



DEPARTMENT OF TOURISM,  
GOVERNMENT OF KARNATAKA

# KARNATAKA TOURISM POLICY

2020-25



*Karnataka*  
One state. Many worlds.

[www.karnatakaturism.org](http://www.karnatakaturism.org)

Front Cover





Vidhana Soudha, Bengaluru





*Message from  
Honourable Chief Minister  
of Karnataka*

It gives me immense pleasure to announce the release of Karnataka Tourism Policy 2020-2025.

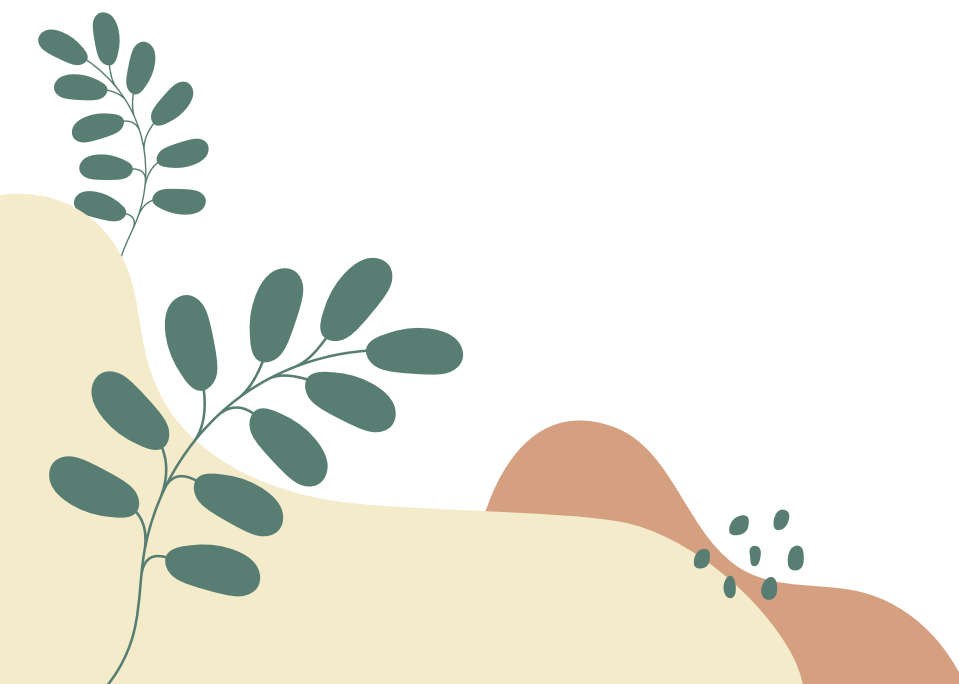
For our Government, we believe that the tourism sector plays a pivotal role in developing our economy and hence constitutes a real priority for us. Not only does the tourism sector spearhead economic growth, it also improves the standard of living with its capacity to create large scale employment opportunities. With the immense potential that the tourism industry offers, we have initiated the Karnataka Tourism Policy 2020-2025 incorporating inputs of all stakeholders, both public and private, that will foster a more favourable environment for the development and consolidation of the tourism sector.

While the ongoing COVID-19 pandemic has brought most of the world to a standstill, the people of Karnataka have demonstrated great resilience and determination in facing and overcoming the challenges. The only certainty the pandemic situation offers is of a new normal. The Karnataka Tourism Policy 2020-25 provides a framework for Karnataka's tourism industry to overcome the ongoing difficulties, adapt to the new normal, and remain healthy and competitive in the global tourism landscape.

Our Government is committed to providing a conducive environment for growth of tourism in Karnataka. Through the Karnataka Tourism Policy 2020-25 we wish to encourage the investors to invest in the tourism sector by providing a host of incentives and subsidies to facilitate investment in the sector. I hope that the new tourism policy will go a long way towards improving the tourism sector in the State.

I request all the stakeholders to join us in our venture of developing Karnataka as a vibrant, sustainable and the most-favoured tourism destination.

**Shri B. S. Yediyurappa**  
Hon'ble Chief Minister  
Government of Karnataka





*Foreword from  
Honourable Minister  
for Tourism*

I am pleased to present the Karnataka Tourism Policy 2020-25. This Policy sets a direction for the tourism industry of Karnataka over the next five years. Through this Policy, we are making a strategic shift towards quality and sustainable tourism with greater emphasis on safety and hygiene measures.

Without doubt, the influence of the tourism sector as a tool for economic development is recognized globally. Tourism is an important job creator and a lifeline for many of our citizens. Prominent initiatives under this Policy include collaboration with tourism service providers, emphasis on tourism products for the overall development of destinations, skill development initiatives, and promotion of Karnataka Tourism on digital platforms. As the State is recovering from the COVID-19 pandemic and facing new challenges, the Government of Karnataka is determined to boost the tourism industry in the State. The Karnataka Tourism Policy 2020-25 has been framed to position Karnataka as a safe, welcoming and trustworthy tourism destination.

The Karnataka Tourism Policy 2020-25 has been drafted in alignment with the existing Government policies and adopts an integrated approach for developing a comprehensive tourism ecosystem in the State. During the initial stages of drafting the policy, we have held extensive consultations with a diverse set of people with experience in the tourism sector; including previous tourism ministers, serving and retired bureaucrats, industry stakeholders, sector experts and leading academicians to ensure that Karnataka is at the forefront of tourism in India.

I thank the Department of Tourism, all government officials/ agencies, industry partners, and experts for their participation, support and commitment in the preparation of this Policy. I am confident that the Karnataka Tourism Policy 2020-25 will turn out to be a key enabler for the next stage of growth for the tourism sector and position Karnataka as the most preferred state in India for tourism.

**Shri C. T. Ravi**

Hon'ble Minister of Tourism,  
Kannada & Culture, and Youth Empowerment & Sports  
Government of Karnataka



*Message from Chairperson,  
Karnataka Tourism Task Force*

The Karnataka Tourism Policy 2020-25 aims to position Karnataka as a global tourism brand for visitors as well as for investors. This Policy encourages the development of relevant infrastructure through partnerships between private sector, government and the community. Strategic interventions have been identified with a view to support local entrepreneurship and assist in creating livelihood opportunities for all sections of the society.

