

Tourism in Mission Mode

National Workshop (Chintan Shivir)

(28-29 March 2023)

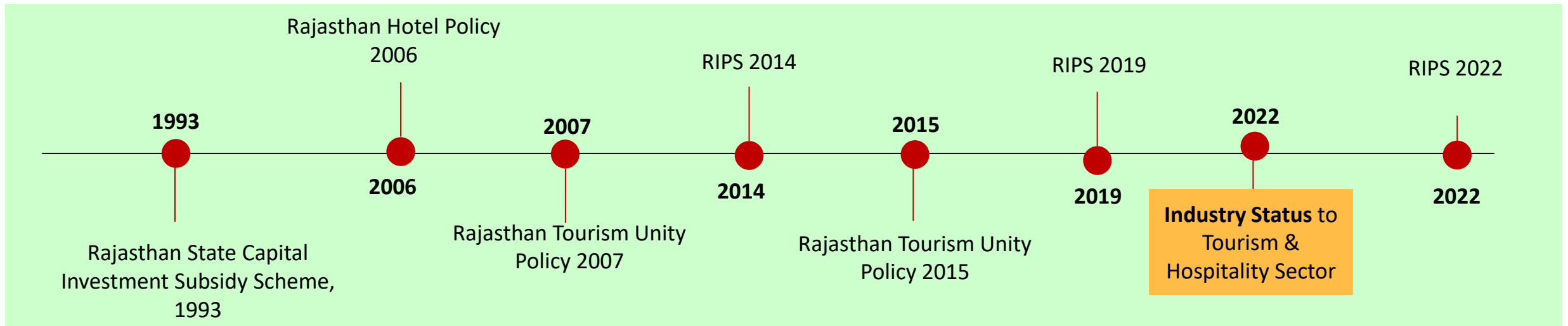
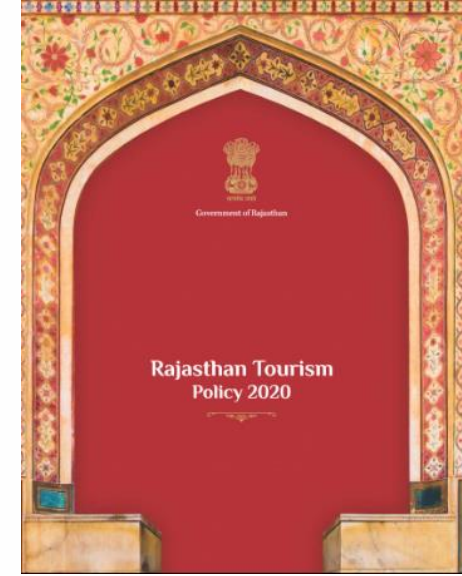


