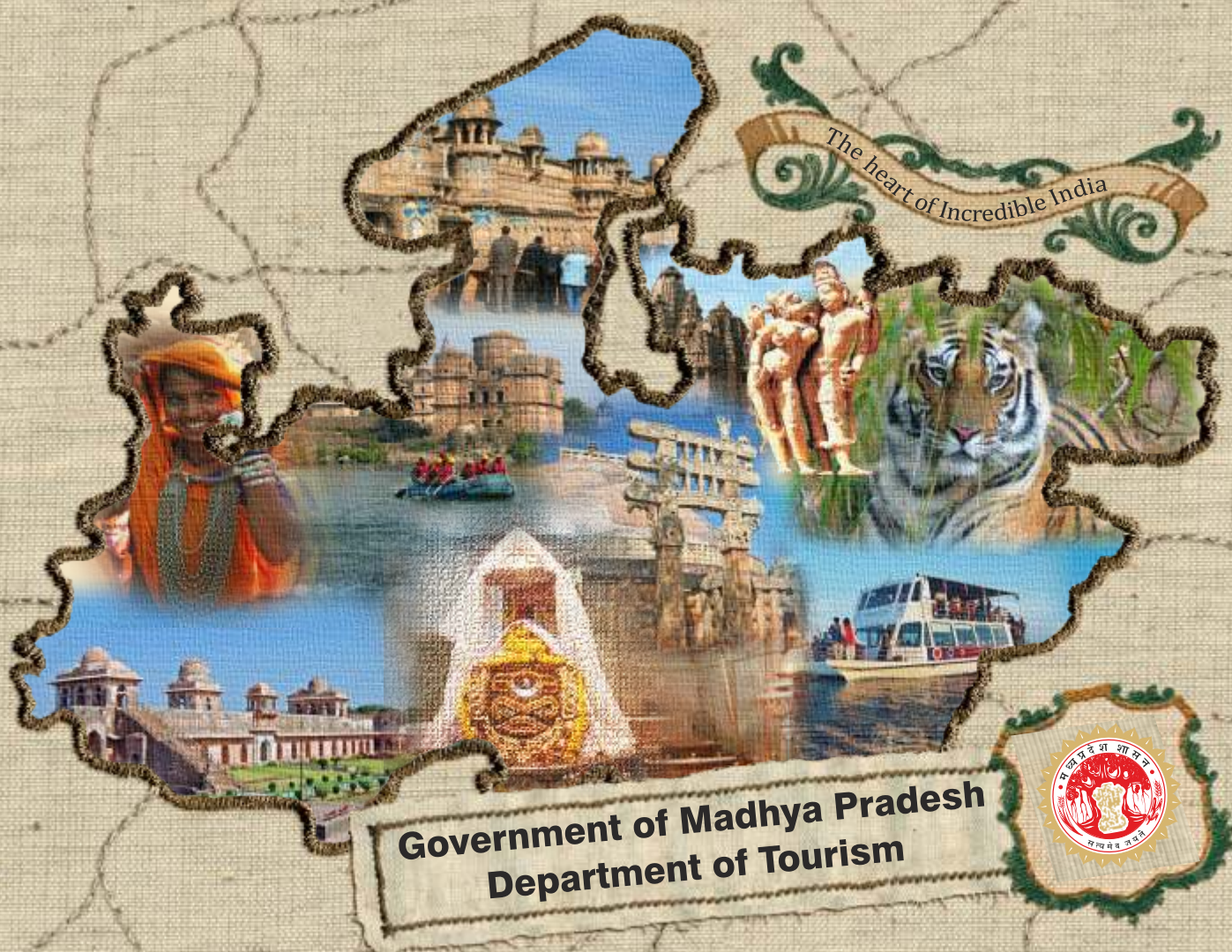


Tourism Policy 2010

(As amended in 2014)



✧ Refer Hindi version
for any clarification



Tourism Policy 2010

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1. Vision Statement

To promote such balanced and sustainable tourism which enables socio-economic development and to establish Madhya Pradesh as a destination that provides a complete tourism experience.

