the United Nations World Tourism Organization (UNWTO)“Tourism Highlights,2015” International Tourist Arrivals (ITAs) were 1,133 million in 2014 while International Tourism Receipts (ITRs) were USD 1,245 billion. The revenue share from tourism was 9% of the total GDP. Today worldwide, one in eleven jobs may be ascribed to the tourism industry.
- 1.3** As per the Ministry of Tourism, Government of India 2014 Report, the number of foreign tourist arrivals in India is 7.68 million and that of domestic tourist visits to all States/UTs is 1,282 million. The foreign exchange earnings from Tourism were approximately USD 20.24 billion during the same period.
- 1.4** The Vibrant State of Gujarat, a veritable Growth Engine of India, accounts for about six percent of the total geographical area of the Country and five percent of its population. From being a favoured port for mariners, nucleus of business and industry, cradle for culture and religion, epicentre of the Freedom Struggle, home of Mahatma Gandhi and Sardar Patel to the abode of the Asiatic lion, Gujarat is richly endowed with tourism assets.
- 1.5** Gujarat is bestowed with great geographical diversity, from the ethereal salt-encrusted desert to the expansive wetlands, pristine beaches to languid valleys, arid grasslands to lush forests. From Dholavira, one of the first cities in the world, to the first prototype of “Smart City” in India, Gujarat has it all. Tourists here soak in the rich cultural diversity, indulge in the various fairs and festivals, savour the cuisine and take back fond memories of their visits which they relish for a lifetime. The popular marketing campaign titled “Khushboo Gujarat Ki” has generated a lot of interest in the tourists. This has also contributed to the ever-increasing tourist flow in to the State. The same during the year 2014-15 was 32.7million which was 13.56% higher than that of the previous year.

1.6 The diversity in tourism assets is matched by a robust infrastructure base. Strategically located on the west coast of India, Gujarat is well connected to some of the major cities of the world by air and sea routes. It has one of the highest number of airports and airstrips numbering 17 in all- including an international airport at Ahmedabad. Further, with a strong port infrastructure backbone, it has some 42 ports along a 1,600 km coastline, over 5,000 km of rail network, about 77,000 km of motorable roads, 24 x 7 power supply and above all an enviable law-and-order situation. Characteristic of a buoyant economy, the State Domestic Product (SDP) growing at an average growth rate of nearly 10% since 2005, is higher than the national average. Carrying forward the rich legacy of the immediate past, the State Government has embarked upon a flagship programme of **Gatisheel Gujarat** further fuelling all-round growth and development.

1.7 Development in this sector requires close partnerships between the governments, the private sector and communities. It is perhaps the only sector which has a very elaborate and multiple backward and forward linkages with other segments of the economy like infrastructure, transport, construction, environment, water resources, etc. Current trends and growth projections at the Global, National and State level reinforce the immense potential of tourism as a noteworthy contributor to Gross Domestic Product (GDP) and employment.

	Total Contribution to GDP		Employment (No in Million)		Total Investment (Figures in USD Billion)	
	2014	2025 (Projected)	2014	2025 (Projected)	2014	2025 (Projected)
World *	9.8%	10.5%	276.85	356.91	814.4 (4.3% of total investments)	1336.4 (4.9% of total investments)
India *	6.7%	7.6%	36.70	45.57	32.42 (6.2% of total investments)	66.73 (6.9% of total investments)
Gujarat # (Estimated)	2.7%	5%	0.95	3.00	0.81	4.00

Source: *Economic Impact, 2015 –World Travel & Tourism Council

Existing and projected figures of Gujarat are based on the GITCO estimates.

2. Vision, Mission and Objectives

2.1 Vision

To position Gujarat as a vibrant tourist destination, with an emphasis on improving visitor experience, livelihood linkages, environmental concerns and enhancing investment opportunities, thus catapulting tourism as one of the most important economic drivers, leading to sustainable development and inclusive growth in the State.

2.2 Mission

- (a) To unlock the immense untapped / under-tapped potential of tourism in the State;
- (b) To develop tourism products and strengthen infrastructure;
- (c) To undertake tourism-specific skill development leading to gainful employment and self-employment especially for the local populace;
- (d) To preserve and upgrade environment as also to encourage responsible tourism in the State;
- (e) To create an investment-friendly policy framework and suitably ensure access to requisite tourist infrastructural facilities;
- (f) To showcase the infrastructure and institutions, achievements and accomplishments, entrepreneurship and hospitality of Gujarat in order to attract investments in the State and, thereby, espouse the cause of 'Make in India'; and
- (g) To focus on promotion and branding of Gujarat as a leading tourist destination the world over.

2.3 Objectives

- (a) To make Gujarat one amongst the top five tourist States of India in terms of local, national and international tourist footfalls by 2025;
- (b) To attract the MICE segment, by creating convention/exhibition facility and support infrastructure;
- (c) To leverage innovative forms of tourism such as adventure, cruise, event-based, inland waterways, medical and others;

- (d) To develop diverse tourism packages and products to augment tourist stay and encourage repeat visits;
- (e) To promote tourism for all segments of the society especially facilitating senior citizens, the differently-abled, homemakers, farmers and students, by ensuring affordable accommodation and travel circuits;
- (f) To provide tourism infrastructure in terms of tourist information, transport services, accommodation and way-side amenities;
- (g) To enhance the use of ICT in the sector and further improve the quality of services;
- (h) To upgrade skills, knowledge & professionalism and promote employment opportunities for additional two million persons by 2025;
- (i) To promote responsible tourism in the State and develop tourism products in an environment-friendly manner; and
- (j) To create enabling framework for public-private partnerships in developing tourism products, projects and services.

