

DEPARTMENT OF TOURISM

ANNUAL PLAN - 2009 - 2010

INTRODUCTION

Tourism is one of the fastest growing industries in the world. The number of tourists world wide has been registering phenomenal growth and it is expected that this number would shortly touch 1.5 billion. Tourism contributes about 11% of the world work force and 10.2% of the global gross domestic products. The dynamic growth of this industry is evident from the fact that a new job is added to this sector every 2.5 second.

Jharkhand is endowed with rich cultural heritage and bestowed liberally with bounties of nature. The State is kaleidoscope of past splendors and present glory. A fascinating State with luxuriant forest, captivating wild life, enthralling water falls, exquisite handicrafts, sprawling water bodies, enchanting classical and folk dances and music and above all hospitable and peace loving people. The State of Jharkhand is blessed with immense bio-diversity, moderate climate, rich cultural and historical heritage, religious places of worship and ethnic aspects to make the State the ultimate destination for tourists.

The State Government has a firm belief that development of tourism sector would not only generate immense employment opportunities directly or indirectly, but also contribute in accelerated economic development. This would not only ensure showcasing of rich traditional and cultural heritage of the State but also would have cascading effect in development of other sectors. Rightfully the State Government has accorded tourism the status of industry in Jharkhand. Making the people of the State, nation and the world aware of the rich endowments of nature,

its cultural heritage spiritual places and other traditions are essential impediments for boosting tourism industry in the State.

Objectives

- The tourism policy of the State aims at making Jharkhand as one of the most preferred destination for tourist, both inside and outside of the country and to ensure accelerated development of tourism related infrastructure, increasing employment opportunities, augmenting the resources of the State as also showcasing the rich cultural heritage and traditions of the State.
 - To promote tourism in the State in such a manner that it contributes to mass generation of employment, rapid economic growth and bringing the tourist closer to the cultural heritage and traditions of the State.
 - Optimum harnessing of resources to attract the maximum number of domestics and foreign tourists with increased average duration of their stay in the State.
 - To position every place of tourist interest as an exclusive tourist centre different from others.
 - To promote private sector participation in the development of tourism with Government facilitation to develop necessary infrastructure in the State.
 - To establish Jharkhand prominently upon the tourism map of the country with a demand created by tribal and trade market in Jharkhand and tapping the untapped potential of various heritage monuments in the State.
 - To prepare and implement master plans for integrated development and marketing of various areas of tourism importance in the State.
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- To provide quality services to all domestic and international visitors and stake holders by adopting appropriate systems of Human Resource Development, including skill development and upgradation, building capabilities, exposure visits etc.
 - To diversify, expand and aggressively market the tourism product of the State along with preserving the cultural monuments from decay.
 - To encourage cooperative tourism through peoples participation in tourism promotion and to extend economic benefits to the people through such active participation and cooperation.
 - To encourage involvement of non-Governmental organizations, voluntary agencies and such bodies involved in tourism promotion and development, by providing them support, assistance and making use of their expertise for development of tourism.
 - To attract the high end tourists and to increase their stay in the State.
 - To position Jharkhand as one stop destination for all adventure related tourism activities, comprising of air, land and water based adventure facilities.
 - To promote sustainable and responsible tourism which is not only environmentally compatible but also leads to economic betterment of the rural people.
 - To promote rural tourism in a big way to showcase the customs, traditions festivals, cuisines, dances, art, music, etc. of the State so as attract foreign tourists in the State and augment the foreign exchange reserves of the country.
 - To provide all modern amenities and facilities to the tourists visiting the State at destinations and on ways, so as to make their arrival, travel and stay more comfortable, and cherishable, which would result in increased number of tourists with the passage of time.
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- To promote eco-tourism in consonance with vast ecological, bounties of nature in the State endowed with dense forests, perennial water falls, wild life and rich bio-diversity.
- To promote mining tourism in the State, which abounds in mineral resources amounting to 37% of the national mineral deposits, so as to mitigate poverty and raise standard of living in and around the closed and abandoned mines scattered across the State.
- To take steps to protect and promote rich and varied handicrafts of the State so as to conserve and preserve cultural heritage, traditions and customs of the state.
- To promote research and development, technological up-gradation and qualitative improvement and utilization of State of art technology to improve the tourism product and its marketing.
- Simplification of procedures and ensuring transparency so as to provide expeditious, transparent and professional tourism administration.
- To take steps to promote religious tourism in the State by ensuring appropriate facilities, connectivity and development of such places.
- To take all steps to safeguard the interest of the tourist and providing a sensitive, proactive, comfortable and quick mechanism as also by providing an effective grievance redressal system.

