

ANDHRA PRADESH TOURISM POLICY 2010

INDEX

1. Introduction

- (a) New Tourism Policy and Introduction
- (b) Tourism Potential in Andhra Pradesh
- (c) Existing status in the deficiencies in the Tourism sector in Andhra Pradesh
- (d) Outline of Tourism Policy
- (e) Involvement of the Private Sector

2. Institutional Arrangements

- (a) State Tourism Promotion Board (STPB)
- (b) State Tourism Promotion Committee (STPC)
- (c) District Tourism Promotion Committee (DTPC)

3. Incentives and Concessions

- (a) Eligible Tourism Products
- (b) Jurisdiction of the Tourism Policy
- (c) Concessional allotment of land
- (d) Capital Investment Subsidy
- (e) Reimbursement of Stamp Duty and Transfer Fee
- (f) Reimbursement of VAT
- (g) Luxury Tax
- (h) Reimbursement of Entertainment Tax
- (i) Municipal Concessions/Exemptions
- (j) Energy Incentives
- (k) General Condition
- (l) Priority Areas
- (m) Non financial Incentives
- (n) PPP Projects - Demarcation of Responsibilities
- (o) Selection of Private Developer

4. Procedure for claiming Incentives and Concessions

- (a) New Scheme
- (b) Definitions
 - (i) Tourism Undertaking

- (iii) Original Investment
- (iv) Ineligible Investment
- (v) Eligible Capital Investment
- (c) Procedure to be followed before Registration of Tourism Units upto
Registration
- (d) Procedure for Registration of Tourism Units for claiming Incentives
- (e) Procedure for claiming Incentives
- 5. Tourism Circuits
- 6. Aam Admi Tourism
- 7. Home Stay and Bed & Breakfast Scheme
- 8. Recognition of Private Operators
- 9. Promotion and Marketing Offer
- 10. Promoting Customized Tours
- 11. Support to MICE Tourism and Medical Tourism
- 12. Film Tourism
- 13. Heli Tourism
- 14. Development of Human Resources through Capacity Building
- 15. Safe, Responsible and Honourable Tourism
- 16. Rural Tourism
 - (a) Policy Guidelines for Community based Rural Tourism
 - (b) Review and Monitoring of CBRT Policy
 - (c) Plan for CBRT in Andhra Pradesh
 - (d) Model Guidelines for implementation of CBRT in Andhra Pradesh
 - (e) Rural Tourism Advisory Board
- 17. Conclusion

INTRODUCTION:

Tourism is a major growth engine for economic development in providing employment and eradication of poverty. 10.7% of the total "workforce in the world is contributed today by the tourism industry. It has currently provided employment to 212 million persons generating an income of 655 billion dollars. The size of the industry is more than 7 trillion dollars now.

India is fast emerging as an important tourism destination in the World. International arrivals touched 5 million per year for the first time last year. The campaign "Incredible India" which showcases the best that India has to offer to the tourists has now attracted worldwide attention. The proactive policies of the Government of India are responsible for ensuring that tourism enjoys an important priority among all the States.

Andhra Pradesh is the leading State in the country in attracting maximum number of domestic tourists. In 2009, 157 million domestic tourists visited Andhra Pradesh. This marks an increase of 14% over 2008. The next four states after Andhra Pradesh along with 2009 domestic visitors figures are Uttar Pradesh (134 million), Tamilnadu (115 million), Karnataka (32.8 million) and Rajasthan (25.9 million). These five states accounted for about 72% of the total domestic tourist visits in 2009. The top five states for international visitors are New Delhi, Maharashtra, Tamilnadu, Uttar Pradesh and Rajasthan. Andhra Pradesh for the first time in 2009 figures in the top 10 states at number 7 in terms of international arrivals.

NEW TOURISM POLICY: AN INTRODUCTION

The last Tourism Policy followed in Andhra Pradesh dates back to 1998. Though it was meant to be replaced by an updated policy after 5 years, i.e., in 2004, this could not happen. Between 1998 and today, there is a sea change in the nature of tourism activities, priorities and organization, and also in the investment culture and norms. Newer ways of engaging the private sector has come into being. A policy should reflect these new and emerging trends and should be updated to provide competitiveness to the state. With the new tourism policy, the state of Andhra Pradesh should expect to benefit in the following ways:

1. Position the state competitively for attracting private sector investments in Tourism and Hospitality sectors
2. To promote inbound tourism in all potential destinations of the state, and not just to few destinations like Tirupati, Hyderabad, Visakhapatnam, Puttaparthi, etc.
3. To target the incentives to the private sector better as per the State government's priorities in terms of geographical areas and tourism products
4. To maximize the potential of Hyderabad city to promote new tourism products
5. To give adequate focus to Aam Aadmi Tourism, Rural Tourism, Eco-tourism, Adventure tourism and Safe and Responsible tourism
6. To focus on maximum generation of employment in the sector by development of Human Resources through capacity building

TOURISM POTENTIAL IN ANDHRA PRADESH:

While the supreme position of Andhra Pradesh in the area of domestic visitors is indeed heartening, more detailed microanalysis reveals certain causes for concern. Close to 75% of the domestic arrivals is confined to the famous temple of Lord Venkateshwara at Tirumala. This number is growing every year significantly, but besides marginal growth in arrivals at two other destinations __ Hyderabad and Visakhapatnam __ the arrival figures at most other destinations are either static or even deteriorating in some cases.

Andhra Pradesh has tremendous potential to become one of the foremost states in the tourism map of the country. Practically everything that people who visit India to see and experience can be seen and experienced in Andhra Pradesh alone. It is not an exaggeration to say that Andhra Pradesh is the essence of Incredible India. Andhra Pradesh has a very rich heritage, monuments, forts, palaces, nature, hills, wildlife, beaches, mighty rivers, beautiful water bodies, holy pilgrim centers for all religions, a strong Buddhist tradition, and festivals, besides items of modern entertainment, an exquisite cuisine, fascinating handicrafts and textiles, etc.

The Department of Tourism commissioned a study by Price Waterhouse Coopers in 2009 regarding the potential of tourism in the State. The study revealed that there is enough potential in the state to reach the figures of 327.62 million domestic tourist arrivals and 1.86 million international tourist arrivals by 2015. Similarly, the State can target 611.88 million domestic tourist arrivals and 3.73 million international tourist arrivals by 2020. This can be possible if the state continues to maintain 24 to 25 % share of the domestic tourism market and 14 to 15% share of the international tourism market in the country. In order to do so,

2020 in Tourism infrastructure (hotels, resorts, etc), basic infrastructure, marketing and promotion, human resources development, and others. It is expected that while the State Government will make priority investment in the critical gap areas, a major chunk of the required investment will be forthcoming from the private sector.

