Draft Uttarakhand Tourism Policy 2018

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Government of Uttarakhand
Tourism Section
No.   /VI/2018-04(01)/2017
Dehradun, Dated :   October, 2018

NOTIFICATION

The Governor is pleased to allow to promulgate the Uttarakhand Tourism Policy, 2018 for promoting the development and providing new opportunities of employment in the Tourism Sector.

1   Introduction

1.1 Introduction.

State of Uttarakhand came into existence as the 27th state of the Indian Republic on 9thNovember, 2000. Uttarakhand is Nestled in the foothills of the Himalayas and it shares international borders with Nepal and Tibet. It is one of the fastest growing States in India, The state's GSDP increased at a compound annual growth rate (CAGR) of 5.34% between FY 12-18.

More than 70% of the state is under forest cover, playing the critical role of green lung. The presence of almost all agro-climatic zones provides commercial opportunities for traditional as well as high value agriculture. Proximity to the national capital and abundant natural resources (including water and hydropower) have enabled the state to develop industrial parks in the plainer regions.

Tourism is unarguably one of the most important sectors to the state's economy. The tourism not only contributing for over 50% of the total GSDP from 2006-07 to 2016-17[1], but also providing livelihood across all parts of the state (including hinterland areas.) As the State moves on its vision to become a Green Economy, tourism sector will play an important role in realizing the State's socio-economic goals.

The number of tourists visiting Uttarakhand has consistently increased from around 19.45 million in 2006 to 31.78 million in 2016[2],and registered CAGR of 5.03%. A recent World Tourism & Travel Council (WTTC) report has pegged India as the 7th largest tourism economy globally in terms of absolute size, and further forecasts the sector to grow at 7% between 2017 and 2027, and   the State Uttarakhand is expected to match this trend in terms of tourist arrivals.

Figure 1 : Tourist Projections - Uttarakhand

Tourist Arrivals and Projections in Uttarakhand (Million)

Source: UTDB, YES BANK Analysis

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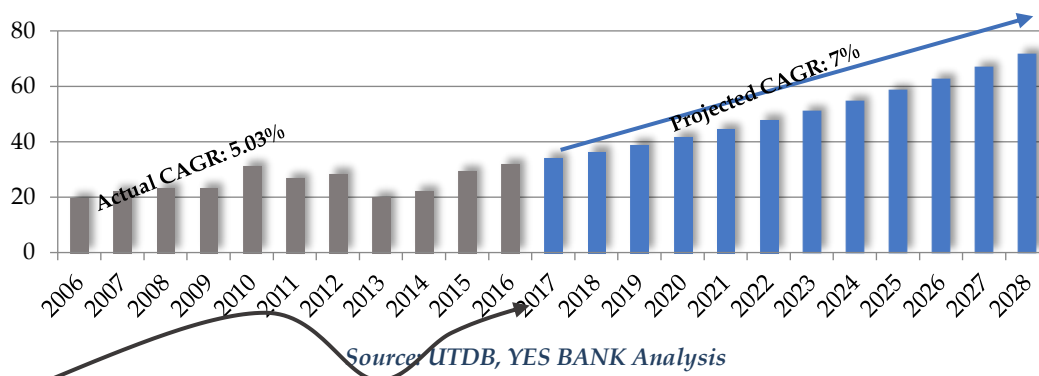
[1]Directorate of Economics and Statistics, Uttarakhand
[2]Uttarakhand Tourism Development Board

1.2 Preamble.

1.2.1 Uttarakhand Tourism Development Board (UTDB) introduced the first tourism policy for the state in 2001 with the objective of establishing world class infrastructure, attracting private sector for infrastructure development and identification of new tourism destinations.

1.2.2 However, in recent years, the tourism sector has seen unprecedented changes mainly on the back of IT and ITeS leads technological advances that have transformed the tourism sector. The consistent growth of the Indian economy has opened up avenues for new age entrepreneurs to create innovative business models, and Government programmes like JAM Trinity, Digital India and StartUp India are encouraging inclusive growth at the last mile through enhanced service delivery by digital adoption.

1.2.3- It is imperative to recalibrate tourist perspectives and strategies in the perspective of these larger transformative initiatives and unlock the true potential of tourism sector in the state. The New Tourism Policy envisages to take cognizance of the latest markets trends as well as future projections to chalk out a sustainable development strategy for tourism sector in the state.

1.2.4- Over the last years as a result of dynamism associated with tourism sector the contours of the policy needs to be redefined. Thus to unlock the true potential of tourism sector in Uttarakhand, it is necessary to introduce a comprehensive policy thereby enabling sustainable growth, development of innovative tourism concepts and destinations to cater to tourists.

(2) Definitions

2.1 The definition of various expressions used in this policy are as follow

	(a)	Tourism means all types of tourism in modern parlance such as religious Tourism, Cultural Tourism, Pilgrimage Tourism, Adventure Tourism, Sports Tourism, Medical & Wellness Tourism, Heli tourism, Ecotourism, Film Tourism, Wildlife Tourism, etc.
	(b)	Infrastructure means power, water, and sewerage, transport infrastructure facilities established for individual or common use.
	(c)	Subsidy means Financial assistance granted by the Government of Uttarakhand or its Departments under various expense components for tourism.
	(d)	Concession means a financial relief or benefit or certain relaxation in procedure granted by Government of Uttarakhand or its Departments to Tourism related units upon fulfilment of certain conditions by them.
	(e)	The GST levied on the inter-State supply of goods or services by the State Government of Uttarakhand
	(f)	Money used towards ownership of fixed capital by Tourism Units
	(g)	Expansion means building the additional capacity by a tourism enterprise that is engged in commerce Operations.
List of Abberviation		
S.N	**Abbreviation**	**Full Form**
1	DoT	Department of Tourism
2	GoUK	Government of Uttarakhand

3	MoT	Ministry of Tourism
4	SLC	State Level Committee
5	HPEC	High Powered Empowered Committee
6	MICE	Meeting Incentives Convention Exhibitions
7	PPP	Public Private Partnership
8	BIS	Bureau of Indian Standards
9	FPO	Food Process Order
10	ICT	Information and Communication Technology
11	PRASAD	Pilgrimage Rejuvenation and Spirituality Augmentation Drive
12	AMRUT	Atal Mission for Rejuvenation and Urban Transformation
13	HRIDAY	Heritage City Development and Augmentation Yojna
14	CST	Central Service Tax
15	G.O.	Government Order
16	IHM	Institute of Hotel Management
17	F&B	Food and Beverage
18	SWCS	Single Window Clearance System
19	UTDB	Uttarakhand Tourism Department Board.
20	CAGR	Compound Annual Growth Rate.
21	SWOT	Strngths,weaknesses,Oppurtinities & Threats.

