

Government of Goa

**Goa Tourism Policy 2020**

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## **1. Preface**

Goa is often referred to as the ‘Pearl of the Orient’ and the ‘Beach Capital of India. Its natural beauty, unique heritage and a delectable mix of cultures, along with friendly and hospitable people, make it perhaps the most attractive tourist destination in India.

Tourism is the back bone of Goan economy, with 40% of the population directly or indirectly dependent on it. The sector has shown strong growth with total tourist arrivals increasing from 2.3 million in 2005 to 7.8 million in 2017, an annual growth of nearly 11%.

The tourist mix is dominated by domestic tourists that comprise nearly 89% of total tourist arrivals. The peak season of October to December sees nearly half of the annual tourist arrivals, putting immense stress on Goa’s ecology, infrastructure and tourism assets.

The Government of Goa has developed the Goa Tourism Master Plan, 2016 (‘GTMP 2016’) to harness the full potential of its tourism sector and to address existing challenges in a systematic manner. The Goa Tourism Policy 2019 (‘GTP 2019’, ‘the Policy’) provides the enabling framework for implementation of the GTMP 2016.

The Policy has been developed in a collaborative manner over a period of two years, incorporating the feedback and advice from various stake holders in Goa.

## **2. Vision, Cornerstone Principles and Objectives**

### **2.1. Vision**

“Make Goa the most preferred destination around the year for high-spending tourists in India by 2024, and a world-class international tourism destination by 2030”

### **2.2. Cornerstone Principles**

The Policy has been prepared considering the cornerstone principles as below. These encapsulate the broad objectives of the Government of Goa, industry and other stakeholders who formed an integral part of the consultative process. The cornerstone principles are:

- a) **Sustainability:** Develop and promote tourism infrastructure in an environmentally and ecologically sustainable manner through appropriate plans, programs and policies.
- b) **Uniquely Goan:** Showcase the unique historic, ethnic, natural, cultural locations and attractions of Goa to provide a wholesome and memorable experience for tourists.
- c) **Safety:** Make Goa one of the safest tourist destinations as per world-class standards.
- d) **Ease of mobility:** Provide fast, reliable, affordable and comfortable travel, transport and support services that ensure a seamless experience for tourists travelling in and out of Goa.
- e) **Global visibility:** Create awareness about Goa as a global tourist destination through innovative, focused and sustained marketing, promotion and communication initiatives in various target markets.
- f) **Authenticity:** Offer tourists an opportunity to experience the authentic Goan heritage and lifestyle, represented by its rich cultural, ethnic and social diversity.
- g) **Diversity:** Redevelop and rebrand Goa as a diversified tourism destination that offers a combination of culture, ecotourism, heritage, nature, coastal and entertainment based attractions for domestic and international tourists.

### **2.3. Objectives**

This Policy aims to set out the governance, institutional and regulatory frame work that would support implementation of GTMP 2016 over the next 25 years. The objectives of the Policy are as follows:

- a) Help attract a healthy mix of domestic and international tourists to Goa on a sustainable basis.
- b) Create a more environmentally and socially sustainable tourism destination, where territorial development is more balanced between the coast and the hinterland; employment opportunities are enhanced for local Goans and growth opportunities are created for Small, Medium & Micro Enterprises.
- c) Augment the capacity and quality of infrastructure facilities including accommodation, connectivity, power, water, wastewater treatment and other support infrastructure services.
- d) Give tourists a world-class experience characterized by distinct Goan hospitality, identity, diversity and local heritage.
- e) Incorporate modern technology, where pertinent in the tourism value chain to enhance quality of the tourism product, through research and efficient utilization of statistics.

### **3. Governance and institutional framework**

This Policy shall define the role of the Goa Tourism Board (GTB), the Goa Tourism Development Corporation (GTDC) and the Directorate of Tourism (DoT).

The Goa Tourism Board shall be a statutory autonomous body and shall be responsible for laying down the policies regarding all spheres of planning, development and marketing of tourism in Goa. GTB's powers and functions shall be as specified in the relevant statute.

