



KARNATAKA TOURISM POLICY

2024 - 2029

1	Introduction	...	1
2	Karnataka Tourism Policy 2024-29 Vision, Mission, and Objectives	...	3
3	Strategy	...	9
4	Tourism Marketing and Promotion	...	12
5	Tourism Infrastructure	...	17
6	Tourism Products and Experiences	...	24
7	Skill Development and Training	...	52
8	Tourist Comfort and Safety	...	55
9	Community Participation	...	59
10	Sustainable Tourism	...	61
11	Tourism Analytics and Digital Initiatives	...	64
12	Investment Facilitation	...	68
13	Definitions	...	72
14	Incentives, Subsidies and Concessions	...	77
15	Institutional Framework	...	88
16	Annexures	...	95
17	Annexure B	...	99

1. Introduction

Since time immemorial, humans have been pursuing happiness, regardless of their wealth or status. Happiness is a complex and multifaceted emotion that encompasses a range of positive feelings from contentment to profound joy. It is often associated with positive life experiences that come from engaging in enjoyable activities.

The ultimate goal of Tourism is to keep one's mind, body and spirit in harmony for a healthy life. Tourism offers happiness, joy, excitement, pride in history and culture, contentment, and enhancement of the horizons of one's knowledge.

Over the years people have found many ways for happiness through festivals, fairs, celebrations, music, dance, drama, sports pilgrimage, adventure sports, relaxation, and pursuit of knowledge. Tourism encompasses all of the above and more.

Karnataka, with its historical significance, diverse landscapes, and rich cultural heritage, offers unparalleled opportunities for visitors from all walks of life. The State is blessed with a unique blend of natural beauty, from the pristine beaches of the coast to the lush greenery of the Western Ghats to the enchanting landscapes of Kalyana Karnataka and Kittur Karnataka – the beauty of Karnataka is nothing short of mesmerizing. Each region, each destination, and each monument has its own story to tell and its own charm to offer, making Karnataka a treasure trove for tourism.

There is an adage in Kannada “ದೇಶ ಸುತ್ತಿ ನೋಡು, ಕೋಶ ಓದಿ ನೋಡು”, i.e., “Traverse the nation, read books”. The essence of this saying encourages one to travel widely, explore the earth, and see the worth that pages of encyclopaedia can unveil. Our children and youth should tour widely to understand our culture and history. As we all know, unless we know history, we will not be able to create history.

“Morning sun in winter's cold warms the heart,

In summer's heat, a stream runs cold and clear,

Adventure, excitement, happiness abundant.

No need to fear, As doors to new horizons swing,

Opportunities like birds take wings.”

The Government of Karnataka acknowledges the crucial role of

tourism in our developmental blueprint. A priority sector of the State, tourism has an important role to play in Karnataka becoming a USD 1 trillion economy by 2032. Karnataka has seen immense growth in domestic tourist visits, growing from 36.7 million in 2006 to 283.5 million in 2023. The State attracts nearly 10% of overall domestic tourist visits in India, placing it fourth among Indian states. Karnataka also saw over 4.01 lakh foreign tourist arrivals in 2024, signalling a strong recovery from the COVID-19 pandemic. As per the Economic Survey of Karnataka 2022-23, Karnataka's tourism sector contributes 1 out of every 10 jobs in the State. A thriving tourism sector is an important indicator of a healthy economy and plays an important role in achieving the 17 Sustainable Development Goals (SDGs) set by the United Nations.

The Karnataka Tourism Policy 2024-29 has been formulated with the objective to achieve the vision of Government of Karnataka. The successes, failures, and learnings from the previous Karnataka Tourism Policy 2015-20 and Karnataka Tourism Policy 2020-26 have provided guidance in the drafting of this Policy. The Policy proposes strategic interventions, attractive incentives, and requisite regulatory reforms to facilitate investment in the tourism sector. Continuously striving towards creating a comfortable and sustainable tourism ecosystem, the policy lays emphasis on providing a safe and high-quality experience for tourists and greater prosperity and happiness for the people of Karnataka.



Shri Channakeshava Temple, Belur

2. KARNATAKA TOURISM POLICY 2024-29 - VISION, MISSION, AND OBJECTIVES

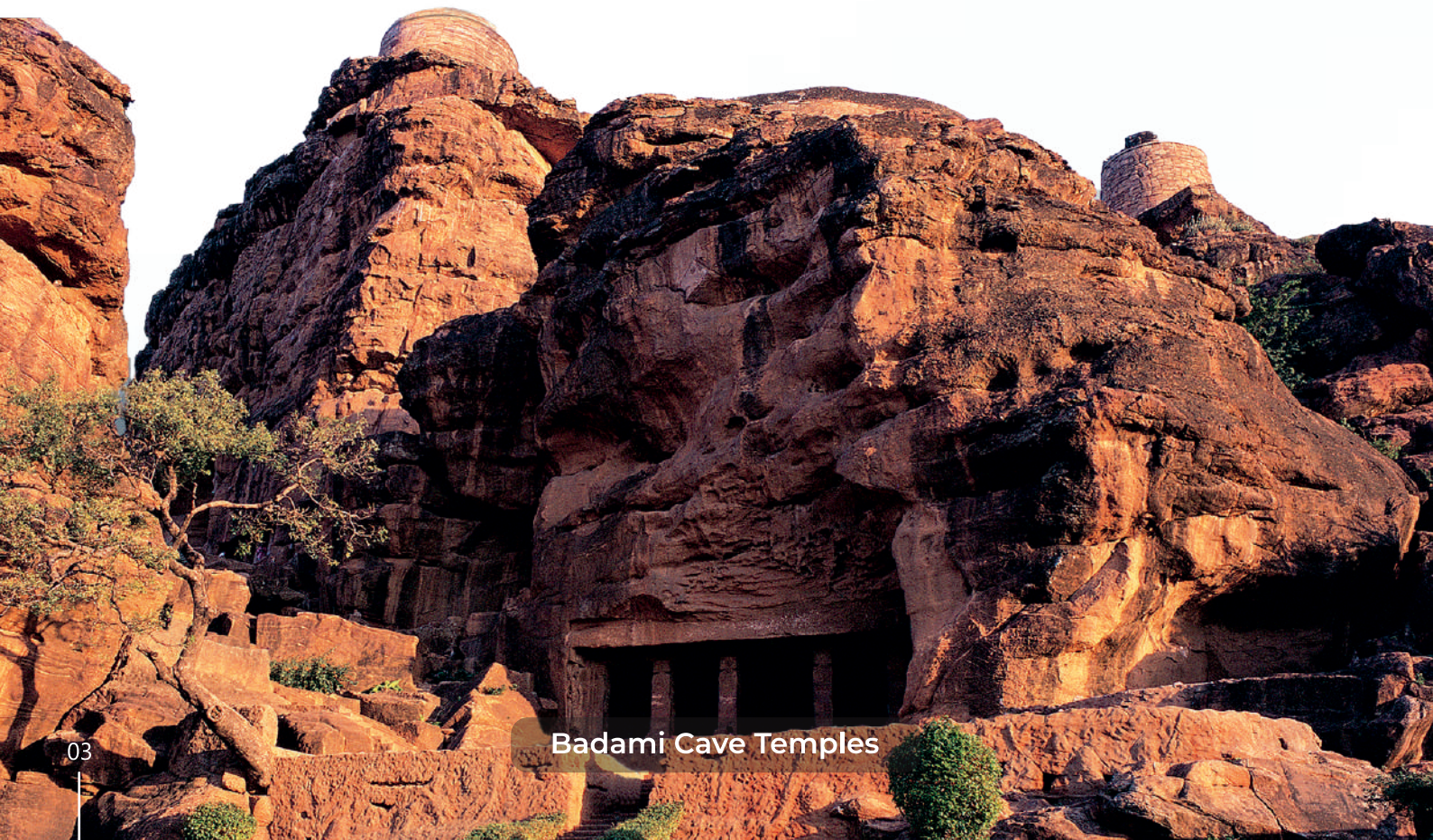
2.1 VISION

Since time immemorial, nature in all its glory has been at the centre of the human being's wanderlust. Even when humans stopped being nomadic and settled down in one place, their innate desire to travel and have communion with nature to experience joy, peace of mind, and recharge was not diminished and it gave birth to the concept of tourism.

It is said that the act of journeying fills one's soul with grace, while reading nourishes the mind, deepening one's inner world. Together, these two pursuits intertwine, working in harmony to refine and strengthen an individual's character.

Karnataka is blessed with a variety of breathtaking and captivating places. We have the best of scenic lush green forests with flora, fauna, wildlife, enchanting waterfalls, and inviting beaches along a long coastline that deserves to be showcased. We have architectural and archaeological masterpieces and important places of worship of different faiths.

This very universal truth with firm belief in happiness, joy, and learning through seeing places and experiencing their stories is at the heart of



Badami Cave Temples

the vision and mission of the Government of Karnataka's Tourism Department.

The Vision is to provide a holistic enabling package wherein school children, youth, women, and senior citizens can fulfil their desire for travel, learning, and experiencing, in all its manifestations including spiritual, leisure & fun, and intellectual, to give them break from routine and recharge their energies.

Moreover, the Vision is to reach out to all segments of society and people from within the state, within the country and even foreign tourists by providing suitable tourism environment.

2.2 MISSION

To ensure beneficial outcomes for all stakeholders of Karnataka Tourism, the Government of Karnataka shall endeavour to ensure the following –

1. Promote Karnataka as an attractive tourism destination on the domestic and global map by offering world-class experiences through a diverse array of high-quality tourism products and services, making Karnataka Tourism a source of pride for the people of Karnataka
2. Develop tourism as a significant driver of inclusive socio-economic development, promoting social equality, women and youth empowerment, and rural development and entrepreneurship.
3. Create a tourist-centric ecosystem, ensuring a safe, satisfying, and memorable visit for all visitors by developing robust tourism infrastructure, providing essential tourism amenities, and enhancing service quality.
4. Facilitate the adoption of sustainable and responsible tourism practices while enabling access to tourism for all, ensuring local communities and the common person benefit from tourism activities.
5. Realise the potential of tourism to create communal harmony, peace, and enlightenment and promote tourism as a means of learning.
6. Drive the recognition, conservation, adoption, and promotion of

heritage assets, including UNESCO World Heritage Sites, and the realization of their tourism value.

7. Promote spiritual tourism, enlightenment, inner peace, and communal harmony by highlighting Karnataka's rich spiritual heritage, religious diversity, and sacred sites through responsible tourism.
8. Position Karnataka as a premier coastal tourism destination by developing world-class sustainable tourism infrastructure, enhancing visitor experiences, and promoting the rich cultural and natural heritage of Coastal Karnataka while ensuring the preservation of coastal ecosystems and fostering local community participation in the tourism value chain.
9. Develop Karnataka as a hub for cultural and experiential tourism, promoting the State's diverse traditions, festivals, crafts, and cuisines to enhance the visitor experience and drive local economic development.
10. Ensure the coordinated and active involvement of all stakeholders for the improvement of tourism in Karnataka and provide a conducive business environment with investor-friendly policies to encourage private sector participation in the tourism sector and make Karnataka a preferred destination for tourism investments.
11. Promote climate-resilient tourism practices to ensure the long-term sustainability of Karnataka's tourism assets, adopting eco-friendly initiatives that minimize environmental impact while fostering community-based tourism.
12. Develop a skilled workforce for the travel, tourism, and hospitality sector by providing targeted skill development and ensuring gainful employment, career growth and the creation of a robust talent pool.
13. Promote research, analytics, and innovation in tourism, leveraging Karnataka's technological potential to improve destinations, tourist services, and the overall visitor experience.
14. The Karnataka Tourism Policy shall also be aligned with the overall implementation of the Karnataka Tourism Trade (Facilitation and Regulation) Act, 2015.

2.3 OBJECTIVES

1. To make Karnataka one among the top States of India in terms of domestic and international tourist visits
2. To ensure every tourist to Karnataka experiences happiness, satisfaction, and cultural immersion
3. To enable tourism for all strata of society and provide high-quality offerings that cater to all tourist preferences.
4. To harness tourism's potential for its effects on employment generation, economic development, and entrepreneurial opportunities
5. To strategically focus on emerging tourism segments as well as those where Karnataka is well-positioned to become the preferred choice.
6. To instil confidence in tourists to travel across Karnataka by providing safety, convenience, and comfort throughout their journeys.
7. To promote Karnataka in domestically and internationally through diverse marketing channels, collaborations, and targeted strategies.
8. To ensure quality tourism infrastructure and essential amenities for tourists at and enroute to major tourism destinations across Karnataka.
9. To create exceptional experiences for diverse visitor profiles that encourage repeat visits and longer stays
10. To increase the visibility and accessibility of lesser-known destinations to promote balanced regional development.
11. Identify, develop, and promote lesser-known tourism assets, expanding Karnataka's tourism potential.
12. To create greater employment through tourism and its allied activities.
13. To initiate and support skill development programs to meet the needs of Karnataka's tourism sector.
14. To enhance the professionalism and visibility of tour guides and Tourism Service Providers and increase their presence across tourist destinations.
15. To encourage sustainable development in tourism towards

achievement of the United Nations' Sustainable Development Goals for Karnataka.

16. To foster inclusive tourism by ensuring that tourism development benefits all communities especially women and marginalized groups.
17. To make tourism inclusive and accessible for all while promoting respect for diverse backgrounds.
18. To incorporate the promotion of local and traditional crafts, cuisines, and culture as integral components of the tourism experience.
19. To foster tourism-driven socio-economic development in rural communities and showcasing of local traditions.
20. To promote green initiatives in tourism, aligning tourism development with sustainability goals.
21. To sustainably develop Coastal Karnataka into a multi-product tourism destination
22. To bring together stakeholders for the promotion and growth of responsible tourism in Karnataka
23. To encourage active involvement of locals in shaping tourism experiences and in the planning, development, and management of tourism initiatives, ensuring that benefits are shared equitably.
24. To promote sustainable and climate resilient tourism practices that protect Karnataka's natural resources and its people.
25. To position Karnataka as a preferred destination for tourism investments.
26. To encourage Public-Private Partnerships to foster innovation and investment in tourism.
27. To create an enabling framework for private sector investments and establish mechanisms to support industry-driven initiatives in tourism.
28. To encourage startups, entrepreneurship, emerging technologies, and innovative tourism offerings and foster linkages for their growth.
29. To leverage technology and digital solutions for visitor engagement, marketing, and operational efficiency.

30. To empower Karnataka Tourism with suitable institutional frameworks and administrative structures for the development and promotion of tourism
31. To leverage technology to facilitate data-driven outcome-oriented planning and policymaking.
32. To facilitate effective inter-departmental coordination for the successful implementation of this Policy.

2.4 VALIDITY

This Policy will remain in force for 5 (five) years from the date of its notification. The Karnataka Tourism Policy 2024-29 will supersede any GO/Circular issued earlier, which are in contravention to the provisions of this Policy. The Government of Karnataka may extend the period of this Policy as and when required.



Black Panther

3. Strategy

31 STRATEGIC PLAN FOR KARNATAKA TOURISM

The Government of Karnataka envisions the State becoming a USD 1 trillion economy by 2032 through strong economic growth driven by cross-sectoral initiatives. Tourism with its multi-faceted offerings, has both direct and indirect economic impacts across a broad range of activities. By developing a high-quality diverse tourism ecosystem in Karnataka in collaboration with tourism stakeholders and local communities, the Government of Karnataka seeks to create sustainable and inclusive socio-economic development for all.

Karnataka Tourism recognizes that tourism is more than a contributor to economic development, it has the unique power to create happiness, promote learning, and foster peaceful coexistence. It brings people together, breaking down barriers and enabling cultural exchanges that broaden our understanding of the world. Karnataka Tourism is committed to leveraging tourism to create moments of joy and learning, building a society that thrives on mutual respect and shared experiences.

The Department of Tourism under its strategic plan envisions to increase the contribution of the tourism sector to the State's GSDP and the number of jobs generated by the sector. The Karnataka Tourism Policy 2024-29 has been developed in alignment with the Department of Tourism's strategy to foster the growth of tourism sector in the State and ensure that Karnataka ranks among the top 3 States for domestic tourist visits and top 5 States for international tourist visits by 2029.



Bara Kaman, Vijayapura

The Government of Karnataka also recognizes that multiple central and state-level government agencies are involved in the development, promotion, and management of tourism. Thereby, all government agencies are encouraged to include tourism as a consideration in their planning and promotional activities. Department of Tourism and its undertakings shall provide the necessary support for successful development, promotion, and management of tourism activities.

3.2 KEY FOCUS AREAS

The Department of Tourism's strategy roadmap envisions a high-quality tourist-centric ecosystem where the private and public sector stakeholders come together to create an inclusive and sustainable tourism industry. The Department shall seek to ensure comprehensive development of tourism destinations and shall align its initiatives accordingly during the Policy Period.

The Strategic Plan has identified the key focus areas to achieve the Government's vision for long term development of the tourism ecosystem in Karnataka. Success in each of these areas is critical to achieving the overall vision of the Karnataka Tourism Policy 2024-29. The focus areas for the Department are –

1. Tourism Marketing and Promotion

Adopt a 360° marketing strategy to promote Karnataka in domestic and key international markets and leverage Karnataka's brand of "One State, Many Worlds" to attract higher tourist footfalls to position Karnataka as a most preferred destination providing joyful and memorable visits.

2. Tourism Infrastructure Development

Facilitate development and maintenance of essential tourism infrastructure at all destinations in a phased manner and ensure a quality experience for all tourists. The Department shall endeavour for the development of world-class tourism infrastructure at key destinations in Karnataka with special emphasis accorded to the experiential aspects of tourism.

3. Tourism Products and Experiences

Promote and facilitate the development of the widest assortment of tourism products to create memorable

experiences for tourists and thus encourage repeat visits, increased length of stay, and higher spending by tourists.

4. Skill Development and Training

Provide meaningful opportunities for gainful employment and support the development of a skilled talent pool for the tourism sector that can enable the rapid and inclusive growth of tourism.

5. Tourist Comfort and Safety

Enhance Karnataka's position as a safe destination by ensuring a comfortable and inclusive experience for all tourists visiting Karnataka.

6. Community Participation

Encourage greater participation of the local community as well as women, youth, and socio-economically disadvantaged groups in tourism activities to foster inclusive socio-cultural growth and generate economic benefits for the people of Karnataka.

7. Sustainable Tourism

Promote sustainable and responsible tourism practices to balance the environmental, socio-cultural, and economic aspects of tourism development

8. Tourism Analytics and Digital Initiatives

Encourage an analytics-driven approach for planning and decision-making and provide innovative digital solutions to enhance the quality of services across the tourism ecosystem.

9. Investment Facilitation

Facilitate a conducive environment for the establishment and operation of tourism projects in Karnataka and improve the ease of doing business to attract investments.

Each of the identified areas has been mapped and assigned to the Department of Tourism (DoT) and its undertakings – Karnataka State Tourism Development Corporation (KSTDC), Jungle Lodges and Resorts Limited (JLR) and Karnataka Tourism Infrastructure Limited (KTIL) – to ensure clarity and ownership of responsibilities. The Department and its undertakings shall strive together towards the realization of the vision, mission, and objectives for the Karnataka Tourism Policy.

4. Tourism Marketing and Promotion

The Department of Tourism and its undertakings are continuously endeavouring to promote the State both nationally and internationally through theme campaigns, social media, roadshows, domestic and international travel marts and trade fairs, investor meets, festivals, events, and advertising. As per the Hotelivate India State Ranking Survey 2024, Karnataka ranks joint top on effectiveness of marketing campaign alongside Kerala and Gujarat. The Government of Karnataka shall continue to invest in the promotion of tourism while also undertaking strategic initiatives to improve the marketing outcomes.

Karnataka Tourism envisions that the State must rank among the top destinations of India for domestic and foreign tourists. Towards achieving this vision, the Department of Tourism shall adopt a 360° marketing strategy to connect with tourists, industry, communities, and other tourism stakeholders and build momentum for the growth of Karnataka Tourism. In the coming years, Karnataka Tourism shall also increase its participation in events catering to specific tourism sub-sectors and thematic areas to ensure a more targeted approach to tourism marketing.

