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PART I—Orders and Notifications by the Governor of West Bengal, the High Court, Government Treasury, etc.

**GOVERNMENT OF WEST BENGAL**  
**Tourism Department**  
**General Establishment Cell**  
Block-A, 3rd Floor, 1, K.S. Roy Road, Kolkata - 700 001

No. 458-TW/5T-199/2018(P-1)

Date: 06.03.2019

**NOTIFICATION**

Whereas, the earlier West Bengal Tourism Policy-2016 was introduced vide Tourism Department Notification no. 127-TW/5T-179/2015 dated 03.02.2013.

And whereas there is a need for modification and amendment of the existing Policy in the wake of the changing scenario of the Tourism environment of the state of West Bengal.

Now, therefore in supersession of all the previous policies of Tourism Department for development and promotion of tourism in the state of West Bengal, the Governor is pleased to introduce a new Tourism Policy as under:

1. Short Title: The Policy may be called "West Bengal Tourism Policy, 2019"
2. Commencement & Duration: Unless specifically mentioned, it shall come into effect on and from 06th March, 2019, in the whole of West Bengal and shall remain valid till further notification is issued in this regard.

By order of the Governor,

**ATRI BHATTACHARYA**  
*Principal Secretary to the Government of West Bengal*

# **West Bengal Tourism Policy 2019:**

**Department of Tourism  
Govt. of West Bengal**

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## 1. Preamble

The State of West Bengal has all the prerequisites for a successful tourism sector. It has a rich history, cultural heritage and a diverse socio-ethnic tradition along with nature's bounties. There are fine beaches in South Bengal, serene hill stations along the Himalayas, and a myriad eco-tourism opportunities with great bio-diversity and the State's diverse native flora and fauna.

Over the last few decades, West Bengal has seen an exponential growth in domestic and international tourist arrivals in the State, and has emerged as one of the major tourist destinations in India.

Between 2001 and 2017, the total tourist footfall in the State has increased from 5.2 million to a staggering 81.2 million at a CAGR of 18.74%. During the same period, the number of foreign tourists in the State has grown from 2.8 lacs to 15.7 lacs at a CAGR of 11.37%. In 2016, the State attracted 6.2% of foreign tourist arrivals in the country, fifth largest among the States and Union Territories of the country. With the recent tourism infrastructure developments, the State has emerged as an 'all-season tourist destination', welcoming tourists on business, social, and leisure trips throughout the year.

Today, tourism is gradually evolving as one of the most important drivers of the State's economy. The travel and tourism sector's total contribution to West Bengal's GSDP, including spill overs to other sectors, is around 11% against a national average of 9.6%<sup>1</sup>

The sector is also one of the main pillars of employment generation in the State, offering wide range of employment opportunities across hotels and hospitality value chain. Industry estimates suggest that an investment of US \$ 1 million creates 78 jobs in the tourism sector while the same generates just 18 jobs in the manufacturing and 45 jobs in the agriculture sector<sup>2</sup>. As in FY 2017, the tourism sector of the State created around 5.5 lac employment, where each man-year of direct employment has the potential to impact more than seven man-years of indirect employment.

The major growth drivers of the sector are:

- i. The natural benefits of the mountains in the North, the Gangetic plains, the world's largest mangrove forests in the Sunderbans, and the rich coastline along the Bay of Bengal in the South. The State is also home to two UNESCO world heritage sites viz. **Darjeeling Himalayan Railway and Sunderbans National Park**.
- ii. A major destination for those from countries like Bangladesh, Nepal and Bhutan seeking to avail of high-end speciality and super-specialty medical facilities in Eastern India, West Bengal is also a hub for quality education with the presence of IIT, IIM, ISI, NUJS, and Presidency University etc.
- iii. The State's traditional carnivals such as Kolkata Christmas Festival, Poush Mela, and Ganga Sagar Mela etc. draw several domestic and foreign tourists. Chief among them is Durga Pujo, which the State seeks to promote as the greatest public festival in the world.
- iv. Access to diverse portfolio of niche tourism products cruises, adventure, wellness, medical and education, homestay, eco-tourism, sports, MICH, film, rural, and religious tourism.
- v. Impressive connectivity via International airports in Kolkata and Bagdogra, the country's first private sector Greenfield airport at Andal and ports in Kolkata and Haldia. The State also has the third largest road coverage and largest rail density among the Indian States,
- vi. Presence of major hotel and hospitality chains, health resorts, and restaurants, with multiplying investments in hotel infrastructure. Kolkata, the capital of the State, has more than 3,600 upscale hotel rooms with 67% occupancy rate, the third best in the country in FY 2017<sup>3</sup>.

<sup>1</sup> Source: Ministry of Tourism, Govt. of India

<sup>2</sup> Source: Center for Monitoring Indian Economy, KPMG Analysis

<sup>3</sup> Source: Planning Commission, Govt. of India

The State of West Bengal is on the cusp of evolving as the most preferred tourist destination in the country. Accordingly, the West Bengal Tourism Policy seeks to further develop and strengthen tourism infrastructure, support theme based tourism products, encourage tourism activities in perfect harmony with the eco-system balance, promote sector-oriented skill development, and maximise private sector participation. At the same time, this policy strongly emphasizes consistent standards of infrastructure and service quality through appropriate standardization, certification and, regulation.

## 2. Visions, Missions and Objectives

### 2.1. Visions – ‘Earning through Quality’

To develop West Bengal as one of the most preferred tourist destinations of choice, while generating gainful employment, enhancing economic opportunities, and providing best-in-class tourism facilities, services and enriched tourist experience.

### 2.2. Mission

- i. To promote sustainable, eco-friendly and responsible tourism in the State as an enabler of employment generation, local livelihood and economic growth.
- ii. To achieve and maintain best in-class quality of services by tourism service providers through appropriate mapping of standardization, certification and, regulation.
- iii. To offer world-class experience to visitors while offering unique and diverse tourism products and services.
- iv. To maximise board-based employment opportunities in the tourism sector by creating modern skills and capabilities and connecting the tourism sector to other sectors of the State.

### 2.3. Objectives

- i. To be positioned among the leading tourist destinations in the country in terms of number of tourist footfalls, as well as quality of tourism services provided by FY 2021.
- ii. To ensure standardized tourism services by grading and accreditation of hotels, resorts, wayside amenities, homestays, tour and travel operators and other tourism services in the State.
- iii. To Promote theme-based tourism projects under eco-tourism, religious, cultural and heritage, MICE, rural and homestay, and medical tourism.
- iv. To develop diverse tourism packages and products to augment tourist stay and encourage repeat visits.
- v. To enhance the use of ICT in improving the quality of services, and also create a credible database of tourism information.
- vi. To develop and strengthen tourism infrastructure in terms of road connectivity, wayside amenities, power connectivity till last mile, waste disposal systems, TRC/ TFCs etc.
- vii. To focus on developing new tourism circuits through a ‘Hub and Spoke’ model involving well-known tourist hotspots.
- viii. To create enabling framework for the promotion of public-private partnerships (PPP) in developing new’ tourism projects, products, and services.