GTDC, in addition to the performance of the functions mentioned in its Memorandum of Association and Articles of Association, shall also implement the policies and decisions made by the GTB.

The Directorate of Tourism, in addition to the performance of the functions envisaged in the Goa Tourist Trade Act 1982, shall implement all the policies and decision made by the GTB.

In case of conflict, if any, the decision of the GTB shall prevail.

#### **4. The structure and functions of the Goa Tourism Board**

##### **4.1. The structure**

The Goa Tourism Board shall be constituted as a statutory autonomous body by enacting appropriate legislation and shall comprise the following members:

- a) Chairman–Tourism Minister, Government of Goa
- b) Vice Chairman–Nominated by eight representatives of industry in the GTB
- c) Chairman, Goa Tourism Development Corporation (Member)
- d) Chief Secretary , Government of Goa (Member)
- e) Secretary Tourism, Government of Goa (Member)
- f) Director Tourism, Government of Goa (Member)
- g) Managing Director, GTDC (Member)
- h) Representative from Ministry of Tourism, Government of India (Member)
- i) Eight representatives of industry bodies from tourism industry (Member)
- j) Environment expert (Member)
- k) Chief Executive Officer –Appointed by the Government. (Member Secretary)

##### **4.2. The functions**

GTB will, inter alia, undertake the following functions (subject to approval from Government, where required):

- a) Evaluate and prioritize tourism development initiatives identified in the GTMP and facilitate its implementation.
- b) Develop the broad guidelines and action plan for implementation of identified initiatives in the GTMP such as marketing and promotion activities, tourism education, development of infrastructure, new tourism services through State funding and private sector participation.
- c) Decide on preparation of sector-specific policies including amendments to the regulatory frame work to achieve the overall objectives of the Goa Tourism Policy.
- d) Decide on specific actions to be undertaken for infrastructure development, marketing and tourism promotion initiatives, education, including providing directions to DoT, GTDC and other implementation agencies with well-defined milestones.
- e) Invite sector experts as special invitees to meetings to provide technical advice to aid decision making. This may include experts in environment protection, sustainable tourism, safety, town and country planning, engineering etc. These invitees shall not have the right to vote.
- f) Appoint an environment expert, a qualified professional having at least ten

years of experience in environmental science and sustainable development.

- g) Appoint program managers having at least ten years of experience in relevant sectors for management of individual tourism program development, flagship tourism projects, statistics and research activities, destination marketing, new product development and other specialized programs
- h) Assess budgets and advise on the financing plan for implementation of identified tourism development initiatives
- i) Periodically monitor progress of projects and programs including usage of funds, based on well-defined performance parameters
- j) Review and address issues and challenges faced by the implementation agencies
- k) Decide on specific actions for addressing the grievances of tourists and other stakeholders
- l) Form appropriate committee/ sub-committees to assist in the functioning of the GTB
- m) Coordinate with the Goa Investment Promotion and Facilitation Board in promoting private sector investments in Goa's tourism sector
- n) Define guidelines for approval of tourism related events in the State and provide recommendations on type of events.
- o) Issue Annual Reports of GTB to highlight initiatives carried out; and activities planned for the future and key statistics
- p) Perform any other function as directed by the Government and/or competent authorities.

#### 4.3. Other conditions

- a) The eight representatives from the industry shall nominate the Vice Chairman of GTB. The Vice Chairman shall chair GTB meetings in the absence of the Chairman.
- b) In case two or more posts allotted to the Government of Goa are occupied by the same person, the Government of Goa shall nominate additional member(s) to the GTB such that six distinct votes are held by the Government of Goa and/or its entities.
- c) The Chief Executive Officer (CEO) shall be appointed by the Government for a period of 5 years. CEO shall be entitled to salary and perks as decided by the Government in accordance with the relevant pay commission or as per applicable norms.