Strategy

- Government will act as a facilitator/ catalyst by providing support infrastructure facilities, which includes way side amenities centres, tourist information centres, facilities for holding/ organizing craft melas, transport services and a platform for organizing festivals / events.
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- Provide basic infrastructure, viz roads, better air connectivity, rail network and encourage joint public – private initiative in this regard.
 - Conducting a detailed survey of tourism potential of every district of the State so as to optimally utilize such potential and achieve the objectives set forth.
 - Setting up of minimum standards for tourism units and introduction of an incentive scheme to facilitate active private sector participation for tourism infrastructure development and promotion.
 - Having strategic joint ventures with private tour operators for setting up tourist packages/ services.
 - Reorganization of circuits for integrated development, publicity, promotion and marketing. Each circuit will have a specific and exclusive marketing strategy and marketing plan.
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- Utilizing the services of expert consultants in planning and execution of master plans to develop the tourist circuits and tourism related projects.
 - Conducting effective mass awareness campaign for the local community, particularly among the tribals, to create a favourable atmosphere and affinity towards promoting tourism.
 - Strengthening the department of tourism by creation of special cells for organization of festivals and events for collection of feed back, data, research work, monitoring tourism flow etc.
 - Organizing various tourism promotion events in the State so as to attract large number of tourists.
 - Participation in leading national and international tourism fairs. In this, the private sector will also be involved so as to project destination Jharkhand as a united effort campaign.
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- Up gradation of Tourist Information Centres (TIC), which will not only provide information but also would provide booking facilities for various hotels of JTDC/TIC private hotels for reservation of accommodation, transport etc.
 - Organize familiarization tours (fam tours) of the leading tour operators of the country/ overseas in the State so as attract the domestic foreign tourists.
 - Organizing buyers- sellers meets to market the tourism product effectively.
 - Training of all stake holders involved in tourism promotion and marketing and providing services. This will include local youths, taxi drivers, porters and all other stake holders, who interact with the tourists.
 - Installation of international class signages at various places of tourism importance, National and State highways and tourist destinations.
 - Single window clearances for Tourism Development projects.
 - Inculcating a sense of professionalism, expediency and transparency in the system.
 - Effective regulation for monitoring the services provided by the hotels, travel agencies and other service providers and to prevent any case of harassment to the tourist by involving the hotel/ tour operator association.
 - Ensuring total security for the tourists by introducing a State Tourist Friendly Security Force by involving the ex-servicemen, who will be trained in the hospitality, communication skills and regulating tourisms related activities etc.
 - Taking steps to ensure proper hygienic conditions and to prevent the exploitation of tourists on National and State highways and its various tourist destinations, the Government proposes to classify the Dhabas situated on the national and State highways. The classification will be
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done on basis of facilities provided, hygienic condition, quality of the food availability of various facilities, such as-toilets, parking, medical etc. The Government will encourage ethnic Jharkhand State cuisine in such dhabas/line hotels.

- Providing upto, date information about various tourism related activities, facilities, events etc. through modern means of communication like web-site, email tourist help-line assistance, mobile messaging service etc.
 - Installation of touch screen kiosks with detailed and complete information about the State at the various places of public convergence.
 - Take all steps and measures to promote the religious tourism, eco-tourism, adventure tourism, mining tourism, rural tourism, agro tourism, etc in the State as per the available local resources, potential and strengths so as to optimally develop the tourism potential of such areas.
 - Setting up of land bank to make available such land in an easy, smooth, professional and transparent manner to private sector for encouraging investment in tourism sector.
 - Take all such steps to focus upon SC/ST categories, handicapped and women to encourage them to actively participate in tourism development process.
 - To educate the local inhabitants regarding environmental protection, conservation and preservation of local cultural heritage, customs, traditions etc.
 - To promote responsible tourism in the State by taking appropriate measures for environmental protection.
 - Involve rural people in promoting, rural stakes and develop cooperative tourism in the State.
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- To promote excellence in tourism, the Government will institute monetary and non- monetary award for institutions and individuals for their outstanding contributions in various sector of tourism, like- accommodation, catering, transport, travel agency, eco friendly approach etc.
- Issue of notifications by various concerned departments to give effect to various provisions of this tourism policy.
- Institutionalisation of monitoring and evaluation mechanism of this policy.
- Mid-term revenue of implementation of this tourism policy to ensure timely and appropriate corrective measures.