EXISTING STATUS AND DEFICIENCIES IN THE TOURISM SECTOR IN ANDHRA PRADESH:

An assessment of the present status of the Tourism scenario in the State of Andhra Pradesh reveals a number of deficiencies that can be enumerated as follows:

- 1) A number of subsidies and other incentives have been mentioned in successive tourism policy documents, but they have not been implemented properly, and thereby desired levels of private investment have not been stimulated.
- 2) Inbound tourism is confined largely to Tirupati and a few other destinations like Visakhapatnam and Hyderabad in the entire State. All other destinations witness a meager inflow of tourists.
- 3) The State has not taken up any sustained promotional campaign because of which awareness about the richness and diversity of its tourist attractions is by and large lacking.
- 4) There is very limited ownership of tourist destinations and tourism products by local bodies and local communities.

- 5) The developments initiated by the private sector are limited and confined mostly to large cities. Whatever little has been done by the private sector has also happened in parallel without much integration with Government's priorities and efforts.
- 6) The large coastline of close to a 1000 kms. has not been fully exploited by the State as has been done in other States like Kerala, Karnataka, Maharashtra and Goa.
- 7) A large number of business travelers who come to the State, particularly to Hyderabad and Visakhapatnam due to the rapid emergence of knowledge based industries in these cities, have not been motivated sufficiently to extend their stay for tourism purposes.
- 8) Both the Government and the private sector have focused mostly on creation of accommodation units as compared to other tourism products. As a result many of the destinations of Andhra Pradesh lack sufficient range of activities to keep the visitors engaged over a longer period of time.
- 9) Government support in the form of incentives is available even to already developed areas like Hyderabad and Visakhapatnam. More units are therefore, coming up in these cities only, continuing to seek the Government extended benefits, where the private market forces would have themselves taken care of the incentive flow.
- 10) The Department of Tourism has a multiplicity of players and weak structures, particularly at the District level.

OUTLINE OF TOURISM POLICY 2010:

The present Tourism Policy outlines the framework for the enabling role of the Government and the involvement of the private sector in development of various tourism products in the State of Andhra Pradesh. The present policy has been developed by analyzing all the above mentioned deficiencies so as to provide practical and modern solutions, and also by keeping in mind the best practices that have been adopted by other states in the country successfully.

INVOLVEMENT OF THE PRIVATE SECTOR:

The focus of the Government of Andhra Pradesh in the last decade or so has been in providing the required tourism infrastructure at all the prime destinations. In the National Tourism Awards of 2009 given by the Ministry of Tourism, Government of India, Andhra Pradesh got the award for the best state for tourism infrastructure. In this regard, it will be fair assessment to say that 90 - 95% of the basic infrastructure is in place at all the tourism destinations of the State. The destinations are easily accessible now through well laid roads, through both public and private transportation and have other required amenities like accommodation units, functional toilets, eateries etc. A modern day traveler however looks forward to a variety of activities so that his time can be engaged in an interesting way over a prolonged period of time. Many of the tourism destinations in Andhra Pradesh today do not provide much diversity of activities. There is an opportunity for new tourism products to be introduced at various destinations so that a comprehensive range of attractions can be offered to the tourists, who normally travel in family groups. This area is fertile for the private sector to make the required investment. Government investment has already created a market and in many cases even deepened the market sufficiently for the private sector to find

The right model for developing additional tourism products in the present times is through "**Public Private Partnership**" (PPP). PPPs enable the public sector to benefit from commercial dynamism, the ability to raise finances in an environment of budgetary restrictions, innovations and efficiencies, harnessed through the introduction of private sector investors who contribute their own capital, skills and experience. The PPP model is now commonly followed across many sectors and has also been tried out to a limited extent in the tourism sector in the State. Wherever it has been managed successfully, it has been able to yield very good results. Many benefits of PPP in the tourism sector have also been seen viz., acceleration of infrastructure provision, faster implementation of tourism project, better performance of the product at a reduced cost, improved quality in service, Value for Money, and a genuine partnership building. It can be safely concluded that the development of tourism in best possible if created jointly by the Government and the Private Sector in which the Government is the enabler and the Private Sector is the dominant partner.

For a Public Private Partnership to successfully culminate, it is important that clear parameters between both the parties on planning of respective roles, identification of benefits to each other and establishing long-term commitment of both partners is clearly spelt out. Experience has shown that the best role that the State Government can perform is to provide overall policy support, create nucleus infrastructure in the initial stages of development to demonstrate the potential of the area, introduce regulatory measures to ensure social, cultural and environmental sustainability and to ensure complete involvement and ownership of the local community in the tourism initiatives. In this context and framework, the appropriate role of the private sector is to build and manage the required tourist

achieving excellence in quality of services and to participate in the promotion and marketing.

INSTITUTIONAL ARRANGEMENT:

The following institutional arrangements are put in place to secure accelerated development of tourism in state and to address all inter departmental issues while monitoring and securing the development of tourism in the state.

STATE TOURISM PROMOTION BOARD (STPB)

The State Tourism Promotion Board (STPB) is constituted as an apex decision making authority in the State. The State Tourism Promotion Board will look into all issues pertaining to tourism projects in the private as well the public sector to secure accelerated development of tourism. The STPB shall periodically monitor and review project implementation. It will also be empowered to take policy decisions on uni or multi sectoral issues. The decisions of the STPB will be converted to Government Order by the respective departments without circulating files. The State Tourism Promotion Board (STPB) smooth functioning will be facilitated by the State Tourism Promotion Committee. The composition of the STPB will be:

1. Chief Minister
CHAIRMAN
2. Minister for Finance
MEMBER
3. Minister for Tourism,
MEMBER
4. Minister for Energy,
MEMBER
5. Minister for Transport,
MEMBER
6. Other Ministries connected with specific projects/subjects will be special invitees whenever their projects/subjects are taken up for consideration.
INVITEES
7. Members from the Private Sector to be nominated by Government.
8. Chief Secretary to Government,
MEMBER
9. Commissioner/Director of Tourism,

10. Secretary (Tourism),
MEMBER & CONVENOR

STATE TOURISM PROMOTION COMMITTEE (STPC)

The State Tourism Promotion Committee (STPC) is set up with the following composition:

1. Chief Secretary to Government
CHAIRMAN
2. Secretary to Government,
Tourism & Culture Department,
MEMBER
3. Secretary to Government,
Industries & Commerce Department,
MEMBER
4. Secretary to Government,
Finance and Planning Department,
MEMBER
5. Secretary to Government,
Irrigation and C.A.D. Department,
MEMBER
6. Principal Secretary to Government,
Revenue Department,
MEMBER
7. Secretary to Government,
Energy Department,
MEMBER
8. Managing Director, APTDC,
MEMBER
9. Director / commissioner of Tourism
MEMBER SECRETARY AND CONVENOR

The terms of reference for STPC will be as follows:

1. To monitor the activities for development of Tourism
2. To address multi departmental issues for expeditious resolutions
3. To periodically monitor the implementation of extension of incentives and concessions.
4. To holistically integrate Tourism sector with the other sectors of Government in order to strengthen infrastructure while bridging the gaps in basic infrastructure such connectivity, energy requirements etc.
5. To work as a single window for clearances of tourism related projects which are held up due to non resolution of inter departmental issues.