- d) The CEO shall be designated as Member Secretary of the GTB. This person shall be responsible for conducting routine business of the GTB. This shall include arranging for the GTB meetings, inviting members, defining meeting agenda, preparing minutes of meetings; and other activities as required.
- e) The CEO shall be responsible for day to day operations of the Board, including but not limited to, planning, implementation and monitoring of activities and tasks of the Board.
- f) The CEO can be removed from the position after approval of the Government if a majority of the Board members vote for the removal. If the position of CEO becomes vacant, a new CEO shall be appointed within a period of 3 months, by the Government.
- g) Eight members shall be appointed to the GTB as representatives of industry bodies from the Goa tourism industry as follows:
  - i) President/ Managing Committee Member of Travel and Tourism Association of Goa (TTAG)
  - ii) One representative from the Goa Chamber of Commerce and Industry (GCCCI).
  - iii) One representative elected by and from within the legally registered industry bodies for restaurants, permanent shacks, event managers/wedding planners of the State of Goa (Segment 1), on a rotation basis.
  - iv) One representative elected by and from within the legally registered industry bodies for heritage accommodation, art galleries, eco-tourism (Segment 2) on a rotation basis.
  - v) One representative elected by and from within the legally registered industry bodies for tourist guides, travel agent, tour operators and river cruise operators (Segment 3), on a rotation basis.
  - vi) Government to nominate three industry representatives from any tourism sectors as deemed fit by the Government.
- h) For the industry representatives:
  - i) A maximum of 1 representative can be appointed from an industry body.
  - ii) The members other than the ones from TTAG and GCCCI shall hold a position for two years on a rotation basis. For example, in the Segment 1, the representative for first two years could be from restaurants, for the next two years from permanent shacks, then from event managers/

wedding planner, then from restaurants again and so on.

- iii) Any industry representative nominated by the Government shall be a member for a maximum period of two years.
- iv) Only those industry bodies shall be eligible for sending a representative to GTB, which represent at least 25% of the market for their respective sub-segment in Goa. The list of such eligible industry bodies shall be approved by GTB.
- v) In case, there are multiple industry bodies within a segment that propose to provide their own representative in a given year, the representative of that segment shall be chosen by the government members of GTB .
- vi) The industry representatives shall have at least ten years of experience in the segment they represent, prior to their appointment to GTB.
- vii) The representatives from the tourism industry bodies shall recuse from discussions at GTB on a specific agenda item in case they have a conflict of interest, real or perceived, vis-à-vis the said agenda item. In case of any doubt, the decision of the Chairman shall be binding.

#### 4.4. Frequency of meeting

The Goa Tourism Board shall convene at least once every quarter with a quorum of at least 50% of members. Matters placed before GTB shall normally be decided through a simple majority, provided however that at least two representatives each from Government and industry bodies in the Board are in favor of the decision. The Chairman of GTB shall have the casting vote in case of a tied decision between the GTB members.

## **5. Other tourism committees**

Once the GTB is constituted, the State Level Marketing & Promotion Committee (SLMPC) and State Level Permission Committee shall be dissolved and activities of marketing & promotion shall be undertaken by DoT/GTDC, under directions of the GTB. The High Powered Monitoring Committee for Tourism shall be dissolved and all its roles & functions shall be taken over by the GTB. The GTB shall recommend approval guidelines to the Single Window Permissions Committee constituted for according permission to tourism related events with respect to the types of events to be promoted in Goa, venue, scheduling of events, quality standards and allied characteristics.

## **6. Funding mechanism and utilization**

GTB shall recommend, administer and monitor the utilisation of a dedicated Goa Tourism Development Fund (GTDF) for specific projects and programs identified under the GTMP or any other priority programs for development of tourism infrastructure, as decided by the GTB.

Sources of funds for GTB would include budgetary provisions made in the Goa's annual budget, levy of cess on specific transactions, membership fees or other charges as identified by the GTB. Proceeds of such cesses and other charges shall accrue to the GTDF.

The budgetary allocation to GTB shall be placed under the control of the GTB and the Board shall decide upon the purpose and manner of its deployment. GTB may suggest a one-time contribution to the GTDF from the Government of Goa as an initial contribution.

