

REPORT ON THE ACTIVITIES
OF THE
TOURISM & CULTURE (TOURISM) DEPARTMENT
FOR THE YEAR
2003-2004

Annexure-VII

**PROPOSED BREAK-UP OF RS.776.60 LAKH ALLOCATED
FOR THE YEAR 2004-05**

| Sl. No. | Demand No. Department | Purpose | Amount roposed (Rs. in lakh) |
|---------|-----------------------|--|------------------------------|
| 1. | 7-Works | | |
| | | 1. Improvement of existing tourism units | 2.00 |
| | | Total: | 2.00 |
| 2. | 32-Tourism | | |
| | | 1. Maintenance and development of garden/ landscape of tourism units | 3.00 |
| | | 2. Consultancy and Architectural fees | 30.00 |
| | | 3. Modernization of Tourist Office/ Counters | 10.00 |
| | | 4. Advertisement, Sales & Publicity | 200.00 |
| | | 5. Completion of Panthasala at Barkul | 40.00 |
| | | 6. Development of Eco-tourism at Rajhans Island | 15.00 |
| | | 7. Development of Eco-tourism at Ramachandi (Chandrabhaga) | 15.00 |
| | | 8. Development of Puri as Tourist Destination | 70.00 |
| | | 9. Development of Peace Park at Dhauli | 50.00 |
| | | 10. Development of Special Tourism Area | 300.00 |
| | | 11. Furnishing of Tourism Units | 15.00 |
| | | 12. External Electrification of Tourism Units | 8.60 |
| | | 13. Establishment of Urban Haat at Konark | 10.00 |
| | | 14. Tourist Reception Centre, Dhenkanal | 5.00 |
| | | 15. Tourist reception Centre, Keonjhar | 3.00 |
| | | Total: | 774.60 |
| | | Grand Total: | 776.60 |

**REPORT ON THE ACTIVITIES OF THE TOURISM & CULTURE
(TOURISM) DEPARTMENT FOR THE YEAR 2003-2004**

1. Organisation

1.1. Started as a Public Relations Activity, Tourism became a regular function of the Government with the creation of Tourism and Cultural Affairs Department in the erstwhile P& S Department Resolution No.17313 - Gen, dated the 13th November, 1973. The Department thus created was subsequently renamed as Tourism, Sports & Culture Department in G.A. Department Resolution No.14386 - Gen, dated the 10th June, 1980. In the process of further reorganisation of Departments, a separate Department was created for Tourism in G.A. Department Resolution No.270 - Gen, dated the 2nd January, 1991. Subsequently, a new Department of Tourism & Culture has been created in G.A. Department Resolution No.29049 - Gen, dated the 30th December, 1995.

1.2. The Tourism Wing of the newly created Department of Tourism & Culture has a Composite Office. Directorate of Tourism is a part of this Composite Office. The organisation of the Department of Tourism as it was on the 1st March, 2004 has been shown in **Annexure - I**.

1.3. A Public Sector Undertaking namely, Orissa Tourism Development Corporation Ltd. is functioning under the administrative control of the Department of Tourism . Constituted in Tourism Department Resolution No.3221-TSM, dated the 27th February, 1979, it was incorporated under the Indian Companies Act, 1956 on the 3rd September, 1979.

2. Objective

2.1. The main objective of this Department is to increase the Tourist Traffic to and extend their duration of stay in the State. At the beginning of 9th Plan i.e. 1997-98, the tourist arrival in the State was 2870665. By the end of the 9th Plan period, i.e. 2001-02, the tourist arrival in the State increased to 3184524 which showed an annual growth rate of about 3 % during the 9th Plan period. In the 10th Plan, it is targetted to increase the tourist arrival in the State by 5 % every year.

TOURIST ARRIVAL IN ORISSA

| Year | Domestic | | Foreign | Total | change % |
|------|------------------------------|------------------------------|---------|---------|----------|
| | Excluding tourists of Orissa | Including tourists of Orissa | | | |
| 1999 | 1324529 | 2691840 | 25758 | 2717598 | (-) 6.1 |
| 2000 | 1474436 | 2888392 | 23723 | 2912115 | 7.2 |
| 2001 | 1562461 | 3100316 | 22854 | 3123170 | 7.2 |
| 2002 | 1710350 | 3413352 | 23034 | 3436386 | 10.03 |
| 2003 | 1824679 | 3701250 | 25020 | 3726270 | 8.4 |

2.2. A Tourist Profile Survey was conducted by the Research and Statistics Cell of the Department which indicated that the average duration and spending of a domestic tourist is 5.2 days and Rs.644.00 per day while that of the foreign tourist is 10.06 days and Rs.1119.00 per day. On the basis of this, it has been estimated that the inflow of money to the state through tourist spending including the spending by the tourists of Orissa during the year 2003 was Rs. 1269.15 crores.