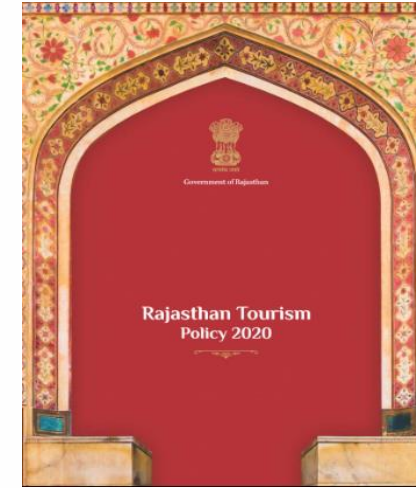
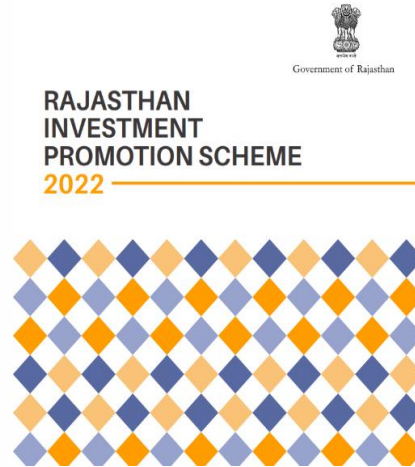
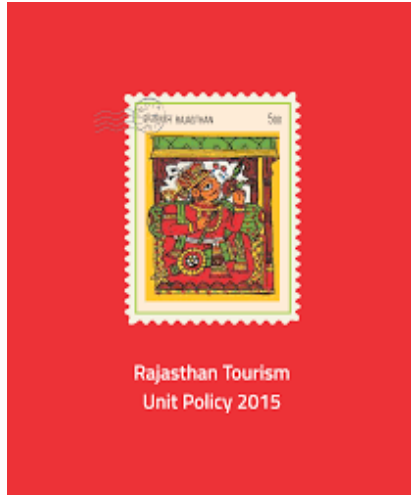
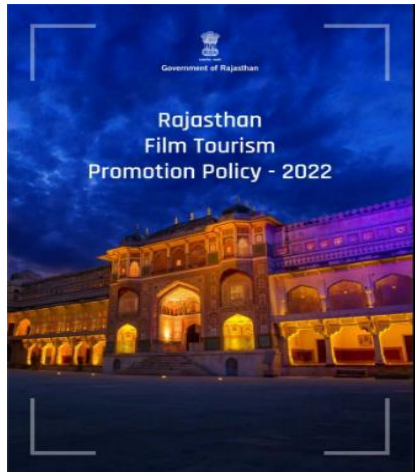
Grant of Industry Status to Tourism & Hospitality Sector

Department of Tourism
Government of Rajasthan



Rajasthan- One of the first states in the country to unveil the tourism investment centric Scheme in 1993. Subsequently policies evolved over the period of time to address demand of the tourism sector.





Incentives/ Subsidies under various policies/ schemes to boost investment in Tourism Sector in Rajasthan



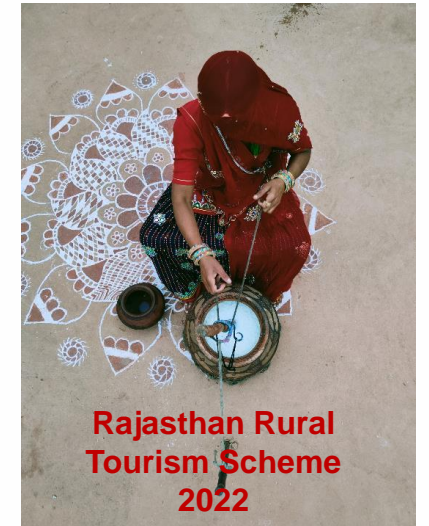
Mukhyamantri Laghu
Udhyog Protsahan
Yojana (MLUPY) 2019



Rajasthan Home Stay
(Paying Guest) Scheme,
2021



Rajasthan Tourism Guest
House Scheme 2021



Rajasthan Rural
Tourism Scheme
2022



राजस्थान में पर्यटन अब उद्योग

‘राजस्थान में हमने पर्यटन को उद्योग का दर्जा देने का ऐतिहासिक निर्णय किया है। राजस्थान सरकार राज्य में पर्यटन के विकास द्वारा नए रोजगार सृजन हेतु कृतसंकल्प है। राजस्थान में निवेशकों के लिए बेहतरीन संभावनाएँ हैं। पधारो म्हारे देस!’