3.1 SWOT Analysis
Table1: SWOT analysis of Tourism in Uttarakhand –

Strengths	Weakness
1. Presence of the Great Himalayan Ranges, Alpine forests and favorable environment makes Uttarakhand a perfect weekend's palace with the proximity to big markets like Delhi NCR, Chandigarh, Jaipur etc. 2. Existing trekking routes like Nanda Devi Valley of Flowers, , Roopkund, Pindari Glacier, Dodital, Bedni Bugyal, Chopta-Tungnath-Deoria Taal along with Rafting and water sports in the Ganges provides a unique tourism service for adventure seekers tourists. 3. The famous Char Dham of Uttarakhand namely Gangotri, Yamunotri, Badrinath and Kedarnath Hindus attracts lakhs of pilgrims every year to Uttarakhand. **4.** National parks and Wildlife sanctuaries of International repute (e.g. Corbett & Rajaji National Park, Nanda Devi Wildlife Sanctuary) attracts the tourism.	1. Inadequate planning in disaster prone zones. Almost all the popular destinations have insufficient solid-waste management, traffic management, public transport, health and safety arrangements, and lack of the elements of modern designs of tourism amenities etc. 2. Due to high seasonality being remote area and not easy access, tourism industry is limited to fewer regions/destinations and lack of major industries related to the hospitality/industry. 3. Lack of awareness and support to ecotourism enterprises from Government as well as Private Entities. Also community understanding on Ecotourism is very limited and which leads to unequitable distribution of benefits. Strong conservation regulations as implemented by Forest Department have interrupted the development into natural areas.
Opportunities	Threats
1. The Char Dham all-weather road project will give a big boost for planned development along these highways;	1. Prone to Natural Disaster. 2. Exceptionally high peaks of Tourist inflows during vacations and unorganized Yatra tourists especially at destinations.

2. Potential to tap the emerging markets in the sector of rural tourism, MICE, health & wellness;	3. Additional trafficand pollution from vehicles lead to severe traffic congestion and pollution in towns & villages.
3. Adventure Tourism activities like Camping, Trekking, Bungee Jumping, Bird watching, Paragliding and Water sports like rafting, kayaking etc. have a huge potential for the surrounding markets	4. Lack of maintenance of road is a key constraint for accessibility and also affected quality and numbers of tourists.
4. Employment opportunities for the local communities in rural tourism shall increase with increased impetus from State Government. Cultural distinctiveness, folklore and handicrafts could be tapped for rural and culture based tourism product development.	
5. several Parts of Uttarakhand are known for being favourite destinations for retired people/pensioners to settle down; thus the potencial of future market for luxurious second homes/holiday homes is here.	
6. Cluster of higher education facilities in Dehradun offers opportunities for advanced environmental centre combining research, education and general conservation/ ecotourism awareness among students and visitors;	

3.2 Major / Challenges of Uttarakhand Tourism

3.2.1 Disaster Prone Areas – There are numerous instances where development is on disaster prone high risk zones.

3.2.2Unplanned infrastructure development in and around Hill areas. Destinations like Mussoorie, Nainital, Ranikhet, Char Dham, Jim Corbett, Binsar etc. are over-crowded during peak tourist seasons and need urgent interventions like identification of permissible carrying capacities to enable sustainable planning, traffic and tourist management strategies.

3.2.3 Tourist Management during Char Dham Yatra.

3.2.4 Solid Waste Management at tourism destinations.

3.2.5 Inadequate railways and airways connectivity and expansion of airports.

3.2.6 Limited big ticket private investments (specially in star category hotels)

4- Vision & Objectives

4.1 Vision

To create Uttarakhand as a global tourist destination that is safe, sustainable and by wich includs world class tourism products and services and could unleash true tourism potential of the State.

4.2 The Objectives of the uttarakhand tourism policy 2018 are as follows:-

   a. To develop & strengthen the image of Uttarakhand as a safe and tourist friendly destination.
   b. To create and develop new tourism destinations and unique tourism products offering unmatched experience catering to various tourist segments.
   c. To ensure necessary basic amenities at all tourist destinations like – parking, toilets, signages at strategic locations, ATMs, dispensaries, ticketing counters, internet and telecom facilities etc.
   d. To promote and develop Uttarakhand State as a wellness hub and promoting medical tourism based packages.
   e. To promote and develop Uttarakhand as winter tourism & Alpine tourism destination which will solve the issue of short tourist season of the state. These destinations will be specially promoted after Char Dham yatra.
   f. Promote inclusive tourism strategies through community based tourism ensuring equitable distribution of benefits to the local communities.
   g. Making disaster resilient tourism infrastructure & establish SoPs to reduce adverse effects of disaster on tourists.
   h. To promote balanced regional development through Hub & Spoke model and to resolve the carrying capacity issues of prominent tourist destinations.
   i. To promote and support entrepreneurship through tourism incubators, start-ups and skilling centre etc.
   j. To enhance ease of doing business (investor facilitation) by strengthening single window clearance process for faster approvals of tourism entities
   k. To ensure the involvement of other State and Central Government Ministries/ Departments to leverage their strengths and schemes (eg. Swadesh Darshan, PRASAD, AMRUT, Swachh Bharat Mission, Wellness Centre under Ayushman Bharat Scheme,Start-Up India, Hunar Se Rozgar etc.) for improvement of tourism infrastructure in the state.

4.3- Guiding Principles: The guiding Priciples of the Uttarakhand Tourism Policy are as follows:-

a. Aggressive Marketing and Branding of Uttarakhand Tourism by running campaigns, roadshows, appointing influential celebrity as State's Tourism Brand Ambassador, radio jingles, social networking and other appropriate platforms.

b. To ascertain capacity building of tourism workforce and increase employment through skill development.

c. To solicit participation and funding support from private sector, multilateral organisations and allied countries and donation from charitable agencies, individuals, Government Bonds, CSR, etc. in tourism infrastructure development.

d. Strengthening Tourism Trade Facilitation through single window clearance, appointing nodal officers, land banks and tourism investor's meets/platforms.

5- Development Strategy

Government of Uttarakhand has decided to develop *'13 District 13 Destinations'*. This important initiative is targeted towards holistic development of the state and will take tourism to the last mile and far flung yet beautiful districts of Uttarakhand.

5.1.Development of Potential Land banks

5.1.1 UTDB shall create a land banks for tourism purpose in every district, as the Uttarakhand Government has decided to develop one new tourism destination in each of the 13 districts.

5.1.2 State Government has formulated "*Uttarakhand Tourism Land Pooling & Implementation Rules 2017*" to enable faster and easier land identification and pooling procedures for tourism. This procedure shall also provide a suitable platform (to be developed on PPPmode) for new theme based criterion.

5.1.3 The State Government shall adopt a 'Focused Intervention Approach' to identify suitable land parcels in identified tourism themes.

5.2 Potential Tourism place.

5.2.1 Geographical Information System (GIS) shall be leveraged for mapping of different tourist destinations across the state, which will be a ready reckoner to investors (refer map for potential tourism destinations).

5.2.2 Department of Tourism shall conduct detailed resource mapping after every 2 years for all natural, cultural, heritage tourism sites and update the information on GIS based platforms.

5.2.3 Kiosks shall be placed at important and strategic places like Airport, Railway Stations, ISBT and in the premises of other key departments (*viz.* Dept. of Industries, AYUSH, Skill, Forest department etc.) for potential investors and tourists to impart information on potential tourism projects, land details, policies, approval processes, incentives and subsidies etc.

5.2.3- Tourism development will be a focus for lesser developed yet potential areas, so that employment opportunities are created and economic growth is ushered.

