

TOURISM POLICY, 2014

1.0 INTRODUCTION

- 1.1 Tourism is essentially an expression of a natural instinct for learning, experience, education and entertainment. The motivating factors for tourism include social, religious business interest and quest for knowledge. The economic implications of this phenomenon are wide ranging and capable of influencing the development process. Tourism contributes positively to reconcile, economic development and alleviate poverty by creating resources through economic activities. It adds to the foreign exchange earnings, contributes to Government revenue, spreads economic and social benefits to under-developed areas, generates income and creates job thereby raising living standards of the stakeholders.
- 1.2 The tourism industry, unlike many other industries, is a composite of several services providers. Services providers are generally in the private sector. In addition, public sector institutions are also involved in planning, development and management of tourism. The participation of different private and public agencies, makes tourism industry a composite phenomenon requiring strong cooperation and coordination for it to be developed and extended along lines that will contribute to the overall national development objectives.
- 1.3 Tourism is one of the fastest growing industries in the world. The number of tourists world wide has been registering phenomenal growth and it is expected that this number would shortly touch 1.5 billion. Tourism contributes about 11% of the world work force and 10.2% of the global gross domestic products. The dynamic growth of this industry is evident from the fact that a new job is added to this sector every 2.5 second.
- 1.4 This pattern and dynamic character of this sector makes it necessary that the policy should be in accordance with the changing environment. Policies are products of time and circumstances, available resources, technologies and most importantly the needs of the stake holders.
- 1.5 Jharkhand is endowed with rich cultural heritage and bestowed liberally with bounties of nature. The State is kaleidoscope of past splendours and present glory. A fascinating State with luxuriant forest, captivating wild life, enthralling water falls, exquisite handicrafts, sprawling water bodies, enchanting classical and folk dances and music and above all hospitable and peace loving people. The State of Jharkhand is blessed with immense bio-diversity, moderate climate, rich cultural and historical heritage, religious places of worship and ethnic aspects to make the State the ultimate destination for tourists.

- 1.6 The State Government has a firm belief that development of tourism sector would not only generate immense employment opportunities directly or indirectly, but also contribute in accelerated economic development. This would not only ensure showcasing of rich traditional and cultural heritage of the State but also would have cascading effect in development of other sectors. Rightfully the State Government has accorded tourism the status of industry in Jharkhand. Making the people of the State, nation and the world aware of the rich endowments of nature, its cultural heritage spiritual places and other traditions are essential for boosting tourism industry in the State.
- 1.7 The Government of Jharkhand in consonance with the needs and aspirations of the local populations and entrepreneurs, the changes taking place in the global and national tourism scenario and the competition at national and international level, has found it expedient to formulate the tourism policy for promoting tourism for all round development of the State so as to bring the State on equal footing with leading developed States in tourism sector of the country by 2010.

2.0 OBJECTIVES

- 2.1 The tourism policy of the State aims at making Jharkhand as one of the most preferred destination for tourists, both inside and outside of the country and to ensure accelerated development of tourism related infrastructure, increasing employment opportunities, augmenting the resources of the State as also showcasing the rich cultural heritage and traditions of the State.
- 2.2 The broad policy objectives are elaborated as below :
 - 2.2.1 To promote tourism in the State in such a manner that it contributes to mass generation of employment, rapid economic growth and bringing the tourist closer to the cultural heritage and traditions of the State.
 - 2.2.2 Optimum harnessing of resources to attract the maximum number of domestics and foreign tourists with increased average duration of their stay in the State.
 - 2.2.3 To position every place of tourist interest as an exclusive tourist centre different from others.
 - 2.2.4 To promote private sector participation in the development of tourism with Government facilitation to develop necessary infrastructure in the State.
 - 2.2.5 To establish Jharkhand prominently upon the tourism map of the country with a demand created by tribal and trade market in Jharkhand and tapping the untapped potential of various heritage monuments in the State.

- 2.2.6 To prepare and implement master plans for integrated development and marketing of various areas of tourism importance in the State.
- 2.2.7 To provide quality services to all domestic and international visitors and stake holders by adopting appropriate systems of Human Resource Development, including skill development and upgradation, building capabilities, exposure visits etc.
- 2.2.8 To diversify, expand and aggressively market the tourism product of the State along with preserving the cultural monuments from decay.
- 2.2.9 To encourage cooperative tourism through peoples participation in tourism promotion and to extend economic benefits to the people through such active participation and cooperation.
- 2.2.10 To encourage involvement of non-Governmental organizations, voluntary agencies and such bodies involved in tourism promotion and development, by providing them support, assistance and making use of their expertise for development of tourism.
- 2.2.11 To attract the high end tourists and to increase their stay in the State.
- 2.2.12 To position Jharkhand as one stop destination for all adventure related tourism activities, comprising of air, land and water based adventure facilities.
- 2.2.13 To promote sustainable and responsible tourism which is not only environmentally compatible but also leads to economic betterment of the rural people.
- 2.2.14 To promote rural tourism in a big way to showcase the customs, traditions festivals, cuisines, dances, art, music, etc. of the State so as attract foreign tourists in the State and augment the foreign exchange reserves of the country.
- 2.2.15 To provide all modern amenities and facilities to the tourists visiting the State at destinations and on ways, so as to make their arrival, travel and stay more comfortable, and cherishable, which would result in increased number of tourists with the passage of time.
- 2.2.16 To promote eco-tourism in consonance with vast ecological, bounties of nature in the State endowed with dense forests, perennial water falls, wild life and rich bio-diversity.

- 2.2.17 To promote mining tourism in the State, which abounds in mineral resources amounting to 37% of the national mineral deposits, so as to mitigate poverty and raise standard of living in and around the closed and abandoned mines scattered across the State.
- 2.2.18 To take steps to protect and promote rich and varied handicrafts of the State so as to conserve and preserve cultural heritage, traditions and customs of the state.
- 2.2.19 To promote research and development, technological up-gradation and qualitative improvement and utilization of State of art technology to improve the tourism product and its marketing.
- 2.2.20 Simplification of procedures and ensuring transparency so as to provide expeditious, transparent and professional tourism administration.
- 2.2.21 To take steps to promote religious tourism in the State by ensuring appropriate facilities, connectivity and development of such places.
- 2.2.22 To take all steps to safeguard the interest of the tourist and to provide sensitive, proactive, comfortable and quick mechanism as also to provide an effective grievance redressal system.

3.0 **STRATEGY**

- 3.1 The strategies to be adopted for achieving the aforesaid objectives comprise of the following :
 - 3.1.1 Government will act as a facilitator/ catalyst by providing support infrastructure facilities, which includes way side amenities centres, tourist information centres, facilities for holding/ organizing craft melas, transport services and a platform for organizing festivals / events.
 - 3.1.2 Provide basic infrastructure, viz roads, better air connectivity, rail network and encourage joint public – private initiative in this regard.
 - 3.1.3 Conducting a detailed survey of tourism potential of every district of the State so as to optimally utilize such potential and achieve the objectives set forth.
 - 3.1.4 Setting up of minimum standards for tourism units and introduction of an incentive scheme to facilitate active private sector participation for tourism infrastructure development and promotion.

- 3.1.5 Having strategic joint ventures with private tour operators for setting up tourist packages/ services.
- 3.1.6 Reorganization of circuits for integrated development, publicity, promotion and marketing. Each circuit will have a specific and exclusive marketing strategy and marketing plan.
- 3.1.7 Utilizing the services of expert consultants in planning and execution of master plans to develop the tourist circuits and tourism related projects.
- 3.1.8 Conducting effective mass awareness campaign for the local community, particularly among the tribals, to create a favourable atmosphere and affinity towards promoting tourism.
- 3.1.9 Strengthening the department of tourism by creation of special cells for organization of festivals and events for collection of feed back, data, research work, monitoring tourism flow etc.
- 3.1.10 Organizing various tourism promotion events in the State so as to attract large number of tourists.
- 3.1.11 Participation in leading national and international tourism fairs. In this, the private sector will also be involved so as to project destination Jharkhand as a united effort campaign.
- 3.1.12 Up gradation of Tourist Information Centres (TIC), which will not only provide information but would also provide booking facilities for various hotels of JTDC/TIC private hotels for reservation of accommodation, transport etc.
- 3.1.13 Organize familiarization tours (fam tours) of the leading tour operators of the country/ overseas in the State so as to attract the domestic foreign tourists.
- 3.1.14 Organizing buyers- sellers meets to market the tourism product effectively.
- 3.1.15 Training of all stake holders involved in tourism promotion and marketing and providing services. This will include local youths, taxi drivers, porters and all other stake holders who interact with the tourists.
- 3.1.16 Installation of international class signages at various places of tourism importance, National and State highways and tourist destinations.
- 3.1.17 Single window clearances for Tourism Development projects.