3. Strategies

3.1 Augmentation of Tourist Infrastructure

- (a) Developing and providing financial support for infrastructure facilities such as civic amenities, accommodation and other tourism infrastructure;
- (b) Prioritizing the development of wayside amenities along the major arterial highways of the State;
- (c) Granting additional financial support for tourism development to special areas to be identified from time to time;
- (d) Broadbasing the existing tourism to curtail the seasonality in tourist arrivals through;
 - (i) Development of facilities to support MICE in urban centres
 - (ii) Mega Tourism Projects in high-potential areas
 - (iii) Cruise Tourism along the long coastline
 - (iv) Water / Amusement/Theme Parks
 - (v) Spiritual Tourism
 - (vi) Coastal/ Beach Tourism
 - (vii) Cinematic Tourism
 - (viii) Khadi, Handloom, Handicraft and Textile Tourism
 - (ix) Archaeological and Historical Tourism
 - (x) Geo-tourism
 - (xi) Eco and Wildlife Tourism
 - (xii) Adventure Tourism and Water Sports
 - (xiii) Wellness and Medical Tourism
 - (xiv) Rural Tourism
 - (xv) Educational Tourism
 - (xvi) Cuisine Tourism
 - (xvii) Industrial Tourism

(These themes have been further detailed at Annexure A).
- (e) Improvement of regional air connectivity, on PPP mode, by opening new air strips and facilitating the commencement / strengthening of air

operations at major tourist destinations (to be undertaken by GUJSAIL in consultation with the Ministry of Civil Aviation, Gol); and

- (f) Financial assistance / support to women entrepreneurs, the differently-abled and SC/ST groups.

3.2 Tourist-centric Approach

- (a) Improving tourist safety and security at all tourist destinations through schemes like Tourist Wardens, 24 x 7 Centralized Helpline, etc;
- (b) Improving the experience of young travellers by provision of crèches and play areas;
- (c) Adopting a multilingual approach towards promotion through publicity material, collaterals, guide training, etc;
- (d) Improving access for the differently-abled, the infirm and the aged through provision of ramps, escalators and other forms of assisted access to various tourist attractions;
- (e) Developing the tourist circuits (indicative list appended at Annexure A) in a phased manner;
- (f) Promoting experiential tourism by showcasing and promoting various fairs and festivals (indicative list appended at Annexure B), living traditions, local customs, cuisines, etc;
- (g) Evolving a system of taking regular feedback from various stakeholders in general and a cross-section of the tourists in particular; and
- (h) Strengthening of the Grievance-Redressal Mechanism.

3.3 Skill Development & Employment Generation

- (a) Development of and tie-up with world-class training institutes;
- (b) Training and certification (both short and long term) shall be imparted to guides, hospitality staff, including home-stay hosts, tour operators, etc. from time to time;
- (c) Reimbursement of course fee for identified training programmes;
- (d) Financial support by way of monthly stipend to qualified tourist guides; &
- (e) Generation of gainful employment and facilitation in self-employment for the local trained people as also for the artisans, craftsmen and others.

3.4 Promotion of 'Make in India' and 'Digital India'

- (a) Various concessions and incentives have been provided to the hospitality sector in the Tourism Policy to attract investments, both national and international, to help realize the goals of **"Make in India"**;
- (b) An enabling mechanism will be put in place to ensure facilitation for investment in the tourism sector through this Policy, over and above the provisions under **'Gujarat Industrial Policy - 2015'**;
- (c) Special incentives for adopting ICT in the tourism sector will be offered to the investors;
- (d) Promoting ICT-enabled technologies through mobile applications, social networking, big data analytics, blogs, virtual tourism, etc;
- (e) Major tourism sites may be duly equipped with CCTV cameras, WiFi services and mobile-based services to the extent possible so as to ensure tourist safety and security as also to enhance public convenience; and
- (f) Promotion and marketing initiatives shall be further strengthened.

3.5 Thrust on Environment-Friendliness, Sanitation and Cleanliness

- (a) Undertaking concerted activities under "Swachh Bharat" and "Swachh Gujarat";
- (b) Adopting the "Sustainable Tourism Criteria for India" for the tour operators and hoteliers as laid down by the Ministry of Tourism (MoT), Government of India. Sensitization for stakeholders shall be undertaken by means of workshops, conferences, events, etc;
- (c) Lending financial support to encourage green projects by tourism units through bio-toilets, pollution control measures, solid/liquid waste management, energy efficiency measures, etc; and
- (d) Augmenting construction of public conveniences and maintaining cleanliness, preferably through public participation or on PPP mode.

3.6 Emphasis on Innovation

- (a) Provision of special financial assistance including promotion and marketing support to innovative tourism projects; and
- (b) Institution of "Excellence Awards" to, inter alia, incentivize innovation.

3.7 Participation in Gol Schemes

Emphasis on active participation in Gol schemes like Swadesh Darshan, PRASAD, HRIDAY, AMRUT, LRGP and other schemes as may be declared from time to time.

3.8 Active Collaboration with the Central Government

Tourism development needs multi-departmental coordination. The State Government will actively collaborate with MoT, MoUD, MoC, MoEF, ASI and other Gol Ministries / Organizations.