5.3 Identified Tourism Products / Themes

The Major Themes in which destinations across Uttarakhand can be divided are the following:
   a. Adventure
   b. Pilgrimage, Cultural & Festivals
   c. Wildlife & Bird Sanctuaries
   d. Nature & Landscape
   e. Health, Rejuvenation & Spiritual
   f. Eco/Rural Tourism
   g. Water Sports, Cruise, Yachts etc.
   h. MICE
   i. Buddhist
   j. Heritage
   k. Ropeways and Funicular

Table 2: Theme-wise major Destinations in Uttarakhand (Refer Map below)

Themes	Major Destinations

Adventure	Rafting -Shivpuri, Tons, Kali Skiing- Auli, Dayara, Khaliya Top Trekking - Gangotri Kalindi khal – Badrinath, Devariyatal – Chandershila, Govindghat- Ghangariya – Valley of Flowers, Almora-Jageshwar- Binsar, Bedni Bugyal, Chopta, Pindari Glacier Trek, Milam Glacier Trek, Om Parvat- Aadi Kailash etc. Aero Sports: Helium & Hot Air Balloons/Blimps - Pithoragarh, Naukuchiyatal, Tehri, Bedni Bugyal, Chopta etc. Mountain Biking- Nainital, Mussoorie, Almora etc.
Pilgrimage, Cultural & Festivals	Gangotri, Yamunotri, Kedarnath, Badrinath, Rishikesh, Haridwar, Jageshwar, Baijnath, Piran Kaliyar, Hemkund Sahib, Nanda Devi, Chota Kailash, Patal Bhuvaneshwar, Nanakmatta, Panch Prayag, Panch Kedar, Panch Badri, Nanda Rajjat Yatra, Uttarayani Mela, Kumbh Mela, Ramman Festival etc.
Wildlife & Bird Sanctuaries	Jim Corbett National Park, Rajaji National Park, Binsar Wildlife Sanctuary, Kedarnath Musk Deer Sanctuary, Nanda Devi National Park, Askot Musk Deer Sanctuary, Neel Dhara Pakshi Vihar, Benog Wildlife Sanctuary, Govind Wildlife Sanctuary, Gangotri National Park, Kedarnath Sanctuary etc..
Nature and Landscape	Mussoorie, Nainital, Chakrata, Dhanaulti, Almora, Kausani, Lansdowne, Mukteshwar, Ranikhet, Chaukauri, Pithoragarh, Khirsu etc.
Health, Rejuvenation & Medical	Rishikesh, Haridwar, Tapovan, Dehradun, Haldwani etc
Eco/ Rural Tourism	Mana, Chopta, Chakrata, Deoriyatal, Pallyu, Shaukiyathal, Bageshwar, and Munsyari, Dodital, Dayara Bugyal, Kanatal, Sattal, Chaiinsheel, Mori etc.
Water sports, Cruise, Yachts	Tehri Dam Reservoir, Nainital, Nanaksagar, Baur Jalashaya, Naukuchiyatal, Bhimtal, Sattal, Maneri etc.
MICE	Dehradun, Nainital, Haridwar, Rishikesh
Buddhist	Rock Edict Kalsi Dehradun, Govisairn (Kashipur)
Heritage Tourism	Narendranagar (Tehri), Gujrugarhi (Pauri), Uppugarhi (Tehri), Pithoragarh Fort (Pithoragarh), Chandpurgarhi (Chamoli), Vairat Kila (Chakrata), Katarmal Sun Temple (Almora), Devalgarh (Pauri), Nelong Valley (Uttarkashi) etc.
Ropeways and Funicular	Auli, Haridwar, Ranibagh, Dehradun, Mussoorie, Jankichatti, Yamunotri, Govindghat, Ghangaria Gaurikund, Kedarnath, , Hemkund Sahib etc.

Uttarakhand

Theme-wise Major Destinations

India

Legend:

- MICE
- Adventure
- Pilgrimage, Cultural & Festivals
- Wildlife & Bird Sanctuaries
- Nature & Landscape
- Health, Rejuvenation & Spiritual
- Eco/Rural Tourism
- Water sports

BOUNDARIES:
- INTERNATIONAL
- STATE
- DISTRICT
- TAHSIL

HEADQUARTERS:
- STATE ★
- DISTRICT ◉
- TAHSIL •
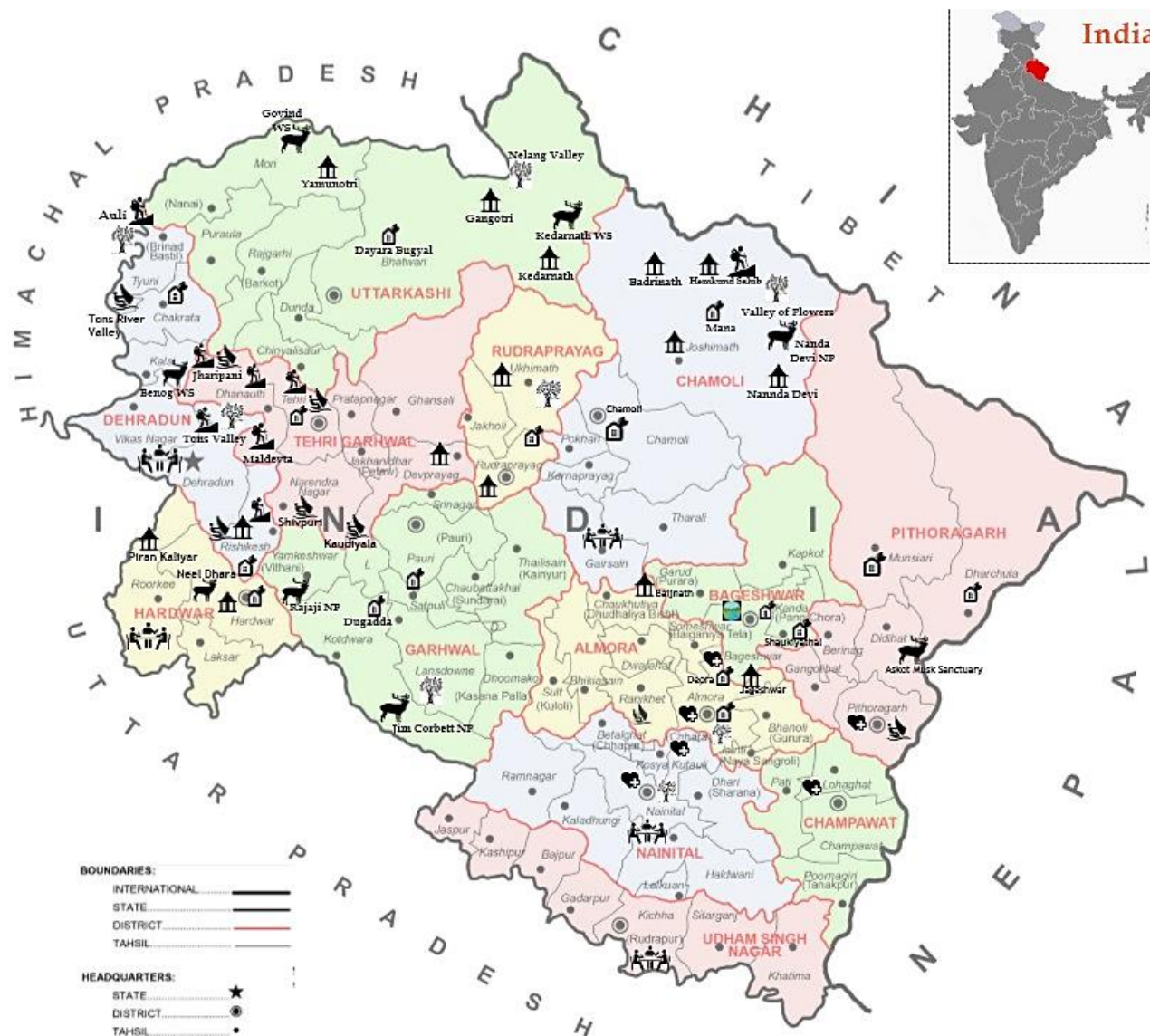
6- Product Development& Opportunities

Uttarakhand is extremely rich in natural and cultural heritage, religious destinations and festivals etc. UTDB shall prepare a **Detailed Tourism Road Map** by **March 2019** having complete inventory of tourism resources – products/activities, destinations, potential for tourism development, status of the existing infrastructure, gaps, and tourism stakeholders along with action plan in phase wise manner.