DISTRICT TOURISM PROMOTION COMMITTEE (DTPC)

At the District level, there shall be a District Tourism Promotion Committee (DTPC). The composition of the DTPC will be:

1. District Collector,
CHAIRMAN
2. Joint Collector,
MEMBER
3. Executive Officer of Prominent Temples in
the District,
MEMBER
4. President,
District Hotels Association,
MEMBER
5. President,
District Commerce & Industrial Association,
MEMBER
6. President,
District Tour Operator's Association,
MEMBER
7. District Forest Officer,
MEMBER
8. District Public Relations Officer,
I & PR Department
MEMBER
9. District Revenue Officer,
MEMBER
10. Representative of Archaeology Department,
MEMBER,
11. District Tourism Officer/Tourist
Information Officer,
MEMBER CONVENOR

The State Tourism Promotion Board (STPB), State Tourism Promotion Committee (STPC) and the District Tourism Promotion Committee (DTPC) shall meet as and when required.

INCENTIVES and CONCESSIONS :

ELIGIBLE TOURISM PRODUCTS:

The following tourism products 'will be eligible for receiving state support:

- 1) Hotels & Serviced apartments
- 2) Resorts
- 3) Heritage Hotels
- 4) Wellness Centres (spa/yoga/naturopathy/etc.)
- 5) Amusement Parks
- 6) Entertainment centres (aquarium/ Indoor rides/ Snow world/etc.)
- 7) Permanent exhibition complexes
- 8) Ropeways
- 9) Convention Centres
- 10) Wayside Amenities
- 11) Water Sports
- 12) Golf Courses
- 13) Wildlife safaris
- 14) Luxury Tourist Trains
- 15) Sea/ River Cruises
- 16) Ecotourism Centers
- 17) Rural Tourism products, and
- 18) Adventure Tourism products

JURISDICTION OF THE TOURISM POLICY:

It is noticed that the urban areas of Hyderabad, Visakhapatnam, Vijayawada and Tirupati are receiving adequate public and private funding in various sectors based purely on the interplay of market forces. Further State support to private parties is therefore more required in the hinterland rather than in the metropolitan areas of the above four cities. Hence, the support mechanisms to be given to private parties by the Government will be in graded as follows in terms of geography:

Zone A: Area falling within the limits of Greater Hyderabad Municipal Corporation (GHMC)

Zone B: Region falling within Hyderabad Metropolitan Development Area (HMDA) (excluding GHMC area), area covered by Greater Visakhapatnam Municipal Corporation (GVMC), area under Vijayawada Municipal Corporation (VMC) and area

under Tirupati Municipal Corporation

Zone C: Rest of the State

- 1) **CONCESSIONAL ALLOTMENT OF LAND:** The policy of land allotment on long lease for eligible tourism projects will be continued. Depending on the size of the investment, the length of tenure can be up to 33 years at the first instance. In case the developer has complied properly with the terms and conditions of the lease, he will, but the terms of the next lease will be determined by the policy prevailing at that point of time. The lease rent shall be 5% of basic market value as per the sub-registrar's office data, and with an increment provision of 5% every year. Government will facilitate in the land assembly required for any tourism product considered feasible and as per government's own priorities. For this purpose, the Tourism Department will maintain a land bank at different locations having potential for tourism promotion, and lands from that bank can be offered to the developer on lease basis. Wherever government lands are not available, Government can consider acquiring private lands required for the tourism product, if it is as per its priorities. Besides the annual lease rent, the private investor will also be required to pay Additional Development Premium (ADP) which will be calculated as a percentage of his gross revenue, besides making an upfront onetime payment covering all the project development costs. The private investor will also be required to provide other securities and performance guarantees.

- 2) **CAPITAL INVESTMENT SUBSIDY (CIS):** The main financial incentive that will be offered to the private investor for all of the above mentioned tourism products as per the locations specified above would be in the form of

investment of upto Rs. 20.00 crores, the CIS will be 20% of the capital cost of investment subject to a maximum of Rs. 20 lakhs. For investment from Rs.20 crores to 100 crores, the CIS will be 25% of the capital cost of investment subject to a maximum of Rs. 30 lakhs.

The CIS for projects located in Zone B will be 5 % more than Zone A, limited to Rs 5 lakhs. The CIS for projects located in Zone C will be 5 % more than Zone B, limited to Rs 5 lakhs.

All projects having an investment of above Rs. 100 crores, irrespective of location, will be treated as mega tourism projects and will be given additional subsidies on a case-to-case basis.

For the category of "Heritage Hotels", the entire state including the urban areas of Hyderabad, Visakhapatnam, Vijaywada and Tirupati will be considered and this product will get an additional CIS of 5%.

- 3) REIMBURSEMENT OF STAMP DUTY AND TRANSFER FEE:** For lease of land/buildings meant for the eligible tourism project from the Government, 50% reimbursement will be given to the tourism project.

In case of purchase of land by the private parties for setting up of tourism projects, 25% reimbursement will be given.

- 4. REIMBURSEMENT OF VAT:**

25% of the VAT paid during a Financial Year will be ploughed back to the unit as a grant towards the payment of VAT for the next year. This benefit will be available for 5 years only.

- 5. LUXURY TAX:** Luxury Tax will be levied at the rate of 5% on room tariff actually charged. Further the base tariff per room, for levying luxury tax,

system of GST is introduced, it is likely that Luxury Tax will be subsumed under GST as a Service Tax. In such an eventuality, the same benefit will be passed on to the unit as a reimbursement.

6. **REIMBURSEMENT OF ENTERTAINMENT TAX:** 25% of entertainment tax will be ploughed back for entertainment components in theme parks or entertainment centers for a period of 5 years subject to the condition that the total benefit on this count does not exceed 100% of the project cost.
7. **MUNICIPAL CONCESSIONS/ EXEMPTIONS:** Two benefits will be made available to eligible tourism projects regarding Municipal charges :
 - a. There will be an exemption for payment of conversion charges
 - b. The payment of Impact fees for registered tourism projects will be levied under category C (which is about 50% of the impact fee paid by other commercial units).
8. **ENERGY INCENTIVES** : There will be reimbursement of 0.75 paise/ 0.90 paise/ 1 Re. (for Zone A/Zone B/ Zone C respectively) per unit of the energy cost for a period of 5 years for all eligible tourism projects.
9. **GENERAL CONDITION:**

While extending incentives, subsidies and concessions, it shall be a general condition that the total financial commitment shall not exceed the eligible capital investment (as defined in this policy), in the project.

