Karnataka Tourism Policy

2020-26

(Revised)

Karnataka
One state. Many worlds.

Department of Tourism
Government of Karnataka



Lotus Mahal, Hampi



Message

Shri Basavaraj Bommai
Hon'ble Chief Minister
Government of Karnataka

Karnataka Tourism Policy 2020-25 was released in September 2020 and I am pleased to announce the revised Karnataka Tourism Policy 2020-26 with some essential changes aimed at promoting tourism in the wake of Covid-19.

The Karnataka Tourism Policy for the period 2020-26 is the outcome of a well-crafted consultative plan involving multiple stakeholders of the tourism industry through workshops, dialogues, consultations, and other forums. This policy emphasizes sustainable socio-economic development of Karnataka with tourism as the focal point.

The Covid-19 pandemic had paralyzed many countries around the world. However, the people of Karnataka have shown excellent courage and determination in facing challenges and overcoming them. The uncertainty arising out of the pandemic scenario is of a new type. This policy will provide an enabling environment for tourism in Karnataka to overcome the current challenges, adapt to normalcy, and remain healthy and competitive in the global tourism map.

Tourism sector is an important generator of employment for our State. Tourists visitslead to greater number of economic transactions at each destination. This growth of the tourism sector to the overall growth of our cities and local areas. Therefore, we are undertaking several initiatives involving both public and private sector stakeholders to create an enabling and safe ecosystem for the tourism sector.

Our Government is committed to create an enabling environment for the growth of tourism in Karnataka. Through the Karnataka Tourism Policy 2020-26, we are providing incentives and subsidies that encourage investors and facilitate investments in our tourism sector. I believe this tourism policy shall greatly help in growing Karnataka's tourism sector.

In addition, the Central Government has also prioritized tourism development under schemes such as 'Swadesh Darshan', 'PRASHAD', 'Parvatmala' and 'Adopt a Heritage'. Through these schemes, we are expecting to undertake many more tourism programs in our State. Apart from this, many aspects identified in the Coastal Regulatory Zone 2019 notification will complement the promotion of coastal tourism in the State. We are also looking forward to the approval for the Karnataka Coastal Tourism Plan prepared by the Department of Tourism for the development of tourist destinations of coastal districts of Karnataka.

I invite all tourism stakeholders to join hands with us in our determination to develop Karnataka as a dynamic, sustainable, and highly developed tourism destination.

(Basavaraj Bommai)
Hon'ble Chief Minister
Government of Karnataka



Group of Monuments, Pattadakal



Message

Shri Anand Singh
Hon'ble Minister for Tourism,
Ecology and Environment
Government of Karnataka

The Karnataka Tourism Policy 2020-25 was released in September 2020. As we recover from the Covid-19 pandemic, I am pleased to present the revised Karnataka Tourism Policy 2020-26 with some essential changes to promote tourism in the State. This policy is a springboard for various activities and development of Karnataka's tourism sector for the period up to 2026.

Tourism plays an important role in creating employment opportunities and provides livelihood for many people. The Government of Karnataka is taking several complementary measures to develop tourism.

As the saying goes, 'Go around the country, read the dictionary'. These days, people are travelling across India and abroad in large numbers. It then becomes the Government's priority to provide the necessary services and facilities at tourist destinations. However, it is challenging for the Government alone to build and manage all tourism activities. Therefore, provisions have been made in this policy to provide subsidies, concessions, and many incentives from the Government of Karnataka to attract more private sector participation and investments in tourism.

26 tourism project types have been identified for support in this policy and many incentives are being offered for these projects. I am confident that this policy will play an important role in making Karnataka a leading tourism destination globally by providing more subsidies, concessions, and incentives to revive tourism which had been one of the most distressed sectors in the wake of the pandemic.

I would like to thank the Department of Tourism, Government Agencies, Tourism Partners and Experts for their support, cooperation and commitment in preparing this policy.



(Anand Singh)
Hon'ble Minister for Tourism,
Ecology and Environment
Government of Karnataka



Gol Gumbaz, Vijayapura

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Yana, Uttara Kannada

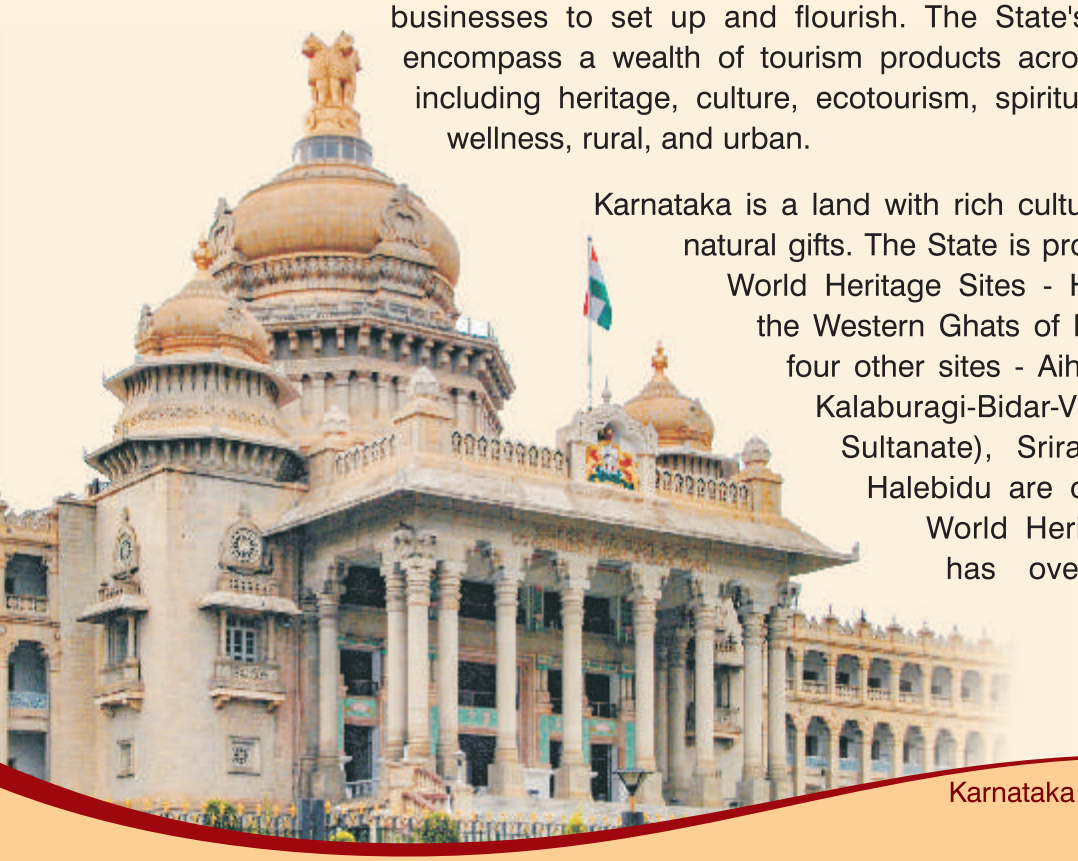
1 Introduction

Tourism has emerged as one of the largest industries and a key economic driver across the world. The World Travel and Tourism Council (WTTC) in its annual research revealed that in 2018, travel and tourism accounted for 10.4% of the global GDP and 319 million jobs, i.e., 10% of total employment worldwide. A vibrant tourism sector is an important indicator of a healthy economy. Tourism has an important role in achieving the 17 Sustainable Development Goals (SDGs) set by the United Nations.

Tourism and its allied sectors of travel and hospitality have emerged as key drivers of growth among the service sectors of India. As per WTTC's Economic Impact 2018 – India report, travel and tourism contributes to 9.2% of India's total GDP, positioning the country as 3rd among 185 countries in terms of the sector's overall contribution to the economy.

The Government of Karnataka acknowledges the importance of tourism sector and has identified it as a priority sector of the State. Karnataka has seen immense growth in domestic tourist visits, growing from 36.7 million in 2006 to 215.03 million in 2018. The State attracts nearly 12% of overall domestic tourist visits in India, placing it third among Indian states. Karnataka also saw over 5.4 lakh foreign touristarrivals in 2018, ranking the State 11th for FTAs in India. In 2019, Karnataka's tourism sector contributed 14.8% of the State's GSDP and provided for over 30 lakhs jobs through direct and indirect employment.

Karnataka offers a multitude of tourism opportunities, living up to the promise of its brand **"One State, Many Worlds".** The state's pleasant climate, cosmopolitan culture and highly responsive administration make Karnataka an excellent destination for businesses to set up and flourish. The State's tourism destinations encompass a wealth of tourism products across a range of themes including heritage, culture, ecotourism, spiritual, adventure, coastal, wellness, rural, and urban.



Karnataka is a land with rich cultural heritage and many natural gifts. The State is proud to host 3 UNESCO World Heritage Sites - Hampi, Pattadakal and the Western Ghats of Karnataka. Additionally, four other sites - Aihole-Badami-Pattadakal, Kalaburagi-Bidar-Vijayapura (Deccan Sultanate), Srirangapatna and Belur-Halebidu are on the tentative list of World Heritage Sites. The State has over 600 ASI-protected

monuments and over 840 State-protected monuments as well as several devotional sites of spiritual and cultural importance.

Karnataka also has an abundance of flora and fauna with 5 National Parks - and more than 30 Wildlife Sanctuaries and Tiger Reserves. Karnataka is home to more than 550 species of birds and over 100 species of mammals. The natural beauty of Karnataka extends to about 17 picturesque hill stations and 40 magnificent waterfalls, making the State one of the best Eco Tourism destinations in India. Karnataka's 320 km long natural coastline covering Uttara Kannada, Udupi and Dakshina Kannada districts has some of the best beaches in the country and the State has immense potential for development of coastal tourism.

The Karnataka Tourism Policy 2020-26 has been formulated with the objective to achieve the vision of Government of Karnataka. The successes, failures, and learnings from the previous Karnataka Tourism Policy 2015-20 have provided guidance in the drafting of this Policy. The Policy proposes strategic interventions, attractive incentives and requisite regulatory reforms to facilitate investment in the tourism sector. The Policy strives to create a sustainable tourism ecosystem in Karnataka and lays emphasis on providing a safe and high-quality experience for tourists.

"Responding Today and Preparing for Tomorrow"

During the course of preparation of this Policy, the COVID-19 pandemic rapidly brought the global travel and tourism industry to a virtual standstill. While domestic tourism is expected to recover faster than international tourism, the road to recovery will be long. Karnataka Tourism Policy 2020-26 has taken cognizance of the debilitating impact of the pandemic on the tourism ecosystem of the State and endeavours to create a conducive environment to support the industry for an effective revival and to ensure travellers are safe and can remain confident when visiting Karnataka.



Stone Chariot, Hampi

2 Karnataka Tourism Policy 2020-26 Vision, Mission and Objectives

2.1 Vision

Position Karnataka as the most preferred tourism destination that provides a safe and memorable experience for tourists through diverse high-quality tourism offerings developed in collaboration with tourism stakeholders and local communities to create sustainable and inclusive socio-economic development for all.



2.2 Mission

To ensure beneficial outcomes for all stakeholders of Karnataka Tourism, the Government of Karnataka shall endeavour to ensure the following –

1. Promote Karnataka as an attractive tourism destination and place it prominently on the domestic and global tourism map
2. Develop tourism as a significant driver of inclusive socio-economic development for Karnataka
3. Create a tourist-centric ecosystem that promises a safe and memorable visit for all visitors to Karnataka
4. Augment the development of robust tourism infrastructure across Karnataka
5. Tap the tourism potential of Karnataka to offer world-class experience to visitors through a diverse array of high-quality products and services
6. Support digital initiatives to improve destinations, tourist services, process efficiencies and the overall visitor experience
7. Ensure coordinated and active involvement of all stakeholders for the improvement of tourism in Karnataka
8. Encourage entrepreneurship and provide skill development for gainful employment in the tourism sector
9. Facilitate adoption of sustainable and responsible tourism practices
10. Provide a conducive business environment with investment-friendly policies to encourage private sector participation in the tourism sector

2.3 Objectives

1. To make Karnataka one among the top States of India in terms of domestic and international tourist visits
2. To harness Karnataka's tourism potential for its effects on employment generation and economic development
3. To instil confidence in tourists to visit Karnataka and ensure their comfort, convenience, and safety throughout their journey in Karnataka
4. To promote Karnataka in domestic and international markets through a multitude of marketing channels
5. To ensure quality tourism infrastructure and basic amenities for tourists at and en route to major tourism destinations across Karnataka
6. To create desirable experiences and encourage repeat visits through a variety of high-quality tourism packages and products to appeal to diverse visitor profiles
7. To catalyse initiatives for skilling human resources to meet the needs of Karnataka's tourism sector

8. To create an enabling framework for private sector investments and establish mechanisms to support industry-driven initiatives in tourism
9. To encourage sustainable development in tourism towards achievement of the United Nations' Sustainable Development Goals for Karnataka
10. To bring together stakeholders for the promotion and growth of responsible tourism in Karnataka
11. To facilitate effective inter-departmental coordination for the successful implementation of this policy
12. To leverage technology to facilitate data-driven outcome-oriented planning and policymaking

2.4 Validity

This Policy will remain in force for 6 (six) years from the date of its notification. The Karnataka Tourism Policy 2020-26 will supersede any GO/Circular issued earlier, which are in contravention to the provisions of this Policy. The Government of Karnataka may extend the period of this Policy as and when required.



Veeragase

3 Strategy

3.1 Strategy Roadmap for Karnataka Tourism

In 2019, Karnataka's tourism sector contributed 14.8% of the State's GSDP and provided for over 30 lakhs jobs through direct and indirect employment. The Department of Tourism under its strategy roadmap envisions to increase the contribution of the tourism sector to the State's GSDP and the number of jobs generated by the sector. The Karnataka Tourism Policy 2020-26 has been developed in alignment with the Department of Tourism's strategy to foster the growth of tourism sector in the State.

3.2 Key Focus Areas

The Department of Tourism's strategy roadmap envisions a high-quality tourist-centric ecosystem where the private and public sector stakeholders come together to create an inclusive and sustainable tourism industry. The Department shall seek to ensure comprehensive development of tourism destinations and shall align its investments accordingly during the Policy Period.

The Strategy Roadmap has identified the key focus areas to achieve the Government's vision for long term development of the tourism ecosystem in Karnataka. Success in each of these areas is critical to achieving the overall vision of the Karnataka Tourism Policy 2020-26. The focus areas for the Department are-

1. **Tourism Marketing and Promotion**

   Adopt a 360° marketing strategy to promote Karnataka in domestic and key international markets and leverage Karnataka's brand of "*One State, Many Worlds*" to attract higher tourist footfalls to position Karnataka as a most preferred destination.

2. **Tourism Infrastructure Development**

   Facilitate development and maintenance of essential tourism infrastructure at all destinations in a phased manner and ensure a quality experience for all tourists. The Department shall endeavour for the development of world-class tourism infrastructure at identified key destinations in Karnataka with special emphasis accorded to the experiential aspects of tourism.



Lotus Mahal, Hampi



Devaganga Ponds, Basavanabayane

3. **Tourism Products**

   Promote and facilitate the development of the widest assortment of tourism products to create memorable experiences for tourists and thus encourage repeat visits, increased length of stay, and higher spending by tourists

4. **Skill Development and Training**

   Provide meaningful opportunities for gainful employment and support the development of a large talent pool for the tourism sector that can enable the rapid and inclusive growth of tourism

5. **Tourist Comfort and Safety**

   Enhance Karnataka's position as a safe destination by ensuring a comfortable and inclusive experience for all tourists visiting Karnataka and by adopting safety and hygiene measures to adapt to the new normal

6. **Community Participation**

   Encourage greater participation of local community in tourism activities to create inclusive socio-cultural growth and generate economic benefits for the people of Karnataka

7. **Sustainable Tourism**

   Achieve balance between the environmental, socio-cultural and economic aspects of tourism development through the promotion of sustainable and responsible tourism practices

8. **Tourism Analytics and Digital Initiatives**

   Encourage an analytics-driven approach for planning and decision-making and provide innovative digital solutions to enhance the quality of services across the tourism ecosystem

9. **Investment Facilitation**

   Facilitate a conducive environment for the establishment and operation of tourism projects in Karnataka by improving ease of doing business

Each of the identified areas has been mapped and assigned to the Department of Tourism (DoT) and its undertakings – Karnataka State Tourism Development Corporation (KSTDC), Jungle Lodges and Resorts Limited (JLR) and Karnataka Tourism Infrastructure Limited (KTIL) – to ensure clarity and ownership of responsibilities. The Department and its undertakings shall strive together towards the realization of Vision 2025 goals for Karnataka Tourism.



Vindyagiri, Shravanabelagola

4 Tourism Marketing and Promotion

The Department of Tourism and its undertakings are continuously endeavouring to promote the state both nationally and internationally through theme campaigns, social media, roadshows, domestic and international travel marts and trade fairs, investor meets, festivals, events, and advertising.

Vision 2025 for Karnataka Tourism envisions that the State must rank among the top destinations of India for domestic and foreign tourists. Towards achieving this vision, the Department of Tourism shall adopt a 360° marketing strategy to connect with tourists, industry, communities and other tourism stakeholders and build momentum for the growth of Karnataka Tourism.

The marketing of Karnataka Tourism shall be done in close collaboration with the tourism industry of Karnataka. In light of the evolving tourism landscape in the new normal, the marketing activities for the initial period of the Policy shall focus more on local and regional tourism. Karnataka Tourism shall proactively assess the conditions for safe travel of tourists and broaden their target markets as the situation continues to improve.

4.1 Targeted Campaigns for Karnataka Tourism

A set of core themes offering a distinct, competitive, and sustainable value proposition for tourists to visit Karnataka shall be identified and targeted multi-lingual campaigns shall be undertaken in domestic and international markets. Karnataka Tourism shall formulate market-specific strategies to optimally leverage the potential of existing markets and increase its visibility in new and emerging markets. Strategies and campaigns shall be tailored to prevailing market conditions, as seen in campaigns such as '*Nodu Baa Nammoora*'.

Each year a subset of Karnataka's Focus Tourism Destinations shall be selected for prioritized promotions and the Department shall endeavour to showcase all prominent and upcoming destinations of Karnataka by 2026.

In addition to promotional campaigns, Karnataka Tourism shall have a prominent presence across major domestic and international travel and tourism marts. In conjunction with the travel and tourism marts, roadshows shall be organized in multiple domestic and international cities for the benefit of Karnataka's tourism industry.