- 3.1.18 Inculcating a sense of professionalism, expediency and transparency in the system.
- 3.1.19 Effective regulation for monitoring the services provided by the hotels, travel agencies and other service providers and to prevent any case of harassment to the tourist by involving the hotel/ tour operator association.
- 3.1.20 Ensuring total security for the tourists by introducing a State Tourist Friendly Security Force by involving the ex-servicemen, who will be trained in the hospitality, communication skills and regulating tourism related activities etc.
- 3.1.21 Taking steps to ensure proper hygienic conditions and to prevent the exploitation of tourists on National and State highways and its various tourist destinations, the Government proposes to classify the Dhabas situated on the national and State highways. The classification will be done on the basis of facilities provided, hygienic conditions, quality of the food availability of various facilities, such as-toilets, parking, medical etc. The Government will encourage ethnic Jharkhand State cuisine in such dhabas/line hotels.
- 3.1.22 Providing upto, date information about various tourism related activities, facilities, events etc. through modern means of communication like web-site, email tourist help-line assistance, mobile messaging service etc.
- 3.1.23 Installation of touch screen kiosks with detailed and complete information about the State at various places of public convergence.
- 3.1.24 Take all steps and measures to promote the religious tourism, eco-tourism, adventure tourism, mining tourism, rural tourism, agro tourism, etc in the State as per the available local resources, potential and strengths so as to optimally develop the tourism potential of such areas.
- 3.1.25 Setting up of land bank to make available such land in an easy, smooth, professional and transparent manner to private sector for encouraging investment in tourism sector.
- 3.1.26 Take all such steps to focus upon SC/ST categories, handicapped and women to encourage them to actively participate in tourism development process.

- 3.1.27 To educate the local inhabitants regarding environmental protection, conservation and preservation of local cultural heritage, customs, traditions etc.
- 3.1.28 To promote responsible tourism in the State by taking appropriate measures for environmental protection.
- 3.1.29 Involve rural people in promoting, rural stakes and develop cooperative tourism in the State.
- 3.1.30 To promote excellence in tourism, the Government will institute monetary and non- monetary award for institutions and individuals for their outstanding contributions in various sector of tourism, like- accommodation, catering, transport, travel agency, eco friendly approach etc.
- 3.1.31 Issue of notifications by various concerned departments to give effect to various provisions of this tourism policy.
- 3.1.32 Institutionalisation of monitoring and evaluation mechanism of this policy.
- 3.1.33 Mid-term review of implementation of this tourism policy to ensure timely and appropriate corrective measures.
- 3.1.34 To device and formulate mechanism to enhance the involvement of local population in tourist related enterprises for enhancing ownership of tourism trade/economy in the state.

4.0 INFRASTRUCTURE

- 4.1 Infrastructure is the most critical component for ensuring total tourism development. Accordingly, the Government would take all possible steps to provide an appropriate framework for private sector participation in infrastructure development in the State so as to supplement the efforts made by the Government in this regard.
- 4.2 The State Government would actively encourage both-Indian and foreign private investment/ participation in tourism infrastructure projects. The Government would also be prepared to participate in joint ventures for such infrastructure development projects.
- 4.3 The Government would take specific measures for the development of various tourist destinations, taking into account the need of the tourists and the infrastructural requirements. The State has already accepted the concepts of BOT (Built Operate Transfer), BOOT (Built own operate transfer), BLT (Built

Lease Transfer) etc. and would evolve comprehensive guidelines for various models of projects for funding and operating such tourism infrastructure development projects with private investment on a commercial format. The enabling provisions would suitably be included in the concerned legislations, wherever required.

- 4.4 The State Government awards highest priority to Establish world-class infrastructure facilities. In order to do this, special efforts will be made to mobilize institutional resources and private sector investment and participation.

5.0 **LAND**

- 5.1 All lands identified for promoting tourism development activities would be constituted into a **Tourism land bank** under the control of the Department of Tourism. The identified Government land would be transferred to the Department of Tourism free of cost, while the private land would be acquired, for which the Department of Tourism would pay the requisite compensation etc.
- 5.2 To promote private sector participation, the Government would formulate and announce a **Tourism Promotion Land Policy**, which would enable setting up of a transparent mechanism for allotting various categories of lands under the control of the Department of Tourism as per the techno-economic feasibility studies carried out for such land by the department for developing assessed viable and required tourism infrastructure.
- 5.3 In case of land acquisition, the Department of Tourism would as far as possible, take appropriate steps to provide employment opportunities to such affected people, who are found suitable and trained accordingly.
- 5.4 In case of tourism development on Government land, efforts would be made to generate maximum employment opportunities to the local youth by appropriate training and providing requisite exposure.
- 5.5 The District Collectors would be authorized to release up to 10 acres of Government land for tourism purpose to the Department of Tourism. Government land in excess of 10 acres would be transferred to the Department of Tourism by the District Collector with the approval of the Department of Revenue and Land Reforms.

6.0 **ROAD TRANSPORT**

- 6.1 The State places high priority to the development and construction of useful new roads and ensuring high quality maintenance and improvement of existing roads, which provide accessibility to identified destinations of tourist importance.

- 6.2 An efficient road network equipped with modern tourist facilities will be developed to connect the important pilgrimage and tourist destinations in the State. A master plan for up gradation of facilities on important pilgrimage routes will be drawn up and implemented in a time bound manner.
- 6.3 Roads linking important tourist centres will be equipped with petrol pumps, motor garages, snacks centres, toilet facilities, medical facilities, arrangement for parking etc. Private sector participation will be encouraged for this purpose.
- 6.4 The State will take steps to provide adequate support for boosting transport services to cater to the needs of the various categories of tourists. The private sector will be encouraged to invest in the field to the maximum extent. Road permits will be issued liberally by the Regional Transport Authorities (RTAs) in favour of the tour operators for the operation of deluxe and air-conditioned coaches and cars on the identified tourist circuits. Operation of three wheelers and car-van rental service will also be encouraged.
- 6.5 Private entrepreneurs operating tourist taxies will have to use meter in accordance with the rules prescribed by the transport department. Rates will be fixed distance wise, from point to point. Auto rickshaw will also have meters.
- 6.6 For promoting investment in the field of tourist transport services, the support of the various Financial Institutions and banks will be mobilised.

7.0 AIR CONNECTIVITY

- 7.1 Air link is vital to attract investors and also to promote commercial activities and tourism. The State Government will endeavour to have direct links with important cities of the country. Air taxi services linking Ranchi, Jamshedpur, Deoghar, Bokaro, Dhanbad, Palamu, Dumka etc will be encouraged.
- 7.2 The State Government would take steps to strengthen and improve the air strips located in the State as per the standard norms. These air strips would be upgraded in a preferential manner and would be allowed to be used by private air taxi / cargo service operators on nominal costs.
- 7.3 Concession in fees/charges for using the state owned landing facilities for a period of two (2) years from the date of starting such air taxi/ cargo service shall be provided. Refuelling facilities would also be made available as far as possible.

8.0 RAIL TRANSPORT

- 8.1 The State Government will pursue with the Union Ministry of Railways for expansion of the railway network within Jharkhand and for operating train links to the important locations outside the State, including super fast/ luxury train service.
- 8.2 The State Government would make over all out efforts to complete the on-going railway projects within the state so as to enable the tourists take advantage of the same.
- 8.3 Super luxury trains on the pattern of "**Palace On Wheels**" would be introduced so as to enable the tourists visit to various tourist destinations located in the State and relish the cuisine and hospitality being offered in such super luxury trains.

9.0 POWER

- 9.1 Power is a lifeline for tourism development of any State. All out efforts would be made to provide quality power, which would be uninterrupted with constant voltage and frequency and at affordable cost.
- 9.2 All incentives admissible to various industries regarding power connection would be admissible to such tourism projects whether public or private.
- 9.3 The utilization of non-conventional sources of energy, such as-solar power, wind power, bio-mass gas power, geo thermal energy etc. would be encouraged to be utilized at various tourism destinations.