3. Strategy

3.1. For developing and promoting the Tourist Centres of the State and to achieve the objective, a two- pronged strategy is followed by the State Government, viz. to create required infrastructure within and to organise effective publicity both inside and outside the State.

3.2. State Government have announced a comprehensive Tourism Policy with effect from the 29th December, 1997 in keeping with the Orissa Industrial Policy, 1996. Tourism being a capital intensive subject, contribution of private sector is essentially required and hence the Tourism Policy envisages to encourage the private sector for investment in the field of Tourism in Orissa. The State Government will act as a promoter and catalyst to create a congenial environment in this regard.

3.3. The infrastructure for tourism development falls into two categories, namely, Basic and Touristic. While road, electricity, water, external and internal transport, postal and tele-communication and medical care, etc. constitute basic facilities; accommodation, restaurant, public convenience, organised tours, recreation and guide service, etc. constitute touristic facilities. Availability of basic facilities is a prerequisite for creation of touristic facilities.

3.4. A place having the potentialities to attract tourists from outside is generally known as Tourist Centre. The number of such places so far identified as on the 1st January, 2004 in the State is 292.

3.5. Because of the limited resources available at its disposal, it is not possible for the Department of Tourism to create all facilities at all potential locations. So the present strategy is to create tourist facilities in a phased manner at such places where basic facilities are available.

3.6. With the creation of the OTDC in 1979, the tourist facilities in shape of accommodation and transport hitherto operated by the Department as promotional ventures were transferred to them with effect from 1.9.1980 for management on commercial lines. The Department, however, continued to create and operate new tourist facilities as promotional ventures for budget tourists. A list of the Tourism units under operation by Department of Tourism and OTDC at the beginning of 2003-04 is placed at (**Annexure- II**).

3.7. Keeping in view the economic condition of the State, private entrepreneurs are encouraged to maintain and operate the tourism units on management lease. Accordingly 12 no of units have already been leased out (**Annexure-III**)

Annexure-VI

BREAKUP OF PLAN OUTLAY FOR 2003-04 (RS.432.50)

| Sl. No | Demand No | Purpose | Provision made (Rs. in lakh) |
|--------|---------------------|---|--|
| 1. | 7 (Work Deptt.) | a. Improvement to existing tourism units | 2.00 |
| 2. | 13 (H& UD Deptt) | a. Improvement to External Water Supply and Sanitary installation in the existing tourism units. | 1.06 |
| 3. | 28 (R.D. Deptt.) | a. Completion of Restaurant Block at Barkul b. Improvement of W/S & S/I of Panthasala, Nrushinganath | 8.65 2.74 |
| | | Total | - 11.39 |
| 4. | 32 (Tourism Deptt.) | a. Maintenance & development of garden/landscape in different tourism units- b. Consultancy & architectural fees c. Modernization of Tourist Office/Tourist Counters d. Advertisement, sales & publicity e. Tourist Reception Centre, Ratnagiri f. Wayside amenities centre, Ramchandi g. Tourist Reception Centre, Balasore h. Tourist Complex, Koraput i. Tourist Complex, Sohela j. Wayside amenities centre, Talchhua k. Forest Lodge, Tikarpara l. Public Convenience, Gopalpur. m. Furnishing of tourism units n. External electrification in different tourism units o. Strengthening of Infrastructure at Bhubaneswar p. Purchase of Padel Boat for Bolangir q. Development of Puri as Tourism Destination r. Additional accommodation at Yatrinivas, Konark s. Yatrinivas, Chandaneswar t. Additional Accommodation at Yatrinivas Satapada. u. Tourist Reception Centre at Baripada v. Tourist Reception Centre at Dhenkanal w. Tourist Reception Centre at Paralakhemundi x. Yatrinivas at Chandaneswar y. Wayside Amenities Centre at Odagaon z. Wayside Amenities Centre at Gorakhnathpitha aa. Wayside Amenities Centre at Chandikhol ab. Tourist Complex, Sambalpur ac. Tourist Complex, Keonjhar ad. Tourist Complex, Ranipur Jharial | 2.50 20.00 3.00 143.30 10.00 2.00 10.00 2.63 1.28 3.00 4.00 1.50 20.00 3.23 6.00 2.50 100.00 11.24 6.76 10.00 10.00 8.00 5.00 5.00 2.00 2.00 2.00 10.00 8.76 2.35 |
| | | Total | - 418.05 |
| | | Grand Total | - 432.50 |