2. Guiding Principles

The points of action originating from tourism policy are based on the following principles:

- 2.1 Set up such an institutional mechanism to promote private investment as decided by the State Government.
- 2.2 Set up an effective regulatory mechanism for sustainable tourism.
- 2.3 All measures shall be undertaken to provide reception, assistance, information, amenities, hygiene, security and infrastructure for the tourists.
- 2.4 Adopt the principle of "First Conservation Later Tourism" for Cultural Heritage.
- 2.5 Making eco-tourism a reason to sensitise masses regarding environmental conservation.
- 2.6 Establishing active and coordinated participation of Government departments, voluntary organizations, community and other stakeholders of tourism sector.
- 2.7 Appropriate development of tourism based projects through Public Private Partnership (PPP).

3. Strategy

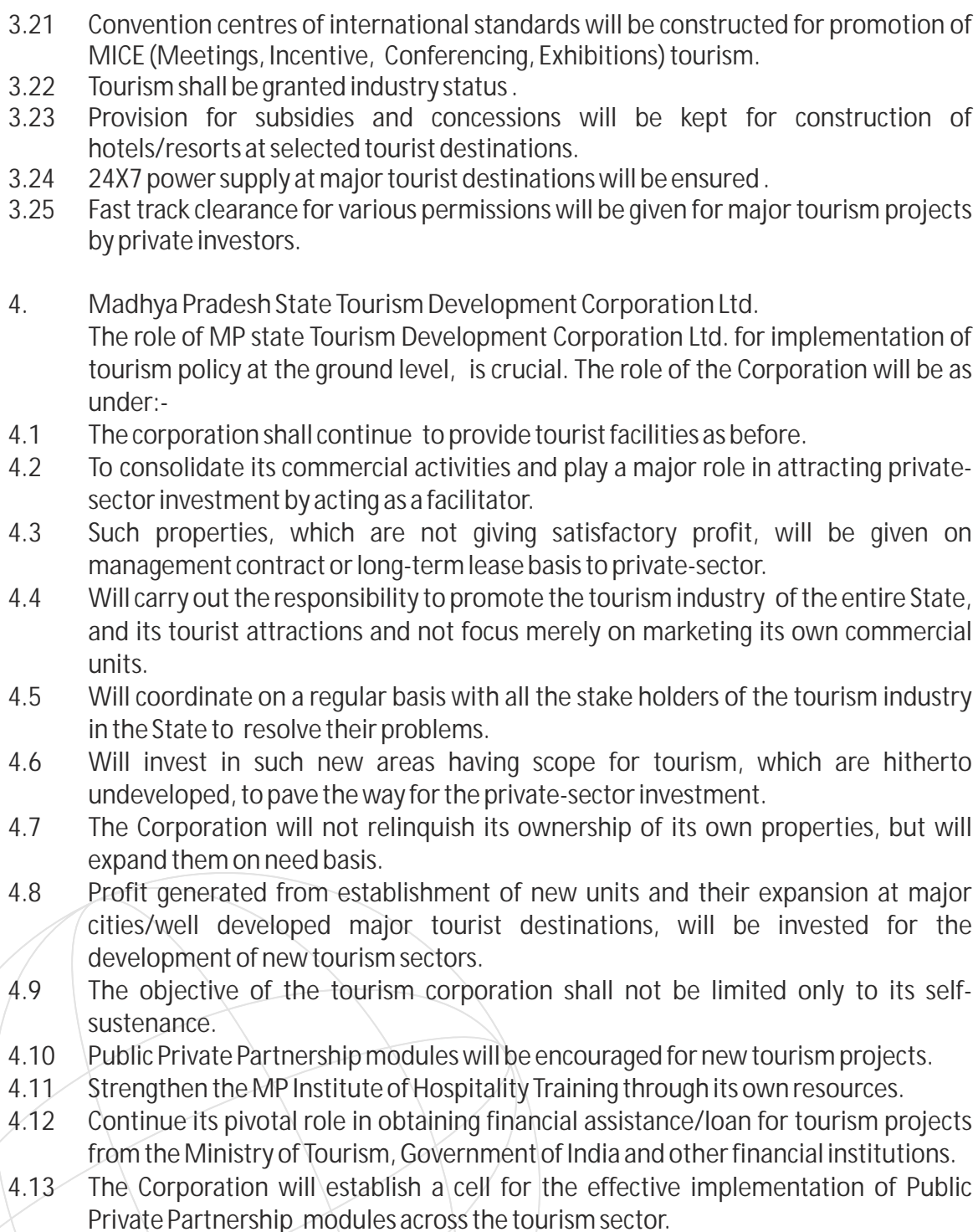
The strategy to achieve the target based on vision statement and guiding principles will be as given below:

- 3.1 Clear, transparent guidelines and standard procedures shall be laid down to attract private investment.
- 3.2 Conducting research and preparation of necessary database will be undertaken for destination marketing.
- 3.3 An appropriate system shall be developed for preparation of authentic statistical database and for obtaining tourist feedback for systemic reforms.



- 3.4 Continuous improvement and maintenance of basic infrastructure such as roads, drinking water, power, hygiene, transport, and solid waste management shall be ensured.
- 3.5 "Special Tourism Zones" shall be created and developed in an integrated way including comprehensive tourist needs.
- 3.6 Active participation of local bodies shall be ensured by sensitizing them towards tourism.
- 3.7 Rural Tourism will be promoted to market fairs, local cuisine, costumes, products, art, handicraft and heritage.
- 3.8 Highest priority shall be accorded to conservation and preservation of natural resources and beauty at eco-tourism destinations.
- 3.9 Comprehensive plans shall be prepared for development of identified destinations of spiritual tourism.
- 3.10 Plan development of tourism facilities near major water bodies will be ensured.
- 3.11 All possible efforts shall be made for providing air connectivity to different cities of the State.
- 3.12 Necessary steps shall be taken to promote adventure tourism by simplification of procedures and with the help of local administration.
- 3.13 In all sectors of tourism industry, the Human resource will be trained in such a planned manner as to create a "Tourist Friendly" image of the State.
- 3.14 Qualitative training as per tourism industry needs will be imparted to youth so that they get employment opportunities also.
- 3.15 Land Bank Policy will be further strengthened to attract tourism projects.
- 3.16 All possible efforts will be made to encourage entertainment facilities at tourist destinations.
- 3.17 Chain of budget hotels shall be set up at religious tourist destinations.
- 3.18 To promote Medical Tourism necessary coordination with all concerned departments shall be ensured.
- 3.19 "Tourism Plan" shall be an integral part of the work plans of other relevant departments.
- 3.20 To promote heritage hotels other subsidies/ concessions shall be provided.



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- 3.21 Convention centres of international standards will be constructed for promotion of MICE (Meetings, Incentive, Conferencing, Exhibitions) tourism.
 - 3.22 Tourism shall be granted industry status .
 - 3.23 Provision for subsidies and concessions will be kept for construction of hotels/resorts at selected tourist destinations.
 - 3.24 24X7 power supply at major tourist destinations will be ensured .
 - 3.25 Fast track clearance for various permissions will be given for major tourism projects by private investors.
4. Madhya Pradesh State Tourism Development Corporation Ltd.
- The role of MP state Tourism Development Corporation Ltd. for implementation of tourism policy at the ground level, is crucial. The role of the Corporation will be as under:-
- 4.1 The corporation shall continue to provide tourist facilities as before.
 - 4.2 To consolidate its commercial activities and play a major role in attracting private-sector investment by acting as a facilitator.
 - 4.3 Such properties, which are not giving satisfactory profit, will be given on management contract or long-term lease basis to private-sector.
 - 4.4 Will carry out the responsibility to promote the tourism industry of the entire State, and its tourist attractions and not focus merely on marketing its own commercial units.
 - 4.5 Will coordinate on a regular basis with all the stake holders of the tourism industry in the State to resolve their problems.
 - 4.6 Will invest in such new areas having scope for tourism, which are hitherto undeveloped, to pave the way for the private-sector investment.
 - 4.7 The Corporation will not relinquish its ownership of its own properties, but will expand them on need basis.
 - 4.8 Profit generated from establishment of new units and their expansion at major cities/well developed major tourist destinations, will be invested for the development of new tourism sectors.
 - 4.9 The objective of the tourism corporation shall not be limited only to its self-sustenance.
 - 4.10 Public Private Partnership modules will be encouraged for new tourism projects.
 - 4.11 Strengthen the MP Institute of Hospitality Training through its own resources.
 - 4.12 Continue its pivotal role in obtaining financial assistance/loan for tourism projects from the Ministry of Tourism, Government of India and other financial institutions.
 - 4.13 The Corporation will establish a cell for the effective implementation of Public Private Partnership modules across the tourism sector.



