Karnataka Tourism Policy 2020-26

Department of Tourism, Government of Karnataka
1 INTRODUCTION

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 2020-26 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 2020-26 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.
2 KARNATAKA TOURISM POLICY 2020-26 – VISION, MISSION AND OBJECTIVES

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 six (6) years from the date of its notification. The Karnataka Tourism Policy 2020-26 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.
3 STRATEGY

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 2020-26 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 2020-26. 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.
4 Tourism Marketing and Promotion

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 multilingual 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 2026.

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

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.

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.
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 –
6.1 **ADVENTURE TOURISM**

Karnataka’s geographical and cultural diversity holds 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.

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 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 2020-26. 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 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 2020-26 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 UPGRADE, 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 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.

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**

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.
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
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*.

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

The list of Eligible Tourism Projects may be 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 and subsidies 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 2020-26. 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 water purification, DG sets, air conditioning, lifts, sewage treatment plant, rainwater harvesting, solar heating, solar lighting system, borewells, etc.

   EPC shall also include costs vehicle / aircraft / watercraft necessary to specifically undertake tourism activities for the following Tourism Projects defined in this Policy –

   i. Adventure Tourism Project  
   ii. Caravan Tourism Project  
   iii. Houseboat Project  
   iv. Safety and Hygiene Tourism Project

   The applicability of vehicle / aircraft / watercraft necessary to specifically undertake tourism activities towards the calculation of EPC shall be determined by the District Tourism Committee / Empowered Committee for Tourism, as applicable.

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

   i. Working Capital;  
   ii. Pre-operative expenses and preliminary expenses;  
   iii. Second-hand plant and machinery purchased or shifted from within or outside India;  
   iv. Interest capitalised;  
   v. Consumable stores;  
   vi. Inventories for maintenance or repairs;  
   vii. Investment on land required for setting up the Tourism Project, inclusive of the cost of the land;  
   viii. Vehicles, except those permissible for certain Tourism Project as specified above;  
   ix. furniture, fixtures, cutlery, crockery, utensils; and  
   x. 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 guidance provided in the Operational Guidelines for Karnataka Tourism Policy 2020-26.

10. **Mega Tourism Project** shall mean Tourism Project with an EPC of above INR 100 Crore.
11. **Department of Tourism** shall mean Department of Tourism, Government of Karnataka, unless it be repugnant to the context or meaning thereof.

12. **Ministry of Tourism** shall mean Ministry of Tourism, Government of India, unless it be repugnant to the context or meaning thereof.

13. **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 2020-26—Based on this, the Department has identified the following Focus Tourism Destinations at the outset of Karnataka Tourism Policy 2020-26—

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>District</th>
<th>Focus Tourism Destinations¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bagalkot</td>
<td>Aihole, Badami, Pattadakal, Kudala Sangama</td>
</tr>
<tr>
<td>2.</td>
<td>Ballari</td>
<td>Ballari, Sandur</td>
</tr>
<tr>
<td>3.</td>
<td>Belagavi</td>
<td>Belagavi, Gokak, Kittur, Saundatti</td>
</tr>
<tr>
<td>4.</td>
<td>Bengaluru Rural</td>
<td>Dobbaspet, Doddaballapura</td>
</tr>
<tr>
<td>5.</td>
<td>Bengaluru Urban</td>
<td>N/A</td>
</tr>
<tr>
<td>6.</td>
<td>Bidar</td>
<td>Bidar, Basavakalyan</td>
</tr>
<tr>
<td>7.</td>
<td>Chamarajanagar</td>
<td>Entire District</td>
</tr>
<tr>
<td>8.</td>
<td>Chikkaballapur</td>
<td>Chikkaballapur, Gauribidanur, Muddenahalli, Nandi Hills</td>
</tr>
<tr>
<td>9.</td>
<td>Chikkamgaluru</td>
<td>Entire District</td>
</tr>
<tr>
<td>10.</td>
<td>Chitradurga</td>
<td>Chitradurga, Hiriyur</td>
</tr>
<tr>
<td>11.</td>
<td>Dakshina Kannada</td>
<td>Entire District</td>
</tr>
<tr>
<td>12.</td>
<td>Davangere</td>
<td>Bagali, Davangere, Shanthisagar, Santhebennur</td>
</tr>
<tr>
<td>13.</td>
<td>Dharwad</td>
<td>Dharwad, Hubli, Mundgod</td>
</tr>
<tr>
<td>14.</td>
<td>Gadag</td>
<td>Dambal, Gadag, Lakkundi</td>
</tr>
<tr>
<td>15.</td>
<td>Hassan</td>
<td>Entire District</td>
</tr>
<tr>
<td>16.</td>
<td>Haveri</td>
<td>Entire District</td>
</tr>
<tr>
<td>17.</td>
<td>Kalaburagi</td>
<td>Chincholi, Gangapur, Kalaburagi, Malkhed, Sannathi</td>
</tr>
<tr>
<td>18.</td>
<td>Kodagu</td>
<td>Entire District</td>
</tr>
<tr>
<td>20.</td>
<td>Koppal</td>
<td>Anegundi, Itagi, Koppal, Munirabad</td>
</tr>
</tbody>
</table>

¹ Where the name of district and FTD is the same, the FTD refers to the city / town of the same name in the district
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>District</th>
<th>Focus Tourism Destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.</td>
<td>Mandya</td>
<td>Adichunchunagari, Kokkarebellur, Melukote, Srirangapatna, Shivanasamudra</td>
</tr>
<tr>
<td>22.</td>
<td>Mysuru</td>
<td>Bylakuppe, Mysore, Nanjangud, Somanathapura</td>
</tr>
<tr>
<td>23.</td>
<td>Raichur</td>
<td>Hatti, Maski, Raichur</td>
</tr>
<tr>
<td>24.</td>
<td>Ramanagara</td>
<td>Entire district</td>
</tr>
<tr>
<td>25.</td>
<td>Shivamogga</td>
<td>Entire District</td>
</tr>
<tr>
<td>26.</td>
<td>Tumakuru</td>
<td>Devarayana Durga, Madhugiri, Tumkur</td>
</tr>
<tr>
<td>27.</td>
<td>Udupi</td>
<td>Entire District</td>
</tr>
<tr>
<td>28.</td>
<td>Uttara Kannada</td>
<td>Entire District</td>
</tr>
<tr>
<td>29.</td>
<td>Vijayanagara</td>
<td>Entire District</td>
</tr>
<tr>
<td>30.</td>
<td>Vijayapura</td>
<td>Almatty, Basavana Bagewadi, Vijayapura</td>
</tr>
<tr>
<td>31.</td>
<td>Yadgir</td>
<td>Shorapur, Yadgir</td>
</tr>
</tbody>
</table>

For the following districts, the entire district, i.e., all tourism destinations within the district, shall be considered as Focus Tourism Destinations –
1. Chamarajanagar
2. Chikkamgaluru
3. Dakshina Kannada
4. Hassan
5. Haveri
6. Kodagu
7. Ramanagara
8. Shivamogga
9. Udupi
10. Uttara Kannada
11. Vijayanagara

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.
14 INCENTIVES, SUBSIDIES AND CONCESSIONS

Eligible Tourism Projects and Tourism Service Providers shall be eligible for incentives, subsidies and concessions under Karnataka Tourism Policy 2020-26. Detailed procedures for availing incentives, subsidies, and concessions are provided in the Operational Guidelines for the 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.