The marketing of Karnataka Tourism shall be done in close collaboration with the tourism industry of Karnataka. A dedicated Karnataka Tourism Promotion Advisory Group shall be set up to provide guidance and monitor progress on strategic matters pertaining to marketing and promotion of Karnataka Tourism. The Advisory Group shall be constituted with majority representation from the travel, tourism, and hospitality sector.



Stone Chariot, Hampi

4.1 TARGETED CAMPAIGNS FOR KARNATAKA TOURISM

A set of core themes offering a distinct, competitive, and sustainable value proposition for tourists to visit Karnataka shall be identified and targeted multi-lingual campaigns shall be undertaken in domestic and international markets. Karnataka Tourism shall formulate market-specific strategies to optimally leverage the potential of existing markets and increase its visibility in new and emerging markets. Strategies and campaigns shall be tailored to prevailing market conditions.

Each year a subset of Karnataka's important tourist destinations shall be selected for prioritized promotions and the Department shall endeavour to showcase all prominent and upcoming destinations of Karnataka by 2029.

In addition to promotional campaigns, Karnataka Tourism shall have a prominent presence across major domestic and international travel and tourism marts. In coordination with the travel and tourism marts, roadshows shall be organized in multiple domestic and international cities for the benefit of Karnataka's tourism industry. Karnataka's fairs and festivals shall also be promoted on the world stage through targeted marketing and promotional activities.

Promotional campaigns under the theme of "Ullhasa Pravasa" will be undertaken to emphasize the joy and fulfilment that tourism can bring and encourage people to undertake short trips and weekend tours.

Special thrust shall also be provided to develop Bengaluru as tourist destination to enhance "Brand Bengaluru" focusing on the city's unique mix of heritage, modernity, and technology and encouraging flagship events as well as regular cultural and thematic events that can attract both domestic and international tourists. The promotion of Bengaluru shall be coupled with promotion of tourism packages to destinations all across the State, thereby creating a hub-and-spoke model of tourism. The success of these initiatives shall enable the extension of this branding to other cities with "Brand Mysuru" and "Brand Mangaluru" that emphasize their unique culture and history and promote their traditional and contemporary attractions.

4.2 ANNUAL PROMOTIONAL CALENDAR

An annual calendar of key promotional activities for Karnataka Tourism shall be released by the Department. The promotional calendar shall feature the following –

- All flagship events proposed to be organized for Karnataka Tourism such as Karnataka International Travel Expo, Tourism Investors Meet, and Connect Events
- Roadshows and B2B Meetings proposed to be organised by the Department and its undertakings.
- Domestic and international travel and tourism marts where the Karnataka Tourism intends to participate.
- All religious, cultural, social, and tourism events, fairs, and festivals supported or sponsored by the Government of Karnataka and its undertakings.

The promotional calendar shall be developed in coordination with Department of Information & Public Relations (DIPR) and other relevant government agencies.

4.3 TOUCHPOINTS FOR KARNATAKA TOURISM

A comprehensive, user-friendly, and visually appealing website and mobile app shall be developed for Karnataka Tourism which shall serve as a key touchpoint for tourists and shall enable digital solutions for the tourism ecosystem of the State.

Karnataka Tourism shall also leverage social media, digital platforms, and innovative technologies to engage directly with the tourism community. Karnataka Tourism shall take a digital engagement and response strategy that shall be both predictive and reactive in approach.

User-generated content (UGC) has become a powerful tool in the digital age, significantly influencing travel decisions and enhancing the visibility of tourism destinations. Karnataka Tourism shall seek to facilitate and leverage UGC to amplify its reach, engage with potential tourists, and create authentic and relatable content that resonates with a wide audience.

Further, Karnataka Tourism shall encourage and support the development of tourist amenities such as information kiosks, audio-visual guides, interpretation centres etc. at all major tourism destinations of Karnataka.

4.4 STRATEGIC PARTNERSHIPS

Karnataka Tourism shall encourage partnerships and collaborative undertakings with stakeholders across the entire tourism value chain. These include the following –

- * Regular consultation shall be held with Karnataka Tourism Society (KTS), the representative body of Karnataka Tourism industry, as well as relevant industry associations and stakeholder groups to assess industry trends and adapt promotional activities based on industry insights.
- * Industry associations shall be encouraged to establish Tourism Cells to establish an engagement platform with Karnataka Tourism. These Tourism Cells may be promoted through Karnataka Tourism's marketing channels where relevant.
- * Collaboratively promote Karnataka as a preferred destination for investments and innovation
- * Engagement with tour guides, tour operators, travel agents, tourism aggregators, and online travel agencies to promote tourism offerings in key source markets and curate specialised tours and itineraries that highlight the unique attractions of Karnataka.
- * Collaborate with other government agencies in the tourism sector to create mutually beneficial relationships and promote inter-state tourism.
- * Utilise travel portals and online forums to provide customized and timely content for the promotion of specific and thematic tourism offerings.
- * Collaborate with Indian Council for Cultural Relations (ICCR), overseas India Tourism offices, embassies, consulates, diplomatic missions and the like to organise campaigns, events, and cultural exchanges for the promotion of Karnataka Tourism

- * Conduct regular workshops, interactions, webinars, and similar events for promotion specific aspects of Karnataka Tourism
- * Regular familiarization trips (FAM trips) for tour operators, travel agents, tourism trades / service providers, journalists, photographers, writers, bloggers, and social media influencers shall be organized / sponsored to create word-of-mouth buzz for Karnataka Tourism.
- * Efforts shall be made to establish tourism kiosks at key transit points for tourists including airport, railway station, bus stops, metro stations, wayside amenities, and cruise terminals to provide information to tourists and promote Karnataka's destinations and tour packages.

Marketing Development Assistance is also available for Tourism Service Providers of Karnataka and details for the same have been provided in Section 14 Incentives, Subsidies and Concessions.

4.5 KARNATAKA INTERNATIONAL TRAVEL EXPO

The bi-annual Karnataka International Travel Expo (KITE) is the flagship B2B event for Karnataka Tourism. KITE provides a platform to connect Karnataka's tourism stakeholders with domestic and international buyers and tourism stakeholders for the promotion of Karnataka Tourism. The Department of Tourism shall provide the necessary support to ensure the successful organization of KITE.

4.6 TOURISM ASSETS BANK

The Department of Tourism shall develop an asset bank of tangible, intangible, and natural assets to build a bank of everything that may have tourism value or be of tourist interest in Karnataka.

This asset bank can be used to develop content around the assets, improve the assets, market, promote, and package the assets through stories, activities, and experiences to attract tourists. The asset bank shall be developed in collaboration with other government agencies as well as private sector stakeholders.

Tourism Service Providers are encouraged to utilize Karnataka Tourism's information repositories to identify suitable tourism assets and develop tourism packages that can showcase and promote Karnataka's varied offerings.

5. Tourism Infrastructure

Tourism infrastructure development is of special importance for the long-term growth of tourism destinations and in providing the required services to tourists. This section identifies the key areas for tourism infrastructure development, with a special focus on the development of tourism destinations, basic infrastructure, tourism circuits, and hospitality infrastructure.

Karnataka Tourism Infrastructure Limited (KTIL) shall be the nodal agency for the development of tourism infrastructure in Karnataka and shall collaborate with other government agencies in this regard. In addition to facilitating the development of tourism infrastructure for the above-mentioned key areas, Karnataka Tourism shall also support the development of tourism projects through appropriate modes such as Public Private Partnership (PPP), Special Purpose Vehicle (SPV), or Joint Venture (JV). Additionally, Mega Tourism Projects, Iconic Tourism Projects, and Special Tourism Zones shall be encouraged to facilitate the development of tourism hubs across Karnataka.

5.1 INTEGRATED TOURISM DEVELOPMENT

Tourism infrastructure development requires the coordinated effort of multiple government agencies to create a seamless, well-connected network of transportation, utilities, and facilities that enhance the visitor experience. The Government of Karnataka aims to adopt an integrated approach by pooling resources and converging programs from key government agencies. This collaboration will focus on synchronized development of infrastructure including roads, railways, airports, ports, water supply, waste management, and digital infrastructure, ensuring that high-potential tourism circuits and destinations are fully equipped with the necessary amenities. PPP shall also play a crucial role in filling resource gaps for large-scale



Bidar Fort

infrastructure projects, further boosting tourism and related services.

To maximize impact, priority shall be accorded to strategic planning and resource mobilization by aligning Central and State Government schemes with tourism development initiatives. The convergence of government programs and initiatives is central to the achievement of integrated tourism development.

5.2 DESTINATION DEVELOPMENT

Destination development is at the heart of any successful tourism strategy. By ensuring that destinations are developed in a holistic, well-planned manner, Karnataka can offer world-class experiences to both domestic and international visitors. Comprehensive development of destinations covers a broad range of activities including planning, development, and maintenance of facilities & amenities necessary for the functioning of every tourism destination.

Role of KTIL

KTIL shall be the nodal agency to coordinate the development and maintenance of tourism infrastructure facilities such as clean toilets, waste management systems, rest areas, parking facility, road signages, information kiosks, last mile connectivity and other public services and amenities that are crucial for ensuring a memorable experience for tourists. Technology integrations to improve visitor experience shall also be encouraged.

The presence of varied leisure and recreational activities encourages longer stays, higher tourist spending, and repeat visits. Karnataka Tourism shall encourage the development of such leisure and recreation facilities in popular tourist areas of Karnataka. Destinations shall also be encouraged to develop facilities and activities such as night market, artisan village, monument illumination, sound & light show, food trails, live music venues, cultural performances and the like to encourage visitors to stay overnight, thereby improving the economic contribution of tourism to the destination.

Further, Karnataka Tourism shall seek to collaborate with other Government departments and agencies for development of potential tourism opportunities and for effective inter-departmental coordination.

Focus Tourism Destinations and Circuits

The Department of Tourism shall identify Focus Tourism Destinations (FTDs) and Focus Tourism Circuits (FTCs) for prioritized development to provide an integrated and holistic experience for the tourists. FTDs shall be developed in a planned manner into world-class tourist destinations with high levels of service quality. The list of FTDs and FTCs of Karnataka shall be as notified by the Department from time to time.

5.3 DISTRICT AND REGIONAL TOURISM MASTER PLANS

District Tourism Committees shall prepare detailed district tourism master plans covering the key destinations of the district and the strategies to enhance them to world-class standards and provide a comfortable and satisfying tourism experience. The district-level tourism authorities shall be empowered to implement these plans through suitable mechanisms.

The Department of Tourism will coordinate with the Urban Development Department, Rural Development & Panchayati Raj Department, Forest, Ecology and Environment Department, the Directorate of Town & Country Planning and other relevant government agencies and stakeholders to review and amend master plans. The revisions will ensure that tourism-driven development is a priority, with particular emphasis on creating a sustainable tourism ecosystem in coastal areas and eco-sensitive zones.

5.4 ONE DISTRICT, ONE DESTINATION PROGRAM

The Government of Karnataka is committed to enhancing the tourism potential of each district in the State through a “One District, One Destination” program. This initiative focuses on the development and promotion of a unique tourism destination of each district of Karnataka under the leadership of the respective Deputy Commissioners.

5.5 TOURISM CIRCUIT DEVELOPMENT

Tourism circuits play a crucial role in enhancing the attractiveness and accessibility of multiple destinations within a region. By linking destinations thematically, Karnataka can offer tourists a richer, more cohesive experience while spreading the economic benefits of tourism across multiple areas. The development of well-planned tourism circuits encourages longer stays, repeat visits, and improved visitor spending.

Tourism circuit development integrating major tourism destinations shall be undertaken for the following themes–

- * Coastal Tourism
- * Education Tourism
- * Eco Tourism
- * Heritage Tourism
- * Rural Tourism
- * Spiritual Tourism / Religious Tourism
- * Wildlife Tourism

In addition to the above, thematic circuits spanning various tourism products as noted in Section 6 shall also be identified, developed, and promoted during the policy period.

5.6 DESTINATION CONNECTIVITY

Efficient and seamless connectivity is fundamental to the growth of the tourism sector. Whether through road, rail, air, or other innovative modes of transportation, improved connectivity ensures that tourists can easily access Karnataka's diverse destinations. Particular emphasis shall be given for improving connectivity for coastal, spiritual, and eco-tourism destinations.

Collaboration for Improved Connectivity

The Department of Tourism in collaboration with relevant government agencies shall seek to undertake interventions to improve the connectivity to Karnataka's destinations. This includes both inter-state and intra-state connectivity as well as connectivity to international destinations. In addition to road, rail, and air connectivity, support shall also be provided for ropeways, heliports / helipads, water aerodromes, cruise terminals, jetties, marinas, and other such infrastructure initiatives. Karnataka Tourism shall endeavour to enhance the existing infrastructure / facilities and help obtain necessary permissions / approvals to operationalize them for tourism purpose where feasible.

Connectivity through Ropeways and Cable Cars

The Government of Karnataka is determined to provide ropeways, cable cars, and similar connectivity infrastructure to tourism locations across the State to provide a safe and convenient means of transport to facilitate tourism. The Government of Karnataka shall enact

legislation to facilitate the installation, operation, and ropeways in the Karnataka and shall be taking up the Karnataka Tourism Ropeways Bill in this regard.

Enhancing International Connectivity

Efforts shall also be made to increase direct flights from major international cities and to enhance cruise connectivity with international destinations. Additionally, innovative mechanisms such as Air Services Development Fund shall be explored to incentivize and enhance connectivity to Karnataka.

Connectivity in Eco-Sensitive Zones and Coastal Areas

In coordination with relevant departments, the Department of Tourism shall work towards improving connectivity in eco-sensitive zones, particularly in Coastal Karnataka and Malnad Karnataka. This improvement will include the development of sustainable transport infrastructure while carefully guiding where tourism projects should be established. Such interventions will aim to enhance tourist accessibility without compromising the environmental integrity of these areas.

Development of Wayside Amenities

Wayside Amenities shall be developed along the major routes connecting important tourism destinations of Karnataka to improve the convenience and safety of tourists by offering standardized experiences through a range of facilities. Efforts shall be made to facilitate the provision of Wayside Amenities and similar traveller-oriented facilities for every 1(one) hour of travel time along highways and major tourist corridors. District authorities shall facilitate the Karnataka Tourism in this regard. Wayside Amenity development shall also be pursued in collaboration with the Ministry of Road Transport and Highways, Government of India as well as oil marketing companies.

Public Transport and Last Mile Connectivity

Karnataka Tourism shall also endeavour to improve public transport and last mile connectivity around key tourist attraction through extension of public transport services, plying of e-vehicles, and app-based services. Green mobility solutions that enhance tourist experiences shall be encouraged.

5.7 PRAVASI SNEHI SANKEERNA

Pravasi Snehi Sankeerna (PSS) are integrated tourist facilitation centres to ensure the provision of basic tourist amenities at a destination. Karnataka Tourism has envisaged the development of PSS facilities at key tourist destinations of Karnataka to ensure the availability of basic amenities and facilities for tourists while also promoting local destinations and specialities.

5.8 TOURISM LAND BANK

Strategic Use of Land for Tourism Development

Karnataka Tourism shall ensure the strategic use of land for fostering tourism-driven development, particularly in high-potential coastal and ecologically sensitive areas.

Development of Tourism Land Bank and Transparent Allocation of Land

In this regard, the Department of Tourism shall enhance its Land Bank for the development of tourism infrastructure across the State, identifying and earmarking land parcels suitable for tourism development. District authorities and other government agencies shall contribute suitable land parcels to the Department of Tourism's Land Bank to facilitate the development of tourism across the State. Land / sites may also be provided through transparent mechanisms on lease basis or other suitable mechanism to Department of Tourism, or its undertakings based on applicable laws/regulations.

Transparent Land Allocation Mechanism

The Department of Tourism shall ensure transparent and competitive allocation of land to private investors. A land lease policy for development of tourism projects in Karnataka shall be detailed separately.

The revenue earned from such allocation of the land shall be remitted to the proposed Tourism Development Fund for further acquisition of land and development of tourism infrastructure in other locations.

Development of Common Infrastructure Facilities

To enhance the viability of tourism land banks, the proposed Tourism Development Fund shall be utilized for the development of common infrastructure facilities in the Land Bank of Department of Tourism.

Accessibility of Information to Investors

To enhance the ease of doing business in the tourism sector, the Department of Tourism shall make information regarding available tourism land banks more accessible to potential investors.

5.9 HOSPITALITY INFRASTRUCTURE

The thrust in the development of tourism infrastructure in destinations across Karnataka shall be matched with hospitality sector investments and facilitation support to meet the higher demand due to increased tourist visits.

The proposed Tourism Development Fund shall be leveraged for strategic development of hospitality projects in the Land Bank owned / managed by the Department of Tourism.

5.10 LEVERAGING EXISTING INFRASTRUCTURE FOR REMOTE AREAS

While some remote areas of Karnataka may have good tourism potential, it may not always be feasible to create new facilities at such locations. For such destinations, existing guest houses and other suitable facilities that are owned / operated by other departments and undertakings of Government of Karnataka may be identified based on their suitability for tourism purposes. Karnataka Tourism shall seek to take over the operation and maintenance of such properties / facilities and utilize them for tourism purposes.

5.11 ADOPTION AND MANAGEMENT OF DESTINATIONS AND TOURISM ASSETS

Karnataka Tourism shall encourage programs for adoption, management, or sponsorship of tourism destinations and tourism assets of Karnataka. Such programs can create a greater sense of ownership for local communities and corporates and help improve the maintenance and upkeep of existing tourism destinations and tourism assets.

KSTDC / JLR / DMOs may take over the operation & maintenance of tourism assets either directly or through service providers to create high-quality tourism experiences.

5.12 COMPLEMENTARY INFRASTRUCTURE ASSISTANCE

On a case-to-case basis, assistance may be provided for the development of complementary infrastructure facilities for Tourism Projects based on an assessment of the project's requirements.

6. Tourism Products and Experiences

The world's best destinations offer a range of experiences to their visitors. Tourism products have a key role in providing experience-based tourism at destinations. The presence of a wide range of tourism products makes a destination desirable to different types of tourists, encouraging longer stays and repeated visits.

Taking into consideration its importance, Karnataka Tourism envisions the development of diverse tourism products as a key component of its destination development strategy. Tourism products shall be incorporated in the tourism master plans of destinations to ensure that destination development is undertaken in an integrated, holistic, and sustainable manner.

Karnataka, with its tagline of “One State, Many Worlds” offers a diverse array of tourism offerings with the potential to create memorable experiences for visitors. The Department, during the Policy period intends to focus development of the following types of tourism offerings, which may also be referred to as the Tourism Themes.

1. Adventure Tourism
2. Agri Tourism



3. Caravan Tourism
4. Coastal Tourism & Beach Tourism
5. Cuisine (Gastronomy) Tourism
6. Cultural Tourism
7. Heritage Tourism
8. Eco Tourism (includes Nature Tourism and Wildlife Tourism)
9. Education Tourism
10. Film Tourism
11. Golf Tourism
12. Inland Water Tourism
13. Literary Tourism
14. Maritime Tourism
15. Medical Tourism
16. MICE Tourism & Business Tourism
17. Mining Tourism
18. Rural Tourism
19. Spiritual Tourism (includes Religious Tourism and Spiritual Sightseeing)
20. Sports Tourism
21. Tribal Tourism
22. Wedding Tourism
23. Weekend Tourism
24. Wellness Tourism
25. Other Niche Tourism Themes

While some of the types of tourism themes mentioned above have a well-developed ecosystem, others are still at a nascent stage but have immense potential for their development in Karnataka. Karnataka Tourism shall endeavour to ensure the development of all destinations of Karnataka along one or more of the above-mentioned themes.

Owing to the linkages across the tourism ecosystem, it is expected that support for one thematic area shall also encourage the development of other connected thematic areas. Tourism Service Providers are encouraged to develop packages that converge multiple tourism products to appeal to a variety of tourist segments and preferences. Special thrust areas will be identified under each tourism theme for prioritized development of products and experiences.

