

Minutes of the Workshop "Opportunities in Tourism" on the occasion of 7th Entrepreneurs Week - 2011 held on 6th March 2011

On occasion of 7th Entrepreneurs' Week – 2011, Department of Tourism, Govt. of Orissa organized a Workshop on "**Opportunities in Tourism**" in association with Hotel & Restaurant Association of Orissa. The Workshop was graced by Sri Debi Prasad Mishra, State Tourism Minister, Sri Ashok Kumar Tripathy, IAS, Principal Secretary, Tourism, Sri T. Ramachandru, IAS, Principal Secretary, Industry, Dr. Sarat Sahoo, Member of State Planning Board, Sri T. Ao, IAS, Director Tourism. The workshop was attended by many Govt. officials, HRAO Members, Tour Operators, Guides, Principals of Hotel Management Institutes, Travel Trade Personnels & students.

List of HRAO Members attend the workshop :

1. Mr. Srinibash Subudhi, Managing Partner, Hotel Janpath, Bhubaneswar
2. Mr. Tarini Prasad Mohanty, MD, Ridge Residency, Bhubaneswar
3. Mr. Debashish Patnaik, Director, The Crown, Bhubaneswar
4. Mr. A. Talukdar, VP, The Crown, Bhubaneswar
5. Mr. Subho Biswas, DGM, The Crown, Bhubaneswar
6. Mr. Prashant Ku. Jena, Proprietor, Anjali Palace, Bhubaneswar
7. Mr. P.D. Gupta, ED, Hotel Suryansh, Bhubaneswar
8. Mr. Sujit Kumar Mohapatra, MD, Hotel Lingaraj, Bhubaneswar
9. Mr. Jonathan Raul, MD, Cooks Restaurant, Bhubaneswar
10. Mr. Preet Kumar Das, Proprietor, Chef Restaurant, Bhubaneswar
11. Mr. Laxmi Chand Chowdhury, MD, Hotel Kamala, Bhubaneswar
12. Er. B.C. Praharaj, Proprietor, Hotel Upasana, Bhubaneswar
13. Mr. Vishal Pathak, GM, Trident, Bhubaneswar
14. Mr. Jasobant Parhi, Manager-HR, Trident, Bhubaneswar
15. Mr. Sampurnananda Panda, MD, Hotel Chand, Bhubaneswar
16. Mr. Jayadev Bala, Professor, ITER, Bhubaneswar
17. Mr. Milan Kumar Sahoo, MD, Hotel Richi, Bhubaneswar
18. Mr. Deepak S. Rathor, MD, Hotel Ashoka, Cuttack
19. Mr. Nilasaila Naik, ED, Tripple C, Cuttack
20. Mr. Debasish Behera, Proprietor, Hotel Adarsh, Cuttack
21. Mr. Jethy, Partner, Hotel Bishal Cuttack
22. Mr. Debashish Kumar, Director, Hotel Victoria Club, Puri
23. Mr. Sunil Ray Chowdhury, MD, Hotel Sagarika, Puri
24. Mr. Biraja Dhal, GM, Hotel Hans Cocopalms, Puri
25. Mr. Raj Kishore Patra, MD, Hotel Holiday Resort, Puri
26. Mr. RK Das Mohapatra, MD, Hotel Puri Beach Resort, Puri
27. Mr. Ram Ballav Mohapatra, Hotel Jyoti, Puri
28. Mr. D.B. Banerjee, MD, Hotel Ocean View, Puri
29. Mr. U.S. Panigrahi, MD, Hotel Mayuree, Berhampur
30. Mr. V. Santosh Kumar, MD, Lakshmi Nivas Lodging, Berhampur
31. Mr. Sarosh Bodhanwala, MD, Hotel Barjorjis, Balasore
32. Mr. Ved Prakash Nath, MD, Hotel Veena, Balasore
33. Mr. Dhireswar Sarangi, MD, Hotel Tribeni, Sambalpur
34. Mr. Satya Narayan Mohanty, Proprietor, Hotel Pooja, Joda
35. Mr. Ajit Kumar Naik, MD, Hotel Suryansh, Jajpur
36. Mr. Ramakanta Balabantaray, Proprietor, Digantika Hotel, Balugaon
37. Mr. Kailash Chandra Moharana, MD, Paradeep International, Paradeep
38. Mr. Siba Prasad Mohanty, MD, Hotel Golden Palace, Kendrapara
39. Mr. Jitendra Kumar Patnaik, MD, Hotel Surya, Dhenkanal
40. Mr. S. Patra, Manager, Hotel Bhagirathi, Bhawanipatna
41. Mr. Rajesh Venkataraman, GM, Hotel Swosti, Bhubaneswar
42. Mr. Soumitra Roy, GGM, Swosti Group of Hotels, Bhubaneswar
43. Mr. Durga Das, Executive Secretary, HRAO

At the outset Mr. Srinibash Subudhi, Vice Chairman, HRAO welcomed Hon'ble Minister Tourism and all esteemed guests to the workshop, he requested Minister and the delegates on dais to light up the lamp and inaugurate the workshop.