5. Tourism Projects

In order to avail various benefits/ exemptions under this policy, the following activities shall be considered as Tourism Projects-

- 5.1 Classified Hotel (1 to 5 star)
- 5.2 Budget Hotel
- 5.3 Resort
- 5.4 Motel and Wayside amenities
- 5.5 Heritage Hotel
- 5.6 Convention Centre (MICE)
- 5.7 Restaurant
- 5.8 Bed and Breakfast/ Home stay Unit
- 5.9 Golf Course
- 5.10 Ropeway
- 5.11 Water Park and Water Sports
- 5.12 Amusement Park
- 5.13 Other Tourism related projects that are notified by Central/State Government Tourism Department.

The definition of the above mentioned projects shall be notified from time to time by Ministry of Tourism, Government of India and Department of Tourism, Government of Madhya Pradesh.

6. Concessions on Luxury Tax

- 6.1 Rates of Luxury Tax- No Luxury Tax shall be leviable on room rent upto Rs. 3000/- per day.
- 6.2 Off-season discount on Luxury Tax- There shall be complete exemption on Luxury Tax during off-seasons which shall be for 3 months in a year. There shall be no "off-season" for hotels located in the Municipal Corporation limits of Bhopal, Jabalpur, Indore and Gwalior.
- 6.3 Exemption in Luxury Tax on New Hotels- All new hotels commencing operation after implementation of this policy will be exempted from payment of luxury tax for first eight years. But in case of Bhopal and Indore, this exemption shall be for 5 years. For obtaining this exemption, a minimum investment of Rs. 1.00 Cr. shall be mandatory but, there will be no restriction on number of rooms. Any extension/expansion of existing hotels with a minimum investment of Rs. 50.00 Lakh shall also be exempted from Luxury Tax for a period of 5 or 8 years depending on location (for the extended portion only). It is clarified that only construction of new rooms shall be considered as expansion however upgradation of existing rooms shall not be considered for exemption purposes. While computing investment, the cost of land shall be limited to 20% of the total amount invested.

- 6.4 Exemption from Luxury Tax on Bed & Breakfast Units- Units registered under “Bed & Breakfast Scheme”, having a maximum of 5 rooms, shall be exempted from Luxury Tax. There shall be no restriction on capital investment.
7. Subsidy for Heritage Hotels
- 7.1 Exemption in Luxury Tax on Construction of New Heritage Hotels: All new heritage hotels set up after 01.04.2006 shall be exempted from Luxury Tax for a period of 10 years. There shall be no restriction on number of rooms on such hotels. For obtaining this exemption, a minimum investment of Rs. 1.00 Cr. shall be mandatory. The benefit of this exemption shall be granted for a period of 10 years from the date of approval of application. Such existing properties like Garhi, Forts, palaces/buildings etc. which come under the heritage category which had been used at least in part as heritage hotels earlier with a minimum investment of rupees 50 Lakh shall also be exempted from Luxury Tax for a period of 10 years for the extended portion only. While computing investment, the cost of land shall be limited to 20% of the total capital invested. The assessment of capital investment shall be considered as on the date of application.
- 7.2 Subsidy for Heritage Hotels: 35 % capital subsidy subject to maximum ceiling limit of Rs. 1.5 Cr. or whichever is less (not including the cost of the land) will be provided for renovation of the property. The subsidy will be provided only after a service period of 1 year is completed, and the property has been awarded Heritage hotel status by the HRACC (Hotel & Restaurant Classification Committee). Evaluation of subsidy will be done by a committee comprising representatives of the departments of Archaeology and Tourism. The report submitted by committee regarding the capital expenditure shall be considered final. Technical know how to the owners of Heritage properties shall be provided free of cost by the Tourism department.