The Government of Karnataka shall endeavour to support and promote all types of tourism activities in Karnataka. In addition to the assistance as listed in Section 14 Incentives, Subsidies and Concessions, the following support shall be provided for the various tourism themes of Karnataka –

6.1 ADVENTURE TOURISM

Karnataka's geographical and cultural diversity creates wonderful possibilities for the development of all types of land-based, water-based, and air-based adventure activities. Karnataka Tourism shall seek to develop 30 adventure tourism destinations across Karnataka by 2029.

Collaboration for Adventure Tourism Development

Development and promotion of adventure tourism in Karnataka shall be done in coordination with Ministry of Tourism, Government of India; Department of Youth Empowerment and Sports, Government of Karnataka; Karnataka Eco Tourism Development Board; General Thimayya National Academy of Adventure (GETHNA); and adventure tourism operators of Karnataka. Collaboration shall also be sought with Water Resources Department and Forest, Ecology and Environment Department to responsibly develop adventure activities in eco-sensitive areas.

Streamlining Processes and Safety Guidelines

Karnataka Tourism shall endeavour to streamline the processes for undertaking adventure tourism activities in the State. Detailed guidelines shall be issued from time to time for the operation of adventure tourism activities in Karnataka. Adventure activities must be undertaken under the supervision of trained and certified professionals as described in the relevant guidelines. While there are

inherent risks in undertaking adventure activities, risk management is a key feature of any adventure tourism project. Karnataka Tourism shall also work with government agencies and stakeholders to prepare and implement safety and rescue mechanisms for adventure tourism.

Adventure Sports Festivals and Competitions

Support shall also be provided for the conduct of Adventure Sports Festivals and Adventure Sports Competitions at various locations in Karnataka. Such festivals and competitions shall be conducted by competent authorities / operators recognized at the International / National / State Level and with necessary approvals / permissions of all competent authorities for the event area.

Institutional Support

District-level authorities shall be mandated with the responsibility for development, promotion, monitoring, and regulation of adventure activities to ensure that local factors can be considered and safety aspects can be monitored.

Karnataka Tourism shall also encourage the development of an Adventure Tourism Promotion Society to support the Government in the development and promotion of adventure tourism in the State.

6.2 AGRITOURISM

Karnataka Tourism intends to develop and promote Agri Tourism as one of the core tourism themes of the State. Agri Tourism covers not just agricultural farming but also units where the primary activity involves one or more of orchards, plantations, gardens, fish ponds, aquaculture, sericulture, apiculture, floriculture, dairy farm, animal husbandry and the like. Karnataka Tourism shall endeavour to ensure that Agri Tourism can be successfully undertaken in all districts of Karnataka in a phased manner and thereby rural communities can effectively increase their participation in tourism and reap the socio-economic benefits that tourism can bring.

This Policy shall seek to address two key challenges for the development of Agri Tourism in Karnataka – awareness and capacity building. Support of Department of Agriculture, Department of Horticulture, Rural Development and Panchayat Raj Department and

relevant authorities shall be sought. Support from Government of India as well as international institutions such as World Bank and Asian Development Bank shall be pursued for the development and promotion of Rural Tourism projects. Awareness and capacity building shall also be done by creating learning and training tours for farmers and Agri Tourism project proponents.

Development and promotion of Agri Tourism requires successful collaboration with tourism service providers, educational institutions, non-profits, self-help groups, local bodies, and other relevant stakeholders.

Karnataka Tourism shall seek to leverage the expertise of tour operators and travel agents to generate awareness regarding the benefits of Agri Tourism and to extend training on Agri Tourism to farmers and local communities. Agri Tourism projects shall also be encouraged to create retail facilities to market their food products as well as local goods such as arts and handicrafts.

Karnataka Tourism shall also seek to provide training and skill development for Agri Tourism through relevant institutions and agencies. The existing facilities of Department of Agriculture, Department of Horticulture and district authorities may be leveraged to support the roll out of Agri Tourism programs and training.

Karnataka Tourism shall also seek to promote knowledge tours to Agri Tourism Projects. Special efforts shall be made in coordination with the Department of Primary & Secondary Education, Government of Karnataka to make educational tours to Agri Tourism Projects compulsory for all school students in the fifth to seventh standard in Karnataka.

Special programs shall be introduced to develop rural homestays, farm-to-table dining experiences, and engaging visits to agritourism units such as coffee plantations, vineyards, spice gardens, and silk farms

Additionally, Karnataka Tourism shall collaborate with the Agriculture Department, Horticulture Department, and their undertakings to develop their existing assets such as farms, plantations, orchards,

gardens, and parks for tourism with a focus on educational and experiential aspects.

6.3 CARAVAN TOURISM

Caravan Tourism provides flexibility with respect to itineraries and accommodations and has the potential to add a new dimension to tourism in the State. Karnataka Tourism shall encourage the development of Caravan Tourism in Karnataka. Support shall be extended for the development of caravan parks in important tourism circuits of the State in alignment with the guidelines issued by Ministry of Tourism. To catalyse Caravan Tourism, suitable facilities shall be constructed at JLR and KSTDC properties.

Caravan Tourism can be undertaken through a variety of transport options including caravan, campervan, recreational vehicle, camper truck, and motor homes, and the support of concerned government agencies shall be sought to streamline the processes for caravan operations and enable a multi-dimensional Caravan Tourism ecosystem In the State.

6.4 COASTAL TOURISM AND BEACH TOURISM

Coastal Karnataka saw more than 8 Crore visitors in 2023. While Coastal Karnataka accounts for about 12-15% of the total tourist footfalls in Karnataka, there remains immense potential to develop Coastal Tourism in the State.

Special Focus on Tourism in Coastal Karnataka

Hence, Coastal Tourism shall receive a special thrust during the Policy period and efforts shall be made to sustainably develop Coastal Karnataka as a high-quality destination with world-class facilities that is also known for its responsible tourism. The Government of Karnataka envisions to undertake tourism development across the entire 320 km coastline of Karnataka.

Karnataka Tourism shall seek to develop coastal Karnataka as a multi-product destination and shall seek to facilitate the development of facilities for leisure, recreational, and adventure activities. A special financial package will be created to provide the necessary thrust for tourism development in Coastal Karnataka.

Coastal Tourism Development Board

A dedicated Coastal Tourism Development Board shall be set up to plan and steer activities for coastal Karnataka. The Coastal Tourism Development Board shall be empowered to undertake special initiatives for coastal development and provide additional incentives for the development of tourism projects. The Board shall prepare a comprehensive Coastal Master Plan to drive planned and sustainable tourism development in coastal Karnataka and ensure coordination for infrastructure development and community participation.

Planning for Tourism Development

The Department of Tourism will coordinate with the Directorate of Town & Country Planning and other relevant government agencies and stakeholders to review and amend local town and country planning regulations and master plans to facilitate tourism development in coastal areas.

Department of Tourism shall work with other government agencies to pool land banks for tourism projects and undertake allocation through transparent mechanisms.

Transferrable Development Rights for Coastal Tourism

Karnataka Tourism will work the concerned government agencies and stakeholders to implement a Transferrable Development Rights (TDR) mechanism for tourism projects in coastal Karnataka. This will enable the transfer of development rights to designated high-priority tourism zones and integrated coastal tourism zones, encouraging responsible infrastructure development.

Integrated Coastal Tourism Zones

Integrated Coastal Tourism Zones shall be created along the coastline which will focus on providing a world-class experience to visitors. The integrated zones will include well-planned infrastructure, high-quality eco-friendly accommodation, hubs for adventure, culture, and recreation, and amenities that cater to tourists across all budget preferences.

Development of Mega Tourism Projects

Efforts shall be made to facilitate the development of at least 10 mega



Chikkamagaluru



tourism projects across key coastal destinations of Karnataka. These projects will integrate hospitality, recreational, and cultural activities, positioning Karnataka's coastline as a globally competitive tourism destination.

Mega Tourism Projects are eligible for customized support and benefits as approved by the Empowered Committee for Tourism. Strategic collaboration with the private sector and streamlined approval processes will be prioritized for the timely execution of these projects.

Facilities for Peak Tourist Seasons

To cater to peak tourist seasons and generate employment in Coastal Karnataka, the Department of Tourism shall issue guidelines for the erection of temporary facilities, such as shacks and kiosks. These facilities will provide essential services to tourists and create additional seasonal employment opportunities while adhering to sustainability and CRZ norms. Emphasis shall be provided on offering authentic local experiences, usage of sustainable materials and renewable energy, and incorporation of waste management systems.

Promotion through Coastal Festivals

To promote Coastal Karnataka, annual festivals shall be organized to showcase destinations and their local culture and cuisine while featuring beachside events, live performances, markets, and adventure activities. The festivals shall be promoted on global platforms to position Karnataka as an attractive destination for leisure and cultural experiences and shall become a flagship attraction for visitors to the State.

Pursuit of Blue Flag Certification

Towards its commitment for sustainable tourism development in coastal areas, Karnataka Tourism shall aim to obtain Blue Flag Certification for more beaches in the State and support the relevant government agencies in obtaining and maintaining the certification.

Planned Development of Coastal Karnataka and Alignment with CRZ norms

The Department of Tourism has prepared a comprehensive Tourism Plan for Coastal Karnataka that has been incorporated in the

Karnataka Coastal Zone Management Plan (CZMP) under Coastal Regulation Zone (CRZ) 2019 notification. The incorporation of the Tourism Plan in the Karnataka CZMP acts as a facilitative mechanism and has enabled the development of tourism activities permissible under the CRZ 2019 notification. The Government of Karnataka shall continue to undertake facilitative measures for the development of tourism projects and infrastructure in coastal Karnataka.

Coastal circuits that link tourism offerings across Karnataka's coastal towns and beaches shall be developed. Connectivity infrastructure shall be developed in a planned manner to act as guidance for where tourism projects can be developed.

Convergence for Development

Comprehensive development of Coastal Tourism in Karnataka shall be undertaken in accordance with the Tourism Plan for Coastal Karnataka, the Karnataka Maritime Perspective Plan, and other such planning and development initiatives undertaken by the Government. Additionally, support through Central Government schemes such as Swadesh Darshan and Sagarmala shall also be sought to develop tourism in coastal Karnataka.

Investment Facilitation

A dedicated institutional mechanism shall be set up to facilitate investments and provide handholding support to tourism projects in coastal Karnataka. This includes facilitation for CRZ Clearance and other statutory approvals. Priority shall be accorded to proposals arising from within the coastal communities.

Converging Tourism Themes

The development of Coastal Karnataka shall involve the convergence of multiple themes including Adventure Tourism, Eco Tourism, Education Tourism, Cultural Tourism, Cuisine Tourism, Inland water Tourism, Maritime Tourism, and Wellness Tourism, among others.

6.5 CUISINE (GASTRONOMY) TOURISM

Cuisine is a powerful medium for cultural exchange and exploration, offering tourists a sensory experience that reflects the region's heritage and traditions. Karnataka's diverse culinary landscape, with its rich blend of flavors and ingredients, provides an opportunity to

position the state as a destination for gastronomy enthusiasts.

Karnataka Tourism shall seek to develop and promote gastronomy trails that showcase the rich culinary heritage of the State as well as promote the research and documentation of culinary traditions of Karnataka. Promotional support shall be extended to culinary events and festivals as well as to urban areas renowned for their culinary delights. Bengaluru with its wide range of offerings in traditional and modern cuisines, food tours, and gastro-cultural experiences has the potential to be positioned as the culinary capital of south India.

In addition, Karnataka Tourism shall endeavour to support and conduct events and festivals that showcase Karnataka's rich gastronomic heritage as well as modern innovations in the State's cuisine. Combining these activities with heritage trails, cultural experiences, shopping experiences, and educational tours shall further boost the State's tourism economy.

Collaboration with Karnataka Wine Board shall be sought to develop Wine Tourism packages in Karnataka and to position the State as a premier Wine Tourism destination of India. Further, Karnataka Tourism shall also endeavour to collaborate with Coffee Board of India to develop Karnataka as India's leading Coffee Tourism destination through development of coffee tourism packages.

6.6 CULTURAL TOURISM

Cultural tourism enables visitors to immerse themselves in the local traditions, arts, crafts, festivals, and lifestyle of a region, fostering a deeper connection between tourists and the local community. Karnataka's diverse cultural heritage provides a wealth of experiences for tourists to learn, discover, and enjoy.

Collaborative Development of Cultural Tourism

Through effective interdepartmental coordination Karnataka Tourism shall work closely with Department of Kannada & Culture, Department of Information & Public Relations, Department of Archaeology, Museums and Heritage, Karnataka State Handicrafts Development Corporation, Indian Council for Cultural Relations, and other relevant agencies to revive and promote the culture of Karnataka while protecting the original style and authenticity.

Events and Festivals

Karnataka Tourism shall actively coordinate with relevant authorities for the organization of major festivals and events across the State which will give a boost to the various tourism themes of Karnataka.

Regional and local festivals shall also be organized from time to time to showcase the rich and diverse cultural heritage of Karnataka with a focus on arts, crafts, and cuisine of the State. District-level tourism authorities shall be supported for promoting tourism activities such as events, festivals, and fairs for their respective districts.

Database of Cultural Assets

Karnataka Tourism shall collaborate with Department of Kannada and Culture in mapping Karnataka's cultural assets towards development of a database which shall also act as a repository of skilled workforce for Cultural Tourism such as artists, dancers, performers, and artisans among others.

Performance and Showcasing of Culture

Karnataka Tourism, in close collaboration with the Department of Kannada & Culture, shall endeavour to create suitable facilities, spaces, and platforms for tourists to experience and participate in Cultural Tourism. Support from relevant agencies and key stakeholders shall be sought for the creation or provisioning of such facilities, spaces, and platforms.

Encouragement shall be provided to tourism and hospitality service providers to provide exhibition and retail opportunities to the State's craftsmen and artisans within their facilities.

Cultural Experience Hub

Each district of Karnataka shall have at least one Tourism and Cultural Hub which will showcase the local crafts, cuisine, and culture of the district, feature regular programs and events, and provide a family-friendly destination. Development of such hubs may be taken up on a PPP basis.

These hubs shall be encouraged to pursue partnerships and collaboration to host performances, exhibitions, and festivals that encourage tourists to visit round the year.

Developing Mysuru as a Cultural Tourism Hub

Mysuru is regarded as the cultural capital of Karnataka and programs to develop the city as a premier tourism destination globally shall be undertaken. Special support shall be provided to Mysuru Dasara to position the festival as a must-visit event in the global tourism calendar. In addition, Karnataka Exhibition Authority shall be supported in the development of KEA Exhibition Grounds in Mysuru as a tourism hub with round-the-year facilities for cultural activities, MICE, and recreation.

Promoting Stalwarts of Karnataka

Special promotional campaigns shall be rolled out to highlight the heroes and stalwarts of Karnataka. Private sector participation shall be invited to collaborate for promoting their rich stories and heritage.

Development and Promotion of Cultural Villages

Karnataka Tourism shall also seek to facilitate the development of Cultural Village, particularly at destinations identified and notified by the Department of Kannada & Culture. These will allow tourists to experience Karnataka's rich cultural heritage through curated experiences, traditional performances, crafts, and cuisine. These villages shall be promoted as interactive platforms where visitors engage with local communities and artisans.

6.7 ECO TOURISM

Karnataka's diverse ecosystems, from coastal regions to forested landscapes to unique ecological spots, provide vast opportunities for eco-friendly tourism activities. The Government of Karnataka shall endeavour to develop an enabling ecosystem for the growth of Eco Tourism in Karnataka and create synergies among public, private, and local stakeholders for responsible tourism practices that conserve our natural treasures and empower local communities.

Adherence to Guidelines, Policies, and Best Practices

All Ecotourism activities shall be in conformity with the applicable laws, rules, regulations, and government orders.

The development and promotion of Eco Tourism shall be done after careful consideration of the destination's carrying capacity and in

adherence to the policies, orders, and guidelines issued by Government of Karnataka, Government of India, and applicable relevant authorities.

Campaigns shall be undertaken create awareness of permissible activities and sensitization training shall be undertaken in collaboration with relevant government agencies to ensure operators adhere to applicable laws and regulations.

Focus on Conservation, Awareness, and Sustainability

Eco Tourism activities shall focus on increasing awareness towards conservation and sustainability of biodiversity and natural environments. Eco tourism development and promotion shall be done with a focus on sustainable and responsible tourism, thereby emphasizing awareness and conservation when showcasing Karnataka's diverse ecosystems and rich natural heritage.

Development of Eco Tourism Hotspots

Karnataka Tourism shall identify and develop eco tourism hotspots, particularly across Malnad Karnataka. Innovative projects such as sustainable accommodations, eco-friendly trails, and nature-based activities will be encouraged to provide richer experiences while preserving the natural beauty and biodiversity of the region.

The Government of Karnataka shall endeavour to implement suitable programs and targeted initiatives to undertake the strategic actions for destination and product development. These may include, but are not limited to destination mapping and zoning, diversification of ecotourism offerings, infrastructure development, and facilitation of eco-tourism activities.

Ecotourism Management Plans shall be prepared by the District Ecotourism Committee under the chairmanship of the Deputy respective Commissioner with the Deputy Conservator of Forests as the vice chairperson. The Plan shall consider the perspectives and recommendations of the various stakeholders on what are the desirable ecotourism activities and how they shall be carried out in the area of jurisdiction in consonance with science-based planning.

Permitted Eco Tourism Activities

Ecotourism activities should be conducted / coordinated by a

qualified interpreter, guide, naturalist, or instructor trained to educate and entertain the tourist. The following ecotourism activities may be permitted at destinations within designated areas subject to its feasibility under the Ecotourism Management Plan –

- * Trekking, Hiking, Nature Walk along designated paths
- * Bird Watching and Wildlife Watching
- * Study and Observation of Flora and Fauna
- * Overnight camping in designated sites
- * Overnight stay in designated sites
- * Lodging in campsites, eco-lodges, homestays, and guesthouses
- * Wildlife Safari in designated areas
- * Cultural Experiences including fairs, festivals, cultural performances, and visit tours showcasing local and indigenous cultures and traditions
- * Education Tours
- * Botanical Tours and Zoological Tours
- * Adventure Activities within designated areas
- * Water-based activities (boating, kayaking, canoeing, rafting, river cruising) in designated zones
- * Cycling (non-motorized) in permitted areas
- * Angling in suitable rivers / water bodies in consultation with concerned government agencies
- * Photography
- * Community-based tourism activities and volunteering
- * Herbal Ecotourism
- * Urban ecotourism through eco-parks
- * Agri Tourism and Plantation Tourism
- * Caravan Tourism
- * Marine Safari in designated areas
- * Interpretation Centres
- * Cultural Immersion and Heritage Awareness programs

- * Any other activity as may be specifically permitted depending on the site in question

Promotion of Eco-Friendly Accommodation

Karnataka Tourism shall seek to promote the development of low-impact and eco-friendly accommodation facilities in eco-sensitive areas such as tented accommodation, camping sites, caravan parks, etc. Efforts shall also be made to facilitate PPP projects to drive more private sector participation for Eco Tourism.

Urban Green Spaces

Eco tourism shall also involve the development and promotion of urban green spaces as an appealing tourism offering. These spaces can also host eco-friendly low impact activities such as yoga retreats, nature walks, food, culture and arts experiences and support shall be provided for such initiatives.

Marine Safaris

Similar to the concept of wildlife safaris in terrestrial parks, marine safaris shall also be explored. These safaris would offer tourists the opportunity to explore the marine biodiversity of Karnataka with guided tours focusing on sightseeing and marine conservation.

Community Involvement

Eco tourism shall also seek to empower the local population, particularly indigenous communities and tribal communities, by involving them in decision making, offering livelihood opportunities, and promoting their active participation in the tourism activities.

Collaboration for Development and Promotion

Eco Tourism in Karnataka would be encouraged in close collaboration with the Forest, Ecology and Environment Department and Karnataka Eco Tourism Development Board. The Government shall empower the Department of Tourism, Jungle Lodges and Resorts Limited, and Karnataka Eco-Tourism Development Board to collaboratively drive Eco Tourism in the State. It may be noted that Eco Tourism includes Nature Tourism and Wildlife / Wilderness Tourism and is also closely aligned with other tourism activities such as Agri Tourism and Coastal Tourism.