10.0 HYGIENIC CONDITIONS AND CLEAN DRINKING WATER

- 10.1 Special efforts will be made to ensure healthy sanitary conditions and safe drinking water supply in all important towns, major pilgrimage destinations and tourist centres in the State.
- 10.2 Effective supervision in this regard will be provided by the Drinking water and Sanitation Department, Health authorities and local bodies with the help and involvement of voluntary organizations and local citizens.
- 10.3 Steps will be taken to establish water conservation facilities in the tourist units.

11.0 ACCOMMODATION

- 11.1 Special efforts will be made to develop and upgrade tourism accommodation at important tourist centres in the State keeping in view the requirements and income levels of different categories of visiting tourist.
- 11.2 Apart from the accommodation provided by the State Government agencies and organized private sector, a **Home Stay Scheme** on the pattern of **Bed and Breakfast Scheme** of the Ministry of Tourism, Government of India would be launched in the State to encourage the local inhabitants to come forward and

offer their additional accommodation having basic minimum standards, which would be categorized in Silver, Gold and Platinum categories as per the facilities offered.

12.0 MODERN TELECOMMUNICATION FACILITIES

12.1 With the help of the Government of India and the private sector, wherever feasible, all possible modern telecommunication facilities will be made available so as to connect even the remotest areas of the State.

13.0 PRIVATE TOURISM ZONES

13.1 The Government would encourage establishment of private tourism zones by acquiring and making available such land as per the **Tourism Promotion Land Policy** of the Government. The extent of such private tourism zone shall not be less than 20 acres.

13.2 The Government will also strive to provide required supporting infrastructural facilities, such as water, electricity and road at the door steps of such Private Tourism Zones.

14.0 PRIVATE SECTOR PARTICIPATION

14.1 Tourism has emerged as a large industry across the globe, where private sector has to play a leading role. The private sector has to consider investment in tourism sector from a long term perspective and create the required facilities, including accommodation, restaurant, entertainment facilities, shopping complexes, etc in the areas identified for tourism development.

14.2 Non-core activities at all airports, major railway stations and inter-State bus terminals, such as cleanliness and maintenance luggage transportation, vehicle parking facilities etc would be opened to be provided by the private operators to increase efficiency and viability in performance.

14.3 The specific role of private sector is contemplated to be to :

14.3.1 Build and manage the required tourist facility at all places of tourism interest.

14.3.2 Assume collective responsibility for laying down industry standards, ethics and fair practices.

14.3.3 Ensure preservation and protection of tourist attractions and provide leadership in green practices.

14.3.4 Sponsor maintenance of monuments, museums and parks and provision of public conveniences and facilities.

- 14.3.5 Involve the local community in tourism project and ensure that the benefits of tourism accrue to them in right measure and quantities.
- 14.3.6 Undertake industry training and manpower development to achieve excellence in quality of services.
- 14.3.7 Participate in the preparation of investment guidelines, marketing strategies and assist in data base creation and research.
- 14.3.8 Facilitate safety and security of tourists.
- 14.3.9 Endeavour to promote tourism in a sustained and long term perspective.
- 14.3.10 Collaborate with the State Government in the promotion, branding and marketing of destinations.

14.4 A constructive and mutually beneficial partnership between the public and the private sectors through all feasible means would be promoted to ensure sustained growth of tourism. For this, the Government would encourage emergence of such partnership through various concepts of BOT (Built Operate Transfer), BOOT (Built own operate transfer), BLT (Built Lease Transfer) etc.

14.5 The private sector investment and all such partnerships as per para 14.4 above, in tourism sector, would be entitled to all admissible incentives under the State Tourism policy.

15.0 FOREIGN DIRECT INVESTMENT

15.1 In view of large investments required in the tourism sector and the need for maintaining high quality standards in services, hotels and tourism related industries have been included in the priority list of industries for foreign investment.

15.2 Export house status has been accorded to hotels, travel agents, tour operators and tourist transport operators vide notification 33 (RE-98) 1997 – 2002 dated 26/11/1998 of the Ministry of Commerce, Government of India.

15.3 The State Government would extend all possible assistance and support to attract foreign direct investment in building up and maintaining the tourism infrastructure and facilities in the State.

15.4 Foreign investments and technological collaborations by Overseas Corporate Bodies (OCB) and NRI'S would be encouraged in tourism sector, which shall be given over-riding priority while granting clearances and providing assistance.

16.0 THRUST AREAS

16.1 In order to achieve the objectives of this policy, the following thrust areas have been identified for the prioritised action and follow up:

16.2 RELIGIOUS TOURISM

- 16.2.1 Jharkhand has abundant number of religious places of national importance. The holy city of Deoghar is the abode of **Baba Baidyanath**, one of the 12 Jyotir Lingas scattered across the country. The most sacred pilgrim place for Jains, the **Parasnath**, where 20 out of the 24 Tirthankars attained Mahanirvana, is situated in Jharkhand. One of the most revered shakti sthal- Rajrappa and Ma Bhadrakali Temples are located in Ramgarh and Chatra District respectively. A large number of religious tourists visits such sacred shrines in the State, through out the year.
- 16.2.2 The State Government would take all steps to provide civic amenities like parking, land scaping and beautification of such areas of religious importance. Toilets, safe drinking water, garbage disposal etc. would be given special emphasis at these religious places in coordination with the various management bodies.
- 16.2.3 During important festivals, special measures would be taken for ensuring the safety and security of the tourists by setting up information centres, tented colonies to accommodate such pilgrim tourists and to deploy additional police force so as to inculcate a sense of security and augment the local security arrangement.
- 16.2.4 To project Parasnath as the most sacred place for religious pilgrimage for the Jain community, a **Parasnath Development Authority** would be set up to manage and maintain Madhuban and Parasnath, by providing all basic services facilities and taking up various tourism development projects.
- 16.2.5 The number of pilgrims visiting the Baba Baidhyanath Temple at Deoghar are increasing exponentially As large as 40 lakhs pilgrims visit the shrine every year. To mitigate the problem of ensuring timely Darshans, a suitable mechanism would be setup, based upon the mechanisms prevalent and developed at such other sacred renowned places of pilgrimmage, for such waiting pilgrims and to make their stay more comfortable and memorable.
- 16.2.6 Religious tourist uriunits and tour packages would be developed and publicised to promote religious tourism in a professional manner.

16.3 ECO TOURISM

- 16.3.1 Jharkhand has a forest cover of 33%, where there is immense scope of developing eco-tourism. The lush green jungles, the perennial water falls, the terrain, the moderate climate, the rich wild life makes it an ideal destination for developing eco-tourism activities like forest trails, nature walks, jungle safaris, trekking, rock climbing etc.

- 16.3.2 Such activities would be conducted in a planned and professional manner which promote awareness regarding the environment and help maintain the ecological balance.
- 16.3.3 The Government will harness the tourism potential of the forests in the State by developing camping sites with basic infrastructure facilities and public convenience services. Private sector shall be encouraged for setting up of camping sites at various suitable locations on environment friendly basis.
- 16.3.4 The Government will take steps to provide accommodation to the tourists by opening the Forest Rest Houses (FRH) to the public. These Forest Rest Houses would as far as possible be managed through public-private partnership with capable and committed partners having good track record of promoting eco-tourism.
- 16.3.5 Wild life tourism is an integral part of eco-tourism. Jharkhand has a varied topography, unlimited forest cover and is endowed with a vast variety of flora and fauna. There are a number of sanctuaries, national parks and-wild life reserves, which would be utilised for the purpose of promoting eco-tourism.
- 16.3.6 The department of tourism would actively work with the department of forest and environment to further develop and improve wild life parks/zoos bird watching towers and other public utility services for tourists.
- 16.3.7 The wild life sanctuaries and national parks would be integrated as an integral part of Jharkhand tourism product and priority would be given for professional visitor's management. The quality of tourist facilities available at the parks would be enhanced and steps would be taken to improve visitors information network.
- 16.3.8 Tree plantation as a tourism linked activity will be given special attention and efforts would be made in a planned manner to deal with the problem of non-biodegradable wastes. Intensive campaign to regulate plastic waste will be launched with the assistance of the private sector and Non-Government Organizations (NGO's)

16.4 CULTURAL TOURISM

- 16.4.1 Every effort will be made to promote the various fairs and festivals, traditional life styles and customs, dress and food habits of the people of Jharkhand so that tourists and visitors can get a chance to see and cherish the rich and varied cultural of the State.

