

**Government of Odisha
Department of Tourism & Culture
(Tourism)**

No. 7010 /TSM,
T- TSP-III (Stat)- 29 /17

Bhubaneswar.

Dt. 17.7.17

RESOLUTION

Sub: Revised Guidelines for identification of new Tourism Centres of Odisha

1. BACKGROUND

The Department of Tourism has been identifying places with potentialities for attracting tourists from outside as Tourist Centres in the State on the basis of the Guidelines formulated from time to time.

In view of the need for convergence and integration of resources in development of Tourist Centres in the State, the Guidelines for identification of New Tourist Centres was formulated vide this Department. Resolution No-3488/TSM dated 07.03.2013.

2. OBJECTIVE / VISION

To augment , develop & promote Odisha as preferred destination by creating required infrastructure and other allied amenities at different Tourist destinations adhere to sustainability and carrying capacities with a view to place it prominently on the National and International Tourism Map.

3. MISSION

- To prepare a catalogue of Potential areas which can be developed and / or promoted as Tourist Destinations
- To create Tourist facilities wherever required, in a planned and prioritized manner with available resources
- Integrated development of infrastructure in the identified Tourist Centres
- To facilitate complete tourism experience with varied thematic circuits.

4. COMMITTEE FOR IDENTIFICATION OF NEW TOURIST CENTRES

There are two tier committee for identification of New Tourist Centres in Odisha.

DISTRICT LEVEL COMMITTEE (DLC)

- i. Collector or his nominee like ADM or PD, DRDA or Sub-Collector - **Chairman of the Committee**
- ii. Tourist Officer of the respective district - **Member Convenor.**
- iii. Officers of the Government Department like Forest & Environment, Tourism & Culture (Culture), Works, Rural Development, Health, Energy, Women & Child Development and the Lead Bank Officers - **Permanent Members.**
- iv. Representatives from the Travel Trade, Hotel Industry, Public Representatives, Socio-Cultural Organisations as the Collector thinks appropriate - **Members.**



STATE LEVEL COMMITTEE (SLC)

The recommendation of the District Level Committee should be then forwarded by the Collector with his comments to the DoT for consideration of Govt. The proposal from the District shall then be scrutinized by DoT through a panel consisting of ;

- i. Principal Secretary, Tourism- Chairman
- ii. Commissioner-cum-Secretary, Culture-Member
- iii. Director, Tourism-Member
- iv. Managing Director, OTDC Ltd-Member
- v. Assistant Director, INDIATOURISM, BBSR-Member
- vi. Jt. Director/Deputy Director (in charge of Project section), DoT –Member
- vii. Concerned District Tourist Officer -Member
- viii. Asst. Director (Statistics / Research), DoT - Member Convenor

Chairman can co-opt any other members in the State Level Scrutinizing Committee as additional members in case considered necessary

Additional members may be:-

- i. Representative from Forest & Environment Dept./ PCCF
- ii. Representative from Home Dept. / Water Resources Dept./ ST & SC Development, Minorities & Backward Classes Welfare Dept.
- iii. Representative from Rural Development Dept. / Works Dept. / Panchayati Raj & Drinking Water Dept.
- iv. Representative from Handloom, Textiles & Handicrafts Dept.
- v. Representative from Energy Dept.
- vi. Representative from Social Security & Empowerment of Persons with Disability Dept.
- vii. Representative from ASI
- viii. Representative from Hotel & Travel Trade Association (HRAO/TAAO/OTOA)
- ix. Any other

5. GENERAL CRITERIA FOR IDENTIFICATION WILL BE : 100 MARKS

i. In Time frame: 20 marks

- Round the year tourist visits (minimum 500 people visiting daily on average) - 20 marks
- Between 200 to 500 – 10 marks
- Less than 200 – 5 marks
(e.g: Konark, Dhauli, Puri, Nandankanan etc.)
- Seasonal tourist visits(more than 500 people visiting daily in the season)- 20 marks
- Between 200 to 500 – 10 marks
- Less than 200 – 5 marks
(e.g: Bhitarkanika, Chilika, Gahirmatha, Rushikulya etc.)
- Occasional tourist visits (minimum no. of people should be 5000) - 5 marks
- Less than 5000 – zero
(e.g: Different jatras, fairs & festivals etc.)