PRIORITY AREAS:

The Government feels the need of giving priority to certain areas which can be given an additional CIS of 5% over and above the above prescribed limits. These priority areas are: beaches, water bodies, Jalayagnam sites, rural tourism

these locations will be notified.

The Government will also support women entrepreneurs, and entrepreneurs belonging to the SC and ST and PwD categories, by providing an additional CIS of Rs 5 lakhs.

All additional CIS incentives shall however not exceed Rs 10 lakhs in all.

NON-FINANCIAL INCENTIVES :

It is expected that the private investors will find the above mentioned cash incentives and concessions made available to them sufficiently attractive for taking up new projects. In addition, these units will benefit from a number of other support mechanisms of the Government. Most significantly, the Tourism Department will provide total facilitation in obtaining various permissions and clearances required from statutory bodies like CRZ, Fire, Municipal/local bodies, Airports, Pollution Control Board, etc. The Department will make use of the provisions of Single Window, Escort Officer, etc. to fast-track the clearance of tourism projects. The Government will also assist the private tourism projects in national and international promotion, opportunity to participate in Road shows and Trade Fairs, link from government websites, partnership for hosting events and activities etc. by designing suitable modalities.

DEMARCATIION OF RESPONSIBILITIES FOR PPP PROJECTS :

- (a) To ensure investment friendly climate all the necessary clearances and approvals will be facilitated through the Tourism Department for quick grounding of the projects within the scheduled period. Further, this will ensure that COD also commences on time without revenue loss to the government.
- (b) Time frame based project award system to avoid delays in awarding the project.
- (c) Benchmark ADP will be fixed based on the business plan and estimation of revenue using accepted industry norms
- (d) Special purpose vehicle for all the projects should provide a nominee directorship from the Tourism Department, without equity, to have a holistic representation in the project.
- (e) The developer will have to submit quarterly MIS report for the two stages, i.e. construction and operations stage.
- (f) Every year, copy of IT returns should also be furnished to the Tourism Department PMU Cell.
- (g) The income tax paid by the developer will be from net profit and not on the gross profit (i.e., after deducting the ADP paid to the Government).
- (h) The PPP projects and other Tourism projects will strictly follow the code of conduct on “Safe and Honorable Tourism”.
- (i) The PPP projects and other Tourism projects will also follow the guidelines of green building norms and ensure certification from the authorized agencies.
- (j) To attract the private investors the Government will organize seminars and

SELECTION OF THE PRIVATE DEVELOPER :

The Department of Tourism will follow the provisions of The Andhra Pradesh Infrastructure Development Enabling Act, 2001 (IDEA) for selection of the developer. The Department will take assistance from consultants empanelled by it for conducting the selection process. The approval to the outcome of the selection process will be made by the Government on the recommendation of the Empowered Committee of Ministers for Tourism Projects or by the State Tourism Promotion Board (STPB).

PROCEDURE FOR CLAIMING INCENTIVES AND CONCESSIONS :

NEW SCHEME: A new tourism unit or an expansion of an existing unit will be eligible for incentives provided they satisfy the following conditions:

- a) The new project should obtain a registration with the registering authority.
- b) The new project should have separately identifiable capital investment and should not be an extension of the existing project. The new project will not lose its eligibility if the utilities of existing units for water, electricity, steam, pollution, central facilities etc., are extended to, the new projects. Expansion of existing projects will be eligible for incentives, provided the existing tourism unit increases its investments in fixed capital or capacity by at least 50% or more.

DEFINITIONS:

- ❖ **TOURISM UNDERTAKING:** Tourism Undertaking' means a legal entity in the form of a registered company under the Companies Act, 1956, a Partnership firm, a Registered Trust, a legally registered Co-operative society or an individual proprietary concern engaged or to be engaged in one or more tourism projects. The proposed tourism facility should be open to all and shall not be confined to the exclusive use of members of any group or club or any such other restrictions.
- ❖ **NEW TOURISM UNIT:** A 'New Tourism Unit' means a new tourism project set up for the first time by a Tourism Undertaking which satisfies the conditions already indicated.

❖ **ORIGINAL INVESTMENT:** 'Original investment in the project' with regard to an existing tourism unit shall mean and include investment on fixed capital on the date on which this scheme comes into force or investment made in a new tourism project during the operative period of this scheme.

❖ **INELIGIBLE INVESTMENT:** The following investment shall not be eligible for incentives viz.

- 1) Working Capital
- 2) Goodwill
- 3) Pre-operative expenses
- 4) Commissioning fees
- 5) Second-hand plant and machinery purchased or shifted from within the country
- 6) Interest capitalized
- 7) Trucks, cars, vans, trailers and other transport vehicles
- 8) Consumables stores, inventories for maintenance or repairs
- 9) Any investments in any asset which has a life span of less than five years
- 10) Know-how fees or cost of drawing payable to a sister concern of eligible unit

❖ **ELIGIBLE CAPITAL INVESTMENT**: The term 'Eligible Capital Investment' shall include:

- 1) Land/area in effective possession and as required for the project
- 2) Building i.e. any built-up area' used for the eligible unit including administrative buildings, residential quarters and accommodation for all such facilities as required for the running of the unit
- 3) Plant and machinery i.e. tools and equipment including water sports equipment, tents, other equipment as are necessarily required and exclusively used for sustaining the working of the eligible unit but will not include vehicles, furniture and fixtures, cutlery, crockery and utensils
- 4) The cost of development of the environment of the location of the eligible unit such as fencing, construction of roads, landscaping and other infrastructure facilities which the eligible unit has to incur under the project
- 5) Installation charges
- 6) Technical know-how including cost of drawing and know-how fees

PROCEDURE TO BE FOLLOWED BEFORE THE REGISTRATION OF TOURISM UNITS

- i. Effective possession of land by an eligible unit free from all Encumbrances.
- ii. Registration in respect of company / co-operative society /Trust. In respect of a partnership deed, filling of requisite application with payment of necessary registration fees with the Registrar of Firms..
- iii. Submission of project report specifically mentioning the category of tourism activity (coverage) and the incentives that are proposed to be availed of by the eligible unit with all relevant details.
- iv. Copy of application duly acknowledged by all statutory and executive authorities from whom permission is required.

Thereafter

- i. Clearances, if any from the Central/State Government and other authorities concerned with implementing the project.
- ii. Tying up of the means of finance for the project to the satisfaction of the incentive sanctioning authority.
- iii. Acquisition of fixed assets at site to the extent of 10% of the total fixed assets as envisaged for the project.
- iv. Evidence regarding expenditure on the project including advances and pre-operative expenses paid, aggregating to at least 25% of the capital cost envisaged for the project.