INAUGURAL SPEECH

In absence of Mr. JK Mohanty, Chairman, HRAO, due to his illness Mr. Debasish Patnaik, EC Member, HRAO delivered the inaugural speech and highlighted certain issues raised by Chairman, HRAO :

1) International Airport

Since 1994 when Sri Gulamnabi Azad, was the Union Minister for Civil Aviation, had laid the foundation stone of the present airport and had committed that Bhubaneswar airport could be declared international airport in 4 years time. But today it is 2011 and the promise has not come true.

2) India has been booming in the tourism sector and additional 1,50,000 rooms are required to be build in star category in various tourist locations. Orissa must plan out the number of rooms to be added in phased manner in various tourist locations.

3) There is a shortage of trained manpower in the tourism sector and with addition of 1,50,000 more rooms, there would be a requirement of 4,50,000 employees in both administrative and operational fields. As tourism is declared as the largest manpower generator, Orissa government must plan to increase the number of hotel management and tourism development institutes in the state as future employment in this sectors is guaranteed. 2011 and the promise has not come true.

4) As we find there is shortage of senior level officials in the department of tourism, we propose under the Principal Secretary of Tourism, there should be a Director Tourism in charge of administrative affairs and a separate post of Director be created towards promotion and campaigning to develop in-bound tourism with a target. Unless a target is given, nobody will deliberate. Further, we suggest an expert, preferably MBA having adequate marketing knowledge should be appointed towards organizing road-show within the country and abroad throughout the year. Unless this is done, we cannot grow fast.

We also propose, there should be a separate Managing Director post for the OTDC so that the precious time of the Principal Secretary is utilized for development of the tourism sector and not for operating small pantha nivas units. Further the process of privatization of the Pantha Nivas units through the state should be done speedily.

5) We also wish to bring to the notice of the Hon'ble Minister the various issues which the hoteliers and tour operators facing from time to time should be addressed without delay or we start losing opportunities. I would like to bring to the notice of the decision makers that-

a) Recently the Police Department in the capital city have issued a circular that luxury coaches, Volvos etc., carrying foreign tourists can not come into the city. The tour operators have been advised to offload them outside the city and bring them into the city in small cars. When tourists travel in groups, they detest this very strongly. This, in long run, is going to be a negative factor and we would lose tourists. In no other state or metro city such a rule is applied. This has been brought to the notice of the tourism department by the tour operators but unfortunately, favourable decisions have not yet been taken.

b) Problems with Municipality:-

The municipal taxes have suddenly become so high that it has become impossible for entrepreneurs or hoteliers to pay such high rates of taxes. On the one hand while tourism department is thinking progressively to increase tourism, on the other hand other agencies are not so kind. The entrepreneurs are already facing tremendous problem with the municipal authorities in the state.

- 6) **Safety & Security :**
Safety & Security of tourists have become a major concern and we sincerely request the government to take quick steps in deployment of tourist police in important tourist locations such as Puri, Konark, Lingaraj Temple where not only tourists, even the local tourist guides are also harassed by the local touts. Immediate action from the state tourism department is required to stop this menace.
- 7) **Orissa Travel Mart:**
We are grateful to the Hon'ble Minister for tourism Sri Debi Prasad Mishra for agreeing with us to start Orissa Travel Mart where tour operators, travel writers etc can come on a FAM tour to explore the tourism potential of the state. We sincerely request Hon'ble Minister for a quick decision on this and start working on this through reputed concern to make the Orissa Travel Mart an annual event.
- 8) **FHRAI Convention:**
I am thankful to the Hon'ble Minister Tourism for inviting the Indian Association of Tour Operators (IATO) in the past for holding their annual convention in Orissa in the year 2008 and now I am also extremely grateful to the Minister for immediately agreeing to help the hoteliers for holding of the next convention of the Federation of Hotel & Restaurant Association of India (FHRAI) in Bhubaneswar. I am sure if the FHRAI convention will be held in Orissa, then Orissa would be able to attract huge investment in the tourism sector.
- 9) **Land Bank:**
I also once again propose that the State Tourism Department should create a land bank in discussion with the Revenue Department and allot land in important tourist places to prospective entrepreneurs with good track record. Huge acres of land are being given to entrepreneurs putting up projects in steel, power, education sector, but unfortunately, tourism sector has not been taken seriously by the government, although the industrial policy says tourism is a priority sector.
- 10) **Master Plan for Tourism Development:**
We request Hon'ble Minister for Tourism to take experts to formulate a 10 year road map and give clarity in the intentions of state government for promoting Orissa.

With these issues he once again welcomed all delegates for a brain-storming exercise which would be helpful for promoting tourism of Orissa. He requested to the house to adopt a progressive method for putting up genuine problems for consideration by the government and not to use this platform for criticizing the government in any manner which has in its own created the Entrepreneurs' Week to listen to our problem and give solutions.