ii. In terms of type/ importance : 20 marks

- World Heritage Centre- 20 marks
- ASI/ State archeology protected Historical Monument Centre- 20 marks
- Other than that : 5 marks
- Waterfall Centre- 20 marks
- Sea Beach Centre- 20 marks
- Eco-Tourism Centre- 20 marks
- Wildlife Centre- 20 marks
- Hot spring Centre- 15 marks
- Strategic & Industrial Centre – 5 marks
- Handicraft/Handloom Centre – 20 marks
- Reservoirs / Dam sites – 20 marks

iii. Annual Footfall: 20 marks

- Between 2.5 to 5 lakhs and above – 20 marks
- Between 1 to 2.5 lakhs - 10 marks
- Between 10000 to 1 lakh - 5 marks
- Less than 10000 – zero

iv. International arrivals: 20 marks

- International footfall more than 5000 people per year: 20 marks
- Between 2000 to 5000 people per year : 10 marks
- Less than 2000 people – 5 marks

v. Whether facilities for value added tourism/ entertainment/ cultural avenues available: 10 marks

- Heritage village, handicraft, handlooms activity, water sports, multimedia shows, rides, water parks etc. (open for at least 9 months in a year). Surfing festival, annual music dance festival of national / international repute etc - 10 marks

vi. Accommodation availability (any type) : 5 marks

vii. Safety & Security: 5 marks

- Police station or outpost within 10 km radius: 5 marks

viii. Selection Criteria for identification & categorization

- Minimum 35 marks - eligible to be identified as a tourist centre.
- Category A - Above 70 marks
- Category B - Between 50 to 70 marks
- Category C- 35 to 49 marks

6. Dist. Level Committee will scrutinize and forward the proposal

- A place having potential to attract visitors from outside (like monument, religious shrine, beach, wildlife, scenic beauty, art & craft, fairs & festivals, etc.) is normally identified as a Tourist Centre.

- The survey report and other relevant documents as per the guidelines is placed before the District Level Committee to consider/scrutinise the potential of the place for its identification and development as a Tourist Centre.
- After the proposal is vetted by the DLC, Chairman of the District Level Committee will recommend/forward the Proposal to Department of Tourism for consideration of SLC.

7. No claims for infrastructure

Generally, a site is identified as Tourist Centre keeping in view the potential and other tourism related parameters of the site from a Touristic view point. DoT will suo moto develop the identified Tourist centres by creating tourism related infrastructure keeping in mind the available resources on priority basis.

8. Infrastructure development from local resources

- Concerned District Collectors will prepare detailed project report of the identified tourist centres which should contain inter-alia details of;
- The activities & infrastructure planned at the site along with its sustainability including remunerative operation & maintenance.
- Land available for Tourism related activities.
- A land use plan along with a site map.
- Estimated cost of the projects including possible sources of funds and also indicating the activities, which can be taken up from the schemes available in the Central & State Governments.
- District Level Schemes, which can be dovetailed for augmenting tourism infrastructure at the site.
- List of projects, which can be taken up by Private Sector /PPP/Joint venture with special emphasis on community ownership & participation.
- DoT would try to arrange for the Gap funding through State Govt./ Govt. of India /Donor Agencies / Corporate Sponsorship / PPP Initiatives etc.

9. Tourism Department can also pro actively take this methodology:

- Whether Seasonal/ occasional spike in no-of visitors or round the year
 - a. Footfalls study over the year
 - b. Tourism potential study/ survey in peak period (October - March) and lean period (April to September) for three days
 - c. Camera trap study
 - d. Data collection of foreign visitors

10. MECHANISM FOR IDENTIFICATION OF NEW TOURIST CENTRES

- i. Any proposal for identification of any place as Tourist centre received by the Department is forwarded to the Collector of the respective district. The Collector can also suo moto forward such proposals after observing the required formalities.
- ii. A place having potential to attract visitors from outside (like monument, religious shrine, beach, wildlife, scenic beauty, art & craft, fairs & festivals, etc.) is normally identified as a Tourist Centre.
- iii. Whether a place has such potential or not is determined by conducting a survey of the site in the prescribed format through the Statistical Assistant of the Tourist Office concerned. The period of survey is usually for three days.
- iv. The survey report and other relevant documents as per the guidelines is placed before the District Level Committee to consider the potential of the place for its identification and development as a Tourist Centre.
- v. After the proposal is vetted by the DLC, Chairman of the District Level Committee recommends the Proposal to Department of Tourism for consideration of SLC.
- vi. The proposal recommended by the concerned Collector through the District Level Committee is compiled in the Statistical Cell of the Department and placed before the State Level Committee constituted for this purpose under the Chairmanship of Principal Secretary to Govt. Tourism Department for scrutiny.
- vii. The recommendation of the State Level Committee is placed before the Govt. for taking a decision.
- viii. After approval of the Govt., the site is declared as Tourist Centre in the State.