### 2.4. Coverage of tourism ‘infrastructure’ and tourism ‘services’

A project within the meaning of a tourism unit 5 and within the physical limits of the State shall be eligible under the Tourism Policy and shall include but not necessarily be limited to, those mentioned below and as recognised by the Government in the Tourism Department:

\* Source: Department of Tourism, Govt. of West Bengal

*(In exceptional cases where innovative proposals are received for consideration of the Government, the Department may consider those for support within the outline of this Policy on approval of the Cabinet, without seeking amendment of the entire Policy for the purpose.)*

| Tourism infrastructure projects  | Tourism services  |
|--|---|
| <ul style="list-style-type: none"> <li>● Homestays, including farmstays</li> <li>● Motels</li> <li>● Hotels (Three star or higher category)</li> <li>● Hotels (below three star category) recognised and graded by the State Government</li> <li>● Resorts including beach resorts, jungle resorts, hill resorts etc.</li> <li>● Yatriniwas and Yatrika</li> <li>● Heritage hotels, health farms, health and wellness spa</li> <li>● Wayside and public amenities at tourist spots,</li> <li>● Theme based entertainment centra, amusement park, Aqua Park</li> <li>● Golf courses</li> <li>● MICE centres/ Convention centres</li> <li>● Tourism training institutes</li> <li>● Botanical gardens, eco-parks, flower shows, landscaped gardens and orchards, leisure parks</li> <li>● Science centres. Planetariums, Museums</li> <li>● Other project's approved by the Department Tourism, Govt. of West Bengal, or Ministry of Tourism. Govt. of India</li> </ul> | <ul style="list-style-type: none"> <li>● Food courts/ restaurants at tourist destinations</li> <li>● Art and craft villages, craft and souvenir shops at tourist sites excluding manufacturing, development of souvenirs and artisan hubs</li> <li>● Inbound tour and travel operators</li> <li>● Camping, caravan, tents, and other temporary accommodation facilities developed for tourism purpose</li> <li>● Cruise boats, houseboats and other aquatic services</li> <li>● Wildlife safaris, nature interpretation etc.</li> <li>● Adventure tourism; camps and facilities encouraging adventure tourism</li> <li>● Cultural and heritage tourism services</li> <li>● Eco-tourism services</li> <li>● Rural tourism services</li> <li>● River tourism services</li> <li>● Tea tourism, jute tourism, other plantation or theme Tourism services</li> <li>● Audio video guide services at tourist destinations</li> <li>● Cab services focussing on tourism</li> <li>● Ayurvedic/ Yoga tourism services, herbal eco-tourism services</li> <li>● Railway Travel Projects on the pattern of "Palace on-Wheels"</li> <li>● Other services approved by Department of Tourism, Govt, of West Bengal, or Ministry of Tourism, Govt, of India</li> </ul> |

### 3. Policy Instruments

Various policy instruments have been detailed in the Policy document to facilitate achievement of the Policy objectives. These include:

- i. Tourism standards, certification and regulation
- ii. Institutional framework
- iii. Tourism infrastructure development
- iv. Marketing and promotion

- v. Research and ICT enablement
- vi. Skill development and capacity building

The Tourism Policy shall come into effect on The date of its notification in the Govt. of West Bengal official gazette and will remain in force till it is amended or superseded by the Government.

#### **A Standards and certification**

The Govt. of West Bengal intends to deliver world class experience to all visitors, while giving importance to provisions of basic amenities, constant improvement in services, up-gradation of visitor facilities, and overall improvement in upkeep and maintenance of local attractions at destinations. In order to facilitate the same, the State Government will develop and enforce best-in-class standards in tourism related procedures. This would involve:

- i. Gradation and accreditation of hotels, resorts, wayside amenities, homestays, travel and tour operators etc.
- ii. Setting of quality standards for various tourism products.
- iii. Setting safety standards for select category of tourism products such as home stay, adventure tourism etc. in line with the standards set by the Ministry of Tourism.

The WBTDCL under the supervision of the Tourism Department, shall examine, grade and certify every registered tourism facility or service within three months of its starting operations. Such grading and certification may also depend upon crowd-sourcing and consumer feedback through approved digital procedures.

#### **i. Online system for registration**

The Department of Tourism will develop online systems for registration of tourism service providers, and strive for 100% registration of tourism service providers. The same will be linked with the West Bengal online single-window portal. A clear strategy will be prepared to maximize registration, which may include incentives, disincentives/ penalties, promotion and publicity programmes, cooperation with other departments, etc.

#### **ii. State Tourism Legislative Framework**

The State Government will create a Legislative Framework for tourism in the State on the lines of this policy. This would also provide the legal basis for evolving appropriate standardization, certification and regulation of the tourism service providers in the State. Such legal framework will cover the following:

- a. formulation of standards, guidelines, and norms.
- b. enforcement of tourism standards and penalty for non-conformance.
- c. mandate registration and certification of every group of tourism service providers.
- d. designing the certification process for existing and new tourism service providers.
- e. ensuring time-bound clearance mechanism and responsive post-investment facilitation.

#### **iii. Guidelines for homestays for standardized and quality services**

Homestays of West Bengal can be instrumental in offering clean and affordable places for domestic and international tourists to stay with local families and experience customs, traditions and relish authentic cuisine. While the State Government recognizes the immense tourism potential that the homestays offer, it is also felt that stringent quality compliance guidelines need to be mandated to ensure standardized and quality services in all homestays across the State. The Department of Tourism has framed separate guidelines to be followed by the homestay owners:

- i. Every homestay unit needs to comply with the prescribed guidelines, maintain the basic infrastructure and quality standards as laid down by the Department of Tourism.
- ii. Homestay owners should deal with the tourists promptly and courteously with enquiries, requests, reservations and complaints amongst others.
- iii. Every homestay must have a web-presence with clear photographs of the premise and facilities offered.
- iv. The owner shall maintain the registered homestay in a good state with proper hygiene for habitation of tourists at all times and shall comply with the prescribed rules respecting standards of health, safety and security.
- v. Homestay guests must mandatorily complete the digital feedback form at the time of checking-out.
- vi. Every registered homestay unit shall maintain the books and upon demand shall produce the following records:
  - ✓ Suggestion/ Complaint
  - ✓ Digital tourist registration records
  - ✓ Bill Book duly numbered in duplicate

- vii. The owner shall maintain digital registration Simi to hotels and collect a copy of valid Photo ID for Setting out rooms.

Likewise, separate guidelines will be framed by the Department of Tourism for adventure tourism services/ projects/ units with stringent safety, quality, and technical standards.

**iv. Mandatory feedback on all tourism services**

The State Government will make it mandatory for all tourists, guests and diners to provide feedback on the services provided including stay in hotels, homestays, and resorts, and experience with restaurants, and tour and travel operators of the State.

The Department of Tourism will develop an online questionnaire or self-evaluation form that can be accessed through an app. All registered and graded tourist facilities and services must ensure completion of this form at the time of billing. The Department will also develop an online portal where tourists can share their experiences, post comments, opinions, photos and videos either by accessing the URL or via the app. Consumers who fill in a specified number of forms within a three-month period may be rewarded either in the form of cashback or in the form of attractive discounts during their next tour when they book Government hotels or resorts.