Address by Sri Ashok Tripathi, IAS, Principal Secretary, Tourism

Delivering his speech Sri Ashok Kumar Tripathy, IAS, Principal Secretary, Tourism strongly spoke in favour of land bank issue. He highlighted few problems faced by entrepreneurs for setting up new Hotels and informed how Ginger hotel project at Paradeep got delayed by 4 years due to non availability of clearance from Paradeep Port Trust authorities. He also pointed out how Konark does not have hotels except Panthanivas. Govt. of India has formed Hospitality Promotion Board to promote hospitality sector at centre level and he opined that similar Board at State level will be formed. He is hopeful Bhubaneswar Airport will become International by 2012.

He informed the house about the deployment of Tourist Police by 1st April 2011. Training will be conducted by Home Department. Govt. is also preparing some tourist friendly packages. Steps are already taken with Municipal Corporations for cleanness of tourist places. Department of Tourism is planning to provide dynamic LED Lights at the temples. He requested entrepreneurs to work with Govt. to make Orissa an attractive tourist destination.

He also informed members that Department is working seriously to make an attractive Tourism Policy comparing with other State Tourism Policies. He expressed his unhappiness towards the marketing of State Tourism in past and highlighted about the steps taken by Department of Tourism to advertise and market Orissa Tourism in channels like BBC, Discovery, NGC etc. Online marketing has also been started through ezeego1.com.

Address by Sri T. Ramachandru, IAS, Principal Secretary, Industry

Delivering his address Sri T. Ramachandru, IAS, Principal Secretary, Industries highlighted how Orissa has all type of Tourism potential like Adventure Tourism, Beach Tourism, Tribal Tourism, Temple Tourism, Leisure Tourism etc. He said, we have Asia's largest brackish water lake. Irrawaddy Dolphins, Bhitarkanika and many more. He emphasized on adding additional facilities and attractive things at existing tourist places where tourist would feel to stay more than one night and revenue generation in Tourism can be doubled.

He opined that policies are only enablers and result must be produced by the entrepreneurs. Tourists are not worried about Tax structure. He assured entrepreneurs for all supports from Government of Orissa but pointed out it is the entrepreneurs to take initiatives.

Address by Dr. Sarat Sahoo, Member, State Planning Board

In his speech Dr. Sarat Sahoo brought to the notice of Hon'ble Minister Tourism & Secretary Tourism about the hike in electricity tariff, Municipal taxes and delay in declaration of Tourism policy. He informed the house like sugar cane industry hotels are in their business at the best for 3-4 months in a year. Such a hike will harass hoteliers which will affect tourism sector.

He requested Minister for an early declaration of Tourism policy which would be a best gift for entrepreneurs in this week celebration.

Address by Sri Debi Prasad Mishra, Hon'ble Minister, Tourism

Delivering his speech Sri Debi Prasad Mishra, Minister Tourism & Culture expressed his happiness over Celebration of Entrepreneurs Week successfully for last 7 years.

He informed that our domestic tourist as well as International tourist inflow is growing constantly since the year 2000. By end of the year 2012 State hopes to receive 1 Crore domestic tourists compared to 70 lakh tourists now and 70,000 International tourists compared to 50,000 at present. He said state is spending Rs. 120 Crore on infrastructure development & Rs. 170 Crore on establishing connectivity to over 300 tourist destinations Govt. is further planning to develop Beach Tourism, Water Sports Tourism, Medical Tourism and many more. Govt. has already started advertising Orissa Tourism in channels like BBC, Discovery and NGC etc. Government is upgrading Jharsuguda air strip which will enable tourists to arrive directly at Western destinations.

He informed the house that our main focus is on addition of rooms & develop the product. He assured Members for an early release of Tourism Policy. It is getting delayed due to the comparative study of other state policies which are recently released. He informed that demands from Hotel & Restaurant Association of Orissa like exemption of taxes, Industrial Tariff of electricity, land at concessional rate to entrepreneurs etc which are in active consideration in the Tourism Policy.

Minister also informed that Department of Tourism is planning to have Orissa Tourism Fair (OTF) every year to promote Orissa Tourism. Process is on to conduct FHRAI Convention in Orissa this year.

He assured members in coming years an International Airport, Land Bank, a conducive Tourism Policy will come up by which entrepreneurs will have good business & Department of Tourism will conduct more meetings like this to solve problems of entrepreneurs.

BUSINESS SESSIONS

Sri T. Ao, IAS, Director, Dept of Tourism welcomed all Moderates & Panelists to the Business sessions and briefly explained about the three topics of business sessions.