- 16.4.2 Efforts will be made to develop the local fairs and festivals into tourism events and attractions. A calendar of events will be prepared indicating the month-wise events through out the State with the dates and timings.
- 16.4.3 The Indian Council for Cultural Relations (ICCR), the Sangeet Natak Academy, the Zonal Regional Cultural Centres and other Organizations will be encouraged to organize various cultural events of national and international standards in Jharkhand.
- 16.4.4 Inter State Cultural exchange Programmes would be organized so as to promote cultural events in other States and abroad and provide exposures to the artists of the State.
- 16.4.5 Handicraft items of Jharkhand, which are well-known for their authentic craftsmanship and attractiveness, would be promoted. The Tourist Informations Centres (TIC'S), Hotels, Airports, Railway Station and other public places of importance would show case such handicraft items within and outside the State.
- 16.4.6 Efforts would be made to market various handicrafts items through various Tourism Promotion marts/exhibitions etc. within and outside the State along with the cultural extravaganza.
- 16.4.7 The hosting of hotels religion conferences at hotels would be encouraged to promote performance of local cultural expressions such as dances, songs, puppetry etc on regular basis so that tourists could sample the cultural diversity and vibrancy of state.

16.5 RURAL TOURISM

- 16.5.1 Jharkhand has rich cultural traditions and customs. As many as 30 visibly distinct tribal ethnic groups reside in the State. To ensure the fruits of tourism promotion reach the rural areas and to show-case the rich cultural heritage of the State, the following initiatives would be taken :
 - a. Identified rural tourism villages would be notified by the department. The precondition for declaring such villages as rural tourism villages, would be that they must predominantly have traditional art and culture. The **Village tourism Committees** (VTC) would be constituted in such villages to promote mutual cooperation and sustenance.
 - b. The identified villages in the first phase would be those, which are near the existing tourist centers so as to develop an attractive tour package.
 - c. Such identified villages would be developed as model villages and infrastructure like roads, streets, drainage, parking, bus stand, lighting, sanitation, drinking water supply, tourist information center, open air theatre, landscaping, craft bazaar, nature trails would be provided.

- d. Such notified villages would not be charged any luxury tax or commercial rates for electricity.
- e. Appropriate synergies would be ensured with financial institutions to provide funds for renovating the rural homes so as to ensure attractive, clean and comfortable stay of visiting tourists.
- f. Local cuisines would be promoted in such villages. Linkages would be developed to promote local handicrafts and cultural aspects.
- g. The department of tourism would take appropriate steps for wide publicity and promotion of such rural tourism destinations.
- h. Private entrepreneur would also be encouraged to promote complex showcasing the rural life of Jharkhand.

16.6 ADVENTURE TOURISM

- 16.6.1 Jharkhand has a number of big water bodies, enthralling terrain, hills, dense forests, which are the pre-conditions for promoting adventure tourism activities. Comprehensive adventure tourism promotion plan for the State would be prepared to lay down the regulatory framework for the enforcement of safety standards.
- 16.6.2 The Jharkhand Adventure Tourism Institute (JATI) has already been set up under the Societies Registration Act, 1860. This institute would not only provide services for adventure tourism to the visiting tourists but also would impart training to the local youths, who in turn would provide such adventure tourism activity services to the visitors.
- 16.6.3 Efforts would be made to promote adventure tourism activities such as paragliding water sports, rock climbing etc. in the State, where district chapters of JATI would be set up in all the districts of the State as per the potential to promote land based, water based and air based adventure tourism activities.
- 16.6.4 Annual adventure sports events would be organized at various locations to promote adventure tourism activities. Private sector participation in adventure tourism activities would be supported through Jharkhand Adventure Tourism Institute to seek latest technologies and the equipments related to adventure tourism.
- 16.6.5 There is great potential for trekking in Jharkhand. A master plan for the development of Trek routes would be prepared and implemented. Water sports activities, like river rafting, canoeing kayaking etc. are becoming increasingly popular which would be further promoted/ extended to various potential areas of the State.
- 16.6.6 Guides will be trained and employed from among the local, who will also be assigned the task of protecting both the tourists and the environment. Steps

will be taken to set standards and regulations for this purpose. Other water sports activities will also be developed and extended to various water bodies in the State like Tilaiya, Masanjor, Chandil, Pataratu, Getalsud, Kelaghagh, Kanke dam, Hatia dam, Chharwa Dam, Topchanchi, Maithon, Burudih dam etc.

16.6.7 There is a great potential for promoting aero sports related activities, like hang gliding, para gliding, hot air ballooning, etc. in Jharkhand, which would be developed in a planned and systematic manner to provide thrill and adventure to the visiting tourists, simultaneously taking care of the safety requirements.

16.6.8 Adequate facilities will be developed to provide a high level rescue system for adventures sports and other tourism related activities. This will include provisions of various rescue equipments like recovery vans, medical support, communication system etc.

16.7 MINING TOURISM

16.7.1 The State of Jharkhand is the largest store-house of mineral reserves, which accounts to around 37% of the total national mineral resources. A large number of mineral based industries are located in the State and large scale mining operations are being carried out in the State.

16.7.2 Promotion of Mining Tourism is a unique and thrilling concept in the country, though it is a very popular sector in certain other mineral rich countries, such as, South Africa, Japan, Germany, Brazil, etc. To utilize the tourism potential of closed and abandoned mines in the State, Mining Tourism Sector would be promoted where various activities relating to the mining and processing along with other tourist recreational facilities would be provided. In This regard, Joint Ventures with the welling mining companies in public and private sectors would be encouraged to set up. The mining tourism will not only showcase the mineral strength of the State but also would educate the tourist regarding various mining and mineral-based activities. This would also provide employment to the local inhabitants residing in and around such mineral bearing areas.

16.7.3 The Department of Tourism would take all steps to provide financial support to encourage tourism activities in the mining sector by providing a comprehensive package to promote the growth of mining tourism in the State. Such an initiative will not only provide access to those, who want to know more about the copper mining activities and its processing, but also would help in the generation of employment for local inhabitants, attract domestic/foreign investments and help in over all round development and maintenance of infrastructure associated with mining tourism in the State.

16.8 CONVENTION TOURISM

- 16.8.1 Hoteliers, industrial/ business houses and other private entrepreneurs will be encouraged to establish and maintain convention centres of national/ international standards providing quality services in order to attract national and international meetings conferences and cultural events.
- 16.8.2 A large convention complex will be set up at Ranchi and efforts will be made to establish quality convention facilities at other important locations in the state.

16.9 WAYSIDE AMENITIES CENTRES

- 16.9.1 With a view to provide basic amenities, like restaurants, parking, toilets, medical facilities, besides rooms for transit accommodation to the travellers on the national / state highways, wayside amenities centres will be established with emphasis on public-private- partnership.
- 16.9.2 Apart from providing basic amenities, these centres will also endeavour to provide other services, like-petrol pumps, small automobile garages, ATM counters, telephone and fax facilities, souvenir shops and other related transit facilities.

16.10 YOUTH HOSTELS AND TENT TOURISM

- 16.10.1 The student and non student youth look for low cost accommodation during their excursions and visits to different places. The state will encourage establishment of such low cost accommodation meant for youth and students at various places.
- 16.10.2 Efforts will be made for establishing of youth hostels as per the Union Government guidelines in the proximity of important and popular tourists destinations.
- 16.10.3 There are certain places, where demand for accommodation is not continuous but arises on certain special occasions, particularly during tourist seasons or during fairs and festivals. In order to meet such short duration demand, the State will take suitable initiatives and encourage tent tourism at the selected camping facilities in the shape of tent accommodation and facilities, such as, toilets, dining etc.

16.11 HERITAGE ACCOMMODATION

- 16.11.1 The Government will make all efforts for the utilisation of old mensions and heritage buildings, which are built prior to 1950 and are lying unutilized or underutilized to provide quality accommodation to the tourists. All possible assistance will be provided to such owners of heritage buildings by the Government.

16.12 UTILISATION OF INSPECTION BUNGALOWS, ETC. FOR TOURIST ACCOMMODATION

16.12.1 The inspection bungalows, rest houses, circuit houses belonging to the Revenue and Land Reforms Department, Road Construction Department, Rural Development Department, Forest and Environment Department, Department of Water Resources and local bodies etc. located at various tourist destinations, tourist circuits would be developed preferably through private-public partnership so as to provide comfortable and quality accommodation to the tourists to augment the tourist accommodation at such places.