GTB shall be eligible to receive grants in aid from any Government Department or organization in furtherance of its objectives. In addition to the GTDF, funds may also be sourced from State/Central Government schemes and domestic or external borrowings, if required.

## **7. Role of Department of Tourism**

DoT shall be the primary agency for administration and enforcement of tourism related policies, legislation and rules in Goa.

The functions of DoT, inter alia, shall be:

- a) Administration and enforcement of tourism related policies, legislation and rules such as Goa Registration of Tourist Trade Act, 1982 (Prescribed Authority under the Act), Goa Tourist Places (Protection and Maintenance) Act, 2001(Competent Authority under the Act) etc. and their amendments thereof.
- b) Acquisition of land for various tourism related projects of DoT as approved by the GTB and Government of Goa.
- c) Administration of beach-shack policy including allotment of temporary shacks, deck beds and regulation of temporary shacks, deck beds and private property shacks in terms of quality of service, hygiene and safety standards.
- d) Levy of penalties and fines; and suspension of registration/licenses for violation of applicable tourism related policies, legislation and rules
- e) Procurement of works and consultants, as required
- f) Conduct of awareness building, training and skill development activities
- g) Conduct of tourism related research, marketing and promotion activities
- h) Assessment of tourist feedback as part of infrastructure planning and implementation of projects and programs
- i) Operation of Tourism Information Centres
- j) Any other activity assigned by the GTB and/or Government of Goa.

## **8. Role of Goa Tourism Development Corporation**

- a) GTDC shall be the primary agency for development and management of tourism infrastructure, marketing and promotion activities and development of new tourism products in Goa.
- b) The functions of GTDC, inter alia, shall be:
  - i) Development and upgradation of tourism infrastructure, including but not limited to, hotels, convention centres, tourism hubs, commercial places, tourist facilities decided by the GTB. The projects shall include those developed through private sector participation/Joint venture/PPP route.
  - ii) Operations and management (O&M) of tourism infrastructure through GTDC or third party service providers
  - iii) Monitoring of service quality, hygiene, safety standards and other obligations under O&M contracts
  - iv) Conduct of marketing and promotional activities as directed by GTB.
  - v) Provide support for development of upcoming tourism products and tourism locations.
  - vi) Attracting private investment into tourism sector.
  - vii) Development of new tourism products like Adventure, Heritage & cultural tourism.
  - viii) Procurement of works and consultants, as required and providing tourism consultancy related services to the tourism sector.
  - ix) Any other activity assigned by the GTB and/or Government of Goa.
- c) GTDC shall be empowered to undertake all functions outlined for GTDC under this Policy, under the overall supervision of GTB. Members of the GTDC Board of Directors that are not Government employees should have at least 10 years professional experience in specific fields of the tourism sector, including:
  - i) Tourism infrastructure and allied sectors
  - ii) Hospitality industry
  - iii) Marketing and promotion
- d) The GTB may appoint subject matter experts as independent advisers to the Board of GTDC, as may be required.
- e) Since 1982, GTDC has been instrumental in providing commercial activities such as operations of hotels, halls, renting of buses and taxis, organization of sightseeing tours and river cruises in the State. Given that these facilities and services are now well supported by a vibrant private sector, GTDC shall disengage from the same progressively over the next ten years.

- f) Assets such as hotels, buildings, land and immovable assets etc. shall be redeveloped through private sector participation under long-term lease or licensing arrangements, for development and/or operations & management. This process has already been initiated in the form of assets being developed through private investment mode on a license basis at Colva, Anjuna, Britona and Miramar etc. Existing staff employed in such activities shall be retrained by GTDC and redeployed as per requirement.
  
- g) Transfer of land/ properties from DoT to GTDC for the purpose of development of tourism infrastructure, as and when required, shall be undertaken at acquisition rate for such land/property.

