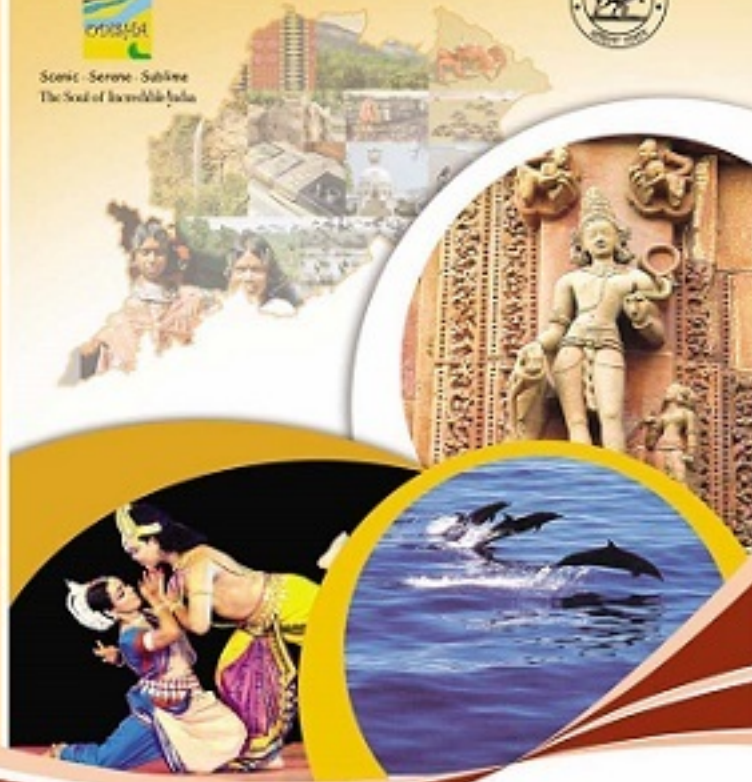


PERFORMANCE BUDGET

Odisha Tourism



Scenic - Serene - Sublime
The Soul of Incredible India



PERFORMANCE BUDGET
2016-17

Department of Tourism • Government of Odisha



Rath Yatra, Puri

Shree Jagannath Temple, Puri



Bhaskareswar Temple

**Performance Budget
Tourism & Culture (Tourism) Department**

2016-17



Odisha Tourism



Scenic | Serene | Sublime
The Soul of Incredible India

Department of Tourism, Government of Odisha

Paryatan Bhawan, Lewis Road, Bhubaneswar-751014

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Performance Budget 2016-17

Published in 2017

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Paradeep Beach

Contents

Sl. No.	Subject	Page
1	Introduction	01
2	Administrative Set up	01
3	Objectives	02
4	Activities	03
5	Tourism Projects	11
6	11th Plan Outlay and Expenditure	14
7	Tourists Visit	16
8	Performance of Tourism Units	17
9	Hotel Availability in Odisha	18
10	Average Percentage of Hotel Occupancy	19
11	Organisation Chart	20



Brahmeswar Temple



Joranda Waterfall



Ratnagiri

PERFORMANCE BUDGET TOURISM & CULTURE (TOURISM) DEPARTMENT 2016-17

1. INTRODUCTION

Functioning as Public Relation Activity and later as a part of the former Home (PR) Department since 1960, Tourism became an independent function of the Government with the creation of Tourism and Cultural Affairs Department in the former P&S Department Resolution No.17313-Gen., dated the 13th November, 1973. The Department so created was renamed as Tourism, Sports & Culture Department in G.A. Department Resolution No.14386-Gen. dated the 10th June, 1980. In course of further reorganization, a separate Department was created for Tourism in G.A. Department Resolution No.270-Gen. dated the 2nd January 1991. Again, a new Department of Tourism & Culture was created in G.A. Department Resolution No.29049-Gen. dated the 30th December, 1995.

2. ADMINISTRATIVE SET UP

2.1 Like many other Departments of Government, the Tourism Wing of the Department of Tourism & Culture has a composite office.

2.2 There are 35 Tourist Offices, 30 inside the State namely Puri, Khurda, Nayagarh, Cuttack, Jajpur, Jagatsinghpur, Kendrapada, Balasore, Bhadrak, Mayurbhanja (Baripada), Keonjhar, Sundargarh (Rourkela), Sambalpur, Bargarh, Jharsuguda, Deogarh, Dhenkanal, Angul, Balangir, Subarnapur (Sonepur), Kalahandi (Bhawanipatna), Nuapada, Koraput, Rayagada, Malkanagiri, Nawarangapur, Kandhamal (Phulbani), Boudh, Ganjam (Berhampur), Gajapati (Paralakhemundi), 2 destination Tourist Offices in Bhubaneswar and Konark each headed by a Tourist Officer and 3 Tourist Offices outside the State in New Delhi, Kolkata, and Chennai, each headed by an Asst. Director.

2.3 There are 8 Tourist Counters - 3 inside the State, at Bhubaneswar Air-port and Railway Stations at Bhubaneswar & Puri. 5 outside the State located at Howrah (WB), Vizianagaram (AP), Raipur (Chhattisgarh) Railway Station, Hyderabad (Telangana) and Navi Mumbai (Maharashtra). All the above tourist counters are in operation.