The Policy provides detailed guidelines for the development of tourism products and services, ensuring quality and minimum standards of development. Thrust is on inclusive socio-economic growth of the sector by encouraging women, backward sections of the society and local level institutions to actively participate in the development process.

The Policy lays emphasis on streamlining procedures and proposes to establish efficient online mechanisms for approvals to ensure transparency and faster clearances.

The pandemic has created an unprecedented situation that requires every section of our society to rise up to the challenge. At such times, it is imperative for businesses and communities to join hands with the government and pool together their resources and capabilities to navigate through this crisis and come out stronger than before. The Karnataka Tourism Policy 2020-25 has taken cognizance of the need for collaboration going forward and stresses on measures such as sustainability, safety and hygiene practices that need to be adopted in the new normal that has emerged.

The Karnataka Tourism Task Force shall provide necessary support and guidance for the successful implementation of this Policy. I request all stakeholders to join us in this effort and to position Karnataka as one of the top tourism destinations in the world.

**Smt. Sudha Murty**

Chairperson,  
Karnataka Tourism Task Force





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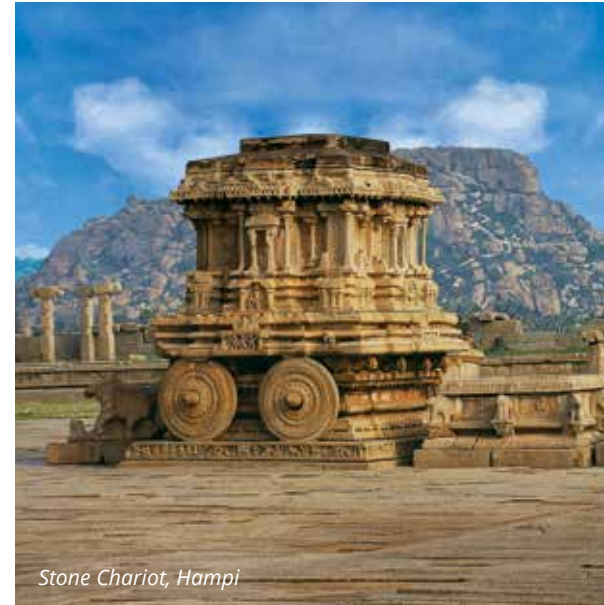
Kinhal Wood Carving





Mysore Palace





Stone Chariot, Hampi

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

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

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

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

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





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

Karnataka also has an abundance of flora and fauna with 5 National Parks –and more than 30 Wildlife Sanctuaries and Tiger Reserves. Karnataka is home to more than 550 species of birds and over 100 species of mammals. The natural beauty of Karnataka extends to about 17 picturesque hill stations and 40 magnificent waterfalls, making the State one of the best Eco Tourism destinations in India.

Karnataka’s 320 km long natural coastline covering Uttara Kannada, Udupi and Dakshina Kannada districts has some of the best beaches in the country and the State has immense potential for development of coastal tourism.

The Karnataka Tourism Policy 2020-25 has been formulated with the objective to achieve the vision of Government of Karnataka. The successes, failures, and learnings from the previous Karnataka Tourism Policy 2015-20 have provided guidance in the drafting of this Policy. The Policy proposes strategic interventions, attractive incentives and requisite regulatory

reforms to facilitate investment in the tourism sector. The Policy strives to create a sustainable tourism ecosystem in Karnataka and lays emphasis on providing a safe and high-quality experience for tourists.

“Responding Today and Preparing for Tomorrow”

During the course of preparation of this Policy, the COVID-19 pandemic rapidly brought the global travel and tourism industry to a virtual standstill. While domestic tourism is expected to recover faster than international tourism, the road to recovery will be long. Karnataka Tourism Policy 2020-25 has taken cognizance of the debilitating impact of the pandemic on the tourism ecosystem of the State and endeavours to create a conducive environment to support the industry for an effective revival and to ensure travellers are safe and can remain confident when visiting Karnataka.



Elephant Herd, Kabini

2

KARNATAKA TOURISM POLICY 2020-25  
VISION, MISSION AND OBJECTIVES



Sandalwood Handicrafts

2.1 Vision

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

2.2 Mission

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

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



10. Provide a conducive business environment with investment-friendly policies to encourage private sector participation in the tourism sector

### 2.3. Objectives

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

10. To bring together stakeholders for the promotion and growth of responsible tourism in Karnataka
11. To facilitate effective inter-departmental coordination for the successful implementation of this policy
12. To leverage technology to facilitate data-driven outcome-oriented planning and policymaking

### 2.4 Validity

This Policy will remain in force for five (5) years from the date of its notification. The Karnataka Tourism Policy 2020-25 will supersede any GO/Circular issued earlier, which are in contravention to the provisions of this Policy. The Government of Karnataka may extend the period of this Policy as and when required.



Gommateshwara Statue, Venur



Badami Caves

### 3.1 Strategy Roadmap for Karnataka Tourism

In 2019, Karnataka's tourism sector contributed 14.8% of the State's GSDP and provided for over 30 lakhs jobs through direct and indirect employment. The Department of Tourism under its strategy roadmap envisions to increase the contribution of the tourism sector to the State's GSDP and the number of jobs generated by the sector. The Karnataka Tourism Policy 2020-25 has been developed in alignment with the Department of Tourism's strategy to foster the growth of tourism sector in the State.