Beach Tourism, ECO Tourism & Safe Honourable Tourism

Sri Srinibash Subudhi invited the Moderator and following Panelists to the dais :

Moderator :

Sri Nageswar Patnaik, Sr. Co-ordinator, The Economic Times

Panelists :

- (a) Sri A. K. Tripahty, IAS, Secretary Tourism
- (b) Dr. A. K. Patnaik, IFS, Chief Executive Chilika Development Authority
- (c) Sri T. Ao, IAS, Director Tourism
- (d) Sri Benjamin Simon, President, TAAO
- (e) Sri Himanshu Dash, President, RLSS(India) Orissa State Branch
- (f) Sri Sabir Bux, Deep Sea Diving Expert, Cuttack

At the outset Sri Nageswar Patnaik, Moderator of the topic explained about the potential of tourism in Orissa and informed that out of 100 types of tourism Orissa has everything. He also informed that we have a proactive Government but still our entrepreneurs are lagging behind.

He requested Sri Himanshu Das to deliver his comments on beach tourism and Eco-tourism.

Sri Himanshu Dash had presented a power point presentation and emphasized on how 49% of tourists travel to beach side now-a-days. He informed apart from Puri, Orissa has 14 more identified beaches which has to be developed. He observed thousands of Tourists visit to Astarang which does not have Hotel & Restaurants. He requested entrepreneurs to form small groups and promote the destinations. Tourism is all about interest creation. He expressed his thanks to Sri Sabir Bux for creating new Tourism in form of water sports in Orissa.

He informed that entrepreneurs are confused about CRZ regulations. He requested Govt. to prepare the Coastal Development plans along with entrepreneurs. He expressed his thanks to Hotel Association of Puri for supporting him introducing qualified beach guides for the safety of tourists.

He expressed his view over growing concept of ECO Tourism. ECO Tourism is a highly specialized area of sustainable Tourism. It must be community oriented.

Moderator, Mr. Patnaik requested **Mr. Benjamin Simon** to highlight the problems & solutions of Beach Tourism.

Mr. Simon expressed that Beach Tourism is future of Orissa Tourism. Unfortunately we don't have prospects. We have wonderful beach at Puri but apart from visiting Lord Jagannath Tourists do not have any recreational facilities in beaches. Hotelier in Puri are confined to 35-40 rooms and they are happy on that. He highlighted that as a Tour Operator how they face problems while marketing Orissa Tourism where the destinations do not have quality amenities.

He pointed out that lot of Oriya youths are going other States for seeking job. Community participation is needed in beaches and awareness should be developed among them how to earn money in their own place. He expressed his concern over the safety of tourists on Marine drive road. He requested Govt. & local people to develop attractive & innovative things to attract tourist along the Marine drive road from Puri to Konark.

Replying to Mr. Benjamin Simon's suggestions, **Minister** informed that Tourist Police will be deployed soon and Department of Tourism has already discussed with Beach Development Committee at Puri for deployment of people for Beach cleanness, they will be paid by the Department of Tourism.

Moderator Mr. Patnaik requested Minister to conduct an International Kite Festival at Puri or Gopalpur to promote Orissa Tourism.

Mr. Sabir Bux expressed that in water sports facilities Orissa was no where. He informed his plans to start some water sports activities at Puri, Gopalpur, Astaranga with marking some diving sites. He also expressed his plans for wind shopping in the bank of river Mahanadi and Kathajodi and also in Chilika lake. He requested support from entrepreneurs and Department of Tourism is needed for the promotion of Water sports Tourism in Orissa.

Moderator Mr. Patnaik informed the house about the good works of **Dr. AK Patnaik, IFS, Chief Executive, CDA** and how Dr. Patnaik is instrumental to bring back Chilika to its natural beauty.

Participating in the discussion **Dr. Patnaik** emphasized on CRZ regulations and how Government of India is demarking the hazard line on coast. Helps are taken from oversea exports. He also explained about coastal erosion in scientific terms.

Expressing his view over Eco-tourism he told that this is a low impact tourism which is grooming. He emphasized on community profit shared business in Eco-tourism projects, by giving examples of other countries where profit is shared by local community. He said we should be able to produce educated guides who can narrate the natural beauty of the place instead of narrating fake stories and making fool. In Eco-tourism area Tourists come for certain things which is to be focused and explained by a proper guides. He also shared his experience how Dolphins are protected at Satapada by training local fishermen.

OPEN HOUSE

Mr. Debashish Kumar, Vice President, Hotel Association of Puri pointed out that since there is a discussion on Beach Tourism where Puri is being focused but unfortunately no stake holder from Puri is invited as a Panelist. On replying Mr. Benjamin's question why Hotels in Puri are restricted to 30 to 40 rooms he said that though Puri is declared as CRZ-II, but till now process are going on as per CRZ-I regulations for which Hoteliers are unable to add rooms. He also said that, we are discussing about infrastructure of Samuka Beach, but why not about the saddy condition of existing infrastructures like roads, uncleaned beaches, Swerage system, safety of tourist etc.

Mr. Sanjay Samantaray of Adventure Sports informed that he wants to buy gears for adventure Tourism but he is not getting Government support for identifying the kits and taxation structure. He requested Hon'ble Minister for development of these kind of Tourism.