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 below outlines the amount of assistance that shall be provided by the Department –

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

The Deputy Commissioner in charge of each district of Karnataka shall identify one registered Tourism Project for each category of sustainability measure from their respective district to award financial assistance for successfully undertaking the measure. A maximum of 3 Tourism Projects shall receive financial assistance from each district of Karnataka each year during the Policy Period.

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.

### 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 –

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

The above-mentioned Marketing Development Assistance shall be limited to a maximum of total 25 (twenty-five) Tourism Service Providers in a financial year for 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.

14.1.9 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

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. Caravan Tourism Project
4. Hotel Project – Budget (1-star or 2-star classification hotels / resorts)
5. Hotel Project – Premium (3-star or above classification hotels / resorts)
6. Houseboat Project
7. Wayside Amenities
8. 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 –

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Tourism Project</th>
<th>Minimum EPC Investment for Project (INR)</th>
<th>Percentage of Subsidy against EPC (%)</th>
<th>Maximum Ceiling Amount of Capital Investment Subsidy</th>
<th>Locations where Subsidy shall be Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Adventure Tourism Project</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
<tr>
<td>2.</td>
<td>Caravan Park Project</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>All of Karnataka</td>
</tr>
<tr>
<td>3.</td>
<td>Caravan Tourism Project</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 1 Crore</td>
<td>All of Karnataka</td>
</tr>
<tr>
<td>4.</td>
<td>Hotel Project – Budget</td>
<td>INR 5 Crore</td>
<td>15%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations (excluding Municipal Corporation limits of Bengaluru, Hubli-Dharwad, Mangaluru, and Mysuru)</td>
</tr>
<tr>
<td>5.</td>
<td>Hotel Project – Premium</td>
<td>INR 10 Crore</td>
<td>15%</td>
<td>INR 5 Crore</td>
<td>Focus Tourism Destinations (excluding Municipal Corporation limits of Bengaluru, Hubli-Dharwad,</td>
</tr>
<tr>
<td>Sl. No.</td>
<td>Tourism Project</td>
<td>Minimum EPC Investment for Project (INR)</td>
<td>Percentage of Subsidy against EPC (%)</td>
<td>Maximum Ceiling Amount of Capital Investment Subsidy</td>
<td>Locations where Subsidy shall be Provided</td>
</tr>
<tr>
<td>---------</td>
<td>-----------------------</td>
<td>------------------------------------------</td>
<td>--------------------------------------</td>
<td>----------------------------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>6.</td>
<td>Houseboat Project</td>
<td>INR 1 Crore</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>All of Karnataka</td>
</tr>
<tr>
<td>7.</td>
<td>Wayside Amenities²</td>
<td>INR 2 Crore</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>All of Karnataka</td>
</tr>
<tr>
<td>8.</td>
<td>Wellness Centre</td>
<td>INR 2 Crore</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
</tbody>
</table>

**Note:**

1. **1. No tourism project is eligible for Capital Investment Subsidy within Bengaluru Urban district.**
2. 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 the following Municipal Corporation in Karnataka – Bengaluru, Hubli-Dharwad, Mangaluru, Mysuru.
   b. The Hotel / Resort must obtain requisite star classification as per Ministry of Tourism guidelines to be eligible for subsidy.
3. **A Tourism Project availing Capital Investment Subsidy shall not be entitled to claim Interest Subsidy.**
4. **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 any of the following criteria –

---

² Only for New Wayside Amenities developed on Greenfield Model or Franchisee Model
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Criteria for Additional Subsidy</th>
<th>Additional Percentage Subsidy against EPC of the Tourism Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tourism Project is undertaken by Women, SC, ST, or differently-abled Entrepreneur</td>
<td>5%</td>
</tr>
<tr>
<td>2.</td>
<td>Project is a <em>Hotel Project – Premium</em> that is undertaken at Focus Tourism Destination within districts of Kalyan Karnataka region viz. Ballari, Bidar, Kalaburagi, Koppal, Raichur, Vijayanagara and Yadgir</td>
<td>5%</td>
</tr>
</tbody>
</table>

The maximum ceiling amount of capital investment subsidy for the respective Tourism Project shall remain unchanged when claiming additional capital investment subsidy. Applicants may claim additional capital investment subsidy under only one of the above-mentioned criteria, not both.

**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 taken\(^3\) on the fixed capital 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.

\(^3\) 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 55,000/- of the total Interest paid of INR 1,10,000/-. 
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 50% exemption of Stamp Duty in respect of the following –

1. Loan agreements, credit deeds mortgage deeds, 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, New Tourism Projects and Expansion Tourism Projects shall be eligible for 100% exemption of registration charges.

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 Department of Tourism shall reimburse Tourism Service Providers for the motor vehicle tax paid in this regard, subject to availability of budget.

The above said exemption is valid only:
1. During the Policy Period 2020-26,
2. For Tourism Service Providers 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.
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 2020-26. 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 applicable 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 District Tourism In-charge Officer or the Program Management Unit (PMU) Division of Department of Tourism for project appraisal, as applicable. Further to the project appraisal, the District Tourism In-Charge Officer / PMU Division shall forward its Appraisal Report to District Tourism Committee. The Appraisal Report shall convey whether the project is eligible or not for the applicable incentives, subsidies or concessions under the Policy.
- Based on the Appraisal Report prepared by the District Tourism In-charge officer or the Program Management Unit (PMU) Division of Department of Tourism, as applicable, the District Tourism Committee shall sanction approval for applicable 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 –

• Receive applicable proposals for Tourism Projects where the Eligible Project Cost (EPC) is INR 5 Crore or more.

• Forward the received proposal for Tourism Project to the Program Management Unit (PMU) Division of Department of Tourism for project appraisal, as applicable. Further to the project appraisal, the PMU Division shall forward its Appraisal Report to Empowered Committee. The Appraisal Report shall convey whether the project is eligible or not for the applicable 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 Empowered Committee shall sanction approval for applicable incentives, subsidies or concessions for eligible Tourism Projects where the EPC is INR 5 Crore or more.

• 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 INR 5 Crore or more.

• 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 / authority concerned for their review.

The committees concerned for sanction of subsidies based on the Eligible Project Cost of Tourism Projects are provided in the table below.

<table>
<thead>
<tr>
<th>Eligible Project Cost</th>
<th>Authority for Sanction of In-Principle Approval and Final Approval for Capital Investment Subsidy and Interest Subsidy for Tourism Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to INR 5 Crore</td>
<td>District Tourism Committee, under the Chairmanship of Deputy Commissioner of the respective district</td>
</tr>
<tr>
<td>More than INR 5 Crore</td>
<td>Empowered Committee, under the Chairmanship of Hon’ble Minister of Tourism</td>
</tr>
</tbody>
</table>

The committee / authority for the sanction of incentives and concessions shall be as per the Operational Guidelines of this Policy.

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 committee concerned as per the timelines specified in the Operational Guidelines of the Policy.

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 30% of the EPC of the project.

5. Tourism Projects availing subsidies must obtain in-principle approval of the applicable committee prior to commencement of the construction work pertaining to establishment of a New Tourism Project or expansion of an Expansion Tourism Project.