11. ROLE AND OBLIGATION OF LINE DEPARTMENTS FOR DEVELOPMENT OF IDENTIFIED TOURIST CENTRES IN THE STATE:

Integrated Development of infrastructure in the identified Tourist Centres calls for cooperation of all stake holders including pooling of resources from concerned Department of Governments which will motivate the private sectors for investment. As development of tourism benefits the society at large including creation of employment opportunities and strengthening of local economy, it is imperative for all departments to extend helping hands by converging their resources and funding infrastructure development in the identified Tourist Centres.

- **ST & SC Development Department.**

- a. Under the Scheme of Capacity Building Training programme, in order to create adequate trained manpower to take guiding as a profession in the TSP areas, local un-employed Youths will be trained as Eco-Tourist Guides / Guides. They will be provided required knowledge and skill for escorting, guiding and facilitating the visit of tourists to the scheduled areas.
- b. Local Haats will be developed for Ethnic Tourists. Local Fairs & Festivals will be organized in planned manner for witnessing local art forms.
- c. The local youths will also be trained in Food Production and Food & Beverage service so as to enable them to prepare and serve local ethnic food in aesthetic and hygienic ambiance.
- d. They can a further motivated to develop tented accommodation facilities for tourists for an authentic local experience.



- **Panchayati Raj & Drinking Water Department**
 - a. SHGs can motivate the Local Communities for marketing & promotion of Tourist Centres in Rural Areas by meeting their local needs and supplement their livelihood.
 - b. Water Supply installations like Hand Pump Tube Wells, Piped Water Supply, Sanitary Complexes and Rural Solid & Liquid Waste Management Units at Identified Tourist Centres.
 - c. Organization of Sensitization programme to create awareness about the benefits of tourism and the concept of Atithi Devo Bhava at District /Block & Panchayat Level so that they appropriately deal with the visiting tourists.

- **Social Security & Empowerment of Persons with Disability Department.**
 - a. Construction of RAMPS at Tourist Centres for Persons with Disability.
 - b. Erection of Hoardings / signages at Tourist Centres in Braille for Persons visually impaired persons.
 - c. Sensitize the people to facilitate the movement of *Divyanga* tourists.

- **Forest & Environment Department.**
 - a. Promotion of Eco-Tourism for responsible travel to natural areas and provide opportunities to the Tourists for a firsthand enriching experience without disturbing the ecology of the area.
 - b. Promotion of local culture and tradition and tangible improvement in local economy.
 - c. To provide recreation and promote understanding about nature and wildlife.
 - d. To generate employment opportunities for the local people and socio-economic development of local communities in Eco-Tourism areas.
 - e. To facilitate eco-friendly accommodation to Tourists in Eco-Tourism areas.
 - f. Promotion of Eco-Tourism areas in social media.
 - g. To ensure the safety & security of Tourists in Eco-Tourism areas.
 - h. To impart Guide Training to local youths of Eco-Tourism areas.

- **Handloom, Textile & Handicraft Department**
 - a. Aggressive marketing and promotion of Artisans villages.
 - b. Create shopping centers in the artisan villages to motivate and enable the tourists for direct purchase from the artisans.
 - c. Skill Up-gradation training to Artisans of Rural/Urban areas.
 - d. Creation of Home Stay facilities and other related infrastructure.
 - e. Live demonstration on preparation of Textile, Handloom & Handicraft materials.
 - f. Train the artisans on appropriate packing and packaging of the purchased materials.

- **Culture Department.**
 - a. Conservation, preservation of monuments in close liaison with the central agencies like the ASI.
 - b. Create basic amenities like approach road, illumination, public conveniences, drinking water, garden & lawns etc for the tourists.
 - c. Prepare informative brochures on cultural heritage and make them available at the cultural centers.