Mr. Bose, Managing Director, OSFC emphasized on modernisation assistance to sea beach hotels. He informed that Hotels near beaches required modernization assistance but land lease is expired. These issues are pending with PKDA and Puri Municipality. He suggested that if a decision can be taken in this regard, hotel modernization can be facilitated.

Mr. P. Mishra, Manager, State Bank Group pointed out that most important thing about Eco-Tourism is cleanness. But take the case of Bali Hara Chandi, which is not cleaned for last 20 years. Local NAC is unable to do that. Secondly he said that tourist destinations like Puri, Bhubaneswar do not have a map. Unfortunately we don't have proper map, Signage of any destination in Orissa. He requested that Department of Tourism should ensure all Hotels to have proper map of the destinations.

Mr. Bijoy Das, Chairman, Hotel Association of Puri requested Minister Tourism that local entrepreneurs should get chance in Samuka Project and identification of the hotels by Department of Tourism for classification .

Mr. Srikant Mishra, President, Orissa Tour Operators Association informed Dr. AK Patnaik, IFS about the lack of co-ordination between Forest Department and Tourism Department for which Tour Operators face problem while taking tourist to Bhitarkanika. He also informed that accommodations problem is also a major issue at Bhitarkanika which has to be organized.

Remarks by Principal Secretary, Tourism on Open House Discussion

Replying to the questions raised on Open House session Principal Secretary, Tourism expressed that

1. We must discuss about other beaches like Chandipur, Gopalpur and Rama Chandi etc rather focusing on Puri.
2. Carrying capacity is one of the important point which will be mentioned in our policy.
3. Local entrepreneurs will be encouraged for Samuka Project but there will be a bidding process. Department acquired 1000 acres land for Samuka.
4. Tourist Police will be deployed very soon in the beaches.
5. Department of Tourism is thinking of water sports activities in PPP modes.

6. Beach cleanness is centre point of discussion. But people go for picnic in beaches and dump all garbage there and blame Government for cleanness. Now Department of Tourism want to introduce the concept of user charges. Dustbins will be place in identified locations and some outsourcing agency will collect it. At Puri Beach Development Committee is formed by taking representatives from stake holders, HAP, Puri Chamber of Commerce etc and now things are coming up.
7. Concept of developing user friendly literature, maps and signages culture is to be followed.
8. He asked Mr. Samantaray of Adventure sports to meet Director Tourism for necessary help.
9. He expressed his views over the accommodation problem at Bhitarkanika and informed that Government is looking after the issues which will come up slowly.

Lastly Mr. Tripathy expressed his thanks to Moderator and all Panelists and members participated on Open House for a healthy interactive session.

Due to insufficient time both 2nd & 3rd session are combined.

Transport & Civil Aviation

Moderator :

Mr. Vivek Patnaik, IAS (Retd), Former Secretary, Tourism

Panelist :

Mr. A. Talukdar, Vice President, The Crown

Mr. Gagan Sarangi, Secretary, Orissa Tour Operators Association

Mr. Bijay Patnaik, Discover Tours

Opportunities in Tourism

Moderator :

Mr. A.B. Tripathy, IPS (Retd), State Convenor INTACH

Panelist :

Mr. Debasish Patnaik, Director, The Crown

Mr. R.N. Panigrahi, Member, UCCI

Mr. Lenka, Principal, ITTM, Bhubaneswar

Delivering his speech Mr. Vivek Patnaik emphasized on the air connectivity to Bhubaneswar. He expressed his views that Bhubaneswar Airport is good enough to accept International flights. But somebody has to negotiate with Foreign Airlines. These are negotiated during the bilateral discussion between the countries. He said we must thanks to Mr. Biju Patnaik for having lot of Airstrips in the State of Orissa. He requested Minister to develop Jharsuguda Airstrip and speed up the process at centre level for International Airport at Bhubaneswar.

Mr. A.B. Tripathy delivering his speech said that, "State like Bihar is getting 5 lakh foreign tourists in a year while we get only 50,000. This is because Bihar is able to identify the circuit which we could not for last 30 years. We were not sure what should be the brand of Orissa. In 1980s our brand was Lord Jagannath. Today also the same.

We should take a realistic view and develop areas where tourist would come. First opportunity is to develop our Buddhist Circuit. Second opportunity is Beach Tourism. But we have to go beyond Puri. Puri is over crowded & congested now. Both Bhubaneswar and Puri were in mission plan of Jawaharlal Neheru. Something happened in Bhubaneswar but nothing happened at Puri. Let us develop beaches like Chandipur, Gopalpur etc."

He also appreciated the ideas of Mr. Srikant Mishra and said Department of Tourism must accept the views of Tour Operators, who play a major role to bring foreign tourists to Orissa.