अशोक गहलोत, मुख्यमंत्री, राजस्थान



पर्यटन सेक्टर को भारी छूट

- विजली वाणिज्यिक के स्थान औद्योगिक दर पर, विजली बिल पर एक तिहाई तक राहत
- नगरीय विकास कर अब वाणिज्यिक के स्थान पर औद्योगिक दर पर
- इस्ट सेक्टर के साथ - 5 करोड़ से अधिक के निवेश पर 25 लाख पुंजीगत सम्पत्ति अथवा 5 वर्ष तक 5 प्रतिशत व्याज सम्पत्ति
 - हैस्टिज होटलों को कार शुल्क में विशेष छूट
 - स्टाम्प ड्यूटी व भूमि परिवर्तन शुल्क में 100 प्रतिशत छूट
- राजस्थान निवेश प्रोत्साहन योजना के अंतर्गत निवेश सम्पत्ति, रोजगार सृजन सम्पत्ति, विद्युत एवं भूमि कर में छूट
 - फिल्म निर्माताओं को 2 करोड़ तक की सम्पत्ति
 - गेस्ट हाउस योजना - आवासीय भवनों में पर्यटकों के लिए 6 से 20 कमरों की मंजूरी
 - होम स्टे योजना - आवासीय भवनों में पर्यटकों के लिए 1 से 5 कमरों की मंजूरी
- मुख्यमंत्री लघु उद्योग प्रोत्साहन योजना के अंतर्गत पर्यटन इकाइयों को ऋण पर 8 प्रतिशत तक व्याज दर में सम्पत्ति

राजस्थान सरकार के फ्लैगशिप कार्यक्रम और अन्य योजनाओं की
विस्तृत जानकारी <https://janakalyan.rajasthan.gov.in> पर देखी जा सकती है।

www.tourism.rajasthan.gov.in | फॉलो करें | पर्यटन विभाग, राजस्थान सरकार



राजस्थान सरकार

- Tourism and Hospitality Sector accorded ‘Industry Status’ in Budget 2022-23.
- Eligible Tourism units to pay **electricity tariff, UD Tax and building plan approval charges on industrial tariff now**
 - **Electricity Tariff – reduction in bills upto 30%**
 - **Urban Development Tax - reduction in charges upto 80%**
 - **Building Plan Approval charges reduction in charges upto 40%**
 - **Reserve price of RIIICO plots for tourism unit at par with Industrial plots**
 - **Land value for stamp duty calculation for Tourism Units at par or below the industrial rates**
- The Scheme is covered under State Flagship Program
- Till now, **768 tourism units** have been issued ‘Entitlement Certificates’ to avail ‘Industry Status’ benefits – more in process.



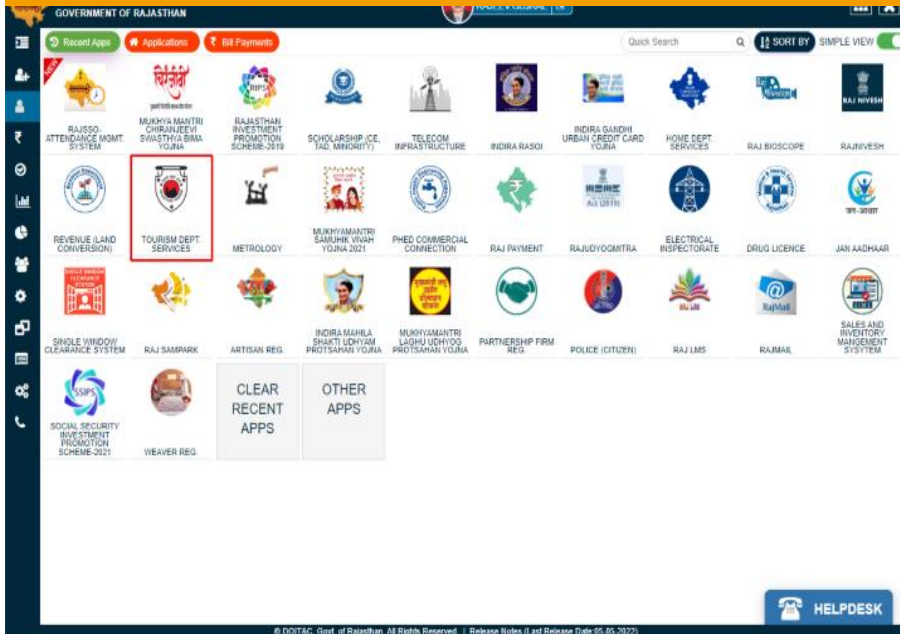
Stakeholder Consultations



1. Concerned Departments
 - Finance Department
 - Energy Department and Discoms
 - UDH/LSG Department
 - RIICO
2. Hotel and Tourism Associations
3. Industry Chambers (FICCI, CII, PHD CCI)
4. Travel and Tour Operators, Tour Guides
5. District Tourism Officers



