



# Caravan Tourism Policy

Govt Order Ref Number: 18/2021/Tourism dated 08/10/2021



## INTRODUCTION

Tourism sector needs to be responsive to the changes in the preferences of the tourists/visitors from all over the world and the Sector has been on the course of transformations throughout these years. The tourism sector in Kerala has been highly responsive to the needs of the tourists and the changing trends in the world tourism scenario. The strengths of Kerala Tourism are predominantly based on the beauty and diversity of its nature supplemented by the new initiatives from time to time. The concept of Caravan Tourism which gained popularity all over the world with its nonintrusive mode of development will enhance the potential and attractiveness of Kerala as a tourism destination. The policy envisages laying down the broad frame work for the development and encouragement of Caravan Tourism in Kerala, predominantly in the private sector through incentivising the procurement of caravans and for establishing the caravan parks, chalking out process and procedures for its operations, approval mechanisms etc.

**The two major components of the Caravan Tourism are**

### **Tourism Caravans:**

The vehicles specially built for the purpose of travel, leisure and accommodation

### **Caravan Parks:**

The designated places where the tourist can park the Caravan either to spend a night or a day or to station for an extended period to enjoy and to explore the destination.



## 1. THE TOURISM CARAVAN

This includes rigid as well as Towed/trailer Caravans.

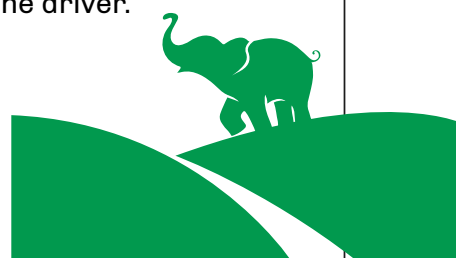
In rigid Caravans the propelling mechanism and accommodation facilities will be built as a single unit.

However, in trailers the accommodation facilities shall be a separate unit which will be towed by a suitable vehicle for transportation.

The ideal length for the Caravan shall be about 8.5 m.

The 'Tourism Caravan' would include vehicles with the following minimum features:-

- i. Sofa cum bed for minimum of two persons
- ii. Kitchenette with fridge and micro wave oven
- iii. Toilet cubicle with hand shower and sufficient fresh water storage.
- iv. Partition behind driver.
- v. Communication between the passenger and the driver.
- vi. Air- condition
- vii. Dining table.
- viii. Audio / video facility.
- ix. Net Connectivity
- x. Complete charging system – external and internal.
- xi. GPS – (desirable). Caravan would enable themselves with the GPS facility as and when it becomes available.
- xii. Preferably Bharat Stage VI compliant



xiii. Eco friendly waste treatment mechanism.

xiv. There shall be IT enabled real-time monitoring systems for the caravan.

### 1.1 APPROVAL OF CARAVANS:

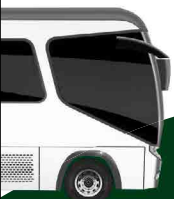
A specific approval mechanism is required for according approval for the operation of Caravans and the Motor Vehicles department, Government of Kerala shall set necessary procedures for its approval. Automotive Research Association Of India (ARAI), Pune a research institute of the Automotive Industry with the Ministry of Heavy Industries and Public Enterprises, Government of India has finalized the procedure as per AIS: 124, for compliance to the Central Motor Vehicles Rules, which has been notified under CMVR. The CMVR Type Approval of Specific Make and Model of Caravans, for compliance to AIS: 124 notified under the Central Motor Vehicles Rules, need to be directly obtained either by the OEM or the Motor Caravan builder concerned, from the Approved Testing agencies as per Rule 126 of Central Motor Vehicles Rules .

### 1.2 INCENTIVES FOR INVESTMENT:

An incentive mechanism will be introduced by the Government for encouraging and promoting the niche tourism product, Tourism Caravan.