6.8 EDUCATION TOURISM

Karnataka's contribution to India's education sector has been immense. There are several education institutions with rich histories and remarkable achievements whose stories shall be promoted by Karnataka Tourism. Support shall be provided to develop their facilities that shall enable the sharing of such stories and inspire future generations.

Yuva Tourism Clubs and Youth Engagement

Yuva Tourism Clubs shall be established at all schools & colleges to encourage tourism and heritage awareness among youth and create a mechanism for government to actively engage with students. Support shall be provided to educational and recreational trips for school children and knowledge sessions will be held to create awareness about the socio-economic potential of tourism.

Student Exchange Programs

Student exchange programs at secondary and higher education levels provide an immersive way to learn from other cultures and practices. Support shall be provided for student exchange programs to deepen the cultural immersion for students coming to Karnataka.

Programs for Education Tourism

Support of the Department of Primary & Secondary Education, Government of Karnataka shall be sought to expand the scope of the existing Karnataka Chinnara Darshana program to organize school tours for greater awareness and sensitization regarding tourism in Karnataka amongst students of all public schools in the State. The program shall give particular emphasis to Agri Tourism, Cultural Tourism, Heritage Tourism and Eco Tourism.

Hubs for Education Tourism

The development of educational tours to the educational, science & technology, industrial, and manufacturing hubs of Karnataka to showcase the State's status as the premier hub of R&D, IT, and manufacturing in India shall also be encouraged.

6.9 FILM TOURISM

Recognizing the potential of Film Tourism, Karnataka Tourism will

work towards the development of policies and programs to attract filmmakers to the state.

Promoting Film-Friendly Locations

Film friendly locations across the State shall be identified and promotional strategies shall be implemented to highlight the State's scenic and cultural sites as ideal filming locations, leveraging successful films to attract tourists interested in visiting these iconic spots. Packages shall be developed to allow tourists to visit famous filming locations in Karnataka and engage in featured activities, integrating Film Tourism into the broader tourism offerings of the State.

Film Tourism Promotion Policy

Karnataka Tourism envisages to promote Film Tourism across all segments – commercial movies, regional movies, documentaries, TV productions, OTT productions, and other relevant channels / platforms. To explore the potential of Film Tourism in Karnataka, a separate Film Tourism Promotion Policy shall be formulated.

The creation of an online single window mechanism for approvals and clearances shall be pursued in collaboration with the concerned government agencies. Efforts shall be made to create a conducive and attractive environment and enable access to support systems for film shooting.

Collaboration for Development of Film Tourism

Karnataka Tourism shall seek to collaborate with Department of Information and Public Relations and Karnataka Chalanachitra Academy to promote Film Tourism in Karnataka. Film festivals, screenings, and workshops shall be promoted to bring greater attention to Karnataka as a cinematically appealing destination.

6.10 GOLF TOURISM

Karnataka has several golf courses spread across the State and is a popular choice for golfers. While Bengaluru has the most famous of these golf courses and draws the maximum attention, there are many courses located in picturesque locations across the State.

To harness the potential of Golf Tourism, Karnataka tourism shall collaborate with golf courses and golf associations to develop and promote golf tourism in the State.

6.11 HERITAGE TOURISM

The rich heritage of Karnataka is one of the key drivers for creating a strong global positioning for Karnataka Tourism. Heritage tourism focuses on preserving and promoting historical sites, monuments, and traditions, enabling tourists to connect with the past. Karnataka's wealth of globally recognized heritage sites and historic monuments and the State's history holding the potential for rich storytelling and learning experiences makes it a prime destination for heritage tourism.

Collaborative Development of Heritage Tourism

Karnataka Tourism shall seek to collaborate with Archaeological Survey of India (ASI) and Department of Archaeology, Museums, and Heritage (DAMH) for the development and promotion of Heritage Tourism in the State. Efforts shall also be made to provide suitable recommendations to Urban Development Department, Directorate of Town and Country Planning and other relevant authorities / agencies to ensure that conservation, preservation, and promotion of Karnataka's heritage is a key consideration in planning and development activities.

World Heritage Sites

Karnataka has four UNESCO World Heritage sites and efforts shall be made for the inclusion of more heritage sites into the list, bringing significant international recognition and attracting tourist traffic to these sites. Additionally, new sites shall be proposed for inclusion in the tentative list to position them for formal recognition in the future.

Adopt a Monument Program

The Department of Archaeology, Museums, and Heritage has successfully launched the Adopt a Monument program for the conservation, promotion, and development of heritage monuments. The program shall be expanded to cover more than 1,000 heritage monuments during the Policy period.

Enhancing Karnataka's Museums

Museums managed by the Government of Karnataka shall be upgraded with interactive exhibits, immersive storytelling, improved curation, digitization of assets, and overall enhancement of visitor experience. CSR and PPP modes shall be pursued towards this goal.

It is planned to establish a museum in each district of Karnataka during the Policy period. Village-wise surveys to document heritage assets are being conducted by the government towards this initiative.

Documenting and Digitizing Heritage Assets

Karnataka Tourism shall endeavour to document all assets of heritage importance in the State in collaboration with relevant authorities. Digitization efforts are already underway and a greater thrust shall be provided under this Policy.

Access shall be provided to the digital assets to create interpretation, educational, and storytelling experiences for non-profit purposes. The Government of Karnataka shall also endeavour to improve signage and interpretation at facilities at places of heritage interest to present their history and create tourism interest.

Development of Heritage Tourism Zones

Karnataka Tourism in coordination with relevant state agencies shall endeavour to establish heritage tourism zones around key heritage sites in Karnataka for the comprehensive but sustainable tourism development of heritage tourism in these locations. Based on assessment of the requirements for heritage tourism zones, Karnataka Tourism shall provide inputs for suitable measures such as control regulations to appropriate authorities.

Karnataka Tourism shall undertake pilot projects to develop 4-5 heritage tourism destinations of the State to their fullest potential.

Preservation of Buildings and Properties of Heritage Importance

Karnataka Tourism shall extend necessary support for implementing the “Samrakshane” scheme for the conservation and restoration of structures of heritage importance in Karnataka.

Karnataka Tourism shall also work with local bodies to identify buildings and properties of heritage importance in Karnataka and shall seek to undertake measures for their preservation and restoration. This may also include taking over the operation and maintenance of the building / property to utilize them for tourism purposes.

Corporate and Community Support

Karnataka Tourism shall endeavour to facilitate programs for the management and promotion of cultural and heritage tourism assets through corporate support or community driven initiatives. Additional channels for financial support to aid the development and promotion of heritage tourism may also be pursued by Karnataka Tourism.

Heritage Trails and Walks

Bengaluru's strength as an education, industrial, and innovation hub arises from a rich history of activities that led to the city evolving to its present form. Karnataka Tourism shall encourage and promote guided tours of Bengaluru that highlight the rich tapestry of Bengaluru's past and present.

Similar programs shall be rolled out across other prominent destinations of Karnataka during the Policy period. Development of heritage walks and cycling tours will be encouraged.

Integration with Other Tourism Themes

Heritage Tourism is closely interlinked with other tourism themes, particularly Cultural Tourism and efforts shall be made to integrate multiple themes in the visitor journey to create a more fulfilling and memorable experience.

6.12 INLAND WATER TOURISM

Karnataka with its numerous rivers has untapped potential for river-based tourism. Karnataka Tourism shall collaborate with and provide necessary support and facilitation to relevant agencies such as Inland Waterways Authority of India for the development of inland waterways in Karnataka. Emphasis shall be given for the development of waterway tourism infrastructure including river cruises and boat tours, and waterfront recreational facilities.

Inland Water Tourism, especially river cruises and houseboats shall be promoted in collaboration with relevant government agencies and industry stakeholders. Enabling infrastructure shall be set up in collaboration with government agencies and through suitable PPP mechanisms.



Nandi Hills

6.13 LITERARY TOURISM

Karnataka's rich literary heritage has several engaging, meaningful, and immersive stories. Karnataka Tourism shall seek to develop and promote Karnataka as a hub for Literary Tourism by leveraging this rich heritage and fostering cultural engagement. Guided tours covering locations linked to famous writers, poets, and literary works shall be encouraged. Focus shall be given on highlighting historical sites, birthplaces, and residences of notable literary figures. Encouragement shall be provided for literary festivals, book fairs, and similar events to attract literary enthusiasts and position Karnataka on the global literary map.

6.14 MARITIME TOURISM

With a long coastline and rich maritime history, Karnataka has significant potential to develop maritime tourism. Maritime tourism not only provides unique experiences for tourists but also supports the coastal economy through investment in infrastructure.

Karnataka Tourism shall seek to provide necessary facilitation and support for the development of land-based infrastructure facilities at key coastal destinations to enable Maritime Tourism activities such as cruising, yachting, boating, sailing, and nautical sports. Enabling infrastructure shall be set up in collaboration with government agencies and through suitable PPP mechanisms.

Further, Karnataka Tourism shall seek to coordinate with relevant authorities, reputed cruise operators, and other stakeholders to utilize Karnataka's long coastline for the development of maritime tourism and resolve regulatory and logistical issues. Collaborative efforts with cruise operators shall be pursued to include Karnataka in popular cruise itineraries.

6.15 MEDICAL TOURISM

Medical tourism, also known as medical value travel, allows visitors to access high-quality healthcare services while enjoying the tourism offerings of a destination. Karnataka's advanced medical infrastructure, combined with its cultural and natural attractions, make State have immense potential as a leading destination for medical tourism.

Positioning Karnataka as a Healthcare Destination

Karnataka Tourism shall collaborate with government agencies and the private sector to position the State as a globally recognized healthcare destination. Considering the variety of organisations and stakeholders involved along the Medical Tourism value chain, necessary institutional mechanism shall be developed to facilitate Medical Tourism while ensuring high-quality and trustworthy medical value services. Karnataka Tourism shall collaborate with the Department of Health & Family Welfare and the Medical Education Department in this regard.

Promotion of Accredited Healthcare Providers and Targeted Marketing Campaigns

With the State's continued investments in healthcare infrastructure and talent, Karnataka Tourism shall provide promotional platforms to accredited healthcare providers and support them in collaborating with Medical Tourism facilitators.

Karnataka Tourism shall also undertake targeted marketing campaigns in key source markets to promote Karnataka's tourism packages that can synergize with accredited healthcare offerings. Additionally, efforts shall be made to provide travel and facilitation services and encourage medical value travellers to explore the State and its variety of tourism offerings.

Synergies with Wellness Tourism

Considering the interconnectedness of Medical Tourism and Wellness Tourism, similar and concurrent strategies may be pursued to achieve synergies across these themes and the overall goal of medical value travel. Collaboration with global medical value travel programs shall be explored to position Karnataka as a top destination.

6.16 MICE TOURISM AND BUSINESS TOURISM

Bengaluru as a Premier MICE Hub

Bengaluru has excellent prospects for Business Tourism and shall be promoted as a premier MICE hub of India. Karnataka Tourism shall collaborate with reputed agencies in the MICE industry to participate in the bidding activities for national and international events to bring them to Bengaluru and other cities of Karnataka.

Development of MICE Hubs

Karnataka Tourism shall endeavour to facilitate the development of MICE facilities in suitable locations across the State through suitable project structuring mechanisms such as PPP or JV mode. Department of Tourism shall endeavour to establish a world-class international convention centre in Bengaluru. It is envisioned that in addition to Bengaluru, Mysuru, Hubballi-Dharwad, Mangaluru, Belagavi, and Kalaburagi can emerge as MICE hubs. The development of conventions centres and MICE hubs shall be sought through collaboration with other government agencies and industry stakeholders.

Karnataka Tourism shall help entrepreneurs collaborate with hotel and transport associations of Karnataka to enhance the viability of MICE projects.

Institutional Support and Streamlining Approvals

Support shall be provided for setting up suitable institutional mechanisms to promote the State's MICE offerings and attract large-scale events to the State.

Karnataka Tourism shall also work towards streamlining the regulatory processes for large-scale events and endeavour to create a single window mechanism for approvals and clearances.

Tour Packages and Post and Pre-Event Activities

Tour operators and travel agencies shall be encouraged to promote customized travel tours and packages along with MICE events as pre-event or post-event leisure activities. Night markets, entertainment venues, and food trails shall also be encouraged to allow event attendees to experience the host city.

6.17 MINING TOURISM

Karnataka is one of the most mineral rich states of India and the state is dotted with active and abandoned mines, providing a significant opportunity to develop Mining Tourism in the State. Repurposing abandoned mines can revive local economies, generate employment, and can create awareness regarding environmental conservation. Mining sites also hold the potential for various types of tourism activities including recreational, educational, and adventure activities

and support shall be provided for multi-faceted tourism development in mining areas.

Karnataka Tourism shall coordinate with the Department of Mines and Geology, Karnataka Mining Environment Restoration Corporation, and other relevant government agencies and stakeholders to identify mines, geo-heritage sites, and geo-relics with tourism potential and develop them as tourism sites. Government agencies may look to establish museums, interactive exhibits, and thematic trails as well as undertake promotional activities for such sites and Karnataka Tourism shall provide suitable support in this regard.

6.18 RURAL TOURISM

Rural Tourism holds the potential to be a catalyst for socio-economic development and cultural preservation in rural areas. The development and promotion of Rural Tourism in Karnataka shall encourage tourists to immerse themselves in various aspects of rural life in Karnataka such as local cuisine, culture, traditions, arts, and sports amongst others. Emphasis shall be given to highlighting rural cultures and lifestyle and participating in authentic experiences of village life. Rural Tourism shall support the preservation of rural landscapes and cultural practices while providing tourists with immersive experiences.

The Karnataka Panchayat Raj Act, 1993 puts forth the promotion of tourism as one of the directive principles of panchayat policy and the Department of Tourism shall work with concerned authorities for the facilitation, development, and promotion of tourism within their jurisdiction.

Karnataka Tourism shall endeavour to ensure that Rural Tourism can be successfully undertaken in all districts of Karnataka in a phased manner and thereby rural communities can effectively increase their participation in tourism and reap the socio-economic benefits that tourism can bring. Promotional campaigns shall be conducted to promote villages and rural destinations and their special offerings.

The Government of Karnataka shall seek to create a special program for Rural Tourism to facilitate setting up of tourism projects such as cultural village, Agri Tourism project, tented accommodation, and cultural centres in Gram Panchayat areas.

Karnataka Tourism shall also seek to encourage the development of Rural Tourism clusters within short distance of urban areas that encourage short trips for 1-2 days.

Integration with Agri and Cultural Tourism

Rural Tourism shall be taken up in conjunction with the development of Agri Tourism and Cultural Tourism.

6.19 SPIRITUAL TOURISM

Spiritual tourism connects visitors to destinations of religious and spiritual significance, offering journeys of self-discovery and enlightenment. Karnataka's diverse spiritual traditions, traditions of enlightenment and communal harmony, and sacred sites make it an ideal destination for spiritual tourism.

Development of Spiritual Tourism Circuits and Packages

Support shall be extended for the creation of spiritual tourism circuits taking into account the various religious and spiritual institutions of Karnataka. Based on demand-supply assessment, support would be extended for setting up and enhancing the civic amenities and facilities available at religious tourist destinations. Faith tourism packages that combine religious visits with cultural experiences like local cuisines, art forms, and traditional practices shall also be encouraged. Encouragement shall also be provided for virtual pilgrimages and digital solutions that can improve the spiritual tourism experience.

Improving Accommodation and Amenities

Karnataka Tourism shall seek to increase the availability and quality of accommodation facilities and tourism amenities across budget preferences at spiritual tourism destinations to ensure pilgrims and visitors have a comfortable and fulfilling visit to spiritual destinations. Support shall also be provided to ease comfort for spiritual walks, i.e., pilgrimage / spiritual journey taken by foot.

Programs for Spiritual Tourism

Karnataka Tourism shall endeavour to develop and promote programs for spiritual tourism and seeks to collaborate with the private sector for such offerings. The programs proposed to be explored during the Policy period include, but are not limited to the following –

- * “Jeevana Chaitra Yatre” program to enable selected beneficiaries in the State who have crossed 60 years and are below the poverty line, to visit famous pilgrimage centres.
- * “Puneetha Yatre” program to provide special tour packages for important destinations of religious and spiritual significance shall also be pursued.
- * “Shravana Kumara Yatre” program to enable pilgrims to take their dependent parents on pilgrimage tours.

Focus on Communal Harmony and Spiritual Enlightenment

Karnataka has also been host to movements of spiritual enlightenment and communal harmony. Special attention shall be given to bring attention to these aspects of Karnataka and promote the realization of peace, contentment, and well-being through tourism.

6.20 SPORTS TOURISM

Sports tourism taps into the growing interest in sporting activities and events as part of travel experiences. Karnataka's infrastructure for both traditional and modern sports, as well as its ability to host major sporting events, makes it a key player in this sector.

Karnataka Tourism shall coordinate with the Department of Youth Empowerment and Sports to attract major sporting events and brands to Karnataka. During major sporting events in Karnataka, organization of tourism-centric activities shall be pursued in coordination with relevant stakeholders.

Additionally, Karnataka Tourism shall work with relevant agencies for the development of tour packages integrating sports-based activities such as boating, bouldering, cricket, football, golf, hockey, marathon, running, tennis, etc. Traditional sports of Karnataka shall also be promoted in coordination with Department of Youth Empowerment and Sports and Kannada & Culture Department.

6.21 TRIBAL TOURISM

Recognizing the rich cultural heritage of Karnataka's tribal communities, the Karnataka Tourism shall seek to promote Tribal

Tourism. This shall involve creating authentic and respectful experiences that showcase tribal traditions, crafts, and lifestyles. Support shall be provided for cultural festivals, homestays, guided tours, and similar initiatives to facilitate tourism while ensuring minimal impact on local communities.

Karnataka Tourism shall engage with tribal communities in the planning and execution of tourism initiatives, ensuring their active participation and benefit and promoting the preservation of their arts, crafts, rituals, and traditions.

6.22 WEDDING TOURISM

Karnataka's strong hospitality sector and wealth of tourism offerings have the potential to make the state a preferred choice for destination weddings. Efforts shall be made to provide responsible access to iconic venues for destination wedding. Karnataka Tourism shall seek to promote the State in this regard and will work with the tourism industry to develop an online portal to aid wedding planners and event management firms.

Development of destination wedding packages shall also be encouraged, and suitable destinations shall be identified for undertaking pilot projects.

6.23 WEEKEND TOURISM

An increased preference has been seen among for short trips to nearby destinations to get away from daily life and have fun. To foster the tourism economy for such short trips, the Government shall take up the necessary interventions for infrastructure and products development and promotional campaigns to facilitate such relaxation holidays.

6.24 WELLNESS TOURISM

Karnataka's rich biodiversity, traditional healing systems, and serene natural environments offer immense potential for promoting wellness tourism, Karnataka Tourism shall work closely with the Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy (AYUSH), Health and Family Welfare Department, and Medical Education Department to develop Karnataka as a top wellness tourism destination in India. Karnataka is a pioneering state

for yoga and an annual Yoga Festival is proposed to be organised to enhance Karnataka's brand on this front.

Karnataka Tourism shall collaborate with reputed wellness tourism service providers, wellness centres, and wellness resorts to develop attractive packages for tourists. Information regarding wellness offerings of Karnataka shall be made available to visitors to Karnataka through suitable channels including publicity material and digital platforms.

Synergies with Medical Tourism

Considering the interconnectedness of Medical Tourism and Wellness Tourism, similar and concurrent strategies may be pursued to achieve synergies across these themes and the overall goal of medical value travel.

6.25 OTHER NICHE TOURISM THEMES

In addition to the above-mentioned tourism themes, the development of other niche tourism themes which shall further the brand of “One State, Many Worlds” shall also be explored. Niche tourism themes provide specialized, targeted experiences that cater to unique interests and preferences of travellers.

Karnataka has the potential to develop several niche tourism themes including Geological Tourism, Investor Tourism, Heli-Tourism, Fishing Tourism, Shopping Festivals, Science & Technology Tourism, and Virtual Tourism which may be pursued based on expression of interest from tourism entrepreneurs. Karnataka Tourism shall extend the necessary facilitation support and guidance to help the development of such tourism themes and ensure that Karnataka remains at the forefront of innovative tourism offerings.