- d. Erect adequate signage and way indicators at strategic locations.
 - e. Development of Library Service.
 - f. Promotion of local performing Art.
 - g. Involvement of Local Community.
 - h. Providing of Social Security to the Artists.
 - i. Promotion & Development of Artisan villages.
 - j. Accommodation facilities at different Artisan villages.
 - k. Imparting training to local youths on the cultural heritage of the area.
 - l. Development of Cultural Theater centre for performing art.
- **Home Department**
To look after the internal security, law & order, safety & security of tourists, deploy the tourist police personnel, opening of Tourist Police outpost, Mobile patrolling etc. at vulnerable Tourist centres.
 - **Energy Department**
Energy Department. will ensure uninterrupted quality power supply to all Tourist Centres.
 - **Water Resources Department.**
 - a. To develop and manage water bodies identified as tourist centre.
 - b. To develop, create and promote new water bodies.
 - c. To facilitate water sports activities at potential water bodies.
 - d. To train the personnel in charge of the water bodies on safety and rescue measures as well as on first aids.
 - e. Display signage on the do's and don'ts for information of tourists.
 - **Works Department.**
 - a. The works Department will develop and maintain National Highways, State Highways, District Roads and Bridges on these Roads connecting to Tourist Centres.
 - b. Liaise with the NHAI on maintenance of the national highways.
 - c. Display way indicators and distance charts on the roads.
 - d. Create wayside amenities centers at strategic locations near identified Tourist Centres.
 - **Rural Development Department.**
Rural Development Department will construct & maintain good roads and Bridges to connect the identified Tourist Centres located in Rural areas.
 - **Law Department**
 - a. Sensitize the servitors of religious shrines under the supervision of Endowment Commissioner for appropriately dealing with tourists on the concept of ***Atithi Devo Bhava.***
 - b. Ensure cleanliness in the shrine premises.
 - c. Put up signage indicating do's and don'ts as well as the schedule of rites and rituals.
 - **Health Department**
 - a. Create Health Centers at all the identified Tourist Centres or in close proximity.
 - b. Earmark dedicated counters for tourists.
 - c. Train the hospital staff on how to deal with tourists.
 - d. Organise First Aid Training for the local people, especially youth)

12. These revised Guidelines will be effective from 1st June, 2017 in supersession of the earlier Guideline issued vide this Department letter No:-3488/TSM dt.07.03.2013.

13. The State Government reserves the right to notify any place as a tourist destination as per the above criteria.

ORDER: Ordered that the Resolution be published in the next issue of the Odisha Gazette and copies thereof forwarded to the A.G (A&E), Odisha, Bhubaneswar / all Departments of Government /all Heads of Department /all Collectors /all Tourist Officers for information.

By Order of the Governor


(Arti Anuja)

Principal Secretary to Government

Memo No 7011 /TSM, Bhubaneswar. Dt. 17.7.17
Copy forwarded to Gazette Cell of Commerce & Transport (Commerce) Department, Odisha Secretariat, Bhubaneswar with a request to publish the Resolution in the next issue of extraordinary Gazette and supply 250 copies of the same to this Dept.

Director & Addl. Secretary to Govt.

Memo No 7012 /TSM, Bhubaneswar. Dt. 17.7.17
Copy to all RDCs/ all Collectors / all Branch Officers/ all ADTs / all Tourist Officers/ Facilitation Cell, Tourism Department for information & necessary action.

Director & Addl. Secretary to Govt.

Memo No 7013 /TSM, Bhubaneswar. Dt. 17.7.17
Copy to all Departments of Governments / all Heads of Departments/ Accountant General, Odisha, Bhubaneswar for information.

Director & Addl. Secretary to Govt.

Memo No. 7014 /TSM, Bhubaneswar Dt. 17.7.17
Copy forwarded to the Heads of Portal Group, IT Centre, Odisha Secretariat / Computer Cell of Tourism Department for information & necessary action.
It is requested to launch this Resolution in the website of Tourism Department for General information.

Director & Addl. Secretary to Govt.

Memo No. 7015 /TSM, Bhubaneswar Dt. 17.7.17
Copy forwarded to PS to Pr. Secretary to Hon'ble Chief Minister, Odisha / PS to Hon'ble Minister, Tourism & Culture / PS to Chief Secretary, Odisha / PS to Development Commissioner-cum-Addl. Chief Secretary, Odisha / PS to Pr. Secretary to Govt., Tourism Dept./ PS to Director, Tourism Dept. for kind information of the Hon'ble Chief Minister, Odisha/ Hon'ble Minister, Tourism & Culture / Chief Secretary, Odisha / Dev. Commissioner-cum-Addl. Chief Secretary, Odisha / Principal Secretary, Tourism Dept. / Director, Tourism Dept. respectively.

Director & Addl. Secretary to Govt.