Registration

The tourism unit after taking initial effective steps will apply to the Commissioner / Director of Tourism for registration for incentives in the prescribed form.

PROCEDURE FOR REGISTRATION OF TOURISM UNITS FOR CLAIMING INCENTIVES

All tourism units eligible for the scheme will apply to the Commissioner / Director of Tourism in a prescribed form. The Commissioner / Director of Tourism will scrutinize the application and will issue temporary and permanent registration adopting the following procedure.

- a) Commissioner / Director of Tourism shall give provisional registration in the first instance up to 2 years to the eligible unit after scrutinizing the application received by him under the scheme.
- b) If such a unit is not in a position to start commercial operations during the initial validity period, the unit will have to apply with the progress report to the State Tourism Promotion Committee, which is authorized to grant an extension of up to six months at a time for a total period of 2 years after examining the difficulties experienced by the individual unit in implementing the project and also record the reasons thereof in writing.
- c) The units which are unable to go operational after they are given extension under Para (b) above will have to explain to the Government the reasons for the delay. This explanation will have to be forwarded to the Commissioner / Director of Tourism, who will carry out physical inspection of the projects and report to the Government. The Government will then take a decision based on this report. If the Commissioner / Director of Tourism is satisfied that the steps to implement the project are adequate, he shall inform the Government about the same.

- d) The State Government, on examination of details made available by the Commissioner / Director of Tourism, may decide to extend or reject the registration depending upon the merit of each case. The decision of the Government in this regard will be final and binding on the concerned party.
- e) The unit will become eligible to apply for provisional or temporary registration only after taking the initial steps.
- f) The eligible unit will be registered permanently only after the commencement of commercial operations and completion of the project.

PROCEDURE FOR CLAIMING INCENTIVES

The units eligible for incentives under the scheme and which have been accorded temporary registration by the Commissioner / Director of Tourism shall apply to Commissioner / Director of Tourism within 180 days of the commencement of commercial operation. The competent authority/sanctioning authority on receiving the application will scrutinize the application and will issue an 'eligibility certificate' to enable the unit to obtain the benefits.

Other conditions

The tourism units which will be granted incentives under the scheme will be subject to the following conditions and on breach of any of these conditions, the incentives granted will be withdrawn with immediate effect.

- a) The unit availing of the incentives under the scheme shall install, effectively operate and maintain pollution control measures as per the standards prescribed by the competent authority in this regard

- b) The unit will remain in commercial Operation continuously for at least five years after it has been commissioned. However, in cases where the operation is discontinued due to reasons beyond the control of the unit, the State Tourism Promotion Committee may examine individual cases and condone the period of discontinuation based on the guidelines to be issued by the Government
- c) The unit will furnish details regarding commercial operation, employment or any other point, which the State Government may require from time to time. The unit will have to follow the guidelines of the employment policy of the Government regarding employment of local people
- d) The unit, after getting the eligibility certificate, has to submit the format to be decided with details of incentives availed during the period to the Commissioner / Director of Tourism who, in turn, will cross check the details. All excess claim committed by a unit in claiming more incentive than allowed will be chargeable at the rate of Interest of 2 % per month
- e) All matters of interpretation, dispute or contention under the scheme will be referred to State Tourism Promotion Committee whose decision will be final and binding on the applicant unit
- f) The Commissioner / Director of Tourism will be responsible for administration and implementation of this scheme
- g) Departments related to various tax incentives and concessions will issue separate Government Orders required for granting such benefits.

TOURISM CIRCUITS:

Government of Andhra Pradesh is presently promoting its tourism activities in 6 major circuits viz., **Hyderabad** Circuit covering Hyderabad City and surrounding destinations like Warangal, Adilabad, etc.; **Visakhapatnam** Circuit covering Visakhapatnam city, Araku Valley and surrounding destinations in Srikakulam and Vizianagaram districts; **Tirupati** Circuit covering Tirumala Temple, other surrounding temples, Horsley Hills and other nearby destinations; **Krishna-Godavari** Circuit covering River Cruises, backwaters, Konaseema, Kolleru Lake area and other surrounding destinations; **Vijayanagar** Circuit covering destinations in Anantapur, Kurnool, and Kadapa; and **Buddhist** Circuit which has two steams viz., **Lower Krishna Valley** Circuit covering Nagarjuna Sagar, Amaravati and other Buddhist locations; and **North Coastal** Circuit covering Buddhist locations in and around Visakhapatnam District. Government will encourage any suitable tourism product in these circuits which serve to augment an existing destination.

AAM AADMI TOURISM:

The State Government is concerned with the fact that Tourism is considered an elitist activity not meant for the common man. Welfare of the common man or the Aam Aadmi is the utmost priority for the Government. There is no reason that the common man should be deprived of enjoying the tourist attractions and opportunities present in the State. However, this intent can only become reality if tourism activities are conducted at affordable rates. The Government will therefore through its own agencies create facilities for the common man at popular tourist destinations. These include cost effective accommodation units like dormitories, low cost restaurants, no frill tour packages and so on.

HOME STAY AND BED AND BREAKFAST SCHEME:

Andhra Pradesh is one of the major tourist destinations in the country with more than 150 million tourists per year visiting the State. In future, due to sustained promotional activity and improvement of tourist infrastructure, there is expectation of upsurge in tourist arrivals in the State, both domestic and international. The state has lot of well-constructed houses, having surplus rooms, which can be converted into tourist accommodation with reasonable improvements to suit the requirement of tourists. Department of Tourism will take steps to identify such units, which will be termed as “Home Stays” to bring tourists and host families together. This will not only provide a reasonable accommodation to tourist but also will be a source of disseminating our cultural heritage to our guests.

Conditions for qualifying a unit as home stay

- The owner of household unit shall reside in the place of home stay.
- Number of rooms provided shall not exceed 5.
- At least one of the members of family shall be able to communicate in English.
- Registration and classification is compulsory.

Incentives

- The “Home Stay” will be treated as non-commercial activity.
- It shall not be subjected to inspection by any regulatory authority without permission of District Collector/Superintendent of Police.
- Capacity Building support by Department of Tourism.

Registration

- Every “Home Stay” has to be registered with Department of Tourism.
- Every person, who is interested in registering his household as “Home Stay” needs to apply to DOT in prescribed format.
- Registration of “Home Stays” will be done by a Committee of Department of Tourism consisting of members from Department of Tourism, representatives from IATO, TAAI, representative from Local Administration / Police; on following parameters -
 - Location of house
 - Quality of house and facilities available for tourist
 - Educational background of applicant and family members
 - Tourist attraction of the area.

In case the Committee is not satisfied with the available facilities, the Committee may give specific recommendation for improvements to qualify as “Home Stay”. After implementing the recommended improvements, the applicant may re-approach DOT for registration.