2. STATE SHARE TO CSS

2.1 State Share to Schemes under Central Financial Assistance

The Government of India under different schemes, such as Integrated Development project for identified Tourist circuits and Tourist destinations, organization of events/festivals, etc. and other programmes - accords sanction to the proposals received from state on case-to-case basis. These programmes need the matching state share for execution. Reused centrally sponsored scheme estimate as per presentation.

3. STATE PLAN SCHEMES

Continuing Scheme

3.1 Tourism Publicity

- Promotion and marketing is an important component of tourism development and needs to be undertaken along with product
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development in conformity with consumer profiles and product characteristics. The policy of the Government would be, thus, to develop and implement cost effective marketing strategies based on market research and segmentation analysis of in each of the tourist generating country/ State.

- Publicity plays a very vital role in the field of tourism. Publicity is made through print and electronic media, hoardings, films website, representation and participation in national and international tourism fairs and festivals, exhibition, mart etc. expert and experienced media Management Agency needs to be selected for more effective penetration and adopting professional approach in this regard. Various events are to be organized in different parts of the state for Tourism promotion.
- A multi pronged strategy will be evolved to make optimal use of media for promoting Jharkhand as an attraction for tourists. Sufficient literatures will also be distributed to important travel agents/tour operators/airlines/ hotel groups ets. for distribution amongst important people connected with the tourism industry.

3.2 Training

- Human Resources Development is a vital aspect of tourism. The tourists depend on tour operators, travel agents, guides and other tourism functionaries. Trained manpower is a prime need for tourism industry. Professional training creates better employment opportunities.
 - The State Government will encourage and support creation of standard training facilities in the non-government sector, in addition to those available through institutions in the public sector. Tourism hospitality and hotel management courses, courses on mass communication and advertising, courses for guides/travel agents/tour
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operators/caterers taxi operators/porters and other functionaries will also be introduced in Universities colleges and Polytechnics, in addition to dedicated professional institutions.

3.3 Computerization and Modernization

Various tourist complexes and information centres are to be equipped with modern connectivity, internet, computer, etc to support various tourism activities speedily and accurately.

3.4 Strengthening of Tourist Information Centres

- Tourist Information Centres (TIC's) would be set up in Mumbai, Chennai, Indore, Hyderabad, Bangalore Ahmedabad, Bhubaneshwar, Jaipur and such other strategies places of tourism importance. All Tourist Information Centres will be inter-linked through computer network. The presently operating Tourist Information Centres at Delhi and Kolkata would be strengthened so as to provide better services.
- Tourist Information Centres (TIC's) would be set up in all the district headquarters of the State. Such centres would also be set up at all the important and popular tourist destinations.
- Efforts would be made to operate such Tourist Information Centres (TIC's) through public-private-partnership under close monitoring and supervision of the Department of Tourism so as to ensure desired results. Such Tourist Information Centres would be active 24×7×365.

3.5 Adventure Tourism

- Jharkhand has a number of big water bodies, enthralling terrain, hills, dense forests, which are the pre-conditions for promoting adventure tourism activities. Comprehensive adventure tourism promotion plan
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for the State would be prepared to lay down the regulatory framework for enforcement of safety standards.

- The Jharkhand Adventure Tourism Institute (JATI) has already been set up under the Societies Registration Act, 1860. This institute would not only provide services for adventure tourism to the visiting tourists but also would impart training to the local youths, who in turn would provide such adventure tourism activity services to the visitors.