### 3.2 Key Focus Areas

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

The Strategy Roadmap has identified the key focus areas to achieve the Government's vision for long term development of the tourism ecosystem in Karnataka. Success in each of these areas is critical to achieving the overall vision of the Karnataka Tourism Policy 2020-25. The focus areas for the Department are –

#### 1. Tourism Marketing and Promotion

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



**2. Tourism Infrastructure Development**

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

**3. Tourism Products**

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

**4. Skill Development and Training**

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

**5. Tourist Comfort and Safety**

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

**6. Community Participation**

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

**7. Sustainable Tourism**

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

of sustainable and responsible tourism practices

**8. Tourism Analytics and Digital Initiatives**

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

**9. Investment Facilitation**

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

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



Bababudangiri Hills

## 4

## TOURISM MARKETING AND PROMOTION



Karnataka Tourism Pavillion

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

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

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

**4.1 Targeted Campaigns for Karnataka Tourism**

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



Each year a subset of Karnataka's Focus Tourism Destinations shall be selected for prioritized promotions and the Department shall endeavour to showcase all prominent and upcoming destinations of Karnataka by 2025.

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

#### 4.2 Annual Promotional Calendar

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

- All flagship events proposed to be organized for Karnataka Tourism such as Karnataka International Travel Expo and Global Tourism Investors Meet
- Roadshows and B2B Meetings proposed to be organised by the Department and its undertakings
- Domestic and international travel and tourism marts where the Karnataka Tourism intends to participate
- All religious, cultural, and social events and festivals supported or sponsored by the Department and its undertakings

#### 4.3 Touchpoints for Karnataka Tourism

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

community. Karnataka Tourism shall take a digital engagement and response strategy that shall be both predictive and reactive in approach.

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

#### 4.4 Strategic Partnerships

Regular consultation shall be held with Karnataka Tourism Society (KTS), the representative body of Karnataka Tourism industry, to assess industry trends and adapt promotional activities based on industry insights.

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

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

#### 4.5 Karnataka International Travel Expo

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

#### 4.6 FAM Trips

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

## 5

## TOURISM INFRASTRUCTURE



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

1. Destination Development
  2. Tourism Circuit Development
  3. Tourism Development Fund
  4. Hospitality Infrastructure
  5. Utilization of Tourism Land Bank
  6. Leveraging Existing Infrastructure for Remote Areas
  7. Adoption and Management of Destinations and Tourism Assets
  8. Wayside Amenities
  9. Complementary Infrastructure Assistance
- Karnataka Tourism Infrastructure Limited (KTIL) shall be the nodal agency for the development of tourism infrastructure in Karnataka. In addition to facilitating the development of tourism infrastructure for the above-mentioned key areas, KTIL shall also support the development of tourism projects through appropriate modes such as Public Private Partnership (PPP) or Joint Venture (JV). Additionally, Mega Tourism Projects shall be encouraged to facilitate the development of tourism hubs across Karnataka.

#### 5.1 Destination Development

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

KTIL shall be the nodal agency to coordinate the development and maintenance of tourism infrastructure facilities such as clean toilets, waste management systems, rest areas, parking facility, road signages,



information kiosks, last mile connectivity and other public services and amenities that are crucial for ensuring a memorable experience for tourists. Further, Karnataka Tourism shall seek to collaborate with other Government departments and agencies for development of potential tourism opportunities and for effective inter-departmental coordination.

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

## 5.2 Tourism Circuit Development

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

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



Sringeri

## 5.3 Tourism Development Fund

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

## 5.4 Hospitality Infrastructure

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

## 5.5 Utilization of Tourism Land Bank

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

## 5.6 Leveraging Existing Infrastructure for Remote Areas

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

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

## 5.7 Adoption and Management of Destinations and Tourism Assets

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

## 5.8 Wayside Amenities

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

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

1. **Franchisee Model:** Wayside Amenities that are built and operated on private land by entrepreneurs under the branding of Karnataka Tourism.

2. **Greenfield Model:** Wayside Amenities built and operated on land leased from the Department by entrepreneurs selected through a transparent tender process.
3. **Brownfield Model:** Wayside Amenities built by the Department on their land parcels and leased to entrepreneurs selected through a transparent tender process for operation & maintenance.

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

## 5.9 Complementary Infrastructure Assistance

Assistance shall be provided for the development of complementary infrastructure facilities for Tourism Projects based on an assessment of the project's requirements. Please refer to Section 14 Incentives, Subsidies and Concessions for details on Complementary Infrastructure assistance for Tourism Projects.

On a case-to-case basis, KTIL shall provide facilitation support to Tourism Projects in the form of establishing, or where available, strengthening the complementary infrastructure as per the specific requirements of the Tourism Project. The Operational Guidelines of this Policy shall specify the procedure for availing Complementary Infrastructure Assistance.



Devabagh Beach





*Agastya Theertha Lake, Badami*



## 6

## TOURISM PRODUCTS

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

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

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

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

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

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



The Golden Chariot

### 6.1 Adventure Tourism

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

of Youth Empowerment and Sports, Government of Karnataka; and adventure tourism operators of Karnataka to develop and promote adventure tourism in Karnataka.

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

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

### 6.2 Agri Tourism and Rural Tourism

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

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

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

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

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

### 6.3 Caravan Tourism

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

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

### 6.4 Coastal Tourism and Beach Tourism

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



also be sought to develop tourism in coastal Karnataka.

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

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

### 6.5 Cultural Tourism

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



Somana Kunita

### Events and Festivals:

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

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

### Database of Cultural Assets:

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

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

### Performance and Showcasing of Culture:

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

### Developing Mysuru as a Cultural Tourism Hub:

Mysuru is regarded as the cultural capital of Karnataka and programs to develop the city as a premier tourism destination globally shall be undertaken. In addition, Karnataka Exhibition Authority shall be supported in the development of KEA Exhibition Grounds

in Mysuru as a tourism hub with round-the-year facilities for cultural activities, MICE and recreation.