Issuance of Standard Operating Procedures (SOPs)



- Identifications of Units eligible for issuance of Entitlement Certificate to avail Industrial benefits

1	Hotel & Motel	11	Museum
2	Heritage Hotel	12	MICE/Convention Centre
3	Budget Hotel	13	Ropeway
4	Restaurant/ Cafeteria	14	Tourist Luxury Coach
5	Resorts	15	Caravan Park
6	Sports Resorts	16	Cruise Tourism
7	Heath Resorts Spa	17	Rural Tourism Unit
8	Camping Site	18	Tourism Units under RIPS
9	Amusement Park	19	Tourism Units under MLUPY
10	Animal Safari Park	20	RTDC/ RSHCL Hotels/ Midways
		21	Museum under Central/ State Govt.

- Online application process developed on www.sso.rajasthan.gov.in
- District Tourism Officers authorised to issue Entitlement Certificates
- Timebound disposal of online applications in 30 days

Orders issued by Concerned Departments

Department	Orders Issued for
LSG Department	Urban development tax on industrial rates
UDH Department	Building plan approval charges on industrial rates
Energy Department and Discoms	Electricity tariff on industrial rates
RIICO	Applicability of industrial reserve price on RIICO plots for tourism units



Road Show at Prominent Cities



- Tourism Units operators were sensitized for applying online applications
- District Tourism Officers were trained to process the applications and issue the Entitlement Certificates
- Concerned Department officers (LSG, Energy, RIICO, etc.) were also trained for granting the industrial benefits to Entitlement Certificate holder units





राजस्थान
अनुसूचित राज्य

UD Tax Bill

(Before and After Industry Status)

Hotel Clarks Amer, Jaipur

Rajasthan Municipal
नगर निकाय राजस्थान

Property Details

नगर निगम ग्रेटर जयपुर
नगरीय विकास कर निर्धारण सूचना / बिल 2022-23
(राजस्थान नगरपालिका अधिनियम, 2009 की धारा 128-129 के अन्तर्गत)

Date : 11/16/2022 12:31 p.m.

सर्विस क्र. (Service No.)	514108995	मोबाइल न. (Mobile No.)	9351555620
नया वार्ड क्र. (New Ward No.)	130	पुराना वार्ड क्र. (Old Ward No.)	52
स्वामी / अधिभोगी का नाम (Owner/Occupier Name)	HOTEL CLARKS AMER		
सम्पत्ति का पता (Property Address)	J.L.N. MARG None JAWAHAR CERCLE KE PASS J.L.N. MARG 302017		
पत्राचार पता (Correspondence Address)	None None None None None		

भूखण्ड क्षेत्रफल (वर्ग गज में) [Plot Area (in Sq.Yd.)]	निर्मित तल क्षेत्रफल (वर्ग गज में) [Plinth Area (in Sq.Yd.)]	खाली क्षेत्रफल (वर्ग गज में) [Vacant Area (in Sq.Yd.)]	कुल निर्मित क्षेत्रफल (वर्ग फुट में) [Total Builtup Area (in Sq.Ft.)]	डीएलसी क्षेत्र [DLC Area]	प्लेट/कोम्प्लेक्स/ बहुस्वामित्व [Multiple Ownership]	सड़क [Road]
33577.0	7692.0	25885.0	239377.0	J.L.N. MARG- J.L.N. MARG.	None	Exterior Road