2.4 There are 63 Tourist Bungalows: **23 Panthasala** at Aradi, Lalitgiri, Dhabaleswar, Kapilash, Taratarini, Patharajpur, Ghatagaon, Gupteswar, Kantilo, Sarankul, Bangriposhi, Nrusinghnath, Dhamnagar, Chhapchikana, Mahavinayak, Biraja (Jajpur town), Kendrapara, Kenduli, Khiching, Bisamkatak, Binika, Khandadhar & Ranipur-Jharial ; **16 Way Side Amenities (WAC)** at Baragarh, Charichhack, Talchua, Banarpal, Sohela, Bhadrak, Girisola, Gorakanathpitha, Gokarnika, JK Road, Ramachandi (Kendrapara), Dangamal, Rameswar, Sunabeda, Odogaon and Chandikhola ; **9 Tourist Reception Centre (TRC)** at Udayagiri, Ratnagiri, Koraput, Paralakhemundi, Patharajpur, Kendrapara, Khandagiri, Dhenkanal & Bhattarika ; **9 Tourist Complex (TC)** at Deulajhari, Langudi, Sonepur, Harishankar (2 Units), Thuamul-Rampur, Belghar, Daringibadi & Atri ; **6 Others** – Aranya (Lulung), Eco-Camp (Ramchandi), Mahodadhi Nivas (Puri), DTC (Phulbani), PCC (Sonepur & Open Air Audi-Torium (Konark).

2.5 The organisation chart of the Department of Tourism as on 31st March, 2017 is available in Annexure-I

2.6 A Public Sector undertaking namely, Odisha Tourism Development Corporation (OTDC) Ltd. is functioning under the administrative control of the Department of Tourism since 1979-80. Constituted in Tourism Department Resolution No.3221/TSM dated the 27th February, 1979, it was registered as a Company under the Indian Companies Act, 1956 on the 3rd July, 1979. The OTDC operates 21 Tourist Bungalows known as Panthanivas at Puri, Bhubaneswar, Barkul, Rambha, Gopalpur, Taptapani, Cuttack, Chandipur, Rourkela, Sambalpur, Paradeep, Balasore, Keonjhar, Baripada, Chandaneswar-Talsari, Panchalingeswar, Dhauli, Panthika Khandagiri, Aranya Nivas Chandabali, Yatrivas Konark and Yatrivas Satapada. Besides these, Transport units at Bhubaneswar, Puri and Chandipur, Boating Units at Barkul, Satapada, Rambha and Chandabali and a Restaurant at Nandankanan are also run by the OTDC.

3. OBJECTIVES

3.1 The main objectives of the Tourism Department are :-

- (i) To increase tourist traffic to the state and enhance their duration of stay in Odisha.
- (ii) To ensure creation of adequate Tourism Infrastructure.
- (iii) To develop, promote and market Odisha as a Tourist Destination.
- (iv) To position Odisha as preferred destination within & outside Odisha.

4. ACTIVITIES

To achieve these objectives, the activities of the Tourism Department revolve around the following:

Highlights of Activities during 2016-17

4.1 Publications and Publicity: 8 Tourism destination (Puri, Bhubaneswar, Konark, Chilika, Gopalpur, Chandipur, Similipal & Bhitarkanika) and “Exotic Odisha” brochure have been reprinted. Attractive souvenirs such as T-Shirts on International Sand Art, Rath Yatra, World Tourism Day and Jute bags, Caps & page marker have been prepared.

4.2 Advertisements (Print Media): Advertisement is one of the powerful channels of communication to create public awareness. Attractive and innovative advertisements were released in the year 2016-17 for promoting Odisha as a Tourist Destination in the following magazines.

Category: - In flight (National) Go-Getter, Jet Wings, SubhaYatra, IndiGo Hello 6E, Airports India, Vistara

Category:-In flight (International)

Japan In-flight Magazine (Skyward), Singapore In-flight Magazine (Priority), Silk Air In-flight Magazine (Silk Wind), High Life, Jet wings.

Category:-Travel (National)

Discover India, Today's Traveller, Outlook Traveller, Travel Span, Rail Bandhu, Exotica, Touriosity, Lonely Planet, Travel with Style National Geographic Traveller, Travel+ Leisure (India & South Asia), Travel + Leisure (South East Asia), Traveller, Travel Biz Monitor, India Conde Nast Traveller India.

Category:-In flight (International)

Travel+ Leisure (South East Asia), Travel+ Leisure (India & South Asia)

Category: - Tabloids

T3 (Travel Magazine), TTJ (Travel Trade Journal), Travel News Digest (TND), Screen, Business Today, Outlook Business, The World of Travel & Tourism

Category:-General (National)

Discovery India, Buddhist Mirror, Frontline, Outlook , Women's Era, Griha Sobha, Sarita, Caravan & Alive, India Today, Times, Rail Bandhu, Lonely Planet , Outbound International , Indiaah, Reader's Digest, Afro Asian Business Chronicle, The Week, Eastern Panorama, Smart Photography, My City Links, Stardust, Savvy, Society, Mandate & Interior, etc.

Category:- (International)

Asian Trader

Category:-Nature & Wild life

Tourism & Wild life

Category: - Sports

Sports Star

4.3 Advertisements (Electronic Media): For promotion of the Odisha Tourism the following TV Channels have been engaged for electronic media campaign.

INTERNATIONAL CAMPAIGN

Sl. No.	Name of the Network	Name of the Channel
1.	Discovery	1. Discovery 2. TLC 3. Animal Planet
2.	Turner International	1. CNN International

NATIONAL CAMPAIGN

Sl. No.	Name of the Network	Name of the Channel
1.	Discovery	1. Discovery 2. TLC 3. Animal Planet
2.	9X Media	1. 9XM
3.	ABP	1. ABP News 2. ABP Majha 3. ABP Anand
4.	NDTV	1. NDTV Good Times 2. NDTV India 3. NDTV 24 X7
5.	Star	1. Star Plus 2. Star Gold
6.	Times	1. Times Now
7.	TV Today	1. Aajtak News – Hindi 2. India Today TV – English 3. Delhi Aajtak 4. Tej
8.	Zee Media	1. Zee News 2. Maurya TV 3. Zee 24 Ghanta
9.	Doordarshan	1. Doordarshan



REGIONAL CAMPAIGN

Sl. No.	Name of the Network	Name of the Channel
1.	OTV	1. OTV News
2.	Eastern Media	1. Kanak TV
3.	Zee Media	1. Zee Kalinga

OUTDOOR BRANDING

(A) Mumbai & Delhi Airport Branding

With a view to promote Odisha Tourism in the Western and Northern part of India, Mumbai and Delhi Airport Branding has been undertaken by the department for a period of six months w.e.f October'16 to March'17.

