



# SUNRISE STATE OF ANDHRA PRADESH



TOURISM POLICY  
2015-2020



# SUNRISE STATE ANDHRA PRADESH



I invite you to Sunrise Andhra Pradesh, the treasure-trove of opportunities. My government is fully committed to making Andhra Pradesh as one of the top three states in India by 2020. Our ideas are big and our vision is global. Join us in growth and prosperity.



- Nara Chandrababu Naidu  
Chief Minister of Andhra Pradesh



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# 1

## PREAMBLE

### 1.1 Sunrise Andhra Pradesh

Andhra Pradesh is the State of Opportunities. The State now targets to be among the top 3 states in India by 2022 and a developed state by 2029. With the second longest coastline of 974 kilometers in the country, a rich historical and cultural heritage, ancient and spiritual temples, serene valleys and hills; the new state of Andhra Pradesh with 13 districts holds vast tourist potential, hitherto.

Andhra Pradesh is strategically located on the south-eastern coast of India and is a natural gateway to East & South-East Asia. The state has a population of 4.93 crore (Census - 2011), accounting for 4% of country's population.

The State provides an amalgamation of factors conducive to high growth and accelerated development, such as strong infrastructure, highly talented technical manpower, enterprising population and dynamic leadership. These offer immense opportunities for ushering in growth, development and resurgence of the State- the 'Sunrise State'.

### 1.2 Tourism potential in Andhra Pradesh

Tourism in India has grown by leaps and bounds over the years, with each region of India contributing something to its splendor and exuberance. The 'Incredible India' campaign which showcases the best that India has to offer to tourists, now commands worldwide attention.

Andhra Pradesh has the distinction of being a leading tourism destination in India and is presently, the third most visited State in terms of domestic tourism. In 2013, 152.1 million domestic tourists visited Andhra Pradesh, which was about 13.3% of the total domestic tourism market.

The State is a microcosm within itself – offering unmatched tourism potential to investors and tourists. It offers multitude of theme-based options to explore across its length and breadth. As part of its Tourism Mission strategy, the State offers nine major Tourism themes:

- 1) Beach & Water-based
- 2) Eco-tourism
- 3) Buddhist
- 4) Religious
- 5) Heritage
- 6) Meetings, Incentives, Conferences, and Exhibitions (MICE)& Infrastructure development
- 7) Recreation/Adventure
- 8) Spiritual/Wellness
- 9) Medical

These nine major themes are further categorized into 42 sub-themes.



### 1.3 Mission-based approach to developing tourism

Government of Andhra Pradesh (GoAP) has envisaged a Mission-based approach to firmly set Andhra Pradesh on the path of sustainable development and growth. Seven missions have been identified to provide support in managing externalities and enhance inter-departmental synergy for improving outcomes and reducing delays.

The Service Sector Mission would focus on enhancing job opportunities and providing further fillip to sectors such as tourism, construction, hospitality, financial services, education, IT and other allied activities. The Tourism sub-mission will work under the ambit of the Service Sector Mission. The Tourism sub-mission will primarily focus on two key aspects:

a) Theme-based development: It will focus on developing tourism projects under themes of beach & water-based, eco-tourism, Buddhist, religious, heritage, MICE & infrastructure development, recreation/adventure, spiritual/wellness and medical.

b) Destination-based development through Hub & Spoke model: It will focus on developing tourism circuits on a hub & spoke model. The emphasis will be on developing five important tourism hubs (Visakhapatnam, Vijayawada, Tirupati, Rajahmundry-Kakinada and Srisailem-Nagarjuna Sagar) by 2020, and all other district headquarters as tourism hubs by 2029.

Through this policy, GoAP endeavors to make the state more conducive and attractive for potential investors and provide an impetus to the tourism sector. GoAP firmly believes that this sector can be a major growth engine for economic development, employment generation and eradication of poverty by promoting investments in the tourism sector.



Kondaveedu Fort, Guntur

# 2

## TOURISM INVESTMENT POLICY APPROACH

Andhra Pradesh is on the threshold of evolving as the most preferred tourist destination in the country. The State offers myriad experiences to tourists, and multifarious opportunities to investors. The proactive Tourism Policy, coupled with abundant and world-class tourism opportunities available in the State, shall place the State on the tourism map of the world. The intrinsic potential of developing Tourism Infrastructure Projects and Services in Andhra Pradesh, when leveraged effectively and creatively, would make the State highly competitive and possibly, unmatched across other domestic and international destinations.

GoAP aims to create an enabling environment to encourage private investments. The State will provide potential private investors with excellent support infrastructure and access to a host of scenic locations, virgin beaches, backwaters, pristine forest areas and divine destinations for developing world-class Tourism Infrastructure Projects and Services.

### 2.1 Policy Vision

To develop Andhra Pradesh as one of the most preferred tourist destinations through sustained investments, robust Tourism Infrastructure Projects & Services, and provide world-class diverse tourist experience.

### 2.2 Policy Objectives

Tourism shall be a major engine of economic growth in Andhra Pradesh, enabling socio-economic development of the state through enhanced revenues, employment generation and significantly contributing to the GDP of the state. The objectives of this policy are:

- a) To position Andhra Pradesh as a globally recognized tourism destination
- b) To become the most preferred choice for tourism investments in the country
- c) To enable tourism sector to become a significant employment generator
- d) To deliver world-class experiences by offering unique and diverse Tourism Infrastructure Projects and Services
- e) To nurture and sustain the rich culture, heritage and environment of the State





Horsley Hills, Chittoor

### 2.3 Policy Targets

In line with the objectives, the following targets have been set:

- a) To be the most preferred State in India for domestic tourist arrivals, and among top 12 states for international tourist arrivals
- b) To facilitate investments in the tourism sector to the tune of Rs 10,000 crore and contribute 7% to the State GDP by 2020
- c) To facilitate creation of 5 lakh additional jobs in the tourism sector

### 2.4 Policy Validity

- a) The Policy will be valid from date of notification to March 31, 2020.
- b) The Tourism Policy 2015-20 will supersede any GO/Circular issued earlier, which are in contravention to the provisions of this policy.

### 2.5 Policy Instruments

Various policy instruments have been detailed in this policy document to facilitate achievement of the policy targets:

- } Enabling a conducive environment for setting up and operating tourism infrastructure projects and services
- } Incentives to encourage and promote private investments
- } Industry status for Tourism Infrastructure projects for specified purposes
- } Comprehensive skill development and capacity building in the tourism sector
- } Marketing & branding of the sunrise state as a globally recognized tourist destination and facilitating investments through a dedicated Investment Promotion team



Tyda, Araku



Kolleru Lake, West Godavari

## 2.6 Tourism Investment strategy

GoAP envisages that a majority of new projects in the Tourism sector will be driven by private sector investment. A relatively smaller proportion of projects will be through Public-Private Partnerships (PPP) and direct government investment.

a) Private Sector Projects: To ensure that Tourism Infrastructure projects & services, facilities and standards are among the best in the world, the Government aims to primarily attract private sector investments in tourism sector, including purchase/lease of land to undertake Tourism Infrastructure projects or Tourism Services

b) PPP Projects: PPPs can be established across all the major themes and sub-themes identified under the Tourism Mission strategy. This may include developing/ operating/ maintaining Tourism Infrastructure Projects or offering Tourism Services on behalf of, or in partnership with, the State Government.

c) Government Projects: GoAP, through a designated government agency, will undertake select tourism projects where government investment is required to drive tourist activities.