8. Subsidy for Budget Hotels

For construction of Budget Hotels at places of religious and tourist importance as declared by the State Government, the following subsidies shall be available:-

- 8.1 Budget hotels on land provided by MPSTDC from their land bank will be entitled to 10% capital subsidy subject to a maximum ceiling of Rs. 50. 00 lakh. Moreover, 50% subsidy on the upset price of departmental land shall also be provided.
- 8.2 Budget hotels on privately owned land, will be entitled to 20% capital subsidy subject to a maximum ceiling of Rs. 50. 00 lakh. In such case the value of the land shall not be considered.
- 8.3 Subsidy will be available only if the Budget hotel comprise of a minimum of 25 rooms.
- 8.4 The subsidy for construction of dormitory will be available only in the case when a minimum of 50 beds are available.
- 8.5 The State Government shall notify & declare places of religious and tourist importance for this purpose from time to time.

9. Subsidy for Hotels & Resorts

New Hotels and resorts at selected tourist destinations where appropriate tourist facilities are yet to be developed can avail the following capital subsidy-

- 9.1 On investment of Rs. 3.00 Cr., 25% subsidy subject to a maximum ceiling of Rs. 75.00 Lakh.
- 9.2 On investment ranging from 3.00 Cr. to Rs. 5.00 Cr., 20% subsidy subject to a minimum of Rs. 75. 00 Lakh and a maximum of Rs. 1.00 Cr.
- 9.3 On investment of more than Rs. 5.00 Cr., 15% subsidy subject to a minimum of Rs. 1.00 Cr. and a maximum of Rs. 1.50 Cr.
- 9.4 The State Government shall notify and declare such destinations from time to time.





10 Subsidy for Convention Center

- 10.1 MICE (Meetings, Incentive, Conferencing & Exhibitions) – In Bhopal & Indore large convention centres of more than 1000 capacity and in Gwalior and Jabalpur medium sized convention centres with capacity of more than 500 persons are to be constructed. Convention centre of international standard with a capacity of more than 500 persons shall be entitled to 25% capital subsidy (excluding the cost of land) with a maximum ceiling of Rs. 10.00 Cr.

11. To Promote Week-end Tourism

Keeping in view considerable growth in the number of tourist arrival, and to promote the concept of week-end tourism, special package tours will be introduced for development and growth of tourism facilities in accordance to tourist's expectations. In this regard Caravan buses will be exempted from road tax for a period of 5 years from the date of commencement of operation.

12. Excise Duty

- 12.1 Hotels and Restaurants operated by MPSTDC shall be exempt from the minimum guarantee clause under the FL2/FL3/Club Licence.
- 12.2 Hotels and Restaurants operated by MPSTDC shall obtain the foreign liquor directly from the state excise warehouse from the year 2011-12.
- 12.3 The units operated by MPSTDC will enjoy 50% rebate on the existing fees of FL2 and Club License. FL3 Licence fee, as applicable in the year 2010-11 shall remain constant for the coming years. Commercial Tax department shall not increase the license fees without consent of Tourism Department.
- 12.4 The subsidy on licence fee for liquor licences that are currently available to the units of the MPSTDC shall also be made available to the units that are hereafter given on management contracts by the MPSTDC to private operators.

13. Exemption from Entertainment Tax

- 13.1 New tourism projects shall be exempted from Entertainment Tax for 10 years on all such items of entertainment which are of permanent nature, and for 6 years on entertainment programmes which are temporary in nature.
- 13.2 In addition the Commercial tax department in consultation with Tourism Department shall identify Tourism zones which shall be exempted for 10 years on all such items of entertainment that are of permanent as well as temporary. In such Tourism zones the above mentioned 6 years exemption period for Tourism Projects shall also be valid for 10 years.