The Department shall develop **'Tourism Zones'** in strategic locations of the state to make vibrant tourism destinations. The Department shall create land banks for these tourism zones and special rules for faster approval processes, landuse shall be formulate etc. This will enable the State Tourism to develop and implement target oriented phased development of regional destinations considering special tourism products and alternate tourism options.

Few of the identified tourism products after Stakeholders Consultations are discussed below:

6.1 Wellness & Health

Uttarakhand since ages is known for its therapeutic products. The state is well known for its varied species of famous medicinal plants and herbs. Over the decade, numerous private operators offering wellness and rejuvenation products have mushroomed especially in the Haridwar-Rishikesh belt. With the advent of wellness and rejuvenation products, this segment has further established a high demand thus it shall be promoted in other suitable regions of the state. Now towards further permoting the products of this category of tourism strengthening the segment and professionally running and maintaining the same, UTDB shall put concerted efforts as follows:-

i.   The standard operation procedure (SOP) mentioned in the policy must be made after extensive consultation with the stakeholders so that they are fair and practical.

ii.   In order to check global standards, the quality and services for treatments and therapies shall be standardized and finalised as per national and international best practices.

iii. UTDB shall encourage NABH accredited wellness centres operating in the state with a 'Mark of Excellence'. The NABH accreditation for wellness centres has been pioneered by the Ministry of Tourism and Ministry of AYUSH.

iv.   UTDB and Department of AYUSH, Government of Uttarakhand shall jointly develop a **high-value brand of accredited wellness and rejuvenation centres** in the state with Private Sector Participation.

v.   NABH certification and adherence to the provisions of National AYUSH Mission (NAM) is mandatory.

- The Department of AYUSH shall carry regular checks at these centers to ensure quality of services.
- UTDB and Department of AYUSH shall also promote these centres on their websites.
- UTDB shall ensure convergence of benefits for accredited wellness centres through schemes of Ministry of Tourism and Ministry of AYUSH.

6.2 Ecotourism and Wildlife Tourism

i. UTDB shall work in close co-ordination with the Ecotourism Board of Department of Forest and provide civic and tourist amenities in national parks and wildlife sanctuaries jointly along with Forest Department to ensure visitor satisfaction.

ii. Ecotourism activities shall be developed with the help of Forest Department so that the rich biodiversity of the state.

iii. Planning for such destinations will be done by engaging the local communities to ensure equitable distribution of benefits and socio-economic upliftment of the local population. may propagate / disseminate.

iv. The model of Tripartite agreements between department of Tourism, Department of Forest and Communities (ETCs /EDCs) shall be explored to operate forest based ecotourism sites

v. Nature Interpretation Centres, Nature Camps, Bird watching, Nature Tour Programs etc. of international standards shall be organized.

vi. While encouraging wildlife tourism it shall be ensured that it does not disturb, deteriorate or have any negative impact on the environment.

vii. Ecotourism guides and naturalists shall be trained and certified in co-ordination with the Forest Department.

6.3 Adventure Tourism

Private sector participation will be encouraged to develop adventure tourism activities in the state. These activities will include water sports, white water rafting, aero sports,paragliding, parasailing, hot air ballooning, mountain biking, trekking, mountaineering, rock climbing, bungee jumping, etc.

UTDB being a nodal agency shall prepare guidelines and rules for regulation and safety for adventure tourism activities in the state.

6.4 Film Tourism

i. Uttarakhand has been a hot-spot of film shooting locations where Nainital, Mussoorie, Ganga, Char Dham, Jim Corbett and Hilly Terrains of Kumaon& Garhwal are some famous palces for shooting.

ii. The Department of Tourism shall facilitate production houses in faster approvals for filming sites, and thus strengthen symbiotic relationship between the production houses and the state.

iii. UTDB shall identify places of interest for film industry and make online catalogue of destinations and liaison with information department.

6.5 Golf Tourism

i. UTDB shall work in close co-ordination with Department of Sports and Indian Golf Union to identify potential investors, locations feasible for Golf & Mini Golf.

ii.   A detailed resource mapping study understanding the market potential and saleability of the Golfing shall be undertaken.

6.6 Service Apartments

Service apartments are usually operated by caretakers hired by its owners to provide comfortable stays to visitors for short-term or long term stays. Utilizing vacant residential units can solve the issue of room shortages and simultaneously provide alternate and additional income to the owners.Department shall assist for registration and capacity building. Department shall formulate policy/guidelines for service apartments.

6.7 Homestay.

homestay unit visitors get experience of rural life, culture and cuisine of host community. Homestay has resulted as a means of alternative livelihood this can also play a vital role for resolving shortage of rooms for tourist in various areas. Special emphasis shall be given on storytelling and handicrafts/souvenirs for which the youths would be encouraged to undergo trainings, as this will help them serve tourists better and earn extra income.

State Government has notified **Deendayal Upadhyaya Homestay Development Schemes and Guidelines 2018** for development of homestay units in rural areas for locals. Attractive incentives like Capital Subsidy, Interest Subsidy offered to locals to build/renovate their houses with minimum standard of hospitality and hygiene.

6.8 Health, Rejuvenation & Medical Tourism

State has potential for quality healthcare destinations for developing tourism .Hospitals like AIIMS and other medical care units has already been established in the State.Emphasis will be given for supporting traditional system of medicine and wellness in the state. Already many wellness / yoga centres are running in the state.

6.9 Discover your roots

The Department shall initiate new tourism products to be based on 'Gotras' (Roots), as there is a believe that all the Gotras are lineage of their respective 'Sages' and Uttarakhand is abode of all 'Sages.' There fore Department will develop Gotra specific trails, where the tourists can visit them according to their respective Gotras.

Similarly, the State was under British Era and was once their favourite destination. The state is home to numerous Cemeteries, which the Department wishes to inventories and would further coordinate with their descendants to visit the cemetery. Infrastructure and tourism amenities shall be provisioned for the tourists at key locations.

6.10 Ropeways

State has eminence potential for establishing tourist ropeways on PPP model. Some of the identified projects are Dehradun-Mussoorie, Jankichatti-Yamunotri, Govindghat-Hemkund Sahib, Bhairav Gadhi, Deva Ka Danda, Binsar etc.

6.11 Air Connectivity/Helipads

The Department shall develop helipads at prominent tourism destinations in coordination with Department of Civil Aviation with basic amenities like Toilets, Restroom and Kitchenette.