6. 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

ANNEXURE A – CONSTITUTION OF SPECIAL COMMITTEES FOR SANCTIONING OF INCENTIVES, SUBSIDIES, AND CONCESSIONS UNDER KARNATAKA TOURISM POLICY 2020-26

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 / Commissioner 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
- Deputy Director (Tourism)
- Other invitees from the District as deemed necessary by Deputy Commissioner
- At least 3 representatives from travel, tourism and hospitality sector of the District. The representatives shall be nominated by Karnataka Tourism Society (KTS).
- Assistant Director (Tourism) / Tourism-in-charge officer (Convener)

Other members may be co-opted as special invitees on a case-to-case basis as required.

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
- 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, 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
• Representative from Karnataka Tourism Society (KTS)
• Representative from Indian Association of Tour Operators (IATO) or equivalent national-level association from travel and tourism sector
• Representative from Federation of Hotel & Restaurant Associations of India (FHRAI) or equivalent national-level association for hotels and hospitality sector
• Director, Department of Tourism (Convener)

Other members may be co-opted as special invitees on a case-to-case basis as required.
## ANNEXURE B – ABBREVIATIONS

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Abbreviation</th>
<th>Expansion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ASI</td>
<td>Archaeological Survey of India</td>
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<td>2.</td>
<td>AYUSH</td>
<td>Ayurveda, Yoga &amp; Naturopathy, Unani, Siddha and Homoeopathy</td>
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<td>4.</td>
<td>CSR</td>
<td>Corporate Social Responsibility</td>
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<td>5.</td>
<td>DoT</td>
<td>Department of Tourism, Government of Karnataka</td>
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<td>6.</td>
<td>FTD</td>
<td>Focus Tourism Destination</td>
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<td>7.</td>
<td>EODB</td>
<td>Ease of Doing Business</td>
</tr>
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<td>8.</td>
<td>EPC</td>
<td>Eligible Project Cost</td>
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<td>9.</td>
<td>GOK</td>
<td>Government of Karnataka</td>
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<td>10.</td>
<td>GSDP</td>
<td>Gross State Domestic Product</td>
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<td>11.</td>
<td>GST</td>
<td>Goods &amp; Services Tax</td>
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<td>12.</td>
<td>ICT</td>
<td>Information &amp; Communication Technology</td>
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<td>13.</td>
<td>JLR</td>
<td>Jungle Lodges and Resorts Limited</td>
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<td>14.</td>
<td>JV</td>
<td>Joint Venture</td>
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<td>15.</td>
<td>KEA</td>
<td>Karnataka Exhibition Authority</td>
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<td>16.</td>
<td>KITE</td>
<td>Karnataka International Travel Expo</td>
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<td>17.</td>
<td>KSTDC</td>
<td>Karnataka State Tourism Development Corporation</td>
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<td>18.</td>
<td>KTIL</td>
<td>Karnataka Tourism Infrastructure Limited</td>
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<td>19.</td>
<td>KTS</td>
<td>Karnataka Tourism Society</td>
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<td>20.</td>
<td>KUM</td>
<td>Karnataka Udyog Mitra</td>
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<td>21.</td>
<td>MDA</td>
<td>Marketing Development Assistance</td>
</tr>
<tr>
<td>22.</td>
<td>MICE</td>
<td>Meetings, Incentives, Conferences and Exhibitions</td>
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<td>23.</td>
<td>MoT</td>
<td>Ministry of Tourism, Government of India</td>
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<td>24.</td>
<td>NOC</td>
<td>No Objection Certificate</td>
</tr>
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<td>25.</td>
<td>PMU</td>
<td>Program Management Unit Division, Department of Tourism, Government of Karnataka</td>
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<td>26.</td>
<td>PPP</td>
<td>Public Private Partnership</td>
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<td>27.</td>
<td>PSU</td>
<td>Public Sector Undertaking</td>
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<td>28.</td>
<td>SDEL</td>
<td>Skill Development, Entrepreneurship and Livelihood Department</td>
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<td>29.</td>
<td>SDG</td>
<td>United Nations Sustainable Development Goals</td>
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<td>30.</td>
<td>ULB</td>
<td>Urban Local Bodies</td>
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<td>31.</td>
<td>UNESCO</td>
<td>United Nations Educational, Scientific and Cultural Organization</td>
</tr>
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<td>32.</td>
<td>UNWTO</td>
<td>World Tourism Organization</td>
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</tbody>
</table>
ANNEXURE C – GOVERNMENT ORDER NO. TOR 135 TDB 2020, DATED 18.09.2020

PROCEEDINGS OF GOVERNMENT OF KARNATAKA

Read: Government Order No. PraE 81 Pravay 2014 dated 26.03.2015 ******

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.
The objectives of Karnataka Tourism Policy 2020-25 are –

1. To harness Karnataka’s tourism potential for its effects on employment generation and economic development.
2. To instil confidence in tourists to visit Karnataka and ensure their comfort, convenience, and safety throughout their journey in Karnataka.
3. To promote Karnataka in domestic and international markets through a multitude of marketing channels.
4. To ensure quality tourism infrastructure and basic amenities for tourists at and en-route to major tourism destinations across Karnataka.
5. To create an enabling framework for private sector investments and establish mechanisms to support industry-driven initiatives in tourism.

Incentives, Subsidies and Concessions under Karnataka Tourism Policy 2020-25

The Karnataka Tourism Policy provides a wide range of incentives, subsidies and concessions for Tourism Projects and Tourism Service Providers. The eligibility of Tourism Projects for various Incentives, Subsidies and Concessions is provided in Annexure-II.

• Incentives
  - Registration of Tourism Projects and Tourism Service Providers
  - Facilitation Support
  - Marketing Support for Tourism
  - Special Recognition for Sustainability Measures
  - Assistance for Sustainability Initiatives
  - Collaboration with Tourism Aggregators and Online Travel Agents
  - Facilitate Inter-State Travel for Tourist Vehicles
  - Marketing Development Assistance
  - Tourism Excellence Awards
  - Support for Homestays

• Subsidies
  - Capital Investment Subsidy for Adventure Tourism Project, Caravan Park Project, Hotel Project – Budget (1-star or 2-star classification hotels/resorts), Hotel Project – Premium (3-star or above classification hotels/resorts), Houseboat Project, Wayside Amenities and Wellness Centre
  - Interest Subsidy for Agri Tourism Project, Cultural Tourism Project, Heritage Tourism Project, Safety and Hygiene Tourism Project

• Concessions
  - Exemption on Stamp Duty
  - Concesional Registration Charges
  - Reimbursement of Land Conversion Fee
  - Exemption on Motor Vehicle Tax
  - Complementary Infrastructure Assistance
A separate guideline by competent authority for development of tourism projects under various tourism products and service categories is required to be issued. Compliance with the guidelines would be necessary to be eligible for availing off concessions and investment subsidies under the policy.

Government has decided to include the above points/details and publish Tourism Policy. Hence the following order.


BENGALURU, DATED 18-09-2020.

In the circumstances explained above, approval of Government is accorded for the Karnataka Tourism Policy 2020-25 as appended to this Order and to implement along with the incentives, subsidies and concession mentioned in the said policy. This Tourism Policy will be in force for a period of 05 years from the date of issue of this Order.

Separate guidelines will be issued by the competent authority for development of tourism projects under various tourism products and service categories listed in the Policy.

Operational guidelines on the various incentives, subsidies and concession available under the policy will be issued separately.

A separate guidelines/Orders/Notifications with regard to the facilitation support and concessions as mentioned in the Karnataka Tourism Policy 2020-25 to be provided by concerned Departments in respect of Tourism projects shall be issued separately by the respective Department.