He said Tourists coming from outside states do not highlight about Orissa. Mr. Tripathi gave example of Himachal Pradesh Tourism where the State won't get foreign tourists but Himachal Pradesh Tourism is ahead of Orissa Tourism. He highlighted about the hotels in Shimla how neatly & professionally maintained.

Minister's Response

Responding to Mr. AB Tripathi, Minister replied :

1. Today we have a budget of 50 Crore, allotted to upgrade Buddhist Circuits.
2. In Beach Tourism, we have plans to develop Talasari Beach, Tampara at Gopalpur, Chandipur, mouth of Rushikulya, Paradeep Beach and Siali Beach as a picnic spot in the district of Jagatsinghpur.

Moderator Mr. Patnaik requested **Mr. A. Talukdar** to express his views on air connectivity.

Taking part as a Panelist Mr. A. Talukdar, VP, The Crown emphasise on negotiation with individual airlines for their operation in Bhubaneswar Airport. He informed Load factors are the major issue. He suggested Hotel Association & Government agencies to have direct talk with different airlines to increase the flow of foreign tourists.

Moderator Mr. Tripathi requested **Mr. Debasish Patnaik** to express his views on creation of opportunities to promote Orissa Tourism.

Expressing his views Mr. Debasish Patnaik, Director, The Crown informed how Orissa has strong domestic market and all kind of hotels to cater different tourists but our promotional aspects are very poor. Mr. Patnaik presented a power point presentation and few clips of Kerala Tourism & Madhya Pradesh Tourism.

He suggested that our product is not bad. If better facilities are available why not try and use those resources to promote Orissa in a better manner.

Mr. Gagan Sarangi emphasized on International marketing and air connectivity. He also suggested to have direct flight from Varanasi to Bhubaneswar to attract Buddhist Tourists who visited in large numbers to Varanasi.

Mr. R.N. Panigrahi, Member, UCCI suggested following points :

1. Panthanivas to be privatized.
2. Department of Tourism should look after development of Tourism instead of busy in conducting fair & festivals.
3. Orissa should conduct road shows for promotion of Tourism
4. He proposed for a formation of State Tourism Advisory Board.
5. He requested Hon'ble Minister to add Medical Tourism in the basket of Tourism.

Mr. Bijay Patnaik, Discover Tours emphasized on road connectivity and requested Hon'ble Minister to allow tourist coaches inside Bhubaneswar city which are restricted by Commissionerate Police.

Mr. Lenka, Principal, ITTM emphasized on professional manpower in hospitality industry and training of local youths as guide in Eco-Tourism Projects.

Vote of Thanks by Sri T. Ao, IAS, Director Tourism

Delivering vote of thanks, Sri T. Ao appreciated the idea & suggestions of Moderators & Panelist of three sessions. He expressed his thanks to Hon'ble Minister and people present from travel trade, Hospitality institutes and Media for sparing their valuable time for the Workshop.

CODE OF CONDUCT FOR SAFE & HONOURABLE TOURISM

SAFE AND HONOURABLE TOURISM :

To leverage the burgeoning global travel and trade and in keeping with the Indian tourism industry's objective of positioning India as a global tourism brand, the Ministry of Tourism has strategically outlined in its policy the central principle of, 'Atithi Devo Bhava'(Guest is God). In stating this, is evident the commitment of Indian tourism to ensure that every tourist in India is physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated. To meet this objective and at the core of the National tourism policy of 2002 is outlined the seven pillars of tourism, Swagat (Welcome), Soochana (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachanam (Infrastructure Development) and Safai (cleanliness).

'**Safe and Honourable Tourism**' aims to strengthen the critical pillar of 'Suraksha'(Safety) and ensure that Indian tourism follows international standards of safe tourism practices, applicable for both tourists and local residents i.e local people and communities who may be impacted by tourism in some way. Its central objective is to ensure that tourism activities are undertaken, integrating the need to protect the dignity, safety and the right to freedom from exploitation of all tourists and local residents involved in or impacted by tourism. In today's scenario, following safety guidelines is not just about adhering to the provisions of the seven pillars but also implies good business. As the demand from travellers for safe and secure tourism services increases, this code will assist signatories to build capacities among their services chains and personnel so as to be able to respond to this demand.

SPECIFIC OBJECTIVES :

This code is a guideline of conduct to enable the Indian travel and tourism industry to:

1. Encourage tourism activities to be undertaken with respect for basic rights like dignity, safety and freedom from exploitation of both tourists and local residents i.e people and communities who may be impacted by tourism in some way.
2. Aid the prevention of prostitution, sex tourism and forms of sexual exploitations like assaults and molestations in tourism to safeguard the safety of persons, in particular women and children.
3. To enhance prevention of activities like forced or involuntary drug use, manipulated and incorrect information, cultural and social intolerance which could increase vulnerability to crime.