On the basis of the feedback received from travellers, tourism services will be rated, considering parameters relevant to each segment of tourism service providers. The ratings of the different tourism services providers would be made available in the Department of Tourism's website or app for informed decision making and tour planning. Tourism service providers will mandatorily have to ensure 100% feedback from the visitors, failing which the ratings of the service provider will be downgraded or revoked.

**v. Certification for hotels, resorts, wayside amenities, homestays, and tour travel operators**

Certification of tourism service providers including hotels, wayside amenities, resorts, homestays, and tour and travel operators shall be made mandatory by the Department of Tourism in order to ensure standardized service quality. This will be done through certified training programmes, crowd-sourced ratings, and periodic audit by independent accreditation agencies.

For this, the State Government shall empanel a set of accreditation agencies of international repute. A report on compliance and corrective measures to be taken, will be generated and issued to the tourism service provider within 30 days from the audit. Failure to rectify deficiencies may lead to cancellation of certification and registration of the service provider.

Based on the findings and recommendations, the tourism service providers will be certified and classified into three categories. For this, the service provider needs to apply online in the Department of Tourism website with the requisite certification fee, as approved by the Directorate of Tourism, for the category of certification applied for.

**vi. Recognition of tour and travel operators**

In order to encourage quality standards and service in the inbound tour and travel operators segment in the State, the State Government will recognize qualified tour operator/ agency as 'approved tour operator/ agency'. The tour and travel operators applying for voluntary recognition must conform to the Standard Operating Procedures (SOP), to be issued by the Department, and satisfy the below conditions.

- i. The tour and travel operator must have a capital of Rs. 10 lacs supported by the latest audited balance sheet/ Chartered Accountant's certificate.
- ii. The turnover from the tour operations should be minimum of Rs. 50 lacs per year.
- iii. The operator/ agency should have been in operation for a minimum period of two years at the time of submission of application.
- iv. The tour operator/ agency shall have a valid trade license from the local Municipality/ Panchayat/ Corporation.
- v. The tour operator/ agency shall have to be an income tax assessee and should have filed income tax return up-to-date.

- vi. The tour operator/ agency should preferably employ local guides, (trained and/ or licensed by the Government of India or Government of West Bengal).
- vii. Other relevant and necessary conditions under the Rules for voluntary recognition of tour and travel operators, Govt, of West Bengal.

**vii. Annual Tourism Awards from the second year of the Policy**

The State Government will reward excellence in tourism products and services in the State with annual tourism awards from the second year of the operative Policy period recognizing the contribution of certified tourism projects and service providers towards the growth of the sector. The various categories of excellence in tourism products and services in the State include.

- i. Best entrepreneur in individual tourism segments (hotels (excluding star category hotels), restaurants in tourist destinations, tour and travel operators, wayside amenities etc.)
- ii. Best startup in individual tourism segments
- iii. Most innovative project in individual tourism segments
- iv. Best performing tourism infrastructure project

**B. Institutional Framework**

The State Government will ensure smooth clearance process, disbursement of incentives in a speedy, transparent and time-bound manner, and responsive post-investment facilitation services. Accordingly suitable institutional arrangements will be put in place to address all interdepartmental issues and to overcome obstacles which can delay tourism project implementation.

**i. Role of State Government in implementation of the West Bengal Tourism Policy 2018**

The State Government aspires to ensure quality experience for visitors to the State by enhancing capacities of key tourism players, developing regulatory frameworks, and enforcing tourism standards and certification. In this regard, the role of the State Government through the Department of Tourism in the implementation of the Policy will be as below.

- Approval of projects, incentives, policies, and monitoring implementation of tourism projects.
- Addressing inter-departmental issues for time-bound clearances and implementation of projects.
- Assisting potential investors and removing bottlenecks in project implementation.
- Facilitating training of human resources needed for the tourism sector.
- Setting quality standards among tourism service providers and tourism products, and grading and accreditation of hotels, resorts, wayside amenities, homestays, and tour operators.
- Organising fairs and festivals, participating in national and international exhibitions, road shows, tourism marts, and overall promotion of the tourism sector of the State.

**C. Tourism Infrastructure Development**

**i. Tourism infrastructure development in the State**

Absence of proper connectivity and infrastructure often become major impediments for a comfortable tourist experience. In order to overcome this problem, focus will be given on providing complete infrastructure support at the identified primary tourism circuits.

- a. **Water and sanitation:** Clean and hygienic toilets and drinking water available on all tourist circuits and at all tourist sites. Eco-hotels will be encouraged to follow grey water recycling which is the reuse of kitchen, laundry, and bath water for garden and landscaping purposes.

- b. **Road connectivity:** Improved accessibility including last mile connectivity is a pre-requisite for development of a tourist destination. This facilitates a comfortable and smooth travel to the nearby tourist destinations during short holidays and weekends. The Government shall ensure that the identified primary tourism circuits are easily accessible from the nearest airports and rail heads.
- c. **Wayside amenities:** To facilitate a smooth and comfortable journey by road, wayside facilities will be developed along the major thoroughfares connecting the important and most frequented tourist destinations of the State.
- d. **Electricity:** Uninterrupted 24x7 power supply without any voltage dips will be ensured at the tourist destinations.
- e. **Sustainable infrastructure:** Promotion of sustainable tourism implies existence of a waste management infrastructure, including solid waste management, waste water treatment, and water harvesting and recycling facilities and increasing use of energy efficient appliances. The hotel managements of the tourist destinations are to be convinced about the importance of improved solid waste management to ensure cleanliness. Local authorities, be it in rural or urban areas, have to play a key role in putting sound and effective waste management systems in practice.
- f. **Eco-friendly infrastructure and operations:** All tourism infrastructure in the eco-tourism zones must mandatorily conform to environment-friendly, low-impact architecture, attempt to harness solar energy and other forms of renewable energy sources and adopt practices such as waste recycling, rainwater harvesting, natural cross-ventilation, reduced use of asbestos, controlled sewage disposal, reduction in plastic bag usage and merging with the surrounding habitat.
- g. All buildings and infrastructure in close proximity to National Parks/ Sanctuary/ tiger habitat/ coastal zones, etc. must conform to site specific restrictions in line with the regulations by the local authority, State Forest Department, State Environment Department or any other competent authority of the State Govt or the Govt, of India.
- h. **Tourist Reception/ Facilitation Centre:** Initiative will be taken to set up TRC/ TFC at important points of contact with tourists like airports, major railway stations, and at some important tourist destinations. These destinations will provide tourism related information to the visitors.
- i. **Infrastructure in heritage sites:** Investment in and around heritage sites will be promoted, keeping in line with guidelines of ASI/ Heritage Commission, to enhance accommodation facilities, improve approach road and ensure protection of the site and beautification.

#### ii. Support for complementary infrastructure

The Department of Tourism will work with other concerned Departments for providing complementary infrastructure, such as connectivity with nearest National/ State Highways/ Airports, power connectivity till last mile, water supply, telecommunication and internet services etc to all tourism infrastructure projects in the State.