BY ORDER AND IN THE NAME OF THE
GOVERNOR OF KARNATAKA

(B.N.YATHIRAJ)
Deputy Secretary to Government
Tourism Department.

To
The Compiler, Karnataka Gazette, Bangalore – for publication in the EXTRA ORDINARY GAZETTE and to apply 200 copies.

Copy to:
1. The Accountant General (Accounts/Audit), Karnataka, Bangalore.
2. All Additional Chief Secretaries/Principal Secretaries/Secretaries to Government.
4. All Divisional Commissioners.
5. Director of Tourism, Khaniqa Bhavana, Bengaluru.
6. All Deputy Commissioners.
7. All Chief Executive Officers of Zilla Panchayat.
8. Managing Director, Jungle Lodges and Resorts, Bengaluru.
9. Managing Director, Karnataka State Tourism Development Corporation, Bengaluru.
10. Chief Executive Officer, Karnataka Exhibition Authority, Mysuru.
11. All Heads of District Tourism Development Committees of Districts.
12. PS to Chief Secretary to Government (Cabinet), Vidhana Soudha (Subject No.C-458/2020).
13. PS to Hon’ble Minister for Tourism and Kannada Culture and Youth Services and Sports, Vidhana Soudha.
14. President, Karnataka Tourism Society, Bengaluru.
15. Section Guard File/Spare copies.
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Karnataka Tourism Policy 2020

3. The Government of Karnataka, through the Karnataka Tourism Development Corporation (KTDC), has undertaken several initiatives to promote tourism. The KTDC is the nodal agency for implementing the Karnataka Tourism Policy 2020.

4. The policy aims to develop tourism infrastructure by promoting sustainable tourism practices. It seeks to create a conducive environment for the growth of the tourism industry.

5. The policy also focuses on the development of tourism projects in various parts of the state, including coastal regions, hill stations, and other popular destinations.

Policy Guidelines for 2020-2025

1. The guidelines for the development of tourism infrastructure should be formulated in consultation with the KTDC and other relevant stakeholders.

2. The guidelines should focus on the development of sustainable tourism practices. This includes the use of renewable energy sources and the promotion of eco-friendly tourism activities.

3. The guidelines should also encourage the development of tourism projects in underserved areas. This includes the development of tourism infrastructure in rural areas and underprivileged regions.

4. The guidelines should be reviewed and updated periodically to ensure that they remain relevant and effective.

5. The guidelines should also be communicated to all relevant stakeholders, including local governments, NGOs, and private sector entities.

Policy Guidelines for 2020-2025

- Promote sustainable tourism practices
- Develop tourism infrastructure in underserved areas
- Review and update guidelines periodically
- Communicate guidelines to all stakeholders
Karnataka Tourism Policy 2020

Page 26

1. Karnataka Tourism Policy 2020

Signature: [Signature]
Date: 18-09-2020

Note:
- Karnataka Tourism Policy 2020 is a document that outlines the government's strategies for the enhancement of tourism in Karnataka state. It aims to increase tourism-related activities and infrastructure. The document covers various aspects such as marketing, accessibility, and sustainability.
- The policy is designed to attract more tourists and promote local culture and heritage.
- The document contains detailed sections on tourism development, promoting local culture, and implementing sustainable tourism practices.

[Image of the document]

[Text of the document translated to English]

[Text of the document]

[Signature]

[Date: 28.09.2021]
viii.) குறிப்பிட்டுக்கூறும் கொள்கலன்செயல்கள்: இந்தக் கொள்கலன் பல்கலைக் கட்டடத்தில் கொள்கலன்செயல்கள் வழிகாட்டுவதற்கு வழங்கி வந்து வருகையுள்ளது.

ix.) சாத்ரையான நாட்டுச்செயல்கள்: பெருமை செய்யப்பட்டுக் கொள்கலன் பல்கலைக் கட்டடத்தில் கொள்கலன்செயல்கள் வழிகாட்டுவதற்கு வழங்கி வருகையுள்ளது.

x.) முனையான நாட்டுச்செயல்கள்: பெருமை செய்யப்பட்டுக் கொள்கலன் பல்கலைக் கட்டடத்தில் கொள்கலன்செயல்கள் வழிகாட்டுவதற்கு வழங்கி வருகையுள்ளது.

xi.) குறிப்பிட்டுக்கூறும் கொள்கலன் பல்கலைக் கட்டடத்தில் கொள்கலன்செயல்களுக்கு வழங்கி வருகையுள்ளது.

xii.) குறிப்பிட்டுக்கூறும் கொள்கலன் பல்கலைக் கட்டடத்தில் கொள்கலன்செயல்களுக்கு வழங்கி வருகையுள்ளது.

xiii.) குறிப்பிட்டுக்கூறும் கொள்கலன் பல்கலைக் கட்டடத்தில் கொள்கலன்செயல்களுக்கு வழங்கி வருகையுள்ளது.

xiv.) குறிப்பிட்டுக்கூறும் கொள்கலன் பல்கலைக் கட்டடத்தில் கொள்கலன்செயல்களுக்கு வழங்கிய வருகையுள்ளது.

xv.) குறிப்பிட்டுக்கூறும் கொள்கலன் பல்கலைக் கட்டடத்தில் கொள்கலன்செயல்களுக்கு வழங்கிய வருகையுள்ளது.
8. ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಹೊರಚೇಮಕ್ಕೆಲ್ಲೆ ವಿಭಾಗದ ಪ್ರತಿಭಾವಿಮಾನಗಳು ಸಹಿಷ್ಣು, ಅಧ್ಯಯನ ಸಂಕಲ್ಪಗಳಿಗೆ ಪ್ರವೇಶಮುದ್ರಣ.
9. ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಹೊರಚೇಮಕ್ಕೆಲ್ಲೆ ವಿಭಾಗದ ಪ್ರತಿಭಾವಿಮಾನಗಳು ಸಹಿಷ್ಣು, ಅಧ್ಯಯನ ಸಂಕಲ್ಪಗಳಿಗೆ ಪ್ರವೇಶಮುದ್ರಣ.
10. ಮಾಡ್, ಕಾಲು ರವರು ದಕ್ಷಿಣ ರಾಜ್ಯದ ಹೊರಚೇಮಕ್ಕೆಲ್ಲೆ ವಿಭಾಗದ ಪ್ರತಿಭಾವಿಮಾನಗಳು ಸಹಿಷ್ಣು, ಅಧ್ಯಯನ ಸಂಕಲ್ಪಗಳಿಗೆ ಪ್ರವೇಶಮುದ್ರಣ.
11. ಮಾಡ್, ಕಾಲು ರವರು ದಕ್ಷಿಣ ರಾಜ್ಯದ ಹೊರಚೇಮಕ್ಕೆಲ್ಲೆ ವಿಭಾಗದ ಪ್ರತಿಭಾವಿಮಾನಗಳು ಸಹಿಷ್ಣು, ಅಧ್ಯಯನ ಸಂಕಲ್ಪಗಳಿಗೆ ಪ್ರವೇಶಮುದ್ರಣ.
12. ಮಾಡ್, ಕಾಲು ರವರು ದಕ್ಷಿಣ ರಾಜ್ಯದ ಹೊರಚೇಮಕ್ಕೆಲ್ಲೆ ವಿಭಾಗದ ಪ್ರತಿಭಾವಿಮಾನಗಳು ಸಹಿಷ್ಣು, ಅಧ್ಯಯನ ಸಂಕಲ್ಪಗಳಿಗೆ ಪ್ರವೇಶಮುದ್ರಣ.
13. ಮಾಡ್, ಕಾಲು ರವರು ದಕ್ಷಿಣ ರಾಜ್ಯದ ಹೊರಚೇಮಕ್ಕೆಲ್ಲೆ ವಿಭಾಗದ ಪ್ರತಿಭಾವಿಮಾನಗಳು ಸಹಿಷ್ಣು, ಅಧ್ಯಯನ ಸಂಕಲ್ಪಗಳಿಗೆ ಪ್ರವೇಶಮುದ್ರಣ.
14. ಮಾಡ್, ಕಾಲು ರವರು ದಕ್ಷಿಣ ರಾಜ್ಯದ ಹೊರಚೇಮಕ್ಕೆಲ್ಲೆ ವಿಭಾಗದ ಪ್ರತಿಭಾವಿಮಾನಗಳು ಸಹಿಷ್ಣು, ಅಧ್ಯಯನ ಸಂಕಲ್ಪಗಳಿಗೆ ಪ್ರವೇಶಮುದ್ರಣ.
15. ಮಾಡ್, ಕಾಲು ರವರು ದಕ್ಷಿಣ ರಾಜ್ಯದ ಹೊರಚೇಮಕ್ಕೆಲ್ಲೆ ವಿಭಾಗದ ಪ್ರತಿಭಾವಿಮಾನಗಳು ಸಹಿಷ್ಣು, ಅಧ್ಯಯನ ಸಂಕಲ್ಪಗಳಿಗೆ ಪ್ರವೇಶಮುದ್ರಣ.