3.9 Multi-pronged Approach for Ease of Doing Business

- (a) Partnership would be further strengthened with Government of India, other State Governments and the private stakeholders of the tourism industry;
- (b) Coordination will be ensured amongst all the concerned Departments, for the smooth and efficient implementation of the Tourism Policy;
- (c) Adoption of a feedback-based approach to further improve visitors' experience;
- (d) Constitution of State-Level Empowered Committee (SLEC) to help remove impediments and procedural bottle-necks; and
- (e) Strengthening of Single-Window Clearance Cell in the Commissionerate of Tourism (CoT).

3.10 Proactive Role of the State Government

Apart from being an effective facilitator, the State Government shall be leading from the front in matters like Destination Development, Promotion of Fairs and Festivals, Publicity Campaigns, IT Initiatives, Market Research, Exhibition and Seminars, Skill Development, etc.

4. Policy Period & Coverage

4.1 Operative Period

This Policy shall come into force with effect from the date of issuance of the Policy GR and shall remain in force till 31st March 2020 or till the declaration of a new or revised Policy, whichever is earlier. This Policy will supersede any GR/Circular (issued earlier) in contravention of the provisions of this Policy.

4.2 Coverage Area of the Policy

The Policy is applicable to the whole of the State of Gujarat.

5. Definitions

5.1 Tourism Unit

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

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

5.2 New Tourism Unit

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

5.3 Existing Tourism Unit Undergoing Expansion

Existing Tourism Unit taking up expansion of more than fifty percent of its existing capacities (e.g. Rooms/Rides/Tents, etc.)

Only one expansion project (commencing commercial operations within the Policy Period) of an existing tourism unit will be eligible for assistance during the operative period of the Policy.

5.4 Commercial Operations

Date of Commercial Operations of a Tourism Unit is the date on which the Tourism Unit is open to tourists on a commercial basis, after due testing, trial running and commissioning under relevant Government rules.

5.5 Eligible Tourism Unit

New Tourism Unit and Existing Tourism Unit Undergoing Expansion during the operative period of this Policy would be considered as Eligible Tourism Units.

5.6 Tourism Service Provider

Any partnership firm or private limited company or public limited company or corporation duly registered under law and providing any service related to travel and tourism including Travel Agents, Transport Operators, Ticketing Agents, Tourist Guide Service Providers and Home-stay Owners.

5.7 Hotel

Hotel projects should have facilities expected of establishments in the one to five star categories as per the prevailing Guidelines of Hotels laid down by the Ministry of Tourism, Government of India. Such hotels should also obtain necessary category certification from the competent authority.

5.8 Heritage Hotel

‘Heritage Hotel’ means a hotel run in a fort, fortress, palace, haveli, castle, hunting lodge or residence with heritage features, built prior to January 1950 and approved by the Ministry of Tourism, Government of India. Such Heritage Hotels should also obtain necessary category certification from the competent authority.

5.9 Apartment Hotel

Apartment Hotel projects 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 also obtain necessary category certification from the competent authority.

5.10 Motel

Motel projects should have facilities conforming to the prevailing Guidelines for Motels laid down by the Ministry of Tourism, Government of India. Such Motels should also obtain necessary category certification from the competent authority.

5.11 Convention Centre

Convention Centre should have facilities as per the prevailing Guidelines for Convention Centre as laid down by the Ministry of Tourism, Government of India. Such Convention Centre should also obtain necessary category certification from the competent authority.

5.12 Resort

Resort projects should be of three-star category or above having facilities as per the prevailing Guidelines of Ministry of Tourism, Government of India. Such Resorts should also obtain necessary category certification from the competent authority.

5.13 Tented Accommodation

Tented Accommodation projects 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 also obtain necessary category certification from the competent authority.

5.14 Tourism & Hospitality Training Institute

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

5.15 Mega Tourism Unit

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

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

5.16 Amusement Park

Amusement Park should have entertainment facilities such as rides, games, etc built over a minimum plot area of 40,000 sq.m.(about 10 acres). Stand-

alone commercial multiplexes shall not be treated as Amusement Parks.

5.17 Water Park

Water Park should have a minimum of three water slides with a plot area of at least 20,000 sq.m. (about 5 acres) and a capacity to handle at least 100 sliders simultaneously.

5.18 Theme Park

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

The projects under para 5.16, 5.17 and 5.18, if meeting the criteria of employment and investment as per the Mega Tourism units (as per para 5.15) would be entitled to benefits as such under the Policy.

5.19 Adventure Sports

Adventure Sports should have the requisite infrastructure, equipment and trained staff, along with appropriate safety-and-rescue set-up, that will provide tourists with an opportunity to undertake permissible adventure and such other activities like mountaineering, river rafting, etc. All requisite permissions from various Competent Authorities as also a comprehensive insurance cover will have to be obtained beforehand.

5.20 Wayside Amenities

Wayside amenities would be a complex comprising resting areas, toilets, cafeteria, shops, first-aid facility, parking, souvenir booths, etc located on National/State Highways and Other District Roads. It is, however, not mandatory to have all these features. Detailed guidelines in this regard will be issued hereafter.

6. Incentives and Concessions

The State Government grants the status of Industry to the Tourism Sector. While the orders regarding grant of concessions/incentives to the tourism projects as a result of the declaration of Tourism as an Industry will be issued separately, the following incentives / concessions have been provided for under this Policy:

6.1 Capital Subsidy to the Eligible Tourism Units

(a) Quantum of Capital Investment subsidy

Eligible Capital Investment (excluding the land cost)	Admissible Subsidy*	Maximum Limit
Investment upto Rs.50 crore	15%	Rs. 7.50 crore
Investment above Rs. 50 crore	15%	Rs. 10 crore
Tented accommodation (with minimum investment of Rs.0.20 crore)	20%	Rs. 0.15 crore
Equipment worth Rs.1 crore and above for Adventure & Water Sports and Golf Equipment for Public Golf Courses registered with TCGL	10%	Rs.0.50 crore

* As percentage of Eligible Capital Investment

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

- (i) New Tourism Units coming up within the Corporation limits of Gandhinagar (State Capital) and also adjoining areas falling within the radius of 20 kms but within the District of Gandhinagar.
- (ii) New Tourism Units at Yatra Dhams such as Ambaji, Dwarka, Dakor, Junagadh, Somnath, Palitana and such other places as may be recommended by GPYVB and approved by the State Government from time to time.