#### a. Investment Subsidy:

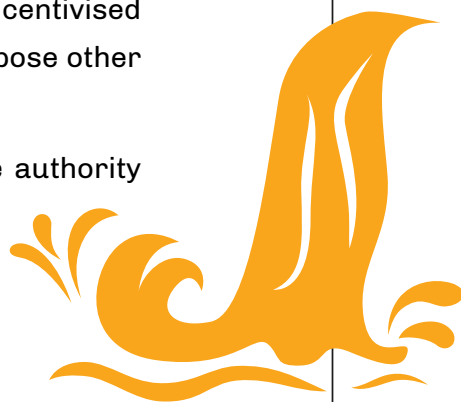
An investment subsidy will be extended in the following manner.



- I First 100 Caravans - Rs.7.50 lakhs OR 15% of the total expenditure, whichever is lesser.
- I 101<sup>st</sup> to 200<sup>th</sup> Caravan - Rs.5.00 lakhs OR 10% of the total expenditure, whichever is lesser.
- I 201<sup>st</sup> to 300<sup>th</sup> Caravan - Rs.2.50 lakhs OR 5% of the total expenditure, whichever is lesser.

**Note :**

- I Investment Subsidy shall be extended to a maximum of five caravans per entity.
- I The scheme of Investment subsidy will be valid for 3 years only from the date of approval of the policy OR up to 300th Caravan, whichever attains early.
- I The Caravan for which investment subsidy is extended should be engaged for the bonafied tourism purpose.
- I Prior written permission should be obtained from the Director, Department of Tourism, if an incentivised caravan is supposed to be used for some purpose other than bonafied tourism purpose.
- I The Director, Department of Tourism has the authority to recover the amount of subsidy with due interest from the investor, if the Caravan is withdrawn from tourism purpose within 5 years from the date of registration for subsidy.
- I Total financial commitment of Government under the scheme is detailed in the Aneexure.



## 2. CARAVAN PARKS

The Caravan Parks will be provided with necessary infrastructure facilities for meeting the requirements of the Caravans and the tourists / visitors. The Caravan Parks are expected to be developed in the Private Sector, Public Sector or in the Joint Sector, as the case may be, the configuration of which varies from location to location, even though the fundamental attributes remain the same.

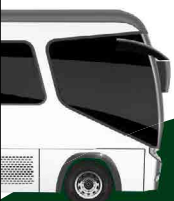
The general focus of the development of Caravan Parks shall be for utilising the tourism potential of the new and untapped destinations.

### 2.1.1. Operational Requirements:

**The Caravan parks shall :**

- i. be operational 24 x 7 during the tourist season or on demand
- ii. be connected by fair-weather road from the main road
- iii. have all necessary trading licenses / NOCs from the authorities concerned including fire , pollution etc
- iv. have public liability insurance
- v. have electricity, water and sewage connections compatible with the Caravan specifications in India to ensure standardisation.
- vi. The parks could be standalone or hybrid.

However, in the case of hybrid parks, the caravan parking facilities and related services should be physically separated and be away from the other services like the wayside amenities, restaurants, general vehicle parking or accommodation.



### 2.1.2 Safety & Security:

The Caravan Park have to be a safe and secure zone for providing a hassle free and stress free environment for the tourists / visitors. The mandatory requirements to be fulfilled are detailed below:

- i. A boundary wall with limited entry and lockable gates around the Caravan Park area to avoid trespassing. Adequate security and safety arrangements should be made which shall include deployment of security guards with a system of patrolling and surveillance cameras.
- ii. A properly equipped First Aid kit should be available at the reception and adequate first aid training should be provided to the staff. The facility of doctor on call should be available at the park and a well defined mechanism shall be in place to handle any medical emergency. The park management shall maintain effective coordination with the local medical establishments.
- iii. The supervisory staff and other workers should be trained in the Disaster Management to face disasters like the fire, road accidents, earthquakes, floods, landslides (in hills) etc.