4.2 Annual Promotional Calendar

An annual calendar of key promotional activities for Karnataka Tourism shall be released by the Department. The promotional calendar shall feature the following-

- All flagship events proposed to be organized for Karnataka Tourism such as Karnataka International Travel Expo and Global Tourism Investors Meet

- Roadshows and B2B Meetings proposed to be organised by the Department and its undertakings
- Domestic and international travel and tourism marts where the Karnataka Tourism intends to participate
- All religious, cultural, and social events and festivals supported or sponsored by the Department and its undertakings

4.3 Touchpoints for Karnataka Tourism

A comprehensive, user-friendly and visually appealing website and mobile app shall be developed for Karnataka Tourism which shall serve as a key touchpoint for tourists and shall enable digital solutions for the tourism ecosystem of the State. Karnataka Tourism shall also leverage social media, digital platforms, and innovative technologies to engage directly with the tourism community. Karnataka Tourism shall take a digital engagement and response strategy that shall be both predictive and reactive in approach.

Further, Karnataka Tourism shall encourage and support the development of tourist amenities such as information kiosks, audio-visual guides, interpretation centres etc. at all major tourism destinations of Karnataka.

4.4 Strategic Partnerships

Regular consultation shall be held with Karnataka Tourism Society (KTS), the representative body of Karnataka Tourism industry, to assess industry trends and



Western Ghats of Karnataka



Vidyashankara Temple, Sringeri

adapt promotional activities based on industry insights. Strategic partnerships shall be established with tour operators, travel agents, online aggregators, and foreign offices including India Tourism Offices, Consulates and Embassies among others to promote Karnataka as a preferred tourism destination.

Marketing Development Assistance is also available for Tourism Service Providers of Karnataka and details for the same have been provided in *Section 14 Incentives, Subsidies and Concessions*.

4.5 Karnataka International Travel Expo

The bi-annual Karnataka International Travel Expo (KITE) is the flagship B2B event for Karnataka Tourism. The Department of Tourism shall provide the necessary support to ensure the successful organization of KITE.

4.6 Fam Trips

Regular familiarization trips (FAM trips) for tour operators, travel agents, journalists, photographers, writers, and bloggers shall be organized / sponsored to create word-of-mouth buzz for Karnataka Tourism.



Om Beach, Gokarna

5 Tourism Infrastructure

Tourism infrastructure development is of special importance for the long-term growth of tourism destinations and in providing the required services to tourists. Tourism infrastructure development shall focus on the following key areas –

1. Destination Development
2. Tourism Circuit Development
3. Tourism Development Fund
4. Hospitality Infrastructure
5. Utilization of Tourism Land Bank
6. Leveraging Existing Infrastructure for Remote Areas
7. Adoption and Management of Destinations and Tourism Assets
8. Wayside Amenities
9. Complementary Infrastructure Assistance

Karnataka Tourism Infrastructure Limited (KTIL) shall be the nodal agency for the development of tourism infrastructure in Karnataka. In addition to facilitating the development of tourism infrastructure for the above-mentioned key areas, KTIL shall also support the development of tourism projects through appropriate modes such as Public Private Partnership (PPP) or Joint Venture (JV). Additionally, Mega Tourism Projects shall be encouraged to facilitate the development of tourism hubs across Karnataka.

5.1 Destination Development

Comprehensive development of destinations covers a broad range of activities including planning, development, and maintenance of facilities & amenities necessary for the functioning of every tourism destination.

KTIL shall be the nodal agency to coordinate the development and maintenance of tourism infrastructure facilities such as clean toilets, waste management systems, rest areas, parking facility, road signages, information kiosks, last mile connectivity and other public services and amenities that are crucial for ensuring a memorable experience for tourists. Further, Karnataka Tourism shall seek to collaborate with other Government departments and agencies for development of potential tourism opportunities and for effective inter-departmental coordination.

The Department of Tourism has identified Focus Tourism Destinations (FTDs) for prioritized development to provide an integrated and holistic experience for the tourists. The list of FTDs of Karnataka shall be as notified by the Department from time to time. The list of FTDs at the outset of this Policy is provided in the *Section 13. Definitions.*

5.2 Tourism Circuit Development

Tourism circuit development integrating major tourism destinations shall be undertaken for the following themes –

- Coastal Tourism
- Eco Tourism
- Heritage Tourism
- Rural Tourism
- Spiritual Tourism
- Wildlife Tourism

5.3 Tourism Development Fund

A Tourism Development Fund has been established under KTIL as a strategic intervention to support the development of tourism in Karnataka. The Tourism Development Fund shall be utilized for projects pertaining to Hospitality Infrastructure, Tourism Land Bank and Complementary Infrastructure Assistance. In addition to budgetary allocation by Government of Karnataka, support from external sources may also be sought to augment the Tourism Development Fund.

5.4 Hospitality Infrastructure

The thrust in the development of tourism infrastructure in destinations across Karnataka shall be matched with hospitality sector investments to meet the higher demand due to increased tourist visits. The Tourism Development Fund shall be leveraged for strategic development of hospitality projects in the Land Bank owned by the Department of Tourism.

5.5 Utilization of Tourism Land Bank

The Tourism Development Fund shall be utilized for the development of common infrastructure facilities in the Land Bank of Department of Tourism. Further to the development of common infrastructure facilities in the Land Bank, the land shall be leased out to private entrepreneurs under the Land Lease Policy through a transparent tender process. The revenue earned from the leasing of the land shall be remitted to the Tourism Development Fund for further acquisition of land and development of tourism infrastructure in other locations. The implementation guidelines for the Land Lease Policy shall be provided in the Operational Guidelines of this Policy.

5.6 Leveraging Existing Infrastructure for Remote Areas

While some remote areas of Karnataka may have good tourism potential, it may not always be feasible to create new facilities at such locations. For such destinations, existing guest houses and other suitable facilities that are owned /

operated by other departments and undertakings of Government of Karnataka may be identified based on their suitability for tourism purposes. Karnataka Tourism shall seek to take over the operation and maintenance of such properties / facilities and utilize them for tourism purposes.

5.7 Adoption and Management of Destinations and Tourism Assets

Karnataka Tourism shall encourage programs for adoption, management, or sponsorship of tourism destinations and tourism assets of Karnataka. Such programs can create a greater sense of ownership for local communities and corporates and help improve the maintenance and upkeep of existing tourism destinations and tourism assets.

5.8 Wayside Amenities

Wayside Amenities shall be developed along the major routes connecting important tourism destinations of Karnataka to improve the convenience and safety of tourists by offering standardized experiences through a range of facilities.

Wayside Amenities shall be developed across Karnataka primarily through the following three models –

1. **Franchisee Model:** Wayside Amenities that are built and operated on private land by entrepreneurs under the branding of Karnataka Tourism.
2. **Greenfield Model:** Wayside Amenities built and operated on land leased from the Department by entrepreneurs selected through a transparent tender process.
3. **Brownfield Model:** Wayside Amenities built by the Department on their land parcels and leased to entrepreneurs selected through a transparent tender process for operation & maintenance.

Other suitable models may also be pursued for the development of Wayside Amenities. Operational Guidelines of this Policy shall detail the Policy for development of Wayside Amenities in Karnataka.

5.9 Complementary Infrastructure Assistance

Assistance shall be provided for the development of complementary infrastructure facilities for Tourism Projects based on an assessment of the project's requirements.

On a case-to-case basis, KTIL shall provide facilitation support to Tourism Projects in the form of establishing, or where available, strengthening the complementary infrastructure as per the specific requirements of the Tourism Project.



Badami



6 Tourism Products

The world's best destinations offer a range of experiences to their visitors. Tourism products have a key role in providing experience-based tourism at destinations. The presence of a wide range of tourism products makes a destination desirable to different types of tourists, encouraging longer stays and repeated visits.

Taking into consideration its importance, Karnataka Tourism envisions the development of diverse tourism products as a key component of its destination development strategy. Tourism products shall be incorporated in the tourism master plans of destinations to ensure that destination development is undertaken in an integrated, holistic and sustainable manner.

Karnataka, with its tagline of "*One State, Many Worlds*" offers a diverse array of tourism offerings with the potential to create memorable experiences for visitors. The Department, during the Policy period intends to focus development of the following types of tourism offerings, which may also be referred to as the **Tourism Themes**.

1. **Adventure Tourism**
2. **Agri Tourism & Rural Tourism**
3. **Caravan Tourism**
4. **Coastal Tourism & Beach Tourism**
5. **Cultural Tourism**
6. **Heritage Tourism**
7. **Eco Tourism** (includes Nature Tourism and Wildlife Tourism)
8. **Education Tourism**
9. **Film Tourism**
10. **Gastronomy (Cuisine) Tourism**
11. **Inland Water Tourism**
12. **Maritime Tourism**
13. **MICE Tourism & Business Tourism**
14. **Mining Tourism**
15. **Spiritual Tourism** (includes Religious Tourism and Spiritual Sightseeing)
16. **Sports Tourism**
17. **Wellness Tourism**
18. **Other Niche Tourism Themes**

While some of the types of tourism themes mentioned above have a well-developed ecosystem, others are still at a nascent stage but have immense potential for their development in Karnataka. Karnataka Tourism shall endeavour to ensure the development of all destinations of Karnataka along one or more of the above-mentioned themes.

The Government of Karnataka shall endeavour to support and promote all types of tourism activities in Karnataka. In addition to the assistance as listed in *Section 14 Incentives, Subsidies and Concessions,* the following support shall be provided for the various tourism themes of Karnataka –

6.1 Adventure Tourism

Karnataka's geographical and cultural diversity creates wonderful possibilities for the development of all types of land-based, water-based and air-based adventure activities. Development and promotion of adventure tourism in Karnataka shall be done in coordination with Ministry of Tourism, Government of India; Department of Youth Empowerment and Sports, Government of Karnataka; and adventure tourism operators of Karnataka.

Karnataka Tourism shall endeavour to streamline the processes for undertaking adventure tourism activities in the State. Detailed guidelines shall be issued from time to time for the operation of adventure tourism activities in Karnataka.

Adventure Tourism Operators shall be empanelled for the conduct of Adventure Sports Festivals at various locations in Karnataka.



White Water Rafting, Dandeli

6.2 Agri Tourism and Rural Tourism

Karnataka Tourism intends to develop and promote Agri Tourism as one of the core tourism themes of the State. The development and promotion of Agri Tourism and Rural Tourism in Karnataka shall encourage tourists to get acquainted not just with agricultural and farming activities but also to immerse themselves in various aspects of rural life in Karnataka such as local cuisine, culture, traditions, arts, and sports amongst others. Karnataka Tourism shall endeavour to ensure that Agri Tourism and Rural Tourism can be successfully undertaken in all districts of Karnataka in a phased manner and thereby rural communities can effectively increase their participation in tourism and reap the socio-economic benefits that tourism can bring.

This Policy shall seek to address two key challenges for the development of Agri Tourism in Karnataka – awareness and capacity building. Support of Department of Agriculture, Department of Horticulture, Rural Development and Panchayat Raj Department and relevant authorities shall be sought. Support from Government of India as well as international institutions such as World Bank and Asian Development Bank shall be pursued for the development and promotion of rural tourism projects

Development and promotion of Agri Tourism and Rural Tourism requires successful collaboration with tourism service providers, educational institutions, non-profits, self-help groups, local bodies and other relevant stakeholders.

Karnataka Tourism shall seek to leverage the expertise of tour operators and travel agents to generate awareness regarding the benefits of Agri Tourism and to extend training on Agri Tourism to farmers and local communities. Agri Tourism projects shall also be encouraged to create retail facilities to market their food products as well as local goods such as arts and handicrafts.

Karnataka Tourism shall also seek to provide training and skill development for Agri Tourism through relevant institutions and agencies. The existing facilities of Department of Agriculture, Department of Horticulture and district authorities may be leveraged to support the roll out of Agri Tourism programs and training.

6.3 Caravan Tourism

Caravan Tourism provides flexibility with respect to itineraries and accommodations and has the potential to add a new dimension to tourism in the State. Karnataka Tourism shall encourage the development of Caravan Tourism in Karnataka. Support shall be extended for the development of caravan parks in important tourism circuits of the State in alignment with the guidelines issued by Ministry of Tourism.

Support of relevant authorities such as Transport Department, Government of Karnataka shall be sought to streamline the processes for Caravan Tourism operations.



Durga Temple, Aihole



6.4 Coastal Tourism and Beach Tourism

Comprehensive development of coastal tourism in Karnataka shall be undertaken in accordance with the "Karnataka Maritime Perspective Plan". Additionally, support through Central Government schemes such as Swadesh Darshan and Sagarmala shall also be sought to develop tourism in coastal Karnataka.

Karnataka Tourism shall seek to develop coastal Karnataka as a multi-product destination and shall seek to facilitate the development of facilities for leisure, recreational, and adventure activities. Coastal Tourism shall be taken up in conjunction with the development of Maritime Tourism and Inland Water Tourism.

Towards its commitment for sustainable tourism development in coastal areas, Karnataka Tourism shall support relevant state agencies in obtaining Blue Flag certification for the State's beaches.

6.5 Cultural Tourism

Karnataka's diverse cultural heritage provides a wealth of experiences for tourists to learn, discover, and enjoy. Through effective interdepartmental coordination Karnataka Tourism shall work closely with Department of Kannada & Culture, Department of Information & Public Relations, Department of Archaeology and Museums, Karnataka State Handicrafts Development Corporation and other relevant agencies to revive and promote the culture of Karnataka while protecting the original style and authenticity.

Events and Festivals:

Karnataka Tourism shall actively coordinate with relevant authorities for the organization of major festivals and events across the State which will give a boost to the various tourism themes of Karnataka.

Regional and local festivals shall also be organized from time to time to showcase the rich and diverse cultural heritage of Karnataka with a focus on arts, crafts, and cuisine of the State. District-level tourism authorities shall be supported for promoting tourism activities such as events, festivals, and fairs for their respective districts.

Database of Cultural Assets:

Karnataka Tourism shall collaborate with Department of Kannada and Culture in mapping Karnataka's cultural assets towards development of a database which shall also act as a repository of skilled workforce for cultural tourism such as artists, dancers, performers, and artisans among others.

Tourism Service Providers are encouraged to utilize Karnataka Tourism's information repositories to identify suitable tourism assets and develop tourism packages that can showcase and promote Karnataka's culture and heritage.

Performance and Showcasing of Culture:

Karnataka Tourism, in close collaboration with the Department of Kannada & Culture, shall endeavour to create suitable facilities, spaces, and platforms for tourists to experience and participate in cultural tourism. Support from relevant agencies and key stakeholders shall be sought for the creation or provisioning of such facilities, spaces and platforms.

Developing Mysuru as a Cultural Tourism Hub:

Mysuru is regarded as the cultural capital of Karnataka and programs to develop the city as a premier tourism destination globally shall be undertaken. In addition, Karnataka Exhibition Authority shall be supported in the development of KEA Exhibition Grounds in Mysuru as a tourism hub with round-the-year facilities for cultural activities, MICE and recreation.



Dasara Procession, Mysuru

Development of Cultural Village:

Karnataka Tourism shall also seek to facilitate the development of Cultural Village at destinations identified and notified by the Department of Kannada & Culture.

6.6 Eco Tourism

Jungle Lodges and Resorts Limited (JLR) shall be the nodal agency for the development and promotion of Eco Tourism in Karnataka. Eco Tourism shall include Nature Tourism and Wildlife Tourism and Eco Tourism activities shall focus on increasing awareness towards conservation and sustainability of biodiversity and natural environments. The development and promotion of Eco Tourism shall be doneafter careful consideration of the destination's carrying capacity and in adherence to the orders and guidelines issued by Government of Karnataka and relevant authorities.

Eco tourism in Karnataka would be encouraged in close collaboration with the Forest, Ecology and Environment Department and Karnataka Eco Tourism Development Board.

6.7 Education Tourism

Support of the Department of Primary & Secondary Education, Government of Karnataka shall be sought to expand the scope of the existing *Karnataka Chinnara Darshana* program to organize school tours for greater awareness and sensitization regarding tourism in Karnataka amongst students of all public schools in the State. The program shall give particular emphasis to Agri Tourism, Cultural Tourism, Heritage Tourism and Eco Tourism.



Amba Vilas Palace, Mysuru

For Agri Tourism, the Department shall seek to promote knowledge tours to Agri Tourism Projects. Special efforts shall be made in coordination with the Department of Primary & Secondary Education, Government of Karnataka to make educational tours to Agri Tourism Projects compulsory for all school students in the fifth to seventh standard in Karnataka

The development of educational tours to the educational, industrial, and manufacturing hubs of Karnataka to showcase the State's status as the premier hub of R&D, IT, and manufacturing in India shall also be encouraged.

6.8 Film Tourism

Fiscal incentives are offered under the *Karnataka Film Tourism Policy, 2018* to encourage leading film producers and directors to shoot in picturesque tourism destinations of Karnataka and there by showcase the destinations on national and international platforms. Guidelines for the Karnataka Film Tourism Policy 2018 shall be issued to ensure its consonance with Karnataka Tourism Policy 2020-26. Creation of an online single window mechanism for approvals and clearances pertaining to the Karnataka Film Tourism Policy 2018 shall be pursued.

Karnataka Tourism shall seek to collaborate with Department of Information and Public Relations and Karnataka Chalanachitra Academy to promote film tourism in Karnataka.

6.9 Gastronomy (Cuisine) Tourism

Karnataka Tourism shall seek to develop and promote gastronomy trails that showcase the rich culinary heritage of the State. Additionally, Karnataka Tourism shall endeavour to support events and festivals that showcase Karnataka's rich gastronomic heritage as well as modern innovations in the State's cuisine.

Collaboration with Karnataka Wine Board shall be sought to develop Wine Tourism packages in Karnataka and to position the State as a premier Wine Tourism destination of India. Further, Karnataka Tourism shall also endeavour to collaborate with Coffee Board of India to develop Karnataka as India's leading Coffee Tourism destination through development of coffee tourism packages.

6.10 Heritage Tourism

The rich heritage of Karnataka is one of the key driver for creating a strong global positioning for Karnataka Tourism. Karnataka Tourism shall seek to collaborate with Archaeological Survey of India and Department of Archaeology and Museums for the development and promotion of Heritage Tourism in the State. Efforts shall also be made to provide suitable recommendations to Urban Development Department, Directorate of Town and Country Planning and other relevant authorities / agencies to ensure that conservation, preservation and promotion of Karnataka's heritage is a key consideration in planning and development activities.



Yakshagana

Pilot Project for Heritage Tourism Development:

Karnataka Tourism shall undertake pilot projects to develop 4-5 heritage tourism destinations of the State to their fullest potential.

World Heritage Sites:

Karnataka has three UNESCO World Heritage sites and efforts shall be made for the inclusion of more heritage sites into the list, bringing significant international recognition and attracting tourist traffic to these sites.

Documentation of Heritage Sites:

Karnataka Tourism shall endeavour to document all sites of heritage importance in the State in collaboration with relevant authorities.

Development of Heritage Tourism Zones:

Karnataka Tourism in coordination with relevant state agencies shall endeavour to establish heritage tourism zones around key heritage sites in Karnataka for the comprehensive but sustainable tourism development of heritage tourism in these locations. Based on assessment of the requirements for heritage tourism zones, Karnataka Tourism shall provide inputs for suitable measures such as control regulations to appropriate authorities.