#### D. Marketing and Promotion

The State Government intends to reinforce the brand of Bengal tourism as one of the most preferred tourist destinations of choice through effective marketing and promotional campaigns.

- The State Government will adopt a 360° media campaign for the promotion of the tourism sector of the State. Aggressive campaigns will be launched on social media platforms like Facebook, Twitter, Youtube, etc. for promoting the sector of the State.
- Separate bespoke branding and promotional campaigns shall be prepared targeting domestic and foreign tourist markets via both online and physical channels.
- Travel bloggers and film-makers around the world will be invited to promote local destinations of West Bengal.

- Department of Tourism in association with industry chambers and associations will organize annual events exclusively on promoting the tourism sector of the State. The platform will be used to honour individuals/organisations doing exemplary work in the field of tourism in the State.
- All registered and certified tourism projects and service providers, including hotels, restaurants in tourism destinations, resorts, tour and travel operators, wayside amenities, homestays etc., must conspicuously display the specified logo at the entry of their premises, and on the homepage of their websites. The Government and the Tourism Department shall also promote these partners through digital media, events, booking sites, publications etc.

#### **i. Tourism Investor Facilitation Cell**

The Department of Tourism will set up a West Bengal Tourism Investor facilitation Cell that will act as the nodal agency to monitor the sector progress within the State and associate with the Industry, Commerce, and Enterprises Department. The major functions will include tourism investment promotion and investor facilitation in the tourism sector of the State.

#### **ii. Marketing and promotion for certified homestays**

- i. DoT will publish on its website, free of charge the list of all approved and certified homestay units (and also bed and breakfast sites) of at least Gold category in the State. Brochures, leaflets, fliers, amongst others will be developed and disseminated at airports, railway stations, and national and international travel marts.
- ii. Post implementation assistance and monitoring will be one of the key aspects to ensure proper functioning of the homestays in the State. The Department of Tourism, Govt. of West Bengal will ensure a support system to provide professional guidance and overall managerial directions to the units/ establishments. The Department shall assist the homestays by way of:
  - ✓ Marketing guidance/ support with short trainings and advisory support.
  - ✓ Technical guidance for continuous improvements.
  - ✓ Institutional strengthening by way of capacity building
- iii. West Bengal has a strong base for cultural fairs and festivals having immense potential to attract tourists. Homestay based tourism activities will be promoted as packages in major fairs and festivals of the State to ensure economic benefit of the local community.
- iv. The Department will facilitate tie up of the tourism community with homestay service providers to provide market linkage to homestay owners for attracting wide range of market segments including young people, families, and international tourists.
- v. The Department may allow shortlisted certified homestays to use the Department portal as an online booking platform of homestays.

#### **iii. Financial support for registered homestays in the State.**

The Government of West Bengal seeks to promote homestay tourism in the state of West Bengal. Homestay tourism requires systematic education, promotion and dissemination exercises, which shall be carried out by the Department.

It has been decided that, to promote homestay tourism, up to Rs. 1.5 lac shall be disbursed as an incentive to each eligible homestay that applies. This incentive shall be disbursed towards achieving and maintaining basic standards in homestays.

- A. The basic standards for homestays are noted below if these are met, the homestay will be eligible for incentives. The activities would encompass extension, expansion, modernization and / or diversification of homestays.

**Mandatory Requirements for Eligibility for Financial Schemes of Homestay****Bedroom & boarding**

- Ease of access
- Security
- Privacy
- Cleanliness
- Storage
- Provision of basic availability of food
- Clean drinking water
- Adequate light and fan

**Bathroom**

- Availability of adequate water supply
- Provision for hot water
- Clean sanitation facilities and infrastructure
- Adequate cleanliness and waste disposal
- Provision of basic soft furnishing and amenities (towel, soap, doormats, etc.)
- Adequate light

B. The approved list of activities that will be eligible for funding include the following.

**Approved expenditure list**

- Sanitation
- Cleanliness
- Basic hygiene issues (including kitchen)
- Basic furniture and storage
- Basic soft furnishing
- Basic modification of rooms

**Optional:**

- Recreational facilities like TV and WiFi

C. The incentive shall be disbursed to eligible homestays as per the following schedule of payment Schedule of Payment

- 1/3rd of demand, up to a maximum of INR 50,000/- up-front on submission of plan of approved expenditure activities to DM office.
- 1/3rd of demand, up to a maximum of INR 50,000/- on completion of activities against submission of invoices - local DM authorities will facilitate the purchase of works.
- 1/3rd of demand, up to a maximum of INR 50,000/- on minimum number (10) of customer feedback received on App released by Tourism Department. GoWB.

*OR*

based on physical verification conducted by local authority, as decided by the DM office, within 6 months from the date of second instalment.

- Discretionary payment on fulfilment of the optional requirements noted above.

About 10,000 home-stays can be promoted during the first phase, involving a maximum outlay of Rs. 150 crore (Rs. 1.5 lac x 10,000/-). Those that have already registered would be given priority.

There has to be an approved distribution of these 10,000 applicants between different districts in the State OR there could be a first-in, first-out policy based on date of application.

#### **iv. Promotion of other tourism segments**

Recognizing the immense opportunities of the emerging tourism segments of the State towards revenue generation and employment creation, the State Government intends to devise focussed promotional framework for each segment and link them with other various prominent aspects of the State's economy such as culture, heritage, industries, food, tea etc.

The focus of the State Government is to promote eco-tourism i.e. tourism activities that conserve natural resources and also directed towards supporting observed wildlife. Eco-tourism, as a cross-cutting theme will be embedded and promoted in various tourism segments described below.

#### **• Cultural and Heritage tourism**

- o West Bengal is home to two UNESCO world heritage sites viz. Darjeeling Himalayan Railway and Sunderbans National Park. The Department will prepare and implement a focussed strategy to enhance and augment tourist footfall in these prominent heritage sites.
- o Additionally, the Department will also identify locations, properties and tourism circuits in the State that uphold the cultural and heritage values of Bengal through demonstration of indigenous arts, crafts and anthropological treasures. The Cultural and Heritage tourism projects shall be developed through Public Private Partnership (PPP) mode. The Department will be helping the private developers / operators through market research, promotion and branding of heritage properties and sites.
- o The Department will promote and expand opportunities for new types of heritage tourism like heritage walks, walking/ cycling tours of specific areas, light and sound show, etc.
- o For heritage buildings with more than or equal to 20 rooms, the State Government of West Bengal will devise a special promotional strategy and will facilitate finding financiers and operators of the facilities as popular tourist destination as well as in operations as hotels. The State Government will also plan the necessary measures of conservation with a view to assure the restoration of the facilities as heritage buildings as well as hotels. The State Government also intends to give more thrust to the scientific research in conservation options and promotional measures of these facilities.

#### **• MICE**

- o The MICE industry is no longer limited to metros and big cities. Hence, the State intends to actively promote major markets of inbound MICE tourism, such as Digha, Mandarmoni, Bagdogra, Siliguri, Durgapur, Baharampur, Bolpur and Shantiniketan etc., with necessary augmentation of physical and support infrastructure.
- o Introduction of concept of customized travel experiences, luxury spa sessions, visit to animal sanctuaries, culinary tours, religious pilgrimage tours etc. will be planned and integrated with MICE industry as pre/ post leisure activities of such packages.