7. SKILL DEVELOPMENT AND TRAINING

The growth of tourism in Karnataka towards the Trillion Dollar Economy vision presents an opportunity to invest and create quality job opportunities in the tourism sector. To support the expected growth towards sustainable development of the tourism sector, Karnataka needs to develop the right human capital base.

Karnataka Tourism Policy 2024-29 envisions the creation of an ecosystem capable of providing skilled workforce to meet the needs of the tourism industry of Karnataka. To provide guidance and to monitor progress, a Tourism Skill Development Committee shall be constituted with representatives from the industry, academia, and reputed skill development agencies.

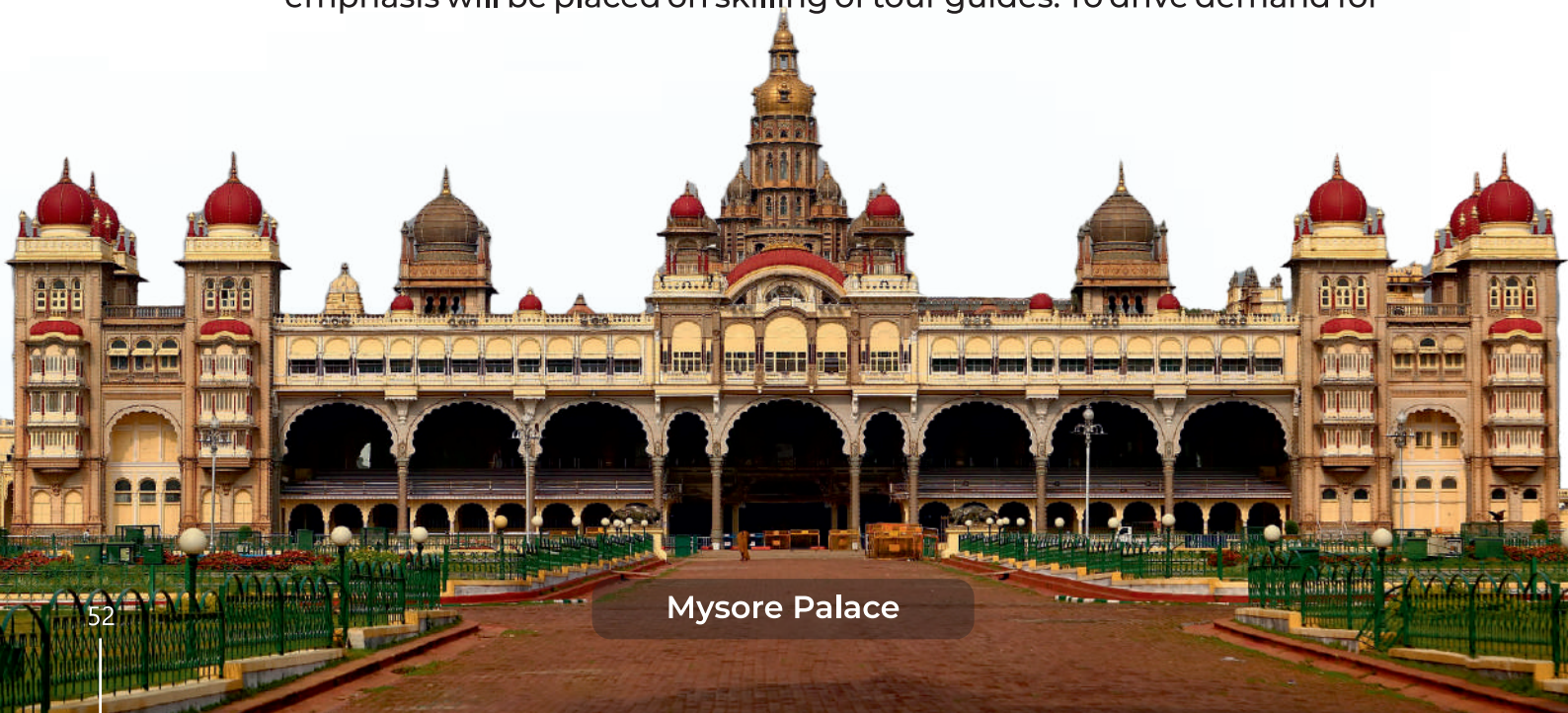
7.1 SKILL GAP STUDY FOR KARNATAKA

Skill gap studies shall be conducted periodically to assess and map the industry needs for various travel, tourism, and hospitality skills and to understand the local requirements for key tourism destinations of Karnataka. Reputed organizations in travel and tourism trade shall be consulted to understand the current and evolving market requirements for a skilled workforce.

Based on the findings of the study, targeted strategic interventions shall be undertaken in consultation with the Tourism Skill Development Committee and Skill Development, Entrepreneurship, and Livelihood Department.

7.2 SKILL UPGRADATION, RE-SKILLING, AND SHORT-TERM TRAINING

The Department of Tourism and its undertakings shall endeavour to provide courses for skill upgradation, re-skilling, and short-term training for travel, tourism, and hospitality industries. Special emphasis will be placed on skilling of tour guides. To drive demand for



Mysore Palace

jobs in tourism, a work-integrated learning model shall be promoted. Guidelines issued by Ministry of Tourism, Government of India shall be followed where applicable. Efforts shall be made to implement district-level skilling programs to ensure state-wide availability of learning platforms.

These courses shall be prepared and offered in collaboration with national level institutes like Institute of Hotel Management (IHM), Indian Institute of Travel and Tourism Management (IITTM), National Institute of Water Sports, Goa (NIWS), General Thimayya National Academy of Adventure (GETHNAA), Kerala Institute of Tourism and Travel Studies (KITTS), Indian Institutes of Management (IIMs), and Indian Institute of Forestry Management (IIFM) among others. Collaboration shall also be pursued with competent government agencies such as Karnataka Eco-Tourism Development Board (KEDB) and relevant para-governmental organizations. Karnataka Tourism shall collaborate with industry players and academic institutions to leverage resources for the delivery of these programs. Special emphasis shall be accorded to programs for key tourism themes of Karnataka such as Agri Tourism, Adventure Tourism, Cultural Tourism, Eco Tourism, Heritage Tourism, Rural Tourism, Spiritual Tourism, Wellness Tourism, and Coastal Tourism.

7.3 YOUTH AND WOMEN FOCUSED PROGRAMS

To build on the Yuva Nidhi program, Karnataka Tourism shall undertake a number of initiatives for skill development, capacity building, and employment opportunities for the youth.

Additionally, enhanced and focused skilling and employment opportunities shall be developed to increase the participation of women in the tourism workforce.

7.4 HERITAGE AND CULTURE TOURISM FOCUSED COURSES AT HAMPI

Karnataka is home to globally recognized World Heritage Sites; therefore, courses with a focus on heritage and cultural tourism shall be offered initially in Hampi, in partnership with Hampi Kannada University. These courses shall be formulated in consultation with Archaeological Survey of India and other relevant agencies.

7.5 COLLABORATION WITH SKILL DEVELOPMENT, ENTREPRENEURSHIP AND LIVELIHOOD DEPARTMENT AND KARNATAKA SKILL DEVELOPMENT CORPORATION

The Department of Tourism and its undertakings shall collaborate with Skill Development, Entrepreneurship and Livelihood Department (SDEL) and Karnataka Skill Development Corporation

(KSDC) to undertake skill development initiatives in the hospitality and tourism sector.

The Department and its undertakings shall work with SDEL and KSDC to engage vocational training institutes for rolling out sector-specific skill development programs. Additionally, the platforms of such government agencies shall be utilized to provide placement opportunities for tourism workforce.

7.6 STRENGTHENING OF TOURISM AND HOSPITALITY TRAINING INSTITUTES

Karnataka Tourism envisions the establishment of high-quality institutions for the State's travel, tourism, and hospitality sector and shall endeavour to set up a leading tourism institute to steer the development of the State's human capital to create a world-class tourism ecosystem.

Efforts shall be made to upgrade the Food Craft Institute at Mysuru to function as a Centre of Excellence for the hospitality sector of Karnataka. Towards this, Food Craft Institute (FCI) Mysuru shall be elevated to a State Institute of Hotel Management (SIHM).

The Department shall, on a case-by-case basis, undertake the strengthening and upgradation of other State Government hospitality training institutes.

To undertake these activities in relevant areas, the funding support of Kalyana Karnataka Region Development Board and Karnataka Mining and Environment Restoration Corporation shall be sought.

7.7 INDUSTRY AND ACADEMIC PARTNERSHIPS

Partnerships shall be pursued with reputed organizations from the travel, tourism, and hospitality industry as well as reputed national and international academic institutions for the roll out of skill development programs in tourism and hospitality.

PPP models shall also be explored to enhance skill development and employment opportunities in tourism sector.

7.8 AWARENESS AND SENSITIZATION CAMPAIGNS

To support the proposed interventions, publicity campaigns shall be organized to showcase jobs opportunities in tourism and hospitality sector and highlight the career path for various opportunities in the sectors.

Sensitization campaigns shall also be conducted to create awareness among local communities about the importance of tourism for overall socio-economic development. Campaigns regarding the dignity of labour across all levels of tourism jobs shall be also undertaken.

8. TOURIST COMFORT AND SAFETY

In its endeavour to position Karnataka as the most preferred destination, Karnataka Tourism aims to provide increased priority to measures to improve tourist comfort and the safety of both tourists and the tourism workforce.

Guidelines for Tourism Comfort and Safety shall be prescribed for all tourism projects eligible for support under the Tourism Policy. Building on the success of Shakti Scheme, the Government shall endeavour to upgrade all tourist destinations of the State to be safe and accessible for women, children, old-aged and specially-abled.

8.1 TOUR GUIDES

To improve the quality of tourism services, Karnataka Tourism shall undertake initiatives to professionalize tour guides and enable sustainable and meaningful livelihood opportunities for them. Karnataka Tourism shall work to increase the availability of skilled tour guides across all important destinations.

Certification programs shall be developed, and continuous training opportunities shall be provided to ensure that tour guides are knowledgeable and skilled. Collaboration shall be pursued with academic institutions to develop comprehensive training curriculum covering various tourism aspects of Karnataka. Support shall also be provided to enhance the professionalism and visibility of tour guides in Karnataka and ensure easy identification of certified guides by tourists. Platforms shall be provided to enable tourists to connect directly with certified tour guides and avail their services.

Efforts shall be made to promote the profession and ensure that



Gaganachukki, Shivanasamudra Waterfalls

certified tour guides are adequately compensated and recognized for their contribution to the tourism sector. 25% of the guides whom the Department is training as tourist guides shall be from the SC / ST community.

8.2 AWARENESS AND TRAINING

Tourism is a labour-intensive industry and tourists interact with multiple people over the course of their journey. It is thus crucial to ensure that all people working in the tourism industry are sensitized to the importance of adherence to the communicated guidelines for health and safety. A skilled and well-informed workforce is vital to enhance Karnataka's positioning as a safe and reliable destination.

Special campaigns for sensitization of tourism personnel and service providers shall be implemented for ensuring safety and comfort of tourists, with a special focus on women, children, and special-needs tourists. Campaigns shall also be undertaken to highlight the importance of hygienic practices and their adoption across all tourism services.

Karnataka Tourism shall also work towards restoring consumer confidence and building a positive perception of Karnataka as a safe destination for tourists. Concerted marketing activities shall be undertaken in coordination with tourism industry to build confidence among potential visitors to Karnataka.

8.3 TOURIST MITRA

Tourism Police Force, referred to as "Tourist Mitra", shall be deployed for visible policing of key tourism destinations for the safety and security of visitors. Tourist Safety & Guidance centres shall be established at all major destinations, especially at key points of entry such as airports, railway stations and prominent bus stations, to ensure a pleasant trip for tourists.

8.4 ACCESSIBILITY

Measures to ensure convenient and safe access for differently abled, infirm, and aged persons at all major tourism destinations through the provision of facilities such as ramps, escalators and other forms of assisted access shall be encouraged.

8.5 WOMEN-CENTRIC FACILITIES

Development of accommodation facilities catering exclusively to women travellers shall be encouraged at popular tourist destinations of Karnataka.

Karnataka Tourism shall also seek to develop and promote tour packages exclusively for women and their children.

8.6 SIGNAGE AND INFORMATION

Directional, informative, descriptive, and safety signs in Kannada and English, and if necessary, other domestic and foreign languages, shall be installed at key places across all tourism sites as well as enroute to tourist destinations. The signs shall also have assistive features for special needs. The Government of Karnataka shall work towards ensuring that the signage and information availability across tourist destinations is on par with leading international standards. Signages at prominent destinations will be augmented with innovative technologies such as QR code or AR facilities to provide additional information to visitors.

8.7 VISITOR MANAGEMENT

While Karnataka Tourism endeavours to increase the overall tourist footfalls across the State, there is also a need to balance tourism development with sustainability of the tourist destination. District authorities and DMOs will be supported by the Department of Tourism in the creation of an online ticketing or e-pass system to regulate the flow of visitors to sensitive destinations.

Measures will also be put in place to manage visitors during high-traffic seasons and events. These may include online ticketing or e-pass, planned circulation systems, barricades, signages, footfall counters, and real-time updates on crowd levels.

Local authorities shall work to ensure that every site has dedicated parking facilities.

8.8 FACILITATE INTER-STATE TRAVEL FOR TOURIST VEHICLES

The Department shall seek to facilitate ease of travel for tourist vehicles between Karnataka and its neighbouring states.

8.9 FEEDBACK MECHANISMS

Department of Tourism shall develop feedback mechanisms for

visitors to provide feedback on their experience, highlighting areas of improvement and identifying areas of positive experience. The Department shall coordinate with District Tourism Committee and Destination Management Organisations to collect feedback and undertake corrective actions within prescribed timelines.

8.10 GRIEVANCE REDRESSAL

A dedicated online grievance redressal system shall be established to address issues faced by tourists and undertake measures to strengthen the grievance redressal mechanisms of Karnataka Tourism.

The Department of Tourism shall conduct a quarterly review meeting to identify and address issues faced by tourists.

8.11 TOURIST HELPLINE

A dedicated 24x7 centralized helpline number shall be launched exclusively for the convenience of tourists.

Information regarding relevant helplines of Government agencies shall be made available at tourist sites. Tourism projects should also prominently display important helpline numbers in their project.



Shri Krishna Temple, Udupi

9. COMMUNITY PARTICIPATION

Tourism development in any destination should benefit the local community on economic, social, cultural, and environmental fronts. To ensure that tourism fulfils its potential for generating income and employment, efforts shall be made to involve sectoral entities, local and state-level authorities, the private sector and the local community. The involvement of local communities ensures that tourism development is inclusive, resilient, and aligned with social, economic, and environmental needs of the region.

Key principles for community participation under this Policy are –

- * Inclusivity and ownership
- * Economic empowerment
- * Cultural preservation
- * Environmental stewardship

Participation and acceptance by the local community is an essential pre-requisite for the development of tourism at a destination. The Department of Tourism shall continue to integrate local communities into the tourism value chain, recognizing their role as stakeholders, custodians of heritage, and beneficiaries of economic opportunities.

In order to effectively implement community participation in tourism development, a representative body shall be constituted at the district level to engage with local communities and support their participation in their tourism sector. Karnataka Tourism shall endeavour to implement one model project / program on community participation in each of its four administrative divisions. The key activities to be carried out by the district-level body are as follows –

9.1 INFORMATION, EDUCATION, AND COMMUNICATION

Local communities shall be sensitized to the income and employment opportunities offered by tourism. Further, the tourism industry shall be sensitized to the skills available with the local community as well as the benefits of employing locals and purchasing local products.

Awareness programs on responsible tourism practices shall also be carried out for all tourism stakeholders. Tourists and the tourism industry shall be sensitized to minimize negative impacts of tourism and enable the community to live in harmony with nature, culture, and traditions.

Monitoring mechanisms will be established to gather regular feedback from local communities involved in tourism projects. This feedback will guide adjustments and improvements to ensure that tourism development aligns with community expectations and delivers sustainable benefits.

9.2 ECONOMIC BENEFITS FOR LOCAL COMMUNITIES

Tourism development shall focus on ensuring local economic benefits through employment opportunities, entrepreneurship development, and promotion of locally produced goods and services. Tourism Projects shall be encouraged to prioritize local artisans, services providers, and entrepreneurs in tourism projects.

The preservation and promotion of Karnataka's diverse cultural heritage, including traditions, crafts, and local festivals, will be supported by encouraging tourism that showcases the unique identity of local communities.

Suitable mechanisms shall be developed for the skilling of local community to enable their participation in the tourism sector. In addition to skilling for tourism-specific soft and hard skills, such programs shall also enable households and individuals to produce and supply products that are demanded by the tourism industry.

Revenue sharing mechanisms shall be explored so that revenues generated from tourism may be shared equitably among community members.

9.3 EMPOWERMENT OF MARGINALIZED GROUPS

Special attention will be given to the inclusion of marginalized groups, including women and youth, as well as economically weaker sections of society in tourism activities. This will enhance their role in tourism and provide income-generation opportunities through capacity-building and skill development initiatives.

9.4 INVOLVEMENT OF LOCAL SELF GOVERNMENT

Local bodies shall be encouraged to form destination-level tourism working groups comprising of local stakeholders to ensure integration of tourism development activities with the other developmental activities of the local government/authorities.

The local communities and authorities shall be sensitized about the significance of cleanliness at tourism destinations & necessary support shall be provided.

9.5 VILLAGE TOURISM MODELS

Drawing inspiration from successful models Karnataka will promote the development of community-centric tourism models like homestays, village tours, cultural villages, and eco tourism activities. These initiatives will provide visitors with authentic experiences while supporting local livelihoods.

10. SUSTAINABLE TOURISM

Tourism has an important role in achieving the 17 Sustainable Development Goals (SDGs) set by the United Nations especially in relation to SDGs 8, 10, 12 and 17, on 'Decent Work and Economic Growth', 'Reduced Inequalities', 'Responsible Consumption and Production' and 'Partnerships for the Goals' respectively. The planning, development and management of tourism destinations shall be mindful of effective conservation of the environment and natural resources and care for local traditions, vernacular architecture, culture, and products.

The Department of Tourism shall undertake initiatives to promote sustainable tourism practices amongst tourism stakeholders in Karnataka and encourage responsible tourism as a fundamental consideration for tourism activities. Additionally, incentives shall be provided for Eligible Tourism Projects to encourage the adoption of sustainable tourism practices as detailed in Section 14 Incentives, Subsidies and Concessions.

10.1 RESILIENT TOURISM DEVELOPMENT

To address the challenges faced by climate change and erratic weather patterns, a comprehensive disaster management framework will be evolved in collaboration with other government agencies.



Durga Temple, Aihole

Emphasis shall also be provided to initiatives that ensure the resilience of the tourism sector against crises such as natural disasters and economic downturns. The framework shall incorporate tourism site-specific risk assessment, climate adaptation in tourism planning, early warning systems, disaster preparedness for tourism facilities, robust contingency plans, emergency response frameworks, preparation of designated evacuation zones and routes, disaster-resilient infrastructure standards, cross-agency emergency coordination protocols, and capacity building of Tourism Service Providers. Recovery and resiliency shall be facilitated through financial and marketing support mechanisms for tourism businesses.

Diversification of tourism offerings and resilient infrastructure shall be key strategies that will help Karnataka safeguard its assets and promote sustainable practices, enhancing its attractiveness while protecting the environment and transforming Karnataka into an all-seasons destination.

10.2 ENVIRONMENTALLY SUSTAINABLE PRACTICES

Tourism carrying capacity studies shall be carried out at tourism destinations especially in eco-sensitive destinations and Protected Areas to develop standards and norms for environmentally sustainable practices. Based on the tourism carrying capacity studies, mechanisms shall be evolved for the implementation and monitoring of sustainable practices in these destinations.

Efforts shall be made to incorporate and strengthen Circular Economy principles in tourism activities. Additionally, Green Economy (sustainable development that improves human well-being and builds social equity while reducing environmental risks and scarcities) and Blue Economy (sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of the ocean ecosystem) principles shall also be incorporated in the planning, development, and undertaking of tourism activities.