Preservation of Buildings and Properties of Heritage Importance:

Karnataka Tourism shall extend necessary support for implementing the "Samrakshane" scheme for the conservation and restoration of structures of heritage importance in Karnataka.

Karnataka Tourism shall also work with local bodies to identify buildings and properties of heritage importance in Karnataka and shall seek to undertake measures for their preservation and restoration. This may also include taking over the operation and maintenance of the building / property to utilize them for tourism purposes.

Corporate and Community Support:

Karnataka Tourism shall endeavour to facilitate programs for the management and promotion of cultural and heritage tourism assets through corporate support or community driven initiatives. Additional channels for financial support to aid the development and promotion of heritage tourism may also be pursued by Karnataka Tourism.

6.11 Inland Water Tourism

Karnataka Tourism shall provide necessary support and facilitation to relevant agencies viz Inland Waterways Authority of India for the development of inland waterways in Karnataka. Inland water tourism, especially houseboats shall be promoted in collaboration with relevant government agencies and industry stakeholders.

6.12 Maritime Tourism

Karnataka Tourism shall seek to provide necessary facilitation and support for the development of land-based infrastructure facilities to enable maritime tourism activities such as cruising, yachting, boating and nautical sports. Further, Karnataka Tourism shall seek to coordinate with relevant authorities, reputed cruise operators, and other stakeholders to utilize Karnataka's long coastline for the development of maritime tourism.

6.13 MICE Tourism and Business Tourism

Bengaluru has excellent prospects forbusiness tourism and shall be promoted as a premier MICE hub of India. Karnataka Tourism shall collaborate with reputed agencies in the MICE industry to participate in the bidding activities for national and international events to bring them to Bengaluru and other cities of Karnataka.

Karnataka Tourism shall help entrepreneurs collaborate with hotel and transport associations of Karnataka to enhance the viability of MICE projects. Tour operators and travel agencies shall be encouraged to promote customized travel tours and packages along with MICE events as pre-event or post-event leisure activities. Development of destination wedding packages shall also be

encouraged, and suitable destinations shall be identified for undertaking pilot projects.

Karnataka Tourism shall endeavour to facilitate the development of MICE facilities in suitable locations across the State through suitable project structuring mechanisms such as PPP or JV mode. The development of conventions centres and MICE hubs shall be sought through collaboration with Infrastructure Development Department and other relevant line departments and agencies.

6.14 Mining Tourism

Karnataka is one of the most mineral rich states of India and the state is dotted with active and abandoned mines, providing a significant opportunity to develop mining tourism in the State. Repurposing abandoned mines can revive local economies, generate employment and can create awareness regarding environmental conservation. Karnataka Tourism shall coordinate with the Department of Mines and Geology and other relevant line departments and stakeholders to identify the mines with tourism potential and develop them as tourism sites.

6.15 Spiritual Tourism

Support shall be extended for the creation of spiritual tourism circuits taking into account the various religious and spiritual institutions of Karnataka. Karnataka Tourism shall seek to increase the availability and quality of accommodation facilities and tourism amenities at spiritual tourism destinations.

The “Jeevana Chaitra Yatre” program to enable selected beneficiaries in the State who have crossed 60 years and are below the poverty line, to visit famous pilgrimage centres shall be pursued.

6.16 Sports Tourism

Karnataka Tourism shall coordinate with the Department of Youth Empowerment and Sports to attract major sporting events and brands to Karnataka. During major sporting events in Karnataka, organization of tourism-centric activities shall be pursued in coordination with relevant stakeholders.

Additionally, Karnataka Tourism shall work with relevant agencies for the development of tour packages integrating sports-based activities such as boating, bouldering, cricket, football, golf, marathon, running, tennis, etc. Traditional sports of Karnataka shall also be promoted in coordination with Kannada & Culture Department.

6.17 Wellness Tourism

Karnataka Tourism shall work closely with the Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy (AYUSH) to develop Karnataka as a top wellness tourism destination in India.



Meditation and Yoga

Karnataka Tourism shall collaborate with reputed wellness tourism service providers, wellness centres, and wellness resorts to develop attractive packages for tourists. Information regarding wellness offerings of Karnataka shall be made available to visitors to Karnataka through suitable channels including publicity material and digital platforms.

6.18 Other Niche Tourism Themes

In addition to the above-mentioned tourism themes, the development of other niche tourism themes which shall further the brand of "*One State, Many Worlds*" shall also be explored.

Karnataka has the potential to develop several niche tourism themes including *Heli-Tourism, Fishing Tourism, Shopping Festivals, Science Tourism and Wedding Tourism* which may be pursued based on expression of interest from tourism entrepreneurs. Karnataka Tourism shall extend the necessary facilitation support and guidance to help the development of such tourism themes.



Jatti Kalaga



Fort, Bidar

7 Skill Development

The growth of tourism in Karnataka towards Vision 2025 goals presents an opportunity to invest and create quality job opportunities in the tourism sector. To support the expected growth towards sustainable development of the tourism sector, Karnataka needs to develop the right human capital base.

Karnataka Tourism Policy 2020-26 envisions the creation of an ecosystem capable of providing skilled workforce to meet the needs of the tourism industry of Karnataka. To provide guidance and to monitor progress, a **Skill Development Committee** shall be constituted under the Karnataka Tourism Task Force with representatives from the industry, academia, and reputed skill development agencies.

7.1 Skill Gap Study for Karnataka

Skill gap studies shall be conducted periodically to assess and map the industry needs for various travel, tourism, and hospitality skills and to understand the local requirements for key tourism destinations of Karnataka. Reputed organizations in travel and tourism trade shall be consulted to understand the current and evolving market requirements for a skilled workforce.

Based on the findings of the study and in consultation with the Skill Development Committee, targeted strategic interventions shall be undertaken.

7.2 Skill Upgradation, Re-skilling and Short-term Training

The Department of Tourism and its undertakings shall endeavour to provide courses for skill upgradation, re-skilling and short-term training for travel, tourism, and hospitality industries. Special emphasis shall be given for skilling of tour guides registered with Department of Tourism. To drive demand for jobs in tourism, a work-integrated learning model shall be promoted. Guidelines issued by Ministry of Tourism, Government of India shall be followed where applicable. These courses shall also have new and updated modules to cover safety and hygiene practices in greater detail.

These courses shall be prepared and offered in collaboration with national level institutes like Institute of Hotel Management (IHM), Indian Institute of Travel and Tourism Management (IITTM), National Institute of Water Sports, Goa (NIWS), Kerala Institute of Tourism and Travel Studies (KITTS), Indian Institutes of Management (IIMs), and Indian Institute of Forestry Management (IIFM) amongst others. Karnataka Tourism shall collaborate with industry players and academic institutions to leverage resources for the delivery of these programs. Special emphasis shall be accorded to programs for key tourism themes of Karnataka such as Agri Tourism, Cultural Tourism, Eco Tourism, Heritage Tourism and Coastal Tourism.

7.3 Heritage and Culture Tourism Focused Courses at Hampi

Karnataka is home to globally recognized World Heritage Sites; therefore, courses with a focus on heritage and cultural tourism shall be offered initially in Hampi, in partnership with Hampi Kannada University. These courses shall be formulated in consultation with Archaeological Survey of India (ASI) and other relevant agencies.

7.4 Collaboration with Skill Development, Entrepreneurship and Livelihood Department

The Department of Tourism and its undertakings shall collaborate with Skill Development, Entrepreneurship and Livelihood Department (SDEL) to undertake skill development initiatives in the hospitality and tourism sector.

The Department and its undertakings shall work with SDEL to engage vocational training institutes for rolling out sector-specific skill development programs.

7.5 Strengthening and Upgradation of State Government Hospitality Training Institutes

The Department shall upgrade the Food Craft Institute at Mysuru to function as a Centre of Excellence for the hospitality sector of Karnataka. Towards this, Food Craft Institute (FCI) Mysuru shall be elevated to a State Institute of Hotel Management (SIHM).

The Department shall, on a case-by-case basis, undertake the strengthening and upgradation of other State Government hospitality training institutes.

7.6 Industry and Academic Partnerships

Partnerships shall be pursued with reputed organizations from the travel, tourism and hospitality industry as well as reputed national and international academic institutions for the roll out of skill development programs in tourism and hospitality.

7.7 Awareness and Sensitization Campaigns

To support the proposed interventions, publicity campaigns shall be organized to showcase jobs opportunities in tourism and hospitality sector and highlight the career path for various opportunities in the sectors.

Sensitization campaigns shall also be conducted to create awareness among local communities about the importance of tourism for overall socio-economic development.



Aihole

8 Tourist Comfort and Safety

In its endeavour to position Karnataka as the most preferred destination, Karnataka Tourism aims to provide increased priority to safety and hygiene measures to ensure the health and safety of both tourists and tourism workforce. Additionally, to ensure the successful revival of Karnataka's tourism industry in the new normal, it is imperative to instil confidence in travellers that Karnataka is a safe destination.

8.1 Guidelines for Safety and Hygiene

Department of Tourism shall issue guidelines for safety and hygiene to be implemented at all tourism destinations of Karnataka. The guidelines shall be developed in alignment with guidelines issued by Central Government, State Government, and other relevant authorities and shall be revised from time to time as necessary.

The protocols established under the guidelines shall aim at minimizing possible touch points, maintaining social distancing, dealing with symptomatic or unwell tourists, and ensuring personal hygiene. The guidelines shall also endeavour to make the traceability of visitors easier, in case warranted by a situation that may arise in the future.



Sakaleshpura



Elephant Stable, Hampi



8.2 Awareness and Training

Tourism is a labour-intensive industry and tourists interact with multiple people over the course of their journey. It is thus crucial to ensure that all people working in the tourism industry are sensitized to the importance of adherence to the communicated guidelines for health and safety. A skilled and well-informed workforce is vital to enhance Karnataka's positioning as a safe and reliable destination.

Special campaigns for sensitization of tourism personnel and service providers shall be implemented for ensuring safety and comfort of tourists, with a special focus on women, children and special-needs tourists.

Karnataka Tourism shall also work towards restoring consumer confidence and building a positive perception of Karnataka as a safe destination for tourists. Concerted marketing activities shall be undertaken in coordination with tourism industry to build confidence among potential visitors to Karnataka.

8.3 Tourist Mitra

Tourism Police Force, referred to as “Tourist Mitra”, shall be deployed for visible policing of key tourism destinations for the safety and security of visitors. Tourist Safety & Guidance centres shall be established at all major destinations, especially at key points of entry such as airports, railway stations and prominent bus stations, to ensure a pleasant trip for tourists.

8.4 Accessibility

Measures to ensure convenient and safe access for differently abled, infirm and aged persons at all major tourism destinations through the provision of facilities such as ramps, escalators and other forms of assisted access shall be encouraged.

8.5 Grievance Redressal

A dedicated online grievance redressal system shall be established to address issues faced by tourists and undertake measures to strengthen the grievance redressal mechanisms of Karnataka Tourism.

A dedicated 24x7 centralized helpline number shall be launched exclusively for the convenience of tourists.



Shivanasamudra

9 Community Participation

Tourism development in any destination should benefit the local community on economic, social, cultural, and environmental fronts. To ensure that tourism fulfils its potential for generating income and employment, efforts shall be made to involve sectoral entities, local and state-level authorities, the private sector and the local community.

Participation and acceptance by the local community is an essential pre-requisite for the development of tourism at a destination. In order to effectively implement community participation in tourism development, a representative body shall be constituted at the district level to engage with local communities and support their participation in their tourism sector. Karnataka Tourism shall endeavour to implement one model project / program on community participation in each of its four administrative divisions.

The key activities to be carried out by the district-level body constituted by the Department of Tourism are as follows –

9.1 Information, Education and Communication

Local communities shall be sensitized to the income and employment opportunities offered by tourism. Further, the tourism industry shall be sensitized to the skills available with the local community as well as the benefits of employing locals and purchasing local products.

Awareness programs on Responsible Tourism practices shall also be carried out for all tourism stakeholders. Tourists and the tourism industry shall be sensitized to minimize negative impacts of tourism and enable the community to live in harmony with nature, culture and traditions.

9.2 Entrepreneurship and Employment Opportunities

Suitable mechanisms shall be developed for the skilling of local community to enable their participation in the tourism sector. In addition to skilling for tourism-specific soft and hard skills, such programs shall also enable households and individuals to produce and supply products that are demanded by the tourism industry.

9.3 Involvement of Local Self Government

Local bodies shall be encouraged to form destination-level tourism working groups comprising of local stakeholders to ensure integration of tourism development activities with the other developmental activities of the local government / authorities.

The local communities and authorities shall be sensitized about the significance of cleanliness at tourism destinations & necessary support shall be provided.

10 Sustainable Tourism

Tourism has an important role in achieving the 17 Sustainable Development Goals (SDGs) set by the United Nations especially in relation to SDGs 8, 12 and 17, on 'Decent Work and Economic Growth', 'Responsible Consumption and Production' and 'Partnerships for the Goals' respectively.

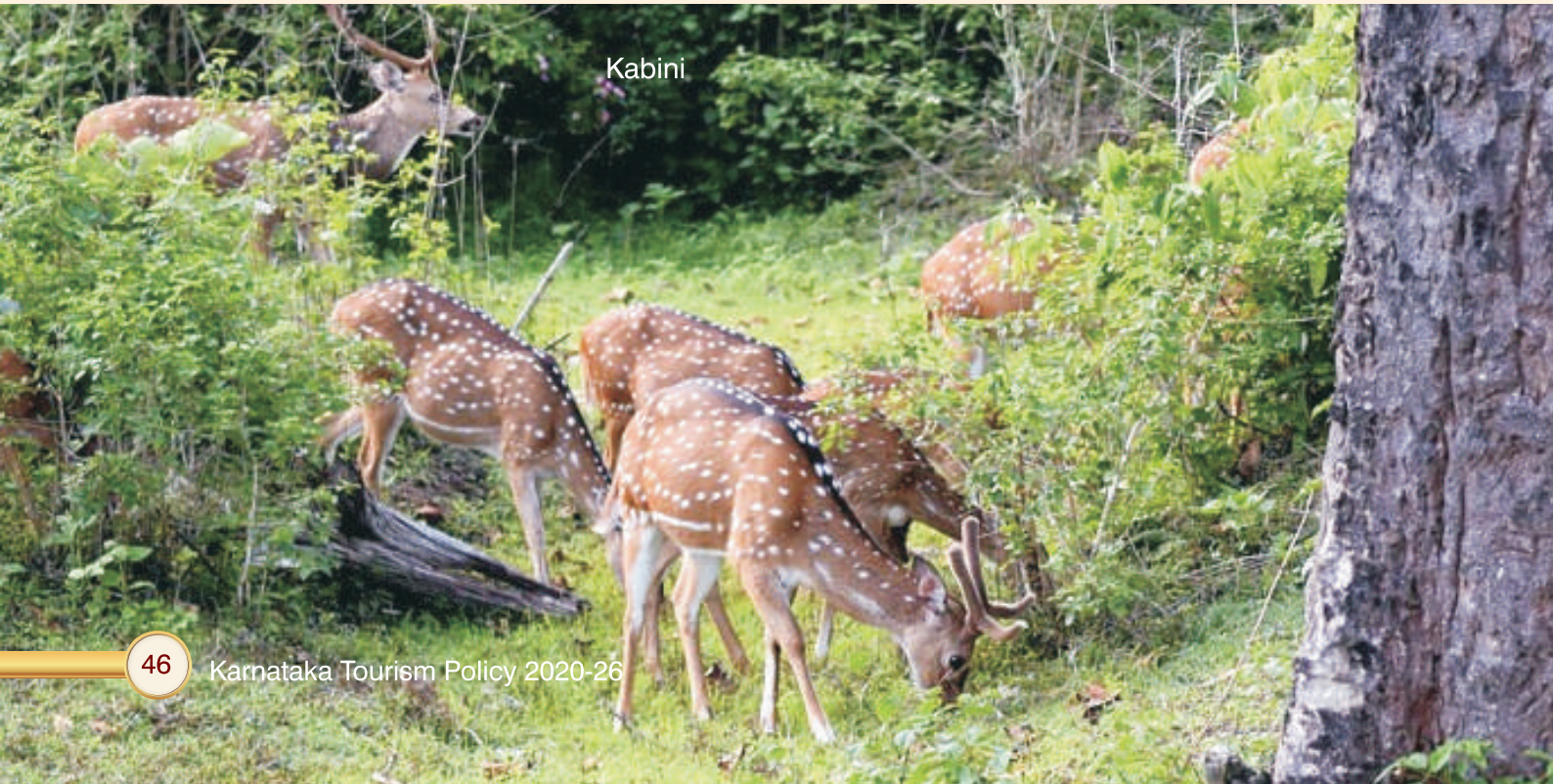
The planning, development and management of tourism destinations shall be mindful of effective conservation of the environment and natural resources and care for local traditions, vernacular architecture, culture and products. The Department of Tourism shall undertake initiatives to promote sustainable tourism practices amongst tourism stakeholders in Karnataka. Additionally, incentives shall be provided for eligible tourism projects to encourage the adoption of sustainable tourism practices as detailed in *Section 14 Incentives, Subsidies and Concessions*.

10.1 Environmentally Sustainable Practices

Tourism carrying capacity studies shall be carried out at tourism destinations especially in eco-sensitive destinations and Protected Areas to develop standards and norms for environmentally sustainable practices. Based on the tourism carrying capacity studies, mechanisms shall be evolved for the implementation and monitoring of sustainable practices in these destinations.

10.2 Certification Framework

A certification framework shall be established to quantify and evaluate the sustainable practices of Tourism Projects. The framework would cover multiple aspects of the Tourism Project's operations and measure their performance along sustainability dimensions, including resource consumption, community engagement, waste management, etc.


Kabini

10.3 Integrity of Natural and Built Environment

Karnataka Tourism shall seek to maintain and enhance the natural environment of tourism destinations. Karnataka Tourism shall also seek to provide guidance and suitable recommendations to relevant authorities for the regulation of built environment in tourism destinations to ensure consonance with the natural environment and cultural heritage of the tourism destination.

The utilization of local materials and adherence to local architectural styles for new and expansion tourism projects shall be encouraged.

10.4 Low Impact Tourism

Karnataka Tourism shall encourage and promote tourism experiences with a low impact on the environment and resources. Tourism service providers, governmental agencies / authorities and local communities shall be sensitized to minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.

Tourism Projects aligned to Green Rating for Integrated Habitat Assessment (GRIHA) or Indian Green Building Council (IGBC) guidelines shall receive special recognition by the Department.

10.5 Corporate Social Responsibility

Karnataka Tourism shall encourage and promote participation of the private sector in tourism projects through Corporate Social Responsibility (CSR) initiatives. Karnataka Tourism shall also seek support to run campaigns for responsible tourism and adoption of safety and hygiene practices.