## **9. Policy facilitation for focus initiatives under GTMP**

### **9.1. Destination Development**

#### **a) Coastal Tourism**

- i) Environmental sustainability shall be the key determinant for coastal tourism development projects. Regeneration of beaches, as identified and planned by Goa Tourism Board, shall be undertaken. Regeneration activities would include infrastructure development such as access, parking, urban sidewalks, promenades, public amenities etc. and services for providing cleanliness and security on beaches.
- ii) Conservation of the character of the beach shall be a key measure therein, including safeguards for sand and water quality, adoption of preventive measures versus erosion, protection of sand dunes and ecologically sensitive areas.
- iii) Blue flag certification or comparable standards for beaches shall be pursued for select beaches. This may then be extended to the coast, as per suitability in a progressive manner.
- iv) Water sports area separate from swim zones shall be demarcated. Relevant norms to enable blue flag certification or other equivalent or better global best practices will be followed.
- v) On beaches identified by the GTB, shacks at sufficient intervals on the edge of the beach, shall be granted as a special license. On such beaches, presence of eateries and shacks on the beach shall be limited.
- vi) Shack location and licensing would be undertaken in accordance with applicable laws and guidelines. Quality labels and accreditations for Goan cuisine and special services shall be instituted. Shack owners and operators will need to meet specific guidelines to acquire these labels and accreditations.
- vii) On beaches with constraints or restrictions in development as identified by the GTB, construction of beach huts shall be permitted on areas outside the beach, as a special license. On such beaches, concentration of beach huts shall be limited.
- viii) In the vicinity of protected areas, GTB will work with respective agencies to identify development locations and regulations in accordance with applicable laws and guidelines.
- ix) Development of ecotourism attractions in relevant coastal sites would be facilitated by DoT and GTDC, and eco-resorts would be facilitated by attracting acclaimed national and international brands at locations



identified by GTB.

- x) Fishermen markets, and food & beverage (F&B) courts shall be developed in participation with local stakeholders with well laid out standards on cleanliness, hygiene, preparation and availability of Goan cuisine.
- xi) Development of evolved tourist accommodation combined with luxury, lifestyle, music and fashion would be facilitated by attracting acclaimed national and international brands at locations identified by GTB.
- xii) Development standards and development guidelines would be specified for setting up small marinas and jetties at specific locations identified by GTB.

b) Culture and Heritage tourism

- i) Conservation, regeneration and promotion of Goan culture and heritage is one of the key initiatives of the GTMP. GTB would identify essential infrastructure and public amenity requirements for identified tourism assets of historical and cultural importance. This would include norms to address tourist needs like road access, walk-ways, disability-friendly services, illumination, signage, interpretation centres, information panels, washrooms, cloak rooms, parking areas, eating facilities, surveillance cameras, souvenir shops, accommodation and transport services etc.
- ii) To encourage tourist visits to Goan villages, especially to explore traditional Goan houses, the GTB would designate villages conducive for development as “Tourism Villages”. The applicable standards for the receiving the designation of Tourism Village shall be specified, so that villages can compete for the same in a transparent manner.
- iii) Special labels for designated Tourism Villages, such as old Goan houses, handicrafts and Goan cuisine would be specified to help tourists explore the village based on their inherent uniqueness and variety of experiences on offer.
- iv) Voluntary certification schemes and labels for other specific services or facilities may be pursued by business entities and service providers interested in enhancing their brand or visibility. These labels can be used for the benefit of restaurants, cafes, shacks, spice plantations, homestays, food carts and other eating places. Self-certifications may be subject to an independent audit by a committee appointed by the GTB to review and monitor compliance.