Sl No.	Floor	Usage Type	Usage Category	From Year	Upto Year	Area(In Sq.Feet)
1	2nd Floor	Commercial	4/5 Star Hotel	2021-2022	2022-2023	14655.0
2	9th Floor	Commercial	4/5 Star Hotel	2021-2022	2022-2023	1098.0
3	3rd Floor	Commercial	4/5 Star Hotel	2021-2022	2022-2023	14655.0
4	4th Floor	Commercial	4/5 Star Hotel	2021-2022	2022-2023	14655.0
5	5th Floor	Commercial	4/5 Star Hotel	2021-2022	2022-2023	14655.0
6	6th Floor	Commercial	4/5 Star Hotel	2021-2022	2022-2023	14655.0
7	7th Floor	Commercial	4/5 Star Hotel	2021-2022	2022-2023	14655.0
8	1st Floor	Commercial	4/5 Star Hotel	2021-2022	2022-2023	14655.0
9	Basement	Commercial	4/5 Star Hotel	2021-2022	2022-2023	14677.0
10	8th Floor	Commercial	4/5 Star Hotel	2021-2022	2022-2023	46655.0
11	Ground Floor	Commercial	4/5 Star Hotel	2021-2022	2022-2023	19788.0
						69229.0

Sl No.	Usage Type	Usage Category	DLC Rate (per Sq.m) (Current Year)	Area (in Sq.Yd.) (Current Year)
1	Commercial	4/5 Star Hotel	4500.0	33577.00

Ledger Detail :

Year	Particulars	Demand	Adjustment	Penalty	Rebate	Payment	Balance
2021-							
2022	BILL	1660143.27	0.0	0	0	0.0	1660143.27
	BILL	0.0	0.0	0	166014.00	0.0	1494129.27
	2021-06-28 RCT286202110337	0.0	0.0	0	0	1494129.0	0.27
2022-							
2023	BILL	75548.25	0.0	0	0	0.0	75548.52

Total Tax	
Total Penalty	75548.0
Current Tax Rebate	0.0
Demand Rebate	0.0
Penalty Rebate (100.0% rebate on Penalty from 2007-04-01 to 2023-03-31)	0.0
Female Ownership Rebate (@10% of Current Year Tax Demand)	0.0

UD Tax in Year
2021-22

Rs. 14, 94, 129/-

UD Tax in Year
2022-23

Rs. 75,548/-



Electricity Charges Bill

(Before and After Industry Status)

Name	UD Tax (Rs.)		Electricity Charges (Rs.)	
	Before	After	Before	After
Radisson City Centre, Jaipur	18,07,095	37,559	16,75,000	13,35,000
Interglobe Hotels, Jaipur	6,16,000	24,000	12,00,000	10,00,000



Raathore NBS & Associates
(Hotel Consultants)
102,A-3,Royal enclave MG Nagar Jaipur

To,
The Deputy Director
Tourism
TRC Jaipur

25-30-2023

Information Regarding Saving due Industry benefit to hotel as desired by you

Radisson City Center Jaipur

	Last year	after ind category	benefits
UDT	Rs.1807095	37559	17.69 lacs p.a.
Elect	1675000	1335000	3.4 lacs p.m

Interglobe hotels Jaipur

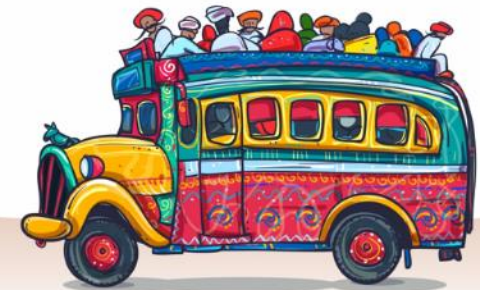
	Last year	after ind category	benefits
UDT	Rs.616000	24000	4.92 lacs p.a.
Elect	1200000	1000000	2 lacs p.m


(NBS Raathore)
Consultant
9414054413

Tourism Investment Promotion Activities

Invest Rajasthan Summit 2022

- Held on 7-8 October 2022
- Dedicated Tourism Conclave “**Tourism – A Game Changer for Economic Growth**” held in the Summit
- 372 MOUs (estimated investment of Rs. 13,588 Crore) signed
- Resorts-166, Hotels-142, Camping Sites-4, Amusement Parks-2, Wellness Centres-2 and 60 other tourism units are covered under MOUs
- 27 MOUs implemented (Worth Rs. 317 Cr.) and 136 (Worth Rs. 4115 Cr.) under implementation.