Badami

11 Tourism Analytics and Digital Initiatives

11.1 Tourism Analytics

To plan and work towards achievement of the Vision 2025 goals for Karnataka Tourism, the Department of Tourism and its undertakings shall establish systems to accurately collect, analyse, and report tourism data for informed decision-making. The data collection systems shall be in alignment with guidelines issued by tourism authorities such as Ministry of Tourism, Government of India and World Tourism Organization (UNWTO).

A Tourism Analytics Division shall be established under the Department of Tourism to focus on tourism statistics and market research activities of the Department. The division shall oversee the collection of tourism data and shall design and roll out mechanisms to assess Karnataka Tourism's performance along a variety of dimensions. The overall analytics apparatus of Karnataka Tourism shall leverage technology and ground-level information to facilitate a system of data-based policy and decision making.

11.1.1 Annual Tourism Surveys

Annual Tourism Surveys shall be undertaken to measure and record various aspects of the tourism ecosystem in Karnataka. In addition to this, periodic surveys shall be conducted at major tourism destinations to assess the quality of destinations and initiate corrective measures that will directly address issues and concerns of visitors.

Karnataka Tourism shall also seek to partner with tourism service providers and other industry players to incorporate a system for collection of detailed tourist profiles (without identifying or personal information and in compliance with applicable data privacy regulations). The system shall help understand tourist behaviours and preferences, assess visitor sentiments, identify and address key issues, and provide guidance for planning and policy decisions.

11.1.2 Tourism Dashboard

A tourism dashboard shall be created for reporting of key tourism metrics, monitoring of on-ground project implementation, tracking of fund utilization, district-wise analysis of tourist receipts and footfalls, and effective reporting and analysis of Karnataka's tourism sector.

11.1.3 Tourism Research and Assessment Studies

Tourism Impact Assessment studies shall be conducted through multi-disciplinary agencies to assess the impact of tourism on destinations and local communities from dimensions such as socio-economic, cultural, political, ecological, and environmental among others.

11.2 Digital Initiatives

Karnataka is the leading destination for innovation in India, ranking first on the India Innovation Index. Bengaluru, referred to as the Silicon Valley of India, has a vibrant start-up community and boasts many entrepreneurial success stories. The Department of Tourism proposes to leverage this unique advantage of Karnataka through a wide variety of digital initiatives to boost the immense potential of the tourism sector and enhance the quality of services across the tourism ecosystem. The following initiatives are proposed to be undertaken during the Policy Period –

11.2.1 Support for Innovation in Tourism

The Department and its undertakings shall seek to collaborate with Karnataka Innovation and Technology Society to identify and promote start-ups and emerging technologies with significant potential to improve the tourism sector of Karnataka. Technologies such as mobile apps, computer vision, virtual reality, augmented reality, simulated reconstruction, machine learning, etc. shall be supported and promoted.

Karnataka Tourism shall endeavour to provide inclusive experiences for tourists through services such as digital signage, translation support, audio-visual guides, way finders, etc.

11.2.2 Digitization of Tourism Assets

Reputed organizations shall be engaged to digitize the important tourism assets of Karnataka, with special focus on the heritage and cultural assets of Karnataka. The Department shall collaborate with online platforms / service providers to provide public access to the digitized assets through high-resolution images, three-dimensional models, and virtual tours.



Murudeshwara

12 Investment Facilitation

The Government of Karnataka is committed to facilitate a conducive environment for the establishment and operation of Tourism Projects in Karnataka. The Department of Tourism accords the highest priority to improving ease of doing business in the State.

12.1 Investment Strategy

The Government of Karnataka envisages that a majority of the new projects in the tourism sector shall be driven by private sector investment. A relatively smaller proportion of the projects shall be through public-private partnerships (PPP) or direct government investment.

A 'Karnataka Tourism Industry Profile' showcasing major destinations and investment opportunities in Karnataka shall be prepared by the Department to aid in planning and decision-making for both industry and government.

12.2 Global Tourism Investors Meet

Global Tourism Investors Meet shall be organized by the Department to showcase the investment potential of Karnataka tourism amongst investors and to encourage increased participation from the private sector.

12.3 Institutional Arrangement

The Department of Tourism shall work in close coordination with Karnataka Udyog Mitra (KUM), Department of Commerce and Industries and other departments of Government of Karnataka to address all interdepartmental issues imperative for implementation of tourism projects. The Department of Tourism shall work out the modalities to ensure a seamless and efficient experience for tourism investments in the State.

The Department of Tourism shall set up a **Tourism Investment Facilitation Cell** within the Department that will act as a nodal agency for enabling investment, its facilitation and monitoring. Key responsibilities of the Tourism Investment Facilitation Cell shall be as follows –

- Act as a one-stop facilitation centre to extend assistance for obtaining approvals and clearances through effective utilization of technology
- Organize Global Tourism Investors Meet, roadshows and B2B meetings to solicit investments for Karnataka Tourism
- Encourage and promote Corporate Social Responsibility (CSR) initiatives for the tourism sector of Karnataka
- Support programs for adoption, management, or sponsorship of tourism destinations and tourism assets

13 Definitions

1. **Tourism Project** shall mean a legal entity under the relevant law that is engaged or to be engaged in providing any service related to tourism.

2. **Eligible Tourism Project** refers to the list of Tourism Projects identified by the Department of Tourism that shall be prioritized for development in Karnataka during the Policy Period. The Eligible Tourism Projects identified below shall be eligible for incentives, subsidies, and concessions under the Policy as outlined *Section 14 Incentives, Subsidies and Concessions.*

Sl. No.	Tourism Project	Eligible for Incentives	Eligible for Subsidies	Eligible for Concessions
1	Adventure Tourism Project	✓	✓	✓
2	Agri Tourism Project	✓	✓	✓
3	Amusement Park	✓		✓
4	Caravan Park Project	✓	✓	✓
5	Caravan Tourism Project	✓	✓	✓
6	Convention Centre	✓		✓
7	Cultural Tourism Project	✓	✓	✓
8	Cultural Village	✓		✓
9	Eco Tourism Project	✓		✓
10	Heritage Hotel	✓		✓
11	Heritage Tourism Project	✓	✓	✓
12	Heritage Walk	✓		✓
13	Homestay	✓		✓
14	Hotel Project – Budget	✓	✓	✓
15	Hotel Project – Premium	✓	✓	✓
16	Houseboat Project	✓	✓	✓
17	Museum and Galleries	✓		✓
18	Ropeway	✓		✓
19	Safety and Hygiene Tourism Project	✓	✓	✓
20	Sound & Light Show	✓		✓
21	Tented Accommodation	✓		✓
22	Theme Park	✓		✓
23	Tourist Interpretation Centre	✓		✓
24	Tourist Luxury Coach	✓		✓
25	Wellness Centre	✓	✓	✓
26	Wayside Amenities	✓	✓	✓

The list of Eligible Tourism Projects may be periodically reviewed by the Empowered Committee for Tourism constituted under the Policy and suitable inclusions / deletions / modifications may be made as per market demand and suggestions of the industry. The Department of Tourism shall issue necessary notifications from time to time.

The definitions and specifications for the Tourism Projects shall be as per the Operational Guidelines and related notifications issued by the Department of Tourism from time to time. To qualify for incentives and subsidies under this Policy, Eligible Tourism Projects must be registered with the Department and must meet the conditions as per the Operational Guidelines.

3. **New Tourism Project** shall mean an Eligible Tourism Project that has been established and operationalised during the operative tenure of this Policy.

4. **Existing Tourism Project** shall mean an Eligible Tourism Project that has been established and operationalised before the operative tenure of this Policy.

5. **Expansion Tourism Project** shall mean an existing Eligible Tourism Project that is taking up an expansion of more than 50% of its existing capacity in terms of built-up area and/or EPC for the Project. Only one expansion project of an existing Tourism Project will be eligible for assistance during the operative period of this Policy.



Manjarabad Fort, Sakleshpura

6. **Tourism Service Provider** shall mean any company, association, firm or any other legal entity under the relevant law who is engaged in providing any service related to tourism. This may include but is not limited to the entity responsible for operation and/or management of Tourism Projects as well as tour operators, travel agents, transport operators, ticketing agents, tourist guides amongst others. Tourism Service Providers must be registered with the Department of Tourism to be eligible for incentives, subsidies, and concessions under the Policy as outlined *Section 14 Incentives, Subsidies and Concessions*.

7. **Date of Commercial Operation** means the date on which a New Tourism Project is open to tourists on a commercial basis after due testing, trials and commissioning under the relevant Government rules.

8. **Effective Date** means the date of release of the gazette notification of Karnataka Tourism Policy 2020-26. The operative period of the Policy starts after the effective date.

9. **Eligible Project Cost (EPC)** means investment in fixed assets for the purposes of developing Tourism Projects defined in this Policy. EPC shall mean costs incurred towards civil construction (including toilets, access for differently-abled, electrification) and for providing utilities such as water purification, DG sets, air conditioning, lifts, sewage treatment plant, rainwater harvesting, solar heating, solar lighting system, borewells, etc.

   EPC shall also include costs vehicle / aircraft / watercraft necessary to specifically undertake tourism activities for the following Tourism Projects defined in this Policy –

   i. Adventure Tourism Project
   ii. Caravan Tourism Project
   iii. Houseboat Project
   iv. Safety and Hygiene Tourism Project

   The applicability of vehicle / aircraft / watercraft necessary to specifically undertake tourism activities towards the calculation of EPC shall be determined by the District Tourism Committee / Empowered Committee for Tourism, as applicable.

   EPC does not include the following heads of investment with respect to the Tourism Project –

   i. Working Capital;
   ii. Pre-operative expenses and preliminary expenses;
   iii. Second-hand plant and machinery purchased or shifted from within or outside India;
   iv. Interest capitalised;
   v. Consumable stores;
   vi. Inventories for maintenance or repairs;

vii. Investment on land required for setting up the Tourism Project, inclusive of the cost of the land;

viii. Vehicles, except those permissible for certain Tourism Project as specified above;

ix. furniture, fixtures, cutlery, crockery, utensils; and

x. Any construction which in the nature of real estate transactions is meant for sale / lease / rent. This may include shops, flats, offices, etc.

Eligible Project Cost shall be as per the guidance provided in the Operational Guidelines for Karnataka Tourism Policy 2020-26.

10. **Mega Tourism Project** shall mean Tourism Project with an EPC of above INR 100 Crore.

11. **Department of Tourism** shall mean Department of Tourism, Government of Karnataka, unless it be repugnant to the context or meaning thereof.

12. **Ministry of Tourism** shall mean Ministry of Tourism, Government of India, unless it be repugnant to the context or meaning thereof.

13. **Focus Tourism Destination** are destinations of Karnataka identified by the Department of Tourism for prioritized development. The Department has carried out a detailed review of the previously identified tourism destinations of Karnataka as well as other tourism destinations with promising potential. Based on this, the Department has identified the following Focus Tourism Destinations at the outset of Karnataka Tourism Policy 2020-26



Chaturmukha Basadi, Karkala

Sl. No.	District	Focus Tourism Destinations[1]
1	Bagalkot	Aihole, Badami, Pattadakal, Kudala Sangama
2	Ballari	Entire District
3	Belagavi	Entire District
4	Bengaluru Rural	Dobbaspet, Doddaballapura
5	Bengaluru Urban	N/A
6	Bidar	Bidar, Basavakalyan
7	Chamarajanagar	Entire District
8	Chikkaballapur	Chikkaballapur, Gauribidanur, Muddenahalli, Nandi Hills
9	Chikkamgaluru	Entire District
10	Chitradurga	Chitradurga, Hiriyur
11	Dakshina Kannada	Entire District
12	Davangere	Entire District
13	Dharwad	Entire District
14	Gadag	Dambal, Gadag, Lakkundi
15	Hassan	Entire District
16	Haveri	Entire District
17	Kalaburagi	Entire District
18	Kodagu	Entire District
19	Kolar	Avani, Kolar, Kolar Gold Fields
20	Koppal	Anegundi, Itagi, Koppal, Munirabad
21	Mandya	Adichunchunagari, Kokkarebellur, Melukote, Srirangapatna, Shivanasamudra
22	Mysuru	Bylakuppe, Mysore, Nanjangud, Somanathapura
23	Raichur	Hatti, Maski, Raichur
24	Ramanagara	Entire district
25	Shivamogga	Entire District
26	Tumakuru	Entire District
27	Udupi	Entire District
28	Uttara Kannada	Entire District
29	Vijayanagara	Entire District
30	Vijayapura	Entire District
31	Yadgir	Shorapur, Yadgir

[1] *Where the name of district and FTD is the same, the FTD refers to the city / town of the same name in the district*

For the following districts, the entire district, i.e., all tourism destinations within the district, shall be considered as Focus Tourism Destinations–

1. Ballari
2. Belagavi
3. Chamarajanagar
4. Chikkamgaluru
5. Dakshina Kannada
6. Davangere
7. Dharwad
8. Hassan
9. Haveri
10. Kalaburagi
11. Kodagu
12. Ramanagara
13. Shivamogga
14. Tumakuru
15. Udupi
16. Uttara Kannada
17. Vijayanagara
18. Vijayapura

The list of Focus Tourism Destinations shall be as notified by the Department from time to time. The Department shall carry out regular assessments to update the list of Focus Tourism Destinations based on the goals of the Government of Karnataka for the tourism sector.



Kalyani, Melukote

14 Incentives, Subsidies and Concessions

Eligible Tourism Projects and Tourism Service Providers shall be eligible for incentives, subsidies and concessions under Karnataka Tourism Policy 2020-26. Detailed procedures for availing incentives, subsidies, and concessions are provided in the Operational Guidelines for the Policy.

The Operational Guidelines of this Policy shall cover the definition of each Eligible Tourism Project and the basic minimum project requirements to be followed by the Tourism Project for claiming the various incentives, subsidies and concessions under this Policy. The Operational Guidelines shall also list the measures for sustainability, safety, and hygiene that must be mandatorily undertaken by the Tourism Project to be eligible to claiming the various incentives, subsidies and concessions under this Policy. Priority shall be given to proposals based on their potential to provide a significant benefit to Karnataka Tourism and if they are located at Focus Tourism Destinations.

14.1 INCENTIVES

14.1.1 Registration of Tourism Projects and Tourism Service Providers

Tourism Projects and Tourism Service Providers must be registered with the Department of Tourism to be eligible to avail incentives, subsidies, and concessions offered under this Section. Registration shall be in accordance with the Operational Guidelines of this Policy.

The Department of Tourism shall create a well-established end to end system in the Karnataka Tourism Website for mandatory online registration of Tourism Projects and Tourism Service Providers under the Karnataka Tourism Trade (Facilitation and Regulation) Act, 2015 and amendments thereof. Further, the Department shall endeavour to evolve a system for grading of Tourism Projects.

The Department shall list all Tourism Projects and Tourism Service Providers who are registered with the Department of Tourism on the Karnataka Tourism website.

14.1.2 Facilitation Support

The Department shall put in place institutional arrangements to secure accelerated development of Tourism Projects in the State and address inter-departmental issues while monitoring and ensuring the development of Tourism Projects. The Department of Tourism shall support Tourism Projects in obtaining necessary approvals, sanctions, clearances, licences, certifications, NOCs and other similar permissions from the concerned governmental authorities.

14.1.3 Marketing Support for Tourism

The Department of Tourism shall provide marketing support for Tourism Projects on a case-by-case basis. Attractive Tourism Projects of Karnataka as determined

by the Department shall be featured in the promotional content and marketing collaterals for Karnataka Tourism. This shall include promotion through brochures, print media, social media, website, etc.

14.1.4 Special Recognition for Sustainability Measures

The Department of Tourism shall accord special recognition to Tourism Projects that have undertaken sustainability measures or have displayed commitment to responsible tourism practices. The details of the Tourism Projects that have received special recognition shall be displayed on the Karnataka Tourism website for the benefit of customers to help them make informed choices.

14.1.5 Assistance for Sustainability Initiatives

The Department of Tourism shall provide financial assistance to eligible Tourism Projects that are registered with the Department for undertaking sustainability measures. The table below outlines the amount of assistance that shall be provided by the Department –

Sl. No.	Measure	Financial Assistance	Ceiling Amount for Financial Assistance per Tourism Project
1	Water conservation and harvesting	50% of capital cost for undertaking measure	INR 1,00,000/- (Rupees One Lakh only)
2	Adopting renewable energy sources	50% of capital cost for undertaking measure	INR 1,00,000/- (Rupees One Lakh only)
3	Adopting pollution control measures	50% of capital cost for undertaking measure	INR 1,00,000/- (Rupees One Lakh only)



St. Mary's Island, Malpe

The Deputy Commissioner in charge of each district of Karnataka shall identify one registered Tourism Project for each category of sustainability measure from their respective district to award financial assistance for successfully undertaking the measure. A maximum of 3 Tourism Projects shall receive financial assistance from each district of Karnataka each year during the Policy Period.

14.1.6 Collaboration with Tourism Aggregators and Online Travel Agents

The Department of Tourism shall institute a mechanism to recognize aggregators and online travel agents operating in the tourism sector and shall collaborate with them for the roll out of programs and initiatives beneficial to tourism stakeholders.

14.1.7 Facilitate Inter-State Travel for Tourist Vehicles

The Department shall seek to facilitate ease of travel for tourist vehicles between Karnataka and its neighbouring states.

14.1.8 Marketing Development Assistance

Tourism Service Providers recognized by the Department of Tourism shall be eligible for the following Marketing Development Assistance (MDA) for promoting Karnataka Tourism in domestic and international markets –



Kittur Palace

Sl. No.	Promotional Activity	Expense for which Marketing Development Assistance is Offered	Financial Assistance	Ceiling Amount for Assistance per Tourism Service Provider
1	*Production of Publicity Material*	Cost of Production of Publicity Material (Brochure, Product Catalogue, Information Handouts, etc.) for use during festivals / events / activities sponsored or organized by Department of Tourism or its undertakings	50% of cost of printing / publishing of publicity material	INR 1,00,000 (Rupees One Lakh only)
2	*Participation in National-level Domestic Event*	Cost of rental of stall / space at tourism, travel or hospitality related events such as fairs, exhibitions, marts	50% of cost of rental of stall / space at the event	INR 30,000 (Rupees Thirty Thousand only)
3	*Participation in International Event*	Cost of rental of stall / space at tourism, travel or hospitality related events such as fairs, exhibitions, marts	50% of cost of rental of stall / space at the event	INR 60,000 (Rupees Sixty Thousand only)
4	*Participation in Roadshows organized / sponsored by Karnataka Tourism*	Travel expenses by air from India to any other country and/or by air/rail from one country to another country abroad	75% of total fare, for economy class only	INR 1,00,000 (Rupees One Lakh only)

The above-mentioned Marketing Development Assistance shall be limited to a maximum of total 25 (twenty-five) Tourism Service Providers in a financial year for each category, with no Tourism Service Provider receiving a subsidy for more than one category during a financial year. Detailed guidelines regarding the marketing development assistance being offered by the Department shall be issued from time to time by the Department of Tourism.