17.0 JHARKHAND TOURISTS HOME STAY SCHEME

17.1 With the aim of providing comfortable and standard home stay facilities for the tourists and to supplement the availability of accommodation at various tourists destinations, the state government will introduce a **Jharkhand Tourist Home Stay Scheme** on the pattern of Incredible India, bed and breakfast scheme of Ministry of Tourism, Government of India.

17.2 The basic idea is to provide a clean and affordable place for foreign and domestic tourists alike, including an opportunity to such tourists to stay with local families to have a feel of the local hospitality and culture along with the experience of the local customs, traditions and relish authentic Indian and local cuisine.

17.3 Such home stay units, once approved by the Department of Tourism, will be duly publicized. A directory of all such approved establishments will also be prepared so as to enable domestic as well as foreign tourists to live in a homely environment and to take advantage of the scheme.

17.4 Efforts will be made by the department to organize short term training in hospitality trade for such home stay unit owners, who intend to impart such training to their staff etc.

18.0 TOURISM ECONOMIC ZONE

18.1 Tourism economic zones will be created primarily with public-private partnership based on the intrinsic attraction, potential for development and availability of resources in these zones. Air, road and rail connectivity to these areas will be established to facilitate direct and easy access to these zones from international and domestic destinations.

- 18.2 Appropriate backward and forward linkages will also be established to ensure flow of benefits to the local community.
- 18.3 The development of such zones will be guided by well conceived master plans and executed by specific specially created Tourism Development Authorities, which will be created by the Government involving the Department of Tourism, other relevant Ministries / Departments of the Government of India, potential investors, stakeholders professionals from tourism industry and representatives of industry and trade associations.
- 18.4 Steps will be taken to act towards the integrated development of all the tourists circuits of the state with the involvement of various departments, non-governmental organizations and the private sector.

19.0 ADOPTION OF NEW TECHNOLOGIES

- 19.1 Efforts will be made to adopt the latest technological advances in the tourism sector to provide better facilities and services to the tourists and to effectively market the tourism products to ensure benefits percolating to all concerned stakeholders.
- 19.2 Utilization of Information Technology (IT) shall be accorded high priority in the efforts to promote Jharkhand Tourism. Every endeavour in this regard would focus upon optimal utilization of e-commerce, mobile-commerce, use of internet for dissemination of tourism related information, increasing use of portals as gate-way to improve accessibility to tourism information, development of Handi Audio Reach kit (HARK) tourist guidance system at important tourist sites, setting of tourist information kiosks, encourage private sector to use information technology and eco-friendly practices and above all taking advantage of the latest developed global technologies for promoting and facilitating tourism products.
- 19.3 The State Government will take steps to utilize the widespread mobile connectivity and network to disseminate information regarding various tourists destinations and provide assistance to the tourists visiting the state in cases of exigencies.
- 19.4 A State-of-the-art website has been developed by the Department of Tourism, Jharkhand which provides all desired informations to the tourists. Feed-back facilities, tourist spot weather report, e-news letter tourist packages, accommodation facilities, on-line payment through payment gateway for booking accommodation and transportation in the state, information pertaining to art, craft and culture of the state, the cuisines, the fairs and festivals and an all comprehensive Management Information System (MIS) has also been developed for intra-departmental coordination, reporting and supervision. The Department will take steps to ensure that this web-site always remains up dated, as also to provide additional features from time to time as developed globally.

20.0 PROMOTING BETTER FACILITIES THROUGH TOUR/TRAVEL AGENCIES

- 20.1 A professional, experienced and dedicated network of Tour/Travel agencies is a vital ingredient for boosting tourism and providing conveniences for the visiting tourists.
- 20.2 A list of accredited travel agencies will be prepared and exhibited on the website of the Department. Assistance to the tourists through such accredited agencies will be encouraged to enlarge tourism business platform.
- 20.3 Local residents and youth would be encouraged to set up tour / travel agencies so as to create opportunities for self-employment. Such applicants would be provided assistance under various self-employment schemes of the State Government/ Central Government and would be accorded priority in sanction and disbursement of such financial assistance. The Department of Tourism would in addition sanction a one time grant of Rs.50,000/- to such applicants, belonging to the category of SC/ST, handicapped, ex-serviceman and the widow, destitute or deserted woman, who are granted approval to set up such agency by the Department.
- 20.4 The Department would formulate a simple and transparent system for registration of such travel agencies/tour operators. On-line registration facilities would also be provided in this regard.

21.0 PACKAGE TOURS

- 21.1 With the objective of boosting tourist traffic to Jharkhand and enriching the quality and content of tourism products, attractive package tours will be developed and promoted with the help of private sector tour operators and travel agencies. Such tour packages will include air/road/ rail travel, fooding and lodging, excursions, destination visits etc.

22.0 FISCAL INCENTIVES

- 22.1 The fiscal incentives are to be provided for the promotion of tourism in Jharkhand when examined from the following perspective:
 - 1. To stimulate the growth of tourism sector for creating employment opportunities.
 - 2. To provide incentives for increasing the competitive attraction of Jharkhand as compared to others.

3. To remove dis incentives in the existing system.
 4. To provide facilities to the private sectors and public sector to overcome special disadvantages, the State suffers from.
 5. Focus on special comparative advantages of the State and to strengthen such areas.
- 22.2 The following tourism related activities will be entitled for all incentives admissible to new tourism units:
1. Setting up of new Hotels/ Motels/Heritage Hotels /Golf courses/ Ropeways and wayside amenities centres satisfying the norms/ conditions stipulated by the State Government.
 2. Transport facilities with air-conditioned car/coaches with a minimum capital investment Rs.50 lakhs, operating in travel circuits notified by the Department of Tourism.
 3. Motor launches, etc operating at water sports centres notified by the Department of Tourism with minimum investment of Rs.20 lakhs.
 4. Aero Sports Centres developed at places notified by the Department of Tourism with minimum investment of Rs.20 lakhs.
 5. New Amusement parks with minimum investment Rs. 25 lakhs and operated at tourist centres notified by the Department of Tourism.
 6. Health resorts established at places like hot springs, etc notified by the Department of Tourism with a minimum investment of Rs. 20 lakhs.
 7. Tourist camps and camping sites having minimum capacity of accommodating not less than 20 tourists in the camp to be set up at places notified by the Department of Tourism.
 8. Rural tourism sites, having minimum capacity of accommodating not less than 10 tourists in the village, set up at places notified by the Department of Tourism. All the above tourism related activities (existing & new) will be entitled to have power at industrial and not commercial rate of tariff.
- 22.3 There is a dire need for the State of Jharkhand to accelerate the tourism development and promotion in the back-ground of lost opportunities and non realization of its vast tourism potential.
- 22.4 Various incentives shall be admissible to such tourist units, which come into commercial operation during the period this policy remains effective, the details of which are as follows :

1. Capital Investment Incentive.
2. Captive power generating subsidy
3. Interest Subsidy
4. Employment generation based incentives
5. Special incentives for SC/ ST women, ex -service men and handicapped persons

22.5 CAPITAL INVESTMENT INCENTIVE

The details of capital investment incentive, admissible to new tourism units, are as follows :

Sl. No.	Incentive	Maximum Incentive (%)	Financial Limit (In Lakhs)	Special Benefits
1.	Capital Investment Incentive	30%	30	Additional 5% incentive over and above with a cap of Rs.5.00 lakhs for SC/ST Entrepreneurs, Women Entrepreneurs, Handicapped persons and Ex-servicemen shall be admissible

22.6 CAPTIVE POWER GENERATING SUBSIDY

The details of capital investment incentive admissible to new tourism units are as amended :

Sl. No.	Incentive	Maximum Incentive (%)	Financial Limit (In Lakhs)	Special Benefits
1.	Captive Power Generating Subsidy	30%	5.00	Additional 5% incentive over and above with a cap of Rs.0.75 lakhs to SC/ST Entrepreneurs, Women Entrepreneurs, Handicapped persons and Ex-servicemen shall be admissible

22.7 INTEREST SUBSIDY

22.7.1 The objective of providing this subsidy is to bring down interest cost of tourism unit for the period such a venture is most hard pressed. This subsidy is aimed to encourage such a ventures to continuous growth rather than stagnate and contribute its share of prosperity to the state.

22.7.2 The interest subsidy admissible to new tourism unit shall be admissible in the following manner on the interest actually paid to be financial institutions / banks on loans taken by such new tourism units:

Sl. No.	Incentive	Maximum Incentive (%)	Financial Limited (Lakhs)
1.	Interest Subsidy	50	The subsidy shall be limited to a sum of Rs.100 lakhs per annum provided the total interest subsidy shall not exceed 15% of the total turnover made in the State of Jharkhand. This subsidy shall be admissible for a period of 8 years from the date of commercial operation.