3.6 Institute of Hotel Management and Food Craft Institute etc.

An institute of Hotel Management has been approved by the Government of India to be set up in the state in consonance with which, an institute is being set up at Ranchi. The state Government intends to set up a world class Hotel Management institute for which additional financial assistance would be provided by the state Government. It is proposed that a food craft institute would be set up in the state with the help of the Govt. of India. The additional financial assistance required in this institute will enable availability of trained manpower in hotel and Hospitality services.

3.7 Management subsidies, Grants-in Aid, incentives, expenses etc.

There are various tourist destinations in the state which needs upkeep, cleanliness and their maintenance, particular water falls, spiritual places, heritage sites, etc.

The state government has evolved a system involving voluntary agencies, Non-Government Organisations, Service providers, etc. to properly maintain and manage such tourist destinations in the state involving local people, who will be trained and provided necessary equipment, etc. to carry out such responsibilities. The Jharkhand Tourism Development Corporation will play the pivotal role in this regard.

Special steps would be taken to ensure safety and security of the tourists. A special Tourist-Friendly security is proposed to be provided in this regard.

3.8 Financial Assistance to Jharkhand Tourism Development Corporation for developing Tourism Transport

A comfortable, accessible and good high standard transportation to various tourist circuits and destinations is the backbone to promote tourism, financial assistance to the Jharkhand Tourism Development Corporation would be provided to develop such tourism transport in the state.

3.9 Integrated Development of Tourism

Integrated Development of various tourism, Circuits and Destinations

Jharkhand state has many attractive tourist destinations. The tourist circuits and various tourist destinations in the state are require to be provided with high quality infrastructure, various public and wayside amenities, etc. The approach roads to various tourist spots would be developed to provide smooth and comfortable transportation to such tourist spots. Efforts in this direction have been initiated in the 10th Five-year plan. This scheme would be continued with more resources in the 11th five year plan.

Development of Religious/Spiritual Tourism

Jharkhand has series of places having spiritual importance. Among these place like Deoghar, Parasnath, Rikhia are of national and international importance and places like Rajrappa, Ramrekha, Nagar Utari and many others are very well recognized by the people of this region. Undoubtedly, these place have good potential of tourism which needs to be tapped and developed.

Development of Heritage Tourism

Zama Masjid of Rajmahal, the fort of Chero Kings at Medininagar, Padma Palace in Hazaribagh and few other places of heritage importance, in the State need to be developed to showcase the history and cultural heritage of the state.

Rural Tourism

Rural area in Jharkhand is also very rich ethnically, culturally and nature wise. There is a big potential of rural tourism in Jharkhand. Accordingly, certain villages in different regions of the state would be developed to provide basic facilities to the tourists visiting such rural areas to promote rural tourism.

Mining Tourism

Jharkhand, with the largest deposit of minerals in the country, has a great potential in promoting Mining Tourism which would not only educate the tourists regarding the various mining processes but also provide various recreational facilities at such places. It is proposed to develop Mining Tourism in the closed mining areas of copper, coal, etc.

Outsourcing as a Tool for providing Tourist Services

Outsourcing of various essential services would be carried out in the department, the directorate and various tourist places in the state, so as to provide better managerial and other related services to promote tourism.

Land Acquisition/Purchase/Transfer for Developing Tourist Spots

To provide quality tourist facilities at various tourist spots in the state, the availability of land is the most critical aspect. It is proposed to acquire/purchase/transfer such lands in this regard.

Wayside Amenities

Highway Tourism is an integral part of present day tourism promotion activity and therefore an initiative called “Aram” having the facility for parking, restaurant, restrooms, etc. was initiated in the 10th plan period. It is imperative that these initiatives are continued in the 11th five year plan period at new locations.

Wayside amenities on National Highways and state Highways are proposed to be set up at regular intervals, in which an effort would be made to promote Public-Private-Partnership (PPP).

3.10 Upgradation Construction and Rehabilitation of Tourist Complexes/Hotels

Tourist complexes and state Hotels in the state are the core infrastructure development for tourism industry. It is proposed that as per the requirement various tourist complexes and state Hotels in the state are built and the old tourist complex/hotels be renovated, so as to ensure excellent residential facilities to the visiting tourists, guests.