Incentives to Tourism & Hospitality Sector under RIPS 2022

- **MSME and Service Thrust Sector Benefits to Tourism Industry**
- **Interest subsidy upto 6% for 5 years**
- **Investment Subsidy:** 75% of SGST paid & deposited for 7 years
- **100% exemption for 7 Years** – Electricity Duty, Land Tax, Stamp Duty, Conversion Charges
- **Reimbursement of 50% of employer's contribution** towards EPF and ESI for 7 years
- **Other incentives** for water conservation, waste management, quality certification, etc.



Government of Rajasthan

RAJASTHAN INVESTMENT PROMOTION SCHEME 2022



Driving Rajasthan's Economic
Growth through Accelerating Investments



राजस्थान
अनन्य का अनुन्य राज्य !

JAIPUR 24, 2023

THE TIMES OF INDIA, JAIPUR
FRIDAY, MARCH 24, 2023

Not only visitors, Raj tourism also getting record investors

State Gets 292 Projects In Last 15 Months

Srikanta.Tripathy
@timesgroup.com

Jaipur: Tourism is on a roll in Rajasthan, not just in visitors' count which has doubled in 2022 compared to pre-Covid year peak, but also in investments.

In 2019, the tourism department witnessed registrations of 187 new projects, but the same has increased to 206. Rajasthan is now home to all branded properties, both domestic and international. The upscale hotel chains like Raffles, Grand Hyatt, and W Hotels have come to Jaipur and under various stages of development.

In the past 2 months in 2023, 87 projects have registered with the tourism department and if the trend continues, this year will set new records in the investments.

Gayatri Rathore, principal secretary (tourism) said, "The main reason behind the heavy influx of investors in the sector has been the policies of the state government. No state can match the incentives we provide to the tourism industry."

In fact, Rajasthan has been the first state in the country to provide industry status benefits to the hospitality sector. Under the scheme, hotels and resorts get 30% tariff rebate on electricity, which accounts for the biggest operating cost after manpower for a hotel. Similarly, there is 80% relief on urban development tax for the tourism units.

Ranvijay Singh, joint secretary of Hotels and Restaurants Association of Rajasthan, said, "We are not just a great tourist destination, but our policies are the best in the country. It's unique combination which cannot be found anywhere in the country. That is reflected in the investment activity. Even bigger cities do not have the brand of hotels Rajasthan has."

Singh said that the industry is awaiting the unit tourism policy which will further add vibrancy sector.

"We expect the policy to be better than the previous one. That will trigger another wave of investment proposals. More importantly, the tourists are coming in larger numbers and the wedding tally has shot up. The whole ecosystem is supporting the investors."