List of Amendments to Karnataka Tourism Policy 2020-26

a. The operative period of Karnataka Tourism Policy 2020-25 shall be extended up to 17th September 2026. The current validity period of the Policy is up to 17th September 2026.

b. Hence, the Karnataka Tourism Policy 2020-25 shall be renamed as “Karnataka Tourism Policy 2020-26”

c. The following provisions of the Karnataka Tourism Policy 2020-25 shall be amended –

<table>
<thead>
<tr>
<th>Sl No.</th>
<th>Present Tourism Policy Book Section Number</th>
<th>Existing</th>
<th>Revised</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>5.9 Complementary Infrastructure Assistance</td>
<td>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, KTIIL 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.</td>
<td>Assistance shall be provided for the development of complementary infrastructure facilities for Tourism Projects based on an assessment of the project’s requirements. On a case-to-case basis, KTIIL 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.</td>
</tr>
<tr>
<td>2.</td>
<td>13 Definitions</td>
<td>1. 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.</td>
<td>1. 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.</td>
</tr>
<tr>
<td>SNo</td>
<td>Present Tourism Policy Book Section Number</td>
<td>Existing</td>
<td>Revised</td>
</tr>
<tr>
<td>-----</td>
<td>--------------------------------------------</td>
<td>----------</td>
<td>---------</td>
</tr>
<tr>
<td>6</td>
<td>Convention Centre</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>7</td>
<td>Cultural Tourism Project</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>8</td>
<td>Cultural Village</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>9</td>
<td>Eco Tourism Project</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>10</td>
<td>Heritage Hotel</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>11</td>
<td>Heritage Tourism Project</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>12</td>
<td>Heritage Walk</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>13</td>
<td>Homestay</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>14</td>
<td>Hotel Project – Budget</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>15</td>
<td>Hotel Project – Premium</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>16</td>
<td>Houseboat</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>17</td>
<td>Museum and Galleries</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>18</td>
<td>Ropeway</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>19</td>
<td>Safety and Hygiene Tourism Project</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>20</td>
<td>Sound &amp; Light Show</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>21</td>
<td>Tented Accommodation</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>22</td>
<td>Theme Park</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>23</td>
<td>Tourist Interpretation Centre</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>24</td>
<td>Tourist Luxury Coach</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>25</td>
<td>Wellness Centre</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>26</td>
<td>Wayside Amenities</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

The list of Eligible Tourism Projects may be 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 and subsidies under this Policy, Eligible Tourism Projects must be registered with the Department and meet...
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.

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

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

- i. Working Capital;
- ii. Pre-operational expenses and preliminary expenses;
- iii. Second-hand plant and machinery purchased or shifted from within or outside India;
- iv. Interest capitalised;
- v. Consumable stores;
- vi. Inventories for maintenance or repairs;
- vii. Investment on land required for setting up the Tourism Project, inclusive of the cost of the land;
- viii. Vehicles, except those permissible for certain Tourism Project as specified above;
- ix. furniture, fixtures, cutlery, crockery, utensils; and
- x. 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
<table>
<thead>
<tr>
<th>Sl No</th>
<th>District</th>
<th>Focus Tourism Destinations ¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bagalkot</td>
<td>Aihole, Badami, Pattadakal, Kudal Sangama</td>
</tr>
<tr>
<td>2</td>
<td>Ballari</td>
<td>Ballari, Hampi, Hospet, Sandur</td>
</tr>
<tr>
<td>3</td>
<td>Belagavi</td>
<td>Belagavi, Gokak, Kittur, Saundatti</td>
</tr>
<tr>
<td>4</td>
<td>Bengaluru Rural</td>
<td>Dobbaspet, Doddaballapura</td>
</tr>
<tr>
<td>5</td>
<td>Bengaluru Urban</td>
<td>N/A</td>
</tr>
<tr>
<td>6</td>
<td>Bidar</td>
<td>Bidar, Basavakalyan</td>
</tr>
<tr>
<td>7</td>
<td>Chamarajanagar</td>
<td>Entire District</td>
</tr>
<tr>
<td>8</td>
<td>Chikkaballapur</td>
<td>Chikkaballapur, Gauribidanur, Muddenahalli, Nandi Hills</td>
</tr>
<tr>
<td>9</td>
<td>Chikmagalur</td>
<td>Entire District</td>
</tr>
<tr>
<td>10</td>
<td>Chitradurga</td>
<td>Chitradurga, Hiriyur</td>
</tr>
<tr>
<td>11</td>
<td>Dakshina Kannada</td>
<td>Entire District</td>
</tr>
<tr>
<td>12</td>
<td>Davangere</td>
<td>Bagali, Davangere, Shanthisagar, Santhebennur</td>
</tr>
<tr>
<td>13</td>
<td>Dharwad</td>
<td>Dharwad, Hubli, Mundgod</td>
</tr>
<tr>
<td>14</td>
<td>Gadag</td>
<td>Dambal, Gadag, Lakkundi</td>
</tr>
<tr>
<td>15</td>
<td>Hassan</td>
<td>Entire District</td>
</tr>
<tr>
<td>16</td>
<td>Haveri</td>
<td>Choudrayyanagapura, Haveri, Ranebennur</td>
</tr>
<tr>
<td>17</td>
<td>Kalaburagi</td>
<td>Chincholi, Gangapur, Kalaburagi, Malihed, Sannathi</td>
</tr>
</tbody>
</table>

---

13. **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:

<table>
<thead>
<tr>
<th>Sl No</th>
<th>District</th>
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</tr>
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<td>Ballari</td>
<td>Ballari, Sandur</td>
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<td>Belagavi</td>
<td>Belagavi, Gokak, Kittur, Saundatti</td>
</tr>
<tr>
<td>4</td>
<td>Bengaluru Rural</td>
<td>Dobbaspet, Doddaballapura</td>
</tr>
<tr>
<td>5</td>
<td>Bengaluru Urban</td>
<td>N/A</td>
</tr>
<tr>
<td>6</td>
<td>Bidar</td>
<td>Bidar, Basavakalyan</td>
</tr>
<tr>
<td>7</td>
<td>Chamarajanagar</td>
<td>Entire District</td>
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<td>Chikkaballapur</td>
<td>Chikkaballapur, Gauribidanur, Muddenahalli, Nandi Hills</td>
</tr>
<tr>
<td>9</td>
<td>Chikmagalur</td>
<td>Entire District</td>
</tr>
<tr>
<td>10</td>
<td>Chitradurga</td>
<td>Chitradurga, Hiriyur</td>
</tr>
<tr>
<td>11</td>
<td>Dakshina Kannada</td>
<td>Entire District</td>
</tr>
<tr>
<td>12</td>
<td>Davangere</td>
<td>Bagali, Davangere, Shanthisagar, Santhebennur</td>
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<td>Dharwad</td>
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<td>14</td>
<td>Gadag</td>
<td>Dambal, Gadag, Lakkundi</td>
</tr>
<tr>
<td>15</td>
<td>Hassan</td>
<td>Entire District</td>
</tr>
<tr>
<td>16</td>
<td>Haveri</td>
<td>Entire District</td>
</tr>
<tr>
<td>17</td>
<td>Kalaburagi</td>
<td>Chincholi, Gangapur, Kalaburagi, Malihed, Sannathi</td>
</tr>
</tbody>
</table>

---

*IX. Furniture, fixtures, cutlery, crockery, utensils; and*

*X. 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 guidance provided in the Operational Guidelines for Karnataka Tourism Policy 2020-25.**
<table>
<thead>
<tr>
<th>Sl No</th>
<th>Present Tourism Policy Book Section Number</th>
<th>Existing</th>
<th>Revised</th>
</tr>
</thead>
<tbody>
<tr>
<td>18.</td>
<td>Kodagu</td>
<td>Entire District</td>
<td>Entire District</td>
</tr>
<tr>
<td>20.</td>
<td>Koppal</td>
<td>Anegundi, Itagi, Koppal, Munirabad</td>
<td>Anegundi, Itagi, Koppal, Munirabad</td>
</tr>
<tr>
<td>21.</td>
<td>Mandya</td>
<td>Adichunchunchanagari, Kokkarebellur, Melukote, Srinagapatna, Shivanasamudra</td>
<td>Adichunchunchanagari, Kokkarebellur, Melukote, Srinagapatna, Shivanasamudra</td>
</tr>
<tr>
<td>22.</td>
<td>Mysuru</td>
<td>Bylakuppe, Mysore, Nanjangud, Somanathapura</td>
<td>Bylakuppe, Mysore, Nanjangud, Somanathapura</td>
</tr>
<tr>
<td>23.</td>
<td>Raichur</td>
<td>Hatti, Maski, Raichur</td>
<td>Hatti, Maski, Raichur</td>
</tr>
<tr>
<td>24.</td>
<td>Ramanagara</td>
<td>Kanakapura, Magadi, Ramanagara</td>
<td>Entire District</td>
</tr>
<tr>
<td>25.</td>
<td>Shivamogga</td>
<td>Entire District</td>
<td>Entire District</td>
</tr>
<tr>
<td>26.</td>
<td>Tumakuru</td>
<td>Devarayana Durga, Madhugiri, Tumkur</td>
<td>Devarayana Durga, Madhugiri, Tumkur</td>
</tr>
<tr>
<td>27.</td>
<td>Udipi</td>
<td>Entire District</td>
<td>Entire District</td>
</tr>
<tr>
<td>28.</td>
<td>Uttara Kannada</td>
<td>Entire District</td>
<td>Entire District</td>
</tr>
<tr>
<td>29.</td>
<td>Vijayapura</td>
<td>Almatty, Basavana Bagewadi, Vijayapura</td>
<td>Almatty, Basavana Bagewadi, Vijayapura</td>
</tr>
<tr>
<td>30.</td>
<td>Yadgir</td>
<td>Shorapur, Yadgir</td>
<td>Shorapur, Yadgir</td>
</tr>
</tbody>
</table>

1. 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:

1. Chamarajanagar
2. Chikkamgaluru
3. Dakshina Kannada
4. Hassan
5. Kodagu
6. Shivamogga
7. Udipi
8. Uttara Kannada

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 entitled to these incentives and concessions:

1. Chamarajanagar
2. Chikkamgaluru
3. Dakshina Kannada
4. Hassan
5. Haveri
6. Kodagu
7. Ramanagara
8. Shivamogga
9. Udipi
10. Uttara Kannada
11. Vijayapura

Eligible Tourism Projects and Tourism Service Providers shall be entitled for incentives, subsidies and concessions under Karnataka Tourism Policy 2020.

25. Detailed procedures for availing incentives, subsidies, and concessions are provided in the Karnataka Tourism Policy 2020.
### 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 below outlines the amount of assistance that shall be provided by the Department –

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

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.

The Deputy Commissioner in charge of each district of Karnataka shall identify one registered Tourism Project for each category of sustainability measure from their respective district to award financial assistance for successfully undertaking the measure. A maximum of 3 Tourism Projects shall receive financial assistance from each district of Karnataka each year during the Policy Period.
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Promotional Activity</th>
<th>Expense for which Marketing Development Assistance is Offered</th>
<th>Financial Assistance</th>
<th>Ceiling Amount for Assistance per Tourism Service Provider</th>
<th>Sl. No.</th>
<th>Promotional Activity</th>
<th>Expense for which Marketing Development Assistance is Offered</th>
<th>Financial Assistance</th>
<th>Ceiling Amount for Assistance per Tourism Service Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Production of Publicity Material</td>
<td>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</td>
<td>50% of cost of printing / publishing of publicity material</td>
<td>INR 1,00,000 (Rupees One Lakh only)</td>
<td>1.</td>
<td>Production of Publicity Material</td>
<td>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</td>
<td>50% of cost of printing / publishing of publicity material</td>
<td>INR 1,00,000 (Rupees One Lakh only)</td>
</tr>
<tr>
<td>2.</td>
<td>Participation in National-level Domestic Event</td>
<td>Cost of rental of stall / space at tourism, travel or hospitality related events such as fairs, exhibitions, marts</td>
<td>50% of cost of rental of stall / space at the event</td>
<td>INR 30,000 (Rupees Thirty Thousand only)</td>
<td>2.</td>
<td>Participation in National-level Domestic Event</td>
<td>Cost of rental of stall / space at tourism, travel or hospitality related events such as fairs, exhibitions, marts</td>
<td>50% of cost of rental of stall / space at the event</td>
<td>INR 30,000 (Rupees Thirty Thousand only)</td>
</tr>
<tr>
<td>3.</td>
<td>Participation in International Event</td>
<td>Cost of rental of stall / space at tourism, travel or hospitality related events such as fairs, exhibitions, marts</td>
<td>50% of cost of rental of stall / space at the event</td>
<td>INR 60,000 (Rupees Sixty Thousand only)</td>
<td>3.</td>
<td>Participation in International Event</td>
<td>Cost of rental of stall / space at tourism, travel or hospitality related events such as fairs, exhibitions, marts</td>
<td>50% of cost of rental of stall / space at the event</td>
<td>INR 60,000 (Rupees Sixty Thousand only)</td>
</tr>
<tr>
<td>4.</td>
<td>Participation in Roadshows organized / sponsored by Karnataka Tourism</td>
<td>Travel expenses by air from India to any other country and/or by air/rail from one country to another country abroad</td>
<td>75% of total fare, for economy class only</td>
<td>INR 1,00,000 (Rupees One Lakh only)</td>
<td>4.</td>
<td>Participation in Roadshows organized / sponsored by Karnataka Tourism</td>
<td>Travel expenses by air from India to any other country and/or by air/rail from one country to another country abroad</td>
<td>75% of total fare, for economy class only</td>
<td>INR 1,00,000 (Rupees One Lakh only)</td>
</tr>
</tbody>
</table>