3.11 Consultancy Services for Project Preparation, Conducting Studies, etc.

A number of attractive potential tourist spots in the state needs to be developed for which Detailed Project Report are to be prepared. Consultancy Services are also required in promotion of tourism activities, conducting various tourist related studies, etc. the resultant output and information would enable promoting Public-Private Partnership in developing tourism sector.

3.12 Share Capital to Jharkhand Tourism Development Corporation (JTDC)

JTDC is an Undertaking of the Government of Jharkhand. JTDC has to play a greater role for development of tourism sector. This is important that the JTDC is supported by the government in the form of share capital and grants.

3.13 Incentives under State Policy

The state Government has accorded the status of Industry to the tourism sector. Accordingly, as per the State Policy, Various incentives are admissible to promote and attract private investments in tourism sector. A smooth, efficient and transparent mechanism would be evolved to provide such incentives expeditiously.

New Schemes

3.14 Integrated development of various tourism circuits and destinations:-

Land Acquisition/purchase/transfer, Wayside Amenities, Strengthening of Tourist Information Centers, Adventure Tourism, Rural Tourism, Mining Tourism, Heritage Tourism, Religious/Spiritual Tourism etc.

3.15 Consultancy Services for Project Preparation, Conducting Studies

4. TRIBAL SUB PLAN

A sum of **Rs. 1581.00** lakhs has been earmarked for Tribal Sub Plan out of total proposed outlay of **Rs. 3500.00** lakhs during 2009-10.

5. OUTLAY PROPOSED FOR VARIOUS SCHEMES

Tourism

Sl. No.	Type of Scheme	Annual Plan (2009-10) (Rs. in lakh)			
		Proposed Outlay	Flow to TSP	Flow to SCSP	Flow to OSP
A.	State Share (CSS/CS)				
1	State share to schemes under Central Financial Asst	50.00	23.00		27.00
B.	State Plan Schemes				
	Continuing Scheme				
1	Tourism Publicity	600.00	270.00		330.00
2	Training	20.00	9.00		11.00
3	Computerization & Modernization	10.00	4.00		6.00
4	Strengthening of tourism information centre				0.00
5	Adventure tourism				
6	Grant-in-aid to Institute of Hotel Mgmt, Food Craft Institute Jharkhand Adventure Tourism Institute and Tourism Development Authority	500.00	225.00		275.00

7	Management Subsidy, Incentive, Grants in aid expenses etc.	300.00	135.00		165.00
8	Financial Assistance to Jharkhand Tourism Dev. Corporation for Tourism Transport	5.00	5.00		0.00
9	Integrated Development of Tourism				
	Integrated development of various tourism circuits and destinations, Land Acquisition/purchase/transfer, Wayside Amenities, Strengthening of Tourist Information Centers, Adventure Tourism, Rural Tourism, Mining Tourism, Heritage Tourism, Religious/Spiritual Tourism etc.	695.00	313.00		382.00
10	Upgradation of Hostel, tourist complexes etc.	200.00	90.00		110.00
11	Consultancy, Security and other services	420.00	189.00		231.00
12	Share Capital to JTDC	5.00	5.00		0.00
13	Incentives under State Policy	50.00	23.00		27.00
	New Scheme				
	Integrated Development of Tourism				
14	Integrated development of various tourism circuits and destinations, Land Acquisition/purchase/transfer, Wayside Amenities, Strengthening of Tourist Information Centers, Adventure Tourism, Rural Tourism, Mining Tourism, Heritage Tourism, Religious/Spiritual Tourism etc.	465.00	209.00		256.00
15	Consultancy, Security and other services	180.00	81.00		99.00
	Grand Total	3500.00	1581.00		1919.00

6. SUMMARY

Sl. No.	Type of Scheme	Annual Plan (2009-10) (Rs. in lakh)			
		Proposed Outlay	Flow to TSP	Flow to SCSP	Flow to OSP
A.	Earmarked	--	--	--	--
B.	State Share (CSS/CS)	50.00	23.00		27.00
C.	State Plan Schemes				
	i. Continuing Schemes	2805.00	1268.00		1537.00
	ii. New Schemes	645.00	290.00		355.00
D.	EAP (if any)	--	--		
E.	Other	--	--		
	Grand Total	3500.00	1581.00		1919.00