- (iii) New Tourism Units at Eco-tourism Centres of Gujarat including Nalsarovar, Polo, Dangs, Jambughoda and such other places as may be notified by the State Government from time to time.
- (iv) New Tourism Units owned and managed by women entrepreneurs (with minimum equity participation of 51% in the entity) and those belonging to SC/ST categories as also the differently-abled will be entitled to an additional 5% subsidy over and above the 'Admissible Subsidy'.
- (v) In all the above-mentioned cases, the total subsidy available will be subject to the ceiling prescribed under 'Maximum Limit'.

(c) Eligible Capital Investment

The term Eligible Capital Investment shall include expenditure components as per the guidelines of MoT, Gol for the relevant Tourism Unit.

However, the following heads of investments in respect of the unit shall not be eligible for incentives:

- (i) Working Capital;
- (ii) Pre-operative expenses and preliminary expenses;
- (iii) Second-hand plant and machinery purchased or shifted from within or outside country;
- (iv) Interest capitalized;
- (v) Consumable stores, inventories for maintenance or repairs;
- (vi) Investment on land required for setting up the Unit, inclusive of the cost of the land;
- (vii) Vehicles, furniture and fixtures, cutlery, crockery and utensils; &
- (viii) Any construction which is in the nature of real estate transactions, e.g., shops, flats, offices, etc. meant for sale / lease / rent.

6.2 Interest Subsidy to the Eligible Tourism Units

(a) Quantum of Interest Subsidy

- (i) @5% of the Loan Amount with maximum amount of Rs.25 lakhs per annum for a period of five years in Municipal Corporation areas for eligible tourism units.

(ii) @7% of the Loan Amount with maximum amount of Rs.30 lakhs per annum for a period of five years in the areas other than mentioned above.

(b) Interest Subsidy for Heritage Hotels

@7% of the loan amount with maximum amount of Rs.30 lakhs per annum for a period of five years.

Conditions for Interest Subsidy will be separately notified.

6.3 Registration / Stamp Duty Concession

Eligible Tourism Units will qualify for 100% reimbursement of Stamp Duty and Registration Fee on sale/lease/transfer of land for the first transaction only during the operative period of this Policy. Reimbursement of Stamp Duty and Registration Fee would be made after the date of commencement of commercial operations.

6.4 Exemption from Luxury Tax

The exemption from Luxury Tax will be applicable to Eligible Tourism Units for a period of five years from the date of commencement of commercial operations or the date of completion of expansion. The unit availing the exemption benefit under this category shall have to pass on the same to the end user. The incentive will be reviewed when GST is introduced.

6.5 Exemption from Entertainment Tax

The exemption from Entertainment Tax will be applicable to Eligible Tourism Units for a period of five years from the date of commencement of commercial operations or the date of completion of expansion. The unit availing the exemption benefit under this category shall have to pass on the same to the end user. The incentive will be reviewed when GST is introduced.

6.6 Exemption from Electricity Duty

There will be complete exemption from paying Electricity Duty for a period of five years from the date of commencement of commercial operations for New Tourism Units only. For existing units, the Electricity Duty shall be charged as

per Industry Rates and the same will be applicable with effect from the date of appropriate notification in this regard by the State Government.

6.7 Support for Sustainable Tourism

Assistance will be extended to eligible tourism units up to 75% of the cost of carrying out Energy Audit by a recognized institution/consultant, Water Harvesting / Conservation and Environment-friendly practices like Green Buildings, Solar and other Renewable Energy measures, to a maximum token amount of Rs 50,000 per unit. It shall be disbursed once during the operative period of the Policy. Moreover such units will be accorded special recognition by the State Government.

6.8 Special Package for Mega Tourism Units

The State Government shall duly promote and facilitate Mega Tourism Projects that have a large multiplier effect on the economy, leading to employment generation and inclusive growth in the State. Any type of Mega Tourism Units like Theme Parks, Amusement Parks, Water Parks, etc. meeting the qualifying criteria of Mega Tourism Units will be eligible. Following incentives would be offered to Eligible Mega Tourism Units:

- (a) 100% reimbursement of Stamp Duty and Registration Fee on sale/lease/transfer of land for the first transaction only during the operative period of this Policy. Reimbursement of Stamp Duty and Registration Fee would be done after the commencement of commercial operations.
- (b) Capital Subsidy of 15% of Eligible Capital Investment (excluding the cost of the land) subject to a ceiling of Rs.20 crores.
- (c) Exemption from Luxury and Entertainment tax for a period of seven years from the date of commencement of commercial operations.
- (d) Exemption in Electricity Duty would be for a period of five years from the date of commencement of commercial operations.
- (e) It is, however, clarified that the Mega Tourism Units shall not be entitled to any interest subsidy.