To achieve the target investment of Rs 10,000 crore by 2020, the Tourism Department will develop a Shelf of Projects outlining the investment opportunities in the State. However, this list is indicative and not exhaustive. A Land Bank for Tourism Projects will also be created and maintained to ensure timely grounding of Tourism Infrastructure projects.

## 2.7 Uniform Tourism Zone across State

Tourist destinations are spread across the State. However, while the attractions are wide spread, tourist inflow is not. In order to balance tourist inflows and encourage maximum investment in the State, the Tourism Policy emphasizes minimum restrictions and maximum incentives to all investors. Accordingly, incentives in this Policy are proposed to be applied uniformly across the State, irrespective of the location of the Tourism Infrastructure Project or Tourism Service.

# 3

## TOURISM INFRA-STRUCTURE PROJECTS

In line with the vision of the Tourism Policy, GoAP is committed to providing maximum incentives and concessions to encourage private investments for setting up and operating Tourism Infrastructure Projects in Andhra Pradesh as detailed below.

### 3.1 Eligible Tourism Infrastructure projects

- a) The State Government has identified the following Tourism Infrastructure Projects based on the priorities and alignment with the state's aspirations:
  - i. Hotels (Three-Star or above category hotels as per guidelines of Ministry of Tourism, Government of India)
  - ii. Resorts, including beach resorts, jungle resorts, hill resorts etc. (Three-Star or above category hotels as per guidelines of Ministry of Tourism, Government of India)
  - iii. Heritage Hotels (Heritage Basic, Heritage Classic, Heritage Grand as per guidelines of Ministry of Tourism, Government of India)
  - iv. Amusement Parks
  - v. MICE Centers
  - vi. Golf Courses
  - vii. Botanical Gardens
  - viii. Urban/Rural Haats
  - ix. Tourism & Hospitality Training Institutes
  - x. Wayside Amenities
  - xi. Spiritual/Wellness Centers
  - xii. Museums
- b) To be eligible for incentives, the project needs to be a new Tourism Infrastructure Project and compliant with the definitions and minimum requirements as prescribed in Section 8.2.
- c) Tourism Department will periodically review the list of eligible Tourism Infrastructure Projects and propose inclusions / deletions / modifications, wherever necessary.



Horsley Hills, Chittoor

### 3.2 Private sector investments in Tourism Infrastructure projects: Fiscal Incentives

#### 3.2.1 Complementary / Linkage Infrastructure Development Assistance

- a) Tourism Department will work with other concerned departments to ascertain, and link up, provision of major connecting infrastructure required to be established for the specific Tourism Infrastructure Project
- b) In addition, Tourism Department will provide incentives from the tourism budget for 'Complementary/Linkage Infrastructure Development Assistance' to support investors in providing last-mile connectivity for establishing comprehensive Tourism Infrastructure Projects in the State.
- c) The incentive will be targeted to provide support to investors in the form of establishing or, where already available, strengthening complementary / linkage infrastructure as per the specific requirement of the Tourism Infrastructure Project, but not exceeding the total complementary / linkage infrastructure cost.
- d) Complementary / linkage infrastructure could be in the form of:
  - i. Road access
    - a. From an existing road up to the project site
    - b. Where a road is not available, the Government will provide all necessary revenue record information for the investor to acquire Right of Way.
  - ii. Power connectivity
    - a. From an existing transmission/distribution line till the project site
    - b. Switching station and transformer at the project site can be covered
  - iii. Water and Sewerage connection
    - a. Connection charges, road cutting charges, plumber costs
    - b. Connectivity to Sewage Pumping Station / Sewage Treatment Plant



Penukonda Fort, Anantpur

- iv. Transport infrastructure
  - a. Facilitate cab services from nearest airport / railway station / bus station for tourist activity
  - b. Bus stand at closest feasible point on the APSRTC route
- v. Communication network
  - a. Facilitate access to network connectivity for mobile, internet connectivity
- vi. Health services
  - a. Facilitate access to ambulance services
- vii. Security services
  - a. Project Site to be covered for safety & security under the jurisdiction of the nearest police station
  - b. Mobile police patrolling in the vicinity of the project site, as deemed feasible by the local police station
- e) The responsibility for applying and procuring all required approvals for establishing / strengthening complementary / linkage infrastructure will rest with the private investor. The Tourism Department will render necessary assistance as and when required
- f) The total cost of the Tourism Infrastructure Project will be as per the Appraisal Report prepared by a Scheduled Commercial Bank and duly certified by a registered Chartered Accountant (CA). The incentives towards Complementary / Linkage infrastructure will be applicable as per the provisions below:

Total Project Cost <Rs 50 crores	Total Project Cost from Rs 50-100 crores	Total Project Cost from Rs 100 - 200 crores
Up to a maximum of 5% of Total Project Cost, excluding the cost of land, or Rs 2 crore, whichever is less, but not exceeding the total complementary / linkage infrastructure cost	Up to a maximum of 7.5% of Total Project Cost, excluding the cost of land, or Rs 5 crores, whichever is less, but not exceeding the total complementary / linkage infrastructure cost	Up to a maximum of 15% of Total Project Cost, excluding the cost of land, or Rs10 crores, whichever is less, but not exceeding the total complementary / linkage infrastructure cost

- g) In case of Mega Projects with significant tourist impact, GoAP may provide for higher fund allocation for provision of Complementary / Linkage infrastructure on case-to-case basis, but not exceeding the total complementary / linkage infrastructure cost.

### 3.2.2 Land Conversion Charges

- a) Private investors will follow due approval process for conversion of land for Tourism Infrastructure Projects as required by the Revenue Department or Urban Development Authority
- b) If conversion of land is permitted by the relevant government authority, GoAP will waive the Non-Agriculture Land Assessment (NALA) tax or Land Use Conversion charge, as applicable.



Baruva Beach, Srikakulam

### 3.2.3 Registration and Stamp duty

- a) Incentives have been provisioned towards reimbursement of Registration and Stamp duty charges for the first time only and will be applicable for one of the following:
  - a. Land bought for Tourism Infrastructure projects or
  - b. Land taken on lease for Tourism Infrastructure projects or
  - c. Development Agreement charges for land taken on development agreement for Tourism Infrastructure projects
- b) GoAP will provide 100% reimbursement on Registration and Stamp duty for all Tourism Infrastructure Projects
- c) Additionally, if a private investor has registered land within the last two (2) years, and chooses to develop a Tourism Infrastructure Project on such land, GoAP will reimburse 100% of the registration and stamp duty charges towards such investors
- d) Reimbursement towards Registration and Stamp Duty charges will be subject to certification by the Registration Department and by the Commissionerate of Tourism after commencement of operations

### 3.2.4 VAT/CST/SGST

- a) VAT will be charged at 5% for all new Tourism Infrastructure Projects from date of commencement of operations. GoAP will make necessary amendments to the relevant clause(s) in the Andhra Pradesh Value Added Tax Act 2005. The proposed VAT rate shall also be applicable for existing three star and above category hotels in the state.
- b) The Tourism Unit is entitled to only collect VAT/CST/SGST at the rate prescribed and pay the same to the Government.
- c) Incentive for VAT will be reviewed when GST is introduced.

### 3.2.5 Luxury Tax

- a) GoAP will provide 100% exemption of Luxury Tax for all new Tourism Infrastructure Projects meeting the minimum requirements in Section 8.2 for a period of 3 years from date of commercial operations. During this period of exemption, Tourism Unit shall not collect any Luxury Tax.



Araku, Visakhapatnam



Papikondalu, East Godavari

- b) After 3-years of commencing commercial operations of the Tourist Unit, Luxury tax shall be applicable as per existing laws
- c) Incentive for Luxury Tax will be reviewed when GST is introduced.