#### **• Tea and jute-tourism**

- o The State will encourage linking tea-tourism and jute-tourism to other tourism products on offer, such as MICE, cultural and heritage tourism etc. as pre/ post leisure activity of such packages. Tourism service providers offering such packages at a discounted rate will be adequately incentivized by the State Government through reimbursement of the discount offered by them.

- **Religious tourism**

- o The State Government actively encourages the promotion of religious tourism in the State and the creation of new travelling circuits for the pilgrims taking into confidence various religious institutions in the State.
- o The State's traditional carnivals such as Kolkata Christmas Festival, Poush Mela, and Ganga Sagar Mela etc. draw several domestic and foreign tourists. The State Government intends to promote Durga Pujo, which has a major cultural appeal and evokes nostalgia among the Bengali NRIs, as the greatest public festival in the world.

- **Adventure tourism**

- o The Department will also develop a comprehensive strategy to promote the State as a major adventure tourist destination, involving holding of biking/ trekking/ paragliding expeditions, and rallies and participation in national/ international tourism fairs and events.
- o The Department of Tourism will undertake surveys and revaluation of all existing adventure sports routes, trails and areas and infrastructure thereof, and will lead the identification of potential new ones, such as identification of transboundary trails or new mountain peaks for mountaineering.
- o The State Government of West Bengal intends to professionalize the adventure tourism and activities sector by lifting the safety standards of the sector across the State. The Department of Tourism will, in this regard, regularly review and update the safety standards and quality regulations of the adventure tour operators in the State. Vigilance and strict adherence to these guidelines will be given renewed focus along with regular training of staff, minimum qualification of staff, and a 'leave no trace' policy to ensure sustainability of the sector.

- **Eco-village & Horticulture Tourism**

- o The Department will encourage the development and promotion of eco-villages, wherever possible. Eco-villages will be treated as a bespoke tourism product offering tourists a unique taste of rural Bengal. The Department of Tourism in association with the Department of Agriculture, GoWB will encourage indigenous communities of eco-villages to adopt organic farming through various skill-building programmes. Dovetailing organic farming with a tourism package, eco-villages will offer a curated experience for tourists by letting them enjoy time amidst the natural abundance of Bengal.
- o To promote eco-village tourism, the Department will identify and develop model eco-villages in congruence with other departments of the state.
- o The Department will encourage local community affinity and involvement towards promotion and maintenance of tourism resources in the major eco-tourism regions of the State through awareness programmes, and skill development.
- o The Department will also promote this niche segment of tourism with the development of newer tourism products such as litchi tourism in Maldah, and Murshidabad, mango tourism in Maldah and Murshidabad, pineapple tourism in North Bengal, floriculture tourism in Kalimpong, tea-tourism in Dooars, and jute tourism in Howrah and Hooghly. The products will be associated with marquee events such as Mango festival of Maldah, North Bengal flower show in Siliguri, and culinary festivals in Kolkata.
- o As an extension to horticulture tourism in the State, unique product based tourism will be developed in large horticulture farms by curating an experience for the visitors to enjoy spending time appreciating nature and the horticulture products in all their glory. This will be augmented by having product based exhibitions, local cuisines made of the product, hands-on training on product seeding, harvesting, and ripening etc., along with creating an experience for visitors to pluck the products from the trees and eat them fresh.

**• Wildlife Tourism**

- o Bird-watching and wildlife viewing in eco-friendly vehicles would be promoted at appropriate sites such as the Sunderbans, Dooars, Alipurduar, Kalimpong, and the rest of North Bengal.
- o Sites having water bodies would be developed for providing river/ reservoir cruise facilities in non-polluting boats, particularly along the NW I from Farakka till Haldia.

**• Herbal Eco-tourism**

- o The Department will identify wilderness areas, especially near forests and hilly areas in the Dooars and the rest of the North Bengal, where traditional herbal medicinal practices have developed and based on these, will make available to the tourists authentic herbal products having appropriate certifications and recognition.

**E. Research and ICT enablement****i. State Tourism Database**

- a. The State Government will develop a tourist footfall database, built around the data collected through the mandatory feedback mechanism, to collect, compile and segregate data on the number of foreign and domestic tourists visiting West Bengal across various tourism segments.
- b. The State Government will develop an inclusive and comprehensive database of certified tourism service providers in the State for informed decision making and planning. For this, tourism data collected through the mandatory feedback mechanism will also be compiled and collated. By FY 2020, the State Government will prepare a comprehensive tourism information network to improve the quality and efficiency of tourism and hospitality services in the State by establishing a mechanism for State-wide information exchange.

**ii. Annual tourism market research**

The State Government will also conduct methodical market studies/ research annually to understand the emerging tourism trends in the State.

For optimum planning and development of the sites of ecological importance and with endangered species, capacity analysis will be undertaken to arrive at the optimum number of footfalls in these areas. In order to reduce pressure on these areas, tourist traffic will be diverted to newer tourist destinations, with appropriate infrastructure and products developed in these areas.

**iii. Online data collection****F. Skill Development and Capacity building****i. Infrastructure status for tourism training institutes**

All new training/ education institutes, focussing on the travel, tourism, and hospitality sector of the State will be classified as tourism infrastructure projects.

**ii. Development of linkage with allied sectors**

The tourism sector has linkages with a wide range of allied sectors and services that can provide employment opportunities to locals. Linking of the tourism sector of the State with other sectors, such as manufacturing, information technology etc., shall be actively sought in coordination with the relevant Departments by developing relevant, local capacities in entrepreneurship and these sectors.

**iii. Skill development and training programmes**

- The Department of Tourism, in collaboration with the tourism industry and industry associations will assume a lead role in drafting industry need-based courses and course curriculum. Training support will be rendered to various institutes offering tourism courses for the skill development and capacity building of tourism service providers and the local populace. Programmes will be adopted for Faculty Development in tourism and hospitality sector.

- In particular, the Department, in collaboration with Technical Education and Training Department and other private stakeholders, will introduce short-term skill development courses in focussed districts for the grass root stakeholders, tourist facilitators trekking guides, tourist taxi operators, home stay operators, etc.
- Vocational training providers and industrial training, offering skill based courses in identified trades, will be encouraged to offer more tourism related courses, like Front office, Food and beverages, House-keeping etc. The Department of Tourism will work closely with the Directorate of Technical Education and Training in this regard.
- The Department of Tourism will focus on capacity building of taxi/ auto drivers in association with the Transport Department, West Bengal Police and industry associations.
- Good quality trained guides, well conversant in Bengali and Nepali, and other foreign languages besides English, such as French, Chinese and Japanese, are an essential component of tourism. The Department will carry out training programmes for guides for improving their standards and quality.
- **Skill development for cultural and heritage tourism**
  - o Capacity building and training for a wide range of cultural and heritage tourism stakeholders such as village guides and cultural interpreter, cooks with knowledge of local cuisines, porters, community based organizations promoting tourism, will be undertaken using standard training modules. Traditional knowledge and resource persons in these areas shall be identified and included to utilise their knowledge and skills.
- **Skill development for homestays**
  - o The Department of Tourism will assist the homestay owners (individual or groups) in skill development and capacity building in collaboration with the Directorate of Technical Education and Training, Govt. of West Bengal which in turn will help the communities to run and operate the homestays professionally.
  - o The Department will tie-up with reputed training institutes and organize trainings for homestay owners and operators in regular intervals in various domains like hospitality, food and beverages, housekeeping and hygiene, general etiquettes and language, solid waste management, bird watching, rural immersion trainings, etc.
  - o The Department will encourage and promote homestay owners to form small clusters at local level, which is ideal for concerted efforts and boosting the community affinity required for rural and culture based tourism.
- **Skill development for adventure tourism**
  - o The State Government will also undertake dedicated training programmes with special focus on tourism safety standards, for the labour intensive adventure tourism segment of the State for mountain guides, trainers, porters, trekking guides, and camping staff etc., in association with reputed national adventure tourism training institutes.