The above-mentioned Marketing Development Assistance shall be limited to a maximum of total 5 (five) Tourism Service Providers in a financial year for each category, with no Tourism Service Provider receiving a subsidy for more than one category during a financial year. Detailed guidelines regarding the marketing.
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Tourism Project</th>
<th>Minimum EPC Investment for Project (INR)</th>
<th>Percentage of Subsidy against EPC (%)</th>
<th>Maximum Ceiling Amount of Capital Investment Subsidy</th>
<th>Locations where Subsidy shall be Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adventure Tourism Project</td>
<td>INR 25 Lakh</td>
<td>15%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
<tr>
<td>2</td>
<td>Caravan Park Project</td>
<td>INR 50 Lakh</td>
<td>15%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
<tr>
<td>3</td>
<td>Hotel Project – Budget</td>
<td>INR 5 Crore</td>
<td>15%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
<tr>
<td>4</td>
<td>Hotel Project – Premium</td>
<td>INR 10 Crore</td>
<td>15%</td>
<td>INR 5 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Tourism Project</th>
<th>Minimum EPC Investment for Project (INR)</th>
<th>Percentage of Subsidy against EPC (%)</th>
<th>Maximum Ceiling Amount of Capital Investment Subsidy</th>
<th>Locations where Subsidy shall be Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adventure Tourism Project</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
<tr>
<td>2</td>
<td>Caravan Park Project</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>All of Karnataka</td>
</tr>
<tr>
<td>3</td>
<td>Hotel Project – Budget</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 1 Crore</td>
<td>All of Karnataka</td>
</tr>
<tr>
<td>4</td>
<td>Hotel Project – Premium</td>
<td>INR 25 Lakh</td>
<td>15%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
</tbody>
</table>

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 –

- **New Tourism Projects**
- **Expansion Tourism Projects**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Tourism Project</th>
<th>Minimum EPC Investment for Project (INR)</th>
<th>Percentage of Subsidy against EPC (%)</th>
<th>Maximum Ceiling Amount of Capital Investment Subsidy</th>
<th>Locations where Subsidy shall be Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adventure Tourism Project</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
<tr>
<td>2</td>
<td>Caravan Park Project</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>All of Karnataka</td>
</tr>
<tr>
<td>3</td>
<td>Hotel Project – Budget</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 1 Crore</td>
<td>All of Karnataka</td>
</tr>
<tr>
<td>4</td>
<td>Hotel Project – Premium</td>
<td>INR 25 Lakh</td>
<td>15%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
</tbody>
</table>

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 –

- **New Tourism Projects**
- **Expansion Tourism Projects**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Tourism Project</th>
<th>Minimum EPC Investment for Project (INR)</th>
<th>Percentage of Subsidy against EPC (%)</th>
<th>Maximum Ceiling Amount of Capital Investment Subsidy</th>
<th>Locations where Subsidy shall be Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adventure Tourism Project</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
<tr>
<td>2</td>
<td>Caravan Park Project</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 2 Crore</td>
<td>All of Karnataka</td>
</tr>
<tr>
<td>3</td>
<td>Hotel Project – Budget</td>
<td>INR 25 Lakh</td>
<td>25%</td>
<td>INR 1 Crore</td>
<td>All of Karnataka</td>
</tr>
<tr>
<td>4</td>
<td>Hotel Project – Premium</td>
<td>INR 25 Lakh</td>
<td>15%</td>
<td>INR 2 Crore</td>
<td>Focus Tourism Destinations</td>
</tr>
<tr>
<td>SI No</td>
<td>Present Tourism Policy Book Section Number</td>
<td>Existing</td>
<td>Revised</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------------------------</td>
<td>----------</td>
<td>---------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Houseboat Project</td>
<td>INR 25 Lakhs 15%</td>
<td>INR 1 Crore Focus Tourism Destinations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Wayside Amenities*</td>
<td>INR 2 Crore 15%</td>
<td>INR 2 Crore All of Karnataka</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Wellness Centre</td>
<td>INR 2 Crore 15%</td>
<td>INR 2 Crore Focus Tourism Destinations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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* 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.
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 any of the following criteria –

<table>
<thead>
<tr>
<th>SI No</th>
<th>Criteria for Additional Subsidy</th>
<th>Additional Percentage Subsidy against EPC of the Tourism Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tourism Project is undertaken by Women, SC, ST, or differently-abled Entrepreneur</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

3 Only for New Wayside Amenities developed on Greenfield Model or Franchisee Model.
<table>
<thead>
<tr>
<th>SI No</th>
<th>Present Tourism Policy Book Section Number</th>
<th>Existing</th>
<th>Revised</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Municipal Corporations are present in the following cities of Karnataka – Ballari, Belagavi, Bengaluru, Davangere, Hubli-Dharwad, Kalaburagi, Mangaluru, Mysuru, Shimoga, Tumakuru and Vijayapura.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The maximum ceiling amount of capital investment subsidy for the respective Tourism Project shall remain unchanged when claiming additional capital investment subsidy. Applicants may claim additional capital investment subsidy under only one of the above-mentioned criteria, not both.

3 Only for New Wayside Amenities developed on Greenfield Model or Franchisee Model

<table>
<thead>
<tr>
<th>SI No</th>
<th>Criteria for Additional Subsidy</th>
<th>Additional Percentage Subsidy against EPC of the Tourism Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tourism Project is undertaken by Women, SC, ST, or differently-abled Entrepreneur</td>
<td>5%</td>
</tr>
<tr>
<td>2.</td>
<td>Project is a Hotel Project – Premium that is undertaken at Focus Tourism Destination within districts of Kalyan Karnataka region viz. Ballari, Bidar, Kalaburagi, Koppal, Raichur, Vijayanagara and Yadgir</td>
<td>5%</td>
</tr>
</tbody>
</table>

9 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, RRAs, 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).