Eligible Capital investment for Mega Tourism Units is defined as below:

- (i) Building, that is, any built-up area used for the eligible unit including administrative building, staff residential quarters, and accommodation for such facilities as required for running the unit.
- (ii) Plant and machinery, that is, tools and equipment and their installation charges including water sports equipment, tents, other equipment as are necessarily required and exclusively used for sustaining the working of the unit but will not include vehicles, furniture and fixtures, cutlery, crockery and utensils.
- (iii) The cost of development of infrastructural facilities such as fencing, construction of roads, landscaping and other similar activities which the unit has to incur as a part of the project.

However, the heads of investments as excluded under para 6.1 (c) shall similarly not be eligible for incentives under this category as well.

6.9 Incentive for Promotion of Innovation

The Policy proposes to give a fillip to innovation by providing an incentive on the commissioning of the project which should meet any one of the criteria as under:

- a) Technologically introduced first time in the State; or
- b) Significant leveraging of Information Technology; or
- c) Having negligible carbon footprint.

The SLIC shall scrutinize the proposal to determine the eligibility.

Quantum of Assistance:

Project Cost	No of Persons Directly Employed	Incentive Amount
Investment between Rs. 10-50 crore	50	Rs. 10 lakh
Investment between Rs.1-10 crore	30	Rs. 5 lakh

It will be a one-time incentive to be disbursed after the successful commissioning of the Project. Moreover, due recognition and publicity will be accorded by the State Government to innovative projects. Separate guidelines for the purpose shall be issued in due course.

6.10 Support for Marketing and Promotion

- (a) All Tourism Service Providers operating in the State and registered with TCGL shall be eligible to be considered for this incentive. At the start of every financial year, the State Government will notify the names and number of such domestic and international tourism events for which this incentive shall be provided.
- (b) The incentive for taking part in various national and international tourism exhibitions or fairs or marts shall be limited to 50% of the space rent actually paid subject to a maximum of Rs. 30,000 per national event or Rs. 75,000 per international event. The assistance will be extended not more than twice during the operative period of the Policy. The assistance would be provided by way of reimbursement. Tourism Service Providers shall apply along with rent receipts within six months from the date of participation to avail the assistance.
- (c) In particular, the untapped / undertapped potential of tourism in the State will be unlocked by suitably incentivizing the organization of events which will give a boost to spiritual tourism, medical tourism, wellness tourism, adventure tourism, coastal tourism, heritage tourism, etc.
- (d) In addition, FAM tours will be organized and sponsored by TCGL on a periodical basis to give exposure to national as well as international tour operators, travel media and others who in turn will be instrumental in promoting Gujarat. Moreover, the activities under MICE will be vigorously followed by the State Government, preferably on PPP mode.

- (e) The State Government will organize Travel Marts periodically to boost the tourism and help promote investments in the Tourism Sector in the State.

6.11 Skill Development

- (a) Leveraging the tremendous employment potential in the tourism sector, training and skill development courses for tourist service providers and the local populace with a special focus on the youth, the women, the differently-abled and SC/ST categories will be imparted through industry bodies / chambers of commerce / recognized tourism and hospitality institutions / ITIs in consultation with the Labour and Employment Department of the State Government as and where required.
- (b) Engaging with reputed established Institutions to upgrade the IT skills required for the travel trade. Tour operators, agents, hoteliers, etc. operating in Gujarat would also be eligible for relevant training modules.
- (c) Reimbursement of 100% of Course Fees, up to a maximum of Rs. 10,000 per person for course duration of a fortnight or more.
- (d) Training to be imparted to Tourist Guides hailing from the local area with a monthly stipend of Rs. 5,000 to all the guides registered with CoT. Detailed implementation guidelines will be issued separately.
- (e) Tourism courses would include courses for personnel working in hotels, resorts, restaurants, transportation booking, marketing, tourist guide, ticketing and any other related course as notified by the State Government from time to time.
- (f) Third-party skill assessment of trainees after completion of course will be a condition precedent for the reimbursement of course fees.

6.12 Incentives for ICT Enablement

- (a) The State Government will duly facilitate and support international and national-level conferences, exhibitions and other events in Gujarat for the promotion of usage of ICT in Tourism Sector. Financial assistance

for conducting such conferences/events would be provided to the maximum limit of Rs.5.00 lacs per event, as may be approved by the State-Level Implementation Committee.

- (b) TCGL would take pro-active measures for website upgradation, improvement in existing portal, usage of social media, online booking, mobile apps, etc.
- (c) Provision of audio / video guides at selected heritage monuments/museums, etc. in the State under the jurisdiction of ASI / State Archaeology Department / Municipal Corporations.
- (d) An effort would be made to provide the Audio/Video guides in Gujarati, Hindi, English and other languages as per the requirements in a phased manner. The Audio/Video guides to be used would necessarily be verified and certified by either the ASI or the State Archaeology Department.
- (e) The Tourist Service Provider providing audio/video guide will be eligible for one-time assistance up to the extent of 25% of the cost of procuring the equipment / content creation or Rs. 25 lacs, whichever is less. Incentive can be availed only once by the operator during the operative period of the Policy. This incentive will be initially taken up for a few monuments only on a pilot basis.
- (f) As and where required, the Department of S&T, Government of Gujarat will be consulted and the services of BISAG, ISR and GUJCOST will be suitably utilized towards the full-fledged ICT-enablement of the Tourism Sector.

6.13 Assistance for Research in the Tourism / Hospitality Industry

- (a) Monthly tourist data are collected from key tourism destinations and then collated and analysed. Apart from basic tourist data, there is a need to methodically carry out regular market studies/research intensively to understand the emerging trends in tourism as also to appreciate the travel patterns of the tourists visiting Gujarat.
- (b) Financial assistance up to the maximum limit of Rs.5.00 lacs will be provided to Recognized Tour/ Hotel Associations/ Chamber of Commerce to carry out market research studies on travel and

tourism/hospitality sector in Gujarat. The subject matter would be finalized as per the relevance and requirements of the Industry. Not more than three such studies will be sanctioned each year.