Annexure - V

Approved outlay for Tenth Plan and Annual Outlay for 2003-04

| Name of Scheme | 2003-2004 | | |
|---|------------------|---------------|---------------|
| | 10th Plan outlay | Annual Outlay | |
| 1 | 2 | 3 | 4 |
| ◆ 01-Tourist Centre | 25.00 | 2.50 | 2.50 |
| ◆ 102-Tourist Accommodation Identified Schemes | 909.40 | 155.20 | 146.20 |
| ◆ Under Additional Central Assistance | | 108.50 | 108.50 |
| ◆ 104-Promotion & Publicity | 1261.01 | 166.30 | 166.30 |
| ◆ 190-Investment in Public Sector Under Taking. | - | - | - |
| ◆ 103-Tourist Transport | - | - | - |
| Total: | 2195.41 | 432.50 | 423.50 |

3.8. For marketing and publicity, the Department organises and/ or supports tourism fairs and festivals, arranges publication of attractive advertisements and write-ups in the media, produces informative brochures, maps, audio visuals, CD-ROMs, etc., provides hospitality to travel writers, tour operators, etc. The Department continued this activity as a regular feature.

3.9. Tourism Development Committees at local level in association with Dist. Administrations have been formed to develop and promote tourist centres.

4. Plan Outlay

4.1 It has been experienced that the plan outlay allotted for Tourism Department over the past plan periods is not only insufficient but also fluctuating year by year consequent upon which the Department is not able to embark upon any ambitious plan for creating required infrastructure inside and organising marketing & publicity campaigns outside the State to increase the tourist traffic. Though the private sector has a role to play in augmenting the efforts of the public sector, especially in creating the tourist facilities, the Department of Tourism has to ensure required infrastructure for luring more investment in the private sector. Similarly the Department of Tourism has to take the lead in organising an aggressive marketing and publicity campaign in association with the travel trade and the hospitality industry. A minimum outlay of Rs.1000 lakh per annum is therefore required for Tourism Department.

4.2. However, the initial plan outlay approved for the Tourism Department for the 9th Plan period (1997-2002) was Rs.1950.00 lakh. But the Department was actually allotted an outlay of Rs.1191.46 against which the actual expenditure incurred has been Rs.1515.48 (**Annexure-IV**).

4.3. The 10th Plan Outlay and the break-up of the Annual Plan Outlay for 2003-04 are given in **Annexure - V & VI**

5. Highlights of Activities during 2003-04

Promotion and Publicity

Promotion Campaign

5.1 Orissa Tourism organized Publicity campaigns and Road Shows at different places. Mention may be made in this connection of the events organized at Hyderabad, Birmingham, Eden Burg and London outside the country

Publications

Tourism Publications like Brochure on Chandaka, Eco-Tourism Guideline, Chilika Boat race Poster & Brochure, Kalinga Mahotsav Poster & Brochures, Brochure on Raja Festival, Konark festival Poster & Brochures were brought out.

Advertisements

Attractive and innovative Ads. were released in 68 periodicals & Dailies for promoting Orissa as a Tourist Destination.

Website

The Orissa Tourism Website was refurbished to highlight the Tourism products of the State which attracted considerable cyber- visitors. (www.orissatourism.gov.in)

Audio visuals

A Film on Buddhist sites of Orissa was produced for wide publicity of Buddhist Heritage.

Tourism Quiz

The Quiz Programme among School and College students continued to be organized as an annual event for the World Tourism Day.

Fairs & festivals

Orissa Tourism participated in Tourism Festivals like WTM-London, SATTE-New Delhi, IITF, New Delhi, India Travel Mart at Mumbai, ITTM-New Delhi, TTF Mumbai, Chennai & Hyderabad, IITM-Chennai, Travel And Tourism Expo-Nagpur for promoting Orissa as a Tourist Destination.