### 2.1.3 Site Development:

For setting up a Caravan Park, following specifications have to be complied with:

#### i. Land requirement:

Minimum land required would be half an acre with a



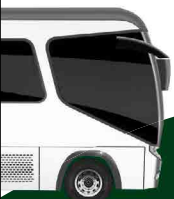
minimum of 5 parking bays and a density of not more than 60 Parking Bays per hectare.

#### ii. Park Design and Location:

The proposal should be compatible with its surroundings (natural and manmade) and designed to cause the least possible disturbance to these. Open space should be of adequate dimensions and design for its intended purpose and landscaped to a standard that visually and physically separates the Caravan Park from the surrounding uses. There shall be a provision of proper sewage disposal, rain water harvesting & picnic tables. The park layout shall have adequate separation of different occupancies and activities and shall be constructed suitable for use in all the weather conditions. Adequate opportunities for safe and active recreation for children would be desirable.

#### iii. Landscaping

- a) Landscaping and plantation should be planned in a way to achieve privacy, screening and security.
- b) Plantations and green cover should be in accordance / in line with the local indigenous species.
- c) Landscaped areas should be located and designed to alleviate prevailing winds, dust and to some extent, noise.
- d) Proper water harvesting structures should be put into place and wherever practical, surface water should be used for irrigating the landscaped areas



**iv. Open space recreation:**

In addition to the buffer zone and separation strips between Caravan Parks and roads, a space or spaces for the purpose of recreation may be provided within the park at a rate of not less than 5% of the total site area. This space should be strategically located in relation to the Caravan Parks and roads to ensure safe conditions for the children with respect to the vehicular movement.

**2.1.4 Movement and Parking:**

A drive-in area and forecourt of sufficient dimensions without general traffic movement must be provided for the parking of the caravans and towing vehicles. Turning circles must be designed to ensure that a caravan and towing vehicle can turn in the space without disrupting the general Caravan Park area.

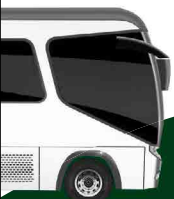
**2.1.5 Tourist Facilitation Centre (TFC):**

The TFC shall be constructed providing appropriate facilities and infrastructure for the tourists /campers. The architecture of the new/ upcoming buildings in the hilly and ecologically fragile areas shall incorporate creative architecture for its sustainability, for its energy efficiency and as far as possible in conformity with the local art and the architecture using the local materials. The TFC building preferably be restricted to the ground level only.



The amenities and services to be provided in the TFC would be as follows:

- i. The staff should be in uniforms, well groomed and properly trained.
- ii. Front Office staff should be well versed in English.
- iii. A comprehensive list of Do's and Don'ts should be displayed at all the prominent areas and guest compliance to be politely requested for.
- iv. There shall be tie-ups with mechanics, tyre shops and fuel stations for vehicular requirements and emergencies.
- v. At least one personnel (handyman), electrician, plumber, sweeper etc. to be available for the general service and for maintenance round the clock.
- vi. The Caravan Park should be well lit and in addition to the use of energy efficient lighting (eg CFL), the use of solar energy should be encouraged. Other non-conventional eco-friendly energy resources could be used.
- vii. Power back up system shall be available
- viii. Local maps / brochures containing necessary information.
- ix. Clean restrooms, cloth washing area, Drivers room, Dormitory
- x. Waiting room, utility shop, and Food & Beverage outlet could be an additional facility.
- xi. Dedicated visitor parking area to be provided.



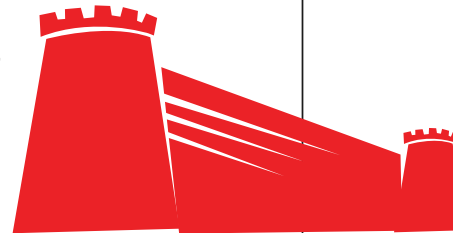
- xii. Hygiene, Responsible Standards, Environment Friendly Practices etc shall be properly displayed and guest compliance to be politely requested for.