### Development of Cultural Village

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

### 6.6 Eco Tourism

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

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

### 6.7 Education Tourism

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

For Agri Tourism, the Department shall seek to promote knowledge tours to Agri Tourism Projects. Special efforts shall be made in coordination with the Department of Primary & Secondary Education, Government of Karnataka to make educational tours to Agri



Coffee Plantation, Coorg

Tourism Projects compulsory for all school students in the fifth to seventh standard in Karnataka

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

### 6.8 Film Tourism

Fiscal incentives are offered under the Karnataka Film Tourism Policy, 2018 to encourage leading film producers and directors to shoot in picturesque tourism destinations of Karnataka and thereby showcase the destinations on national and international platforms. Guidelines for the Karnataka Film Tourism Policy 2018 shall be issued to ensure its consonance with Karnataka Tourism Policy 2020-25. Creation of an online single window mechanism for approvals and clearances pertaining to the Karnataka Film Tourism Policy 2018 shall be pursued.

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



### 6.9 Gastronomy (Cuisine) Tourism

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

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

### 6.10 Heritage Tourism

The rich heritage of Karnataka is one of the key driver for creating a strong global positioning for Karnataka Tourism. Karnataka Tourism shall seek to collaborate with Archaeological Survey of India and Department of Archaeology and Museums for the development and promotion of Heritage Tourism in the State. Efforts shall also be made to provide suitable recommendations to Urban Development Department, Directorate of Town and Country Planning



Pattadakal

and other relevant authorities / agencies to ensure that conservation, preservation and promotion of Karnataka's heritage is a key consideration in planning and development activities.

#### *Pilot Project for Heritage Tourism*

##### *Development:*

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

##### *World Heritage Sites:*

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

##### *Documentation of Heritage Sites:*

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

##### *Development of Heritage Tourism Zones:*

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

##### *Preservation of Buildings and Properties of Heritage Importance:*

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

Karnataka Tourism shall also work with local bodies to identify buildings and properties of heritage importance in Karnataka and

shall seek to undertake measures for their preservation and restoration. This may also include taking over the operation and maintenance of the building / property to utilize them for tourism purposes.

#### *Corporate and Community Support:*

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

### 6.11 Inland Water Tourism

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

### 6.12 Maritime Tourism

Karnataka Tourism shall seek to provide necessary facilitation and support for the development of land-based infrastructure facilities to enable maritime tourism activities such as cruising, yachting, boating and



nautical sports. Further, Karnataka Tourism shall seek to coordinate with relevant authorities, reputed cruise operators, and other stakeholders to utilize Karnataka's long coastline for the development of maritime tourism.

### 6.13 MICE Tourism and Business Tourism

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

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

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

### 6.14 Mining Tourism

Karnataka is one of the most mineral rich states of India and the state is dotted with active and abandoned mines, providing a significant opportunity to develop mining tourism in the State. Repurposing abandoned mines can revive local economies, generate employment and can create awareness regarding environmental conservation.



Karnataka Tourism shall coordinate with the Department of Mines and Geology and other relevant line departments and stakeholders to identify the mines with tourism potential and develop them as tourism sites.

#### 6.15 Spiritual Tourism

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

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

#### 6.16 Sports Tourism

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

Additionally, Karnataka Tourism shall work with relevant agencies for the development of tour packages integrating sports-based



activities such as boating, bouldering, cricket, football, golf, marathon, running, tennis, etc. Traditional sports of Karnataka shall also be promoted in coordination with Kannada & Culture Department.

#### 6.17 Wellness Tourism

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

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

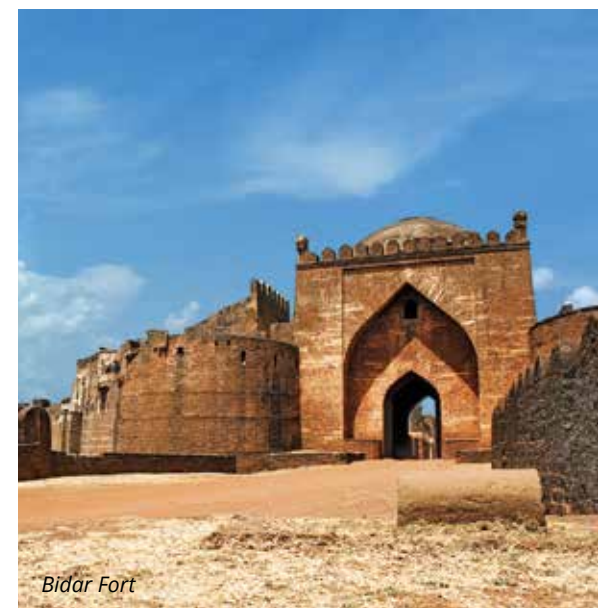
#### 6.18 Other Niche Tourism Themes

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

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

## 7

### SKILL DEVELOPMENT



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

Karnataka Tourism Policy 2020-25 envisions the creation of an ecosystem capable of providing skilled workforce to meet the needs of the tourism industry of Karnataka. To provide guidance and to monitor progress, a Skill Development Committee shall be constituted under the Karnataka Tourism Task Force with representatives from the industry, academia, and reputed skill development agencies.

#### 7.1 Skill Gap Study for Karnataka

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

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

#### 7.2 Skill Upgradation, Re-skilling and Short-Term Training

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

These courses shall be prepared and offered in collaboration with national level institutes like Institute of Hotel Management (IHM), Indian Institute of Travel and Tourism Management (IITTM), National Institute of Water Sports, Goa (NIWS), Kerala Institute of Tourism and Travel Studies (KITTS), Indian Institutes of Management (IIMs), and Indian Institute of Forestry Management (IIFM) amongst others. Karnataka Tourism





*Gol Gumbaz, Vijayapura*



shall collaborate with industry players and academic institutions to leverage resources for the delivery of these programs. Special emphasis shall be accorded to programs for key tourism themes of Karnataka such as Agri Tourism, Cultural Tourism, Eco Tourism, Heritage Tourism and Coastal Tourism.