6.12 Public Private Partnership (PPP)

i) Non-profitable and closed units of Tourism Corporations will be given on lease to private sector for better and profitable operations of the units through competitive bidding on case to case basis.

ii) Private sector participation shall be encouraged in the provisioning of tourist amenities, like wayside amenities, convention centre, ropeways, public conveniences, parking lots, wayside motels, shopping facilities, local transportation, training centres etc.

7- Institutional Framework

7.1 High Powered Empowered Committee (HPEC)

A High Powered Empowered Committee shall be constituted to sanction all tourism projects including mega tourism projects of Private Sector or as identified by Department/UTDB on its land bank and existing properties, The investor who wishes to avail tourism sector Incentives and Subsidies of the State has to apply and get the project registered in UTDB simultaneously with Single Window Clearance System. UTDB shall forward the project with its recommedations to HPEC for approval.

UTDB shall initiate a **Tourism Facilitation Investment Centre** headed by Nodal Officer to coordinate between State Single Window Portal and the Applicant in attaining necessary project sanctions, licenses, NOCs and approvals.The final grant of registration/ in – principal approval shall be decided by the HPEC committee, which will, inter-alia, consider the prima-facie eligibility of the tourism unit, availability of budget and decide the eligibility for registration under the scheme.The HPEC committee shall be constituted as follows:

Table 3: Members of High Powered Empowered Committee (HPEC)

S.N.	Designation	Role
1.	Chief Secretary	Chairperson
2.	Principal Secretary / Secretary - Tourism / CEO UTDB	Member / Convener
3.	Principal Secretary / Secretary Industries	Member
4.	Principal Secretary / Secretary Finance	Member
5.	Principal Secretary / Secretary Revenue	Member
6.	Principal Secretary / Secretary Urban Development	Member
7.	CCF Ecotourism – Department of Forest	Member
8.	Additional CEO UTDB	Member
9.	Finance Controller – UTDB	Member

note:- The secretary of concerned department may participate in the said committee as invited member from time to time.

The Roles and Responsibilities of the HPEC

- ✓ To prioritize, sanction and approve applied private sector tourism projects for availing state's incentives and subsidies
- ✓ To inspect, visit, review and monitor any projects regarding its implementation, execution, operation and management.
- ✓ To recommend special legislation for formation of appropriate regulatory mechanism, robust grievance redressed mechanism as may be required for the project.
- ✓ **Floor Area Ratio (FAR) –** The HPEC shall review, revise/modify the existing FAR applicable to tourism units and send recommendations to concerned Departments/Authorities for implementation.
- ✓ Frame and issue guidelines for PPP initiatives in tourism sector.

- ✓ Approve specific service levels for the Private Partner and ensure formulation of Service Level Agreement (SLA) between the Private Partner and UTDB.
- ✓ Review progress of major projects/programmes undertaken and analyse the achievements with respect to the targets, both financial & physical and decide on corrective actions, if required.
- ✓ Ensure appropriate auditing & monitoring standards are developed and maintained in order to ensure highest standards of transparency and accountability.
- ✓ To constitute from time to time, any committees/sub-committees from various experts /members and/or staff and assign specific responsibilities.
- ✓ Periodic feedback and suggestions from the stakeholders (such as representative of local community) tourism professionals (tour operators, hoteliers etc.) representatives from Government agencies, industry bodies, practitioners, academicians etc.
- ✓ The HPEC shall meet at least 3 times in one year.

To support the objective of HPEC, UTDB will Create a dedicated Program Management Unit (PMU) for implementation of projects, which may include hired consultancy firm (Transaction Advisors, PMC, etc.) if required to improve the capacity and capability of the Department.

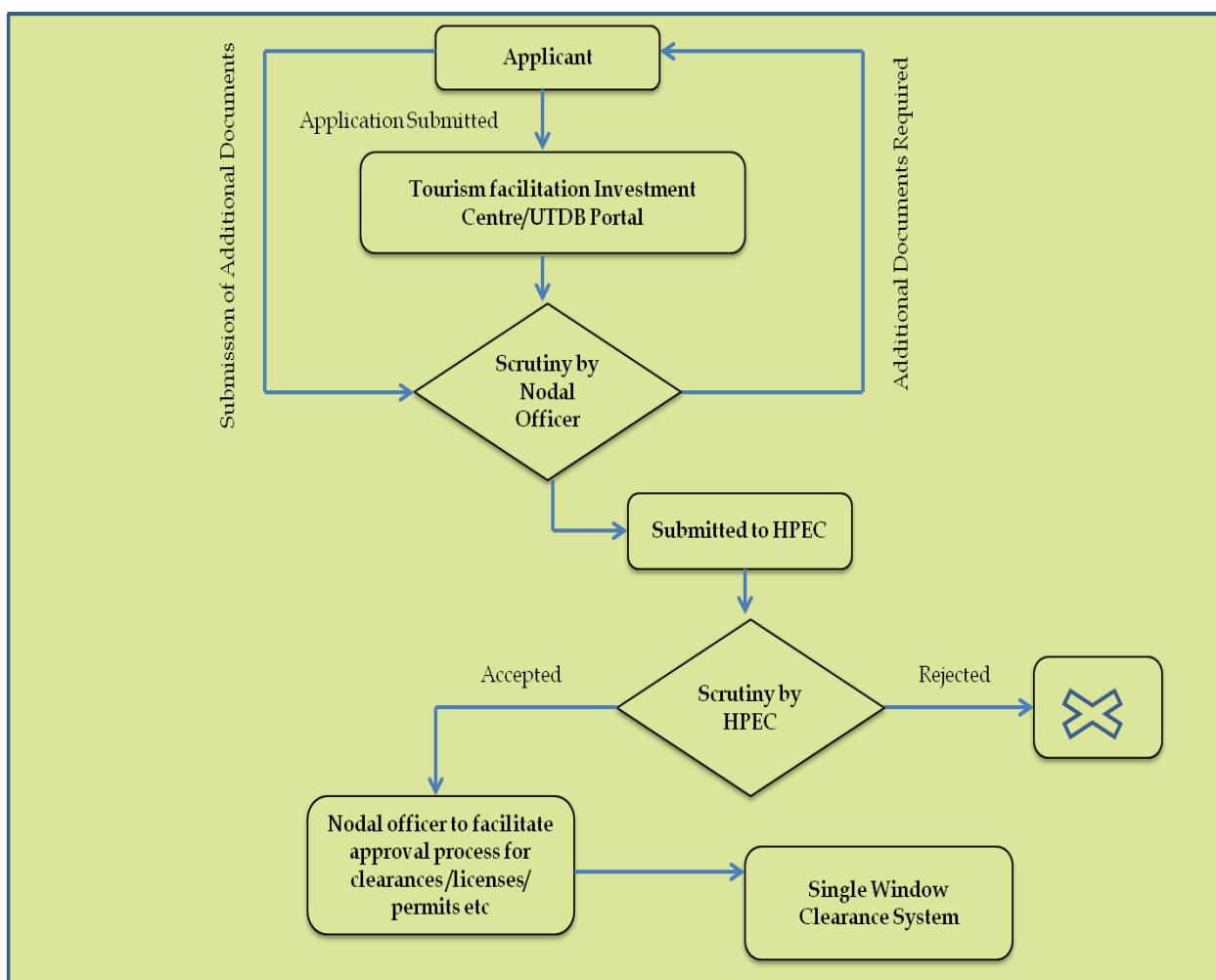## 7.2 Ease of Doing Business and Single Window Clearance