Over and above the foregoing categorically-stated incentives and concessions, the CoT under the guidance of the State-Level Empowered Committee / Implementation Committee may take such other steps and initiatives as would help realize the Vision, Mission and Objectives of the Policy in the fullest possible measure.

6.14 Essential Conditions for Grant of Incentives and Concessions:

The Eligible Tourism Units and Mega Tourism Units availing incentives and concessions under the Policy shall also satisfy the following conditions:

- (a) The unit seeking incentives under the Policy would be required to register as per the prescribed format (to be notified later) within six months of the first disbursement of the loan, which has to be within the operative period of the Policy and obtain the Eligibility Certificate from CoT.
- (b) The unit will have to make a declaration regarding availing Capital/Interest Subsidy or any other financial assistance for the same project from Government of India or the Government of Gujarat under this Policy or any other Policy / Scheme. Non-declaration or false or misleading declaration would render the unit liable to disqualification leading to discontinuation of the Incentive, subsequent blacklisting and necessary legal action.
- (c) The unit shall have the option for date of availment of interest subsidy either from the date of the first disbursement of the loan or from the date of commencement of commercial operation. This opted-for date will be final and period of 5 year will start from that date.
- (d) The sum total of the Capital Subsidy, Interest Subsidy and Reimbursement of Stamp Duty & Registration Fee shall not exceed the eligible Project Cost.
- (e) The unit shall remain in commercial operations continuously for at least five years after it is commissioned. However, in cases where the

operation is discontinued due to reasons beyond the control of the unit, the State-Level Implementation Committee (SLIC) may examine the individual cases and condone the period of discontinuation based on the guidelines to be issued by the Government.

- (f) The unit availing the incentives under the Policy shall install and effectively operate and maintain pollution control measures as per the standards prescribed by the competent authority in this regard.
- (g) The unit shall furnish complete details regarding commercial operations, employment, annual return regarding Incentives availed or any other information which the State Government may require from time to time. The unit will have to follow guidelines of the employment policy of Government regarding the employment of local persons.
- (h) All matters of interpretation, dispute or contention under the Policy will be referred to SLIC / Industries & Mines Department, Government of Gujarat whose decision will be final and binding on the applicant unit.
- (i) The CoT will be responsible for administration and implementation of this Policy under the supervision and guidance of SLIC.

7. Other Initiatives

7.1 Development of Wayside Amenities

- (a) It is proposed to develop wayside amenities along with public conveniences at an interval of about 75 kms. on selected major arterial roads on a pilot basis to be progressively extended to other major trunk roads.
- (b) A separate operating PPP model would also be worked out. Such facilities will be eligible for Capital Subsidy and other benefits.
- (c) A separate GR in this regard will be issued by the State Government in due course.

7.2 PPP in Tourism Projects

The implementation of PPP projects would be in coordination with GIDB and as per the GR issued from time to time for tourism projects, which would be applicable to both Greenfield and Brownfield projects. GUJTOP will be suitably assisting the State Government as per the mandate given to it from time to time.

7.3 Home-stay Policy

The State Government announced the Incentives and Guidelines policy for Registration of Home-stay Establishments on 20/11/2014. Home-owners who, together with their family, inhabit the same premises which must be their principal place of residence. Only those residential houses which exist from before 31st March 2014 will be eligible under this Policy which may be amended from time to time in consultation with Forest & Environment Department. Furthermore, in this regard, the directives issued by Hon'ble Courts from time to time shall be duly complied with in letter and spirit.

7.4 Tourist Police

In consultation with the Home Department, on the lines of traffic police, an effort will be made to evolve the institution of Tourist Police to suitably assist, facilitate and guide the Tourists as also to safeguard their interests.

7.5 Development Regulations for Hotels

The Urban Development and Urban Housing Department (UD&UHD) has formulated the “Regulations for Hotels” which have specific planning provisions in terms of FSI, margins, built-up area, height, parking facilities, etc. The aforesaid Regulations, as amended from time to time, are intended to duly facilitate the construction of Hotels in the State.

7.6 Excellence Awards

Annual Tourism Awards will be instituted for recognition of excellence in tourism products and services as also for contribution to the growth of tourism in the State. The various categories are mentioned below:

- (a) Best Entrepreneur in Tourism
- (b) Best Lady Entrepreneur in Tourism
- (c) Best Start-up in Tourism
- (d) Most Innovative Tourism Project
- (e) Best ICT-enabled Tourism Project
- (f) Best-maintained Tourism Asset (Swachhta Puraskar)
- (g) Recognition to Hotels, Tour Operators, Agents
(Significantly contributing to the growth of Tourism in the State).

Detailed guidelines in this regard will be issued hereinafter.

8. Implementation Mechanism

8.1 State-Level Empowered Committee

A State-Level Empowered Committee (SLEC) consisting of the following members is constituted for overall guidance as under:

1	Hon'ble Minister (Tourism)	Chairman
2	Chief Secretary	Vice Chairman
3	ACS, Finance Department	Member
4	ACS, Industries & Mines Department	Member
5	ACS, Health & Family Welfare Department	Member
6	PS, Forest & Environment Department	Member
7	PS, Urban Development & Urban Housing Department	Member
8	PS, Ports & Transport Department	Member
9	PS, Revenue Department	Member
10	Secretary (Tourism), I&M Department	Member
11	Secretary, Climate Change Department	Member
12	Secretary, Information & Broadcasting Department	Member
13	Secretary, Roads and Building Department	Member
14	Commissioner of Tourism	Member-Secretary

Other Departments and /or subject experts may be invited from time to time as per the requirements.