c) Nature-based tourism

- i) Ecologically sustainable and environmentally sound practices would be adopted in development of nature-based tourism.
- ii) High quality facilities in protected areas would be developed to increase the number and stay-duration of high-end visitors, in adherence with applicable laws and regulations.
- iii) Infrastructure, information and other services including signage and road access, parking, information centre, toilets, wireless internet connectivity, permanent electricity, water, sewage and telecommunications would be developed in tourist-frequented areas in the vicinity.
- iv) Nature clusters comprising key natural or cultural assets located in the vicinity of each other across the Goan hinterland shall be identified for development.
- v) River cruises in small vessels across Goa's inland waterways shall be facilitated, subject to environmental and navigational constraints. Emphasis would be on eco-friendly operations for river vessels, using small ports and jetties along the demarcated river circuits for hinterland exploration. This would be governed by mandatory service, safety and quality standards for river vessels.
- vi) Unique tourism assets including the myristica swamps and freshwater crocodiles that have adapted to saltwater would be identification and promoted
- vii) Adventure and sports tourism shall be promoted through identification of minimum standards for facilities and services across activities.
- viii) Certification schemes for companies, and training schemes for specialized guides / trainers would be instituted.
- ix) Spice plantations and agro farms involved in tourism trade would be designated and defined, with specialized quality labels and certification schemes
- x) Tourism accommodation and activities based on the premise of eco-tourism would be designated and defined, with specialized quality labels and certification schemes

d) Leisure and entertainment

- i) Minimum development guidelines would be specified for setting up family entertainment districts at suitable locations in Goa.

- ii) Investment promotion and facilitation schemes would be employed to attract top international/national investors and brands.
  - iii) GTB will facilitate development of golf courses on a case to case basis. Proposals for setting up golf-courses shall be evaluated based on international guidelines and best practices to conform to the overall objectives of environmental sustainability. The mandatory guidelines and standards for setting up golf-courses would be recommended by the GTB.
  - iv) Development of waterfront promenade shall be undertaken at locations identified by the GTB. Special emphasis would be laid on surrounding infrastructure including road access, parking facilities, waste management and public amenities.
  - v) Relocation of offshore casinos to a more appropriate location, to create an international class gaming cluster is envisaged. This includes identification of the location for the cluster, along with development and operational guidelines for a state-of-the art gaming cluster, either offshore (with some services onshore); or onshore; or mixed mode (offshore and onshore).
  - vi) Voluntary standards and certifications for wellness centres to upgrade the offerings both in terms of facilities and manpower shall be facilitated
- e) Meetings, Incentives, Conferences and Exhibitions(MICE) and Weddings
- i) Mass events would be promoted, especially during the lean tourist season.
  - ii) New events that can become popular Goan attractions over time will be identified and promoted. Guidelines for mass events including fees, locations, approval procedures, supporting services, infrastructure access and other kinds of facilitation shall be set out by GTB.
  - iii) Development of international convention centres shall be facilitated.
  - iv) Marketing and promotion of Goa as preferred destination for MICE and weddings shall be done in collaboration with industry.

## 9.2. Connectivity infrastructure

- a) Connectivity infrastructures a critical component for ensuring a seamless tourist experience.
- b) GTB will work with government departments and stakeholders for prioritization, planning, execution and monitoring of tourism related infrastructure projects. The role of GTB would be recommendatory in nature and envisaged to align development of infrastructure with the requirements of tourism sector.

- c) GTB shall carry out the following actions related to connectivity infrastructure:
  - i) Road network: Advise on development and expansion of road network and remove bottlenecks to improve access to key tourism clusters.
  - ii) Waterways: Advise on improving interstate and intra-state connectivity through infrastructure development depending on feasibility of routes. Advise on provisions to support ferry services, catamarans, sea buses, speed boat and seaplanes to ferry tourists.
  - iii) Air: Work with airport operators at Dabolim and Mopa airports to improve air connectivity of Goa. GTB and airport operators to coordinate on marketing and promotion activities along with domestic and foreign airlines to attract high-end tourists.