To implement the strategic Interventions State Government has enacted Uttarakhand Enterprises Single Window Facilitation and Clearance Act, 2012. Uttarakhand Government has embarked on reforms aimed at improving the business environment. Uttarakhand Tourism Development Board (UTDB) has undertaken various steps to improve Ease of Doing Business in the Tourism sector in Uttarakhand for private investors/developers. The State Government has undertaken key reforms in the following areas:

- **Access to Information and Transparency Enablers:** The state has done a comprehensive compilation of 329 investor related services across 55 departments on its single window portal. Further, the Government has also introduced a help line to address the investor related queries.
- **Availability of Land:** List of land banks with area, infrastructure and distances is given on GIS based portal where GIS data is integrated with Google maps, and is available on SIIDCUL GIS System. The 'first-come-first-serve' principle is followed for land allotment, and the procedure needs to be completed within 30 days of application. Also, E-Stamp facility is now available at all the sub-registrar offices. Further, clear timelines have been provided for land use and land conversion.
- **Construction Permit Enablers:** The Government has introduced Comprehensive Formal Building Bye Laws. An Automatic Building Plan Approval Management System has been established by the Government to facilitate quick processing, standardisation, effective monitoring and disposal of building plan permissions. An online Registration form for Building Plan Approval is available on the SIDA's online portal. The Government has fixed a deadline for the grant of Building Permit Approval (CTE) and Completion Certificate (CTO) issued by SIDA, i.e. 30 working days.
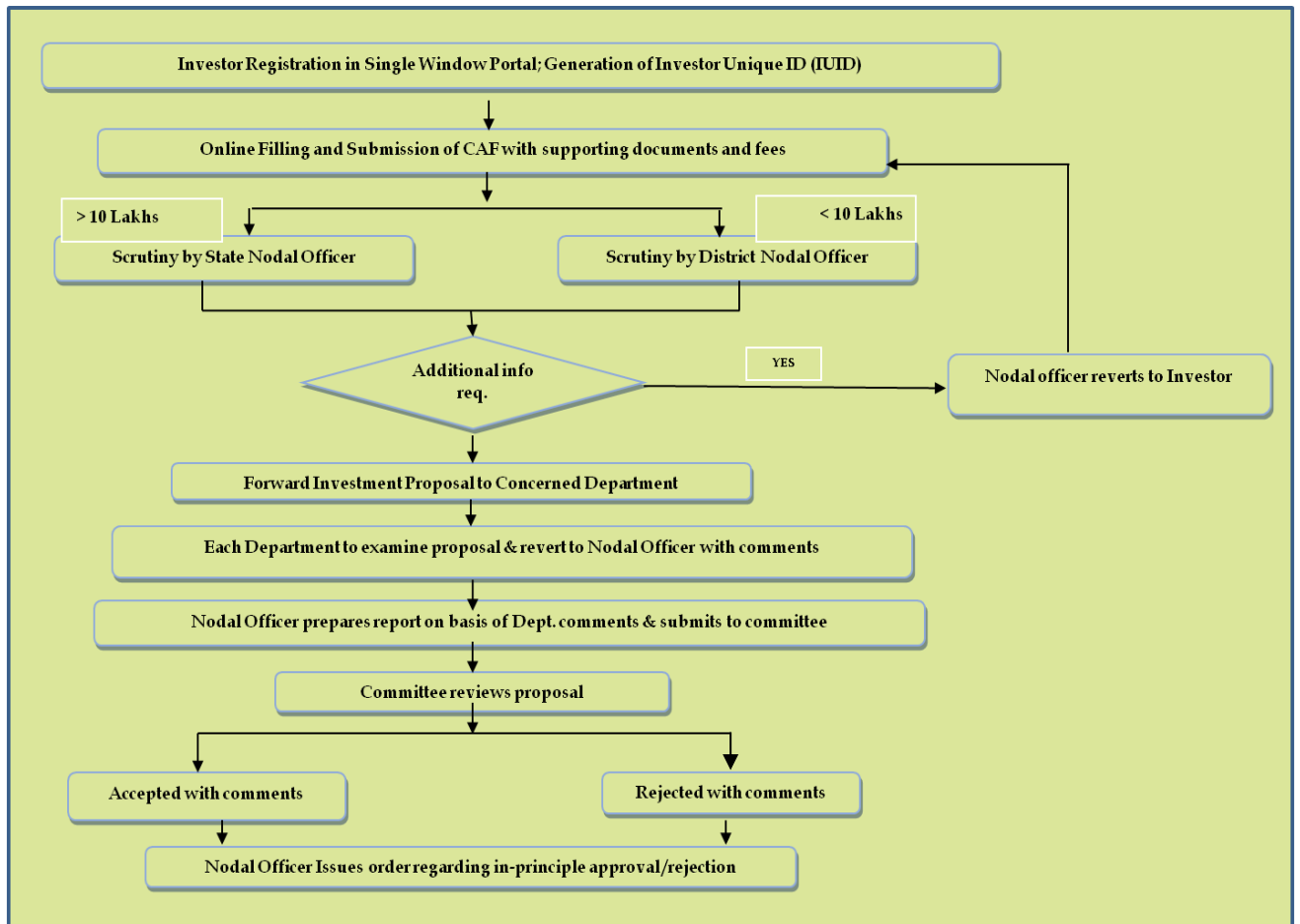
- **Environment Registration Enablers:** A comprehensive list of procedures and 31/31 documents required for application are available on the UEPPCB's website. The provision for an online Consolidated Consent and Authorisation form (CCA Application) for Water/Air Consent & Hazardous Waste Authorization has been made. Also, the calculation for the Consent Fee can be done through an online fee calculator. The Government has also fixed a timeline for approval/rejection of applications.
- **Single Window:**The Single Window Clearance System (SWCS) viz. Udyog Mitra was formed as a consequence to 'The Uttarakhand Enterprises Single Window Facilitation and Clearance Act 2012' (Uttarakhand Act No. 05 of 2013) to provide all the requisite clearances /licenses/ permits etc. required to establish/ operate tourism units. All necessary clearances shall be accorded to the developer in time bound manner after the submission of requisite documents through the Single Window System. Directorate of Industries is the State level Nodal Agency.

7.3 Process Flow of Project approval by HPEC
Picture -3 Process for approval

7.4 Process Flow for Approval in Single Window Clearance System
Picture -4

Investor Registration in Single Window Portal; Generation of Investor Unique ID (IUID)

Online Filling and Submission of CAF with supporting documents and fees

> 10 Lakhs
Scrutiny by State Nodal Officer

< 10 Lakhs
Scrutiny by District Nodal Officer

Additional info req.

YES

Nodal officer reverts to Investor

Forward Investment Proposal to Concerned Department

Each Department to examine proposal & revert to Nodal Officer with comments

Nodal Officer prepares report on basis of Dept. comments & submits to committee

Committee reviews proposal

Accepted with comments

Rejected with comments

Nodal Officer Issues order regarding in-principle approval/rejection

8- Incentives / Subsidies

To attract tourism investment in the State the State Cabinet has accorded '**Industry Status'** to tourism and considered tourism as a mainstay of the state economy. Now, the investors can avail attractive incentives and subsidies akin to industry under **MSME Policy-2015**, where total project cost is upto INR 10 Cr. The department has also made separate provisions under **Mega Industrial & Investment Policy – 2015 (As amended in 2018)** for attracting larger tourism and allied projects, where project cost is above INR 10 Cr.