### 7.3 Heritage and Culture Tourism focused Courses at Hampi

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



### 7.4 Collaboration with Skill Development, Entrepreneurship and Livelihood Department

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

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

### 7.5 Strengthening and Upgradation of State Government Hospitality Training Institutes

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

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

### 7.6 Industry and Academic Partnerships

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

### 7.7 Awareness and Sensitization Campaigns

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

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

## 8

## TOURIST COMFORT AND SAFETY



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

### 8.1 Guidelines for Safety and Hygiene

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

The protocols established under the guidelines shall aim at minimizing possible touch points, maintaining social distancing, dealing with symptomatic or unwell

tourists, and ensuring personal hygiene. The guidelines shall also endeavour to make the traceability of visitors easier, in case warranted by a situation that may arise in the future.

### 8.2 Awareness and Training

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

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



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

### 8.3 Tourist Mitra

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



Murdeshwar

### 8.4 Accessibility

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

### 8.5 Grievance Redressal

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

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

## 9

## COMMUNITY PARTICIPATION



Sakrebyle

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

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

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

### 9.1 Information, Education, and Communication

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

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

### 9.2 Entrepreneurship and Employment Opportunities

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

### 9.3 Involvement of Local Self Government

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

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





Vijaya Vittala Temple, Hampi



## 10

## SUSTAINABLE TOURISM

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

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

### 10.1 Environmentally Sustainable Practices

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

### 10.2 Certification Framework

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

### 10.3 Integrity of Natural and Built Environment

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

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

### 10.4 Low Impact Tourism

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

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

### 10.5 Corporate Social Responsibility

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

## 11

## TOURISM ANALYTICS AND DIGITAL INITIATIVES



### 11.1 Tourism Analytics

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

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

#### 11.1.1 Annual Tourism Surveys

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

Karnataka Tourism shall also seek to partner with tourism service providers and other industry players to incorporate a system for collection of detailed tourist profiles (without identifying or personal information and in compliance with applicable data privacy regulations). The system shall



help understand tourist behaviours and preferences, assess visitor sentiments, identify and address key issues, and provide guidance for planning and policy decisions.

#### 11.1.2 Tourism Dashboard

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

#### 11.1.3 Tourism Research and Assessment Studies

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

### 11.2 Digital Initiatives

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

#### 11.2.1 Support for Innovation in Tourism

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

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

#### 11.2.2 Digitization of Tourism Assets

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



## 12

### INVESTMENT FACILITATION



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

#### 12.1 Investment Strategy

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

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

#### 12.2 Global Tourism Investors Meet

Global Tourism Investors Meet shall be organized by the Department to showcase the investment potential of Karnataka

tourism amongst investors and to encourage increased participation from the private sector.

#### 12.3 Institutional Arrangement

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

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

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





Om Beach, Gokarna



## 13

## DEFINITIONS

1. Tourism Project shall mean a legal entity under the relevant law that is engaged or to be engaged in providing any service related to tourism.
2. Eligible Tourism Project refers to the list of Tourism Projects identified by the Department of Tourism that shall be prioritized for development in Karnataka during the Policy Period. The Eligible Tourism Projects identified below shall be eligible for incentives, subsidies, and concessions under the Policy as outlined Section 14 Incentives, Subsidies and Concessions. The list of Eligible Tourism Projects may be

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



St. Philomena Cathedral, Mysuru

periodically reviewed by the Empowered Committee for Tourism constituted under the Policy and suitable inclusions / deletions / modifications may be made as per market demand and suggestions of the industry. The Department of Tourism shall issue necessary notifications from time to time. The definitions and specifications for the Tourism Projects shall be as per the Operational Guidelines and related notifications issued by the Department of Tourism from time to time. To qualify for incentives, subsidies, and concessions under this Policy, Eligible Tourism Projects must be registered with the Department and must meet the conditions as per the Operational Guidelines.

3. **New Tourism Project** shall mean an Eligible Tourism Project that has been established and operationalised during the operative tenure of this Policy.
4. **Existing Tourism Project** shall mean an Eligible Tourism Project that has been established and operationalised before the operative tenure of this Policy.
5. **Expansion Tourism Project** shall mean an existing Eligible Tourism Project that is

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

6. **Tourism Service Provider** shall mean any company, association, firm or any other legal entity under the relevant law who is engaged in providing any service related to tourism. This may include but is not limited to the entity responsible for operation and/or management of Tourism Projects as well as tour operators, travel agents, transport operators, ticketing agents, tourist guides amongst others. Tourism Service Providers must be registered with the Department of Tourism to be eligible for incentives, subsidies, and concessions under the Policy as outlined Section 14 Incentives, Subsidies and Concessions.
7. **Date of Commercial Operation** means the date on which a New Tourism Project is open to tourists on a commercial basis after due testing, trials and commissioning under the relevant Government rules.
8. **Effective Date** means the date of release of the gazette notification of Karnataka Tourism Policy 2020-25. The operative period of the Policy starts after the effective date.
9. **Eligible Project Cost (EPC)** means investment in fixed assets for the purposes of developing Tourism Projects defined in this Policy. EPC shall mean costs incurred towards civil construction (including toilets, access for differently-abled, electrification) and for providing utilities such as safety equipment, water purification, DG sets, air conditioning, lifts, sewage treatment plant, rainwater harvesting, solar heating, solar lighting system, borewells, etc. EPC shall also include costs towards movable and immovable equipment and vehicles necessary to specifically undertake tourism activities for the following Tourism Projects defined in this Policy.
  - i. Adventure Tourism Project
  - ii. Houseboat Project





Kavaledurga Fort, Shivamogga

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

- Working Capital;
- Pre-operative expenses and preliminary expenses;
- Second-hand plant and machinery purchased or shifted from within or outside India;
- Interest capitalised;
- Consumable stores;
- Inventories for maintenance or repairs;
- Investment on land required for setting up the Tourism Project, inclusive of the cost of the land;

- Vehicles, except those permissible for certain Tourism Project as specified above;
- furniture, fixtures, cutlery, crockery, utensils; and
- Any construction which in the nature of real estate transactions is meant for sale / lease / rent. This may include shops, flats, offices, etc.

Eligible Project Cost shall be as per the Appraisal Report prepared by a Scheduled Commercial Bank and duly certified by a registered Chartered Accountant (CA).