### 2.1.6 Responsible Tourism Friendly Policy:

Responsible tourism friendly policy shall be adopted for sustainable growth which also benefits the local community and does not adversely affect the local environment. Use of eco-friendly practices and local products shall be encouraged.

### 2.1.7 Waste Management:

There shall be provision for the segregation of the garbage into biodegradable (kitchen waste etc), non-bio-degradable (thermo coal products, aluminium foil, cigarette butts etc) & recyclable (newspapers, bottles, cans etc) material. Composting shall be encouraged for the disposal of the kitchen garbage and the solid waste and sewage disposal shall be carried out in an orderly and ecofriendly manner. There shall be a system for the reception, storage and disposal of all the refuse and waste matter originating from the park. All such materials shall be handled in a manner without any hazard to the health and shall not be offensive to the local population. Two standard pattern of covered garbage receptacles / bins for bio-degradable and non-degradable waste shall be provided for each parking bay and shall be cleaned at least twice a day.



The Caravan Park shall have adequate and safe method of sewerage collection, treatment and disposal. The sewerage system should be installed in accordance with the requirements of the authorities concerned and shall be provided with an approved sewer connection point for the waste water originating from the caravan.

### 3.2 Types of Caravan Parks:

Depending upon the facilities provided and the mode of operation, Caravan Parks of various kinds can be operated as given below.

#### a) State of the art Caravan Parks:

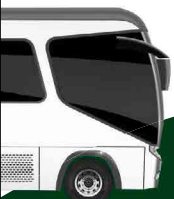
The state of the art Caravan Parks are intended for the overnight and for the extended periods of stay. Full fledged facilities as per the guidelines mentioned above need to be provided as part of the same, such as Reception, Kitchen, Dormitory, Electricity, Septage Connection, Toilets and Bathrooms, etc.

#### b) Day Parks:

Caravan Parks can also be envisaged as parks operating in the Day time only as Day Parks. Day parks are intended for one day tours/visitors not intending to stay overnight. Only minimal facilities such as toilet facilities, kitchen and cafe shall be incorporated as part of the Day Park.

#### c) Hybrid Caravan Park:

Caravan parks set up as part of a resort having accommodation facilities and caravan lots can also by





booked by the visitors for parking their Caravan and for their stay. The facilities as per the guidelines mentioned above need to be provided from the resorts.

**d) Caravan Parks as a part of Independent Houses:**

The intention is to provide opportunities for the independent House Owners having necessary land area for operating Caravan Parks which can accommodate one or two caravans at a time. The property shall be easily accessible by road and in the vicinity of tourism attractions.

The Responsible Tourism Mission will take a lead role in the identification and for operationalising the suitable House properties through an appropriate registration process. The properties shall have necessary clearances from all the relevant authorities like the police, local bodies etc. The Department of Tourism shall provide NOC/approval through due approval procedures.

**e) Caravan parks in plantation:**

As per the G.O (P) No.476/2015/RD dated 22nd September 2015, the tourism projects include Caravan Park also.

**f) Caravan Parks under KTDC:**

KTDC /Department of Tourism can set up Caravan Parks as mentioned above in the land parcels having

tourism potential at various locations as mentioned above. The facilities can be operated as units under the Responsible Tourism or at suitable places, it can be operated with minimum facilities from KTDC.

**Caravan Parks by Local Self Government Institutions / Other departments:**

Local self Government institutions or departments such as Forest & Wild life etc having unutilised land parcels adjacent to places of tourism potential can establish & promote Caravan Parks as a nonintrusive development option to provide employment opportunities & economic benefits to the local community.

**Note:** Fees will be levied for using Caravan Parks developed by Government department, PSUs, Local Self Governments etc.