22.8 EMPLOYMENT GENERATION BASED INCENTIVES

22.8.1 All workers employed in such eligible tourism units would be covered under Contributory Group Insurance Scheme (CGIS), in which the State would pay 50% of the premium paid by the employer against each such worker/ labourer.

22.8.2 This incentive shall be admissible to only such tourism units which employ a minimum of fifty workers.

22.9 INCENTIVE FOR AIRLINES OPERATORS

Such airline companies, which start new airlines services within the State of Jharkhand connecting various destinations would be provided a guarantee of minimum 50% load factor (Total seat capacity of such aircraft) during the first year of operation.

22.10 INCENTIVES FOR NEW INTEGRATED MULTIPLEX COMPLEXES

- (a) Development of Integrated Multiplex Complex having at least two cinema halls with total minimum capacity of 300 seats, set up in an area of 4000 sq meters or above with minimum investment to the tune of Rs.12 crores consisting of cinema halls, restaurant, fast food outlets, video games parlour, pubs, bowling alleys, health spa/centre and recreational activities will be given the status of Industry.
- (b) The following concessions will be given to such complexes :
 - 1. 100% entertainment tax exemption for first five years.
 - 2. Existing cinema halls shall also be entitled to 100% entertainment tax exemption for first five years.
 - 3. Liberty to fix the ticket rates for various services/facilities by the owners/operator.
 - 4. Power tariff rates as applicable to industry.
 - 5. No registration fee except stamp duty shall be leviable on first sale of the shopping area.

22.11 INCENTIVES FOR FILM PRODUCTION IN THE STATE

- (a) The role of films in the promotion of tourism is a well known fact. Film production not only provides employment opportunities to the local inhabitants but also publicizes the scenic beauty of a tourist place.
- (b) Accordingly, the films, with at least 25 percent of scenes of final point shot in the state would be free from any entertainment tax within the State.

23.0 RATIONALIZATION OF TAX STRUCTURE

- 23.1 The taxation and tax rate for tourism projects are to be fixed keeping in view the long term perspective, The rates should be so conducive to be a link between travel and tourism, promote economic growth and creative jobs to promote growth of travel hospitality and leisure market.
- 23.2 The new tax policy should be aimed at increasing the tax base at reduced rate. Keeping in mind the low quantum of flow of private investment in tourism sector, there is a need to provide competitive and better rates of taxation so as to facilitate and attract private sector investment in tourism sector, which would have cascading effect on the over-all economy and the development of local areas in addition to generating opportunities for employment for local youth.

- 23.3 Under the above circumstances, there is a need that the State Government should extend certain special incentives to the new tourism related projects. The following would be the tax regime for various tourism projects in the State:

23.3.1 LUXURY TAX

The luxury tax shall be admissible to various hotels operating in the State at the following rates :

S. No.	Room Rent (per day)	Rate
1	up to 1000/-	Nil
2	1000-2500/-	5%
3	more than. 2500/-	7%

New hotel would be exempted from the luxury tax for a period of seven (7) years from the date of commercial operation.

23.3.2 ENTERTAINMENT TAX

New Tourism Projects, like amusement park etc. would be exempted from entertainment tax for a period of 7 years from the date of commercial operation.

23.3.3 COMMERCIAL TAX

New Tourism units would be charged VAT at the lowest floor rate for a period of 10 years from the date of commercial operations.

23.3.4 BAR LICENCE FEE

Bar Licence fee is payable by Hotels, Restaurant and Bar Licence Holders, which is decided by Board of Revenue from time to time.

23.3.5 **ELECTRICITY DUTY**

Exemption from electricity duty would be admissible to new tourism units for a period of 10 years from the date of commercial operations.

23.3.6 **STAMP DUTY**

New Tourism units would be entitled to register purchase/lease of land or building with 2% stamp duty for a period of 3 years from the effective date.

23.3.7 **ROAD TAX**

- (a) To promote private sector investment in transportation sector, relaxation of 50 % of road tax on the existing rate would be extended to such new vehicles for a period of five (5) years, which are operating as tourist coaches and whose capacity is not more than 35+1
- (b) Such relaxation of road tax would also be admissible to all the tourist transport coaches operating under Jharkhand Tourism Development Corporation Ltd.

23.3.8 **ROAD PERMIT**

Tourist coaches, whose capacity is not more than 35+1 would be eligible for relaxation of 25% of the charges payable for obtaining road permit. These relaxations would be admissible to all. Such tour operators, who are registered with any Tourism department of any State holding All India tourist permit.

23.3.9 **HOLDING TAX**

No holding tax will be charged for first five years for the following new tourism projects:

1. Classified hotel and Restaurants with an investment of more than Rs. one (1) crores.
2. Projects of amusement parks with an investment of more than Rs. two (2) crores.

24.0 UPGRADATION OF TOURISM SUPPORT SERVICES

24.1 HUMAN RESOURCES DEVELOPMENT

- 24.1.1 Human Resources Development is a vital aspect of tourism. The tourists depend on tour operators, travel agents, guides and other tourism functionaries. Trained manpower is a prime need for tourism industry. Professional training creates better employment opportunities.
- 24.1.2 The State Government will encourage and support creation of standard training facilities in the non-government sector, in addition to those available through institutions in the public sector. Tourism hospitality and hotel management courses, courses on mass communication and advertising, courses for guides/travel agents/tour operators/caterers taxi operators/porters and other functionaries will also be introduced in the Universities colleges and Polytechnics, in addition to dedicated professional institutions.
- 24.1.3 The Institute of Hotel Management (IHM), Ranchi is being set up and would be developed into a centre of excellence.
- 24.1.4 The State Government would make efforts to set up Food Craft Institutes (FCI) in the state at Deoghar, Jamshedpur and Medininagar.
- 24.1.5 The Government will encourage setting up of the Institutes of the Hotel Management, Travel and Tourism Management and Food craft Institutes in the private sector. The State Government would offer land as per the prevalent policy to such reputed, willing and capable institutions, which are already operating such institutions anywhere in the country.
- 24.1.6 The eligibility qualifications of direct recruits to state tourism department and Jharkhand Tourism Development Corporation Ltd, will be suitably revised to bring in professionalism. Opportunities will be provided to the existing functionaries to acquire higher skills through in-service institutional training or distant learning.

24.2 TOURIST GUIDES

- 24.2.1 The availability of educated, trained, well-informed and multi-lingual guides with proper motivation is very critical for tourism development. The State Government will take all steps to select and train appropriate number of guides to be available at various destinations in the State.

- 24.2.2 Courses would also be organized for those, who are interested in taking up career as language guide, especially in the foreign languages, like-Japanese, Chinese, Arabic, Italian, French, German Spanish, English and Indian languages, like-Bengali, Oriya, Gujarati etc.

24.3 TOURIST INFORMATION CENTRES (TIC)

- 24.3.1 Keeping in mind the large traffic of domestic and international tourists, it is necessary to set up modern well-equipped Tourist Information Centres (TIC's) at important locations and destinations.
- 24.3.2 Tourist Information Centres (TIC's) would be set up in Mumbai, Chennai, Indore, Hyderabad, Bangalore Ahmedabad, Bhubaneshwar, Jaipur and such other strategies places of tourism importance. All Tourist Information Centres will be inter-linked through computer network. The presently operating Tourist Information Centres at Delhi and Kolkata would be strengthened so as to provide better services.
- 24.3.3 Apart from offering information to tourists, these Tourist Information Centres would also provide reservation facilities for the hotels and transport services of Jharkhand Tourism Development Corporation and private classified hotels located in Jharkhand. Other informations, like package tours, fairs and festivals, Home Stay Scheme facilities etc. would also be provided through such tourist information centres.
- 24.3.4 Information through touch screen kiosks and multi-media software would also be made available to the tourists at bus stands, railway stations, airports and at various tourist destinations, etc.
- 24.3.5 Jharkhand tourism would also be publicised by engaging agents in other states on commission basis. Efforts would be made to open Tourist Information Centres in other states on joint-venture basis between Department of Tourism Jharkhand and the Tourism Department of such states.
- 24.3.6 Tourist Information Centres (TIC's) would be set up in all the district headquarters of the State. Such centres would also be set up at all the important and popular tourist destinations.
- 24.3.7 Efforts would be made to operate such Tourist Information Centres (TIC's) through public-private-partnership under close monitoring and supervision of the Department of Tourism so as to ensure desired results. Such Tourist Information Centres would be active 24×7×365.