APPLICABILITY :

This code of conduct shall be applicable to all the owners, suppliers, contractors, employees of the travel and tour sector including hotels, restaurants, lodges, guest houses, tour agents, entertainment establishments etc. In addition it shall be applicable to service providers like event management organizations, entertainment providers, transport operators like taxis, buses, tour guides and other services or agencies associated with the tourism sector. This is not a legally binding instrument but a set of guidelines for the tourism industry. In addition to these guidelines, included in this code are key messages that signatories are encouraged to use.

GUIDELINES FOR THE TOURISM INDUSTRY

1. Information & training of personnel :

- Management will take up measures to build awareness and train staff on the guidelines of this code and appropriate legal provisions to enhance vigilance and to ensure that personnel act in a manner that promotes the safety of tourists, local residents and their own staff.

- All hotels and tour operators shall train and maintain two persons as focal points to ensure that all safety norms and guidelines of this code are adhered to. The officers shall provide correct information to tourists, like information on Child lines- 1098, Women Help lines- 1091, local police helpline 100 and also act as a liaison officer with agencies such as the local police station, immigration authorities, civil society partners working in this area, child and women welfare committees etc.
- In case of an incidence of exploitation, personnel shall be sensitized to report correct information to the appropriate authorities act in cooperation with law enforcement agencies, other agencies providing care and support and take necessary action to protect the interests of the individual whose rights are violated,.
- Organizations will promote awareness on the code among service providers affiliated to their business such as vendors, contractors, taxi drivers, tour guides, event management companies etc. In case of misconduct by a staff member or personnel of a service provider, signatories of the code will commit themselves to act in an unbiased manner, reporting the incidence to appropriate authorities and protecting the interests of the individual whose rights are violated.
- Identified victims shall not be treated as criminals. They should be identified as persons in need of care, protection and should be provided with legal, medical, psycho-social and any other assistance without delay.

2. Public awareness and guest notification :

- Messages of intolerance to any form of exploitation must be made evident in appropriate places visible to guests/clients, employees and other visitors. Guests and clients must also be provided information through the company's website, brochures, tickets, bills, in-room/in-flight communication etc on issues related to commercial sexual exploitation such as sex tourism, prostitution, pornography, forms of sexual assaults, molestations and key messages elaborated in this code.
- In order to enhance tolerance for social and cultural norms, signatories of this code must take action to provide information available to their best knowledge on local social and cultural beliefs and norms. Knowledge and tolerance for different social and cultural norms will allow tourists to dress, conduct themselves and respect local beliefs helping them to adjust and thereby reducing the vulnerabilities they might face as foreigners to a particular destination.
- Signatories of the code are encouraged to assist tourists with guidance on safety tips applicable to the specific city/place like places to visit, timings for visits, right dressing and precautions against moving alone, and against accepting eatables and favors from unknown persons etc. Guests and clients shall be cautioned against solicitations from touts, non-regulated tourism operators and encouraged to consult the website of the Tourism Ministry and other authorized websites.
- Signatories will ensure that a clause is included in registration papers seeking commitment of the tourist to act in a manner that respects the dignity and rights of local residents and also to conduct themselves in a manner that shall aid the tourist's own protection against exploitation.

3. Regulated use of premises and official equipment :

- Management/owners are encouraged to prohibit usage of the organization's premises for use or abuse of illicit substances, sexual violations and of company equipment for viewing, storage, distribution, promotion or use of material which could increase vulnerability to exploitations of the nature mentioned in this code.
- Individuals under the permitted age shall not be allowed permission in to restricted areas like bars and pubs. Tourism service providers shall verify and maintain a record of details pertaining to tourists, personnel and service providers like address, contact details etc and also commit themselves to maintaining confidentiality.

- Internet usage that promotes, seeks any contacts for sex tourism and other sexual services, for search of pornographic material and/or to solicit the sale and purchase of illicit substances shall be prohibited.

4. Ethical business practices and marketing :

- Management/owners shall ensure that all contracts with business partners, suppliers and franchise agreements bear a clause seeking commitment to provisions of the 'Code of conduct for Safe and Honorable Tourism' in their businesses.
- Any tourism enterprise or service provider found to act in a manner that undermines the safety of persons outlined in this code may be blacklisted.
- Sexually explicit images or concepts/images that may compromise the safety of individuals shall not be used for marketing purposes. An unambiguous company policy shall be set up to ensure that marketing and advertising does not support the promotion of sexual exploitation or promotion of sexually explicit images.
- Signatories are encouraged to patronize vendors and service providers who are committed to adhering to the provisions of this code.

5. Implementation and Monitoring :

- All signatories are required to maintain an annual report on 'Code of conduct for Safe and Honourable Tourism' and submit it to a designated authority.

Management/owners shall report on :

- Training and capacity building initiatives carried out for personnel/ staff.
- Means adopted to raise awareness on safety among guests, personnel and service providers.