While Konark Festival and Chilika Boat Race were organized directly by Department of Tourism, festivals like Folk Festival at Sambalpur, Parab (Tribal Festival) at Koraput, Chhau Festival at Baripada, Beach Festival at Chandipur, Kalinga Mahotsav at Dhuli, Kharvela Mahotsav at Khandagiri, Srikshetra Mahostav at Puri, etc. are financially supported and promoted at national and international level. Travel & Tourism Fair was organised at Bhubaneswar by M/s Ashlee publications in association with Orissa Tourism.

Tourism Projects**Completion of ongoing Projects**

Emphasis was given to complete the ongoing projects. Consequently Yatrivas-Puri, Additional accommodation facilities in Yatrivas-Konark, Way side Amenities Centre at Odagaon and Chandikhola were completed.

Major Tourism Projects**Special Tourism Area**

Land acquisition for development of Special Tourism Area between Puri and Chilika was expedited

Biju Pattnaik, Air Port, Bhubaneswar

On the initiative of the Tourism Department, G.A. Department issued administrative approval for development of an alternative road required for expansion of the run way in the Biju Pattnaik Air Port, Bhubaneswar as a part of its expansion programme to make the Airport fit for becoming an International Air Port.

Food Craft Institute, Bolangir

Food Craft institute, Bolangir was established jointly by the Government of India and the State Government. The District Tourism Centre, Bolangir established out of state resources at a cost of about Rs.1 crore was spared for the institute.

Development of Puri as a Destination

Illumination of the Sea Beach at Puri from Dalmia Athithivihar to Governor House was completed. Approval was given for illumination of the remaining portion of the beach.

Annexure - IV**Approved outlay for Ninth Plan (1997-2002) and Year-wise Outlay & Actual Expenditure**

(Rs. in lakh)

| Name of Scheme | 9 th Plan | 1997-98 | | 1998-99 | | 1999-2000 | | 2000-2001 | | 2001-2002 | | |
|---|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----|
| | | Outlay | Expdr. | Outlay | Expdr. | Outlay | Expdr. | Outlay | Expdr. | Outlay | Expdr. | |
| | | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| ◆ 01-Tourist Centre | 265.97 | 27.17 | 27.11 | 132.35 | 132.35 | 15.49 | 23.49 | 13.09 | 13.11 | 2.47 | 10.25 | |
| ◆ 102-Tourist Accommodation | 793.95 | 49.03 | 132.73 | 98.54 | 98.54 | 30.60 | 62.03 | 102.04 | 99.40 | 42.04 | 50.38 | |
| ◆ 001- Direction & Administration | 76.89 | 24.04 | 21.44 | 18.02 | 18.02 | 9.40 | 9.40 | 13.35 | 11.40 | 2.23 | 8.26 | |
| ◆ 104-Promotion & Publicity | 703.44 | 134.76 | 133.79 | 86.09 | 86.09 | 49.96 | 145.19 | 137.52 | 151.84 | 73.26 | 160.66 | |
| ◆ 190-Investment in Public Sector Under Taking. | 75.00 | 15.00 | 15.00 | 15.00 | 15.00 | - | - | 0.01 | 10.00 | - | - | |
| ◆ 103-Tourist Transport | 34.75 | - | - | - | - | - | - | - | - | - | - | |
| Total: | 1950.00 | 350.00 | 330.07 | 350.00 | 430.00 | 105.45 | 240.11 | 266.01 | 285.75 | 120.00 | 229.55 | |

Abstract : Approved Outlay - 1950.00, Allotted Outlay - 1191.46, Actual expenditure - 1515.48

Annexure - III

Year-wise break-up of Tourism Units leased out to Private Entrepreneurs

| Year | Name of the Units |
|-----------|--|
| 1999-2000 | 1. Panthika Bhadrak 2. Panthasala Sarankul 3. Panthasala Kantilo |
| 2000-2001 | 1. Panthika Rameswar 2. Panthika Khandagiri |
| 2001-2002 | 1. Panthika Goarnika 2. Panthasala Jajpur Road |
| 2002-2003 | 1. Panthika Angul 2. Panthika Sakhigopal 3. Panthika Charichhak 4. Panthasala Ghatgaon 5. Tourist Complex, Patharajpur |

Raghurajpur as a Rural Tourism Centre

Development of Raghurajpur as a rural tourism centre jointly by the Government of India and the State Government was expedited. Major portion of the work was completed on the initiative of the Tourism Department, R.D. Department took up expansion of the approach road from Chandanpur and UNICEF provided sanitary installations and water supply connection to the Village.