14. Exemption from Registration and Stamp Duty Fees

14.1 All new Heritage Hotel projects shall be exempted from paying Registration Fee and Stamp Duty for the built-up area and one hectare of appurtenant land. This exemption shall be in the form of refund by the Department of Tourism after the project has been commissioned. If the adjacent land is more than 1 hectare, then in such case the registration and stamp duty shall be payable as per rules. The registration & stamp duty exemptions shall be refunded by the Department of Tourism after the commencement of the project.

14.2 No Registration and Stamp Duty shall be payable on Government land, allotted under lease or development agreement by the Department of Tourism.

15. Exemption from Motor Vehicle Tax

Transport Department's notification No. F-22-45-2005-8 dated 22/11/2005 provides exemption to Tourist Vehicles from Motor Vehicle Tax for 2 years on designated tourist routes as given below: -

Bhopal: -

1. Bhopal Darshan
2. Bhopal – Islamnagar – Sanchi – Udaigiri – Gyaraspur – Bhopal
3. Bhopal – Bhojpur – Bhimbetka – Pachmarhi – Bhopal
4. Bhopal – Ujjain – Indore – Omkareshwar – Maheshwar – Mandu – Bhopal
5. Bhopal – Khajuraho – Satna – Bhopal (Via Sagar)
6. Bhopal – Pachmarhi – Bhedaghat – Jabalpur – Kanha – Bandhavgarh – Bhopal
7. Bhopal – Bhedaghat – Jabalpur – Bhopal
8. Bhopal – Shivpuri – Gwalior – Bhopal
9. Ujjain Darshan
10. Pachmarhi Darshan

Gwalior: -

1. Gwalior Darshan – Tighra Fort – Museum
2. Gwalior – Shivpuri – Chanderi – Orchha – Khajuraho – Panna – Chitrakoot – Satna – Bandhavgarh – Amarkantak – Jabalpur – Gwalior
3. Gwalior – Morena – Chambal Ghadiyal Sanctuary – Gwalior
4. Gwalior – Shivpuri – Ujjain – Indore – Mandu – Omkareshwar – Maheshwar – Indore – Ujjain – Gwalior



Jabalpur: -

1. Jabalpur – Bhedaghat – Jabalpur
2. Jabalpur – Bhedaghat – Kisli – Amarkantak – Bandhavgarh – Jabalpur
3. Jabalpur – Seoni – Chhindwara – Pachmarhi – Jabalpur
4. Jabalpur - Seoni – Pench National Park – Jabalpur
5. Jabalpur - Kanha – Kisli – Mukki – Balaghat – Seoni – Pench Udyan – Jabalpur
6. Pench-Bedaghat-Jabalpur-Maihar-Chitrakoot

Satna: -

1. Satna – Chitrakoot – Satna – Panna – Khajuraho – Dhubela – Orchha – Gwalior
2. Satna – Chitrakoot – Bandhavgarh – Amarkantak – Kanha – Pachmarhi – Jabalpur
3. Khajuraho Darshan

Indore

1. Indore Darshan
2. Indore – Mandu –Indore
3. Indore – Omkareshwar – Burhanpur – Indore
4. Indore – Omkareshwar – Maheshwar – Indore
5. Indore – Dhar – Bagh Caves – Bawangaja – Khalghat – Maheshwar – Indore
6. Indore-Ujjain-Badnagar-Ratlam-Mandsaur-Neemuch

16. Land Allotment

Vide Department of Tourism's memo no. 320/2008/83 dated 23/2/2008, the allotment of Govt land (including buildings/other properties located on it) through transparent competitive bidding process shall continue. Under this policy, the land ownership rights for the sales deed (Annexure 5) have been omitted.

The land allocated to Tourism Department shall be made available to private investors for development either through 90 year lease or through development agreement. The final decision for the same shall be taken by the Department of Tourism.

17. Diversion Tax

Diversion Tax is payable on land when it is diverted for tourism use. In the case of new tourism projects or when additional land is acquired for old projects, the following will be applicable:-

- 17.1 Diversion Premium and Fee shall be assessed at 20% of that payable for residential purpose as prescribed under section 59 of MP Land Revenue Code 1959.