14.1.9 Tourism Excellence Awards

The Department of Tourism shall institute tourism excellence awards for the recognition of excellence and contribution to the growth of tourism in Karnataka. Notification and detailed guidelines regarding awards shall be issued from time to time by the Department of Tourism.

14.1.10 Support for Homestays

The following shall be applicable for Homestays in Karnataka registered with the Department of Tourism, subject to compliance with guidelines –

- Payment of electricity and water charges at domestic tariffs
- Property tax rates as prescribed for residential purposes

14.2 Subsidies

The Government of Karnataka shall offer the following subsidies for New Tourism Projects and Expansion Tourism Projects that have been registered with the Department of Tourism –

14.2.1 Capital Investment Subsidy

New Tourism Projects and Expansion Tourism Projects for only the following Eligible Tourism Projects shall be eligible for availing Capital Investment Subsidy under the Policy –

1. Adventure Tourism Project
2. Caravan Park Project
3. Caravan Tourism Project
4. Hotel Project– Budget (1-star or 2-star classification hotels / resorts)
5. Hotel Project– Premium (3-star or above classification hotels / resorts)
6. Houseboat Project
7. Wayside Amenities
8. Wellness Centre

The Capital Investment Subsidy for each Tourism Project shall be a percentage of the Eligible Project Cost (EPC) of the Tourism Project. The following table summarizes the Capital Investment Subsidy offered to Tourism Project under the Policy –



Kavaledurga

Sl. No.	Tourism Project	Minimum EPC Investment for Project (INR)	Percentage of Subsidy against EPC (%)	Maximum Ceiling Amount of Capital Investment Subsidy	Locations where Subsidy shall be Provided
1.	**Adventure Tourism Project**	INR 25 Lakh	25%	INR 2 Crore	Focus Tourism Destinations
2	**Caravan Park Project**	INR 25 Lakh	25%	INR 2 Crore	All of Karnataka
3	**Caravan Tourism Project**	INR 25 Lakh	25%	INR 1 Crore	All of Karnataka
4	**Hotel Project Budget**	INR 5 Crore	15%	INR 2 Crore	Focus Tourism Destinations (excluding Municipal Corporation limits of Bengaluru, Hubli-Dharwad, Mangaluru, and Mysuru)
5	**Hotel Project Premium**	INR 10 Crore	15%	INR 5 Crore	Focus Tourism Destinations (excluding Municipal Corporation limits of Bengaluru, Hubli-Dharwad, Mangaluru, and Mysuru)
6	**Houseboat Project**	INR 1 Crore	25%	INR 2 Crore	All of Karnataka
7	**Wayside Amenities** [2]	INR 2 Crore	25%	INR 2 Crore	All of Karnataka
8	**Wellness Centre**	INR 2 Crore	25%	INR 2 Crore	Focus Tourism Destinations

Note:

1. *No tourism project is eligible for Capital Investment Subsidy within Bengaluru Urban district.*

[2] *Only for New Wayside Amenities developed on Greenfield Model or Franchisee Model*

2. *For Hotel Project – Budget and Hotel Project – Premium, the following conditions shall apply –*

   a. *No subsidy shall be offered for a Hotel / Resort within the limits of the following Municipal Corporation in Karnataka – Bengaluru, Hubli-Dharwad, Mangaluru, Mysuru.*

   b. *The Hotel / Resort must obtain requisite star classification as per Ministry of Tourism guidelines to be eligible for subsidy.*

3. *A Tourism Project availing Capital Investment Subsidy shall not be entitled to claim Interest Subsidy.*

4. *The above list of Tourism Projects eligible for Capital Investment Subsidy may be reviewed and revised from time to time by the Department of Tourism, and suitable inclusions / deletions / modifications may be made as per market demand and suggestions of the industry.*

Additional Capital Investment Subsidy

In addition to the Capital Investment Subsidies outlined above, New Tourism Projects and Expansion Tourism Projects may be eligible to claim additional investment subsidy if they meet any of the following criteria –

Sl. No.	Criteria for Additional Subsidy	Additional Percentage Subsidy against EPC of the Tourism Project
1	Tourism Project is undertaken by Women, SC, ST, or differently-abled Entrepreneur	**5%**
2	Project is a *Hotel Project – Premium* that is undertaken at Focus Tourism Destination within districts of Kalyan Karnataka region viz. Ballari, Bidar, Kalaburagi, Koppal, Raichur, Vijayanagara and Yadgir	**5%**

The maximum ceiling amount of capital investment subsidy for the respective Tourism Project shall remain unchanged when claiming additional capital investment subsidy. Applicants may claim additional capital investment subsidy under only one of the above-mentioned criteria, not both.

14.2.2 Interest Subsidy

New Tourism Projects and Expansion Tourism Projects shall be eligible to get interest subsidy at 5% per annum on the term loan taken[3] on the fixed capital investment for the Tourism Project, subject to a maximum of INR 25 Lakh for a period of five years. The interest subsidy shall not exceed INR 7.5 Lakh per annum for the Tourism Project and shall be provided only for timely repayment of loan instalment along with interest.

[3] *For example, if the loan amount taken for the tourism project is INR 10 lakhs @ Interest Rate of 11% per annum, the Department shall subsidize 5% Interest per annum amounting to INR 50,000/- of the total Interest paid of INR 1,10,000/-*

New Tourism Projects and Expansion Tourism Projects for only the following Eligible Tourism Projects shall be eligible for availing Interest Subsidy under the Policy –

1. Agri Tourism Project
2. Cultural Tourism Project
3. Heritage Tourism Project
4. Safety and Hygiene Tourism Project

Note:

1. *A Tourism Project availing Interest Subsidy shall not be entitled to claim Capital Investment Subsidy.*
2. *The above list of Tourism Projects eligible for Interest Subsidy may be reviewed and revised from time to time by the Department of Tourism, and suitable inclusions / deletions / modifications may be made as per market demand and suggestions of the industry.*

14.3 CONCESSIONS

The Government of Karnataka offers the following concessions for New Tourism Projects and Expansion Tourism Projects in the State –

14.3.1 Exemption on Stamp Duty

New Tourism Projects and Expansion Tourism Projects will qualify for 50% exemption of Stamp Duty in respect of the following –

1. Loan agreements, credit deeds mortgage deeds, and hypothecation deeds executed for availing loans from State Government, National Level Financial Institutions, Commercial Banks, RRBs, Co-operative Banks, Khadi and Village Industries Board (KVIB) / Khadi and Village Industries Commission (KVIC), Karnataka State SC/ST Development Corporation, Karnataka State Minority Development Corporation and other institutions which may be notified by the Government from time to time for a maximum period of five years only; and

2. For lease deeds, lease-cum-sale and absolute sale deeds executed in respect of Tourism Projects

However, no exemption on stamp duty with respect to the development of Tourism Projects within the jurisdiction of the Bruhat Bengaluru Mahanagara Palike (BBMP).

14.2.2 Concessional Registration Charges

For all loan documents and sale deeds as specified under the head “Exemption on Stamp Duty” above, New Tourism Projects and Expansion Tourism Projects shall be eligible for 100% exemption of registration charges.

14.2.3 Reimbursement of Land Conversion Fee

100% reimbursement payment of land conversion fee for converting the land from agricultural use to non-agricultural use for the development of New Tourism Projects and Expansion Tourism Projects.

However, no reimbursement on land conversion fee for conversion of land located within the jurisdiction of the Bruhat Bengaluru Mahanagara Palike (BBMP) and Bengaluru Metropolitan Region Development Authority (BMRDA).

14.2.4 Exemption on Motor Vehicle Tax

During the validity period of this Policy, new vehicles including tourist coaches, caravan vehicles, and campervans purchased by Tourism Service Providers in Karnataka, for carrying out tourism-related activities shall be exempted from payment of Motor Vehicle Tax (pro rata to the life time tax applicable for the category of vehicle as per The Karnataka Motor Vehicles Taxation Act, 1957).The Department of Tourism shall reimburse Tourism Service Providers for the motor vehicle tax paid in this regard, subject to availability of budget.

The above said exemption is valid only:

1. During the Policy Period 2020-26,
2. For Tourism Service Providers registered with the Department of Tourism, Government of Karnataka, and
3. On purchase of a maximum of 10 vehicles per Tourism Service Provider per year.



Hoysaleshwara Temple, Halebidu

15 Institutional Framework

The Department of Tourism is committed to institute requisite mechanisms and to facilitate a conducive environment for the implementation of the Karnataka Tourism Policy 2020-26. Institutional arrangements shall be put in place through this Policy to provide facilitation support for approval and clearances, to address inter-departmental issues and monitor the development of Tourism Projects in the State. In this regard, committees have been set up to –

- Approve and monitor the operations of Tourism Projects;
- Approve incentives, subsidies, concessions and other support to projects;
- Improve inter-departmental coordination for timely clearances;
- Monitor the progress of policy implementation; and
- Provide recommendation to the Government to amend/ update policy from time to time

These committees shall also accord priority to improving the Ease of Doing Business for Tourism Projects. These Committees shall take a decision in accordance with the current policy and the decision thus taken shall be final and binding on all concerned.

15.1 Advisory and Approval Committees

15.1.1 District Tourism Committee

The District Tourism Committee shall perform the following functions for the effective implementation of the Policy –

- Receive applicable proposals for Tourism Projects where the Eligible Project Cost (EPC) is up to INR 5 Crore.
- Forward the received proposal for Tourism Project to the District Tourism In-charge Officer or the Program Management Unit (PMU) Division of Department of Tourism for project appraisal, as applicable. Further to the project appraisal, the District Tourism In-Charge Officer / PMU Division shall forward its Appraisal Report to District Tourism Committee. The Appraisal Report shall convey whether the project is eligible or not for the applicable incentives, subsidies or concessions under the Policy.
- Based on the Appraisal Report prepared by the District Tourism In-charge officer or the Program Management Unit (PMU) Division of Department of Tourism, as applicable, the District Tourism Committee shall sanction approval for applicable incentives, subsidies and concessions for eligible Tourism Projects where the EPC is up to INR 5 Crore.

- Facilitate approvals and sanctions from other government agencies as may be required for the implementation of Tourism Project
- Monitor the progress of implementation of approved Tourism Projects
- Resolve issues related to project implementation to avoid delays in implementation of Tourism Projects where EPC is up to INR 5 Crore

15.1.2 Empowered Committee for Tourism

The Empowered Committee for Tourism, chaired by Hon'ble Minister for Tourism, Government of Karnataka shall perform the following functions for the effective implementation of the Policy –

- Receive applicable proposals for Tourism Projects where the Eligible Project Cost (EPC) is INR 5 Crore or more.
- Forward the received proposal for Tourism Project to the Program Management Unit (PMU) Division of Department of Tourism for project appraisal, as applicable. Further to the project appraisal, the PMU Division shall forward its Appraisal Report to Empowered Committee. The Appraisal Report shall convey whether the project is eligible or not for the applicable incentives, subsidies or concessions under the Policy.
- Based on the Appraisal Report prepared by the Program Management Unit (PMU) Division of Department of Tourism, the Empowered Committee shall sanction approval for applicable incentives, subsidies or concessions for eligible Tourism Projects where the EPC is INR 5 Crore or more.
- Coordinate and ensure timely issue of Government Orders by various departments
- Be the authority to interpret the Policy and the incentives, subsidies and concessions offered under the Policy
- Recommend enabling mechanisms from time to time for smooth implementation of the Policy
- Resolve issues related to project implementation to avoid delays in implementation of Tourism Projects where EPC is INR 5 Crore or more.
- On a case-to-case basis, approve tailor-made support and benefits to be extended to Mega Tourism Projects.
- Resolve any issues related to pending clearances on account of non-resolution of inter-departmental issues
- Co-opt members and stakeholders whose consent or expertise is required for sanction of approval for incentives, subsidies, and concessions for projects.

- Periodically review the list of Eligible Tourism Projects and suitable inclusions / deletions / modifications may be made as per market demand and suggestions of the industry.
- Provide grants or other fiscal assistance for high-potential start-ups in the tourism sector and sanction the Department of Tourism to collaborate with said start-ups

15.1.3 Karnataka Tourism Task Force

The Karnataka Tourism Task Force was Formed vide Govt. Order No. TOR 92 TDP 2019, issued on 21 August 2019. The Karnataka Tourism Task Force shall provide necessary guidance and support for the effective implementation of the Policy.

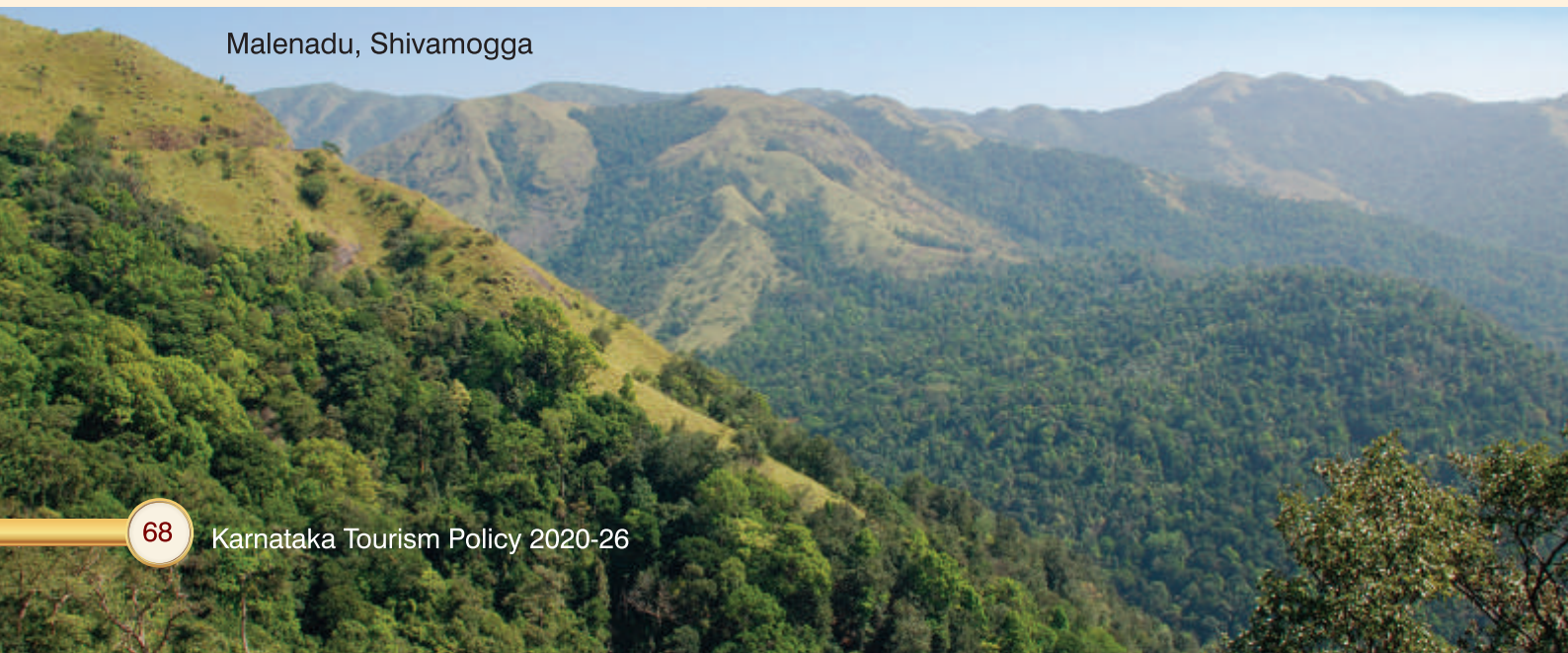
15.2 Sanction of Incentives, Subsidies and Concessions

The applicant for the Tourism Project shall place the proposal for sanction of incentives, subsidies, and concessions for their Tourism Project before the committee / authority concerned for their review.

The committees concerned for sanction of subsidies based on the Eligible Project Cost of Tourism Projects are provided in the table below.

The committee / authority for the sanction of incentives and concessions shall be as per the Operational Guidelines of this Policy.

Eligible Project Cost	Authority for Sanction of In-Principle Approval and Final Approval for Capital Investment Subsidy and Interest Subsidy for Tourism Projects
Up to INR 5 Crore	District Tourism Committee, under the Chairmanship of Deputy Commissioner of the respective district
More than INR 5 Crore	Empowered Committee, under the Chairmanship of Hon'ble Minister of Tourism



Malenadu, Shivamogga

15.2.1 Documents for Sanction of Incentives, Subsidies, and Concessions

Documents to be submitted for obtaining sanctions for incentives, subsidies, and concessions shall be as per the Operational Guidelines of this Policy.

15.2.2 Supporting Provisions for availing Incentives, Subsidies and Concessions

1. To avail the Incentives, Subsidies, and Concessions for Eligible Tourism Projects identified in this Policy, the applicant must submit necessary documents and obtain the required approvals from the committee concerned as per the timelines specified in the Operational Guidelines of the Policy.

2. To claim the incentives, subsidies and concessions under *Section 14 Incentives, Subsidies, and Concessions* of this Policy, the applicant must submit requisite documentary proof to the committee concerned as per the Operational Guidelines. Approval of the committee concerned shall enable the Department of Tourism to disburse the approved incentives, subsidies, and concessions.

3. Tourism Projects and Tourism Service Providers can avail incentives, subsidies, and concessions under multiple policies of different departments of Government of Karnataka and / or Government of India. However, if the same component is claimed under different policies, the quantum is limited to the maximum of the component in any one of the Policy.

4. The total quantum of subsidies and concessions availed by a Tourism Project shall not exceed 30% of the EPC of the project.

5. Tourism Projects availing subsidies must obtain in-principle approval of the applicable committee prior to before commencement of the construction work pertaining to establishment of a New Tourism Project or expansion of an Expansion Tourism Project

6. For Tourism Projects receiving subsidies, it shall be mandatory to operate the Tourism Project for at least 3 years after receiving the first instalment of subsidy. If the Tourism Project fails to abide by this condition, the applicant shall have to return the subsidy amount with a 10% simple interest per annum to the Department of Tourism.

15.3 Interpretation

All matters of interpretation, dispute, contention under this Policy shall be referred to Principal Secretary / Secretary Tourism, Government of Karnataka. The decision taken by the Principal Secretary / Secretary Tourism shall be final and binding.