### 9.3. Support tourism infrastructure

- a) Tourist Information Centres: Well-equipped tourist information centers shall be established at prominent tourist locations including tourist entry points. Tourist Information centres would be staffed with personnel trained for handling queries, grievances and providing support. Tourist Information Centers would have promotional material on tourism in Goa including schedule of events, provision for booking and technology based interactive kiosks.
- b) Signage: A clear, visible, permanent and consistent signage system shall be adopted. Tourism signs and symbols shall express their meaning in the most universal and simple language possible using international standards, as mentioned by the UNWTO. Signage system shall be implemented at the Tourist Information Centers, ports of entry/ exit, tourism circuits defined in the GTMP, locations identified for development of tourism products and all major roads.
- c) Cleanliness: Cleanliness of tourism locations including beaches is a necessity for attracting high-spending tourists. Adequate infrastructure for ensuring cleanliness such as placement of garbage bins at convenient locations would be provided. GTDC shall have the responsibility of ensuring cleanliness of tourist locations and shall work with local authorities. Enforcement of cleanliness norms shall be undertaken by Department of Tourism.
- d) Public amenities: Public amenities such as toilets, changing and shower facilities at beaches, cloak rooms etc. shall be provided at tourist locations. Number and location of such facilities shall be determined based on tourist density and distance. Such public facilities shall be disabled friendly.

Operations and maintenance of these facilities shall be undertaken through third party contracts.

- e) Pedestrian walkways: Development of contiguous levelled pedestrian walkways, clearly segregated from vehicular traffic, shall be promoted along roads and at tourist locations including beaches and heritage assets.
- f) Disabled-friendly access: Tourist locations identified under GTMP shall have well designed access points, amenities and ease of movement for the disabled.

#### 9.4. Utilities and other services

- a) Water and waste management: Poor waste management can cause a strain on tourism sector, affecting cleanliness, air and water pollution; and general hygiene. Utilization of new age waste water disposal methods shall be evaluated, especially in mass tourism areas.
- b) Electricity supply: 24X7 electricity would be provided at key tourism assets and establishments in the long term. In the short term steps shall be undertaken to provide 24X7 supply at tourist accommodation, flagship products and tourism hotspots.
- c) Healthcare: Increased number of emergency healthcare and first aid services would be required at tourism hotspots. All tourism hotspots shall have quick access to ambulance services. Contact details of ambulance services shall be displayed with proper signage at prominent locations at tourism hotspots.

#### 9.5. Promotion and Marketing

- d) Promotional and marketing collateral will be developed with a view to ensure consistent storytelling on historical, heritage, cultural and other natural tourist attractions. Product clusters would be developed for service providers sharing the same product market (e.g. nature tourism, cultural tourism, cruise tourism, etc.).
- e) Website and mobile applications: Technology driven marketing and promotion activities would be a key endeavor of the GTB. Usage of online channels to build the brand, create awareness, attract new customers, transmit experience and gather visitor information shall be taken up with relevant agencies and trade channels. Promoting mobile applications, customized digital content and real time information would be the key focus areas.
- f) Tourism Information Centres: Key physical contact points including virtual kiosks would be developed, to understand, assist, inform and seek feedback from the tourists as specified under the Tourism Infrastructure section.

- g) Press, Publicity and Programmatic Marketing: Segmented and efficient communication through traditional and mainstream media shall be strengthened.
- h) Social media: Building promotional narrative, seeking feedback and addressing customer feedback and grievances through continuous engagement on social media shall be continued.
- i) B2B meetings and events – Participation in domestic and global events and exhibitions, conducting marketing roadshows and events, facilitating focused B2B marketing and promotion activities shall be enhanced.
- j) Customer intelligence and market research: A tourism statistics unit shall be formed for collection of data, analysis and online reporting of tourism related statistics – foreign and domestic arrivals, hotel occupancy rates, average duration of stay, per-capita tourism spends, ticketing volumes, revenues, results of tourist surveys, international quality ratings, customer feedback etc.
- k) Building a Smart Tourism Destination – Efforts shall be made for dynamically interconnecting stakeholders through a technological platform on which information relating to tourism activities could be exchanged instantly. This integrated platform shall be made amenable for access through a variety of end-user devices to share experiences and feedback. This initiative would help improve the effectiveness of tourism resources management across destinations.
- l) Building awareness among local stakeholders: Sustainable tourism development in Goa is a responsibility of everyone: civil society, public and private sector. Campaigns with state coverage should be undertaken to raise awareness on the importance of tourism and environmental sustainability. In addition, a civic pride campaign should emphasize on the importance of conserving the natural and cultural heritages of Goa (either monuments or living culture and nature etc).