#### iv. Promote business opportunities for the local community

The State Govt. intends to generate alternate income sources and employment opportunities to local communities, preferably to economically disadvantaged and geographically marginalized communities, through tourism activities in the State. Local communities will be encouraged to participate in various economic or promotional activities for the promotion of tourism in these areas. There will be specific strategy formulated for these.

- i. Planning awareness and educational programmes for local communities on environment conservation and waste management, and the employment opportunities in eco-tourism activities.
- ii. Encouraging development of Self-Help Groups (SHG) to facilitate business operations and securing financing.
- iii. Encouraging nationalized banks to provide loans at reasonable interest rates targeting the local people who wish to engage in tourism activities.
- iv. Promoting local communities to produce local handicrafts and other local souvenirs on a sustainable manner with minimum impacts on ecosystems and its own culture.

- v. Encouraging local communities to set up out lets, showrooms, souvenir shops for the sale of locally made handicraft items.
- vi. Developing guidelines for businesses to engage with local communities by hiring trekkers, guides, security guards, chefs etc. who are from within the local community and are domicile of the State.
- vii. Capacity building and training for a wide range of tourism stakeholders such as cultural interpreters, cooks with knowledge of local cuisines, porters, trekkers, camping staff, community based organizations promoting tourism, using standard training modules.
- viii. Training and employing guides from among the locals who will be responsible for protecting both the tourists and the environment.
- ix. Engaging with civil society organizations to garner support in developing capacity of the community in entrepreneurship
- x. Encouraging local communities in organizing culinary exhibitions, cooking demonstrations and classes coupled with a farm tour, dinner and farm lodging.
- xi. Encouraging local tour operators to offer integrated package tours including half-a-day or day-long visit to the local farms, orchards, tea-gardens as pre/ post leisure activity of such packages.
- xii. Organizing Place specific cultural programs such as Indian classical music at Bishnupur, Baul music and dances at Shantiniketan, Rabindrasangeet in Shantiniketan and in Kolkata, and Ghazal at Murshidabad.

#### v. Tourist security and safety

The State Government shall train and deploy personnel to provide security services at the tourist sites to instil a sense of safety and security among foreign as well as domestic tourists while visiting West Bengal. The Government in the Home Department will liaise with the Tourism Department to set up Tourist Police Stations and deploy Tourist Police personnel at specific sites across the State. For this purpose, competent and skilled forces shall be identified and engaged. The Department and private service providers may also engage efficient registered and certified private security forces who will be posted at all important tourist spots and will work in close co-ordination with the State Police Forces. Special emphasis shall be laid on safety and security of women and children tourists with the deployment of women security police in all tourist police stations.

Initiatives like 24x7 centralized helpline, tourist wardens etc. in consultation with Home Department, will be made to suitably assist, facilitate and guide the tourists and safeguard their interests.

#### 4.1. Definitions

| Sl No. | Tourism Infrastructure Project | Definition  | Minimum Requirement  |
|--------|--------------------------------|---|--|
| 1      | Adventure Services             | Adventure services involve exploration or travel with perceived (and possibly actual) risk, and potentially requiring specialized skills and physical activity. These may include activities such as parasailing, paragliding, camping/ trekking/ hiking services, cycling trails, nature trails, rock climbing). | <ul style="list-style-type: none"> <li>• A company operating these activities must be registered with Adventure Tour Operators Association of India or the Ministry of Tourism, Govt. of India</li> <li>• Should have the requisite infrastructure, equipment and trained staff, along with appropriate safety-and-rescue set-up, that will provide tourists with an opportunity to undertake permissible adventure and such other activities like mountaineering, river rafting, etc.</li> <li>• The company should adhere to guidelines issued by the Ministry of Tourism, Govt. of India, for recognition of approved Adventure Tour Operators</li> </ul> |

| Sl No. | Tourism Infrastructure Project                     | Definition  | Minimum Requirement  |
|--------|--|---|--|
| 2      | Amusement Park                                     | <p>Amusement Park means a unit which has at least any six of the following activities:</p> <ul style="list-style-type: none"> <li>▪ Water sports e.g. white water rafting canoeing, kayaking, water skiing, yachting, windsurfing, rowing, paddle-boating</li> <li>▪ Aquarium, aqua park, swimming pool</li> <li>▪ Aero sports e.g. power flying, hand-gliding, para-gliding, para-sailing etc.</li> <li>▪ Skiing</li> <li>▪ Ice-skating</li> <li>▪ Roller skating</li> <li>▪ Sports like tennis, table tennis, badminton, billiards, bowling alley</li> <li>▪ Angling</li> <li>▪ Children's corners including creche, park, indoor game, and other recreational facilities</li> <li>▪ Landscaped gardens and orchards</li> <li>▪ Jogging tracks/ Nature trails</li> <li>▪ Convention/ Conference facilities</li> <li>▪ Auditorium</li> <li>▪ Restaurant</li> </ul> | <ul style="list-style-type: none"> <li>▪ Minimum area of ten acres</li> <li>▪ Must include entertainment facilities such as rides, games, etc.</li> <li>▪ Must have food stalls/ court</li> <li>▪ <i>This will not include standalone multiplexes.</i></li> </ul>        |
| 3      | Art and Crafts village                             | <p>Art and Crafts village is set up around a place of tourist interest to promote indigenous art and crafts.</p>  | <ul style="list-style-type: none"> <li>▪ Art and Crafts village will include souvenir shop, live demonstration area, but will exclude manufacturing in any form.</li> </ul>  |
| 4      | Botanical gardens                                  | <ul style="list-style-type: none"> <li>▪ Botanical garden is a large open area that is home to biologically rich plantation, wide variety of fruit yielding species, medicinal herbs etc. Such gardens may act as natural conservation sites for specific groups of endangered plants. They act as public place for visitors, and place for learning and understanding the environment.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Built over a minimum area of 50 acres.</li> </ul>   |
| 5      | Camps and facilities encouraging adventure tourism | <p>Adventure tourism comprises trekking in the forest and the hills, mountaineering, mountain biking, rock climbing, canoeing, kayaking, water skiing, yachting, river rafting,</p>   | <ul style="list-style-type: none"> <li>▪ Facilities should have minimum five tents located in an area not less than one acre of land</li> <li>▪ Must have at least two toilets, and two showers separate for men and women with running water, and restaurant</li> </ul> |