Classification

“Home Stay” will be classified into 2 categories, i.e., Gold and Silver on the basis of score sheet based on set parameters.

Score Sheet

Criteria	Max Marks	Comments
Location	12	Places of tourist attraction 8, Located at scenic place / farm / estate 4
Exterior & surroundings	10	Exterior environment 4 / Approach 1 / Landscaping 2 / Exterior lighting 2 / parking 1
Type of Building	08	Heritage building, Farm houses, Estate bungalow 8, New construction in traditional architecture 6, Normal RCC structure 4, Old tiled houses without much heritage value- 4.
Guest Rooms	12	Furniture 6 / Furnishing 2 / Décor 2 / Room facilities and amenities 2.
Bathrooms	08	Facilities 2 / Fittings / Linen 2 / Toiletries 2
Public Areas	04	Furniture & Furnishings 2 / Décor 2
Food	06	Traditional cuisine 2 / Choice of cuisine 2 / food quality 2
Kitchens	06	Cleanliness 2 / State of repair 2 / Food storage 2
Cleanliness	10	Overall impression
Hygiene	10	Overall impression
Safety & Security	04	Public area and room security 2 / Signage 2
Communications	02	Phone service 1 / internet access 1
Eco-friendly practices	08	Waste management, recycling, no plastics 4 / Water conservation, Harvesting 1 / pollution control - air, water, sound, light 1 / alternative energy usage 1
	100	

75 and above : Gold

50 - 74 : Silver

Less than 50 - Not qualified.

The rentals will be depending upon the classification of "Home Stay".

RECOGNITION TO PRIVATE OPERATORS:

Government will also give recognition to existing private hotels, private tour operators and other private providers of tourism related services in case they maintain the required minimum standards. This will enable these private units to function effectively in the open market and also add to the pool of services that the government is offering, besides benefiting the common traveler who can get more options for obtaining reliable standard services. This will be made operational through a certification scheme. Separate guidelines will be issued for the same.

PROMOTION AND MARKETING EFFORTS:

It is pointed out earlier that though Andhra Pradesh receives the maximum number of domestic tourists, a large majority is concentrated only to a few destinations. Andhra Pradesh is also not among the top ten states in terms of international visitors arrivals. Two main reasons can be identified for the above phenomenon. The first one is the lack of adequate awareness about the richness and diversity of tourism destinations that Andhra Pradesh has to offer to the visitors. The second and more important reason is the lack of confidence a visitor feels about the hassle free manner in which he will be able to organize his touring to different destinations in the State. If Andhra Pradesh has to become the foremost State in the tourism map of the country, it is absolutely essential that these two deficiencies be overcome expeditiously.

It is required that the State Government focuses on a sustained promotion campaign which highlights the uniqueness of the State and the novel tourism experiences the visitor will receive here. The promotional campaign will be targeted on different stakeholders like tour agents, business travelers, leisure travelers, and other groups and individuals having specific tourism interests. The promotion campaign will be taken up utilizing a mix of Media options, both at various centers of origin and also at different destinations in the State. It will be required to carry out this activity in highly professional manner. Suitable agencies having the requisite background will be invited to partner with the State Government in launching this campaign. Direct marketing through participation in Road shows and Trade Fairs will also be restored to extensively since these give the best opportunity for direct Business-to-Business (B2B) transactions. The Government will identify the Fairs and other events, which will give the best exposure to the state at the beginning of every year, and follow an annual calendar of activities to derive the best returns.

PROMOTING CUSTOMIZED TOURS.:

Apart from the general lack of awareness, the more significant reason for tourists, particularly International Tourists, preferring other States over Andhra Pradesh is the lack of confidence they feel about the organization of tourism activities in the State. Many of them fear that the organization will not be systematic, they will have to run from pillar to post, organizing a holiday vacation will involve major hassles, and in general, the experience will be very difficult to manage. Part of this impression is perhaps true also, since the level of professionalism displayed by a majority of tour operators in ground handling activities for overseas visitors leaves much to be desired.

One method of successfully meeting all expectations of the tourists and leaving them with a satisfactory experience of value for money is what is known as "Customized Tours". Under customized tours, all requirements of the tourists are met by a single agency under a one-stop shop arrangement. The agency takes care of meeting the requirements of tourists in the form of transportation, accommodation, sightseeing, guides, assistance in local shopping, assistance in trying out local cuisine and assistance in participation in local events of tourist interest. Such an arrangement, which is also priced transparently without any hidden costs, is bound to be appreciated by the tourists.

The State Government will endeavor to promote customized tours by its own agency, namely APTDC, and also encourage private tour operators to offer in-bound tours following the above approach.

SUPPORT TO MICE TOURISM AND MEDICAL TOURISM:

Andhra Pradesh, particularly Hyderabad, also enjoys competitive advantage over other Indian States in terms of Medical Tourism and MICE Tourism. The presence of the best Airport in the country, the presence of the best Convention Centre in the country, the presence of the best Exhibition facility in the country, the presence of hotels at par with the best, very good urban infrastructure, moderate climate, and attractive tourist destinations can help position Hyderabad as the most preferred destination for MICE Tourism. As Hyderabad enjoys the presence of highest caliber medical specializations and expertise, it can also be promoted as a major center for Medical Tourism.

MICE Tourism and Medical Tourism require the coming together of both the concerned Government Agencies and the private stakeholders on a common platform. Only in such an eventuality can the strengths of each player be synergized and maximum advantage for the city can be reaped. Government will endeavor to create appropriate organizational structures, preferably in the form of societies, to establish this common platform. The constituted society can hereafter take up all the required activities necessary for harmoniously organizing MICE Tourism and Medical Tourism respectively. The Government will also become the main driver behind these Societies by infusing the required capital in its corpus and by engaging experienced professionals to manage these Societies.

FILM TOURISM :

One opportunity that presents itself before Andhra Pradesh to take up an innovative tourism activity is in the area of Film Tourism. The State of Andhra Pradesh has a rich variety of locations which can become attractive for outdoor film shooting. In addition, Hyderabad has got a number of film studios which provide latest facilities. Hyderabad has also got state of the art post production facilities in the form of animation studios, dubbing labs, etc. The Government will promote Film Tourism by creating a single window cell which will perform the following two functions:

- 1) Promote various destinations and facilities of the state suitable for film making before film producers throughout the country.
- 2) Organize a package of services to film units on payment basis which will include all permissions and clearances, accommodation, transport, catering, security, etc.

HELI TOURISM :

In tune with the priority accorded by Ministry of Tourism, Government of India, the State Government will also promote Heli Tourism within the State. For this purpose, feasibility of various destinations to be linked with Heli services will be studied, and opportunity will be provided to the private sector agencies having requisite qualifications to operate the services. The State Government will play a catalytic role in organizing and promoting Heli Tourism.