Jogfalls, Shivamogga

ANNEXURE A

Constitution of Special Committees for Sanctioning of Incentives, Subsidies and Concessions Under Karnataka Tourism Policy 2020-26

1. District Tourism Committee

The District Tourism Committee will be headed by the Deputy Commissioner and comprises the following members applicable to the respective districts:

- Deputy Commissioner (Chairperson)
- Chief Executive Officer, Zilla Panchayat
- The Commissioner or Chief Officer of City Municipal Corporation or Municipal Council
- Superintendent of Police / Commissioner of Police
- Deputy Conservator of Forest
- The Jurisdictional Executive Engineer, Electricity Supply Company Limited
- The Lead District Manager of the Lead Bank
- The Jurisdictional Joint or Deputy Commissioner of Commercial Taxes
- The Commissioner, Urban Development Authority
- The Assistant Director, Town Planning
- Joint Director, District Industries Centre
- Representative from the Regional Office of Karnataka State Pollution Control Board
- Other invitees from the District as deemed necessary by Deputy Commissioner
- At least 3 representatives from travel, tourism and hospitality sector of the District. The representatives shall be nominated by Karnataka Tourism Society (KTS).
- Deputy Director (Tourism) / Assistant Director (Tourism) / Tourism-in-charge officer (Convener)

Other members may be co-opted as special invitees on a case-to-case basis as required.

2. Empowered Committee for Tourism

The Empowered Committee for Tourism will be headed by the Hon'ble Minister for Tourism, Government of Karnataka and comprises the following members:

- Hon'ble Minister for Tourism, Government of Karnataka (Chairperson)
- Additional Chief Secretary / Principal Secretary to Government, Department of Tourism
- Additional Chief Secretary / Principal Secretary to Government, Commerce & Industries Department
- Additional Chief Secretary / Principal Secretary to Government, Urban Development Department
- Additional Chief Secretary / Principal Secretary to Government, Rural Development and Panchayat Raj Department
- Principal Secretary to Government, Infrastructure Development Department
- Principal Secretary to Government, Finance Department
- Principal Secretary to Government, Department of Information & Public Relations
- Principal Secretary to Government, Department of Youth Empowerment & Sports
- Managing Director, Karnataka State Industrial & Infrastructure Development Corporation Limited
- Principal Chief Conservator of Forest, Forest Department
- Director, Commerce & Industries Department
- Commissioner / Director, Department of AYUSH
- Chairman, Karnataka Eco-Tourism Development Board
- Chief Executive Officer, Karnataka Maritime Board
- Managing Director, Jungle Lodges and Resorts
- Managing Director, Karnataka State Tourism Development Corporation
- Managing Director, Karnataka Tourism Infrastructure Limited
- Representative from Karnataka Tourism Society (KTS)
- Representative from Indian Association of Tour Operators (IATO) or equivalent national-level association from travel and tourism sector
- Representative from Federation of Hotel & Restaurant Associations of India (FHRAI) or equivalent national-level association for hotels and hospitality sector
- Director, Department of Tourism (Convener)

Other members may be co-opted as special invitees on a case-to-case basis as required.

ANNEXURE B

Abbreviations

Sl. No.	Abbreviation	Expansion
1	ASI	Archaeological Survey of India
2	AYUSH	Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy
3	B2B	Business-to-Business
4	CSR	Corporate Social Responsibility
5	DoT	Department of Tourism, Government of Karnataka
6	FTD	Focus Tourism Destination
7	EODB	Ease of Doing Business
8	EPC	Eligible Project Cost
9	GOK	Government of Karnataka
10	GSDP	Gross State Domestic Product
11	GST	Goods & Services Tax
12	ICT	Information & Communication Technology
13	JLR	Jungle Lodges and Resorts Limited
14	JV	Joint Venture
15	KEA	Karnataka Exhibition Authority
16	KITE	Karnataka International Travel Expo
17	KSTDC	Karnataka State Tourism Development Corporation
18	KTIL	Karnataka Tourism Infrastructure Limited
19	KTS	Karnataka Tourism Society
20	KUM	Karnataka Udyog Mitra
21	MDA	Marketing Development Assistance
22	MICE	Meetings, Incentives, Conferences and Exhibitions
23	MoT	Ministry of Tourism, Government of India
24	NOC	No Objection Certificate
25	PMU	Program Management Unit Division, Department of Tourism, Government of Karnataka
26	PPP	Public Private Partnership
27	PSU	Public Sector Undertaking
28	SDEL	Skill Development, Entrepreneurship and Livelihood Department
29	SDG	United Nations Sustainable Development Goals
30	ULB	Urban Local Bodies
31	UNESCO	United Nations Educational, Scientific and Cultural Organization
32	UNWTO	World Tourism Organization

ANNEXURE C

Government Order No. TOR 135 TDB 2020,
DATED 18.09.2020

PROCEEDINGS OF GOVERNMENT OF KARNATAKA

Sub: Implementation of Karnataka Tourism Policy 2020-25.
Read: Government Order No. PraE 81 Pravayo 2014 dated 26.03.2015

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PREAMBLE:-

In the Government Order read above, Karnataka Tourism Policy 2015-20 was introduced. The period of the Policy has ended on 26.03.2020.

Karnataka is the most preferred tourism destination that provides a safe and memorable experience for tourists through diverse high-quality tourism offerings developed in collaboration with tourism stakeholders and local communities to create sustainable and inclusive socio-economic development for all.

As the logo of Karnataka tourism says it all **"One State, Many Worlds"**, Karnataka Tourism is home for varied tourism themes including heritage, culture, eco-tourism, wildlife, spiritual, adventure, coastal, wellness and agri. tourism in urban and rural areas. Tourism is a priority sector for the Government of Karnataka and the State has undertaken significant investments for the development and promotion of tourism. In 2018, Karnataka ranked 3rd among all Indian states for domestic tourist visits, attracting more than 21.50 crore visitors or 12% of overall domestic tourists visits in India. Additionally, the State ranked 11th for international tourist visits in India, attracting nearly 5.5 lakh foreign tourists.

Implementation of Karnataka Tourism Policy 2020-25 envisages to boost the tourism industry in State by increasing domestic and international visitations, offering high quality experience to visitors, facilitating and accelerating investments and improving livelihood opportunities at the local level.

It is imperative for the state government to periodically review their existing tourism policy and in the backdrop of the extent to which the existing policy has been able to achieve its objectives. The main purpose of the Karnataka Tourism Policy 2020-25 is to comprehensively develop Karnataka Tourism which includes:

1. Promote Karnataka as an attractive tourism destination and place it prominently on the domestic and global tourism map.
2. Develop tourism as a significant driver of inclusive socio-economic development for Karnataka.
3. Augment the development of robust tourism infrastructure across Karnataka by providing world-class experience to visitors through a diverse array of high-quality products and services.
4. Ensure coordinated and active involvement of all stakeholders for the improvement of tourism in Karnataka.
5. Provide a conducive business environment with investment-friendly policies to encourage private sector participation in the tourism sector.

The objectives of Karnataka Tourism Policy 2020-25 are –

1. To harness Karnataka's tourism potential for its effects on employment generation and economic development.
2. To instil confidence in tourists to visit Karnataka and ensure their comfort, convenience, and safety throughout their journey in Karnataka.
3. To promote Karnataka in domestic and international markets through a multitude of marketing channels.
4. To ensure quality tourism infrastructure and basic amenities for tourists at and en- route to major tourism destinations across Karnataka.
5. To create an enabling framework for private sector investments and establish mechanisms to support industry-driven initiatives in tourism.
6. To encourage sustainable development in tourism towards achievement of the United Nations' Sustainable Development Goals for Karnataka.

Incentives, Subsidies and Concessions under Karnataka Tourism Policy 2020-25

The Karnataka Tourism Policy provides a wide range of incentives, subsidies and concessions for Tourism Projects and Tourism Service Providers. The eligibility of Tourism Projects for various Incentives, Subsidies and Concessions is provided in Annexure-II.

- Incentives
  - Registration of Tourism Projects and Tourism Service Providers
  - Facilitation Support
  - Marketing Support for Tourism
  - Special Recognition for Sustainability Measures
  - Assistance for Sustainability Initiatives
  - Collaboration with Tourism Aggregators and Online Travel Agents
  - Facilitate Inter-State Travel for Tourist Vehicles
  - Marketing Development Assistance
  - Tourism Excellence Awards
  - Support for Homestays
- Subsidies
  - Capital Investment Subsidy for Adventure Tourism Project, Caravan Park Project, Hotel Project – Budget (1-star or 2-star classification hotels / resorts), Hotel Project – Premium (3-star or above classification hotels / resorts), Houseboat Project, Wayside Amenities and Wellness Centre
  - Interest Subsidy for Agri Tourism Project, Cultural Tourism Project, Heritage Tourism Project, Safety and Hygiene Tourism Project
- Concessions
  - Exemption on Stamp Duty
  - Concessional Registration Charges
  - Reimbursement of Land Conversion Fee
  - Exemption on Motor Vehicle Tax
  - Complementary Infrastructure Assistance

A separate guideline by competent authority for development of tourism projects under various tourism products and service categories is required to be issued. Compliance with the guidelines would be necessary to be eligible for availing off concessions and investment subsidies under the policy.

Government has decided to include the above points/details and publish Tourism Policy. Hence the following order.

GOVERNMENT ORDER NO. TOR 135 TDB 2020,

BENGALURU, DATED 18-09-2020.

In the circumstances explained above, approval of Government is accorded for the Karnataka Tourism Policy 2020-25 as appended to this Order and to implement along with the incentives, subsidies and concession mentioned in the said policy. This Tourism Policy will be in force for a period of 05 years from the date of issue of this Order.

Separate guidelines will be issued by the competent authority for development of tourism projects under various tourism products and service categories listed in the Policy.

Operational guidelines on the various incentives, subsidies and concession available under the policy will be issued separately.

A separate guidelines/Orders/Notifications with regard to the facilitation support and concessions as mentioned in the Karnataka Tourism Policy 2020-25 to be provided by concerned Departments in respect of Tourism projects shall be issued separately by the respective Department.

BY ORDER AND IN THE NAME OF THE
GOVERNOR OF KARNATAKA

Yathi Raj 18/9/2020

(B.N.YATHIRAJ)
Deputy Secretary to Government
Tourism Department.

To

The Compiler, Karnataka Gazette, Bangalore – for publication in the EXTRA ORDINARY GAZETTE and to upply 200 copies.

Copy to:

1. The Accountant General (Accounts/Audit), Karnataka, Bangalore.
2. All Additional Chief Secretaries/Principa0l Secretaries/Secretaries to Government.
3. Chairman, Karnataka Task Force for Tourism Development, Bengaluru.
4. All Divisional Commissioners.
5. Director of Tourism, Khanija Bhavana, Bengaluru.
6. All Deputy Commissioners.
7. All Chief Executive Officers of Zilla Panchayat.
8. Managing Director, Jungle Lodges and Resorts, Bengaluru.
9. Managing Director, Karnataka State Tourism Development Corporation, Bengaluru.
10. Chief Executive Officer, Karnataka Exhibition Authority, Mysuru.
11. All Heads of District Tourism Development Committees of Districts.

12. PS to Chief Secretary to Government (Cabinet), Vidhana Soudha (Subject No.C-458/2020).
13. PS to Hon'ble Minister for Tourism and Kannada Culure and Youth Services and Sports, Vidhana Soudha.
14. President, Karnataka Tourism Society, Bengaluru.
15. Section Guard File/Spare copies.

ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ನಡವಳಿಗಳು

ವಿಷಯ: ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ನ್ನು ಜಾರಿಗೆ ತರಲು ಅನುಮೋದನೆ.

ಓದಲಾಗಿದೆ: ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಪ್ರಗ 81 ಪ್ರವಾಯೋ 2014, ದಿನಾಂಕ: 26-03-2015.

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ಪ್ರಸ್ತಾವನೆ:

ಮೇಲೆ ಓದಲಾದ ಸರ್ಕಾರಿ ಆದೇಶದಲ್ಲಿ ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2015-20ನ್ನು ಜಾರಿಗೆ ತರಲಾಗಿತ್ತು. ಸದರಿ ನೀತಿಯು ದಿನಾಂಕ: 26-03-2020ಕ್ಕೆ ಕೊನೆಗೊಂಡಿರುತ್ತದೆ.

ಪ್ರವಾಸಿಗರಿಗೆ ಸುಸ್ಥಿರ ಮತ್ತು ಅಂತರ್ಗತ ಸಾಮಾಜಿಕ-ಆರ್ಥಿಕ ಅಭಿವೃದ್ಧಿಯನ್ನು ಸೃಷ್ಟಿಸಲು ಪ್ರವಾಸೋದ್ಯಮ ಪಾಲುದಾರರ ಮತ್ತು ಸ್ಥಳೀಯ ಸಮುದಾಯಗಳ ಸಹಯೋಗದೊಂದಿಗೆ ಪ್ರವಾಸೋದ್ಯಮ ತಾಣಗಳನ್ನು ವೈವಿಧ್ಯಮಯ ಮತ್ತು ಉನ್ನತ ಗುಣಮಟ್ಟಕ್ಕೆ ಅಭಿವೃದ್ಧಿಪಡಿಸಿ ಪ್ರವಾಸಿಗರಿಗೆ ಸುರಕ್ಷಿತ ಹಾಗೂ ಸ್ಮರಣೀಯ ಅನುಭವವನ್ನು ನೀಡುತ್ತಿರುವುದರಿಂದ ಕರ್ನಾಟಕ ರಾಜ್ಯವು ಪ್ರವಾಸಿಗರಿಗೆ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಪ್ರವಾಸೋದ್ಯಮ ತಾಣವಾಗಿದೆ.

ಕರ್ನಾಟಕದ ಪ್ರವಾಸೋದ್ಯಮ ಘೋಷಣೆಯು "ಒಂದು ರಾಜ್ಯ, ಹಲವು ಜಗತ್ತುಗಳು" ಎಂದು ಹೇಳುವಂತೆ, ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮವು ಪರಂಪರೆ, ಸಂಸ್ಕೃತಿ, ಪರಿಸರ ಪ್ರವಾಸೋದ್ಯಮ, ವನ್ಯಜೀವಿ, ಆಧ್ಯಾತ್ಮಿಕ, ಸಾಹಸ, ಕರಾವಳಿ, ಕ್ಷೇಮ ಮತ್ತು ಕೃಷಿ ಸೇರಿದಂತೆ ಎಲ್ಲಾ ರೀತಿಯ ಪ್ರವಾಸೋದ್ಯಮ ವಿಷಯಗಳಿಗೆ ನಗರ ಮತ್ತು ಗ್ರಾಮೀಣ ಪ್ರದೇಶಗಳಲ್ಲಿ ಪ್ರವಾಸೋದ್ಯಮವು ಕರ್ನಾಟಕ ಸರ್ಕಾರಕ್ಕೆ ಆದ್ಯತೆಯ ಕ್ಷೇತ್ರವಾಗಿರುತ್ತದೆ. ರಾಜ್ಯದಲ್ಲಿ ಪ್ರವಾಸೋದ್ಯಮದ ಅಭಿವೃದ್ಧಿ ಮತ್ತು ಉತ್ತೇಜನಕ್ಕಾಗಿ ಮಹತ್ವದ ಹೂಡಿಕೆಗಳನ್ನು ಕೈಗೊಂಡಿದೆ. ಭಾರತದ ಎಲ್ಲಾ ರಾಜ್ಯಗಳಿಗೆ ಹೋಲಿಸಿದ್ದಲ್ಲಿ, 2018ರಲ್ಲಿ ಕರ್ನಾಟಕ ದೇಶೀಯ ಪ್ರವಾಸಿಗರು ಭೇಟಿ ನೀಡಿರುವಲ್ಲಿ 3ನೇ ಸ್ಥಾನದಲ್ಲಿರುವುದರ ಜೊತೆಗೆ 21.50ಕೋಟಿಗೂ ಹೆಚ್ಚು ಪ್ರವಾಸಿಗರನ್ನು ಅಂದನೆ ಭಾರತದ ಒಟ್ಟಾರೆ ದೇಶಿಯ ಪ್ರವಾಸಿಗರ ಭೇಟಿಯಲ್ಲಿ 12%ರಷ್ಟು ಜನರನ್ನು ಆಕರ್ಷಿಸಿರುತ್ತದೆ. ಇದಲ್ಲದೇ, ಭಾರತಕ್ಕೆ ಭೇಟಿ ನೀಡುವ ಅಂತರರಾಷ್ಟ್ರೀಯ ಪ್ರವಾಸಿಗರ ಪಟ್ಟಿಯಲ್ಲಿ ರಾಜ್ಯವು 11ನೇ ಸ್ಥಾನದಲ್ಲಿದ್ದು, ಸುಮಾರು 5.5 ಲಕ್ಷ ವಿದೇಶಿ ಪ್ರವಾಸಿಗರನ್ನು ಆಕರ್ಷಿಸುತ್ತಿದೆ.

ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ನ್ನು ಜಾರಿಗೊಳಿಸುವುದರಿಂದ, ದೇಶಿಯ ಮತ್ತು ಅಂತರರಾಷ್ಟ್ರೀಯ ಪ್ರವಾಸಿಗರಿಗೆ ಉತ್ತಮ ಗುಣಮಟ್ಟದ ಅನುಭವವನ್ನು ನೀಡುವ ಮೂಲಕ, ಪ್ರವಾಸಿಗರ ಭೇಟಿಗಳು ಹೆಚ್ಚಳವಾಗುವುದರ ಜೊತೆಗೆ ಹೂಡಿಕೆಗಳಿಗೆ ಅನುಕೂಲ ಮತ್ತು ಹೂಡಿಕೆಯ ವೇಗವನ್ನು ನೀಡುವುದು. ರಾಜ್ಯದಲ್ಲಿ ಪ್ರವಾಸೋದ್ಯಮವನ್ನು ಹೆಚ್ಚಿಸಲು ಉದ್ದೇಶಿಸಿರುವುದರಿಂದ ಸ್ಥಳೀಯ ಮಟ್ಟದಲ್ಲಿ ಜೀವನೋಪಾಯದ ಅವಕಾಶಗಳು ಸುಧಾರಿಸುತ್ತವೆ.

ರಾಜ್ಯ ಸರ್ಕಾರವು ಪ್ರಚಲಿತದಲ್ಲಿರುವ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿಯಲ್ಲಿನ ಉದ್ದೇಶಗಳು ಎಷ್ಟರ ಮಟ್ಟಿಗೆ ಸಾಧನೆಯಾಗಿದೆ ಎಂಬ ಬಗ್ಗೆ ನಿಯತಕಾಲಿಕವಾಗಿ ಪರಿಶೀಲಿಸುವುದು ಕಡ್ಡಾಯವಾಗಿದೆ. ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ರ ಮುಖ್ಯ ಉದ್ದೇಶ ಕರ್ನಾಟಕದ ಪ್ರವಾಸೋದ್ಯಮದ ವಲಯವನ್ನು ಈ ಕೆಳಕಂಡ ಅಂಶಗಳನ್ನೊಳಗೊಂಡಂತೆ ಸಮಗ್ರವಾಗಿ ಅಭಿವೃದ್ಧಿಗೊಳಿಸುವುದಾಗಿದೆ:-

1. ಕರ್ನಾಟಕವನ್ನು ಆಕರ್ಷಕ ಪ್ರವಾಸೋದ್ಯಮ ತಾಣವಾಗಿ ಉತ್ತೇಜಿಸುವುದು ಮತ್ತು ದೇಶೀಯ ಮತ್ತು ಜಾಗತಿಕ ಪ್ರವಾಸೋದ್ಯಮ ನಕ್ಷೆಯಲ್ಲಿ ಪ್ರಮುಖವಾಗಿ ಇರಿಸುವುದು.
2. ಕರ್ನಾಟಕದ ಸಾಮಾಜಿಕ ಆರ್ಥಿಕ ಅಭಿವೃದ್ಧಿಯನ್ನು ಒಳಗೊಂಡಂತೆ ಮಹತ್ವದ ಮುಂಚೂಣಿಯಾಗಿ

ಪ್ರವಾಸೋದ್ಯಮವನ್ನು ಅಭಿವೃದ್ಧಿ ಪಡಿಸುವುದು.