- Mega Tourism Project shall mean Tourism Project with an EPC of above INR 100 Crore.
- Department of Tourism shall mean Department of Tourism, Government of Karnataka, unless it be repugnant to the context or meaning thereof.
- Ministry of Tourism shall mean Ministry of Tourism, Government of India, unless it be repugnant to the context or meaning thereof.
- Focus Tourism Destination are destinations of Karnataka identified by the Department of Tourism for prioritized development. The Department has carried out a detailed review of the previously identified tourism destinations of Karnataka as well as other tourism destinations with promising potential. Based on this, the Department has identified the following Focus Tourism Destinations at the outset of Karnataka Tourism Policy 2020-25.

No.	District	Focus Tourism Destinations <sup>1</sup>
1	Bagalkot	Aihole, Badami, Pattadakal, Kudala Sangama
2	Ballari	Ballari, Hampi, Hospet, Sandur
3	Belagavi	Belagavi, Gokak, Kittur, Saundatti
4	Bengaluru Rural	Dobbaspeth, Doddaballapura
5	Bengaluru Urban	N/A
6	Bidar	Bidar, Basavakalyan
7	Chamarajanagar	Entire District
8	Chikkaballapur	Chikkaballapur, Gauribidanur, Muddenahalli, Nandi Hills

<sup>1</sup> Where the name of district and FTD is the same, the FTD refers to the city / town of the same name in the district

No.	District	Focus Tourism Destinations <sup>1</sup>
9	Chikkamagaluru	Entire District
10	Chitradurga	Chitradurga, Hiriyur
11	Dakshina Kannada	Entire District
12	Davangere	Bagali, Davangere, Shanthisagar, Santhebennur
13	Dharwad	Dharwad, Hubli, Mundgod
14	Gadag	Dambal, Gadag, Lakkundi
15	Hassan	Entire District
16	Haveri	Choudayyadanapur, Haveri, Ranebennur
17	Kalaburagi	Chincholi, Gangapur, Kalaburagi, Malkhed, Sannathi
18	Kodagu	Entire District
19	Kolar	Avani, Kolar, Kolar Gold Fields
20	Koppal	Anegundi, Itagi, Koppal, Munirabad
21	Mandya	Adichunchunagari, Kokkarebellur, Melukote, Srirangapatna, Shivanasamudra
22	Mysuru	Bylakuppe, Mysore, Nanjangud, Somanathapura
23	Raichur	Hatti, Maski, Raichur
24	Ramanagara	Kanakapura, Magadi, Ramanagara
25	Shivamogga	Entire District
26	Tumakuru	Devarayana Durga, Madhugiri, Tumkur
27	Udupi	Entire District
28	Uttara Kannada	Entire District
29	Vijayapura	Almatty, Basavana Bagewadi, Vijayapura
30	Yadgir	Shorapur, Yadgir

<sup>1</sup> Where the name of district and FTD is the same, the FTD refers to the city / town of the same name in the district

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

- Chamarajanagar
- Chikkamagaluru
- Dakshina Kannada
- Hassan
- Kodagu
- Shivamogga
- Udupi
- Uttara Kannada

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





Lord Gomateshwara, Shravanabelagola



14

INCENTIVES, SUBSIDIES AND CONCESSIONS

The following Incentives and Concessions shall be extended to all Eligible Tourism Projects and Tourism Service Providers registered with the Department of Tourism. Only New Tourism Projects and Expansion Tourism Projects registered with the Department of Tourism shall be eligible for Subsidies under this Policy.

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

14.1 Incentives

14.1.1 Registration of Tourism Projects and Tourism Service Providers

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

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

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

14.1.2. Facilitation Support

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

14.1.3 Marketing Support for Tourism

The Department of Tourism shall provide marketing support for Tourism Projects on a case-by-case basis. Attractive Tourism Projects of Karnataka as determined by the Department shall be featured in the promotional content and marketing collaterals for Karnataka Tourism. This shall include promotion through brochures, print media, social media, website, etc.

14.1.4 Special Recognition for Sustainability Measures

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

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

14.1.5 Assistance for Sustainability Initiatives

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

The above-mentioned financial assistance shall be limited to a maximum of total 5 (five) Tourism Projects in a year for each category, with no project receiving a subsidy more than once during the Policy Period.

The Department may consider providing additional support for undertaking specific sustainability measures for tourism projects at identified destinations across Karnataka and shall notify the same from time to time.

14.1.6 Collaboration with Tourism Aggregators and Online Travel Agents

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



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#### 14.1.7 Facilitate Inter-State Travel for Tourist Vehicles

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

#### 14.1.8 Marketing Development Assistance

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

The below-mentioned Marketing Development Assistance shall be limited to a maximum of total 5 (five) Tourism Service Providers in a financial year for

#### 14.1.9 Tourism Excellence Awards

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

#### 14.1.10 Support for Homestays

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

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

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

each category, with no Tourism Service Provider receiving a subsidy for more than one category during a financial year. Detailed guidelines regarding the marketing development assistance being offered by the Department shall be issued from time to time by the Department of Tourism.

#### 14.2 Subsidies

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

#### 14.2.1. Capital Investment Subsidy

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

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

The Capital Investment Subsidy for each Tourism Project shall be a percentage of the Eligible Project Cost (EPC) of the Tourism

Project. The following table summarizes the Capital Investment Subsidy offered to Tourism Project under the Policy –

#### Note:

1. For Hotel Project – Budget and Hotel Project – Premium, the following conditions shall apply –
  - a. No subsidy shall be offered for a Hotel / Resort within the limits of any Municipal Corporation<sup>3</sup> in Karnataka.
  - b. The Hotel / Resort must obtain requisite star classification as per Ministry of Tourism guidelines to be eligible for subsidy.
2. A Tourism Project availing Capital Investment Subsidy shall not be entitled to claim Interest Subsidy.