DEVELOPMENT OF HUMAN RESOURCES THROUGH CAPACITY BUILDING:

The Tourism Sector has become globalized today mainly due to the information explosion and the ease and affordability of travel from one place to another. The modern tourist today is well familiar with the international standards and benchmarks and tends to feel disappointed if his expectations are not met during any particular tourism experience. There is also a high element of competitiveness between Countries and between the States of a Country for attracting visitors. In such a context it is very essential that tourism activities are organized with utmost professionalism by highly trained and skilled manpower.

It should be the prime responsibility of the Government to directly initiate suitable capacity building efforts to turn out the required manpower. As a part of Government's efforts, both the institutions available in the Government sector like National Institute of Tourism & Hospitality Management (NITHM), Institutes of Hotel Management and Catering Technology (IHMCCT), Food & Catering Technology Institutes (FCTI), and similar Institutions running in the private sector should be adequately funded and supported so they are able to attract the best faculty and students who can jointly raise the professional standards in this industry.

SAFE, RESPONSIBLE AND HONOURABLE TOURISM :

While tourism is responsible for turning around the economies of a number of Countries and regions, it has led to certain unwanted consequences. One of the more serious adverse effects is in the form of degradation of the environment. Many cases are also witnessed in which exploitation of tourists by the locals and vice-versa takes place. In its effort to become one of the foremost States on the tourist map of the Country, the Government will not turn a blind eye in ensuring adequate safeguards for the protection of the environment and the dignity of the tourists and the locals. Sufficient restrictions will be put into place to limit tourism activities in ecologically sensitive areas. A detailed implementation plan to ensure that these regulations do not remain on paper will be worked out.

From the social angle, it will be ensured that all the major tourism destinations/products will be provided with facilities for the persons with disabilities, the elderly, and those who have temporary mobility problems. The Government will take the help of experts to train the Engineering staff in creating such facilities with accessibility to all.

Similarly, positioning of sufficient number of tourist police at locations that are visited commonly by the tourists will be the responsibility of the Government. The Tourist police will have proper sensitization about the special requirements of the tourists and they will play a proactive role in ensuring that the visitors get an enjoyable experience during their visit.

Ministry of Tourism, Government of India has finalized a Code of Conduct for Safe and Honorable tourism to be adopted by all the major stakeholders like Hotels, Tour Operators, Cab drivers and other hospitality linked services. The code will entail adopting guidelines that will ensure ethical business practices protecting women and children. This includes training of personnel, awareness drives, ethical marketing and business practices and regulation of usage of official equipment to prevent human trafficking and pornography. With the growth of the Tourism industry there are also negative aspects to the growth evident from the child sex tourism and prostitution on rise in major tourism destinations and pilgrim places.

To ensure safe and honorable tourism, the Government of Andhra Pradesh on the lines of Government of India will also adopt a code of conduct. This will be implemented in coordination with the Women and Child Welfare Department, Home Department and NGOs.

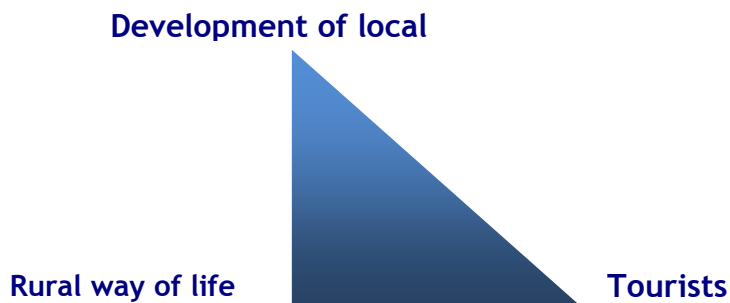
RURAL TOURISM

Rural tourism aims to provide the discerning traveller with a multitude of distinctive, first-hand experiences in an interactive, informative and organic setting in rural Andhra Pradesh. Community based rural tourism is envisaged to provide sustainable livelihoods and strengthen rural economy through the preservation and promotion of rural craft, culture, heritage and environment in their natural forms by offering an enhanced choice to visitors seeking a unique experience, thus increasing awareness and exposure to rural way of life across the state while improving the quality of life of the village communities, encouraging gender equity and community ownership through an equal partnership between hosts and tourists leading to overall holistic development through tourism.

- Rural culture, craft, heritage & environment
 - Preservation and conservation
 - Rejuvenation and promotion
 - Basis for infrastructure plan
- Tourists
 - Unique experience
 - Enhanced choice
- Development
 - Improvement in the quality of life
 - Community ownership
 - Overall development through tourism
 - People in rural communities as stakeholders & equal partners; not mere objects
- Economy & livelihoods
 - Sustainable
 - Commercially viable

2. Policy Guidelines for Community based Rural Tourism in AP

There are 3 main focus areas of CBRT :



1. Development of local communities

- tourism with the aim of human development in rural areas
 - village economy, sustainable livelihoods and quality of life
- convergence with other rural development programmes for larger development of the village and region
- exploitation of children and other vulnerable sections of society should be prevented
- encouraging empowerment of women and youth through equal opportunities

2. Rural way of life

- focus on conserving rural culture, craft, heritage and environment of AP

3. Tourists

- enhanced choice for tourists

Incentives

Incentives are intended to encourage the participation of key stakeholders in developing CBRT in the state. To qualify for the incentives, the implementation of CBRT must be in the spirit of the vision statement and approval by the Rural Tourism Advisory Board.

- Private Sector involved in rural tourism
 - Travel trade
 - Support for promotions
 - Tax benefits
 - Corporate houses / foundations
 - Project development advice
 - Tax benefits
 - Support for promotions
- Non-profit organizations
 - Project development advice
 - Implementing Ministry of Tourism, Gol-Rural Tourism Scheme
- Village Communities
 - Provide hand holding support through NGOs
 - Infrastructure development for preservation and promotion of crafts, culture etc.
 - Tax benefits for community managed assets
 - Preference for owner / worker driven, tourism-based enterprises

Infrastructure

- Ensure community participation in planning, development and management of infrastructure
- Design should draw from vernacular style of architecture
- Use of local building materials, skill and labour in the infrastructure
- Provide designated spaces for local arts, crafts and their practitioners

REVIEW AND MONITORING OF CBRT POLICY

- Focus of rural tourism is on developing local people's capacities for providing tourism related products and services to visitors; related physical infrastructure will be developed only to the extent that it is required to enable this objective

- Policies aimed at promoting rural tourism will be operationalised through an appropriate set of implementation guidelines
- A Rural Tourism Advisory Board (RTAB) will be constituted to aid, assist and advice various stakeholders in implementation of these guidelines
- The CBRT policy will be reviewed every two years by an independent external agency