10.3 CERTIFICATION FRAMEWORK

A certification framework shall be established to quantify and evaluate the sustainable practices of Tourism Projects. The framework would cover multiple aspects of the Tourism Project's operations and measure their performance along sustainability dimensions, including

resource consumption, community engagement, waste management, etc.

Encouragement shall be provided for Tourism Service Providers and destinations to undertake certification programs such as Travel for LiFE Certification.

10.4 INTEGRITY OF NATURAL AND BUILT ENVIRONMENT

Karnataka Tourism shall seek to maintain and enhance the natural environment of tourism destinations. Karnataka Tourism shall also seek to provide guidance and suitable recommendations to relevant authorities for the regulation of built environment in tourism destinations to ensure consonance with the natural environment and cultural heritage of the tourism destination.

The utilization of local materials and adherence to local architectural styles for new and expansion tourism projects shall be encouraged.

10.5 LOW IMPACT TOURISM

Karnataka Tourism shall encourage and promote tourism experiences with a low impact on the environment and resources. Tourism service providers, governmental agencies / authorities and local communities shall be sensitized to minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services. Encouragement shall be provided for the use of renewable energy in tourism projects and to make destinations and tourist sites carbon-neutral. Tourism projects and services providers shall be encouraged to operate in accordance with 'Leave No Trace' principles.

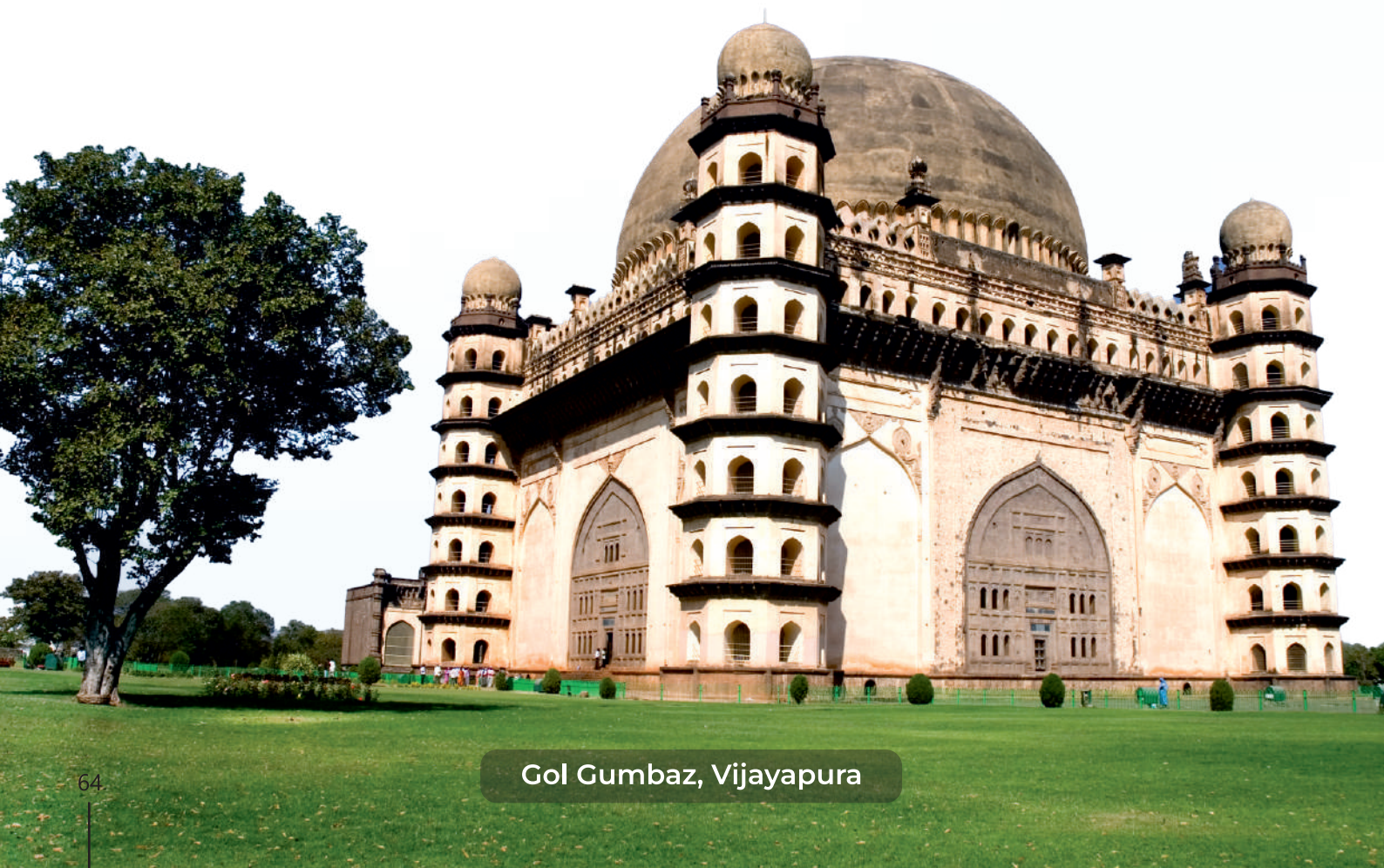
Tourism Projects aligned to Green Rating for Integrated Habitat Assessment (GRIHA), or Indian Green Building Council (IGBC) guidelines shall receive special recognition by the Department.

11. TOURISM ANALYTICS AND DIGITAL INITIATIVES

11.1 TOURISM ANALYTICS

To plan and work towards achievement of the objectives of the Karnataka Tourism Policy, the Department of Tourism and its undertakings shall establish systems to accurately collect, analyse, and report tourism data for informed decision-making. The data collection systems shall be in alignment with guidelines issued by tourism authorities such as Ministry of Tourism, Government of India, and World Tourism Organization (UNWTO).

A Tourism Analytics Division shall be established under the Department of Tourism to focus on tourism statistics and market research activities of the Department. The division shall oversee the collection of tourism data and shall design and roll out mechanisms to assess Karnataka Tourism's performance along a variety of dimensions. The overall market research, statistics, and analytics apparatus of Karnataka Tourism shall leverage technology and ground-level information to facilitate a system of data-based policy and decision making.



Gol Gumbaz, Vijayapura

11.1.1 Annual Tourism Surveys

Annual Tourism Surveys shall be undertaken to measure and record various aspects of the tourism ecosystem in Karnataka. In addition to this, periodic surveys shall be conducted at major tourism destinations to assess the quality of destinations and initiate corrective measures that will directly address issues and concerns of visitors. The support of Directorate of Economics and Statistics may be taken in this regard.

Karnataka Tourism shall also seek to collaborate with tourism service providers and other industry players to incorporate a system for collection of detailed tourist profiles (without identifying or personal information and in compliance with applicable data privacy regulations). The system shall help understand tourist behaviours and preferences, assess visitor sentiments, identify, and address key issues, and provide guidance for planning and policy decisions.

11.1.2 Tourism Dashboard

A tourism dashboard shall be created for reporting of key tourism metrics, monitoring of on-ground project implementation, tracking of fund utilization, district-wise analysis of tourist receipts and footfalls, and effective reporting and analysis of Karnataka's tourism sector.

11.1.3 Tourism Research and Assessment Studies

Tourism Impact Assessment studies shall be conducted through multi-disciplinary agencies to assess the impact of tourism on destinations and local communities from dimensions such as socio-economic, cultural, political, ecological, and environmental among others.

11.2 DIGITAL INITIATIVES

Karnataka is the leading destination for innovation in India, ranking first on the India Innovation Index. Bengaluru, referred to as the Silicon Valley of India, has a vibrant start-up community and boasts many entrepreneurial success stories. The Department of Tourism proposes to leverage this unique advantage of Karnataka through a wide variety of digital initiatives to boost the immense potential of the tourism sector and enhance the quality of services across the tourism

ecosystem. The following initiatives are proposed to be undertaken during the Policy Period –

11.2.1 Enhanced Tourism Experience through Digital Platforms

Utilizing digital platforms, Karnataka Tourism aims to revolutionize how tourists interact with Karnataka's offerings and position Karnataka as a tech-forward, innovative destination. Support shall be provided for initiatives that offer seamless, immersive, and holistic experiences to tourist while also enabling better resource management and improved visitor satisfaction.

Technologies such as computer vision, virtual reality, augmented reality, mixed reality, extended reality, simulated reconstruction, interactive maps, animation, visual effects, gaming, digital learning, contactless travel, internet of things, machine learning, generative AI, etc. shall be supported and promoted. Smart tourism offerings and mobile applications that can make tourism more accessible and appealing shall be promoted. Karnataka Tourism shall also aim to encourage implementation of smart city technology in key destinations and establish digital tourist information centres at major tourism hubs.

11.2.2 Promoting Innovation and Digital Solutions

Karnataka Tourism encourages startups, entrepreneurship, emerging technologies, and innovative tourism offerings and shall seek to foster linkages for their growth. The Department and its undertakings shall seek to collaborate with Department of Electronics, IT, BT, and S&T, Karnataka Innovation and Technology Society, Startup Karnataka, and Karnataka Digital Economy Mission to identify and promote startups and emerging technologies with significant potential to improve the tourism sector of Karnataka.

Tourism startups and innovative experiential products / services shall be showcased through the promotional channels of Karnataka Tourism and in particular the winners of various startup competitions such as ELEVATE Idea2PoC, SITK Changemakers, etc. shall be promoted through relevant marketing channels and at events where Karnataka Tourism is participating.

Note may also be taken of the functions of the Empowered Committee for Tourism at Section 15.1.2.

11.2.3 Collaboration for Innovation

The potential to create digital solutions and innovative offerings through grand challenges, hackathons, and similar competition shall also be explored.

Special measures will be taken to give tourism startups access to tourism sites and assets for non-profit purposes.

11.2.4 Inclusive Digital Experiences

Karnataka Tourism shall endeavour to provide inclusive experiences for tourists through services such as digital signage, translation support, audio-visual guides, way finders, etc.

11.2.5 Digitization of Tourism Assets

Reputed organizations shall be engaged to digitize the important tourism assets of Karnataka, with special focus on the heritage and cultural assets of Karnataka. The Department shall collaborate with online platforms / service providers to provide public access to the digitized assets through high-resolution images, three-dimensional models, and virtual tours.

These assets shall be used for digital storytelling to create compelling narratives about Karnataka's culture, history, and biodiversity, distributed across social media platforms and promotional channels to engage a global audience

11.2.6 Karnataka Tourism Portal

Karnataka Tourism Portal to be one stop destination for both information on tourism and for digital government services. All processes under the Tourism Policy and the KTTF Act to be provided through the Karnataka Tourism Portal. The Portal shall also integrate with other government portals to provide integrated service delivery.

11.2.7 Open Data Policy

In keeping with the Government of Karnataka's commitment to transparency, the tourism portal shall also implement an Open Data Policy, allowing free access to tourism data sets.

12. INVESTMENT FACILITATION

The Government of Karnataka recognizes the critical role that private sector investments play in the development of the tourism sector and is committed to facilitate a conducive environment for the establishment and operation of Tourism Projects in Karnataka. The Department of Tourism accords the highest priority to improving ease of doing business in the State, reducing bureaucratic hurdles, and providing transparent and efficient approval processes.

12.1 INVESTMENT AND FUNDING STRATEGY

The Government of Karnataka envisages that a majority of the new projects in the tourism sector shall be driven by private sector investment and public private partnerships. A relatively smaller proportion of the projects shall be through direct government investment. By aligning the state's investment facilitation efforts with global standards, the Government of Karnataka seeks to position Karnataka as a preferred tourism investment destination, leveraging private sector expertise and innovation for sustainable tourism growth.

Considering the linkages of tourism across multiple sectors, tourism development through the convergence of schemes and programs of other government agencies shall also be pursued. Funding shall also be pursued under centrally sponsored schemes, multilateral funding,



and innovative financing mechanisms. Viability Gap Funding may also be pursued with relevant government agencies.

To enhance the ease of doing business in the tourism sector, the Department of Tourism shall make information regarding investment opportunities and tourism land banks easily available to investors. A 'Karnataka Tourism Industry Profile' showcasing major destinations and investment opportunities in Karnataka shall be prepared by the Department to aid in planning and decision-making for both industry and government. Investment opportunities shall be tailed to the specific needs of destinations and their unique tourism potential and market demand.

12.2 TOURISM DEVELOPMENT FUND

A Tourism Development Fund shall be established as a strategic intervention to support the development of tourism in Karnataka. The primary focus of the Tourism Development Fund shall be the development of hospitality infrastructure and tourism land banks. In addition to budgetary allocation by Government of Karnataka, support from external sources may also be sought to augment the Tourism Development Fund.

12.3 PUBLIC-PRIVATE PARTNERSHIPS

Karnataka Tourism shall encourage the development of tourism infrastructure and projects through Public-Private Partnerships (PPP). PPP models shall be leverage to develop large scale tourism infrastructure, enhance existing tourism infrastructure, and ensure sustainable development and management of tourism projects by involving private sector expertise and efficiencies.

To enable undertaking of more PPP projects, the PPP Cell of the Department of Tourism shall be strengthened and capacity building on PPP shall be done for tourism officials. PPP projects shall be taken up in alignment with the State PPP Policy for Infrastructure Projects.

12.4 INSTITUTIONAL ARRANGEMENT

The Department of Tourism shall work in close coordination with Karnataka Udyog Mitra (KUM), Department of Commerce and Industries, and other State and Central government agencies to address all inter-departmental issues and facilitate the undertaking of tourism projects. The Department of Tourism shall work out the modalities to ensure a seamless and efficient experience for tourism

investments in the State. Tourism projects shall be integrated in the State's Single Window System and the National Single Window System to facilitate investments and entrepreneurs.

The Department of Tourism shall set up a Tourism Investment Facilitation Cell (TIFC) with the presence of relevant government agencies that will act as a nodal agency for enabling investment, its facilitation and monitoring. The cell shall act as a one stop point for all investor needs from ideation to operation. Key responsibilities of the Tourism Investment Facilitation Cell shall be as follows –

- * Act as a one-stop facilitation centre to extend assistance for obtaining approvals and clearances
- * Organize Tourism Investors Meet, roadshows and B2B meetings to solicit investments for Karnataka Tourism.
- * Encourage and promote Corporate Social Responsibility (CSR) initiatives for the tourism sector of Karnataka.
- * Support programs for adoption, management, or sponsorship of tourism destinations and tourism assets.
- * Support in securing clearances from State and Central Government agencies.
- * Guide investors in obtaining fiscal and non-fiscal assistance from other government agencies
- * Guide investors through the entire investment lifecycle
- * Monitor ongoing investments and provide troubleshooting support for any regulatory issues faced by investors
- * Analyse data on tourism trends, investment returns, and market dynamics
- * Other investment promotion and investment facilitation activities as deemed suitable by the Department of Tourism

Further, to ensure efficient development of tourism aligned with the needs of local communities, the district-level tourism authority shall be strengthened and suitably empowered. The District Tourism Committees will be empowered to act as local investment facilitators, ensuring that regional tourism hubs receive adequate support for both large and small-scale projects

Considering the importance of particular tourism themes such as Coastal & Beach Tourism, special institutional arrangements shall be made from time to time to facilitate and support investors for these target areas.

12.5 DIGITAL TRANSFORMATION FOR INVESTORS

Investors will have access to a dedicated digital portal, integrated into the Karnataka Tourism Portal, where they can discover and apply for investment opportunities, monitor their application status, submit required documents, and engage with the department's digital support services.

12.6 GLOBAL TOURISM INVESTORS MEET AND INVESTMENT EVENTS

Global Tourism Investors Meet shall be organized to showcase the investment potential of Karnataka tourism amongst investors and to encourage increased participation from the private sector.

Roadshows and workshops shall be organized domestically and internationally to showcase investment opportunities in Karnataka. Participation from local industry leaders, chambers of commerce, industry associations, financial institutions, project developers, and tourism investors shall be invited.

Karnataka Tourism shall actively participate in domestic and international investment summits focusing on the tourism sector to engage with potential investors and stakeholders and attract investments to the State's tourism sector

12.7 STATE-WIDE CONNECT EVENTS

Connect Event are periodic events organised by Karnataka Tourism in association with tourism industry associations to interact with tourism stakeholders and identify and address their needs. The events shall also act as a platform to create greater awareness of the Policy and its benefits. Karnataka Tourism shall endeavour to ensure that all districts of Karnataka are covered through Connect Events each year. The Department of Tourism shall provide the necessary support to ensure the successful organization of Connect Events.

12.8 CORPORATE SOCIAL RESPONSIBILITY

Karnataka Tourism shall encourage and promote participation of the private sector in tourism projects through Corporate Social Responsibility (CSR) initiatives.

12.9 IMPLEMENTATION OF POLICY UNDER SAKALA ACT

The implementation of the Karnataka Tourism Policy shall be brought under the Karnataka Sakala Services Act 2011 and amendments thereof.



Jog Falls

13. DEFINITIONS

1. **Tourism Project** shall mean a legal entity under the relevant law that is engaged or to be engaged in providing any service related to tourism.
2. **Eligible Tourism Project** refers to the list of Tourism Projects identified by the Department of Tourism that shall be prioritized for development in Karnataka during the Policy Period. The Eligible Tourism Projects identified below shall be eligible for incentives, subsidies, and concessions under the Policy as outlined Section 14 Incentives, Subsidies and Concessions.

Sl. No.	Tourism Project	Registration under KTTF Act	Capital Investment Subsidy	Interest Subsidy	Stamp Duty Exemption	Concessional Registration Charges	Reimbursement of Land Conversion Fee
1.	Adventure Tourism Project	✓	✓		✓	✓	✓
2.	Agri Tourism Project	✓	✓		✓	✓	✓
3.	Apartment Hotel / Serviced Apartment	✓			✓	✓	
4.	Aquarium / Oceanarium	✓			✓	✓	✓
5.	Beach Shack	✓					
6.	Bed & Breakfast	✓			✓	✓	✓
7.	Amusement Park	✓			✓	✓	✓
8.	Caravan Park	✓	✓		✓	✓	✓
9.	Caravan Tourism Project	✓	✓		✓	✓	✓
10.	Convention Centre	✓	✓		✓	✓	✓
11.	Cruise Tourism Project	✓	✓		✓	✓	
12.	Cultural Centre	✓			✓	✓	✓
13.	Cultural Village / Tourist Village	✓		✓	✓	✓	✓
14.	Eco Tourism Project	✓			✓	✓	✓
15.	Farm Stay	✓			✓	✓	
16.	Film City	✓			✓	✓	✓
17.	Golf Course	✓			✓	✓	✓

18.	Guest House	✓			✓	✓	✓
19.	Heritage Hotel	✓		✓	✓	✓	✓
20.	Heritage Tourism Project	✓			✓	✓	✓
21.	Heritage Walk / Guided Tour	✓			✓	✓	
22.	Homestay	✓			✓	✓	
23.	Hotel – Budget	✓	✓		✓	✓	✓
24.	Hotel – Premium	✓	✓		✓	✓	✓
25.	Houseboat	✓	✓		✓	✓	✓
26.	MICE Venue	✓	✓		✓	✓	✓
27.	Museum and Galleries	✓		✓	✓	✓	✓
28.	Pravasi Snehi Sankeerna (Tourist Facilitation Centre)	✓			✓	✓	✓
29.	Ropeway	✓			✓	✓	✓
30.	Sound & Light Show	✓		✓	✓	✓	✓
31.	Tented Accommodation	✓			✓	✓	✓
32.	Theme Park	✓			✓	✓	✓
33.	Timeshare Resort	✓			✓	✓	✓
34.	Tourist Guide	✓					
35.	Tourism or Hospitality Training Institute	✓			✓	✓	✓
36.	Tourism Startup	✓					
37.	Tour Operator	✓					
38.	Tourist Transport Operator	✓					
39.	Tourist Interpretation Centre	✓			✓	✓	✓
40.	Travel Agent	✓					
41.	Yatri Niwas	✓			✓	✓	✓
42.	Wellness Centre	✓	✓		✓	✓	✓
43.	Wayside Amenities	✓	✓		✓	✓	✓
44.	Yuva Tourism Club	✓					

The list of Eligible Tourism Projects may be periodically reviewed by the Empowered Committee for Tourism constituted under the Policy and suitable inclusions / deletions / modifications may be made as per market demand and suggestions of the industry. The Department of Tourism shall issue necessary notifications from time to time.