25.0 PROMOTION, PUBLICITY AND MARKETING

- 25.1 Promotion and marketing is an important component of tourism development and needs to be undertaken along with product development in conformity with consumer profiles and product characteristics. The policy of the Government would be, thus, to develop and implement cost effective marketing strategies based on market research and segmentation analysis of in each of the tourist generating country/ State.
- 25.2 Tourism promotion, publicity and marketing is one of the most critical activity not only to attract a large number of tourists but also to educate the tourists regarding the kind of tourism products, which the state offers. It also facilitates the travel and stay of the tourist to the state. To achieve all these, there is a need for well-defined advertising and publicity plan. Thus, a separate and dedicated team of professionals on outsourcing basis would be set up to assist the Department in marketing the tourism product of the state in a professional and result-oriented manner to the outside world as well as amongst the domestic tourists.
- 25.3 A multi pronged strategy will be evolved to make optimal use of media for promoting Jharkhand as an attraction for tourists. Sufficient literatures will also be distributed to important travel agents/tour operators/airlines/ hotel groups etc. for distribution amongst important people connected with the tourism industry.
- 25.4 **Keeping in mind the above objectives, the following initiatives would be taken :**
 - 25.4.1 Strengthen the existing Tourist Information Centres (TIC's) and set up new Tourist Information Centres at a desired locations with adequate publicity aids.
 - 25.4.2 Organize familiarization tours and conventions of eminent and renowned travel writers, tour operators and travel agencies.
 - 25.4.3 Production of high quality informative audio-visuals and tourist literatures in English and other foreign Indian languages.
 - 25.4.4 Collaboration with Indian Council for Cultural Relations (ICCR), Overseas Tourism India Office etc. and tapping the Indian and overseas media for organizing publicity campaigns.
 - 25.4.5 Organizing Jharkhand festivals inside and outside the country in collaboration with the Indian Council for Cultural Relations (ICCR), National Sangeet Natak Academy and other eminent organizations.

- 25.4.6 Participations in exhibitions and festivals organized by various reputed and experienced agencies at state, national and international levels.
- 25.4.7 Encouragement of joint publicity campaigns with private partners.
- 25.4.8 Display of attractive hoardings at strategic locations and in the vicinity of various tourist destinations highlighting their special significance.
- 25.4.9 Display of way indicators on the roads to highlight to location and importance of different tourist destinations.
- 25.4.10 Organising cultural festivals in different parts of the state, as per a calendar of cultural events published in advance.
- 25.4.11 Promotion of various sports events, corporate convention and conferences, youth congregations, academic needs; national and international cultural conferences with the active support of various departments, corporate bodies, universities and other organizations.
- 25.4.12 Organising various food festivals to popularize ethnic Jharkhand cuisine in different parts of the country and for the tourists visiting the state.
- 25.4.13 Projecting the state as the ultimate destination to cater to the emerging market in the East and South East.
- 25.4.14 Organising publicity campaigns through print media and the audio-visual media. The private sector would also be motivated to partner with the government to achieve these objectives.
- 25.4.15 15. Publication of periodicals and telecast of special promotional campaigns of Jharkhand Tourism through sponsorship of private agencies and otherwise.
- 25.4.16 16. Production of films on tourist locations and facilities, local fairs and festivals, flora and fauna etc. will be encouraged to publicize the tourism potential of the state through television network and electronic media.
- 25.4.17 17. Use of electronic, print and cyber media for aggressive marketing of Jharkhand as a premier tourist destination.

26.0 SAFETY AND SECURITY OF TOURISTS

- 26.1 Foolproof safety and security of tourists in the State is an extremely important and as a sensitive factor for the growth of tourism. The State Government accords highest priority to safety and security of tourists for which no stone will be left unturned by the government.
- 26.2 In order to prevent any inconvenience to the tourists, a **Tourist Security Force (TSF)** is being set up by the State Government in accordance with the directives received from the Ministry of Tourism, Government of India. This **Tourist Security Force** would comprise of the ex-service men, who would be imparted hospitality, co artery and other relevant training, so as to inculcate confidence and sense of security amongst the tourists. Such security force would be deployed at all the places of public convergence, such as bus stands, railway stations, airports and at various tourist destinations.
- 26.3 To augment the strength of the Tourist Security Force (TSF), a cadre of local youth would be selected, trained and deployed by the Department at various tourist destinations in the State. These local youths would be selected from the adjoining villages in and around such tourist destinations so as to instill a sense of belongingness, care and affection among the local inhabitants regarding such tourist destinations.

In addition, local youths, would also be selected to provide various other maintenance-management facilities and services, such as gardening, keeping, guide, life savings, technicians, musical group catering etc.

- 26.4 A 24-hour **Tourist Help Line** would be set up at the Department of Tourism so as to provide rescue and assistance services to tourists in distress, which includes medical services, transport services, navigation services, security services etc.

A Central Control Room at the Headquarters of the Department of Tourism would be set up to monitor the arrival, travel and the stay of the tourists at various destinations and to provide them assistance, wherever and whenever required.

27.0 CONSUTANCY SERVICES

- 27.1 To ensure world class infrastructure for tourism promotion and development, services of reputed, experienced and competent consultants would be procured. The State Government intends to utilize the services of such consultants in the promotion and development of tourism infrastructure, conducting necessary techno-economic feasibility studies, carrying out market research, preparation of DPR's, etc.
- 27.2 Consultancy services would also be utilized for professionalisation and modernization of Jharkhand Tourism Development Corporation and the Department of Tourism by reforming the procedures and processes, adopting the latest tools and techniques of tourism management, introducing latest concepts and technology, technological up-gradation, skill improvement etc.

28.0 JHARKHAND TOURISM DEVELOPMENT BOARD

- 28.1 The State Government would set up a Jharkhand Tourism Development Board to facilitate enter departmental co-operation and coordination to promote Tourism in the State. This Board would be set up under the chairmanship of the Chief Minister of Jharkhand with the Tourism Minister as Vice-chairman and Principal Secretaries/Seretaries of other relevant departments as members. The Board would also have representatives of the Hotel Association, Travel Agents Association, Adventure Sports Operators Association, NGO's and other non-official members having outstanding contribution or expertise in the field of development and promotion of tourism industries. Financial assistance as grants-in-aid, etc would be provided to this board.
- 28.2 The Board would advise the Government to lay down the policy guidelines for the development and promotion of tourism industry in the State, to promote public-private partnership. Public sector would undertake all steps to develop and promote tourism in the State.

29.0 STRENGTHENING OF JHARKHAND TOURISM DEVELOPMENT CORPORATION (JTDC) LTD

- 29.1 The role of Jharkhand Tourism Development Corporation (JTDC) Ltd in the promotion and development of tourism in the state is most critical, in the light of which the Jharkhand Tourism Development Corporation would be strengthened and modernized so as to perform in an efficient and professional manner, and deliver the desired result within the designated frame of time.

- 29.2 The Jharkhand Tourism Development Corporation would act as nodal agency in developing tourism at various destination in the state. It would promote infrastructure development through private sector participation upon the land allotted by the department and carry out all required developmental works so as to establish and set up hotels and other infrastructure to augment the tourist infrastructure at various destinations.
- 29.3 The role of JTDC in providing comfortable, efficient and smooth transport services to the visiting tourists in the State is of utmost importance. Accordingly, the JTDC would take steps to strengthen its tourism transport fleet either by purchasing or by acquiring transport vehicles on lease, equipped with various modern facilities suitable to the tourist segments being catered to.
- 29.4 The Jharkhand Tourism Development Corporation would enter into Joint Venture or promote public-private-partnership to ensure better management and better facilities to the tourist using its residential and other accommodation spread across the state.
- 29.5 To ensure quality infrastructure at various destinations, the JTDC would take steps to form joint ventures with capable and experienced private partners to provide world class tourist infrastructure and facilities.

30.0 TOURISM DEVELOPMENT AUTHORITY

- 30.1 To ensure a focused, systematic, professional and time-bound tourism development of a place or tourism zone, the Government would set up Tourism Development Authority(s) for such zones/specific various places under the chairmanship of the concerned Deputy Commissioner. Such Authority(s) would have representatives of hotel associations, travel agents associations, NGOs and non-official members having outstanding contribution or expertise in the field of development and promotion of tourism industry. Financial assistance as grants-in-aid, etc would be provided to all such authorities set up in this regard.
- 30.2 Such tourism development authorities would systematically execute and get executed various tourism development projects within their jurisdiction and would also maintain all tourism related activities in such areas and undertake all such initiatives and actions to promote Tourism.