3. ವೈವಿಧ್ಯಮಯ ಉನ್ನತ-ಗುಣಮಟ್ಟದ ಉತ್ಪನ್ನಗಳು ಮತ್ತು ಸೇವೆಗಳ ಮೂಲಕ ಪ್ರವಾಸಿಗರಿಗೆ ವಿಶ್ವ ದರ್ಜೆಯ ಅನುಭವವನ್ನು ನೀಡುವ ಮೂಲಕ ಕರ್ನಾಟಕದಾದ್ಯಂತ ಧೃಡವಾದ ಪ್ರವಾಸೋದ್ಯಮ ಮೂಲಸೌಕರ್ಯಗಳ ಅಭಿವೃದ್ಧಿಯನ್ನು ಹೆಚ್ಚಿಸುವುದು.
4. ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮದ ಸುಧಾರಣೆಗೆ ಎಲ್ಲಾ ಪಾಲುದಾರರ ಸಂಘಟಿತ ಮತ್ತು ಸಕ್ರಿಯ ಪಾಲ್ಗೊಳ್ಳುವಿಕೆಯನ್ನು ಖಚಿತಪಡಿಸಿಕೊಳ್ಳುವುದು.
5. ಪ್ರವಾಸೋದ್ಯಮ ಕ್ಷೇತ್ರದಲ್ಲಿ ಖಾಸಗಿ ವಲಯದ ಭಾಗವಹಿಸುವಿಕೆಯನ್ನು ಉತ್ತೇಜಿಸಲು ಹೂಡಿಕೆ-ಸ್ನೇಹಿ ನೀತಿಗಳೊಂದಿಗೆ ಅನುಕೂಲಕರ ವ್ಯಾಪಾರ ವಾತಾವರಣವನ್ನು ಒದಗಿಸುವುದು.

ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ರ ಉದ್ದೇಶಗಳು

1. ಕರ್ನಾಟಕದ ಪ್ರವಾಸೋದ್ಯಮ ಸಾಮರ್ಥ್ಯವನ್ನು ಸಜ್ಜುಗೊಳಿಸಿ ಇದರ ಪರಿಣಾಮದಿಂದ ಉದ್ಯೋಗದ ಸೃಷ್ಟಿ ಮತ್ತು ಆರ್ಥಿಕ ಅಭಿವೃದ್ಧಿಗೊಳಿಸುವುದು.
2. ಕರ್ನಾಟಕಕ್ಕೆ ಭೇಟಿ ನೀಡುವ ಪ್ರವಾಸಿಗರಲ್ಲಿ ಆತ್ಮವಿಶ್ವಾಸ ತುಂಬಿ, ಅವರ ಕರ್ನಾಟಕದಾದ್ಯಂತ ಪ್ರಯಾಣದಲ್ಲಿ ಆರಾಮದಾಯಕ ಅನುಕೂಲತೆ ಮತ್ತು ಸುರಕ್ಷತೆಯನ್ನು ಖಚಿತಪಡಿಸಿಕೊಳ್ಳುವುದು.
3. ದೇಶೀಯ ಮತ್ತು ಅಂತರರಾಷ್ಟ್ರೀಯ ಮಾರುಕಟ್ಟೆಗಳಲ್ಲಿ ಕರ್ನಾಟಕವನ್ನು ಬಹುಸಂಖ್ಯೆಯ ಮಾರ್ಕೆಟಿಂಗ್ ಚಾನೆಲ್‌ಗಳ ಮೂಲಕ ಉತ್ತೇಜಿಸುವುದು.
4. ಕರ್ನಾಟಕದಾದ್ಯಂತದ ಪ್ರಮುಖ ಪ್ರವಾಸೋದ್ಯಮ ತಾಣಗಳಿಗೆ ಭೇಟಿ ನೀಡುವ ಪ್ರವಾಸಿಗರಿಗೆ ಗುಣಮಟ್ಟದ ಪ್ರವಾಸೋದ್ಯಮ ಮೂಲಸೌಕರ್ಯ ಮತ್ತು ಮೂಲಭೂತ ಸೌಕರ್ಯಗಳನ್ನು ಖಚಿತಪಡಿಸಿಕೊಳ್ಳುವುದು.
5. ಖಾಸಗಿ ವಲಯದ ಹೂಡಿಕೆಗಳಿಗೆ ಅನುವು ಮಾಡಿಕೊಡುವ ಚೌಕಟ್ಟನ್ನು ರಚಿಸುವುದು ಮತ್ತು ಪ್ರವಾಸೋದ್ಯಮದಲ್ಲಿ ಉದ್ಯಮ-ಚಾಲಿತ ಉಪಕ್ರಮಗಳನ್ನು ಬೆಂಬಲಿಸುವ ಕಾರ್ಯವಿಧಾನಗಳನ್ನು ಸ್ಥಾಪಿಸುವುದು.
6. ವಿಶ್ವ ಸಂಸ್ಥೆಯ ಸುಸ್ಥಿರ ಅಭಿವೃದ್ಧಿ ಗುರಿಗಳ ಸಾಧನೆಯತ್ತ ಕರ್ನಾಟಕದ ಪ್ರವಾಸೋದ್ಯಮದಲ್ಲಿನ ಸುಸ್ಥಿರ ಅಭಿವೃದ್ಧಿಯನ್ನು ಉತ್ತೇಜಿಸುವುದು.

ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ರ ಅಡಿಯಲ್ಲಿ ಪ್ರೋತ್ಸಾಹ, ಸಬ್ಸಿಡಿ ಮತ್ತು ರಿಯಾಯಿತಿಗಳು

➢ ಪ್ರೋತ್ಸಾಹಧನ

- ಪ್ರವಾಸೋದ್ಯಮ ಯೋಜನೆಗಳು ಮತ್ತು ಪ್ರವಾಸೋದ್ಯಮ ಸೇವಾ ಪೂರೈಕೆದಾರರ ನೋಂದಣಿ
- ಸೌಲಭ್ಯ ಬೆಂಬಲ
- ಪ್ರವಾಸೋದ್ಯಮದ ಮಾರ್ಕೆಟಿಂಗ್ ಬೆಂಬಲ
- ಸುಸ್ಥಿರತೆ ಕ್ರಮಗಳಿಗೆ ವಿಶೇಷ ಗುರುತಿಸುವಿಕೆ
- ಸುಸ್ಥಿರತೆ ಉಪಕ್ರಮಗಳಿಗೆ ಸಹಾಯ
- ಪ್ರವಾಸೋದ್ಯಮ ವಲಯದ ಅಗ್ರಿಗೇಟರ್ಸ್ ಮತ್ತು ಆನ್‌ಲೈನ್ ಪ್ರಯಾಣ ಏಜೆಂಟರೊಂದಿಗೆ ಸಹಯೋಗ
- ಪ್ರವಾಸಿ ವಾಹನಗಳಿಗೆ ಅಂತರರಾಜ್ಯ ಪ್ರಯಾಣವನ್ನು ಸುಗಮಗೊಳಿಸುವುದು.
- ಮಾರ್ಕೆಟಿಂಗ್ ಅಭಿವೃದ್ಧಿ ನೆರವು
- ಪ್ರವಾಸೋದ್ಯಮ ಶ್ರೇಷ್ಠ ಪುಸ್ತಿಗಳು
- ಹೋಂಸ್ಟೇಗಳಿಗೆ ಬೆಂಬಲ

➢ ಸಬ್ಸಿಡಿಗಳು

- ಸಾಹಸ ಪ್ರವಾಸೋದ್ಯಮ ಯೋಜನೆ, ಕಾರವಾನ್ ಪಾರ್ಕ್ ಯೋಜನೆ, ಹೋಟೆಲ್ ಯೋಜನೆ - ಬಜೆಟ್ (1-ಸ್ಟಾರ್ ಅಥವಾ 2-ಸ್ಟಾರ್ ವರ್ಗೀಕರಣ ಹೋಟೆಲ್‌ಗಳು / ರೆಸಾರ್ಟ್‌ಗಳು) ಹೋಟೆಲ್ ಪ್ರಾಜೆಕ್ಟ್ - ಪ್ರೀಮಿಯಂ (3-ಸ್ಟಾರ್ ಅಥವಾ ಮೇಲಿನ ವರ್ಗೀಕರಣ ಹೋಟೆಲ್‌ಗಳು / ರೆಸಾರ್ಟ್‌ಗಳು), ಹೌಸ್‌ಬೋಟ್ ಪ್ರಾಜೆಕ್ಟ್, ರಸ್ತೆಬದಿ ಸೌಲಭ್ಯ ಮತ್ತು ಸ್ವಾಸ್ಥ್ಯ ಕೇಂದ್ರಗಳು ಇವುಗಳಿಗೆ ಬಂಡವಾಳ ಹೂಡಿಕೆ ಸಬ್ಸಿಡಿ ಸೌಲಭ್ಯಗಳು
- ಕೃಷಿ ಪ್ರವಾಸೋದ್ಯಮ ಯೋಜನೆ, ಸಾಂಸ್ಕೃತಿಕ ಪ್ರವಾಸೋದ್ಯಮ ಯೋಜನೆ, ಪರಂಪರೆ ಪ್ರವಾಸೋದ್ಯಮ ಯೋಜನೆ, ಸುರಕ್ಷತೆ ಮತ್ತು ನೈರ್ಮಲ್ಯ ಪ್ರವಾಸೋದ್ಯಮ ಯೋಜನೆಗೆ ಬಡ್ಡಿ ಸಹಾಯಧನ

➢ ರಿಯಾಯಿತಿಗಳು

- ಸ್ಟ್ಯಾಂಪ್ ಡ್ಯೂಟಿ ವಿನಾಯಿತಿ
- ನೋಂದಣಿ ಶುಲ್ಕದ ರಿಯಾಯಿತಿ
- ಭೂ ಪರಿವರ್ತನೆ ಶುಲ್ಕದ ಮರುಪಾವತಿ
- ಮೋಟಾರು ವಾಹನ ತೆರಿಗೆ ವಿನಾಯಿತಿ
- ಪೂರಕ ಮೂಲಸೌಕರ್ಯ ಸಹಕಾರ.

ಪ್ರವಾಸೋದ್ಯಮ ಕ್ಷೇತ್ರದಲ್ಲಿ ವಿವಿಧ ಹೂಡಿಕೆ, ಸೇವಾವರ್ಗಗಳ ಅಭಿವೃದ್ಧಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಸಕ್ಷಮ ಪ್ರಾಧಿಕಾರದಿಂದ ಪ್ರತ್ಯೇಕ ಮಾರ್ಗಸೂಚಿಗಳನ್ನು ಹೊರಡಿಸುವ ಅಗತ್ಯ ಇರುತ್ತದೆ. ಸದರಿ ಮಾರ್ಗಸೂಚಿಗಳನ್ನು ಅನುಸರಣೆ ಮಾಡುವ ಆರ್ಹರಿಗೆ ಬಂಡವಾಳ ಸಹಾಯಧನ ಮತ್ತು ರಿಯಾಯಿತಿಗಳನ್ನು ಹೊಂದುವುದು ಈ ನೀತಿಯಲ್ಲಿ ಅವಶ್ಯವಾಗಿರುತ್ತದೆ.

ಮೇಲಿನ ಅಂಶಗಳನ್ನು/ವಿವರಗಳನ್ನು ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿಯಲ್ಲಿ ಅಳವಡಿಸಿ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿಯನ್ನು ಪ್ರಕಟಿಸಲು ಸರ್ಕಾರವು ತೀರ್ಮಾನಿಸಿ ಈ ಕೆಳಕಂಡಂತೆ ಆದೇಶ.

ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಟಿಓಆರ್ 135 ಟಿಡಿಬಿ 2020,

ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 18-09-2020.

ಪ್ರಸ್ತಾವನೆಯಲ್ಲಿ ವಿವರಿಸಿರುವ ಅಂಶಗಳ ಹಿನ್ನೆಲೆಯಲ್ಲಿ, ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ನ್ನು ಈ ಆದೇಶದೊಂದಿಗೆ ಲಗತ್ತಿಸಿರುವ ಅನುಬಂಧದಂತೆ ರೂಪಿಸಿ, ಸದರಿ ನೀತಿಯಲ್ಲಿ ಅಳವಡಿಸಲಾಗಿರುವ ಪ್ರೋತ್ಸಾಹಧನ, ರಿಯಾಯಿತಿ ಮತ್ತು ಸಬ್ಸಿಡಿಗಳೊಂದಿಗೆ ಜಾರಿಗೊಳಿಸಲು ಸರ್ಕಾರದ ಅನುಮೋದನೆ ನೀಡಲಾಗಿದೆ. ಸದರಿ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ ಈ ಆದೇಶ ಜಾರಿಗೆ ಬಂದ ದಿನಾಂಕದಿಂದ 05 ವರ್ಷಗಳ ಅವಧಿಗೆ ಜಾರಿಯಲ್ಲಿರುತ್ತದೆ.

ಅನುಬಂಧದಲ್ಲಿರುವ ಪ್ರವಾಸೋದ್ಯಮ ಯೋಜನೆಗಳ ಅಭಿವೃದ್ಧಿಗೆ ಪೂರಕವಾಗಿ ಪ್ರವಾಸೋದ್ಯಮ ಕ್ಷೇತ್ರದಲ್ಲಿನ ವಿವಿಧ ಹೂಡಿಕೆ, ಸೇವಾವರ್ಗಗಳ ಅಭಿವೃದ್ಧಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಸಕ್ಷಮ ಪ್ರಾಧಿಕಾರದಿಂದ ಪ್ರತ್ಯೇಕ ಮಾರ್ಗಸೂಚಿಗಳನ್ನು ಹೊರಡಿಸಲಾಗುವುದು.

ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿಯನ್ವಯ ಲಭ್ಯವಾಗುವ ವಿವಿಧ ಪ್ರೋತ್ಸಾಹಧನ, ಸಬ್ಸಿಡಿಗಳು ಮತ್ತು ರಿಯಾಯಿತಿಗಳ ಕುರಿತು ಕಾರ್ಯಾಚರಣೆ ಮಾರ್ಗಸೂಚಿಗಳನ್ನು ಪ್ರತ್ಯೇಕವಾಗಿ ಹೊರಡಿಸಲಾಗುವುದು.

ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ರಲ್ಲಿ ಪ್ರವಾಸೋದ್ಯಮಕ್ಕೆ ಅನ್ವಯಿಸಿದ ಯೋಜನೆಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಇತರೆ ಇಲಾಖೆಗಳಿಂದ ನೀಡಲಾಗುವ ಸೌಲಭ್ಯ ಬೆಂಬಲ ಮತ್ತು ರಿಯಾಯಿತಿಗಳು ಹಾಗೂ ಮಾರ್ಗಸೂಚಿಗಳ ಕುರಿತು ಸಂಬಂಧಿಸಿದ ಇಲಾಖೆಗಳು ಪ್ರತ್ಯೇಕ ಆದೇಶಗಳನ್ನು ಹೊರಡಿಸತಕ್ಕದ್ದು.

ಕರ್ನಾಟಕ ರಾಜ್ಯಪಾಲರ ಆದೇಶಾನುಸಾರ
ಮತ್ತು ಅವರ ಹೆಸರಿನಲ್ಲಿ
(ಬಿ.ಎಚ್.ಯತಿರಾಜ್) 18/9/2020
ಸರ್ಕಾರದ ಉಪ ಕಾರ್ಯದರ್ಶಿ,
ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆ.

ಇವರಿಗೆ:

ಸಂಕಲನಕಾರರು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಪತ್ರ, ಬೆಂಗಳೂರು – ಮುಂದಿನ ಸಂಚಿಕೆಯಲ್ಲಿ ಪ್ರಕಟಿಸಿ 200 ಪ್ರತಿಗಳನ್ನು ಒದಗಿಸಲು ಕೋರಿದೆ.

ಪ್ರತಿ:

1. ಮಹಾಲೇಖಪಾಲರು (ಲೆಕ್ಕಪತ್ರ/ಲೆಕ್ಕಪರಿಶೋಧನೆ), ಕರ್ನಾಟಕ, ಬೆಂಗಳೂರು.

2. ಸರ್ಕಾರದ ಎಲ್ಲಾ ಅಪರ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಗಳು/ಪ್ರಧಾನ ಕಾರ್ಯದರ್ಶಿಗಳು/ಕಾರ್ಯದರ್ಶಿಗಳು.
3. ಅಧ್ಯಕ್ಷರು, ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ಅಭಿವೃದ್ಧಿ ಟಾಸ್ಕ್ ಫೋರ್ಸ್, ಬೆಂಗಳೂರು .
4. ಎಲ್ಲಾ ಪ್ರಾದೇಶಿಕ ಆಯುಕ್ತರು.
5. ನಿರ್ದೇಶಕರು, ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆ, ಖನಿಜ ಭವನ, ಬೆಂಗಳೂರು.
6. ಎಲ್ಲಾ ಜಿಲ್ಲಾಧಿಕಾರಿಗಳು.
7. ಎಲ್ಲಾ ಜಿಲ್ಲಾ ಪಂಚಾಯತ್ ಮುಖ್ಯ ಕಾರ್ಯನಿರ್ವಹಣಾಧಿಕಾರಿಗಳು.
8. ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ಅರಣ್ಯ ವಸತಿ ಮತ್ತು ವಿಹಾರಧಾಮಗಳ ಸಂಸ್ಥೆ, ಖನಿಜ ಭವನ, ಬೆಂಗಳೂರು.
9. ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಪ್ರವಾಸೋದ್ಯಮ ಅಭಿವೃದ್ಧಿ ನಿಗಮ ನಿಯಮಿತ, ಬೆಂಗಳೂರು.
10. ಮುಖ್ಯ ಕಾರ್ಯನಿರ್ವಹಣಾಧಿಕಾರಿ, ಕರ್ನಾಟಕ ಮಸ್ತು ಪ್ರದರ್ಶನ ಪ್ರಾಧಿಕಾರ, ಮೈಸೂರು.
11. ಎಲ್ಲಾ ಜಿಲ್ಲೆಗಳ ಜಿಲ್ಲಾ ಪ್ರವಾಸೋದ್ಯಮ ಅಭಿವೃದ್ಧಿ ಸಮಿತಿಯ ಮುಖ್ಯಸ್ಥರು.
12. ಸರ್ಕಾರದ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ (ಸಚಿವ ಸಂಪುಟ) ವಿಧಾನಸೌಧ (ಪ್ರಕರಣ ಸಂಖ್ಯೆ: ಸಿ:458/2020), ವಿಧಾನಸೌಧ.
13. ಮಾನ್ಯ ಪ್ರವಾಸೋದ್ಯಮ ಹಾಗೂ ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ, ಯುವ ಸಬಲೀಕರಣ ಮತ್ತು ಕ್ರೀಡಾ ಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ, ವಿಧಾನಸೌಧ.
14. ಅಧ್ಯಕ್ಷರು, ಕರ್ನಾಟಕ ಟೂರಿಸಂ ಸೊಸೈಟಿ, ಬೆಂಗಳೂರು.
15. ಶಾಖಾರಕ್ಷಾ ಕಡತ / ಹೆಚ್ಚುವರಿ ಪ್ರತಿಗಳು.