| Sl No. | Tourism Infrastructure Project                   | Definition  | Minimum Requirement   |
|--------|--|---|---|
|        |  | long distance swimming and para-sailing, car rally etc.   | <ul style="list-style-type: none"> <li>• Camping sites should have specific sewerage disposal points for campers. There should be proper arrangements for disposal of sullage, sewerage, and soild garbage.</li> </ul>  |
| 5      | Golf courses                                     | A golf course in an open large area of landscaped land, used for playing golf. The course can also have clubs, small resorts or eating joints associated with them.   | <ul style="list-style-type: none"> <li>• Minimum land area of 75 acres.</li> <li>• Minimum 9 holes courses.</li> <li>• Club houses with minimum built-up area of 5.000 sq. ft.</li> </ul>   |
| 6      | Heritage Hotel                                   | A heritage hotel shall be located in a palace/ castle/ fort/ building of architectural excellence which was built prior to 1950, and which is being converted into a hotel with minimum of ten lettable rooms. The facilities and the features along with the services should be as per the classification guidelines of the Department of Tourism, Govt. of India, as applicable to heritage hotel from time to time. A heritage hotel will have all facilities available in a usual hotel as mentioned. | <ul style="list-style-type: none"> <li>• Minimum category – Heritage Basic, as per the guidelines of Ministry of Tourism, Govt. of India.</li> <li>• Must have at least ten lettable rooms.</li> <li>• Must be located on heritage property, built prior to 1950.</li> <li>• Must have all facilities available in usual hotels, as per the guidelines by the Ministry of Tourism, Govt. of India.</li> </ul> |
| 7      | Homestay   | A homestay is a place where the owner of the establishment is letting out minimum one room and maximum six rooms (12 beds) with western styled toilet facilities exclusively for tourists.  | <ul style="list-style-type: none"> <li>• Minimum one room and maximum six rooms (12 beds) with western styled toilet facilities exclusively for tourists.</li> <li>• The minimum floor area of the homestay should be 120 sq. ft. for double-bedded room, 100 sq. ft. for single room and 30 sq. ft. for bathroom</li> <li>• There should be an easy access from the road to the homestay</li> </ul>          |
| 8      | Hotels (Three star or higher category of hotels) | Hotels should have facilities expected of the establishments in three to five star category, as per the guidelines by the Ministry of Tourism, Govt. of India, and should obtain necessary category certification from the competent authority.   | <ul style="list-style-type: none"> <li>• Minimum requirement as per the guidelines of Ministry of Tourism, Govt. of India.</li> </ul>   |
| 9      | Hotels below three star category                 | Hotels should have facilities expected of the establishment, as per the guidelines issued by the Department of Tourism, Govt. of West Bengal, from time to time   | <ul style="list-style-type: none"> <li>• Minimum requirement as per the guidelines of the Department of Tourism, Govt. of West Bengal, issued from time to time.</li> <li>• A hotel should have minimum ten lettable rooms, reception centre-cum-lounge, restaurant, a small convention centre, and car-parking space.</li> </ul>   |

| Sl No. | Tourism infrastructure Project          | Definition  | Minimum Requirement  |
|--------|---|---|--|
| 10     | Inbound Tour operators<br>Travel agents | Inbound Tour Operators are operators who make arrangements for transport, accommodation, sightseeing, entertainment and other tourism related services in West Bengal for foreign and/ or domestic tourists.  | <ul style="list-style-type: none"> <li>▪ Recognition granted by the Ministry of Tourism as approved Inbound Tour Operator and valid during policy period.               <ul style="list-style-type: none"> <li>o All guidelines for Recognition/ Renewal of Extension as an approved Inbound Tour Operator, as per the Ministry of Tourism, Govt. of India to be adhered to.</li> </ul> </li> </ul>  |
| 11     | MICE Centre                             | MICE Centres are designed to hold conventions, conferences, and exhibitions, where individuals and groups gather to promote and share common business interests. Such centres must contain at least one large convention hall, mini convention halls, exhibition halls, hotel and parking facilities.<br>The exhibition halls can also be suitable for major trade shows and product exhibitions to promote their products during conventions or exhibitions. | <ul style="list-style-type: none"> <li>▪ Minimum seating capacity of 2,000 persons, with built-up area of minimum 20,000 sq. ft. of convention area.</li> <li>▪ Three Star or above category hotels as per the guideline by the Ministry of Tourism, Govt. of India.</li> <li>▪ Exhibition centre with provisions for setting up temporary/ permanent stalls.</li> <li>▪ May include additional facilities such as, shopping mall, with or without multiplexes, food court/ restaurants.</li> </ul>  |
| 12     | Motel                                   | A motel project should have highway facilities consisting of a minimum two lettable rooms, public toilets, a restaurant, a first-aid centre, medicine store, utility store, handicraft selling centre and parking space for at least ten vehicles.  | <ul style="list-style-type: none"> <li>▪ About an acre of land will be needed for standard motel.</li> <li>▪ Must have a minimum two lettable rooms, public toilets, a restaurant, a first-aid centre, medicine store, utility store, handicraft selling centre and parking space for at least ten vehicles.</li> <li>▪ Facilities like bar, public telephone booth, car repairing shop, and fuel-filling stations for vehicles may be included as desirable activities.</li> </ul>  |
| 13     | Railway travel projects                 | Railway travel projects are 'Palace-on-Wheels' projects, involving participation of the Indian Railways and private parties.  | <ul style="list-style-type: none"> <li>▪ May connect               <ul style="list-style-type: none"> <li>o Eastern UP, Bihar, West Bengal, Odisha (Buddhist circuit); or</li> <li>o Siliguri, Karseong, and Darjeeling.</li> </ul> </li> <li>▪ Must be a collaboration between a private party and the Indian railways.</li> </ul>  |
| 14     | Resorts                                 | Resorts are facilities having three star or above facilities as per the guidelines by the Ministry of Tourism, Government of India and should obtain necessary category certification from the competent authority.   | <ul style="list-style-type: none"> <li>▪ Located near and around beaches, hills forests, water bodies, national parks etc.</li> <li>▪ Star Rating – Three Star or above as per the Ministry of Tourism, Govt. of India.</li> <li>▪ Must provide at least any eight of the following activities/ facilities:               <ul style="list-style-type: none"> <li>o Accommodation with at least ten or more lettable rooms.</li> <li>o Health club facilities e.g. sauna bath, Jacuzzi, steam bath, gymnasium etc.</li> <li>o Health and wellness spa.</li> </ul> </li> </ul> |