The definitions and specifications for the Tourism Projects shall be as per the Operational Guidelines of this Policy and related notifications issued by the Department of Tourism from time to time. In case of any ambiguity, the definitions and specifications as per the Operational Guidelines shall prevail. To qualify for benefits under this Policy, Eligible Tourism Projects must be registered with the Department and must meet the conditions as per the Operational Guidelines.

1. **New Tourism Project** shall mean an Eligible Tourism Project that has been established and operationalised during the operative tenure of this Policy.
2. **Existing Tourism Project** shall mean an Eligible Tourism Project that has been established and operationalised before the operative tenure of this Policy.
3. **Expansion Tourism Project** shall mean an existing Eligible Tourism Project that is taking up an expansion of more than 50% of its existing capacity in terms of built-up area and/or EPC for the Project. Only one expansion project of an existing Tourism Project will be eligible for assistance during the operative period of this Policy.
4. **Mega Tourism Project** shall mean Tourism Project with an EPC of above INR 100 Crore.
5. **Tourism Service Provider** shall mean any company, association, firm, or any other legal entity under the relevant law who is engaged in providing any service related to tourism. This may include but is not limited to the entity responsible for operation and/or management of Tourism Projects as well as tour operators, travel agents, online travel agents, tourism aggregators, transport operators, ticketing agents, tourist guides and tourism startups amongst others. Tourism Service Providers must be registered with the Department of Tourism to be eligible for incentives, subsidies, and concessions under the Policy as outlined Section 14 Incentives, Subsidies and Concessions.
6. **Tourism Trade** shall mean a Tourism Trade as defined under the Karnataka Tourism Trade (Facilitation and Regulation) Act, 2015.

Depending on the context, a Tourism Trade may be interpreted as Tourism Project or Tourism Service Provider.

7. **Date of Commercial Operation** means the date on which a New Tourism Project is open to tourists on a commercial basis after due testing, trials and commissioning under the relevant Government laws and rules.
8. **Department of Tourism** shall mean Department of Tourism, Government of Karnataka, unless it be repugnant to the context or meaning thereof.
9. **Ministry of Tourism** shall mean Ministry of Tourism, Government of India, unless it be repugnant to the context or meaning thereof.
10. **KTTF Act** means the Karnataka Tourism Trade (Facilitation and Regulation) Act, 2015 and its amendments thereof.
11. **Effective Date** means the date of release of the gazette notification of Karnataka Tourism Policy 2024-29. The operative period of the Policy starts after the effective date.
12. **Eligible Project Cost (EPC)** means investment in fixed assets for the purposes of developing Tourism Projects defined in this Policy. EPC shall mean costs incurred towards civil construction (including toilets, access for differently-abled, electrification) and for providing utilities such as water purification, DG sets, air conditioning, lifts, sewage treatment plant, rainwater harvesting, solar heating, solar lighting system, borewells, etc.

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

- i. Adventure Tourism Project
- ii. Caravan Tourism Project
- iii. Cruise Tourism Project
- iv. Houseboat Project

The applicability of vehicle / aircraft / watercraft necessary to specifically undertake tourism activities towards the calculation of EPC shall be determined by the District Tourism Committee / Empowered Committee for Tourism, as applicable. The vehicle / aircraft / watercraft cannot be shifted outside Karnataka after availing benefit under the Policy.

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

- i. Working Capital;
- ii. Pre-operative expenses and preliminary expenses;
- iii. Second-hand plant and machinery purchased or shifted from within or outside India;
- iv. Interest capitalised;
- v. Consumable stores;
- vi. Inventories for maintenance or repairs;
- vii. Investment on land required for setting up the Tourism Project, inclusive of the cost of the land;
- viii. Vehicles, except those permissible for certain Tourism Project as specified above;
- ix. Furniture, fixtures, cutlery, crockery, utensils; and
- x. Any construction which in the nature of real estate transactions is meant for sale / lease / rent. This may include shops, flats, offices, etc.
- xi. Intangible assets including, without limitation, intellectual Property rights and goodwill.

Eligible Project Cost shall be as per the guidance provided in the Operational Guidelines for Karnataka Tourism Policy 2024-29.

13. **Focus Tourism Destination** are destinations of Karnataka identified by the Department of Tourism for prioritized development. The list of Focus Tourism Destinations shall be as notified by the Department from time to time. The Department shall carry out regular assessments to update the list of Focus Tourism Destinations based on the goals of the Government of Karnataka for the tourism sector.

14. INCENTIVES, SUBSIDIES AND CONCESSIONS

Eligible Tourism Projects and Tourism Service Providers shall be eligible for incentives, subsidies, and concessions under Karnataka Tourism Policy 2024-29. Detailed procedures for availing incentives, subsidies, and concessions are provided in the Operational Guidelines for the Policy.

The Operational Guidelines of this Policy shall cover the definition of each Eligible Tourism Project and the basic minimum project requirements to be followed by the Tourism Project for claiming the various incentives, subsidies, and concessions under this Policy. The Operational Guidelines shall also list the measures for sustainability, safety, and hygiene that must be mandatorily undertaken by the Tourism Project to be eligible to claiming the various incentives, subsidies, and concessions under this Policy. Priority shall be given to proposals based on their potential to provide a significant benefit to Karnataka Tourism and if they are located at priority Tourism Destinations or within important Tourism Circuits.

14.1 INCENTIVES

14.1.1 Single Window Facility

All Tourism Projects identified under this Policy can avail the state-wide single window facility set up by the Department of Commerce & Industries offered through District Industries Centres and Karnataka Udyog Mitra.



Elephant Stable, Hampi

14.1.2 Industry Status for Tourism

All Eligible Tourism Projects under this Policy shall be accorded industry status.

Additionally, Karnataka Industrial Area Development Board will also facilitate land acquisition for Tourism Projects.

14.1.3 Registration of Tourism Projects and Tourism Service Providers

Tourism Projects and Tourism Service Providers must be registered with the Department of Tourism to be eligible to avail incentives, subsidies, and concessions offered under this Section. Registration shall be in accordance with the Operational Guidelines of this Policy.

The Department of Tourism shall create a well-established end to end system in the Karnataka Tourism Website for mandatory online registration of Tourism Projects and Tourism Service Providers under the Karnataka Tourism Trade (Facilitation and Regulation) Act, 2015 and amendments thereof. Further, the Department shall endeavour to evolve a system for grading of Tourism Projects.

The Department shall list all Tourism Projects and Tourism Service Providers who are registered with the Department of Tourism on the Karnataka Tourism website.

14.1.4 Facilitation Support

The Department shall put in place institutional arrangements to secure accelerated development of Tourism Projects in the State and address inter-departmental issues while monitoring and ensuring the development of Tourism Projects. The Department of Tourism shall support Tourism Projects in obtaining necessary approvals, sanctions, clearances, licences, certifications, NOCs, and other similar permissions from the concerned governmental authorities.

14.1.5 Marketing Support for Tourism

The Department of Tourism shall provide marketing support for Tourism Projects on a case-by-case basis. Attractive Tourism Projects of Karnataka as determined by the Department shall be featured in the promotional content and marketing collaterals for Karnataka Tourism. This shall include promotion through brochures, print media, social media, website, etc.

Marketing support shall also be provided to Tourism Service Providers

with preference given to those who can increase tourist inflows.

14.1.6 Special Recognition for Sustainability Measures

The Department of Tourism shall accord special recognition to Tourism Projects that have undertaken sustainability measures or have displayed commitment to responsible tourism practices. The details of the Tourism Projects that have received special recognition shall be displayed on the Karnataka Tourism website for the benefit of customers to help them make informed choices.

14.1.7 Assistance for Sustainability Initiatives

The Department of Tourism shall provide financial assistance to Eligible Tourism Projects that are registered with the Department for undertaking sustainability measures. The table below outlines the amount of assistance that shall be provided by the Department –

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

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

14.1.8 Marketing Development Assistance

Tourism Service Providers recognized by the Department of Tourism shall be eligible for the following Marketing Development Assistance (MDA) for promoting Karnataka Tourism in domestic and international markets–

Sl. No.	Promotional Activity	Expense for which Marketing Development Assistance is Offered	Financial Assistance	Ceiling Amount for Assistance per Tourism Service Provider
1.	<i>Production of Publicity Material</i>	Cost of Production of Publicity Material (Brochure, Product Catalogue, Information Handouts, etc.) for use during festivals / events / activities sponsored or organized by Department of Tourism or its undertakings	50% of cost of printing / publishing of publicity material	INR 2,00,000 (Rupees Two Lakh only)
2.	<i>Participation in National-level Domestic Event</i>	Cost of rental of stall / space at tourism, travel, or hospitality related events such as fairs, exhibitions, marts	50% of cost of rental of stall / space at the event	INR 1,00,000 (Rupees One Lakh only)
3.	<i>Participation in International Event</i>	Cost of rental of stall / space at tourism, travel, or hospitality related events such as fairs, exhibitions, marts	50% of cost of rental of stall / space at the event	INR 2,00,000 (Rupees Two Lakh only)
4.	<i>Participation in International Roadshows organized / sponsored by Karnataka Tourism</i>	Travel expenses by air from India to any other country and/or by air/rail from one country to another country abroad	75% of total fare, for economy class only	INR 2,00,000 (Rupees Two Lakh only)

The above-mentioned Marketing Development Assistance shall be limited to a maximum of total 25 (twenty-five) Tourism Service Providers in a financial year for each category, with no Tourism Service Provider receiving a subsidy for more than one category during a financial year. Detailed guidelines regarding the Marketing Development Assistance being offered by the Department shall be issued from time to time by the Department of Tourism.

14.1.9 Incentive for Motor Vehicles for Spiritual / Religious Tourism and key Fairs & Festivals

To encourage Spiritual / Religious Tourism and key Festivals and Fairs, motor vehicle tax exemption will be given for inter-state transport vehicles, i.e., commercial vehicle for tourism, as per the notifications issued by Transport Department from time to time.

14.1.10 Tourism Excellence Awards

The Department of Tourism shall institute tourism excellence awards for the recognition of excellence and contribution to the growth of tourism in Karnataka. Notification and detailed guidelines regarding awards shall be issued from time to time by the Department of Tourism.

14.2 SUBSIDIES

The Government of Karnataka shall offer the following subsidies for New Tourism Projects and Expansion Tourism Projects that have been registered with the Department of Tourism –

14.2.1 Capital Investment Subsidy

New Tourism Projects and Expansion Tourism Projects for only the following Eligible Tourism Projects shall be eligible for availing Capital Investment Subsidy under the Policy –

1. Adventure Tourism Project
2. Agri Tourism Project
3. Caravan Park Project
4. Caravan Tourism Project
5. Convention Centre
6. Cruise Tourism Project
7. Hotel Project – Budget (1-star or 2-star classification hotels / resorts)
8. Hotel Project – Premium (3-star or above classification hotels / resorts)
9. Houseboat Project
10. MICE Venue
11. Wayside Amenities
12. Wellness Centre

The Capital Investment Subsidy for each Tourism Project shall be a percentage of the Eligible Project Cost (EPC) of the Tourism Project. The following table summarizes the Capital Investment Subsidy offered to Tourism Project under the Policy –

Sl. No.	Tourism Project	Minimum EPC Investment for Project (INR)	Percentage of Subsidy against EPC (%)	Maximum Ceiling Amount of Capital Investment Subsidy
1.	Adventure Tourism Project	INR 25 Lakh	25%	INR 2 Crore
2.	Agri Tourism Project	INR 10 Lakh	25%	INR 50 Lakh
3.	Caravan Park Project	INR 25 Lakh	25%	INR 2 Crore
4.	Caravan Tourism Project	INR 25 Lakh	25%	INR 1 Crore
5.	Convention Centre	INR 50 Crore	15%	INR 10 Crore
6.	Cruise Tourism Project	INR 25 Lakh	25%	INR 1 Crore
7.	Hotel Project – Budget	INR 5 Crore	15%	INR 2 Crore
8.	Hotel Project – Premium	INR 10 Crore	15%	INR 5 Crore
9.	Houseboat Project	INR 1 Crore	25%	INR 2 Crore
10.	MICE Venue	INR 50 Crore	15%	INR 10 Crore
11.	Wayside Amenities	INR 2 Crore	25%	INR 2 Crore
12.	Wellness Centre	INR 2 Crore	25%	INR 2 Crore

Note:

- No tourism project is eligible for Capital Investment Subsidy within Bengaluru Urban district or within the Municipal Corporation limits of Bengaluru.
- For Agri Tourism Project, subsidy shall be provided only to projects undertaken by a Farmer, a Farmer Producer Organisation, or a Farmer Producer Society.
- For Hotel Project – Budget and Hotel Project – Premium, the following conditions shall apply –
 - The Hotel / Resort must obtain requisite star classification as per Ministry of Tourism guidelines to be eligible for subsidy.
- A Tourism Project availing Capital Investment Subsidy shall not be entitled to claim Interest Subsidy.
- The above list of Tourism Projects eligible for Capital Investment Subsidy may be reviewed and revised from time to time by the Department of Tourism, and suitable inclusions / deletions / modifications may be made as per market demand and suggestions of the industry.

Additional Capital Investment Subsidy

In addition to the Capital Investment Subsidies outlined above, New Tourism Projects and Expansion Tourism Projects may be eligible to claim additional investment subsidy if they meet any of the following criteria –

Sl. No.	Criteria for Additional Subsidy	Additional Percentage Subsidy against EPC of the Tourism Project
1.	Tourism Project is undertaken by Women, SC, ST, or differently -abled Entrepreneur	5%
2.	Project is a <i>Hotel Project – Budget</i> or <i>Hotel Project – Premium</i> that is undertaken in districts of Kalyana Karnataka region viz. Ballari, Bidar, Kalaburagi, Koppal, Raichur, Vijayanagara and Yadgi r and Kittur Karnataka viz. Uttara Kannada, Belagavi, Dharwad, Vijayapura, Bagalkote, Gadag , and Haveri districts	5%

The Department of Tourism may also notify from time to time any additional criteria for which additional capital investment subsidy may be provided. The maximum ceiling amount of capital investment subsidy for the respective Tourism Project shall remain unchanged when claiming additional capital investment subsidy. Applicants may claim additional capital investment subsidy under only one of the above-mentioned criteria, not both.

14.1.1 Interest Subsidy

New Tourism Projects and Expansion Tourism Projects shall be eligible to get interest subsidy at 5% per annum on the term loan taken¹ on the fixed capital investment for the Tourism Project, subject to a maximum of INR 25 Lakh for a period of five years. The interest subsidy shall not exceed INR 7.5 Lakh per annum for the Tourism Project and shall be provided only for timely repayment of loan instalment along with interest.

1. For example, if the loan amount taken for the tourism project is INR 10 lakhs @ Interest Rate of 11% per annum, the Department shall subsidize 5% Interest per annum amounting to INR 50,000/- of the total Interest paid of INR 1,10,000/-.

New Tourism Projects and Expansion Tourism Projects for only the following Eligible Tourism Projects shall be eligible for availing Interest Subsidy under the Policy –

1. Cultural Village
2. Heritage Hotel
3. Museum & Gallery
4. Sound & Light Show

Note:

1. A Tourism Project availing Interest Subsidy shall not be entitled to claim Capital Investment Subsidy.
2. The above list of Tourism Projects eligible for Interest Subsidy may be reviewed and revised from time to time by the Department of Tourism, and suitable inclusions / deletions / modifications may be made as per market demand and suggestions of the industry.

14.1 CONCESSIONS

The Government of Karnataka offers the following concessions for New Tourism Projects and Expansion Tourism Projects in the State –

14.1.1 Exemption on Stamp Duty

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

1. Loan agreements, credit deeds, mortgage deeds, and hypothecation deeds executed for availing loans from State Government, State Financial Corporation, National Level Financial Institutions, Commercial Banks, Regional Rural Banks, Co-operative Banks, Khadi and Village Industries Board (KVIB) / Khadi and Village Industries Commission (KVIC), Karnataka State SC/ST Development Corporation, Karnataka State Minority Development Corporation and other institutions which may be notified by the Government from time to time for a maximum period of five years only; and
2. For lease deeds, lease-cum-sale, sub-lease and absolute sale deeds executed in respect of Tourism Projects

However, no exemption on stamp duty with respect to the

development of Tourism Projects within the jurisdiction of the Bruhat Bengaluru Mahanagara Palike (BBMP).

14.1.2 Exemption of Registration Charges

For all loan documents and sale deeds as specified under the head “Exemption on Stamp Duty” above, eligible New Tourism Projects and Expansion Tourism Projects shall be eligible for 100% exemption of registration charges.

14.1.3 Reimbursement of Land Conversion Fee

100% reimbursement payment of land conversion fee for converting the land from agricultural use to non-agricultural use for the development of eligible New Tourism Projects and Expansion Tourism Projects.

However, no reimbursement on land conversion fee for conversion of land located within the jurisdiction of the Bruhat Bengaluru Mahanagara Palike (BBMP) and Bengaluru Metropolitan Region Development Authority (BMRDA).

14.1.4 Reimbursement of Motor Vehicle Tax

During the validity period of this Policy, new Contract Carriage / Maxi Cab / Luxury Bus vehicles purchased by registered Tourism Service Providers in Karnataka, for carrying out tourism-related activities shall be reimbursed for Motor Vehicle Tax for a period of up to 5 (five) years from the date of registration of the vehicle and as per the applicable provisions of The Karnataka Motor Vehicles Taxation Act, 1957.

The above said exemption is valid only:

1. During the operative period of this Policy,
2. For Tourism Service Providers registered with the Department of Tourism, Government of Karnataka, and
3. On purchase of a maximum of 5 (five) vehicles per Tourism Service Provider per year.
4. For the first 200 vehicles across all the categories for each financial year

14.1.5 Exemption of Motor Vehicle Tax for Caravan Vehicles

During the validity period of this Policy, new Caravan vehicles² of transport category, i.e., commercial vehicles for tourism, shall be

exempted from the payment of Motor Vehicle Tax for a period of up to 3 (three) years from the date of registration of the vehicle.

The above said exemption is valid only:

1. For Tourism Service Providers registered with the Department of Tourism, Government of Karnataka, and
2. To the first 200 caravans registered with the Transport Department, Government of Karnataka or the number of caravans registered in the first 3 (three) years from the date of issue of applicable notification, whichever is earlier.

14.1.6 Support for Homestays

The following shall be applicable for Homestays in Karnataka registered with the Department of Tourism, subject to compliance with guidelines and issuing of enabling notification by the concerned government agency –

- * Payment of electricity and water charges at domestic tariffs.
- * Property tax rates as prescribed for residential purposes.
- * Homestays need not undertake change of land use for the accommodation unit meeting the definition of a Homestay.

The Operational Guidelines for the Policy shall define and clearly distinguish between a Homestay³ and a Bed & Breakfast⁴. Bed & Breakfast projects shall not be eligible for the above-mentioned benefits.

The Department of Tourism shall streamline and simplify the process to apply and obtain the permissions for setting up and operating a Homestay in Karnataka.

2. Caravan means a special-purpose category M vehicle constructed to include living accommodation which contains at least the following equipment – (i) seats and tables, (ii) sleeping accommodation which may be converted from the seats, (iii) cooking facilities, (iv) storage facilities, and which shall be rigidly fixed to the living compartments.

3. A Homestay is a privately owned residence including a residence in a farm / plantation where the owner or any of their immediate family (spouse / children) is physically residing in the same residence and letting out minimum 1 room (2 beds) and maximum 6 rooms (12 beds) where any tourist can stay on payment for boarding and lodging and such a residence is recognized as a Homestay by the Department of Tourism, GoK.