Sl. No.	Tourism Project	Minimum EPC Investment for Project (INR)	Percentage of Subsidy against EPC (%)	Maximum Ceiling Amount of Capital Investment Subsidy	Locations where Subsidy shall be Provided
1	Adventure Tourism Project	INR 25 Lakh	15%	INR 2 Crore	Focus Tourism Destinations
2	Caravan Park Project	INR 50 Lakh	15%	INR 2 Crore	Focus Tourism Destinations
3	Hotel Project – Budget	INR 5 Crore	15%	INR 2 Crore	Focus Tourism Destinations (excluding Municipal Corporation limits)
4	Hotel Project – Premium	INR 10 Crore	15%	INR 5 Crore	Focus Tourism Destinations (excluding Municipal Corporation limits)
5	Houseboat Project	INR 25 Lakh	15%	INR 1 Crore	Focus Tourism Destinations
6	Wayside Amenities <sup>2</sup>	INR 2 Crore	15%	INR 2 Crore	All of Karnataka
7	Wellness Centre	INR 2 Crore	15%	INR 2 Crore	Focus Tourism Destinations

<sup>2</sup> Only for New Wayside Amenities developed on Greenfield Model or Franchisee Model

<sup>3</sup> Municipal Corporations are present in the following cities of Karnataka – Ballari, Belagavi, Bengaluru, Davangere, Hubli-Dharwad, Kalaburagi, Mangaluru, Mysuru, Shivamogga, Tumakuru and Vijayapura



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

Additional Capital Investment Subsidy

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

Criteria for Additional Subsidy	Additional Percentage Subsidy against EPC of the Tourism Project
Tourism Project is undertaken by Women, SC, ST, or differently-abled Entrepreneur	5%

The maximum ceiling amount of capital investment subsidy for the respective Tourism Project shall remain unchanged.

14.2.2 Interest Subsidy

New Tourism Projects and Expansion Tourism Projects shall be eligible to get interest subsidy at 5% per annum on the term loan<sup>4</sup> taken on the fixed capital



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

investment for the Tourism Project, subject to a maximum of INR 25 Lakh for a period of five years. The interest subsidy shall not exceed INR 7.5 Lakh per annum for the Tourism Project and shall be provided only for timely repayment of loan instalment along with interest.

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

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

Note:

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

14.3 Concessions

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

14.3.1 Exemption on Stamp Duty

New Tourism Projects and Expansion Tourism Projects will qualify for 100% exemption of Stamp Duty in respect of the following –

1. Loan agreements, credit deeds, mortgage and hypothecation, deeds executed for availing loans from State Government, National Level Financial Institutions, Commercial Banks, RRBs, Co-operative Banks, Khadi and Village Industries Board (KVIB) / Khadi and

- Village Industries Commission (KVIC), Karnataka State SC/ST Development Corporation, Karnataka State Minority Development Corporation and other institutions which may be notified by the Government from time to time for a maximum period of five years only; and
2. For lease deeds, lease-cum-sale and absolute sale deeds executed in respect of Tourism Projects

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

14.3.2 Concessional Registration Charges

For all loan documents and sale deeds as specified under the head “Exemption on Stamp Duty” above, the registration charges shall be at a concessional rate of INR 1/- per INR 1000/-.

14.3.3 Reimbursement of Land Conversion Fee

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

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

14.3.4 Exemption on Motor Vehicle Tax

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

The above said exemption is valid only:

1. During the Policy Period 2020-25,
2. For Tourism Projects registered with the Department of Tourism, Government of Karnataka, and
3. On purchase of a maximum of 10 vehicles per Tourism Service Provider per year.

14.3.5 Complementary Infrastructure Assistance

The Department of Tourism may utilize the Tourism Development Fund to provide assistance for the development of complementary infrastructure facilities on a case-to-case basis for all Eligible Tourism Projects based on an assessment of the project’s requirements. The support will be up to 20% of the EPC for all Eligible Tourism Projects up to a maximum of INR 25 Lakh, whichever is less.

Complementary Infrastructure Assistance could be in the form of –

1. Road Access / Last mile connectivity
2. Power connectivity
  - a. From an existing transmission/ distribution line until the project site
  - b. Switching station and transformer at the project site can be covered
3. Water connection
  - a. Connection charges, road cutting charges, plumber costs
4. Sewerage Connection
  - a. Connectivity to Sewage Pumping Station / Sewage Treatment Plant
5. Construction of infrastructure which becomes essential for the provision of the Tourism Project which may include jetties, parking spaces, etc. based on proposals received for Tourism Projects and as determined by the Department of Tourism.



15

INSTITUTIONAL FRAMEWORK



The Department of Tourism is committed to institute requisite mechanisms and to facilitate a conducive environment for the implementation of the Karnataka Tourism Policy 2020-25. Institutional arrangements shall be put in place through this Policy to provide facilitation support for approval and clearances, to address inter-departmental issues and monitor the development of Tourism Projects in the State. In this regard, committees have been set up to –

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

These committees shall also accord priority to improving the Ease of Doing Business for Tourism Projects. These Committees shall take a decision

in accordance with the current policy and the decision thus taken shall be final and binding on all concerned.

15.1 Advisory and Approval Committees  
15.1.1 District Tourism Committee

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

- Receive all proposals for Tourism Projects where the Eligible Project Cost (EPC) is up to INR 5 Crore.
- Forward the received proposal for Tourism Project to the Program Management Unit (PMU) Division of Department of Tourism for project appraisal. Further to the project appraisal, the PMU Division shall forward its Appraisal Report to District Tourism Committee. The Appraisal Report shall convey whether the project is eligible or not for incentives, subsidies or concessions under the Policy.
- Based on the Appraisal Report prepared by the Program Management Unit (PMU) Division of Department of Tourism, the District Tourism Committee shall sanction approval for Incentives, Subsidies and Concessions for eligible Tourism Projects where the EPC is up to INR 5 Crore.
- Facilitate approvals and sanctions from other government agencies as may be required for the implementation of Tourism Project
- Monitor the progress of implementation of approved Tourism Projects
- Resolve issues related to project implementation to avoid delays in implementation of Tourism Projects where EPC is up to INR 5 Crore

15.1.2 Empowered Committee for Tourism

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

- Based on the Appraisal Report prepared by the Program Management Unit (PMU) Division of Department of Tourism, the Empowered Committee shall sanction approval for incentives, subsidies or concessions for eligible Tourism Projects where the EPC is more than INR 5 Crore
- Coordinate and ensure timely issue of Government Orders by various departments
- Be the authority to interpret the Policy and the incentives, subsidies and concessions offered under the Policy
- Recommend enabling mechanisms from time to time for smooth implementation of the Policy
- Resolve issues related to project implementation to avoid delays in implementation of Tourism Projects where EPC is above INR 5 Crore
- On a case-to-case basis, approve tailor-made support and benefits to be extended to Mega Tourism Projects.
- Resolve any issues related to pending clearances on account of non-resolution of inter-departmental issues
- Co-opt members and stakeholders whose consent or expertise is required for sanction of approval for incentives, subsidies, and concessions for projects
- Periodically review the list of Eligible Tourism Projects and suitable inclusions / deletions / modifications may be made as per market demand and suggestions of the industry.
- Provide grants or other fiscal assistance for high-potential start-ups in the tourism sector and sanction the Department of Tourism to collaborate with said start-ups

15.1.3 Karnataka Tourism Task Force

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

15.2 Sanction of Incentives, Subsidies, and Concessions

The applicant for the Tourism Project shall place the proposal for sanction of incentives, subsidies, and concessions for their Tourism Project before the Committee concerned for their review. The committees concerned for sanction of incentives, subsidies, and concessions based on the Eligible Project Cost of Tourism Projects are provided in the table below.

Criteria for Additional Subsidy	Additional Percentage Subsidy against EPC of the Tourism Project
Up to INR 5 Crore	District Tourism Committee, under the Chairmanship of Deputy Commissioner of the respective district
More than INR 5 Crore	Empowered Committee, under the Chairmanship of Hon’ble Minister of Tourism

15.2.1 Documents for Sanction of Incentives, Subsidies, and Concessions

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

15.2.2 Supporting Provisions for availing Incentives, Subsidies and Concessions

1. To avail the Incentives, Subsidies, and Concessions for Eligible Tourism Projects identified in this Policy, the applicant must submit necessary documents and obtain the required approvals from the Committees concerned prior to commencement of the Tourism Project.



2. To claim the incentives, subsidies and concessions under Section 14 Incentives, Subsidies, and Concessions of this Policy, the applicant must submit requisite documentary proof to the Committee concerned as per the Operational Guidelines. Approval of the Committee concerned shall enable the Department of Tourism to disburse the approved incentives, subsidies, and concessions.
3. Tourism Projects and Tourism Service Providers can avail incentives, subsidies, and concessions under multiple policies of different departments of Government of Karnataka and / or Government of India. However, if the same component is claimed under different policies, the quantum is limited to the maximum of the component in any one of the Policy.
4. The total quantum of Subsidies and Concessions availed by a Tourism Project shall not exceed 25% of the EPC of the project.
5. For Tourism Projects receiving Subsidies, it shall be mandatory to operate the Tourism Project for at least 3 years after receiving the first instalment of subsidy. If the Tourism Project fails to abide by

this condition, the applicant shall have to return the subsidy amount with a 10% simple interest per annum to the Department of Tourism.

### 15.3 Interpretation

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



## 16

## ANNEXURES



### 16.1 Annexure A – Constitution of Special Committees for Sanctioning of Incentives, Subsidies, and Concessions under Karnataka Tourism Policy 2020-25

#### 1. District Tourism Committee

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

- Deputy Commissioner (Chairperson)
- Chief Executive Officer, Zilla Panchayat
- The Commissioner or Chief Officer of City Municipal Corporation or Municipal Council
- Superintendent of Police
- Deputy Conservator of Forest
- The Jurisdictional Executive Engineer, Electricity Supply Company Limited
- The Lead District Manager of the Lead Bank
- The Jurisdictional Joint or Deputy Commissioner of Commercial Taxes
- The Commissioner, Urban Development Authority
- The Assistant Director, Town Planning

- Joint Director, District Industries Centre
- Representative from the Regional Office of Karnataka State Pollution Control Board
- Representative from Rural Development and Panchayat Raj Department
- Representative from Kannada & Culture Department
- Deputy Director (Tourism)
- Other invitees from the District as deemed necessary by Deputy Commissioner
- Assistant Director (Tourism) / Tourism-in-charge officer (Convener)

#### 2. Empowered Committee for Tourism

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

- Hon'ble Minister for Tourism, Government of Karnataka (Chairperson)
- Additional Chief Secretary / Principal Secretary to Government, Department of Tourism





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- Additional Chief Secretary / Principal Secretary to Government, Commerce & Industries Department
- Additional Chief Secretary / Principal Secretary to Government, Urban Development Department
- Additional Chief Secretary / Principal Secretary to Government, Rural Development and Panchayat Raj Department
- Principal Secretary to Government, Infrastructure Development Department
- Principal Secretary to Government, Finance Department
- Principal Secretary to Government, Kannada & Culture Department
- Principal Secretary to Government, Department of Information & Public Relations
- Principal Secretary to Government, Department of Youth Empowerment & Sports
- Managing Director, Karnataka State Industrial & Infrastructure Development Corporation Limited
- Principal Chief Conservator of Forest, Forest Department
- Director, Commerce & Industries Department
- Commissioner / Director, Department of AYUSH
- Chairman, Karnataka Eco-Tourism Development Board
- Chief Executive Officer, Karnataka Maritime Board
- Managing Director, Jungle Lodges and Resorts
- Managing Director, Karnataka State Tourism Development Corporation
- Managing Director, Karnataka Tourism Infrastructure Limited
- Director, Department of Tourism (Convener)
- Other members as required on a case-to-case basis may be co-opted as special invitees

## Annexure B – Abbreviations

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



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