

TOURISM POLICY OF GUJARAT 2015-2020

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Abstract:

Gujarat is a growing destination of tourism now a day. Government makes policies to develop tourism in Gujarat. Gujarat government finds out more tourist attraction and growing them as an excellent destination. As part of development government declare tourism policy 2015-2020. Give status of industries to tourism its help to boost in this sector. Government sates a goal for next 5 five year and special focused on eco tourism and pilgrimage tourism. Gujarat has many wild life sanctuaries and forest spots that attract tourist. Dwarka, Somnath, Palitana, Udvada are places where devotes come from all over India. Gujarat has a potential in tourism sector.

Introduction:

On World Tourism Day to promote tourism in Gujarat, the state government announced a new tourism policy 2015-2020. Under this policy, for the first time since the establishment of the state of Gujarat, it has been announced to give industry status to the tourism sector. This will give all the benefits of the industry to the tourism sector as well. Even for the first time, the state government has decided to provide capital subsidy. Through this new tourism policy, employment opportunities will be created for an additional 20 million people by the year 2025 through the improvement of skills, knowledge and professionalism. Simultaneously, the tourism sector is estimated to have a potential investment of 15,000 crore.

At the time of State Chief Minister Anandiben Patel has termed the Gujarat government's new tourism policy 2015-2020 as an incentive policy for the state to be included in the global tourism map. He has stated that, this tourism policy has to give a status tourism sector as an industries sector, which make new path of development and vantage. Through a five-year historical tourism policy, the focus has been on branding Gujarat as one of the top five tourist destinations in the country.

Subsidies for tourism:

The proposed tourism policy will remain in force until 31/03/2020 from the date of resolution of this resolution or new or revised policy was issued, whichever is earlier. The project will receive a subsidy of 15 per cent depending on the size of the investment up to 50 crore, with a maximum limit of 7.50 crore. Similarly, if invest more than 50 crore in the project, a subsidy of 15 percent and maximum limit of 10 crore. If a minimum investment of 0.20 crore in Tent Accommodation, you will get a 20% subsidy, with a maximum limit of 0.15 crore. For 10 crore or more equipment, enterprises, water sports and golf, if registered with TCGL, 10 per cent subsidy will be given a maximum limit of 0.50 crore.

Pilgrimage and Eco tourism:

Stating that a further 5 per cent subsidy will be provided in the pilgrimage and eco-tourism sectors, the tourism minister added that new tourist pilgrimages to Ambaji, Dakor, Somnath, Palitana and other places, which have been recommended by the pilgrimage board and have been approved by the government over time. Percent subsidy will be provided. New eco-tourist destinations like Nalsarovar, Polo, Dang, Jambugoda and other places that the government has approved from time to time will also get an additional 5 percent subsidy.

Subsidy on interest has also been fixed in this new policy. Units within the limits of the municipal corporation will receive interest subsidy of 5 per cent for a period of 5 years with a maximum limit of 25 lacs. In areas other than these, the interest subsidy will be for 5 years at a maximum limit of 3 million at the rate of 7 percent. In addition, 7 percent interest subsidy will also be provided for the Heritage Hotel. The conditions for this will be announced later.

Infrastructure and employment:

After the start of all tourism infrastructure projects, there will be 100% re-enrollment of registration and stamp duty. In addition, 100% exemption in electricity tax is provided for luxury tax and entertainment tax for 5 years. 100% exempted for five years. The project, which has an investment of more than 75 crores in any place in the state and has the capacity to employ more than 150 people, will be granted mega tourism project status and up to a maximum of Rs 20, crore capital subsidy and entertainment tax and luxury tax up to 7 years will be exempted.

Other incentives include reimbursement of training costs to recognized institutions for skill development. Ten thousand days per person for 15 days or more training.

While the local tourist guides will be given a regular stipend of Rs. 5,000 per month. In addition, there will be incentives for innovative travel projects. Marketing support will be provided to travel agents, tour operators at leading national and international events.

PPP project and Home-Stay policy:

The implementation of PPP projects would be in coordination with GIDB (Gujarat Infrastructure Development Board) and as per the GR issued from time to time for tourism projects, which would be applicable to both Greenfield and Brownfield projects. GUJTOP will be suitably assisting the State Government as per the mandate given to it from time to time.

The State Government announced the Incentives and Guidelines policy for registration of Home-stay Establishments on 20/11/2014. Homeowners who, together with their family, inhabit the same premises, which must be their principal place of residence. Only those residential houses which exist from before 31st March 2014 will be eligible under this Policy which may be amended from time to time in consultation with Forest & Environment Department. Furthermore, in this regard, the directives issued by Hon'ble Courts from time to time shall be duly complied with in letter and spirit.

Promotion of 'Make in India' and 'Digital India'

Various concessions and incentives have been provided to the hospitality sector in the Tourism Policy to attract investments, both national and international, to help realize the goals of “**Make in India**”. An enabling mechanism will be put in place to ensure facilitation for investment in the tourism sector through this Policy, over and above the provisions under ‘**Gujarat Industrial Policy - 2015**’. Special incentives for adopting ICT in the tourism sector will be offered to the investors. Promoting ICT-enabled technologies through mobile applications, social networking, big data analytics, blogs, virtual tourism, etc. Major tourism sites may be duly equipped with CCTV cameras, WiFi services and mobile-based services to the extent possible to ensure tourist safety and security as also to enhance public convenience; and Promotion and marketing initiatives shall be further strengthened.

Objectives of policy:

- To make Gujarat one of the top five tourist States of India, national and international tourist by 2025;
- To attract the MICE (Meetings, Incentives, Conventions and Exhibitions) segment, by creating exhibition facility and support infrastructure; To leverage innovative forms of tourism such as adventure, **cuisine Tourism**, cruise, event-based, inland waterways, medical, **wellness Tourism, Tourism Circuits and Destinations** and others;
- To develop diverse tourism packages and products to augment tourist stay and encourage repeat visits;
- To promote tourism for all segments of the society especially facilitating senior citizens, the differently abled, homemakers, farmers and students, by ensuring affordable accommodation and travel circuits;
- To provide tourism infrastructure in terms of tourist information, transport services, accommodation and way-side amenities;
- To enhance the use of ICT in the sector and further improve the quality of services;

- To upgrade skills, knowledge & professionalism and promote employment opportunities for additional two million persons by 2025;
- To promote responsible tourism in the State and develop tourism products in an environment-friendly manner; and
- To create enabling framework for public-private partnerships in developing tourism products, projects and services.

Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2017

Rank	State/UT	Domestic Tourist Visits in 2017	
		Number	Percentage (%) Share
1	Tamil Nadu	345061140	20.9
2	Uttar Pradesh	233977619	14.2
3	Karnatak	179980191	10.9
4	Andhra Pradesh	165433898	10.0
5	Maharashtra	119191539	7.2
6	Telangana	85266596	5.2
7	West Bengal	79687645	4.8
8	Madhya Pradesh	78038522	4.7
9	Gujarat	48343121	2.9
10	Rajashthan	45916573	2.8
Total of top 10 States		1380896844	83.6
Others		271588513	16.4
Total		1652485357	100.0

Conclusion:

Gujarat state has a potential in tourism sector. State has multi diversity places, as a tourist attraction likes white rann, long beach area, forest and Nature Park, mega cities, heritage sites, etc... Gujarat also has many domestic and international airports for connectivity.

Gujarat's tourism industry will be encouraged by the new travel policy announced by the government. This will have a direct impact on employment, infrastructure, and civic amenities. Through the advertisements like “Khushbu Gujarat Ki” and Kachchh nahi dekha to kuch nahi dekha” Gujarat tourism has been gaining momentum. Amitabh Bachchan's advertisement on Dwarka, White Desert, Gir Forest, Navratri Festival have very important role to attract tourist from all over the country.

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