(B) Metro Train Branding

To create massive awareness campaigns for the passengers commuting in Metro trains, Metro train branding has been undertaken at Mumbai Metro for a period of six months w.e.f May'16 to October'16.

4.4 Website: The Odisha Tourism Website (www.odishatourism.gov.in) has been refurbished to highlight the various tourism products of the State and it has attracted considerable Cyber-visitors. The website contains colorful snap shots of different festivals and information about Odisha.

4.5 Toll –Free Number: Toll-free phone bearing number 1800 208 1414 is available for information and assistance for the tourists.

4.6 Audio Visual: 5 (Five) nos. of Documentary films on Odisha Tourism have been produced such as Dhauli: The Essence of Buddhism, The Caves of Udayagiri and Khandagiri Hills, Bhubaneswar: The City of Delight, Puri: The City of Joy & Chilika Lake.

4.7 Fairs, Festivals & Tourism Events

Odisha Tourism participated in a number of Tourism Trade Fairs within and outside the Country for promotion of Tourism.

I. NATIONAL EVENTS (Inside the Country)

Sl. No.	Name of the Event	Date
1	TTF, Kolkata	8-10 July, 2016
2	TTF, Hyderabad	15-17 July, 2016
3	TTF, Ahmedabad	2-4 September, 2016
4	IATO Convention, Bangalore	18-21 September, 2016
5	Incredible India Investors Summit, New Delhi	21-23 September, 2016
6	Bali Yatra Festival, Cuttack	14-21 November, 2016
7	IITF, New Delhi	14-27 November, 2016
8	Toshali National Crafts Mela, Bhubaneswar	15-27 December, 2016
9	Adivasi Mela, Bhubaneswar	26 th January – 2 nd February, 2017
10	SATTE, New Delhi	15-17 February, 2017
11	TTF-OTM , Mumbai	21-23 February, 2017
12	TTF, New Delhi	27 February, 2017 to 01 March, 2017
13	MSME Trade Fair, Bhubaneswar	5-10 March, 2017

II. INTERNATIONAL EVENTS (Outside the Country)

Sl. No.	Name of the Event	Date
1	Cannes Film Festival, France	11-22 May, 2016
2	JATA, Japan	22-25 September, 2016
3	ITB Asia, Singapore	19-21 October, 2016
4	World Travel Mart (WTM), London	7-9 November, 2016
5	ITB, Berlin (Germany)	8-12 March, 2017

III. Awards & Accolades:

	Name of the Event	Award Won
1.	Adivasi Mela, Bhubaneswar	Best Stall award

4.8. Festivals Organised

Odisha Tourism has organized the following festivals during the year 2016-17.

Sl. No.	Name of the Event	Date	Time	Venue
1	World Tourism Day	27 th September, 2016	Day Long Programme	Heritage Walk. Cultural Programme at Rabindra Mandap, Bhubaneswar
2	Konark Festival	1 st - 5 th December, 2016	6.00 PM to 8.30PM	Open Air Auditorium, Konark
3	International Sand Art Festival	1 st - 5 th December, 2016	10.00AM to 10.00PM	Chandrabhaga Beach, Konark
4	Mukteswar Dance Festival	14 th - 16 th January, 2017	6.00PM to 8.30PM	Mukteswar Temple Complex, Bhubaneswar
5	Rajarani Music Festival	18 th - 20 th January, 2017	6.00PM to 8.30PM	Rajarani Temple Complex, Bhubaneswar
6	Dhauli-Kalinga Mahotsav	6 th - 8 th February, 2017	6.00PM to 8.30PM	Foot Hill, Dhauli

The Cultural festivals supported & sponsored by Odisha Tourism during the year, 2016-17 were Chandipur Beach Festival, Talsari Beach Festival, Gopalpur Beach Festival, Parab Festival, Dhanu Yatra Festival, Chilika Festival, Guru Kelucharan Mohapatra Award Festival, Gunjan Dance Academy, Anjali Children's Festival at Bhubaneswar, JDCA Film Festival at Bhubaneswar, Bhajana Samaroha on the occasion of Siva Ratri at Lingaraj Temple, Bhubaneswar, Adivasi Mela at Bhubaneswar, Chhausathi Yogini Mahotsav at Hirapur, Paika Akhada at Khordha. Besides, the Department also supported Odisha Forum, New Delhi and participated in Tourism Investors Meet, Surfing Festival at Ramchandi, Bhubaneswar Music Circle etc.

4.9 Odisha Tourism Portal

The Odisha Tourism official website www.odishatourism.gov.in contains exhaustive information about the State. To facilitate the tourists to plan their visit to Odisha, Odisha Tourism has launched another website i.e. www.visitorissa.org.

4.10 Guide Training Programme

To create adequate trained manpower to take guiding as a profession in the State, Odisha Tourism has imparted training to 1154 youths till 2016-17.

4.11 Eco-Tourist Guide Training Programme

Under the Scheme of Capacity Building Training programme for Local youths under Odisha State Youth Policy-2013, 361 local youths in Eco-Tourism areas have been trained as Eco-Guides & 244 youths have been trained as State Level Guides for escorting & guiding to the tourists till 2016-17. It is also facilitating gainful employment to the unemployed local youths. The IITTM, Bhubaneswar has been assigned for such training programmes.

4.12 Hospitality Related Training Programme

Under Skill Development Training programme of Odisha Skill Development Authority (OSDA), Govt. of Odisha, 269 nos of youths have been trained in hospitality related trades like Cook (General), Cook (Indian Cuisine), House Keeper, Baker, Food & Beverage Service & Front Office-cum-Receptionist. State Institute of Hotel Management (SIHM), Balangir has been assigned for such training programme.