## 10. Skill development

- a) Human Resource Service Centres (HRSCs) shall be developed to cater to training and skill building requirement of the tourism sector. GTB would set up a task force to understand skill gaps and advice on training and skill development needs including syllabi and courses in consultation with industry stakeholder. HRSCs will be the focal point to provide the training, support and awareness required to meet the demand for skilled workforce Goa. Three HRSCs shall initially be set up in the state, and may be increased in number based on industry need.
- b) HRSCs shall have three major functions:
  - i) Awareness programs:
    - Grass root engagement through awareness programs on the tourism sector development planned.
    - Design of implementation strategies based on local strengths and opportunities
    - Seminars for students and teachers on maintaining general safety, cleanliness and hygiene standards in the locality.
  - ii) Training programs
    - Train and up skill current and future professionals comprising the tourism workforce
    - Specific programs designed around GTMP program requirements
    - Tourist guide certification courses
    - Taxi driver training courses emphasizing on hospitality and courtesies
    - Tourist police/ security force training courses
    - Facilitation of specialized programmes for adventure sports
    - Preparation of local Goan dishes: administer training courses and certification programmes
    - Skill development programs for local stakeholders involved in tourist trade, e.g. homestays, spice plantations, heritage houses, village walks, etc.
    - Skill development programs for persons involved in traditional Goan handicraft
  - iii) Support programs
    - Help create Micro and Small Enterprises to bridge gaps that exist in the rural tourism sector.
    - Help increase employment in the tourism sector

## **11. Regulatory Framework**

### **11.1. Regulation of Tourism Acts**

The Goa, Daman and Diu Registration of Tourist Trade Act, 1982 and The Goa Tourist Places (Protection and Maintenance) Act, 2001 with amendments thereof

- a) The Registration of Tourist Trade Act will be replaced by The Regulation of Tourist Trade Act to reflect the role played by the Act.
- b) Enforcement of policy and regulation shall be one of the principal roles of the Department of Tourism.
  - i) To enable the Department of Tourism to enforce the Acts, provisions on inspections, penalties, fines and suspension, cancellation procedures etc. shall be detailed in the Tourist Trade Act. The new and amended provisions to support the policy objectives shall be recommended by the GTB.
  - ii) Department of Tourism as the Prescribed Authority under Tourist Trade Act shall have powers to terminate the licence, seal and close tourist facilities such as hotels etc. if the said facilities are not compliant with the provisions of the Act or if such registration has been cancelled by the Prescribed Authority.
- c) Setting up of Goa Tourism Board and provisions on its functioning and powers shall be included in the Tourist Trade Act.
- d) Quality norms and certification standards in respect of classification of accommodation under Tourist Trade Act shall be amended in line with nationally and globally recognised classification standards.
- e) Tourism hotspots as envisaged in the GTMP 2016 shall be included in the list of places notified under the Tourist Places Act based on recommendation of GTB.
- f) The tenure of registration for tourism activities such as tenure for registration of boat rides and water-related activities shall be reviewed by GTB. Increase in tenure may be proposed considering business viability requirements and applicable rules and guidelines.



## 11.2. Framework for GTDC

- a) The key responsibilities for GTDC under the GTP have been highlighted in an earlier section.
- b) To achieve the objectives, the Scheme on Pattern of Assistance to Goa Tourism Development Corporation (A special purpose vehicle) for development of Tourism related infrastructure in State of Goa dated 2.7.2013 shall be modified to include -
  - i) Implementation of tourism infrastructure as decided by GTB,
  - ii) Assessing financing requirements and annual budgets to implement projects identified by GTB
  - iii) Utilization of budgetary funds under the Scheme in a time bound manner by following codal procedures
  - iv) Submit utilization certificates from time to time.
  - v) Provide timely progress reports to the Board of directors of GTDC and GTB on implementation of projects decided by GTB.
  - vi) Undertake operations and management of such infrastructure (on its own or through third parties)

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