### 3.2.6 Entertainment Tax

- a) GoAP will provide 100% exemption of Entertainment Tax for first 3 years from date of commercial operations. During this period of exemption, Tourism Unit shall not collect any Entertainment Tax.
- b) Incentive for Entertainment Tax will be reviewed when GST is introduced.

### 3.2.7 Energy Tariffs

- a) All Tourism Infrastructure projects (new as well as existing) which avail High Tension (HT) connection, will be charged as per the rates provided in the "H.T. Category-III: Airports, Railway Station and Bus Stations" in the Andhra Pradesh Electricity Regulatory Commission (APERC) Tariffs.
- b) The tariff shall be applicable after the Energy Department issues necessary orders, following due process.

### 3.2.8 Tourism Infrastructure projects accorded 'Industry' status for specified purposes

- a) To encourage and accelerate rapid world-class tourism infrastructure development, GoAP shall accord industry status to new Tourism Infrastructure Projects, compliant with the definitions in Section 8.2, during the policy period for the following purposes:
  - i. GoAP will work with Government of India for facilitating inclusion of Tourism Infrastructure projects to be eligible for availing loans at par with Industries
  - ii. Special incentives like 'accelerated depreciation' which Government of India may provide to new industries in Andhra Pradesh as 'special status' will be made available for new Tourism Infrastructure projects

## 3.3 PPP investments in Tourism Infrastructure Projects: Fiscal Incentives

### 3.3.1 Land Conversion Charges

- a) The incentives towards Land Conversion Charges will be applicable as per the provisions in Section 3.2.2

### 3.3.2 Allotment of Land for PPP projects

- a) A dedicated land bank shall be created by the Tourism Department and regularly updated for undertaking Tourism Projects on PPP basis.
- b) The policy of land allotment on long lease for eligible Tourism Infrastructure Projects will be continued. The lease tenure can be maximum up to 33 years at the first instance, unless specified otherwise for Mega Tourism Projects. Where the developer has complied with all the terms and conditions of the lease or license during the tenure, they shall be eligible for an automatic extension. The terms of the next lease will be determined by the policy prevailing at that point of time. However, the "Right of First Refusal" will be given to the existing developers/operators as defined in the RFPs & Agreements.



Konaseema, Dindi, Rajahmundry

- c) Competitive and transparent bidding will be adopted in projects initiated by GoAP. Notice inviting participation will be adequately publicized and the bid process shall be specified in the advertisement.
- d) GoAP Guidelines for Public Private Partnerships will be applicable for Tourism Infrastructure projects.
- e) For setting up of Tourism Infrastructure projects that are proposed on government land, lease rent of 2% of 'Basic Market Value' of the land from the Date of Possession, as per the valuation of the concerned sub-registrar office, will be charged to the developers with a 5% annual increase.
- f) The investor will also be required to provide other securities and performance guarantees as specified in the specific tender document, besides making an up front onetime payment covering all project development costs.
- g) Normally, the bidding parameter will be Additional Development Premium (ADP), which shall be a percentage of annual gross revenue of the Tourism Infrastructure Project or minimum annual assured amount, whichever is higher.
- h) As per the Project Feasibility Report and specific project details, the percentage of annual gross revenue may be fixed, and the minimum annual assured amount may be used as the bidding parameter or the minimum annual assured amount may be fixed and the percentage of annual gross revenue may be used as the bidding parameter.
- i) GoAP may also opt for models like Joint Venture, Special Purpose Vehicle, Equity, Annuity etc. for select Mega Tourism Infrastructure Projects.
- j) In cases where a private sector investor submits an unsolicited or suo-motu proposal; not initiated by the Government, the "Swiss Challenge Approach" shall be followed, as enunciated in GoAP "Guidelines for Public Private Partnerships" and as per provisions of APIDE Act.



Orvakal, Kurnool



Orvakal, Kurnool

### 3.3.3 Registration and Stamp duty

- a) The incentive towards Registration and Stamp duty charges will be applicable as per the provisions in Section 3.2.3

### 3.3.4 VAT/CST/SGST

- a) The incentive towards VAT//CST/SGST will be applicable as per the provisions in Section 3.2.4

### 3.3.5 Luxury Tax

- a) The incentive towards Luxury Tax will be applicable as per the provisions in Section 3.2.5





Maredumilli, East Godavari

### 3.3.6 Entertainment Tax

- a) The incentives towards Entertainment Tax will be applicable as per the provisions in Section 3.2.6

### 3.3.7 Energy Tariffs

- a) Incentives towards specified purposes will be as per the provisions in Section 3.2.7

### 3.3.8 Tourism Infrastructure projects accorded 'Industry' status for specified purposes

- a) Incentives towards specified purposes will be as per the provisions in Section 3.2.8

### 3.3.9 Complementary/Linkage Infrastructure Development

- a) While preparing the Project Feasibility report of the PPP project, where the Tourism Department feels that the provision of Complementary/Linkage Infrastructure Development will help faster project implementation, Tourism Department will work with other concerned departments for establishment of required major Complementary/Linkage Infrastructure, as per the provisions in Section 3.2.1, and provide last-mile connectivity subject to the maximum limits prescribed in Section 3.2.1. These will be appropriately included in the bid document for the specific PPP project.

## 3.4 Government projects under Tourism Infrastructure: Fiscal Incentives

In cases where select Tourism Infrastructure Projects are undertaken by GoAP, through a designated government agency, the incentives and support to be provided would be based on internal government decisions on a case-to-case basis.

## 3.5 Mega Tourism Infrastructure Projects

- a) All projects with investment above Rs. 200 crores, irrespective of the location in the State, will be treated as Mega tourism projects. Additional incentives and concessions on a case-to-case basis may be granted with approval of the STPB/STPC or the SEDB as the case may be.
- b) For Mega Tourism projects implemented on PPP mode, formation of Special Purpose Vehicles (SPV) may be explored

### 3.6 Additional incentives for Tourism Infrastructure projects

#### 3.6.1 Performance based incentives

- a) GoAP will institutionalize Tourism awards for rewarding best performing Tourism Infrastructure Projects in the State based on various parameters. Guidelines for the same will be published separately.

#### 3.6.2 Marketing incentives

- a) Government of Andhra Pradesh will facilitate a central booking engine through the Andhra Pradesh tourism website
- b) Support will be provided by the State Government for leading tourism units under Tourism Infrastructure Projects to participate in Tourism events in India and abroad. Guidelines for the same will be published separately.
- c) GoAP will advertise Tourism Infrastructure Projects in brochures and other print material of Andhra Pradesh Tourism.

### 3.7 Special conditions for Tourism Infrastructure projects

- a) Incentives provisioned in this Policy shall not be applicable for any existing Tourism Infrastructure project that is being expanded, modified or upgraded.
- b) For incentives proposed in this policy to be applicable for a new Tourism Infrastructure project, commercial operations must start before March 31, 2020.
- c) While extending incentives, subsidies and concessions, it shall be a general condition that the total financial commitment from GoAP, including incentives mentioned in 3.2.1, 3.2.2 and 3.2.3 for private sector investments and 3.3.1, 3.3.3 and 3.3.9 for PPP projects, shall not exceed 20% of the Total Project Cost of the Tourism Infrastructure Project, excluding the cost of land. This condition will also be applicable for Mega Tourism Infrastructure Projects.



Puligundu, Chittoor



Mypadu Beach, Nellore



Rishikonda Beach, Visakhapatnam

# 4

## TOURISM SERVICE

Andhra Pradesh provides an incredible amount of opportunities for offering world-class tourism services across a wide range of themes, and GoAP is keen to usher investments from quality tourism service operators.