31.0 SINGLE WINDOW SYSTEM

- 31.1 Efforts would be made to facilitate smooth flow of institutional finance for improving, strengthening and augmenting the tourism infrastructure in the state.

- 31.2 A special cell to facilitate and to assist entrepreneurs interested in setting up tourism related projects in the state would be created in the Department of Tourism. A simple, professional and transparent mechanism would be evolved for processing loan applications from investors in tourism sectors at such single window, where officers from other relevant Government Departments, Banks, Financial Institutions, etc would be available, so as to provide all assistance and smooth financing of such tourism infrastructure promotion ventures.

32.0 TOURISM TRADE FACILITATION ACT

- 32.1 To prevent exploitation of tourists by various service providers, a legislation for facilitating tourism trade would be enacted by the Government.
- 32.2 The Department of Tourism would be empowered to licence and inspect such establishments, which are engaged in providing various services to the tourists. Any inspection made with malafide intention shall be dealt with very seriously and shall invite strict disciplinary action by the department.
- 32.3 Complaints received from the tourists will be redressed on priority basis. Strict action and strong steps would be taken against such service providers, who play foul or exploit the tourists.
- 32.4 Efforts would be made to educate the road side line hotels, which cater to way side tourists/travellers about the maintenance of hygiene, service manners, quality of food and regulate them with such facilitation act.

33.0 COORDINATION WITH NEIGHBOURING STATES

- 33.1 The Government will coordinate with the Tourism Departments of the neighbouring states and the Tourism Development corporations of the neighbouring states like West Bengal, Orissa, Chattisgarh, Madhya Pradesh, Uttar Pradesh and Bihar to promote package tours on reciprocal basis and take up relevant common issues of Tourism promotion and development.

34.0 AWARDS FOR OUTSTANDING PERFORMANCE

- 34.1 Performance of Tourism units will be evaluated every year and on the basis of objective evaluation criteria, suitable awards will be distributed by the State Government for outstanding achievement in providing tourism facilities, innovative services, promoting rural tourism, promoting adventure tourism, maintaining best resorts, tourism publicity etc.

35.0 **MONITORING AND REVIEW**

35.1 A Monitoring Committee under the Chairmanship of Chief Secretary/Development Commissioner shall be set up, which shall have the Commissioner/Secretaries of the concerned department as its members. The Secretary, Tourism shall be the member secretary of this Monitoring Committee.

35.2 This Monitoring Committee shall also look into the hurdles/problems, if any, with respect to the implementation of this policy and also with respect to providing relief/concessions to specific tourism units/projects, if such issue is brought before the Committee.

35.3 All concerned Departments and institutions shall issue follow-up notification to give effect to the provisions of this policy within 30 day of declaration of this policy.

35.4 The State Government would carry out annual/mid term review of this policy.

36.0 **POWER OF THE STATE GOVERNMENT**

36.1 Notwithstanding anything contained in the foregoing paragraphs of the Jharkhand Tourism Policy, the State Government by issuance of notification in the official gazette may amend or withdraw any of the provisions and / or the schemes mentioned herein above.

36.2 If any difficulty arises in giving effect to provisions of the Jharkhand Tourism Policy and/or if any dispute arises about the interpretation of any provisions of the said policy, the same shall be referred to the Chief Minister through Chief Secretary and thereon the decision taken shall be final.

Order : It is hereby ordered that the copy of this resolution be published in the Special Jharkhand Gazette and wide publicity be given and be circulated among all Department/Heads of the Department.

Annexure-1

D E F I N I T I O N S

1. EFFECTIVE DATE

Effective date means 1st April, 2014 from which date the provisions of this Policy comes into force. This Policy will remain in force till 31st March, 2019.

2. TOURISM UNIT

"Tourism Unit" means a project in the large and medium sector related to tourism activities in the following items as defined in Annexure-II and as may be further notified by the Tourism Department.

3. DATE OF COMMERCIAL OPERATION

The date of start of commercial operation of a tourism unit shall mean the date on which the unit actually starts commercial operation, for which the unit has been registered. As regards the date of commercial operation of a tourism unit, the certificate issued by the respective District Tourism Development Officer/Tourist Information Officer will be accepted. In case of any dispute regarding the date of commercial operation the decision of the Secretary, Tourism in this regard shall be final.

ANNEXURE-II

DEFINITIONS

1. HOTELS

Hotel should have facilities expected of the establishments in 1 to 5 star category or approved non-star category according to the guidelines issued/ to be issued by the Department of Tourism, Government of India or Government of Jharkhand from time to time. Their size should be as per norms prescribed by the Department of Tourism, Government of India, / Government of Jharkhand for such units. A Hotel should have minimum 10 rooms to let, Reception Centre-cum-lounge, Restaurant, Bar, a small Convention Centre and car-parking space.

2. MOTELS

A motel project should have highway facilities consisting of a minimum of two rooms to let, public toilets, a restaurant, a first-aid centre, medicine store, a utility store, handicraft selling centre and parking space for at least 10 vehicles. Facilities like bar, public telephone booth, car repairing workshop and fuel-filling stations for vehicles may be included as desirable activities. About an hectare of land will be needed for a standard motel.

3. HERITAGE HOTEL

A heritage hotel project shall be located in a palace/ castle/ fort/building of architectural excellence which was built prior to 1950 and which is being converted into a Hotel with a minimum of 10 rooms to let. The facilities and the features along with the services should be as per classification guidelines of the Department of Tourism, Government of India as applicable to Heritage Hotels from time to time. A Heritage Hotel will have all the facilities available in a usual hotel as mentioned under the item 1 above.

4. YATRNIWAS

Yatniwas is actually a low budget hotel of 10 or more rooms to let, located near airport, railway stations and central bus terminus for transit accommodation and will have all the facilities available in a usual hotel as mentioned under the Item 1 above (Hotel).

5. YATRIKA

Yatrika is a low budget hotel of 10 or more rooms to let, located near a center of pilgrimage mainly for accommodation of pilgrims and will have all the facilities available in a usual hotel as mentioned under Item 1 above., except bar facilities which may or may not be allowed depending on the prevalent custom at the centre of the pilgrimage.

6. TOURIST RESORTS

Tourist Resort means a unit which has at least any eight of the following activities/ facilities :

- a. Health Club facilities e.g. sauna bath, Jacuzzi, steam bath, gymnasium, etc.
- b. Water sports, e.g. wild water rafting, canoeing, kayaking, water skiing, yachting, etc.
- c. Swimming pool.
- d. Aerosports e.g. power flying, a hang gliding, paragliding, para-sailing etc.
- e. Skiing.
- f. Ice skating
- g. Roller skating
- h. Games like Tennis, table Tennis, Badminton, Billiards, Bowling Alley
- i. Golf,
- j. Angling/Bowling
- k. Nature cure facilities e.g. Naturopathy, Yoga, Ayurvedic/ herbal cures
- l. Beauty Parlour including Barber shops and massage facilities
- m. Children corner including Crèche, Park, Indoor Game and other recreational facilities
- n. Landscaped Gardens and Orchards
- o. Jogging tracks/ Nature trails
- p. Convention/ Conference facilities
- q. Shopping Arcade
- r. Well-stocked library including Video Library
- s. Auditorium

7. CAMPS AND FACILITIES ENCOURAGING ADVENTURE TOURISM

The project of Camping and Tent facilities should have minimum of 5 tents located in an area, not less than 1 acre of land, with at least two toilets and two showers separate for men and women with running water and a restaurant.

The Camping sites should have specific sewerage disposal points for campers. There should be proper arrangements for the disposal of sewerage and solid garbage.

Adventure tourism comprises trekking in the forests and the hills, mountaineering, mountain biking, rock climbing canoeing, kayaking, water skiing, yachting, river rafting, long distance swimming and para sailing, car rally etc.

8. AERIAL ROPEWAY

Aerial Ropeway means a system of overhead ropes on which the carriers are used for the purpose of carriage of passengers, animals or goods and includes posts, ropes, carriers, stations, offices ware house, workshop, machinery and other equipments used for the purpose of Aerial Ropeway and the land appurtenant to such Aerial Ropeway.

9. AMUSEMENT PARK

A Commercially operated park having various devices for entertainment and usually having booths for the sale of food and drinks.