- 17.2 Under the yearly payable diversion tax code the payable fee shall be assessed at 20% that for residential purpose.
- 17.3 The above mentioned benefit shall be made available for the period starting from the date of diversion to the till the commencement of project operation
- 17.4 A Committee comprising of the following members shall grant the aforesaid diversion tax concessions on related tourism projects:
- Principal Secretary, Department of Tourism ,
 - Principal Secretary, Revenue Department, or its representative,
 - Principal Secretary, Urban Administration Development Department, or its representative,
 - Managing Director, MP State Tourism Development Corporation Ltd. as Member Secretary.
- 17.5 Diversion premium and rent will be applicable as mentioned above for diversion of adjoining land to the Heritage Hotel.

18. Eco and Adventure Tourism

Eco and Adventure tourism activities on all forest land shall be organised through State Ecotourism Development Board in accordance with the guidelines of the Forest Department. The process of conduction Eco and Adventure tourism activities on non-forest Government land shall be as under:-

- 18.1 Department of Tourism will be free to decide the Eco/adventure tourism activities will be free to their location. Decision on the activity to be conducted will be in accordance to the potential/requirement of the place. The activities are Camping, Trekking, Angling, Water Sports, Elephant Safari, Cycle Safari, Riding Trail, Photo Safari, Canoeing Safari, White Water Rafting, Rock Climbing/Mountaineering, Para Sailing/Para Gliding, Hot Air Ballooning etc activities will be included.
- 18.2 Applications shall be invited by the Tourism Department to attract private-sector investment for undertaking in eco /adventure tourism. The Application shall be examined on following criteria :
- 18.2.1 Proposed activities by applicant.
 - 18.2.2 The requirement of Government land for the aforesaid activities.
 - 18.2.3 The land is Owned by which department, its land use and status of encroachment etc.



- 18.2.4 The period for which the land is required to carry out the proposed activities.
- 18.2.5 If construction is required on the said land, the estimated amount of the capital investment .
- 18.2.6 If the proposed activity demands construction of permanent nature, the proposed investment shall be considered long term and land shall be made available through Developmental agreement.
- 18.2.7 If no significant construction or construction of permanent nature is required then the available land can be given on licence.
- 18.2.8 Before the awarding of licence the land will be transferred to the Department of Tourism . But in such cases when the transfer is not possible, the licence shall be given after consent is taken by the department owning the land (such conditions and instructions as set by the owning department).
- 18.2.9 For land to be given on licence, the period, conditions and fee shall be set by the Committee formed under the State Finance Department's memo no. F – 1/42/04-B.M.U/2097 dated 4/9/10 vide clause no. 3.1 (A). The minimum period for grant of license shall be for 5 years and maximum period of 15 years.
- 18.2.10 It would be permissible to grant licence to carry out more than one activity at one place by more than one applicant(s).
- 18.2.11 MPSTDC is authorized to issue licences for Eco and Adventure Tourism activities. Corporation shall charge licence fee as reimbursement of administrative expenditure.

19. Concessions related to Power (electricity)

- 19.1 If any Tourism Project or Heritage Hotel sets up a captive power plant, 100% exemption shall be granted on Electricity Duty & Cess.
- 19.2 24x7 power uninterrupted supply will be provided at major tourist destinations (as notified by the State Government) across the State.

20. Film Tourism

Film producers face a lot of difficulties at local level in getting approvals and coordinating with various Departments for their permission and clearances for shooting films . Henceforth, Department of Tourism shall coordinate with various Departments for their official permission and clearances. This facility will be provided on best-effort basis to related producer/company. In this regard, the Department of Tourism is authorized to take necessary action which will be given by the General Administrative Department.

21. Tourism Development Council

21.1 The State Tourism Development Council shall be established at the State level. This council, shall be set up under the Chairmanship of the Hon'ble Chief Minister along with Ministers, Senior Official of other department, Stakeholders from tourism sector. The process of constitution of council, its way of functioning and determination of membership shall be done separately.

21.2 District Tourism Promotion Council: Culture and tourism related programs are organized in many part of the States at local level. Some District Collectors have, at the local level, registered councils to promote such activities. The Department of Tourism has been authorized to bring about uniformity, in the constitution of these councils. These councils shall be constituted in accordance with the local needs and requirements.