KEY MESSAGES FOR AWARENESS BUILDING AND DISSEMINATION

Enhancing safety and security of all tourists

- All signatories of the code are committed to act in a manner that protects the dignity and freedom against exploitation of persons especially women and children and facilitate prevention of incidences of sexual molestation, harassment of their guests and provide assistance in case of an untoward incident.
- All signatories of the code are committed to act in a manner that protects the dignity and freedom against exploitation of persons especially women and children and facilitate prevention of incidences of sexual molestation, harassment of their guests and provide assistance in case of an untoward incident.
- In case of exploitation please call the Child line-1098, Women Help lines- 1091 and/or contact relevant authorities like the police or travel and tour operators.
- Like in many places in the rest of the world tourists are encouraged to follow some basic and practical safety tips such as to remain with a group or meet new people in public places, not to accept items from persons whom they have befriended recently, be wary of unexpected, unknown persons coming to their hotel room, never open the door to unsolicited room service or maintenance people etc.
- Tourists are encouraged to understand local social, cultural norms and beliefs and are encouraged to conduct themselves in a manner that respects these beliefs.

- Tourists must always take the advice of more than one person when seeking information on places to visit, shopping places, local customs, beliefs and norms and remain vigilant on accepting completed documents. Tourists are encouraged to seek information from Government of India recognized information centers and visit the Ministry of Tourism's websites.
- Indecent Representation of Women (Prohibition) Act, 1986, Section 2 (c) – Indecent representation of women means the depiction in any manner of the figure of a woman, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to, or denigrating a woman or is likely to deprave, corrupt or injure the public morality or morals.
- Kidnapping or abducting in order to subject person to grievous hurt, slavery, etc. is an offence under Section 367 of the Indian Penal Code.
- Assault or criminal force to woman with intent to outrage her modesty is an offence under Section 354 of the Indian Penal Code.
- Punishment for rape offences shall not be less than seven years but which may be for life or for a term which may extend to ten years as the case may be, according to Section 376 of the Indian Penal Code.
- Enhancing safety of local people :
 - People across the world dress, eat and live differently and follow different values and norms. Tourists are encouraged to respect the local people and must commit themselves to acting in adherence to local laws.
 - Signatories to the code maintain zero tolerance to acts of sexual exploitations, including commercial sexual exploitation like prostitution, sex tourism and trafficking of persons for it.
 - Many tourists believe that they are protected by anonymity and thus laws are more easily violated. Any guest, staff, partner linked to this agency found to be indulging in exploitations outlined in this code or supporting it shall be reported to an appropriate authority.
 - A few alarming trends that have emerged in recent years are sexual exploitation through sex tourism, paedophilia, prostitution in pilgrim towns and other tourist destinations, cross border trafficking.¹
 - According to studies conducted by the Ministry of Women and Child Development, there are 3 million commercial sex workers in India, of which an estimated 40% are children. ¹
 - Human trafficking is a crime against humanity. It involves an act of recruiting, transporting, transferring, harbouring or receiving a person through use of force, coercion or other means, for the purpose of exploiting them. The consent of a victim of trafficking in persons to the intended exploitation is irrelevant irrespective of age.
 - Sexual relationship with a child amounts to rape according to the Indian Penal Code and is punishable with imprisonment of minimum 7 years which can even be extended to life imprisonment.
 - Acquiring or inducing any person (irrespective of age or sex) for prostitution or causing a person to be taken for prostitution is an offence under Section 5 of Immoral Traffic Prevention Act 1956 and with a punishment of 3-7 years.
 - It is a myth that sexual intercourse with a virgin or a minor will cure STI or prevent HIV. It only spreads the disease further.
 - Abetment to crime amounts to committing the crime itself.

- Victims of exploitation are not criminals. They are persons in need of care, protection, legal, medical and psychological assistance.
- Under section 7 of Immoral Traffic Prevention Act, 1956, letting out a hotel or any part thereof for prostitution is an offence for which the license of the hotel can be suspended.
- Publishing or transmitting or causing to be published or transmitted, material in any electronic form which depicts children engaged in sexually explicit act or induces children to online relationship with one or more children for and on sexually explicit act is an offence under section 67(b) of the Information Technology (Amendment) Act 2008.
- Narcotics Drugs and Psychotropic Substances (NDPS) Act- Engaging in the production, manufacture, possession, sale, purchase, transportation, warehousing, concealment, use or consumption, import inter-state, export inter-state, import in to India, export from India or transshipment, of narcotic drugs or psychotropic substances is an offence except for scientific and medical reasons. Punishment for the offence may imply imprisonment, fine or both.
- Handling or letting out any premises for the carrying on of any of the above mentioned activities in an offence under the NDPS act.
- According to the National Security Act, 1980, the Central Government or the state Government has the power to act against any person with a view to prevent him from acting in any manner prejudicial to the defence of India, the relations of India with foreign powers or the security of India.
- The Foreigners (Amendment) Act, 2004 - If a foreigner to the country acts in violation of the conditions of the valid visa issued to him for his entry and stay in India, shall be punished with imprisonment for a term which may extend to five years and shall also be liable to fine. If he has entered in to a bond then his bond shall be forfeited.