### 4.1 Eligible Tourism Services

- a) The State Government has identified the following Tourism Services based on the priorities and alignment with the State's aspirations:
  - i. Beachside shacks
  - ii. Water sports (sailing, windsurfing, jet skiing, scuba diving, river rafting, kayaking, snorkeling, paddling, etc.)
  - iii. Water ride/sailing facilities (sail boats, houseboats, glass bottom boats, amphibious, hovercraft, seaplanes, etc.)
  - iv. Sea/ River/Canal Cruises
  - v. Adventure services (Parasailing, paragliding, camping/trekking/hiking services, cycling trails, nature trails etc.)
  - vi. Ropeways
  - vii. Heli-tourism
  - viii. Farm Tourism Services
  - ix. Rural Tourism Services
  - x. Heritage walks
  - xi. Caravan tourism
  - xii. Inbound travel & tour operators
  - xiii. Cab services / car hire services catering to tourists
  - xiv. Food courts/stalls at tourist destinations
  - xv. Rest rooms at tourist destinations
  - xvi. Cloak rooms at tourist destinations



Thotlakonda, Visakhapatnam

- xvii. Parking facilities at tourist destinations
- xviii. Souvenir shops at tourist destinations
- xix. Light & sound/laser shows at tourist destinations
- xx. Audio-video guide services at tourist destinations

- b) The Government encourages beachside services such as tonga rides, animal rides, children play area, beach volleyball, etc. However, these services will not be eligible for incentives.
- c) The list of Tourism Services is only indicative and not exhaustive. Tourism Department will periodically review the list of Tourism Services and shall propose inclusions/deletions/modifications as per the market demand and suggestions of the Industry.
- d) GoAP will bring out special policies/guidelines with clear procedures for registration, classification, certification and operation of Tourism Services in the State.
- e) Tourism Services need to be compliant with the definitions and minimum requirements as prescribed in Section 8.2.



Simhachalam Temple, Visakhapatnam

#### 4.2 Incentives for setup and operations of Tourism Services

Various provisions for incentives and concessions to encourage private investments for setting up and operating Tourism Services in Andhra Pradesh are made as detailed below.

#### 4.2.1 Investment subsidy

- a) GoAP will provide Investment Subsidy to investors for setting up and operating the following Tourism Services in Andhra Pradesh.

Tourism Service	Total Project Cost <Rs.1crore	Total Project Cost from Rs.1-10 crore	Total Project Cost from Rs.10-20 crore
<ul style="list-style-type: none"> <li>} Water sports</li> <li>} Water ride / sailing facilities</li> <li>} Sea / River cruises</li> <li>} Ropeways</li> <li>} Heli-tourism</li> <li>} Caravan tourism</li> <li>} Audio-video guide services at tourist destinations</li> </ul>	15% of value of Total Project Cost, excluding the cost of land	15% of value of Total Project Cost, excluding the cost of land, or Rs.1.25 crore, whichever is less	15% of value of Total Project Cost, excluding the cost of land, or Rs. 2 crore, whichever is less

- b) The Total Project Cost will be evaluated by a Government registered Valuer. The Tourism Service will need to be approved by the relevant Regulatory Authority for the particular Tourism Service, and will only then be eligible for receiving Investment subsidy
- c) Investment subsidy will be reimbursed in slabs of
- i. 20% (at time of commissioning for commercial operations)
  - ii. 30% (end of first year of commercial operations)
  - iii. 50% (end of second year of commercial operations)



Borra Caves, Visakhapatnam



Orvakal, Kurnool

- d) GoAP will support building of Complementary/Linkage Infrastructure which becomes essential for the provision of the Tourism Service by way of construction of Jetties (facilitating water ride/sailing facilities; sea/river cruises); parking spaces (caravan services); helipads (heli-tourism), etc. based on the demand from the market and proposals received from investors. This support will be up to 20% of the cost of building of Complementary/Linkage infrastructure or Rs.25 lakhs, whichever is less.
- e) GoAP may provide any other support on case-by-case basis after due examination for investments greater than Rs.20 crores in Tourism Services. However, the support will not exceed 20% of the total project cost, excluding the cost of land.

#### 4.2.2 Marketing support for Tourism Services

- a) GoAP will provide support for Tourism Services at tourist destinations through marketing of services as part of the State's tourism megabrand campaigns and facilitate tie-ups with outbound tour operators in other states / countries.

#### 4.3 Special conditions for Tourism Services

- a) Incentives provisioned in this Policy shall not be applicable for any existing Tourism Service that is being expanded, modified or upgraded.
- b) For incentives proposed in this policy to be applicable for a new Tourism Service, commercial operations must start before March 31, 2020
- c) While extending incentives, subsidies and concessions, it shall be a general condition that the total financial commitment from GoAP, including incentives mentioned in 4.2.1 (a) and 4.2.1 (d) shall not exceed 20% of the Total Project Cost of the Tourism Service, excluding the cost of land, if any.



Gooty Fort, Anantpur



Akkanna, Madanna Caves, Vijayawada

# 5

## INSTITUTIONAL ARRANGEMENTS

### 5.1 Enabling a conducive environment for tourism investments

- a) In addition to the incentives proposed, GoAP is committed to facilitate a conducive environment for setup and operations of Tourism Infrastructure Projects and Tourism Services, and will accord highest priority to improving 'ease of doing business'.
- b) Timely clearances and responsive post-investment facilitation services have been identified as the cornerstone for improving business environment and boosting investor confidence.
- c) Institutional arrangements are put in place to secure accelerated development of tourism in state and to address all inter-departmental issues while monitoring and securing the development of tourism in the state.

### 5.2 State Tourism Promotion Board (STPB)

- a) STPB will be the apex level decision making body in the State for approving projects, incentives, policies and monitoring project implementation in the tourism sector
- b) STPB will be chaired by the Honorable CM of Andhra Pradesh and the respective ministers are the Board Members. The Board equals a Cabinet Sub-committee with the power to amend/ update relevant government policies and with an overarching responsibility of developing the Tourism sector in Andhra Pradesh.
- c) STPB will periodically monitor and review implementation of the tourism policy. It will also be empowered to take policy decisions on uni-sector or multi-sector issues. The decisions of the STPB will be converted to Government Orders.

### 5.3 State Tourism Promotion Committee (STPC)

- a) The State Tourism Promotion Committee (STPC) is the evaluation & execution committee under the STPB to structure tourism projects in the state.
- b) State Tourism Promotion Committee (STPC) will be responsible for the following:
  - i. Provide guidance for development of Tourism in the state
  - ii. To address multi departmental issues for expeditious resolutions
  - iii. To periodically monitor the implementation of Tourism Infrastructure projects and Tourism Services and extension of incentives and concessions
  - iv. To holistically integrate Tourism sector with the other sectors of Government in order to strengthen infrastructure while bridging the gaps in basic infrastructure such as connectivity, energy requirements, etc.

- v. To resolve any issues related to pending clearances on account of non-resolution of inter-departmental issues
- c) The State Tourism Promotion Committee (STPC) will be set up with the following composition:
  - i. Chief Secretary to Government, CHAIRMAN
  - ii. Secretary to Government, Tourism Department
  - iii. Secretary to Government, Finance Department
  - iv. Secretary to Government, Planning Department
  - v. Secretary to Government, Irrigation Department
  - vi. Secretary to Government, Energy Department
  - vii. Secretary to Government, Revenue Department (Commercial Taxes & Excise)
  - viii. Secretary to Government, Revenue (Land & Registration) Department
  - ix. Managing Director, APTDC
  - x. Commissioner, Tourism, MEMBER SECRETARY & CONVENOR
  - xi. Any other relevant officer can be invited to participate in the STPC with the permission of the CHAIRMAN
- d) In view of formation of the proposed "State Economic Development Board (SEDB)", the SEDB will replace the STPB as the apex level decision making body in the state. In such case, the STPB & STPC will be subsumed under the SEDB.

