

**DEPARTMENT OF TOURISM  
GOVERNMENT OF KERALA  
CITIZENS CHARTER**

**Objectives**

**1 To make tourism Kerala's core competency sector**

Tourism has emerged as a global industry and has been playing a leading role in economic growth. In Kerala, tourism has played a significant role in terms of employment and economic growth. In view of its potential in creating employment, enhancing production and productivity and its contribution towards the development of the State, a growth model led by tourism department will take the State to the pinnacle of socio-economic development.

**2 To generate employment and enhance productivity**

Tourism in Kerala has recorded remarkable growth in the last few years. The number of foreign tourists and domestic tourists visiting the State has crossed 2 lakhs and 50 lakhs respectively. Total employment generated in this sector, both direct and indirect, is about 7 lakhs and the total revenue generated in the economy due to tourism is nearly `4000 crore, which is 6.29 percent of the G.D.P. With the accelerated investment in the tourism sector, there should be direct employment opportunities for over 10,000 persons every year.

**3 To promote and market Kerala tourism products at the national and International level, thereby making Kerala a premier global tourism destination.**

Promotion and marketing are important for the development of tourism. Kerala Tourism will take steps to develop and implement effective marketing strategies to get better mileage and value for the money spent. This will be based on market analysis and consumer preferences.

**4 To define and endorse the role of the Government as a catalyst and facilitator for the growth of tourism industry.**

Tourism is basically a private sector activity. The State will play the role of catalyst and facilitator. The State will work towards inter government coordination, formulating rationalized and mild taxation policies, regulating growth in sustainable manner and providing safety to tourists. In order to define the role of the Government, the Tourism Vision will be brought out by the Government.

**5 To rationalise tourism related legislations and policies of the Government so hat it is tourism friendly and promotes tourism growth.**

As tourism is a multi-sectoral activity and is affected by many other sectors in the economy, the State has to play a lead role in enacting tourism friendly legislations. The existing legislations like KLU Order, Rent Control Act, Labour Act, Building Tax Act, Excise Law etc will be reviewed in order to facilitate growth of tourism.

**6 To create awareness and tourism consciousness among the people in general and among the taxi drivers, policemen, but conductors, porters, customs and emigration officers and others with whom tourists interact in particular, thereby removing prejudices and misconceptions and to make Kerala society a tourism friendly society.**

One of the most important components in the development of tourism is the host population. The host population or the local community, if tourist friendly, will send the right message and that will lead to a higher growth of tourism.

The Government should therefore initiate programs for creating awareness about culture, art and heritage of the State. The importance of tourism will inculcate among the host population, positive and helpful attitude towards tourists.

**7 To develop and improve roads, drinking water and power supply, sewage and sanitation systems, signages for transport systems like roads, rails, sea, inland water and air in select tourism centres.**

An important component for the development of tourism in any State is the basic infrastructure facility. The State has to ensure that the basic facilities like motorable roads, clean drinking water, uninterrupted electricity and power supply, efficient waste disposal systems, good transport facilities and signage systems are in proper place at least in important tourist areas. The Government will have a mechanism for coordination with other departments like PWD, Water Authority, Irrigation, Transport, Forest etc. The State will make special efforts to welcome investment in infrastructure sector from NRIs, NRKs and international funding agencies.

**8 To promote sustainable and eco-friendly tourism in the State based on the carrying capacity of the destinations.**

The strength of Kerala is its excellent natural resources in the form of beaches, backwaters, hill stations and wildlife sanctuaries. Having understood the need for looking into the sustainable development of these destinations, Kerala Tourism focuses on the conservation of ecology and preserving the pristine environment to reduce the negative impact of tourism and intends to promote development of tourism based on the carrying capacities of the destinations. Development of the tourist destinations will be controlled and regulated based on the guidelines formulated through Area Development Plans.

**9 To conserve and preserve the art, culture and heritage of the State**

Kerala is immensely rich in unique art forms, culture and heritage. The tradition of classical and folk arts in Kerala dates back over a thousand years. Koodiyattom, one of the oldest art forms of Kerala, and the only surviving form of the ancient Sanskrit drama, was recently selected by

UNESCO as a masterpiece of the oral and intangible heritage of humanity, Kathakali, Mohiniyattam, Thullal, Theyyam, Thira etc are unique in their style and form. The architectural monuments in the State maintain a unique character. The State will hasten the process for the preservation and conservation of its rich heritage.