4.13 Organisation of French Language Training Programme

In view of gradual surge of foreign tourists to the state and equip local young and unemployed youth to take up carrier as a language Guide, the Department of Tourism has started a French Language Training Programme (DELF-A1) in association with Alliance Francaise, West Bengal. 30(Thirty) nos. of trainees have taken admission & Training has been commenced in Department of Tourism.

4.14 Tourism & Travel Trade related Training Programme

Under Skill Development Training programme of Odisha Skill Development Authority (OSDA), Govt. of Odisha, 100 nos. of youths have been trained in Tourism & Travel Trades like Ticket Reservation Assistant, Tour Assistant and Tourism & Travel Executive. IITTM, Bhubaneswar has been assigned for such training programme.

4.15 Operation of direct Air Asia International flight connection between Bhubaneswar, Odisha and Kuala Lumpur, Malaysia

A Memorandum of Agreement (MoA) was signed on 17th Feb 2017 between Govt. of Odisha and M/s Air Asia Berhad for operation of direct international air connection between Kuala Lumpur, Malaysia and Odisha.

At the initiative of Odisha Tourism the inaugural flight of Air Asia has connected Kuala Lumpur, Malaysia with Bhubaneswar, Odisha on 26th April 2017. This was a historic occasion and proud moment for Odisha as this route opened a new floodgate to entire East, South and South East Asian countries.

The CEO of Air Asia Aireen Omar, Senior Director of Malaysia Tourism Board, High Commissioner of Malaysia at Delhi along with 11 member media team visited Odisha on the inaugural flight.

4.16 Safety and Security of Tourists

Safe, secure & hassle free movement of tourists within Odisha is the top most priority. Puri being the hub of tourist movement, 100 nos. of life Guards were deployed along the Sea Beach. This was being controlled and monitored by S.P., Puri.

266 nos. of Private life guards (Nolias) & 160 social workers, college students, police personnel & photographers at Puri have been imparted training in life saving & Hospitality.

266 nos. of Private life guards (Nolias) have been provided life guard uniforms.

50 No. of life guards (Nolias) of Gopalpur Sea Beach have been covered with Insurance of Rs.1.00 lakh each with United Insurance Co. Ltd.

22 nos. of signage were installed on the Sea Beach for awareness of beach cleaning and safe sea bath.

Tourist Police patrolling has been introduced in Puri-Satapada and Puri-Konark route.

In view of visits of tourists to PVTGs areas, an advisory for visit of international tourists to PVTGs has been implemented.

Tourist Emergency Fund of Rs.1.00 Cr has been created to provide financial assistance to the tourists during disaster situations.

Tourist Police cell at Sea Beach Police Station, Puri is functioning since Nabakalebara-2015.

Beach Cleaning

Rs. 1.00 crore has been spent for cleaning of Sea Beach at Puri.

4.17 Baristha Nagarika Tirtha Yatra Yojana

Pilgrimage or 'Tirtha Yatra' holds a special significance in Indian culture as well as in other cultures of the world. Pilgrimage is considered as a spiritual and divine experience and also a deed of reward. Tradition of Tirtha Yatra or pilgrimage has always played an important role in holding the diversities of Indian culture together and intact since ancient times. Keeping this in view, the State Tourism Department offers a great opportunity to the poor and deprived senior citizens of the State for realization of their lifelong dream of having one Tirtha Darshan (Pilgrimage) and fulfills their spiritual aspirations, with the support of the State. This scheme offered to people of all regions/faith.

The scheme has benefitted senior citizens over 60-75 years of age to undertake pilgrimage at Government assistance.

Accordingly, State Govt. in Tourism Department had launched a new scheme, namely, "**Baristha Nagarika Tirtha Yatra Yojana**" vide Tourism Dept. Resolution No. 2583/TSM, dt. 01/02/2016 in collaboration with IRCTC.

To start with, three pilgrim trains originated from Berhampur (RDC-Southern Division), Bhubaneswar (RDC-Central Division) and Sambalpur (RDC- Northern Division) under Full Tariff Rate (FTR) basis. During the current financial year, 2016-17 an amount of Rs. 5 crores was spent in the plan budget for operation of the 3 pilgrim trains.

In the meantime, all 3 trips have been successfully completed as detailed below:

Sl. No.	RDC Zones	Originating Stations	Destinations	Period	No. of Pilgrims
1	Southern Division	Berhampur	Rameswaram-Madurai	25 th July, to 1 st August, 2016	977
2	Central Division	Bhubaneswar	Allahabad-Varanasi	23 rd - 28 th September, 2016	971
3	Northern Division	Sambalpur	Rishikesh-Haridwar	22 nd - 28 th November, 2016.	983
Total					2931

4.18 Approval of Tourism Related Projects

Approval of Tourism related project is a regular activity of Tourism Department. The project fulfilling certain criteria and standards are given approval by Special Single Window Clearance Committee (SSWCC) and Special Single Window Clearance Authority (SSWCA).

32 (Thirty two) No. of Tourism Related Project proposals have been approved by SSWCC and SSWCA.

4.19 Recognition of Excursion Agencies

11 No. of new Travel Agents have been recognized and 4 no. of existing Travel Agents have been renewed as "Excursion Agency" during the year 2016-17 which comes to 108 in total.