Plan for CBRT in AP

- Promotion of Rural Tourism in the state will be driven by APTDC.
 - Nature based *eco tourism* and culture based *village tourism* are two different niche products in Rural Tourism.
 - Plan to develop at least 40 villages as successful rural tourism destinations by 2015 comprising a mix of eco and village tourism sites in different geographical regions/districts of the state.
 - Encourage and assist travel trade, corporate sector, non-profit sector, district administrations (with central assistance for backward areas), ITDAs (in schedule 5 and 6 areas), and Forest Development Corporation in developing CBRT destinations.
 - APTDC will be a central repository for resource persons / experts in various fields - architecture, waste management, marketing etc.
-

Model Guidelines for Implementation of CBRT in AP

Site-selection

- Map the villages across the state that have potential for being developed as rural tourism destinations
- The criteria for selecting the potential sites could be a mix of the following:
The villages should be known for agriculture and agri-allied activities, craft and cultural traditions, ethnic cuisine, vernacular architecture, heritage and history, and natural scenery
- Short list the suitable sites by *justifying the selection* of each site based on its attributes/USP and marketability

Development of CBRT Project Work plan

- Identify and select an NGO to develop the capacities of the communities (*Software*) so as to enable them to benefit from tourism in their village
- The NGO should have had experience in implementing participatory rural development projects (essential criterion), and promotion of livelihoods (desirable criterion).
- Select a suitable architect experienced in vernacular architecture to develop the required physical infrastructure (*Hardware*) for promotion of CBRT in the site
- The NGO and the architect, with active participation of the local community (and other experts) should develop an *integrated* work plan comprising a plan for Software and complimentary Hardware.
- The Software work plan should focus on promoting people's institutions, enhancing people's capacities, and marketing.

Permissible Software activities

1. Conducting exercises related to baseline survey using participatory methods
2. Mobilizing and organizing the village community in to collectives and measures for strengthening them
3. Promoting and strengthening a multi-stakeholder people's institution (Village Tourism Development Committee) for tourism governance in the village
4. Developing tourism related capacities and micro-enterprises among the community, aimed at meeting the needs of the visitor by providing appropriate services and products. It includes organizing exposure visits, conducting learning programmes, on the job training, hiring experts for training, participation in fairs/melas, development of product catalogues, production of samples etc.
5. Developing skills related to construction and maintenance of Hardware among the community
6. Safeguards against cultural, social and environmental pollution
7. Handholding micro-enterprises and people's collectives developed during the project period
8. Product and destination marketing (aimed at both tourism and non-tourism related markets). It includes conducting surveys, developing promotional material (brochures, website etc.), workshops, organizing familiarization tours for media and travel trade, participation in travel trade promotional events etc.
9. Convergence of related rural development programs aimed at enhancing the quality of life of the villagers
10. Sensitizing the Panchayat Raj Institutions toward their roles and responsibilities in strengthening CBRT
11. Hiring expertise (consultants) for setting up the Interpretation Center, waste management and any other activities for strengthening CBRT
12. Project management expenditure

- The permissible activities in Hardware are mentioned in the MoT-Gol guidelines. To that list, the following are added : ‘Interpretation Center’, ‘Furnishing the Tourist Accommodation’, ‘Equipment and utensils for cooking and serving food’, ‘homestays and other tourist accommodation’.
- The Software and Hardware activities can be amended as per the emerging needs of the community and the project. However, the transfer of funds from Software to Hardware work plans and vice-versa are not allowed.

Grounding the CBRT work plan

- The Software activities will begin first and will be spread over a period of at least 3 years, to provide adequate time for promoting sustainable people’s institutions. However, if the NGO has been working in the project village for a considerable amount of time while implementing community development projects/programmes in a participatory manner, the duration of time for implementing Software activities can be shortened. A further handholding period (for a year or two) should also be planned till the people’s collectives and micro-enterprises are self-sustainable.
- The NGO partners in CBRT should be provided with a Rural Tourism Resource Kit while signing the agreement, and they should be nominated for a training programme on *Rural Tourism*.
- The implementation of the Hardware work plan will start after at least one year (from the start of the Software activities), so that the villagers can participate in and benefit from the construction activities
- Each Hardware activity will be preceded by the relevant Software activity (e.g. promotion of a user group to manage the public conveniences, or solar lights, or tourist accommodation), for ensuring sustainable use of Hardware
- The waste management plan for the village should aim to reach zero-waste over a finite period of time

Sustainability of CBRT

- The Village Tourism Development Committee (VTDC) will comprise of representatives of all the major tourism-related service providers (e.g. crafts persons, tourist guides, cultural performers, ethnic food providers, homestay providers etc.) in the village, and a representative of the village Panchayat. However, in communities such as some tribal communities living in small habitations, in which the occupational and functional differentiation is insignificant/non-existent, the VTDC may comprise of representatives chosen by the community. Adequate representation of women in the VTDC will be ensured. VTDC should be registered (with appropriate bylaws) at least by the end of the first year of the project.
- VTDC and the architect will monitor the construction of the Hardware. VTDC will assist the NGO in implementing the Software activities. VTDC should be strengthened to manage all activities related to tourism before other support agencies (NGO, APTDC etc.) make their exit by year-4 or 5.
- The Hardware developed in the village by APTDC, will be leased to VTDC in perpetuity for a nominal fee. The revenue and maintenance plans for the Hardware should be in place before leasing. Profit sharing mechanisms can be decided to ensure that the surplus is used for promotion of tourism and for development of the village.
- Marketing initiative can be aimed at launching the site by the end of year-2, after all the essential ingredients of CBRT are in place, so that the tourists can start visiting.
- Apart from being represented on the VTDC, the Village Panchayat can be useful for ensuring convergence of other government rural development programmes and in enforcing the Charter for Sustainable Tourism in the village.

CBRT Cell in APTDC

CBRT projects will be handled in APTDC by qualified persons with knowledge and experience in project development, project management, understanding of rural society, monitoring and evaluation, documentation, marketing and sales. He/she should be able to liaison and address the needs of the NGO partners, architects, and other resource agencies/professionals who will be involved in CBRT projects.

Rural Tourism Advisory Board (RTAB)

RTAB can provide its services in selection of potential rural tourism sites, project development, selection of NGOs, project monitoring, selection of human resources for CBRT Cell in APTDC, and development of site promotion plans. The Board can meet every quarter to monitor the progress of CBRT projects in Andhra Pradesh and take corrective action.

CONCLUSION :

The Government of Andhra Pradesh aims to maintain its leadership position in the country and become a model state for tourism development and promotion through the instrument of the present Tourism Policy. In the coming 5 years, the tenure of the present policy (2010-2015), it is believed that Andhra Pradesh will truly reflect the “Essence of Incredible India”.