22. Water Tourism

State Government has set up a policy vide memo no. F 3-1/2010/33 dated 06/01/2010 for development of Water Tourism on various water reservoirs . Necessary action shall be taken as per this policy.

23. Air Connectivity

It is proposed to introduce a new Policy by the Department of Tourism to connect different cities by air with the help of small aircraft, which will be operated by the Private operator.

24. Interdepartmental Coordination

Under the revised Tourism Policy 2012 necessary guidelines and notifications will be issued by the concerned department to provide required facilities, concessions and licences. If for any reason, facilities/concessions/permissions are not given by the concerned department as per the policy and/or if there is any interdepartmental conflict within the authorized committee, in such circumstances the final decision will be taken by a committee constituted under the Chairmanship of the Chief Secretary .The committee members are as under:

- Principal Secretary, Finance,
- Principal Secretary, Tourism
- Secretary in charge of the concerned department
- Managing Director, MP State Tourism Development Corporation Ltd as Member Secretary of the committee

This committee will take decision according to the laid down policy. These decision will be final and binding on the relevant department.

25. To Promote Sustainable Tourism

The development and management of Tourism destinations should be done in such a manner that effective conservation of environment, natural resources, local traditions, culture and products should be preserved. Department of Tourism shall undertake necessary studies to identify such tourism activities which adversely impact sustainability and wherever necessary, will take required steps to regulate/stop them. Further steps will be taken to encourage those activities having a positive impact. To ensure community participation, effective strategy of IEC (Information, Education and Communication) shall be used at local level. State Tourism Development Council shall play a crucial role in ensuring joint participation of all the departments and stakeholders in this endeavour.

26. Skill Development and Employment Oriented Training for Youth

MP Institute of Hospitality and Training (MPIHT) set up by the Department of Tourism at Bhopal organises vocational training programmes for youth in Front Desk Management, House Keeping and Food & Beverage Services. Besides obtaining financial assistance under Capacity Building for Service Providers (CBSP) Scheme of GOI, courses for benefitting SC, ST and OBC youth shall be conducted by collaborating with respective State departments. Certificate and diploma courses will be conducted by the MPIHT, the training material and certification shall be done in association with Nationalised Universities so that quality and reliability of the certificates are maintained. In consultation with the Hospitality industry of the State the requirement of training shall be assessed, and necessary self financing courses shall be introduced by MPIHT. In future, State Institute of Hotel Management and Food and Craft Institutes can be opened.

27. Establishment of Special Tourism Zones

There are many regions in the State have huge tourism potential, but neither the Department of Tourism nor the private sector has taken enough investment initiatives. The State Tourism Development Council shall identify and notify such regions as "Special Tourism Zones (STZ)". The State Government shall develop infrastructure in such zones through convergence.

Tourism Projects in the STZ shall be eligible for the following exemptions:-

- 27.1 Exemption from Registration Fee and Stamp Duty on sale and purchase of land for tourism projects. The same shall be refunded by the Department of Tourism after the commencement of the project.
- 27.2 Full exemption from Luxury and Entertainment Tax.
- 27.3 Discount up to 75% on prevailing license fee for FL-2/3 Liquor License and the condition of minimum guarantee shall be waived off.
- 27.4 Exemption from Diversion Premium and rent.
- 27.5 100% Exemption from Motor Vehicle Tax for those vehicle which are being used by the tourists staying in the special tourist zone, for 5 years for a maximum of three vehicles (out of which two should be of 5-seater capacity and one of 12-seater capacity) owned by the project.
- 27.6 on the above points 27.2, 27.3 exemption shall be applicable for a period of 10 years from the date of operation of the project .

28. Single Window System

Under this policy, Madhya Pradesh State Tourism Development Corporation Limited (MPSTDC) shall act as the nodal agency for all activities. The application form for any pupose under this policy may also be presented to the Single window system established under Madhya Pradesh Trade and Investment Facilitation Center . MPSTDC shall coordinate with the concerned departments and dispose off the applications within a timeframe of 1 month.





Call of the Wild









Heritage



Pilgrimage



Wildlife



Leisure



The heart of
Incredible India

For further details contact :
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