8.2 State-Level Implementation Committee

A State-Level Implementation Committee (SLIC) consisting of the following members is constituted for the implementation of the above-mentioned Policy. The CoT shall work under the supervision and guidance of this Committee.

1	Secretary (Tourism), I&M Department	Chairman
2	Secretary (Expenditure), Finance Department	Member
3	Secretary, Sports, Youth & C.A. Department	Member
4	Secretary, Roads & Buildings Department	Member
5	Industries Commissioner	Member
6	Commissioner of Entertainment Tax	Member
7	Chief Electrical Inspector and Collector of Electricity Duty	Member
8	Commissioner of Tourism	Member-Secretary

8.3 Interpretation

The interpretation of the Policy by SLIC / Industries and Mines Department will be final and binding.

8.4 Policy Implementation Mechanism

- (a) CoT will act as the Nodal Agency for the implementation of the Policy.
- (b) Industries & Mines Department, Government of Gujarat will issue comprehensive guidelines in the form of Government Resolutions (GRs) for availing assistance under various provisions of the Policy. The same will be put up on the State Government/Tourism Corporation of Gujarat Limited (TCGL) websites in due course.

Annexure A

Tourism in Gujarat: A Wholesome Menu

Head / Category	Details / Locations
Cruise Tourism	<ul style="list-style-type: none">• Cruise tourism shall be explored along the long coastline in Porbandar, Dwarka, Somnath, Ahmedpur-Mandvi, Kutchh-Mandvi, etc.• A separate Government Resolution (GR) would be issued for development of cruise tourism in consultation with GMB, Ports & Transport Department and Home Department as also Gol.
Beach Tourism	<ul style="list-style-type: none">• Provision for beach tourism facilities on PPP shall be encouraged with due regard to CRZ and other regulations.• Destinations like Dandi, Tithal, Umergaon, Dumas, Somnath, Porbandar, Okhamadi, Ahmedpur-Mandvi and others shall be explored.
Cinematic Tourism	Film shooting at tourist destinations in Gujarat shall be further encouraged through single-window clearances along with necessary concessions as provided for under the relevant Government Resolution (GR).
Spiritual Tourism	Infrastructure augmentation of the existing spiritual destinations like Dwarka, Somnath, Ambaji, Dakor, Palitana, Udvada, Lakhpat, Devni-Mori and such other places as may be notified from time to time.
Heritage Walks and Culture Tourism	<ul style="list-style-type: none">• Promotion of Heritage Walks and Culture Tourism• Exploring the feasibility of conversion of heritage buildings into accommodation units and development of special heritage zones with suitable activities while retaining the originality of the structures.• Development of Museums in co-ordination with ASI, Sports, Youth and Cultural Activities Department

Archaeological and Historical Tourism	<ul style="list-style-type: none"> • Conservation and beautification of important monuments in identified tourism circuits and special tourism areas in consultation with the Ministry of Culture /ASI or the State Archeological Department. • Development of accommodation facility at Dholavira, Lothal and such other places. • Development of Interpretation Centres at key archaeological and historical monument sites. • Special attention to UNESCO World Heritage Sites like Champaner and Rani-ki-Vav
Geo-tourism	<ul style="list-style-type: none"> • Gujarat has many locations of geological significance. • Important geo-tourism sites would be identified and suitable conservation initiatives shall be taken up. Such protected sites will be called “Geo Parks.” • Kutch is a treasure trove of remarkable geological, paleontological and tectonic features, which would be preserved and promoted as tourist attractions.
Khadi, Handloom, Handicraft and Textile Tourism	<ul style="list-style-type: none"> • Promotion and popularization of Khadi. • Development of haats in tribal and rural areas for local craftsmen to showcase their skills and sell their products. • Gujarat has a variety of textile products like Patola, Bandhni, embroidery, mirror work, bead work, zari, etc
Eco-Tourism	<ul style="list-style-type: none"> • Eco-tourism will be promoted as both tourism activity and a product in close collaboration with the Forest and Environment Department (F&ED) and the Climate Change Department. • Development of campsites and various activities like trekking, nature walks and heritage walks will be actively promoted and attractive tour packages would be offered. • Dedicated Wildlife Tourism shall be developed covering places such as Gir National Park, Vansda National Park, Marine National Park and other sanctuaries of the State in partnership with the F&ED.

Adventure / Water Sports / Golf Tourism	<ul style="list-style-type: none"> • Adventure activities like parasailing, yachting, motor boating and water skiing will be suitably developed and promoted in the State in collaboration with national and international operators. • Some of the projects identified are hand-gliding, rock-climbing at Saputara and Pavagadh, hot-air ballooning on seacoast and major cities, parasailing at beaches and other water sports subject to feasibility. • Adventure and Water Sports activities will be duly supported for ancillary infrastructure development and marketing support.
Wellness Tourism	<ul style="list-style-type: none"> • Health resorts offering Ayurvedic Treatments like the Panchkarma Therapy and other treatments would be developed and suitably incentivised through a separate GR. • Government will suitably encourage development of naturopathy and Ayurveda gardens at various locations in Gujarat.
Medical Tourism	<ul style="list-style-type: none"> • Medical Tourism Portal will be set up to provide information relating to world-class medical facilities available in the State. Moreover, International Conferences on Medical Tourism will be appropriately supported. • A dedicated Medical Tourism Cell would also be set up in consultation with Health & Family Welfare Department, which will act as the Nodal Department for coordinating/promoting medical tourism facilities in the State. • A separate GR would be issued for promoting medical tourism initiatives.
Cuisine Tourism	<ul style="list-style-type: none"> • Development and promotion of the gourmet trails of Gujarat to showcase the rich culinary heritage of the State. • Assistance and support to Gujarati Food Festivals • Research in and documentation of culinary traditions through IHM and FCI.