11 Nos. of Newly Recognized Travel Agents :

BHUBANESWAR	
1.M/s Santosh Travels Plot No. SCR-95 , Kharavela Nagar Unit-3, Bhubaneswar-751001 Approved vide G.O.N.8378/TSM, dated 25.08.2016	2.M/s Caravan Tours & Travels Plot No.457, Madhusudan Nagar Sabar Sahi Lane Unit-IV Bhubaneswar-751012 Approved vide G.O.N.8706/TSM,dated 07.09.2016
3.M/s Patra Tours & Travels 149 B Ashok Nagar , Infront of Allahabad Bank,Bhubaneswar-751009 Approved vide G.O.N.12988/TSM, dated 23.12.2016	4.M/s Sai Shraddha Travels & Holidays HIG 136 , Phase-1 Pokhariput Bhubaneswar-751020 Approved vide G.O.N.12956/TSM, dated 23.12.2016
PURI	
1.M/s. Maa Shyamakali Tour & Travel Agency Soudabad Sahi, Ballia Panda Infront of Sadhana Ashram, Puri -752001 Approved vide G.O.N.8373/TSM, dated 25.08.2016	2.M/s. Kanha Travels Dolamandap Sahi, Puri-752001 Approved vide G.O.N.8420/TSM, dated 25.08.2016
3.M/s. Take Our Trip Travels CT Road, Puri Approved vide G.O.N.12976/TSM, dated 23.12.206	4.M/s.Narayana Tour & Travels Dandimala Sahi, Near Town Police Station ,Puri Approved vide G.O.N.12973/TSM, dated 25.08.2016
5.M/s.Dulcimer Tours Plot No. 927, Kumuti Sahi, Puri Approved vide G.O.N.12968/TSM, dated 23.12.2016	
JAJPUR	
1.M/s.Pawan Putra Travels Infront of Police Station, Kacheri Road, Jajpur Town , Dist –Jajpur Approved vide G.O.N.12945/TSM, dated 23.12.2016	
MAYURBHANJ	
1. M/s. Dev Tour & Travels Bhanjpur,Baripada Dist- Mayurbhanj Approved vide G.O.No.12961/TSM, dated 23.12.2016	

Renewal of Recognized Travel Agents:

BHUBANESWAR	
1.M/s Swosti Travels Pvt. Ltd. 103, Janpath, Bhubaneswar Approved Vide G.O.N.8383/TSM, dated 25.08.2016	2.M/s Lipsha Travels A-209, Nirmala Plaza, 1-A Forest Park , Bhubaneswar Approved Vide G.O. N.12983/TSM, dated 23.12.2016
3.M/s. Alternative Tours Pvt. Ltd. Room No.5, BDA Market Complex, Pallaspali, Bhubaneswar Approved Vide G.O. N.8388/TSM, dated 25.08.2016	4.M/s. Eastern Risen Expedition Pvt. Ltd. Plot No.1267/2376(Ground Floor), Canal Road, Bomikhal, Bhubaneswar Approved Vide G.O.N.8388/TSM, dated 25.08.2016

5. TOURISM PROJECTS

5.1 With a view to create adequate tourist infrastructure and facilities within the State, Odisha Tourism has undertaken to execute a lot of tourism projects in different locations through the support of Govt. of India funds and State Budget.

List of completed projects sanctioned during 11th Plan

1. Harishankar-Nrusinghanath-Ranipur-Jharial as tourist circuit
2. Development of Kapilash-Joranda-Saptasajya
3. Development of Nandankanan-Khandagiri-Deras-Chandaka as Tourist Destination
4. Development of Mahanadi Central Heritage under Destination Scheme
5. Development of Gurukul at Konark Natya Mandap (Hardware)
6. Development of Mahanadi River Heritage under Tourist Circuit Scheme.
7. Development of Sonepur-Khandapada-Narasinghpur-Cuttack
8. Development of Silk Route Circuit in Ganjam as Tourist Destination
9. Development of Odisha Tourism Information Portal.
10. Development of Barpali (Hardware)

2011-12

1. Development of Pipili under Destination Scheme
2. Development of Gajapati-Rayagada under Circuit Scheme

List of Ongoing Projects sanctioned during 12th plan (year wise)**2012-13**

No projects have been sanctioned during the year 2012-13.

2013-14

1. Puri-Bhubaneswar-Chilika Mega Circuit phase-II
2. Developemnt of Chandrabhaga under Destination Scheme
3. Development of Varahipitha-Dhabaleswar-Matamatha-Nau Vihar
4. Development of Ekamra under Destination Scheme
5. Development of Talasari-Chandipur-Dagara under Beach Circuit Development Scheme
6. Multimedia Show at Udayagiri-Khandagiri Caves
7. Multimedia Show at Konark Sun Temple, Konark
8. Multimedia Show at Dhauli

2014-15

1. Infrastructure development at Puri,Shree Jagannath Dham –Ramachandi-Prachi
River front at Deoli-Dhauri under Mega Circuit
2. Harishankar-Nrusinghnath-Patoa under Circuite Develment Scheme
3. Koraput-Deomali-Sunabeda under Destination Scheme

2015-16

No projects have been sanctioned during the year 2015-16.

2016-17

Development of Gopalpur-Tampara-Barkul-Satapada Coastal Circuit under Swadesh Darshan Scheme.

List of completed projects sanctioned during 12th Plan (year wise)

2015-16

The Project-Multimedia Show at Dhauri has been completed.



5.2 Initiatives of PPP Projects

- i) 3 (three) nos. of Tourism units have been leased out on PPP mode during 2016-17
 1. Panthasala, Kantilo
 2. Panthasala, Sharankul
 3. Panthasala, Ghatagaon
- ii) The State Govt. has sanctioned funds for installation of Floating Musical Fountain and Laser Show in Bindusagar, Bhubaneswar during 2015-16. The work is under progress.
- iii) Installation of Buddha Statue at Neulapur in the district of Jajpur is under progress.
- iv) The State Govt. has sanctioned funds for installation of Floating Musical Fountain and Laser Show at Narendra Pokhari, Puri during 2015-16. The Project is completed and started operation since 18th May 2017.
- v) DPR (Detailed Project Report) for development of Buddhist Circuit i.e Dhauligiri-Udayagiri-Ratnagiri-Langudi-Lalitgairi under 'SWADESH DARSHAN' Scheme has been submitted to the Ministry of Tourism for consideration.
- vi) DPR (Detailed Project Report) for development of Spiritual **Circuit** i.e Akhandalmani Temple (Aradi)-Biraja Temple (Jajpur)-Baladev Jew Temple (Kendrapara)-Sarala Temple (Jagatsinghpur) under 'SWADESH DARSHAN' Scheme has been submitted to the Ministry of Tourism for consideration.
- vii) DPR (Detailed Project Report) for development of the following **Rural Circuit** under 'SWADESH DARSHAN' Scheme has been submitted to the Ministry of Tourism for consideration.
 - a) **Odisha Zone I** : Mayurbhanj, Balasore, Keonjhar, Jajpur, Jagatsinghpur, Kendrapara, Cuttack & Dhenkanal
 - b) **Odisha Zone II** : Khurdha, Puri, Ganjam and Nayagarh