#### 5.4 Empowered Committee (EC)

- a) For faster implementation of PPP projects it is proposed that the Empowered Committee (a Cabinet sub-committee) shall continue. However the role of EC may be strengthened to resolve implementation issues to avoid delay in PPP project implementation

#### 5.5 Commissionerate of Tourism (CoT)

- a) The Commissionerate of Tourism (CoT) shall be strengthened to function as a Tourism "Investment Facilitation Cell" and "Single Desk Bureau"
- b) The Investment Facilitation Cell shall be responsible for inviting & processing tourism investment proposals received in the state. The Cell shall attend road shows, solicit investment, carry out initial due-diligence on investment proposal received
- c) The single desk system set up in the Industries Department will be leveraged to ensure that all Tourism Infrastructure projects and Tourism Services are granted approvals within 21 working days
- d) The Commissioner of Tourism and the Commissioner of Industries will work out the modalities for the same.



Dolphin nose, Visakhapatnam



# 6

## MARKETING AND PROMOTION OF ANDHRA PRADESH FOR TOURISM

- a) There is a need to position Andhra Pradesh as a preferred tourist destination across the globe through effective marketing and promotion to align with the influx of investments for Tourism Infrastructure project and Tourism Services in the state.
- b) GoAP will undertake the following initiatives to build a strong brand to attract local, domestic and international tourists:
  - i. Develop Mega Brand campaigns to attract tourists and major tourism investments in the State through a focused marketing & promotion strategy via conventional and digital/social media channels
  - ii. Prioritize top 5 countries/ states where aggressive marketing is required to attract maximum investors and tourist arrivals.
  - iii. Develop 'APEX' – Andhra Pradesh Expert program for inbound tour & travel operators to identify, train, license and develop tour & travel operators to be well-versed with Andhra Pradesh tourism and act as focal points for attracting tourist arrivals in the state.
  - iv. Organize familiarization tours of national and international tour operators, travel writers and photographers in Andhra Pradesh
  - v. Facilitate participation of tourism investors/entrepreneurs investing in Tourism Infrastructure Projects and Tourism Services in Andhra Pradesh at renowned national / international events / exhibitions to promote the State and Tourism unit(s).



Dhyana Buddha, Amaravathi

# 7

## SKILL DEVELOPMENT & CAPACITY BUILDING IN TOURISM SECTOR

Skills and service are key tenets that will drive superior tourist experience in Andhra Pradesh. Meeting the demand for skilled workforce becomes essential to keep pace with the sustainable growth of tourism sector.

The Government of India, through the Ministry of Tourism, has taken a number of initiatives towards skill development under Scheme of Capacity Building for service providers and Scheme of Assistance to institutes providing tourism related skills like Institutes of Hotel Management and Indian Institutes of Tourism and Travel Management.

GoAP will undertake the following initiatives to cater to the demand for skilled manpower in the tourism sector, and raise awareness of tourism and importance of good customer service in local communities. The endeavor of GoAP is to cultivate a pool of trained world-class manpower for the Tourism Industry.

### 7.1 Promote Andhra Pradesh as tourism education hub

- a) All new education institutes, focused on Hospitality Education, and/or set up in collaboration with foreign institutions/ experts, will be classified as Tourism Infrastructure Projects and will be eligible for incentives in line with other eligible Tourism Infrastructure Projects as proposed in Section 3
- b) Andhra Pradesh State Skill Development Corporation (APSSDC) will develop strategy and undertake initiatives to promote skill development in the hospitality and tourism sector
- c) GoAP aims to establish a Tourism University with international technical collaboration. This is projected to give a fillip to Sunrise Andhra Pradesh and position it as a Tourism education hub in India.
- d) To improve the quality of education and promote Andhra Pradesh as a Tourism education hub, the existing institutions will be strengthened and new institutions will be promoted through the proposed Tourism University.



Amaravati Stupa

## 7.2 Promote capacity building programs across entire tourism eco-system

Concerted efforts are required for augmenting existing training infrastructure through provision of additional training institutes and enhancing the capacity and infrastructure of the existing institutes. As part of this Policy, the State Government will promote the following:

- Vocational training institutes for skilling people in the hospitality sector for roles such as tour guides, tour operators, travel agents, drivers, chefs, tourism service operators, tourism security agencies, etc.
- Training institutes empanelled by National Skill Development Corporation (NSDC) or the Andhra Pradesh State Skill Development Corporation (APSSDC)
- Existing players in hospitality industry will be encouraged to conduct relevant courses in hospitality/tourism in the state
- Dedicated in-house training centers for skilling people in the hospitality sector



Kondapalli Fort, Vijayawada

## 7.3 Safety & Security of Tourists

- Special tourist police/ stations will be deployed at all major Tourist destinations with special emphasis on safety of women tourists. Presence of women security police will ensure focused safety of women tourists.
- At all major destinations, GoAP will establish Tourist Safety & Guidance centers to ensure a pleasant trip for tourists. A 24 \* 7 tourist contact center will ensure full time support to the tourists.
- Special sensitization campaigns will be implemented for women & children tourists, and tourists in general in Andhra Pradesh, and such campaigns will be publicized on global and national platforms.

# 8

## ANNEXURE

### 8.1 Abbreviations

ADP	Additional Development Premium
APERC	Andhra Pradesh Electricity Regulatory Commission
APIDE	Andhra Pradesh Infrastructure Development Enabling Act
APSSDC	Andhra Pradesh State Skill Development Corporation
APTDC	Andhra Pradesh Tourism Development Corporation
CA	Chartered Accountant
CoT	Commissionerate of Tourism
CRZ	Coastal Zone Regulation
CST	Central Sales Tax
EC	Empowered Committee
GDP	Gross Domestic Product
GoAP	Government of Andhra Pradesh
GST	Goods and Service Tax
HT	High Tension
MICE	Meetings, Incentives, Conferences, and Exhibitions
NALA	Non-Agricultural Land Assessment
NSDC	National Skill Development Corporation
PPP	Public Private Partnership
RFP	Request for Proposal
Rs.	Indian Rupee
SEDB	State Economic Development Board
SGST	State Goods and Service Tax
SPV	Special Purpose Vehicle
STPB	State Tourism Promotion Board
STPC	State Tourism Promotion Committee
VAT	Value Added Tax



Prakasham Barrage, Vijayawada

## 8.2 Definitions

### 1. TOURISM UNDERTAKING

'Tourism Undertaking' means a legal entity under relevant law engaged or to be engaged in one or more tourism projects.

### 2. NEW TOURISM UNIT

A 'New Tourism Unit' means a new Tourism Infrastructure Project or Tourism Service set up for the first time by a Tourism Undertaking which satisfies the conditions indicated, and have commenced their commercial operations within the Policy Period; i.e., date of commercial operations falls between date of notification of this Policy and March 31, 2020.