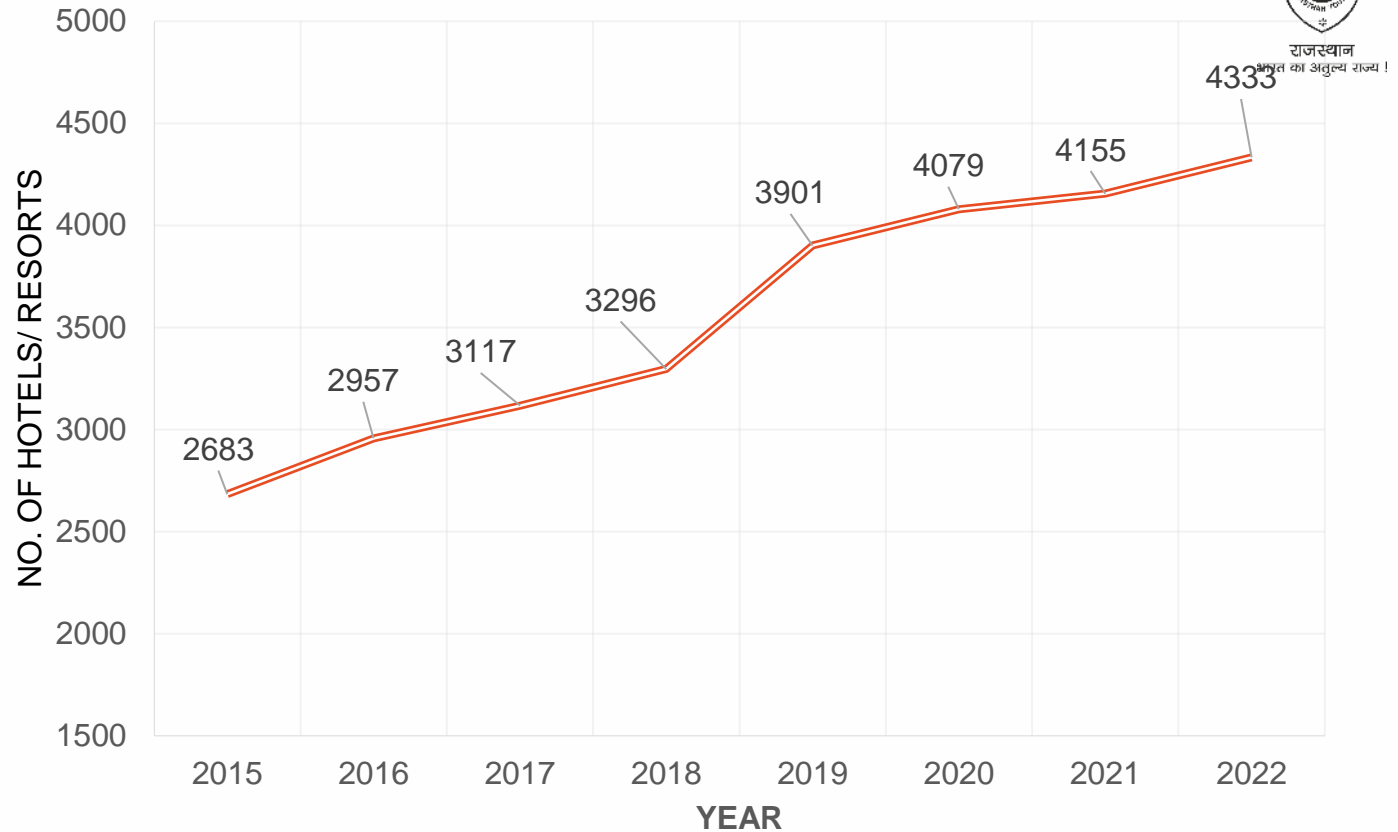
The department is participating in national and international tourism exhibitions to attract more tourists. These activities add more comfort to the investors.

In fact, in the past two and half months, the proposed investments are closer to half what has been proposed in whole of 2022.

INDUSTRY ON A ROLL				
Year	Projects	Proposed Investments	Rooms	Jobs
2019	187	2,345	9,419	8,102
2020	137	1,534	4,588	5,027
2021	112	918	5,394	4,679
2022	206	3,358	14,856	14,678
2023*	86	1,608	4,719	5,026

(*Till March); Proposed investments in rupees crores; Source: Dept of tourism

In 2022-23 the tourism department has issued 767 entitlement certificate under industry status benefits to tourism units, to avail benefits on power tariff, UD tax



Benefits available under Tourism Unit Policy and RIPS has attracted investors across the World



Rajasthan Rural Tourism Scheme 2022

- Launched on 30th November 2022
- Applicable to areas outside municipal limits where Gram Panchayats are functioning
- Scheme cover the following:
 - **Rural Guest House** (6 to 20 rooms)
 - **Agro Tourism Unit** (minimum 2,000 sqm, maximum: 2 hectares)
 - **Camping Site** (minimum 1,000 sqm, maximum: 1 hectare)
 - **Caravan Park** (minimum 1,000 sqm, maximum: 1 hectare)



Rajasthan Rural Tourism Scheme 2022

Benefits under the Scheme:

- Land Use Change & Building Plan Approval not required
- 100% exemption in Stamp Duty (75% upfront + 25% reimbursement)
- Reimbursement for 100% SGST paid for 10 years
- 9% Interest Subsidy on loans upto Rs. 25 Lakhs