6. 11TH FIVE YEAR PLAN OUTLAY / EXPENDITURE*(Rs. in lakh)*

Name of the Scheme 11 th Plan (2007-2012)	2007-08		2008-09		2009-10		2010-11		2011-12.	
	Outlay	Exp.	Outlay	Exp.	Outlay	Exp.	Outlay	Exp.	Outlay	Exp.
1	3	4	5	6	7	8				
101-Tourist Centre	10.00	10.00	5.00	5.00	5.00	5.00	-	-	-	-
102-Tourist Accommodation	816.00	816.00	2100.00	1975.00	1545.00	1545.00	1075.90	1035.67	2910.00	2910.00
103-Tourist Transport	-	-	600.00	600.00	-	-	-	-	-	-
104-Promotion and Publicity	314.00	312.80	560.00	560.00	790.00	790.00	1204.10	1204.10	1550.00	1549.90
Addl. Central Assistance:	300.00	300.00	1300.00	1300.00	1000.00	1000.00	-	-	-	-
C.P	-	-	-	-	-	-	-	-	55.45	55.45
Total	1440.00	1438.80	4565.00	4440.00	3340.00	3115.00	2280.00	2239.77	4515.45	4515.35

APPROVED OUTLAY & EXPENDITURE FOR 2012-13 TO 2016-17 & ANNUAL OUTLAY FOR 2017-18.*(Rs. in lakh)*

Name of the Scheme (2012-2017)	2012-13		2013-14		2014-15		2015-16		2016-17		2017-18
	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay
1	2	3	4	5	6	7	8	9	10	11	12
102- Tourist Accommodation	3085.00	3085.00	4926.40	4876.40	9200.03	9200.03	9000.00	9000.00	7693.00	7693.00	8730.00
102- Tourist Accommodation (State Matching contribution)	1000.00	858.41	500.00	500.00	--	--	--	--	--	--	--
Total	4085.00	3943.41	5426.40	5376.40	9200.03	9200.03	9000.00	9000.00	7693.00	7693.00	8730.00
104-Promotion and Publicity	2400.00	2400.00	3025.00	2959.43	2725.00	2723.20	3110.00	3130.00	4110.00	4110.00	6282.00
CSS to development of Tourist infrastructure for destination:	--	--	--	--	3145.92	932.44	1514.45	1176.00	--	--	--
C.P	100.07	100.07	--	--	--	--	-	-	3000.00	--	3000.00
Total	6985.07	6443.48	8451.40	8335.83	15070.95	12855.67	13624.45	13286.00	14993.00	11893	18012.00

SUMMARY OF PROGRAMME EXPENDITURE FOR THE YEAR- 2017-18.*(Rs. in lakh)*

SI No.	NAME OF THE SCHEME	HEAD OF A/C	BUDGET PROVISION
1	2	3	4
1	BARISTHA NAGARIKA TIRTHA YATRA YOJANA	32-3452-TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-3117-BARISTA NAGARIKA TIRTHA YATRA YOJANA-20002-OTHER CHARGES (voted).	650
2	DEVELOPMENT AND MANAGEMENT OF TOURIST INFRASTRUCTURE	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01-TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468-TOURIST ACCOMMODATION -37078-CONSTRUCTION OF TOURIST ACCOMMODATION (voted).	8630
3	GRANTS TO STATE INSTITUTE OF HOTEL MANAGEMENT BOLANGIR	32-3452-TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY -41093-GRANT IN AID TO FOOD CRAFT INSTITUTE BOLANGIR 921-Grant in Aid towards Salary- Rs.92, 00,000/- & 918-Grant in Aid General(Non-Salary)- Rs.30,00,000/-voted).	122
4	PUBLICITY OF TOURISM	32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY -11005-ADVERTISING SALES AND PUBLICITY (voted).	5299.99
5	SAFETY SECURITY & SANITATION	32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-78661 safety security and sanitation (voted).	200
6	NEW TOURISM POLICY AND CRITICAL GAP FUNDING	32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-78662NEW TOURISM POLICY AND CRITICAL GAP FUNDING (voted).(Token amount proposed)	0.01
7	TOURISM –TRAINING AND CAPACITY BUILDING	32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY -78514-TRAINING PROGRAMME FOR CAPACITY BUILDING (voted).	10
8	INFORMATION TECHNOLOGY AND E-GOVERNANCE	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01-TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468-TOURIST ACCOMMODATION -78245- INFORMATION AND TECHENLOGY INFRASTRUCTURE. (Voted).	100
		TOTAL STATE PLAN	15012
9	PILGRIMAGE REJUVENATION AND SPIRITUAL AUGMENTATION DRIVE(PRASAD)	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-CENTRAL SECTOR SCHEMES-STATE SECTOR -01-TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468-37078-CONSTRUCTION OF TOURIST ACCOMMODATION (Central Plan) (voted).	3000
		GRAND TOTAL	18012

7. TOURISTS VISIT

Development of Tourism is normally measured in terms of the number of tourist visit. The tourist visit from 2012 to 2016 including visitors from within the State is given below:

7.1 Tourists visit to Odisha

Year	Domestic		Total	Foreign	Grand Total	% Growth
	From Odisha	From outside Odisha				
2012	54,37,254	36,15,832	90,53,086	64,719	91,17,805	9.43
2013	58,81,714	39,18,421	98,00,135	66,675	98,66,810	8.21
2014	64,74,077	43,16,545	1,07,90,622	71,426	1,08,62,048	10.08
2015	70,71,367	47,14,750	1,17,86,117	66,971	1,18,53,088	9.12
2016	77,05,425	51,37,474	1,28,42,899	76,361	1,29,19,260	9.00

7.2 Foreign Tourists Arrival in Odisha vis-à-vis India

Year	No. of Foreign Tourist Arrival to India	No. of Foreign Tourist Arrival to Odisha	Share of Odisha in Indian Tourist Market
2012	65,77,745	64,719	0.98
2013	69,67,601	66,675	0.96
2014	76,79,099	71,426	0.93
2015	80,27,133	66,971	0.83
2016	88,04,411	76,361	0.87

7.3 Inflow of Money through Tourist Spending (Expenditure)

On the basis of the Tourist Profile Survey conducted in 2013 -14, the estimated inflow of money through tourist spending (expenditure) during 2012 to 2016 is given below.

(Rs. in Crore)

Year	Domestic			Foreign	Total
	Tourists from within Odisha	Tourist From outside Odisha	Total		
2012	2729.99	1815.47	4545.46	207.24	4752.70
2013	6012.94	4005.84	10018.78	305.62	10324.40
2014	6618.51	4412.85	11031.36	327.39	11358.75
2015	7229.13	4819.93	12049.06	306.97	12356.03
2016	7877.33	5252.09	13129.42	350.02	13479.44

8. PERFORMANCE OF TOURISM UNITS OF DEPARTMENT OF TOURISM FOR THE LAST FIVE FINANCIAL YEARS

Sl. No.	Name of the Unit	District	Year	No. of Tourist Stayed		% of Occupancy	Income in Rs.	Exp. in Rs.	Loss/ Profit
				Domestic	Foreign				
1	2	3	4	5	6	7	8	9	10
1	Biraja Panthasala Jajpur	Jajpur	2012-13	4958	-	39%	381840	1901245	-1519405
			2013-14	3558	2	27%	366080	2160069	-1793989
			2014-15	3114	-	23%	384960	2611720	-2226760
			2015-16	456	-	12%	58340	2635915	-2577575
			2016-17	-	-	-	-	2221194	-2221194
2.	W A C Girisola	Ganjam	2012-13	-	-	-	-	1017416	-1017416
			2013-14	-	-	-	-	589499	-589499
			2014-15	-	-	-	-	780331	-780331
			2015-16	-	-	-	-	480256	-480256
			2016-17	-	-	-	-	358770	-358770
3.	Cyclone Shelter-Cum-Yatrinivas, Chandaneswar	Balasore	2012-13	1986	-	50%	350650	1594059	-1243409
			2013-14	1098	-	29%	308160	1915372	-1607272
			2014-15	1186	-	27%	308750	2344824	-2036074
			2015-16	1741	-	42%	435930	2568750	-2132820
			2016-17	1568	-	39%	450800	2445635	-1994835
4.	Panthasala Khiching	Mayurbhanj	2012-13	122	-	5%	10820	397193	-386373
			2013-14	69	-	3%	15920	580510	-564590
			2014-15	32	-	1%	4800	556644	-551844
			2015-16	16	-	5%	1800	590300	-588500
			2016-17	-	-	-	-	637517	-637517
5.	Panthasala Nrusingnath	Bargarh	2012-13	336	-	33%	19450	776749	-757299
			2013-14	797	-	15%	38460	1193667	-1155207
			2014-15	797	-	13%	79720	591145	-723166
			2015-16	794	-	14%	73040	29184	+43856
			2016-17	593	-	10%	52580	48756	+3824
6.	Tourist Complex Atri	Khurda	2012-13	-	-	-	-	-	-
			2013-14	9	-	-	2700	477860	-475160
			2014-15	144	-	-	15660	1058567	-1042907
			2015-16	17	-	-	1740	1433772	-1432032
			2016-17	3	-	-	900	1539347	-1538447

9. HOTEL AVAILABILITY IN ODISHA

As per the Hotel tariff and the spending capacity of tourists, the existing hotels in Odisha have been broadly divided into three categories.

Category of Hotels	Average Tariff per Room per day
Low Spending Group (L.S.G.)	Up to Rs. 900/-
Middle Spending Group (M.S.G.)	Rs. 901/- to Rs. 1800/-
High Spending Group (H.S.G.)	Rs. 1801/- and above