The details of available incentives and subsidies are as follows:

8.1 Incentives& Subsidies under MSME Policy 2015 as amended in March 2016 & 2018 (up to capital investment of INR 10 Cr.)

To promote sustainable tourism development in less developed areas, the State has been divided into five categories   (as per MSME Policy-2015 for the purpose of quantum of incentives/subsidies as under :-

Table 4: Categorization of Districts for Incentives/subsidies

Category	Included Regions
Category A	Whole Districts of Pithoragrah, Uttarkashi, Chamoli, Champawat, Rudraprayag and Bageshwar.
Category B	• Whole District of Almora. • All hilly development blocks of District Pauri Garhwal, Tehri Garhwal. (Excluding regions under category B+). • All hilly development blocks of District Nainital and Dehradun. (Excluding regions under category B+).
* Category B+	• Kotdwar, Sigaddi and adjoining plain regions of Dugadda development block of district Pauri Garhwal. • Dhalwala, Muni Ki Reti, Tapovan and adjoining plain regions of Fakot development block of District Tehri Garhwal. • Kotabagh development block of District Nainital. • Plain regions of Kalsi development block of District Dehradun.
Category C	• Regions located above 650 mtrs from sea level in Raipur, Sahaspur, Vikasnagar and Doiwala development blocks of District Dehradun. • Ramnagar and Haldwani development blocks of District Nainital.
Category D	• Whole Districts of Haridwar and UdhamSingh Nagar • Remaining area of District Dehradun and Nainital (which are not included in category 'B', 'B+' and 'C').

(*)Plain regions under category B+ shall be notified separately by Department of MSME on the basis of recommendation of respective District Magistrates.

Table 5: Available Incentives & Subsidies (category wise)

S.No.	Incentives Type	Category A	Category B	Category B+	Category C	Category D
1	Capital Subsidy to new tourism units	40% (Max. up to INR 40 Lakh)*	35% (Max. up to INR 35 Lakh)*	35% (Max. up to INR 35 Lakh)*	30% (Max. up to INR 30 Lakh)	15% (Max. up to INR 15 Lakh)*
2	Interest Subsidy to new tourism units (for first 3 years)	10% (Maximum up to INR 8 Lakh/yr/unit)	8% (Maximum up to INR 6 Lakh/yr/unit)	8% (Maximum up to INR 6 Lakh/yr/unit)	6% (Maximum up to INR 4 Lakh/yr/unit)	5% (Maximum up to INR 3 Lakh/yr/unit)
3	Stamp Duty Concession (only on tourism related projects)	100%	100%	100%	100%	50%
4	Tax Incentives (Reimbursement of SGST after adjustment of input tax credit)	100% for the first 5 yr and 90% thereafter	100% for the first 5 yr and 75% thereafter	100% for the first 5 yr and 75% thereafter	Nil	Nil
5	Special Incentive Scheme for Women Entrepreneur	In this scheme, Fiscal incentives such as State Capital Subsidy on Fixed Capital Investment: 25 % (Maximum up to INR 25 Lakhs). Interest Subsidy on the interest of Bank Loan: 6 % (Maximum INR 5 Lakhs per year) shall be available to the eligible Women's Enterpreneur / Service providing enterprises in the whole State.				

8.2 Incentives & Subsidies for larger tourism projects in which investment extends rupes 10 crore under Mega Industrial & Investment Policy – 2015

Department has made separate provisions to encourage larger tourism projects in the state by offering an array of incentives and subsidies. On the basis of Capital Investment Project shall be classified as large, Mega & Ultra Mega as follows:

Table 6: Categorization on the basis of Capital Investment:

S.No.	Type of Projects	Capital Investment
1	Large Projects	INR 10 Cr to INR 75 Cr
2	Mega Projects	INR 75 Cr to INR 200 Cr
3	Ultra Mega Projects	More than INR 200 Cr

Table 7: Available Incentives and Provisions: Admissibility

S. No.	Incentives Type	Large Projects	Mega Projects	Ultra Mega Projects
1	Capital Subsidy	<td colspan="3">• 10% of the Project Cost - Max. up to INR 1.5 Cr for hilly regions • 10% of the Project Cost - Max. up to INR 1 Cr for plain regions</td>		
2	Interest Subsidy to new tourism units.	7 % - Max. upto INR 25 Lacs	7% - Max. upto INR 35 Lacs	7% -Max. upto INR 50 Lacs
3	Reimbursement of SGST after adjustment of input Tax Credit	30%	50%	50%
4	Power Assistance/ Power Bill rebate	<td colspan="3">Rebate of INR 1 per unit and 100 % exemption on Electricity Duty for the first 5 years after establishment of unit.</td>		
5	Stamp Duty Concession (only on tourism related projects)	<td colspan="3">50% of rebate on Stamp Duty on registration during purchase of land. *Reimbursement after completion of work*</td>		
6	Reimbursement of land Registration Fee	<td colspan="3">At the rate of INR 1 per INR 1000</td>		
7	Subsidy on ETP	<td colspan="3">30%; Max. upto INR 50 Lacs.</td>		

- Housing department in order to promote tourism shall charge 10% of the circle rate towards the landuse conversion for any land parcel for tourism and entertainment purpose

8.3 Eligible Entity under Tourism

In view of the potential of tourism in the state and lack of opportunity for traditionally defined enterprises / tourism unit, definition of enterprises / tourism unit to be expanded to include following tourism activities so that they can get the benefits as per the MSME (where Capital Investment is up to INR 10 Cr.)and Incentives available to larger tourism projects (where Capital Investment is above INR 10 Cr.) as Government has granted industrial status to tourism industry also.

1. Hotels, Motels
2. Floatels / Floating resorts
3. Expansion of existing Hotels/Resorts etc. (min. expansion/addition of 15 rooms per Hotel/Resort unit)
4. Heritage Hotels/Entities
5. Yoga, Ayurveda and Naturopathy Resorts
6. Spa & health resorts/ Wellness resorts
7. Ecolodges &Perennial Camps
8. Tourist resort/tourist village
9. Local cuisine restaurants
10. Restaurants
11. Wayside facilities on National Highways or State Highways wherein restaurants and parking are available
12. Private Parking Lots
13. Amusement Park
14. MICE convention centres (minimum covered hall with carpet area of 5,000 sq feet.)
15. Activities in Rural tourism, Cultural Tourism
16. Festivals & Carnivals (Cultural, Local, Literature, Film, Food, theme based etc.)
17. Sound & Light shows, LASER shows etc.
18. Adventure activities such as – trekking, rock climbing, water sports, boat race, skating, fishing, aero sports etc.
19. Ropeways, funiculars etc.
20. Caravan, Motor Houses, Cruise boats, Yachts, house boats and establishment of boat clubs.
21. Operation of helium and hot air balloon, Blimps
22. Off-Road vehicles, air taxi, amphibians
23. Handicrafts / Shilpgram
24. Tourism or Hospitality Training Centres (including foreign language teaching centre)
25. Production and marketing of traditional Crafts and other artwork
26. Work related to maintenance of Cultural and Historical heritage
27. Tourism activities related to environment conservation/jungle safari/lodges etc.
28. Service Apartments

Note: The Department may alter or add any other tourism related project/services or activity to the above eligible entity list, as and when required.