### 3. TOTAL PROJECT COST

The term 'Total Project Cost' for Tourism Infrastructure Projects, which meet the criteria in Clause 6 below shall include:

- i. Land/area in effective possession and as required for the project
- ii. Building i.e. any built-up area used for the eligible unit including administrative buildings, residential quarters and accommodation for all such facilities, as required for the running of the unit
- iii. Plant and machinery i.e. tools and equipment including water sports equipment, tents, other equipment as are necessarily required and exclusively used for sustaining the working of the eligible unit but will not include vehicles, furniture and fixtures, cutlery, crockery and utensils
- iv. Cost of development of fencing, construction of roads, landscaping and other infrastructure facilities etc. which the eligible unit has to incur under the project
- v. Vehicles used for specific tourist activities
- vi. Installation charges
- vii. Technical know-how including cost of drawing and know-how fees



Kolleru Lake, West Godavari



Draksharamam, West Godavari

The term 'Total Project Costs' for Tourism Services, which meet the criteria in Clause 7 below, shall include:

- i. Land/area in effective possession and as required for the project
- ii. Plant, machinery and movable / immovable equipment, i.e. tools and equipment including water sports equipment, tents, other equipment as are necessarily required and exclusively used for sustaining the working of the Tourism Service
- iii. Cost of development of fencing, landscaping, infrastructure facilities (example, jetties, helipads etc.) which the eligible unit has to incur under the project
- iv. Movable and immovable equipment, including transport vehicles specifically required for offering the Tourism Service

#### 4. INELIGIBLE INVESTMENT

The following investment shall not be covered under Total Project Costs and will be ineligible for incentives viz.

- i. Working Capital
- ii. Goodwill
- iii. Second-hand plant and machinery purchased or shifted
- iv. Interest capitalized
- v. Consumables stores, inventories for maintenance or repairs
- vi. Any investments in any asset which has a life span of less than five years
- vii. Know-how fees or cost of drawing payable to a sister concern of eligible unit

#### 5. DATE OF COMMERCIAL OPERATIONS

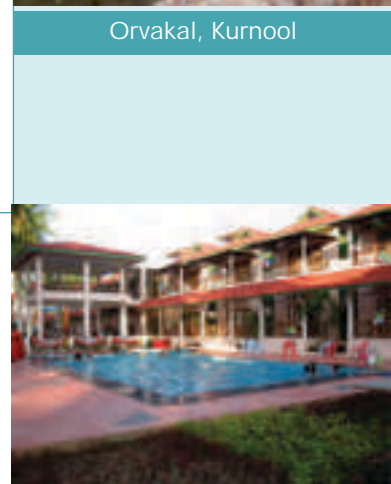
Date of Commercial Operations of a Tourism Unit is the date on which the Tourism Unit is open to tourists on a commercial basis, after due testing, trial running and commissioning under relevant Government rules

## 6. TOURISM INFRASTRUCTURE PROJECTS:

S. No.	Tourism Infrastructure Project	Definition	Minimum requirements
1.	Hotels (Three- Star or higher category hotels as per guidelines of Ministry of Tourism, Government of India)	Hotels generally cater for both business and leisure customers, so they need to have a range of products to suit each type. The facilities provided may range from a basic bed and storage for clothing, to luxury features like spa. Larger hotels may provide additional guest facilities such as a swimming pool, business center, childcare, conference facilities and social function services.	<ul style="list-style-type: none"> <li>} Star Rating - 3 Star or above; as per guidelines of Ministry of Tourism, Govt. of India</li> </ul>
2.	Resorts	Resorts are hotels that are built specifically as a destination in itself to create a captive trade, The defining characteristic of a resort hotel is that it exists purely to serve another attraction. It is located in an area associated with recreation and leisure, such as beach side, forest area, hillside, etc. It normally offers facilities for sports and recreational activities.	<ul style="list-style-type: none"> <li>} Located near and around beach, hills, forest, water body, etc.</li> <li>} Star Rating – 3 Star or above; as per guidelines of Ministry of Tourism, Govt. of India</li> <li>} Desirable that the resort offers at least one facility connected with the location that helps to attract tourists</li> </ul>
3.	Heritage Hotels	Hotels that are located in places that capitalize on its connection with heritage. The façade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area.	<ul style="list-style-type: none"> <li>} Minimum category – Heritage Basic as per guidelines of Ministry of Tourism, Govt. of India. The guidelines prescribe that minimum 50% of the floor area was built before 1950</li> <li>} Must be located on heritage property</li> </ul>



Orvakal, Kurnool



Dindi Resorts, Rajahmundry

S. No.	Tourism Infrastructure Project	Definition	Minimum requirements
4.	Amusement Parks	<p>Amusement parks are commercially operated enterprises that offers rides, games, and other forms of entertainment. They are generally equipped with stalls for games and refreshments, entertainment shows, recreational devices such as a Ferris wheel, roller coaster, etc. This will also include Theme Parks specifically oriented towards tourism in which landscaping, buildings, and attractions are based on one or more specific themes, such as jungle wildlife, fairy tales, cartoon characters, mythology, etc.</p> <p>Examples of Amusement Parks which are eligible: Disneyland, Universal Studios, Imagica etc.</p>	<ul style="list-style-type: none"> <li>} Built over minimum land area - 10 acres</li> <li>} Includes entertainment facilities such as, rides, games etc.</li> <li>} Food stalls/court</li> <li>} Standalone commercial multiplexes will not be treated as Amusement Parks, and as such will and not be eligible for incentives</li> </ul>
5.	MICE Centers	<p>MICE Centers are designed to hold conventions and exhibitions, where individuals and groups gather to promote and share common business interests. Such centers generally contain at least one large convention hall, mini convention halls, exhibition halls, hotel and parking facilities. The exhibition halls can also be suitable for major trade shows and product exhibitions to promote their products during conventions.</p>	<ul style="list-style-type: none"> <li>} Minimum seating capacity of 2,000 pax, with built-up area of minimum 20,000 sft of convention area</li> <li>} Three (3) Star or above category hotel (as per guidelines of Ministry of Tourism, Govt. of India)</li> <li>} Exhibition Center with facility for set up of temporary / permanent stalls</li> <li>} Other additional optional facilities may include: <ul style="list-style-type: none"> <li>- Shopping mall, with or without multiplex</li> <li>- Food court / Restaurants</li> </ul> </li> </ul>
6.	Golf Courses	<p>It is a large open area of land landscaped for playing of golf. These courses also have clubs, small resorts or eating joints associated with them.</p>	<ul style="list-style-type: none"> <li>} Built over minimum land area of 75 acres</li> <li>} Minimum 9-holes course</li> <li>} Club House with minimum built up area of 5,000 sqft</li> </ul>



S. No.	Tourism Infrastructure Project	Definition	Minimum requirements
7.	Botanical Gardens	<p>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 group of endangered plants Botanical garden acts as a</p> <ul style="list-style-type: none"> <li>} Public place for visitors</li> <li>} Prominent center for learning and understanding the environment</li> </ul>	<ul style="list-style-type: none"> <li>} Built over minimum size - 50 acres</li> </ul>
8.	Urban / Rural Haats	<p>These are establishments that provide artisans, institutes and companies a common platform for training, business and promotion of specific themes such as textiles, handicraft based products, dance forms, culture, cuisine, traditional art forms, paintings, etc. Examples of Urban / Rural Haats - Shilparamam, Dilli Haat etc.</p>	<ul style="list-style-type: none"> <li>} Built over minimum area 10 acres</li> <li>} Stalls to showcase traditional cultural / handicrafts / arts &amp; crafts</li> <li>} Stage / Amphitheater for cultural performances</li> <li>} Food stalls with local / Indian cuisine</li> </ul>
9.	Tourism & Hospitality Training Institute	<p>Institutions, recognized by relevant regulatory authorities, that focus on providing degree, diploma or vocational / specialized training in only areas related to Hospitality and Tourism Services</p>	<ul style="list-style-type: none"> <li>} Must be recognized institution by relevant regulatory authorities</li> <li>} Infrastructure and equipment to provide practical training for Hospitality /Tourism</li> <li>} Offering courses for Tourism / Hospitality that are recognized / certified by regulatory authorities</li> <li>} Placement support for trained resources</li> </ul>