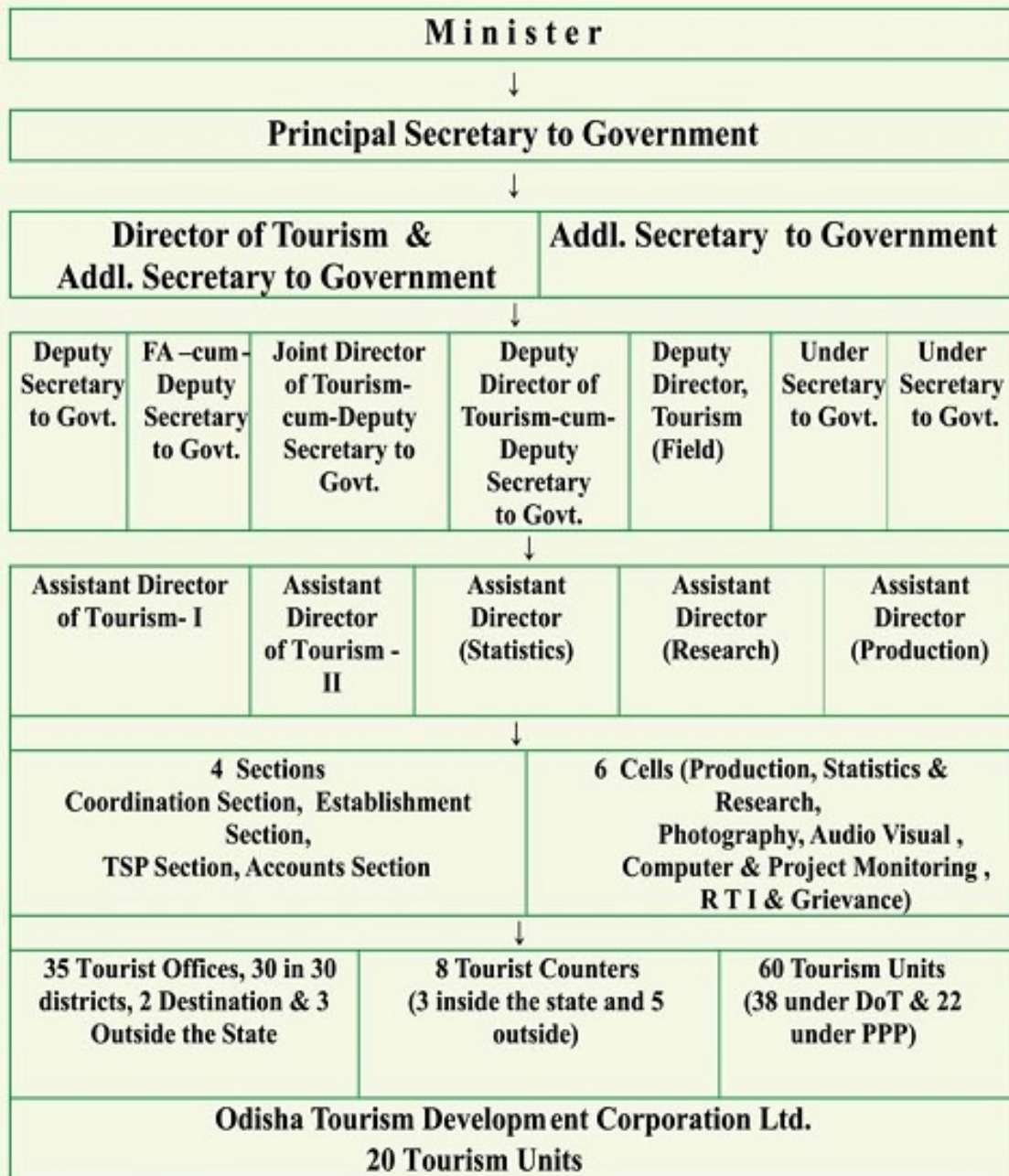
Hotels constitute a major segment of Tourism sector. The following table indicates the hotel position in Odisha during last 5 years.

Year	No. of High Spending Group Hotels with Rooms/ Beds	No. of Middle Spending Group Hotels with Rooms/ Beds	No. of Low Spending Group Hotels with Rooms/ Beds	Total No. of Hotels/Rooms/Beds
1	2	3	4	5
2012	251/8813/17810	288/6399/13096	918/15558/29271	1457/30770/60177
2013	306/10381/21303	356/7540/15335	923/15428/29329	1585/33349/65967
2014	334/11303/23344	399/8120/16864	956/15950/30392	1689/35373/70600
2015	375/11903/25062	455/9219/18924	921/15264/29108	1751/36386/73094
2016	433/13625/28406	474/9079/18321	916/14970/28393	1823/37674/75120



10. AVERAGE PERCENTAGE OF HOTEL OCCUPANCY

Sl. No.	Name of Place	2012	2013	2014	2015	2016
1	Puri	71	73	79	83	83
2	Bhubaneswar	87	78	78	74	77
3	Konark	37	40	40	39	41
4	Berhampur	60	58	63	64	69
5	Gopalpur	38	35	42	42	47
6	Chilika Area	55	43	43	43	46
7	Cuttack	76	67	62	62	67
8	Balasore	56	66	78	82	85
9	Chandipur	57	62	72	73	72
10	Dhenkanal	47	42	35	39	37
11	Angul	66	51	35	30	45
12	Baripada	65	58	61	61	62
13	Keonjhar	54	52	54	53	54
14	Rourkela	70	72	60	63	58
15	Sambalpur	58	58	59	59	60
16	Jharsuguda	46	45	43	37	36
17	Bolangir	61	60	58	58	60
18	Koraput	68	60	62	64	60
19	Jeypore	67	65	65	61	61
20	Rayagada	63	60	59	55	57
21	Phulbani	46	46	48	53	49
22	Bhawanipatna	53	51	66	52	60
23	Bhadrak	56	46	45	43	44
24	Malkangiri	53	59	61	60	66
25	Nawarangpur	84	72	87	74	65
26	Boudh	71	79	76	88	90
27	Sonepur	51	50	47	48	49
28	Baragarh	62	49	41	34	34
29	Nayagarh	60	57	60	62	64
30	Paradeep	43	35	31	29	34
31	Paralakhemundi	57	58	60	67	79
32	Deogarh	33	32	30	28	31
33	Jajpur Road	47	52	48	43	57
34	Sundargarh	87	83	70	65	61

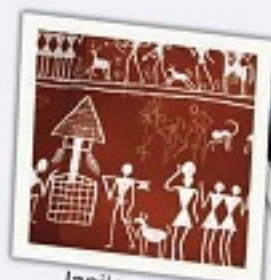
11. ORGANISATION CHART (As on 31.03.2017)



Ansupa Lake



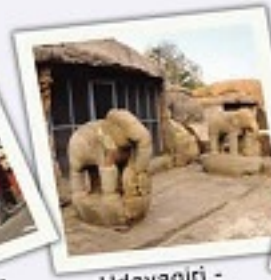
Phurlijharan soenic beauty



Ianjla saura



Kedareswar



Udayagiri -
Hatigumpha



Tribal Dance



Satkosia River Cruise, Badmul, Nayagarh.

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