4. A Bed & Breakfast is a privately owned place including buildings in farms / plantations where the owner of the establishment does not reside at the establishment themselves, but an agent or an operator designated by them resides in the building / establishment premises for providing the necessary services to the visitors / guests. The establishment shall have a minimum 1 room (2 beds) and maximum 6 rooms (12 beds) where any tourist can stay on payment for boarding and lodging and such an establishment is recognized as a Bed & Breakfast by the Department of Tourism, GoK

14.1.7 Support for Agri Tourism Projects

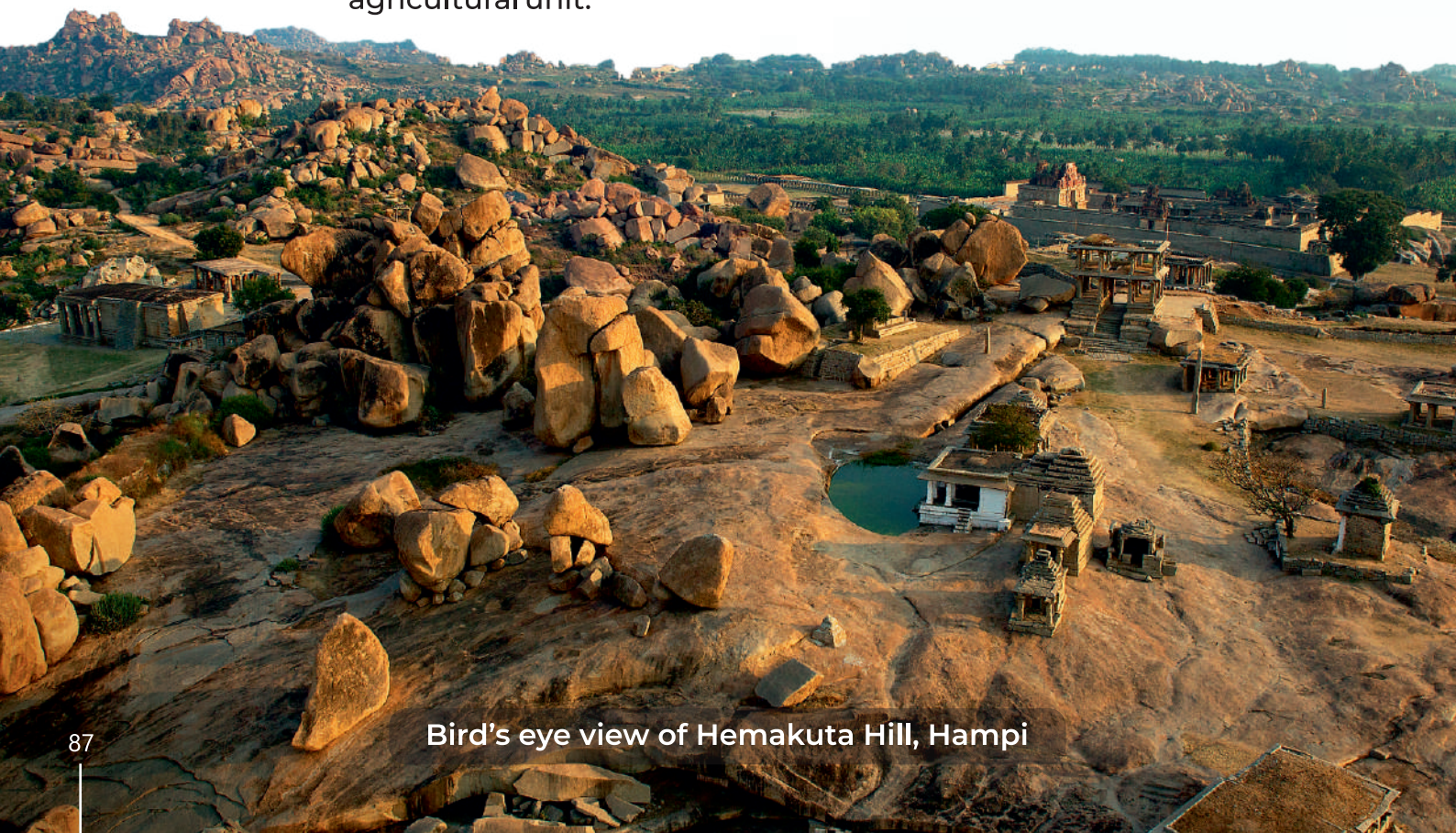
Agri Tourism Projects shall not need to undertake delineation of property or change of land use for undertaking permitted tourism activities subject to the following –

- * The predominant activity must continue to be either agricultural farming, orchard, plantation, garden, fish pond, aquaculture, sericulture, apiculture, floriculture, dairy farm, or animal husbandry
- * A maximum of 6 rooms may be offered to guests for stay as a Farm Stay
- * The total area for accommodation facilities does not exceed 10% of the total extent of the project's holdings.

The list of permitted activities shall be as per the Operational Guidelines of the Policy.

Additionally, the following shall be applicable for Agri Tourism Project in Karnataka registered with the Department of Tourism, subject to compliance with guidelines and issuing of enabling notification by the concerned government agency –

- * Payment of electricity and water charges at prevailing rates for the corresponding agricultural unit.
- * Property tax rates as per prevailing rates for the corresponding agricultural unit.



Bird's eye view of Hemakuta Hill, Hampi

15. INSTITUTIONAL FRAMEWORK

The Department of Tourism is committed to institute requisite mechanisms and to facilitate a conducive environment for the implementation of the Karnataka Tourism Policy 2024-29. Institutional arrangements shall be put in place through this Policy to provide facilitation support for approval and clearances, to address inter-departmental issues and monitor the development of Tourism Projects in the State. In this regard, committees have been set up to –

- Approve and monitor the operations of Tourism Projects;
- Approve incentives, subsidies, concessions and other support to projects;
- Improve inter-departmental coordination for timely clearances;
- Monitor the progress of policy implementation; and
- Provide recommendation to the Government to amend / update policy from time to time.

These committees shall also accord priority to improving the Ease of Doing Business for Tourism Projects. These Committees shall take a decision in accordance with the current policy and the decision thus taken shall be final and binding on all concerned.

15.1 ADVISORY AND APPROVAL COMMITTEES

15.1.1 Karnataka State Tourism Council

The Karnataka State Tourism Council under the chairmanship of Hon'ble Chief Minister of Karnataka has been constituted under the KTTF Act. The Karnataka State Tourism Council shall provide the overall vision and coordination for the development of tourism in Karnataka.

15.1.2 Empowered Committee for Tourism

The Empowered Committee for Tourism, chaired by Hon'ble Minister for Tourism, Government of Karnataka shall perform the following functions for the effective implementation of the Policy –

- * Receive applicable proposals for Tourism Projects where the Eligible Project Cost (EPC) is INR 5 Crore or more.
- * Forward the received proposal for Tourism Project to the Program Management Unit (PMU) Division of Department of

Tourism for project appraisal, as applicable. Further to the project appraisal, the PMU Division shall forward its Appraisal Report to Empowered Committee. The Appraisal Report shall convey whether the project is eligible or not for the applicable incentives, subsidies, or concessions under the Policy.

- * Based on the Appraisal Report prepared by the Program Management Unit (PMU) Division of Department of Tourism, the Empowered Committee shall sanction approval for applicable incentives, subsidies, or concessions for Eligible Tourism Projects where the EPC is INR 5 Crore or more.
- * Coordinate and ensure timely issue of Government Orders by various departments.
- * Be the authority to interpret the Policy and the incentives, subsidies and concessions offered under the Policy.
- * Recommend enabling mechanisms from time to time for smooth implementation of the Policy.
- * Resolve issues related to project implementation to avoid delays in implementation of Tourism Projects where EPC is INR 5 Crore or more.
- * On a case-to-case basis, approve customized support and benefits to be extended to Mega Tourism Projects.
- * Resolve any issues related to pending clearances on account of non-resolution of inter-departmental issues.
- * Co-opt members and stakeholders whose consent or expertise is required for sanction of approval for incentives, subsidies, and concessions for projects.
- * Periodically review the list of Eligible Tourism Projects and suitable inclusions / deletions / modifications may be made as per market demand and suggestions of the industry.
- * Provide grants or other fiscal assistance for high-potential start-ups in the travel, tourism, and hospitality sector and sanction the Department of Tourism to collaborate with said start-ups.
- * Approve grants or other fiscal assistance for special initiatives for the tourism sector.

15.1.3 District Tourism Committee

The District Tourism Committee shall perform the following functions for the effective implementation of the Policy –

- * Receive applicable proposals for Tourism Projects where the Eligible Project Cost (EPC) is up to INR 5 Crore.
- * Forward the received proposal for Tourism Project to the District Tourism In-charge Officer or the Program Management Unit (PMU) Division of Department of Tourism for project appraisal, as applicable. Further to the project appraisal, the District Tourism In-Charge Officer / PMU Division shall forward its Appraisal Report to District Tourism Committee. The Appraisal Report shall convey whether the project is eligible or not for the applicable incentives, subsidies, or concessions under the Policy.
- * Based on the Appraisal Report prepared by the District Tourism In-charge officer or the Program Management Unit (PMU) Division of Department of Tourism, as applicable, the District Tourism Committee shall sanction approval for applicable incentives, subsidies, and concessions for Eligible Tourism Projects where the EPC is up to INR 5 Crore.
- * Facilitate approvals and sanctions from other government agencies as may be required for the implementation of Tourism Project
- * Monitor the progress of implementation of approved Tourism Projects
- * Resolve issues related to project implementation to avoid delays in implementation of Tourism Projects where EPC is up to INR 5 Crore

15.1.4 Tourism Task Forces

Tourism Task Forces shall be set up to pursue specific development and strategic goals for tourism. This shall span product development, destination development, capacity building, investment promotion, and other strategic areas for Karnataka Tourism.

The Policy at its outset has proposed for the establishment of a Coastal

Tourism Development Board, Karnataka Tourism Promotion Advisory Group, and Tourism Skill Development Committee. Similarly institutional mechanisms shall be established from time to time.

15.2 SANCTION OF INCENTIVES, SUBSIDIES, AND CONCESSIONS

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

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

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

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

15.2.1 Documents for Sanction of Incentives, Subsidies, and Concessions

Documents to be submitted for obtaining sanctions for incentives, subsidies, and concessions shall be as per the Operational Guidelines of this Policy.

15.2.2 Supporting Provisions for availing Incentives, Subsidies and Concessions

1. To avail the incentives, subsidies, and concessions for Eligible Tourism Projects identified in this Policy, the applicant must submit necessary documents and obtain the required approvals from the committee concerned as per the timelines specified in the Operational Guidelines of the Policy.
2. To claim the incentives, subsidies and concessions under Section 14 Incentives, Subsidies, and Concessions of this Policy,

the applicant must submit requisite documentary proof to the committee concerned as per the Operational Guidelines. Approval of the committee concerned shall enable the Department of Tourism to disburse the approved incentives, subsidies, and concessions.

3. Tourism Projects and Tourism Service Providers can avail incentives, subsidies, and concessions under multiple policies of different departments of Government of Karnataka and / or Government of India. However, if the same component is claimed under different policies, the quantum is limited to the maximum of the component in any one of the Policy.
4. The total quantum of subsidies and concessions availed by a Tourism Project shall not exceed 30% of the EPC of the project.
5. Tourism Projects availing subsidies must obtain in-principle approval of the applicable committee prior to before commencement of the construction work pertaining to establishment of a New Tourism Project or expansion of an Expansion Tourism Project
6. For Tourism Projects receiving subsidies, it shall be mandatory to operate the Tourism Project for at least 3 years after receiving the first instalment of subsidy. If the Tourism Project fails to abide by this condition, the applicant shall have to return the subsidy amount with a 10% simple interest per annum to the Department of Tourism.

15.3 TOURISM POLICY CELL

The Department of Tourism shall constitute and staff a Tourism Policy Cell headed by the Director, Department of Tourism at the head office which shall be responsible for –

- * Administration of the Policy.
- * Monitoring the disbursement of fund and tracking associated compliances for all support extended under this Policy.
- * Inter-departmental coordination for Policy implementation.

- * Review and interpretation of any matters related to the Policy that are not under the scope of the Empowered Committee for Tourism or the District Tourism Committee.
- * Planning and proposing budgetary provisions and annual action plans for policy implementation.
- * Preparation and amendment of Operational Guidelines and Rules for the implementation of the Policy as and when required.
- * Acting as a knowledge bank for all support under the Policy.

15.4 DESTINATION MANAGEMENT ORGANISATIONS

Destination Management Organizations (DMOs) shall be set up for the priority destinations of the State to develop and drive specific development and promotion agenda for the destination. DMOs are intended to enable a decentralised approach to operation, management, and promotion of destinations with inclusion of local and regional tourism stakeholders and local communities in the management of destinations and its assets.

DMOs shall put in place and implement frameworks and mechanisms to oversee the development, management, and promotion of tourism destinations.

Some of the key functions of the DMO shall be –

- * Strategic planning and preparation of action plans for the destination.
- * Promotion of tourism culture at the destination and within the local community.
- * Support the regulation and management of tourism at the destination.
- * Support the development of human resources in the destination and facilitate skilling and capacity building programs.
- * Ensure high-quality tourism at the destination with a focus on comfort and safety.

- * Marketing of the destination through a variety of promotional channels.
- * Develop market intelligence and facilitate planning activities.
- * Promote investments, entrepreneurship, innovation, and private sector participation.
- * Identify investment opportunities and engage with relevant stakeholders.

15.5 INTERPRETATION

All matters of interpretation, dispute, contention under this Policy shall be referred to Additional Chief Secretary / Principal Secretary / Secretary Tourism, Government of Karnataka. The decision taken by the Additional Chief Secretary / Principal Secretary / Secretary Tourism shall be final and binding.



Lotus Mahal, Hampi

16. ANNEXURES

ANNEXURE A – CONSTITUTION OF SPECIAL COMMITTEES FOR SANCTIONING OF INCENTIVES, SUBSIDIES, AND CONCESSIONS UNDER KARNATAKA TOURISM POLICY 2024-29

1. District Tourism Committee

The District Tourism Committee will be headed by the Deputy Commissioner and comprises the following members applicable to the respective districts:

- * Deputy Commissioner (Chairperson)
- * Chief Executive Officer, Zilla Panchayat
- * Commissioner or Chief Officer of City Municipal Corporation or Municipal Council
- * Superintendent of Police / Commissioner of Police
- * Deputy Conservator of Forest
- * Jurisdictional Executive Engineer, Electricity Supply Company Limited
- * Jurisdictional Executive Engineer, Public Works Department
- * Commissioner, Urban Development Authority
- * Assistant Director, Town Planning
- * Member Secretary of relevant Planning Authority
- * Joint Director, District Industries Centre
- * Representative of Environment Department
- * Representative of Water Resources Department
- * Representative of Department of Youth Empowerment and Sports
- * Representative of Department of Archaeology, Museums, and Heritage
- * Representative of Department of Kannada and Culture
- * Representative of Social Welfare Department
- * Representative of Transport Department
- * Representative from the Regional Office of Karnataka State Pollution Control Board
- * Representative of KSTDTC Unit of District
- * Representative of JLR Unit of District
- * Other invitees from the District as deemed necessary by Deputy Commissioner

- * At least 5 (five) non-governmental representatives⁵ from travel, tourism, and hospitality sector of the District.
- * Deputy Director (Tourism) / Assistant Director (Tourism) / Tourism-in-charge officer (Convener)

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

Note: Quorum for the District Tourism Committee shall comprise of the following –

1. Deputy Commissioner (Chairperson)
 2. Deputy Director (Tourism) / Assistant Director (Tourism) / Tourism-in-charge officer (Convener)
 3. At least 1 (one) representative from a government agency other than Department of Tourism
 4. At least 2 (two) non-governmental representatives from travel, tourism, and hospitality sector of the District
2. Empowered Committee for Tourism

The Empowered Committee for Tourism will be headed by the Hon'ble Minister for Tourism, Government of Karnataka and comprises the following members:

- * Hon'ble Minister for Tourism, Government of Karnataka (Chairperson)
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Department of Tourism
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Commerce & Industries Department
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Urban Development Department
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Rural Development and Panchayat Raj Department
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Public Works Department
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Infrastructure Development, Ports, and Inland Waterways Department

5. It is recommended that the representatives selected should represent the following bodies – hotels association, tour operator / travel agent association, homestay association, academic institution, and chamber of commerce

- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Finance Department
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Water Resources Department
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Forest, Environment and Ecology Department
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Planning, Program Monitoring, and Statistics Department
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Transport Department
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Department of Information & Public Relations
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Department of Youth Empowerment & Sports
- * Additional Chief Secretary / Principal Secretary / Secretary to Government, Social Welfare Department
- * Principal Chief Conservator of Forest, Forest Department
- * Managing Director, Karnataka State Industrial & Infrastructure Development Corporation Limited
- * Director, Commerce & Industries Department
- * Commissioner / Director, Department of AYUSH
- * Chief Executive Officer, Karnataka Eco-Tourism Development Board
- * Chief Executive Officer, Karnataka Maritime Board
- * Managing Director, Karnataka State Tourism Development Corporation
- * Managing Director, Karnataka Tourism Infrastructure Limited
- * Managing Director, Jungle Lodges and Resorts
- * Commissioner, Department of Archaeology, Museums, and Heritage
- * Representative from Karnataka Tourism Society (KTS)
- * Representative from Indian Association of Tour Operators (IATO) or equivalent national-level association from travel and tourism sector
- * Representative from Federation of Hotel & Restaurant Associations of India (FHRAI) or equivalent national-level association for hotels and hospitality sector

- * At least 2 (two) other non-governmental representatives from travel, tourism and hospitality sector

- * Director, Department of Tourism (Convener)

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

Note: Quorum for the Empowered Committee for Tourism shall comprise of the following –

1. Hon'ble Minister for Tourism, Government of Karnataka (Chairperson)
2. Additional Chief Secretary / Principal Secretary / Secretary to Government, Department of Tourism
3. Director, Department of Tourism (Convener)
4. At least 1 (one) representative from a government agency other than Department of Tourism

At least 2 (two) non-governmental representatives from travel, tourism, and hospitality sector



Chitradurga Fort

ANNEXURE B – ABBREVIATIONS

Sl. No.	Abbreviation	Expansion
1.	ASI	Archaeological Survey of India
2.	AYUSH	Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy
3.	B2B	Business-to-Business
4.	CSR	Corporate Social Responsibility
5.	DoT	Department of Tourism, Government of Karnataka
6.	DMO	Destination Management Organisation
7.	FTC	Focus Tourism Circuit
8.	FTD	Focus Tourism Destination
9.	EODB	Ease of Doing Business
10.	EPC	Eligible Project Cost
11.	GDP	Gross Domestic Product
12.	GOK	Government of Karnataka
13.	GSDP	Gross State Domestic Product
14.	GST	Goods & Services Tax
15.	ICT	Information & Communication Technology
16.	JLR	Jungle Lodges and Resorts Limited
17.	JV	Joint Venture
18.	KEA	Karnataka Exhibition Authority
19.	KITE	Karnataka International Travel Expo
20.	KSTDC	Karnataka State Tourism Development Corporation
21.	KTTF Act	Karnataka Tourism Trade (Facilitation and Regulation) Act, 2015 and amendments thereof
22.	KTIL	Karnataka Tourism Infrastructure Limited
23.	KTS	Karnataka Tourism Society
24.	KUM	Karnataka Udyog Mitra
25.	MDA	Marketing Development Assistance
26.	MICE	Meetings, Incentives, Conferences and Exhibitions
27.	MoT	Ministry of Tourism, Government of India
28.	NOC	No Objection Certificate
29.	PMU	Program Management Unit Division, Department of Tourism, Government of Karnataka
30.	PPP	Public Private Partnership
31.	PSU	Public Sector Undertaking
32.	SDEL	Skill Development, Entrepreneurship and Livelihood Department
33.	SDG	United Nations Sustainable Development Goals
34.	ULB	Urban Local Bodies
35.	UNESCO	United Nations Educational, Scientific and Cultural Organization
36.	UNWTO	World Tourism Organization

ಶ್ರೀನಾಟ್ಯಶಿಲ್ಪಿ

ಒಂದು ರಾಜ್ಯ. ಹಲವು ಜಗತ್ತುಗಳು.

ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆ

