

**PROCEEDINGS OF GOVERNMENT OF KARNATAKA**

Sub: Implementation of Karnataka Tourism Policy 2020-25.  
Read: Government Order No. PraE 81 Pravayo 2014 dated 26.03.2015

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**PREAMBLE:-**

In the Government Order read above, Karnataka Tourism Policy 2015-20 was introduced. The period of the Policy has ended on 26.03.2020.

Karnataka is 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.

As the logo of Karnataka tourism says it all “One State, Many Worlds”, Karnataka Tourism is home for varied tourism themes including heritage, culture, eco-tourism, wildlife, spiritual, adventure, coastal, wellness and agri. tourism in urban and rural areas. Tourism is a priority sector for the Government of Karnataka and the State has undertaken significant investments for the development and promotion of tourism. In 2018, Karnataka ranked 3rd among all Indian states for domestic tourist visits, attracting more than 21.50 crore visitors or 12% of overall domestic tourists visits in India. Additionally, the State ranked 11th for international tourist visits in India, attracting nearly 5.5 lakh foreign tourists.

Implementation of Karnataka Tourism Policy 2020-25 envisages to boost the tourism industry in State by increasing domestic and international visitations, offering high quality experience to visitors, facilitating and accelerating investments and improving livelihood opportunities at the local level.

It is imperative for the state government to periodically review their existing tourism policy and in the backdrop of the extent to which the existing policy has been able to achieve its objectives. The main purpose of the Karnataka Tourism Policy 2020-25 is to comprehensively develop Karnataka Tourism which includes:

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. Augment the development of robust tourism infrastructure across Karnataka by providing world-class experience to visitors through a diverse array of high-quality products and services.
4. Ensure coordinated and active involvement of all stakeholders for the improvement of tourism in Karnataka.
5. Provide a conducive business environment with investment-friendly policies to encourage private sector participation in the tourism sector.