**10 To develop and promote innovative tourism products, lesser known destinations, art forms, cuisines, monuments and handicrafts.**

Tourism in Kerala is now concentrated in the southern part of the State. Considering the fragile nature of ecology and environment, it is necessary to disperse the activities to lesser known destinations to avoid over crowding and exceeding carrying capacities. It is also necessary to develop and promote new products to sustain the destination's positioning. Constant and continuous innovation will be the route to ensure the top slot for Kerala Tourism in the hearts of discerning travelers.

**11 To identify, conserve and preserve Special Tourism Zones.**

Tourism in Kerala is mainly nature based and unless the developments are controlled/regulated based on special guidelines formulated for identified Special Tourism Zones, the destination will not sustain for long. Hence, guidelines will be formulated for the conservation, preservation and growth of Special Tourism Zones.

**12 To develop and promote KITTS, KIHMS and IHMCT into institutions par excellence in India and regulate the syllabi and training facilities of other institutions to maintain quality standards.**

Human resource development is an important sector to be developed for effective promotion and development of tourism in the State. In this regard the existing institutions like KITTS, KIHMS and IHMCT will be developed into institutions of excellence. Other institutions offering tourism related courses will be regulated to maintain quality standards.

**13 To involve PRIs and NGOs in the development of tourism infrastructure and tourism awareness.**

Any scheme/project in the field of tourism can become successful only if it is implemented through local participation. The strong Panchayati Raj institutions and NGOs in the State can contribute greatly in building up tourism infrastructure and necessary basic amenities. Creation of awareness on the benefits of tourism in terms of economic, physical and social development as well as on the tradition of Indian hospitality and the importance of providing safety and security to tourists, by preventing cheating and harassment, will be done through the PRIs, NGOs and Youth Centres.

**Commitment**

We are committed to developing Kerala, God's Own Country into an upmarket high quality tourist destination through optimal utilization of resources with focus on conserving and preserving the heritage and environment, enhancing productivity and income, creating employment opportunities and alleviating poverty, thereby making tourism the most important sector for the socio-economic development of the State.

- 1 We are providing regular information to the tourists, tour operators and others regarding tourist centres, reservation tariff etc. This is mainly done through our various information centres situated inside the outside Kerala and from our headquarters.
- 2 We have, apart from the Directorate, three Regional Offices at Thiruvananthapuram, Ernakulam and Kozhikode and District Offices in the remaining districts. We have set up an enquiry counter in the Directorate with facilities to issue printed forms and receive various applications and complaints.

- 3 Your requests/suggestions/complaints shall be received at the enquiry counter attached to the Directorate and Regional Offices. Receipts shall be issued for all applications received.
- 4 Complaints received from any individual about non-allotment of room, non-availability of timely service etc, are handled by a committee headed by Additional Director (H).
- 5 In case of any complaint or request not properly handled or processed, you are welcome to approach the Director or an officer designated for the purpose.
- 6 We will continuously consult all sections of the tourism industry while framing our programmes, policies, activities and procedures and their valuable suggestions will be considered for the improvement of the tourism industry in Kerala.
- 7 Ever since tourism was declared as an industry, several incentives have been extended to the tourism sector. The investment subsidy at present is 10% of the investment with maximum ceiling limit of ` 10 lakhs to the approved units. We endeavor to settle any application for 10% State investment subsidy within 45 days upon receipt of your application.
- 8 We shall issue approval to Ayurvedic Centres, House boats and Heritage homes (Grihasthali Scheme) within 30 days from the day of submission of applications.
- 9 We shall issue approval to Amusement parks and Recreation centres within 45 days on receipts of the application.
- 10 We shall issue all certificates such as Feasibility Certificate for new tourism projects, certificate for starting new tourism centres etc, on the date of application itself or within 48 hours.
- 11 An enquiry counter/facilitating centre is functioning at the Directorate for providing information about these services. You shall get applications, forms and required information about our schemes from the counter.
- 12 We follow the 'queue' system for dealing with requests and applications and strictly follow it while disposing applications for various services.
- 13 Facilities for the visiting public, like drinking water, toilet, seats for waiting persons etc, are provided.