Rural tourism scheme to boost local arts, craft; usher in a new era: Industry

'Will Benefit
Lakhs Of
Local People'

Srikanta.Tripathy
@timesgroup.com

Jaipur: A treasure-trove of arts, crafts, and enchanting rural lifestyle, Rajasthan in its hinterlands frames many memorable images for visitors. In order to give it a fillip, the state government introduced Rural Tourism Scheme last week, offering a slew of exemptions and incentives, intending to preserve and promote the cultural riches and curb migration of the people to urban centres.

President of Hotels and Restaurants Association of Rajasthan (HRAR), Kuldeep Singh Chandel, said, "The scheme will lend a huge boost to the promotion of local arts and crafts, generation of jobs and curb migration to urban centres. The scheme is expected to unleash a cultural wave that would benefit lakhs of rural people."

In fact, it was Chandel along with joint secretary of HRAR, Ranvijay Singh and Rajendra Singh Pachar of Indian Heritage Hotels Association who came up with the idea of a rural tourism policy. They pursued it and worked with the state government at various levels to give it a shape. Chandel said that the incentives provided in the scheme are very attractive and will catalyse a new turnaround for tourism in the state. "It's just not the forts and palaces spread all around the rural areas that will be the centres of attraction. Rather, the



GROWTH DRIVERS

- 100% stamp duty relief for 10 years
- 100% SGST 100% for 10 years
- 9% interest subsidy on loans up to Rs 25 lakh
- Priority will be given to local artists, craftsmen and startups
- Tourism units will be allowed on road width of 15 ft
- Size of agro-tourism units kept at 2,000 sq mtrs, 2 hectares
- Built-up area at 10% of land with another floor till 9 mtrs
- 90% to be reserved for activities like camel farm, horse farm, agriculture, handicraft making
- Camping sites, caravan park size fixed at 1,000 sq mtrs to 1 hectare

rural life, their handicrafts, folk songs, dances, farming traditions, and ways of life will be equally powerful magnets for tourists."

In fact, the scheme has been made in a way that will majorly benefit the locals.

Ranjay Singh said that by capping the size of agri-tourism units at 2 hectares, the government has kept the big

players at bay and provided a lot of scope for locals to take advantage of the scheme.

"As per the scheme, if one wants to build an agri-tourism unit, it has to be done within 2 hectares. Additionally, one can build only 10% of the land for accommodation with the option of one more floor not exceeding 9 metre height. In the rest of the area, the entrepreneur

needs to undertake activities like camel rearing, horse farming, agriculture activities and gardening, etc."

Land conversion for such units will not be required, which is a big relief. Land conversion has been a major headache for entrepreneurs in the past. Rajendra Singh Pachar said, "In fact, the government has taken care of all

VOXPOP

KULDEEP SINGH CHANDEL
PRESIDENT, HRAR

"The scheme will lend a huge boost to the promotion of local arts and crafts, generation of jobs and curb migration to urban centres. The scheme is expected to unleash a cultural wave that would benefit lakhs of rural people"

RAJENDRA SINGH PACHAR
CONVENER, IHHA

"In fact, the government has taken care of all aspects to make the scheme effective. Exemption of land conversion is a great move. We think the scheme has the potential to usher in a new era of tourism in the state and will be an example for other states"

RANVIJAY SINGH | JOINT SECRETARY, HRAR

"Agri-tourism units will be allowed within 2 hectares. One can use only 10% of it for accommodation with the option of one more floor. The entrepreneur needs to undertake activities like camel rearing, horse farming, agri activities and gardening, etc in the rest area"

aspects to make the scheme effective. Exemption of land conversion is a great move. Similarly, these units can get 9% interest subsidy on loans upto Rs 25 lakh. Stamp-duty relaxation is another positive. We think, the scheme has the potential to usher in a new era of tourism in the state and will be an example for other states in the country to follow."





राजस्थान
भारत का अतुल्य राज्य !

Thanks