| Sl No. | Tourism infrastructure Project         | Definition   | Minimum Requirement  |
|--------|--|--|--|
|        |  |  | <ul style="list-style-type: none"> <li>o Water sports e.g. white water rafting, canoeing, kayaking, water skiing, yachting, windsurfing, rowing, paddle-boating etc.</li> <li>o Swimming pool</li> <li>o Aero sports e.g. powe flying, hand gliding, para-gliding, para-sailing etc.</li> <li>o Skiing</li> <li>o Ice-skating</li> <li>o Roller skating</li> <li>o Sports like tennis, table tennis, badminton, billiards, bowling alley</li> <li>o Golf</li> <li>o Angling</li> <li>o Nature cure facilities e.g. Naturopathy, Yoga, Ayurvedic/ herbal cures</li> <li>o Beauty parlour including barber shops and massage facilities.</li> <li>o Children's corners including creche, park, indoor game and other recreational facilities.</li> <li>o Landscaped gardens and orchards.</li> <li>o Jogging tracks/ nature trails.</li> <li>o Convention/ conference facilities</li> <li>o Shopping arcade.</li> <li>o Well-stocked library including video library.</li> <li>o Auditorium.</li> <li>▪ The Resort should offer at least one facility connected with the location that helps to attract tourists.</li> </ul> |
| 15     | Rural tourism services                 | Rural tourism is a form of niche tourism that promotes pre-identified villages to preserve and promote rural lifestyle, local arts/ culture/ handicrafts/ handlooms to tourists. | <ul style="list-style-type: none"> <li>▪ Applicable for services promoting rural lifestyle, local arts/ culture/ handicrafts /handlooms offered at pre-identified villages under Heritage Tourism category.</li> <li>▪ Homestay in traditional accommodation.</li> <li>▪ Shop/ Museum promoting local arts/ handicrafts/ handlooms etc.</li> <li>▪ Serving hygienic local cuisine to tourists.</li> <li>▪ Guided tours of village for tourists.</li> </ul>   |
| 16     | Science centres, Planetariums, Museums | A building in which objects of historical, scientific, artistic or cultural interest are stored and exhibited and is open for general public with or without ticket.             | <ul style="list-style-type: none"> <li>▪ Built-up area of at least 10,000 sq. ft.</li> </ul>   |
| 17     | Sea/ river cruises                     | Sea/ River cruises are short duration trips, spanning a few hours or few days, taken for pleasure along a sea or river.  | <ul style="list-style-type: none"> <li>▪ Capacity to host a minimum of 25 passengers (river cruise) and 50 passengers (sea cruise).</li> <li>▪ Facilities for on-board dining, accommodation and entertainment should be made available.</li> </ul>  |

| Sl No. | Tourism Infrastructure Project | Definition   | Minimum Requirement   |
|--------|--------------------------------|--|---|
| 18     | Spiritual/ Wellness centres    | Spiritual/ Wellness centres are intended to revive energy, provide a platform for personal introspection, Promote positive health, treat diseases by providing different services such as spa, yoga, meditation, skin care treatment etc.  | <ul style="list-style-type: none"> <li>▪ Spiritual Centres               <ul style="list-style-type: none"> <li>○ Auditorium/ well-covered open area with seating capacity for at least 500 people.</li> <li>○ Accommodation facilities for at least 100 people.</li> </ul> </li> <li>▪ Wellness Centres               <ul style="list-style-type: none"> <li>○ Certified/ licensed medicinal facilities with at least 20 well-trained staff on payroll.</li> <li>○ Well-trained yoga teachers with relevant certifications.</li> </ul> </li> <li>▪ Minimum 25 rooms, of quality equivalent to three star or above categories of hotels.</li> </ul> |
| 19     | Tea-tourism                    | Tea-tourism will broadly include the overall experience of tourists in the midst of a tea garden or estate, staying in a heritage bungalow, at a home-stay feeling in a tea-village or in a modern resort. Trekking in the natural beauty of a lush tea garden, undertaking a tea-testing session, visiting a modern tea factory and even trying one's hand at plucking tea leaves are all within the idea of tea tourism. Other activities may include trekking along nature trails, witnessing local culture and patronizing local artisans. | <ul style="list-style-type: none"> <li>▪ The tea-tourism unit should be set up on a land leased out to a tea-garden and must be recognized by the State Government as a tea-tourism unit.</li> <li>▪ <i>The same parameters shall apply mutatis mutandis to tourism facilities in other kinds of plantations or commodity-specific sites.</i></li> </ul>  |
| 20     | Theme park                     | Theme park should be based on a single or series of themes having amusement rides, water slides, accommodation (at least ten lettable rooms), restaurant theatre, shopping area, activity area and theme areas. It is, however, not mandatory to have all features.  | <ul style="list-style-type: none"> <li>▪ Should be built on a plot measuring at least 10,000 sq. m. (2.5 acres)</li> </ul>  |
| 21     | Tourist boats                  | Any boat/ yacht with a minimum seating capacity for four persons, which is licensed by the Transport Department, Govt. of West Bengal, and has the capacity to operate in lakes/ rivers of the State for pay-and-use facilities. Boats/ yachts used by hotels to transport or entertain their guests and/ or transport goods/ raw materials will not be covered under this definition.   | <ul style="list-style-type: none"> <li>▪ Should have accommodation facilities for at least four persons, at least one general toilet, cabins with attached toilets, kitchen, dining space, water and arrangement for garbage disposal.</li> </ul>   |

| Sl No. | Tourism Infrastructure Project | Definition  | Minimum Requirement   |
|--------|--------------------------------|---|---|
| 22     | Wayside amenities              | Wayside amenities would be a complex comprising resting areas, toilets, ATM facilities, cafeteria, shops, first-aid facility, parking, souvenir booths, etc. located on National/ State Highways and Other District Roads.                  | <ul style="list-style-type: none"> <li>▪ Built over minimum one acre of land with built-up space of at least 2,000 sq. ft., preferably set up close to petrol/ diesel filling stations.</li> <li>▪ Minimum facilities to be offered include:               <ul style="list-style-type: none"> <li>○ Ten restrooms with separate rest-rooms for gents, ladies, and differently-abled.</li> <li>○ Food court.</li> <li>○ Communication facilities.</li> <li>○ Car parking facilities for at least six vehicles including two buses.</li> <li>○ Drinking water.</li> <li>○ Restaurants.</li> </ul> </li> <li>▪ Shop with basic products for tourists.</li> </ul> |
| 23     | Water park                     | A water park is an amusement park that features water play areas, such as swimming pools, water slides, splash pads, spray grounds (water playgrounds), lazy rivers, or other recreational bathing, swimming, and barefooting environments. | <ul style="list-style-type: none"> <li>▪ Should have minimum three slides with a plot area of at least 20,000 sq. m. (about 5 acres).</li> <li>▪ Should have the capacity to handle at least 100 sliders simultaneously.</li> </ul>   |
| 24     | Yatrika                        | Yatrika is a low budget hotel located near a centre of pilgrimage mainly for accommodation of pilgrims.   | <ul style="list-style-type: none"> <li>▪ Should have ten or more lettable rooms.</li> <li>▪ Must have all facilities available in a usual hotel except bar facilities, which may or may not be allowed depending on the custom of the centre of pilgrimage.</li> </ul>  |
| 25     | Yatriniwas                     | Yatriniwas is a low budget hotel located near airport, railway station, and central bus terminus for transit accommodation.   | <ul style="list-style-type: none"> <li>▪ Should have ten or more lettable rooms.</li> <li>▪ Must have all facilities available in a usual hotel.</li> </ul>   |