New Tourism Projects and Expansion Tourism Projects will qualify for 50% exemption of Stamp Duty in respect of the following –

1. Loan agreements, credit deeds, mortgage deeds, and hypothecation deeds executed for availing loans from State Government, National Level Financial Institutions, Commercial Banks, RRAs, 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).
<table>
<thead>
<tr>
<th>Sl No</th>
<th>Present Tourism Policy Book Section Number</th>
<th>Existing</th>
<th>Revised</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>14.3.2 Concessional Registration Charges</td>
<td>For all loan documents and sale deeds as specified under the head &quot;Exemption on Stamp Duty&quot; above, the registration charges shall be at a concessional rate of INR 1/- per INR 1000/-</td>
<td>For all loan documents and sale deeds as specified under the head &quot;Exemption on Stamp Duty&quot; above, New Tourism Projects and Expansion Tourism Projects shall be eligible for 100% exemption of registration charges.</td>
</tr>
<tr>
<td>11</td>
<td>14.3.4 Exemption on Motor Vehicle Tax</td>
<td>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:</td>
<td>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 Department of Tourism shall reimburse Tourism Service Providers for the motor vehicle tax paid in this regard, subject to availability of budget. The above said exemption is valid only:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>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.</td>
<td>1. During the Policy Period 2020-25, 2. For Tourism Service Providers 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.</td>
</tr>
<tr>
<td>12</td>
<td>15.1.1 District Tourism Committee</td>
<td>The District Tourism Committee shall perform the following functions for the effective implementation of the Policy: 1. Receive all proposals for Tourism Projects where the Eligible Project Cost (EPC) is up to INR 5 Crore. 2. 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. 3. 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. 4. Facilitate approvals and sanctions from other government agencies as may be required for the implementation of Tourism Project. 5. Monitor the progress of implementation of approved Tourism Projects. 6. Resolve issues related to project implementation to avoid delays in implementation of Tourism Projects where EPC is up to INR 5 Crore.</td>
<td>The District Tourism Committee shall perform the following functions for the effective implementation of the Policy: 1. Receive applicable proposals for Tourism Projects where the Eligible Project Cost (EPC) is up to INR 5 Crore. 2. Forward the received proposal for Tourism Project to the District Tourism In-Charge Officer or the Program Management Unit (PMU) Division of Department of Tourism for project appraisal, as applicable. Further to the project appraisal, the District Tourism In-Charge Officer / PMU Division shall forward its Appraisal Report to District Tourism Committee. The Appraisal Report shall convey whether the project is eligible or not for the applicable incentives, subsidies or concessions under the Policy. 3. Based on the Appraisal Report prepared by the District Tourism In-Charge Officer or the Program Management Unit (PMU) Division of Department of Tourism, as applicable, the District Tourism Committee shall sanction approval for applicable incentives, subsidies and concessions for eligible Tourism Projects where the EPC is up to INR 5 Crore. 4. Facilitate approvals and sanctions from other government agencies as may be required for the implementation of Tourism Project. 5. Monitor the progress of implementation of approved Tourism Projects. 6. Resolve issues related to project implementation to avoid delays in implementation of Tourism Projects where EPC is up to INR 5 Crore.</td>
</tr>
<tr>
<td>BI No</td>
<td>Present Tourism Policy Book</td>
<td>Existing</td>
<td>Revised</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------</td>
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<td>---------</td>
</tr>
<tr>
<td>13</td>
<td>15.1.2 Empowered Committee for Tourism</td>
<td>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 –</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>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 –</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 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 Cr.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Coordinate and ensure timely issue of Government Orders by various departments</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Be the authority to interpret the Policy and the incentives, subsidies and concessions offered under the Policy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Recommend enabling mechanisms from time to time for smooth implementation of the Policy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Resolve issues related to project implementation to avoid delays in implementation of Tourism Projects where EPC is above INR 5 Cr.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• On a case-to-case basis, approve tailor-made support and benefits to be extended to Mega Tourism Projects.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Resolve any issues related to pending clearances on account of non-resolution of inter-departmental issues</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Co-opt members and stakeholders whose consent or expertise is required for sanction of approval for incentives, subsidies, and concessions for projects</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 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.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 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</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Receive applicable proposals for Tourism Projects where the Eligible Project Cost (EPC) is INR 5 Cr. or more.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Forward the received proposal for Tourism Project to the Program Management Unit (PMU) Division of Department of Tourism for project appraisal, as applicable. Further to the project appraisal, the PMU Division shall forward its Appraisal Report to Empowered Committee. The Appraisal Report shall convey whether the project is eligible or not for the applicable incentives, subsidies or concessions under the Policy.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Based on the Appraisal Report prepared by the Program Management Unit (PMU) Division of Department of Tourism, the Empowered Committee shall sanction approval for applicable incentives, subsidies or concessions for eligible Tourism Projects where the EPC is INR 5 Cr. or more</td>
<td></td>
</tr>
<tr>
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<td></td>
<td>• Coordinate and ensure timely issue of Government Orders by various departments</td>
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<td></td>
<td></td>
<td>• Be the authority to interpret the Policy and the incentives, subsidies and concessions offered under the Policy</td>
<td></td>
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<td></td>
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<td>• Recommend enabling mechanisms from time to time for smooth implementation of the Policy</td>
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<td></td>
<td></td>
<td>• Resolve issues related to project implementation to avoid delays in implementation of Tourism Projects where EPC is INR 5 Cr. or more</td>
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<td>• On a case-to-case basis, approve tailor-made support and benefits to be extended to Mega Tourism Projects.</td>
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<td>• Resolve any issues related to pending clearances on account of non-resolution of inter-departmental issues</td>
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<td>• 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.</td>
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</tr>
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<td></td>
<td></td>
<td>• 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</td>
<td></td>
</tr>
</tbody>
</table>
14 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.

<table>
<thead>
<tr>
<th>Criteria for Additional Subsidy</th>
<th>Additional Percentage Subsidy against EPC of the Tourism Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to INR 5 Crore</td>
<td>District Tourism Committee, under the Chairmanship of Deputy Commissioner of the respective district</td>
</tr>
<tr>
<td>More than INR 5 Crore</td>
<td>Empowered Committee, under the Chairmanship of Hon'ble Minister of Tourism</td>
</tr>
</tbody>
</table>

The applicant for the Tourism Project shall place the proposal for sanction of incentives, subsidies, and concessions for their Tourism Project before the Committee/Authority concerned for their review.

The committees concerned for sanction of subsidies based on the Eligible Project Cost of Tourism Projects are provided in the table below.

<table>
<thead>
<tr>
<th>Eligible Project Cost</th>
<th>Authority for Sanction of In-Principle Approval and Final Approval for Capital Investment Subsidy and Interest Subsidy for Tourism Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to INR 5 Crore</td>
<td>District Tourism Committee, under the Chairmanship of Deputy Commissioner of the respective district</td>
</tr>
<tr>
<td>More than INR 5 Crore</td>
<td>Empowered Committee, under the Chairmanship of Hon'ble Minister of Tourism</td>
</tr>
</tbody>
</table>

The committee/authority for the sanction of incentives and concessions shall be as per the Operational Guidelines of this Policy.

15 15.2.2 Supporting Provisions for availing Incentive, 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 committee 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.

5. Tourism Projects availing subsidies must obtain in-principle approval of the applicable committee prior to before commencement of the construction work pertaining to establishment of a New Tourism Project or expansion of an Expansion Tourism Project.

6. 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.

### 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)

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 / Commissioner 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
- Deputy Director (Tourism)
- Other invitees from the District as deemed necessary by Deputy Commissioner
- At least 3 representatives from travel, tourism and hospitality sector of the District. The representatives shall be nominated by Karnataka Tourism Society (KTS).
- Assistant Director (Tourism) / Tourism-in-charge officer (Convener)
- Other members as required on a case-to-case basis may be co-opted as special invitees
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
- 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
- Director, Department of Tourism (Convener)
- Other members as required on a case-to-case basis may be co-opted as special invitees

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