Road Connectivity to the Tourist Centre

On the initiative of the Tourism Department approval was given for development of important roads connecting major Tourist Centres like Pipili-Konark, Konark-Puri, Puri-Satapada, etc. to National High Way standard.

Peace park at Dhauli

Foundation stone was laid for establishment of an international standard Peace Park at Dhauli as a part of the development of the Buddhist Circuit in Orissa.

Peripheral Development of Sun Temple at Konark

On the initiative of the Tourism Department require land for peripheral development of the area around the Sun Temple at Konark was cleared for transfer to the Archaeological Survey of India. Steps were also taken for removal of encroachment from the site.

Guide Training Programme

158 Tourist Guides were trained under self-employment programme.

Safety & Security of Tourists

Home Guards were deployed on the Puri-Beach to ensure safety and security of tourists.

Approval of Hotel projects

Approval was granted to 6 number of Hotel projects for construction in Orissa during the year 2003-04. They are Hotel Golden Palace- Kendrapada, Hotel Le-sancy-Rairangpur (Renewed), Hotel Hind Plaza-Bhawanipatna, Hotel Panchali-Jajpur Road, Yatrinivas-Alakapuri-Ghatagaon and Hotel Kalpataru-Balasore (Renewed).

Recognition to Excursion Agencies

Recognition was granted to 7 number of Excursion Agencies in Orissa during the year 2003-04. They are M/s Maa Tarini Travels-Sambalpur, M/s Travel Heritage-Bhubaneswar, M/s Sri Sai Charidham Travels-Berhampur, M/s Akash Travels-Bhubaneswar, M/s Hidden treasure-Jeypore, M/s Shibani Travels-Bhubaneswar and M.P. Tours & Travels-Cuttack.

6. Plan and Programme for 2004-2005

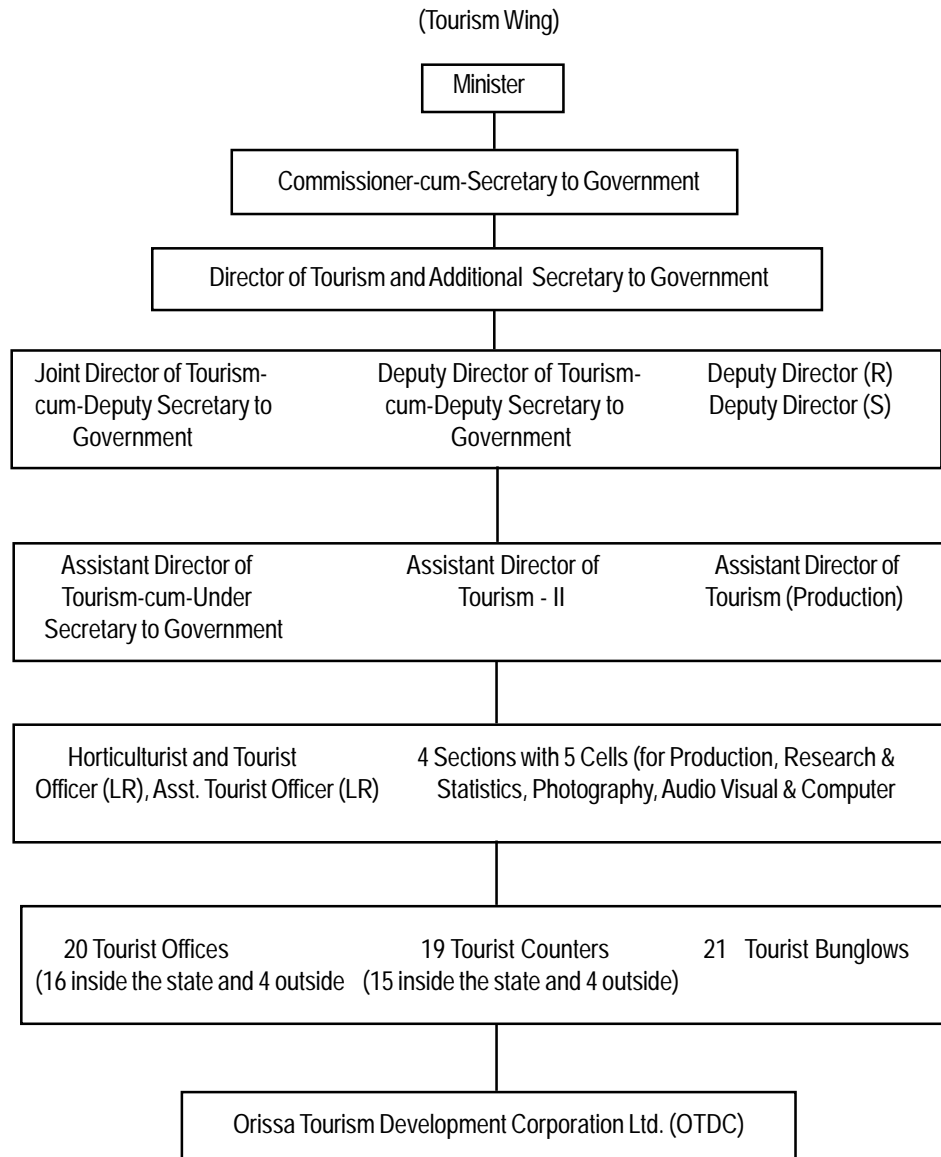
6.1. The plan ceiling for the 3rd year i.e 2004-05 has been fixed at Rs.776.60 lakh, the break up of which is given at **Annexure VII**.