ANNEXURE D

Government Order No. TOR 135 TDB 2020,

Dated : 28.09.2021

ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ನಡವಳಿಗಳು

ವಿಷಯ: ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ನ್ನು ಪರಿಷ್ಕರಿಸುವ ಬಗ್ಗೆ.

ಓದಲಾಗಿದೆ: 1. ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಟಿಓಆರ್ 135 ಟಿಡಿಬಿ 2020, ದಿನಾಂಕ: 18-09-2020.

2. ಮಾನ್ಯ ಪ್ರವಾಸೋದ್ಯಮ, ಪರಿಸರ ಮತ್ತು ಜೀವಿಶಾಸ್ತ್ರ, ಸಚಿವರ ಅಧ್ಯಕ್ಷತೆಯಲ್ಲಿ ದಿನಾಂಕ:24.06.2021ರಂದು ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ರ ಕಾರ್ಯವಿಧಾನ ಮಾರ್ಗಸೂಚಿಗಳ ಬಗ್ಗೆ ಹಾಗೂ ಇಲಾಖಾ ಪ್ರಗತಿ ಪರಿಶೀಲನೆ ಕುರಿತು ನಡೆದ ಸಭೆಯ ನಡವಳಿಗಳು.

11 MAR 2022

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ಪ್ರಸ್ತಾವನೆ:

ಮೇಲೆ ಓದಲಾದ ಕ್ರಮ ಸಂಖ್ಯೆ: 1ರ ಆದೇಶದಲ್ಲಿ ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ನ್ನು ಈ ಆದೇಶದೊಂದಿಗೆ ಲಗತ್ತಿಸಿರುವ ಅನುಬಂಧದಂತೆ ರೂಪಿಸಿ, ಸದರಿ ನೀತಿಯಲ್ಲಿ ಅಳವಡಿಸಲಾಗಿರುವ ಪ್ರೋತ್ಸಾಹಧನ, ರಿಯಾಯಿತಿ ಮತ್ತು ಸಬ್ಸಿಡಿಗಳೊಂದಿಗೆ ಜಾರಿಗೊಳಿಸಲು ಸರ್ಕಾರದ ಅನುಮೋದನೆ ನೀಡಲಾಗಿದೆ. ಸದರಿ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿಯು ಈ ಆದೇಶ ಜಾರಿಗೆ ಬಂದ ದಿನಾಂಕದಿಂದ 05 ವರ್ಷಗಳ ಅವಧಿವರೆಗೆ ಜಾರಿಯಲ್ಲಿರುತ್ತದೆ.

ಅನುಬಂಧದಲ್ಲಿರುವ ಪ್ರವಾಸೋದ್ಯಮ ಯೋಜನೆಗಳ ಅಭಿವೃದ್ಧಿಗೆ ಪೂರಕವಾಗಿ ಪ್ರವಾಸೋದ್ಯಮ ಕ್ಷೇತ್ರದಲ್ಲಿನ ವಿವಿಧ ಹೂಡಿಕೆ, ಸೇವಾವರ್ಗಗಳ ಅಭಿವೃದ್ಧಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಸಕ್ಷಮ ಪ್ರಾಧಿಕಾರದಿಂದ ಪ್ರತ್ಯೇಕ ಮಾರ್ಗಸೂಚಿಗಳನ್ನು ಹೊರಡಿಸಲಾಗುವುದು. ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿಯನ್ವಯ ಲಭ್ಯವಾಗುವ ವಿವಿಧ ಪ್ರೋತ್ಸಾಹಧನ ಸಬ್ಸಿಡಿಗಳು ಮತ್ತು ರಿಯಾಯಿತಿಗಳ ಕುರಿತು ಕಾರ್ಯಾಚರಣೆ ಮಾರ್ಗಸೂಚಿಗಳನ್ನು ಪ್ರತ್ಯೇಕವಾಗಿ ಹೊರಡಿಸಲಾಗುವುದು.

ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ರಲ್ಲಿ ಪ್ರವಾಸೋದ್ಯಮಕ್ಕೆ ಅನ್ವಯಿಸಿದ ಯೋಜನೆಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಇತರೆ ಇಲಾಖೆಗಳಿಂದ ನೀಡಲಾಗುವ ಸೌಲಭ್ಯ ಬೆಂಬಲ ಮತ್ತು ರಿಯಾಯಿತಿಗಳು ಹಾಗೂ ಮಾರ್ಗಸೂಚಿಗಳ ಕುರಿತು ಸಂಬಂಧಿಸಿದ ಇಲಾಖೆಗಳು ಪ್ರತ್ಯೇಕ ಆದೇಶಗಳನ್ನು ಹೊರಡಿಸತಕ್ಕದ್ದು ಎಂಬುದಾಗಿ ಆದೇಶಿಸಲಾಗಿದೆ.

ಮೇಲೆ ಓದಲಾದ ಕ್ರಮ ಸಂಖ್ಯೆ: 2ರ ನಡವಳಿಯಲ್ಲಿ **ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ಕ್ಕೆ ಈ ಕೆಳಕಂಡಂತೆ ಪ್ರಸ್ತಾವಿತ ತಿದ್ದುಪಡಿಗಳನ್ನು ತರಲು ಸಭೆಯಲ್ಲಿ ತೀರ್ಮಾನಿಸಲಾಗಿದೆ.**

i). ಕೇಂದ್ರೀಕೃತ ಪ್ರವಾಸೋದ್ಯಮ ತಾಣಗಳ (FTD) ಪಟ್ಟಿ ತಿದ್ದುಪಡಿ.

ii). ಕಲ್ಯಾಣ ಕರ್ನಾಟಕದ ಹೋಟೆಲ್ ಯೋಜನೆ- ಪ್ರಿಮಿಯಂ ಹೋಟೆಲ್ ಗಳಿಗೆ ಬಂಡವಾಳ ಹೂಡಿಕೆಗೆ ಶೇಕಡ 5 ರಷ್ಟು ಹೆಚ್ಚುವರಿ ಸಹಾಯಧನ ಹೆಚ್ಚಳ.

iii). ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-26ರ ಕಾಲಾವಧಿಯನ್ನು ಅಂದರೆ ದಿನಾಂಕ: 17.09.2026 ರವರೆಗೆ ವಿಸ್ತರಿಸಲು ಸಚಿವ ಸಂಪುಟದ ಅನುಮೋದನೆ ಪಡೆಯುವುದು.

iv). ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ರ ಪ್ರಸ್ತಾವಿತ ಬಜೆಟ್ ಅನ್ನು ರೂ.426.00 ಕೋಟಿಯಿಂದ ರೂ. 1000.00 ಕೋಟಿಗಳಿಗೆ ಪರಿಷ್ಕರಿಸಲು ಸರ್ಕಾರಕ್ಕೆ ಪ್ರಸ್ತಾವನೆ ಸಲ್ಲಿಸುವುದು.

v). ಸುಸ್ಥಿರ ಕ್ರಮಗಳನ್ನು ಅಳವಡಿಸಿಕೊಂಡಿರುವ ಯೋಜನೆಗಳಿಗೆ ಜಿಲ್ಲಾ ಹಂತದಲ್ಲಿ ಪ್ರೋತ್ಸಾಹಧನ ನೀಡುವುದು.

vi).ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿಯಡಿಯಲ್ಲಿ ಮುದ್ರಾಂಕ ಮತ್ತು ನೋಂದಣಿ ಶುಲ್ಕ ವಿನಾಯಿತಿ ನೀಡುವ ಪ್ರಸ್ತಾವನೆಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಕಂದಾಯ ಇಲಾಖೆಯು ದಿನಾಂಕ:09.03.2021 ರಂದು ಹೊರಡಿಸಿರುವ ಅಧಿಸೂಚನೆಯಂತೆ ನೀತಿಯಲ್ಲಿ ಮುದ್ರಾಂಕ ಮತ್ತು ನೋಂದಣಿ ಶುಲ್ಕಗಳಲ್ಲಿ ವಿನಾಯಿತಿಗೆ ಸೂಕ್ತ ತಿದ್ದುಪಡಿಗಳನ್ನು ಮಾಡಲು.

vii). ಬಳ್ಳಾರಿ, ಬೆಳಗಾವಿ, ದಾವಣಗೆರೆ, ಕಲಬುರಗಿ, ಶಿವಮೊಗ್ಗ, ತುಮಕೂರು ಮತ್ತು ವಿಜಯಪುರ ಜಿಲ್ಲಾ ಮಿತಿಯಲ್ಲಿ ಹೋಟೆಲ್ ಯೋಜನೆಗಳಿಗೆ ಬಂಡವಾಳ ಹೂಡಿಕೆ ಸಹಾಯಧನಗಳನ್ನು ಅನುಮತಿಸುವುದು.

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viii). ಪೂರಕ ಮೂಲಸೌಕರ್ಯ ಸಹಾಯಧನವನ್ನು ರಿಯಾಯಿತಿ ಪಟ್ಟಿಯಿಂದ ಕೈಬಿಡುವುದು,

ix). ರಾಜ್ಯ ಮಟ್ಟದ ಅಧಿಕಾರಯುಕ್ತ ಸಮಿತಿ ಮತ್ತು ಜಿಲ್ಲಾ ಪ್ರವಾಸೋದ್ಯಮ ಸಮಿತಿಗಳ ಸದಸ್ಯತ್ವ ಮತ್ತು ಜವಾಬ್ದಾರಿಗಳ ತಿದ್ದುಪಡಿ.

x). ಖಾಸಗಿ ವಲಯದ ಪ್ರತಿನಿಧಿಗಳನ್ನು ಜಿಲ್ಲಾ ಪ್ರವಾಸೋದ್ಯಮ ಸಮಿತಿ ಮತ್ತು ರಾಜ್ಯ ಮಟ್ಟದ ಅಧಿಕಾರಯುಕ್ತ ಸಮಿತಿಯಲ್ಲಿ ಈ ಕೆಳಕಂಡಂತೆ ಸೇರಿಸುವುದು.

ಎ) ಜಿಲ್ಲಾ ಪ್ರವಾಸೋದ್ಯಮ ಸಮಿತಿ – ಕರ್ನಾಟಕ ಟೂರಿಸಂ ಸೊಸೈಟಿ (ಕೆ.ಟಿ.ಎಸ್) ನಾಮ ನಿರ್ದೇಶನ ಮಾಡಿದ 3 ಪ್ರತಿನಿಧಿಗಳು.

ಬಿ) ಅಧಿಕಾರಯುಕ್ತ ಸಮಿತಿ - ಕರ್ನಾಟಕ ಟೂರಿಸಂ ಸೊಸೈಟಿ (ಕೆ.ಟಿ.ಎಸ್)ಯಿಂದ ಒಬ್ಬರು, ಐ.ಎ.ಟಿ.ಓ ಅಥವಾ ಸಮಾನವಾದ ರಾಷ್ಟ್ರಮಟ್ಟದ ಟ್ರಾವೆಲ್ ಮತ್ತು ಟೂರಿಸಂ ಸಂಸ್ಥೆಯಿಂದ ತಲಾ 1 ಪ್ರತಿನಿಧಿ, ಎಫ್.ಹೆಚ್.ಆರ್.ಎ.ಐ ಅಥವಾ ಸಮಾನವಾದ ರಾಷ್ಟ್ರಮಟ್ಟದ ಹೋಟೆಲ್ ಮತ್ತು ಹಾಸ್ಪಿಟಾಲಿಟಿ ಸಂಸ್ಥೆಯಿಂದ ತಲಾ 1 ಪ್ರತಿನಿಧಿ.

ಮೇಲಿನ ಅಂಶಗಳನ್ನು/ವಿವರಗಳನ್ನು ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ರಲ್ಲಿ ಪರಿಷ್ಕರಿಸಿ ಪ್ರಕಟಿಸಲು ಸರ್ಕಾರವು ತೀರ್ಮಾನಿಸಿ ಈ ಕೆಳಕಂಡಂತೆ ಆದೇಶ.

ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಟಿಓಆರ್ 135 ಟಿಡಿಬಿ 2020,
ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 28-09-2021

ಪ್ರಸ್ತಾವನೆಯಲ್ಲಿ ವಿವರಿಸಿರುವ ಅಂಶಗಳ ಹಿನ್ನೆಲೆಯಲ್ಲಿ, **ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಟಿಓಆರ್ 135 ಟಿಡಿಬಿ 2020, ದಿನಾಂಕ: 18-09-2020ರಲ್ಲಿ** ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ನೀತಿ 2020-25ನ್ನು ಸದರಿ ಆದೇಶದೊಂದಿಗೆ ಲಗತ್ತಿಸಿರುವ ಅನುಬಂಧದಂತೆ ರೂಪಿಸಿ, ಸದರಿ ನೀತಿಯಲ್ಲಿ ಅಳವಡಿಸಲಾಗಿರುವ ಪ್ರೋತ್ಸಾಹಧನ, ರಿಯಾಯಿತಿ ಮತ್ತು ಸಬ್ಸಿಡಿಗಳೊಂದಿಗೆ ಜಾರಿಗೊಳಿಸಲು ಸರ್ಕಾರದ ಅನುಮೋದನೆ ನೀಡಲಾಗಿದ್ದು, ಸದರಿ ಆದೇಶಕ್ಕೆ ಈ ಆದೇಶದೊಂದಿಗೆ ಲಗತ್ತಿಸಿರುವ ಅನುಬಂಧದಂತೆ ತಿದ್ದುಪಡಿಯನ್ನು ತರಲು ಸರ್ಕಾರದ ಪರಿಷ್ಕೃತ ಅನುಮೋದನೆ ನೀಡಲಾಗಿದೆ.

ಈ ಆದೇಶವನ್ನು ಆರ್ಥಿಕ ಇಲಾಖೆಯ ಹಿಂಬರಹ ಸಂಖ್ಯೆ: ಆಇ/188/ವಚ್ಚ-7/2021, ದಿನಾಂಕ: 23-09-2021ರಲ್ಲಿ ನೀಡಿರುವ ಸಹಮತಿಯನ್ನಯ ಹೊರಡಿಸಲಾಗಿದೆ.

ಕರ್ನಾಟಕ ರಾಜ್ಯಪಾಲರ ಆದೇಶಾನುಸಾರ
ಮತ್ತು ಅವರ ಹೆಸರಿನಲ್ಲಿ

B. Vimala 28/09/2021

(ವಿಮಲಾಕ್ಷಿ.ಬಿ)
ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿ,
ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆ.

ಇವರಿಗೆ:

ಸಂಕಲನಕಾರರು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಪತ್ರ, ಬೆಂಗಳೂರು – ಮುಂದಿನ ಸಂಚಿಕೆಯಲ್ಲಿ ಪ್ರಕಟಿಸಿ 200 ಪ್ರತಿಗಳನ್ನು ಒದಗಿಸಲು ಕೋರಿದೆ.

1. ಮಹಾಲೇಖಪಾಲರು (ಲೆಕ್ಕಪತ್ರ/ಲೆಕ್ಕಪರಿಶೋಧನೆ), ಕರ್ನಾಟಕ, ಬೆಂಗಳೂರು.
2. ಸರ್ಕಾರದ ಎಲ್ಲಾ ಅಪರ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಗಳು / ಪ್ರಧಾನ ಕಾರ್ಯದರ್ಶಿಗಳು/ ಕಾರ್ಯದರ್ಶಿಗಳು.
3. ಅಧ್ಯಕ್ಷರು, ಕರ್ನಾಟಕ ಪ್ರವಾಸೋದ್ಯಮ ಅಭಿವೃದ್ಧಿ ಟಾಸ್ಕ್ ಫೋರ್ಸ್, ಬೆಂಗಳೂರು.
4. ಎಲ್ಲಾ ಪ್ರಾದೇಶಿಕ ಆಯುಕ್ತರು.
5. ನಿರ್ದೇಶಕರು, ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆ, ಖನಿಜ ಭವನ, ಬೆಂಗಳೂರು.
6. ಎಲ್ಲಾ ಜಿಲ್ಲಾಧಿಕಾರಿಗಳು.
7. ಎಲ್ಲಾ ಜಿಲ್ಲಾ ಪಂಚಾಯತ್ ಮುಖ್ಯ ಕಾರ್ಯನಿರ್ವಹಣಾಧಿಕಾರಿಗಳು.

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8. ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ಅರಣ್ಯ, ವಸತಿ ಮತ್ತು ವಿಹಾರಧಾಮಗಳ ಸಂಸ್ಥೆ, ಖನಿಜ ಭವನ, ಬೆಂಗಳೂರು.
9. ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಪ್ರವಾಸೋದ್ಯಮ ಅಭಿವೃದ್ಧಿ ನಿಗಮ ನಿಯಮಿತ, ಬೆಂಗಳೂರು.
10. ಮುಖ್ಯ ಕಾರ್ಯನಿರ್ವಹಣಾಧಿಕಾರಿ, ಕರ್ನಾಟಕ ವಸ್ತು ಪ್ರದರ್ಶನ ಪ್ರಾಧಿಕಾರ, ಮೈಸೂರು.
11. ಎಲ್ಲಾ ಜಿಲ್ಲೆಗಳ ಜಿಲ್ಲಾ ಪ್ರವಾಸೋದ್ಯಮ ಅಭಿವೃದ್ಧಿ ಸಮಿತಿಯ ಮುಖ್ಯಸ್ಥರು.
12. ಸರ್ಕಾರದ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ(ಸಚಿವ ಸಂಪುಟ), ವಿಧಾನಸೌಧ.
13. ಮಾನ್ಯ ಪ್ರವಾಸೋದ್ಯಮ ಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ, ವಿಧಾನಸೌಧ.
14. ಅಧ್ಯಕ್ಷರು, ಕರ್ನಾಟಕ ಟೂರಿಸಂ ಸೊಸೈಟಿ, ಬೆಂಗಳೂರು.
15. ಶಾಖಾರಕ್ಷ ಕಡತ/ ಹೆಚ್ಚುವರಿ ಪ್ರತಿಗಳು.

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