Chandragiri Fort, Tirupati



Iskcon Temple, Rajahmundry

S. No.	Tourism Infrastructure Project	Definition	Minimum requirements
10.	Wayside amenities	<p>Wayside amenities are established to facilitate a hassle free trip for tourists. They are built at tourist destinations or along the state / national highway for the use of tourists. Some of the facilities that are provided at Wayside Amenities include:</p> <ul style="list-style-type: none"> <li>} Clean drinking water access</li> <li>} Toilets</li> <li>} Restaurants / Food courts</li> <li>} ATM facilities</li> <li>} Cloak room</li> <li>} Shops</li> <li>} Communication services</li> </ul>	<ul style="list-style-type: none"> <li>} Built over minimum 1 acre land with built up area of minimum 2,000 sqft</li> <li>} Minimum facilities to be offered <ul style="list-style-type: none"> <li>- ISO-certified toilets with separate toilets for gents, ladies, differently-abled</li> <li>- Food court</li> <li>- Communication facilities</li> <li>- Shop with basic products for tourists</li> <li>- Car parking facilities for minimum twenty 4-wheeler vehicles</li> </ul> </li> <li>} Desirable to be setup close to petrol / diesel filling station</li> </ul>
11.	Spiritual / wellness Centers	<p>Spiritual / Wellness centers aim 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.</p> <p>Examples of eligible Spiritual / Wellness centers – Ananda Spa, Jindal farms etc.</p>	<ul style="list-style-type: none"> <li>} For spiritual centers, <ul style="list-style-type: none"> <li>- Auditorium or well-covered open area with seating capacity of minimum 500 people</li> <li>- Accommodation facilities for minimum 100 people</li> </ul> </li> <li>} For wellness centers, <ul style="list-style-type: none"> <li>- Certified/licensed medicinal facilities with at least 20 well- trained staff</li> <li>- Well-trained yoga teachers with relevant certifications</li> <li>- Minimum 25 rooms, of quality equivalent to three star or above categories of hotels</li> </ul> </li> </ul>
12.	Museum	<p>Institutions that showcases collection of public or private artifacts and other objects of scientific, artistic, cultural, or historical importance and makes them available for public viewing through exhibits that may be permanent or temporary.</p>	<ul style="list-style-type: none"> <li>} Built up area of at least 10,000 sq ft.</li> </ul>

## 7. TOURISM SERVICES

S. No.	Tourism Service	Definition	Minimum requirements
1.	Beachside Shacks	Beach shacks are temporary structures made of haystack / tent material that are built on or next to a beach with facilities for basic food, sun lounges, shade umbrellas etc. Beach shacks must conform with Coastal Regulation Zone (CRZ) guidelines	<ul style="list-style-type: none"> <li>} Should be not more than 500 meters away from GoAP/APTDC approved tourist beaches</li> <li>} Should have space of sit-down service for minimum 10 pax, serving food with approved standards of hygiene and quality</li> <li>} Should not be more than one storey or 200 sq. meters in built up area</li> </ul>
2.	Water sports (sailing/wind surfing, scuba diving, water skiing, river rafting, kayaking)	Water sports include water related adventure / leisure activities such as sailing, wind surfing, scuba diving, water skiing, river rafting, kayaking, snorkeling, paddling, etc.	<ul style="list-style-type: none"> <li>} Separate Guidelines will be issued by Government of Andhra Pradesh</li> </ul>
3.	Water Ride / Sailing facilities	Water transport facilities are used for the movement of tourists to visit local places and enjoy local scenery through modes such as sail boats, house boats, glass bottom boats, amphibious, hovercraft, seaplanes etc.	<ul style="list-style-type: none"> <li>} Should be at a tourist destination and not be used for regular ferrying of passengers</li> <li>} Operators must be registered with local regulatory authorities</li> </ul>
4.	Sea / River Cruises	Sea/River cruises are trips taken for pleasure along a sea or river. It is a short duration trip that generally spanning a few hours or a few days.	<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</li> </ul>



Shilathoranam, Tirupati



Undavalli Caves, Krishna Dist.

S. No.	Tourism Infrastructure Project	Definition	Minimum requirements
5.	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 and 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 Ministry of Tourism</li> <li>} Guidelines issued by Ministry of Tourism for recognition of approved Adventure Tour Operator should be adhered to</li> </ul>
6.	Ropeways	A transport system for people, used especially in tourist destinations in mountainous areas, in which carriers are suspended from moving cables powered by a motor.	<ul style="list-style-type: none"> <li>} Design of the Aerial Ropeway shall be in accordance with the guidelines issued by Bureau of Indian Standards, MoEF (GoI) and any other guidelines issued by Central / State Government</li> <li>} Structure and the overall system should be built considering the climate factors in the particular region</li> <li>} Ropes/Cables should be of highest quality</li> </ul>
7.	Heli-Tourism	Heli-Tourism provides travelers/tourists to explore, see and visit places via helicopter. It provides easier access to places of attraction and otherwise fairly inaccessible areas and helps maximize visitors' time to visit other places. It also provides a route for extreme sports, and it provides opportunities to visitors to explore remote areas that have the potential to become new tourism destinations.	<ul style="list-style-type: none"> <li>} Licensed operators by the Ministry of Civil Aviation</li> <li>} Approved standard quality helicopter meeting all regulatory norms</li> <li>} Pilots must have Commercial Helicopter Pilot License (CHPL)</li> </ul>

S. No.	Tourism Infrastructure Project	Definition	Minimum requirements
8.	Farm tourism	Farm tourism is a form of niche tourism that involves any farm-based operation or activity that brings visitors to a farm. There are wide range of activities such as learning about fruits and vegetables, poultry, animal rides, or shopping in farm gift shops.	<ul style="list-style-type: none"> <li>} Traditional accommodation (farmstays, camps etc.), local cuisine, local farming methods, etc.</li> <li>} Guided walks and farm trails</li> <li>} Farm activities</li> </ul>
9.	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>} Home stay 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>
10.	Heritage Walks	Heritage walks are way to explore the history of a city/town/village. Professional guides take the tourists on a tour through different historical / heritage monuments across the location.	<ul style="list-style-type: none"> <li>} Licensed tour guides</li> </ul>



Kondapalli Fort, Krishna Dist.