8.4 Conditions for avail concessions and incentives:

- **Registration:** The eligible tourism units who wish to apply for the incentives and concessions shall be required to apply to UTDB simultaneously with single window (www.investuttarakhand.com) system and obtain registration certificate.
- **Facade –**All the new upcoming tourism units has to ensure that the Facade (Entrance) of the Tourism Unit resembles Uttarakhand Architecture (vernacular architecture) to promote the ironic and unique heritage of the state.
- **Energy Management –** All the new tourism units in Urban Areas has to ensure (self-certification) that at least 10% of energy consumption through installed capacity is met through renewable energy sources. UTDB shall independently conduct an audit to verify authenticity of self-certification.
- **Support Infrastructure –** All the new tourism units (both in Urban and Rural areas) have to ensure adequate support infra – access, parking, safety etc. while planning the tourism unit.
- **Viability Gap Funding (VGF) -** As per incentives from the Ministry of Tourism,viability gap funding shall be available to tourism infrastructure projects that are to be undertaken through Public Private Partnerships. The quantum of VGF provided under this scheme is in the form of a capital grant at the stage of project construction. The amount of VGF will be equivalent to the lowest bid for capital subsidy, but subject to a maximum of 20% of the total project cost[3].

8.5 Other Conditions

- The total benefits accrued from subsidies shall not be more than the cost of the project.
- It shall be mandatory for beneficiary to operate the tourism units for the next five years.
- If the tourism unit does not abide by these terms and conditions then it will have to return the subsidy amount with 15% simple interest to the State otherwise State may take any suitable action against the unit to recover the money.
- All the tourism units who have availed the incentives shall have to report their operations, employment generation, audited financial statements and details of incentives received to the department of tourism or any agency appointed by Department on yearly basis.

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[3]Ministry of Tourism, Viability Gap Scheme for Revenue Generating Tourism Projects

9- Capacity Building & Skill Development

9.1. Capacity Building
- Conduct capacity building training programmes jointly with Uttarakhand Skill Development Mission (UKSDM) to cater the needs of various tourism service providers like drivers, cooks, guides, cleaners, front office executives etc.
- The UTDB will also encourage hoteliers/travel operators/tour agents to induct trained and National Skill Qualification Framework (NSQF) certified guides/workforce for better absorption in the tourism sector
- Department of Tourism shall prepare a framework for Hotel Industry to rate hotels in broader categories of Gold, Silver & Bronze basis the level of services provided
- All efforts shall be made to develop skills required for the tourism sector with help of national level apex institutes like IITTM, IIFM, Culinary Inst. Noida, IHMs& National Skill Development Corporation (NSDC) etc.
- A pool of consultants / experts/ tourism aggregators shall be empanelled to provide necessary training like general etiquettes, English speaking and other languages, cooking, nature guides, heritage guides, resort operations etc. as required.
- UTDB shall periodically identify interested youths, operators, students, entrepreneurs to provide capacity building and training in the hospitality sector – some of such themes are as follows – Naturalist, Heritage Monument Guides, General Etiquettes/Guest Handling, Guest PR, Cooking, House-keeping, F&B, Language Proficiency - English / French etc.
- Certification - UTDB will periodically certify tourism sector workforce and arrange refresher courses for earlier certified guides for standardization and knowledge up-gradation. In addition UTDB shall also recognise and certify already employed Tourism Workforce through Pradhan Mantri Kaushal Vikas Yojna under Recognition of Prior Learning (RPL).
- Feedback and 3rd party skill assessment of trainings provided and trainees after completion of trainings.

9.2. Skill Development
- The Uttarakhand Skill Development Mission has been providing free skill development training programmes to youth over all 13 districts. Special skilling centre shall be established develop concerning the tourism unit area besides, trained youth shall be given priority in Government aided schemes.
- Incentives and subsidies to private sector shall be given for providing skill development and training in tourism sector.
- Convergence with Central Government schemes like Hunar se Rozgar Yojna of Ministry of Tourism and other ministries shall be ensured.
- UTDB shall reimburse 100% course fee of incumbents /trainees belonging to women, disadvantaged, under-privileged and economic weaker sections of the society in tourism and allied domains.

- State-level awards shall be given to encourage organizations and individuals working in the field of tourism for appreciation and recognition of Self Employment.

10 Marketing & Branding

10.1 Marketing, Branding and Use of ICT
- Aggressive Branding and Marketing exercises shall be undertaken by the Department/UTDB and the State will launch its new marketing campaign to boost tourist inflow and better outreach.
- UTDB shall appoint reputed marketing and branding consultants/ agencies/ firms for promoting the tourism.
- Presence of State Tourism in international and national tourism events/marts, roadshows, expo's etc. shall be ensured.
- UTDB shall give more emphasis on imparting awareness on policy incentives and subsidies to locals, so that they can benefit the most and trigger self-employment.
- UTDB shall ensure strengthening of ICT infrastructure to provide year round access to all destinations in the State especially the remote tourist locations.
- UTDB shall liaison with mobile operators to ensure good connectivity for all tourism destinations in the State especially far-flung areas.
- A four-digit 24X7 Tourism Helpline number shall be set up to provide instant help to tourists. This service will be made available and run in Hindi, English and other prominent foreign languages which may be added in due course.
- The strength of Tourist Police shall be increased and shall be deployed at all prominent tourism spots.Special emphasis shall be given to the security of female tourists.
- Cleanliness drives at important tourist destinations with the help of Student self severce groups CBO's, corporate etc. shall be conducted.
- The State shall organize annual excellence awards to honour individual/organizations doing exemplary work in the field of tourism to encourage provision of best services by them.
- To provide information to the tourists, Tourism Information Centres shall established at prominent airports, railway stations and bus stations of the country.
- State's image shall be improved through strategic advertising campaigns through print, electronic and outdoor media.
- Tourism information, research and forecasts shall be made more effective to serve the needs of the industry and Government.
- Use of social media shall be maximized for tourism publicity. Department's website, Facebook page, Twitter handle etc. will be enriched further.
- Tourists shall be provided information's with the better use of information technology and communication mediums. they shall be given tourism friendly information. Through mobile based applications
- In order to facilitate and augment tourism sector investments, the State shall organise Exhibitions &Tourism Investment Summits regularly to showcase various tourism offerings like; Potential Tourism Projects, Souvenirs,

- Handicrafts, Policy Incentives and Subsidies etc. through the Exhibition & Tourism Investment Summits.
- The Department shall organise an annual Carnival on a larger scale in which cultural parades, musical nights, sound and light shows, fireworks shall be included besides, activities attracting tourist shall also be included etc. Special package targeting Carnival shall be prepared for making it a vibrant event.
- Digital Marketing techniques shall be utilized to inform and educate tourists on the uniqueness of the tourist destinations and products thereby enhancing the State's image and perception.
- Department of Tourism shall create mobile application and knowledge based games to cater to the new generation of tourists.
- The Department of Tourism portal www.uttarkhandtourism.gov.inshall be the primary gateway for all consumer and trade marketing programmes.

11- Commencement.

The Uttarakhand tourism policy 2018 shall come into form the date of issuing notification in this regard by State government and shall applicable for next Five years. The implementation of the policy shall be reviewed every year at Sate level and amendments shall be made as required .