6.2. While implementing the proposed plan and programme during the year 2004-05, emphasis will be laid on the following thrust areas :

- i. Completion of the ongoing projects
- ii. Projecting Orissa in the domestic as well as overseas market as a Tourism Destination through publicity and marketing.
- iii. Creating appropriate ambience for attracting private sector investment in a big way by suitable policy initiatives and synergy of activities at Government level.
- iv. Coordinate with appropriate authority with State Government as well as Government of India for expediting tourism related projects.

Annexure-I

**ORGANISATIONAL CHART OF THE TOURISM & CULTURE
DEPARTMENT AS ON 01-03-04**



Annexure-II

**ACCOMODATION FACILITIES AT THE BEGINNING
OF 2003-04**

| Tourism Units operated by Deptt. | Room/Bed |
|---|-----------------|
| 1.Panthalasala,Nrusimhanath | 5/16 |
| 2.Panthalasala,Panchalingeswar | 10/40 |
| 3. Panthalasala,Jajpur | 15/46 |
| 4.Panthalasala,Patharajpur | 2/4 |
| 5.Panthalasala, Bangiriposi | 4/8 |
| 6.Panthalasala,Dhabaleswar | 5/16 |
| 7.Panthalasala,Chandaneswar | 6/15 |
| 8.Panthalasala,Aradi | 5/18 |
| 9.Panthalasala,Gupteswar | 3/14 |
| 10.Panthalasala,Kapilas | 6/15 |
| 11.Panthika, Sunabeda | 4/8 |
| 12.Yatrinivas, Konark | 42/92 |
| 13.Yatrinivas, Satapada | 9/18 |
| 14.Aranya Nivas, Chandbali | 7/20 |
| 15. Sun Villa (O.A.A), Konark | 6/20 |
| 16. Tourist Complex, Atri | 6/20 |
| 17. W.A.C. Girisola | 4/20 |
| 18. Panthalasala, Gupti | 4/8 |
| 19. Panthalasala, Taratarini | 4/10 |
| 20. Tourist Complex, Daringibadi | 4/8 |
| 21 Yatrinivas-cum-Cyclone Shelter | 13/20 |
| Tourism Units operated by OTDC | Room/Bed |
| 1.Panthanivas,Bhubaneswar | 52/108 |
| 2.Panthanivas,Puri | 48/102 |
| 3.Panthanivas, Cuttack | 28/56 |
| 4.Panthanivas,Barkul | 28/56 |
| 5.Panthanivas,Sambalpur | 21/42 |
| 6.Panthanivas,Rambha | 11/22 |
| 7.Panthanivas,Gopalpur | 16/38 |
| 8.Panthanivas,Taptapani | 8/22 |
| 9.Panthanivas,Chandipur | 34/88 |
| 10.Panthanivas,Konark | 14/32 |
| 11.Panthanivas, Rourkela | 16/32 |
| 12.Panthanivas, Lulung | 10/40 |
| 13. Panthabhawan, Puri | 9/18 |