Educational Tourism	<ul style="list-style-type: none"> • The State has many prestigious institutes which attract national and international students. • Partnership with these institutions for both education and cultural exchanges.
Industrial Tourism	Gujarat has a vibrant manufacturing sector. The visits to various centres would provide an interesting insight into the latest technology, products, processes and applications.
Rural Tourism	With over 18,000 villages equipped with e-connectivity and 24x7 power supply, the State offers myriad experiences in Rural Tourism –a unique and inimitable blend of tradition and modernity existing side by side.
Tourism Circuits and Destinations	<p>Over and above the various tourism circuits identified by the MoT, Government of India, tourism circuits / destinations to be considered for development in a phased manner on PPP mode or otherwise are:</p> <ul style="list-style-type: none"> • Circuits (indicative list) <ul style="list-style-type: none"> ○ International Buddhist Circuit ○ Rama Trail ○ Krishna Circuit ○ Sardar Patel Circuit ○ Mahatma Gandhi Circuit ○ Yoga Circuit ○ Coastal Circuit ○ Parsi Circuit ○ Sufi Circuit ○ Jain Circuit • Destinations (indicative list) <ul style="list-style-type: none"> ○ Sant Nagari ○ Lakhpat ○ Ahmedabad / Baroda ○ Narmada Parikrama& Many More <p>Note: TCGL will concentrate upon the full-fledged development of such selected circuits / destinations as may be mandated by the State Government from time to time. Due efforts will be made to seek Gol funding and enlist popular participation in an appropriate manner.</p>

Annexure B

*A Glimpse of Fairs and Festivals **

Sr. No	Fairs	Place	Month
1	Bhavnath Fair	Junagadh	February/March
2	Dang Darbar	Dang	March/April
3	Chitra-Vichitra Fair	Khedbrahma, Sabarkantha	March/April
4	Kavant Fair	ChhotaUdeipur	March
5	Tarnetar Fair	Surendranagar	August/September
6	BhadrapadAmbaji Fair	Ambaji, Banaskantha	August/September
7	Shamlaji Fair	Shamlaji, Sabarkantha	November
8	Vautha Fair	Dholka, Ahmedabad	November
Festivals			
1	International Kite Festival (Uttarayan)	Ahmedabad	January
2	Modhera Dance Festival	Modhera, Mehsana	January
3	Navratri Festival	Across the State	September/October
4	Tanariri Festival	Vadnagar, Mehsana	January
5	RannUtsav	White Rann of Kutch, Kutch	December to March
6	Adalaj Water Festival	Adalaj, Ahmedabad	November/December
7	Monsoon Festival	Saputara, Dang	August/September
Other Events			
1	Paragliding Festival	Saputara, Dang	December
2	Polo Cycle Race	Polo Forest, Sabarkantha	January
3	Run the Rann	Kutch	December/January

* Not comprehensive and exhaustive

Annexure C

Abbreviations

AMRUT	: Atal Mission for Rejuvenation and Urban Transformation
ASI	: Archaeological Survey of India
BISAG	: Bhaskaracharya Institute for Space Applications & Geo-Informatics
CoT	: Commissionerate of Tourism, Government of Gujarat
CRZ	: Coastal Regulation Zone
FAM	: Familiarization (Tour)
FCI	: Food Crafts Institute
FEE	: Foreign Exchange Earnings
FSI	: Floor Space Index
GDP	: Gross Domestic Product
GIDB	: Gujarat Infrastructure Development Board
GITCO	: Gujarat Industrial & Technical Consultancy Organization Limited
GMB	: Gujarat Maritime Board
GPCB	: Gujarat Pollution Control Board
GPYVB	: Gujarat Pavitra Yatradham Vikas Board
GR	: Government Resolution
GST	: Goods & Services Tax
GUJCOST	: Gujarat Council on Science & Technology, DST, Govt. of Gujarat
GUJSAIL	: Gujarat State Aviation Infrastructure Company Limited
GUJTOP	: Gujarat Tourism Opportunity Limited
HRIDAY	: Heritage City Development and Augmentation Yojana
ICT	: Information & Communication Technology
IHM	: Institute of Hotel Management
ISR	: Institute of Seismological Research, DST, Government of Gujarat
LRGP	: Large Scale Revenue Generating Project
MICE	: Meetings, Incentives, Conventions and Exhibitions
MoC	: Ministry of Culture, Gol
MOEF	: Ministry of Environment, Forests & Climate Change, Gol
MoT	: Ministry of Tourism, Gol
MoUD	: Ministry of Urban Development, Gol
PRASAD	: Pilgrimage Rejuvenation and Spirituality Augmentation Drive
SLEC	: State Level Empowered Committee
SLIC	: State Level Implementation Committee
TCGL	: Tourism Corporation of Gujarat Limited
UNESCO	: United Nations Educational, Scientific and Cultural Organization
UNWTO	: United Nations World Tourism Organization
WTTC	: World Travel & Tourism Council

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