Puligundu, Chittoor

S. No.	Tourism Infrastructure Project	Definition	Minimum requirements
11.	Caravan Tourism	Caravans promote family oriented tours by providing basic facilities for stay and travel, including bedrooms and kitchen and can be used to reach places at tourist circuits/ destinations where adequate hotel accommodations may not be available. This would include vehicles viz. Recreational Vehicle(RV), Campervans, Motor Homes etc.	<ul style="list-style-type: none"> <li>} Minimum features of Caravan as prescribed under Ministry of Tourism guidelines on Caravan Tourism</li> <li>} Caravan Park <ul style="list-style-type: none"> <li>- Presence of sufficient caravan parks in the identified locations</li> <li>- Caravan parks shall have all necessary trading licences/ NOCs from concerned authorities, including fire NOC</li> <li>- Standardization of electricity, water and sewage connections to ensure total compatibility with Caravan specifications in India</li> </ul> </li> </ul>
12.	Inbound Tour Operators / Travel Agents	Inbound Tour Operators are operators who make arrangements for transport, accommodation, sight-seeing, entertainment and other tourism related services in Andhra Pradesh for foreign and/or domestic tourists	<ul style="list-style-type: none"> <li>} Recognition granted by Ministry of Tourism as approved Inbound Tour Operator and valid during policy period</li> <li>} All Ministry of Tourism guidelines for Recognition/ Renewal or Extension as an approved Inbound Tour Operator are to be adhered to Focus of Inbound Tour Operator should be to attract tourists to Andhra Pradesh</li> </ul>
13.	Cab services / Car hire services focusing on tourism	Provision of car transport services to tourists, travel agents and other service providers for transfers, sight-seeing and journeys to tourist destinations.	<ul style="list-style-type: none"> <li>} Recognition granted by Ministry of Tourism as approved Domestic Tour Operator, and valid during policy period</li> <li>} All Ministry of Tourism guidelines for Recognition/ Renewal or Extension as an approved Tourist Transport Operator are to be adhered to</li> </ul>

S. No.	Tourism Infrastructure Project	Definition	Minimum requirements
			<ul style="list-style-type: none"> <li>} Minimum office space in Andhra Pradesh (in line with minimum requirements as per above mentioned guidelines)</li> <li>} Operation of minimum of 6 tourist cars with proper tourist permits issued by the Road Transport Authority or the concerned authorized agency for commercial tourist vehicles</li> <li>} Drivers should have working knowledge of English, Hindi &amp; Telugu.</li> </ul>
14.	Food courts / Restaurants at tourist destinations	Food courts are generally an indoor plaza or common area within a tourist facility that is contiguous with the counters of multiple food vendors and provides a common area for self-serve dining. Standalone restaurants at tourist destinations will also be included in this category	<ul style="list-style-type: none"> <li>} Located at tourist destination</li> <li>} Food court               <ul style="list-style-type: none"> <li>- Minimum 3 different vendors at food court serving different types of cuisine</li> <li>- At least one well-recognized food chain serving food and beverages, with a minimum presence in 10 other locations in India</li> <li>- At least one vendor serving local Andhra cuisine</li> <li>- Common dining area</li> </ul> </li> <li>} Restaurant               <ul style="list-style-type: none"> <li>- All mandatory licenses required to setting up and operating a restaurant including Food Business Operator license, Food Safety License, Eating House License, Health / Trade License</li> </ul> </li> </ul>



Gandikota Lake, Kadapa



Gandikota Fort, Kadapa

S. No.	Tourism Infrastructure Project	Definition	Minimum requirements
15.	Rest rooms at tourist destinations	Rest rooms are rooms or small buildings containing one or more toilets. They are generally small constructions built near tourist places, famous parks, crowded landmarks, major public attractions. Rest rooms may have different services such as baby changing station, shower facilities, bathing facilities etc.	<ul style="list-style-type: none"> <li>} Located at tourist destination</li> <li>} Rest rooms must be certified by proper authorities following international standards</li> <li>} Use of ISO certified equipment</li> <li>} Provisions for separate rest rooms for male, female and differently-abled</li> <li>} Appropriate measures for ensuring proper hygiene, water and sanitation arrangements</li> </ul>
16.	Cloak rooms at tourist destinations	Cloak rooms at tourist destinations where passengers / tourists can keep their luggage for a specific amount of time. This service is generally useful for day travelers, pilgrims and tourists visiting tourist destinations.	<ul style="list-style-type: none"> <li>} These can be 24-hour manned facilities or can have fixed timings based on tourist inflow</li> <li>} Proper arrangement of racks</li> <li>} Provision for charging nominal fee for the items</li> </ul>
17.	Parking facilities at tourist destinations	Parking facilities at tourist destinations including services such as Park and ride, Valet Parking	<ul style="list-style-type: none"> <li>} Minimum capacity for parking of 100 cars</li> </ul>
18.	Souvenir Shops at Tourist Destinations	Souvenirs attain immense value when people visit different places of their liking. These shops enable tourists to buy traditional handicrafts, handlooms and regional items.	<ul style="list-style-type: none"> <li>} Above 50% of the products must be sourced from local manufacturers, and artisans</li> </ul>



S. No.	Tourism Infrastructure Project	Definition	Minimum requirements
19.	Light & Sound / Laser Shows at tourist destinations	These shows are hosted at places of historic importance and help the tourists familiarize with the rich heritage of the place.	<ul style="list-style-type: none"> <li>} Proper seating arrangements for minimum 50 tourists</li> <li>} System for controlling lighting and sound</li> <li>} Adequate power arrangements</li> </ul>
20.	Audio / Video guide services at tourist destinations	Audio / Video guide services are available at tourist destinations to transmit cultural and historical commentary of the tourist destination. The devices may be made available for rent to tourists during the tour.	<ul style="list-style-type: none"> <li>} Provides information and history of the tourist destination guided by number markings.</li> <li>} Can have GPS-guided audio/video navigation of the destination as an optional value-addition</li> <li>} Content validated by local authority / Tourism Department</li> <li>} Audio available in multiple international and Indian languages as per specific tourist destination.</li> </ul>

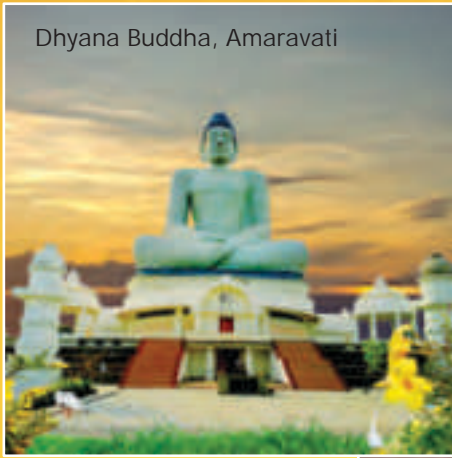


Lepakshi Temple, Anantpur



Bhavani Island, Vijayawada

Dhyana Buddha, Amaravati



Baruva Beach, Srikakulam



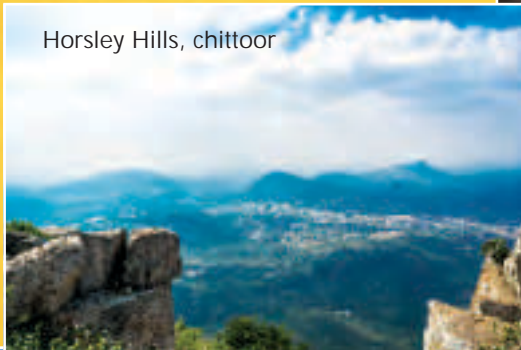
Konaseema, Rajahmundry



Belum Caves, Kurnool



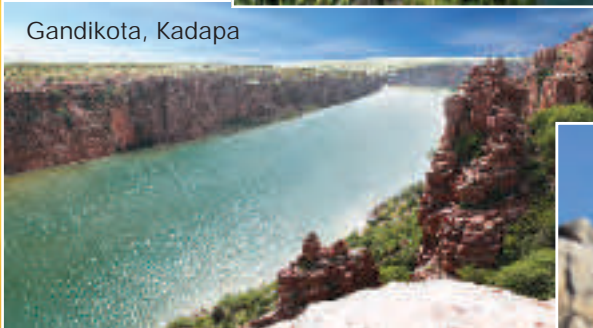
Horsley Hills, chittoor



Kanakdurga Temple, Vijayawada



Gandikota, Kadapa



Puligundu, Chittoor





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