

**REPORT ON THE ACTIVITIES OF THE TOURISM
& CULTURE (TOURISM) DEPARTMENT
FOR THE YEAR 2005-2006**

1. Introduction

Tourism basically means movement of people from one place to another which consequently brings in its trend the need for creating required infrastructure and provide necessary services to the tourists. Tourism is therefore a conglomeration of several activities. It is one of the sectors which has the potentiality to stimulate growth of employment generation in the related fields like Hotels, Transport, Shopping, Food, Entertainment, Guiding etc. It is the hospitality sector which binds together a lot of other employment generating sectors through backward and forward linkages.

Tourism related activities not only create direct jobs but also creates opportunities for indirect jobs. According to an estimate, for every million rupees invested in Tourism sector, 47 jobs are created against 45 jobs in Agriculture Sector and 13 jobs in Manufacturing Sector. The ratio of indirect jobs to the direct jobs in the Tourism Sector is approximately 1: 3. Hence Tourism is a highly labour intensive sector. In fact, there is a multiplier effect of employment generation in the Tourism sector because of its variety of areas where direct and indirect job opportunities are created. It is estimated that about 2.4% of the total labour force in India work in the Tourism related fields. In Orissa, it has been assessed that 92,206 persons are directly engaged while 2, 76, 618 persons are indirectly engaged in the Tourism Sector.

It is difficult to quantify the exact number of jobs created in the Tourism Sector especially indirect jobs, as the areas are very vast and varied. Tourism facilitates creation of employment opportunities in more ways than creating direct jobs. Wherever Tourism grows, Tourism related activities also grow which create employment opportunities. Growth of Tourism also strengthens the local economy as it helps flow of money including foreign exchange earnings from one region to the other. High priority is therefore accorded for development and promotion of Tourism in Orissa.

2. Organisation

2.1. 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.

2.2. The Tourism Wing of the 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, 2006 has been shown in **Annexure- I** & list of Tourist Offices and Tourist Information Counters at **Annexure-II**.

2.3. 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.

3. Objective

3.1. 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 28,70,665. By the end of the 9th Plan period, i.e. 2001-02, the tourist arrival in the State was 31,84,524 which showed an annual growth rate of about 3 %. The Tourism Department has set a target of 38.69 lakh tourists (including tourists of Orissa) for the year 05-06. The tourist arrival till the end of Dec'05 has been 35.28 lakh (0.22 lakh foreign tourists and 35.06 lakh domestic tourists including 14.49 lakh tourists of Orissa). It is found that there is a growing trend in the tourist arrival to the State due to continued promotion and marketing campaigns. The growth rate at the National level is around 18% when the growth rate in Orissa is found to be around 11%. Keeping in view this trend, a growth rate of about 15% in the tourist arrival to Orissa is anticipated during 06-07. Incidentally, according to one survey, Puri draws maximum number of tourists next to Tirupati in India.

DOMESTIC & FOREIGN TOURIST VISITING ORISSA

Year	Domestic (excluding tourist from Orissa)	Domestic (including tourist from Orissa)	Foreign	Total	% of Change
2001	15,62,461	31,00,316	22,854	31,23,170	7.2
2002	17,10,350	34,13,352	23,034	34,36,386	10.03
2003	18,24,679	37,01,250	25,020	37,26,270	8.4
2004	19,68,550	41,25,536	28,817	41,54,353	11.5
2005	23,39,111	46,32,976	33,310	46,66,286	12.3

3.2. A Tourist Profile Survey was conducted during the period 2004-05 and as per finding of the said survey the average duration and spending of a domestic tourist is 3.9 days and Rs.1275.00 per day while that of the foreign tourist is 12.7 days and Rs.1944.00 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 2005 was Rs 2385.99 crores.

4. Strategy

4.1. For developing and promoting the Tourist Centers 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 outside the State.

4.2. In addition to the regular activities of the Tourism Department, assistance of DFID is being taken in preparing perspective plans for development of Tourism. DFID has engaged Price Water House Coopers for doing this exercise. Keeping in view the changed

needs of the time, it is felt that the Orissa Tourism Policy 1997 should also be revised so as to keep pace with other developed States like Kerala, Rajasthan, Goa etc. and also the National Tourism Policy. PWC is helping the Tourism Department in preparing a new Tourism Policy, which will include matters like public private partnership. Tourism being a capital intensive subject, contribution of private sector is essentially required and hence the Tourism Department will encourage the private sector for more 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.

4.3. 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, 2006 in the State is 297.

4.4. 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.

4.5. 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.

4.6. 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 during 2005-06 is placed at (**Annexure- III**).

4.7. 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. A brief about these activities has been given in chapter 5.

4.8. Tourism Development Committees at local level in association with District Administrations have been formed to develop and promote tourist centers at Dhauli, Ramachandi, Kalijai, Barunei etc.

5. Highlights of Activities during 2005-06

Publications

Tourism Publications like Brochures, Folders, Posters on Fabulous Festivals, Shreekshestra Utsav, Ekamra Utsav, Konark Festival, Rajarani Music Festival, Kalinga Mahotsav etc. and destination folder on Puri, Konark, Bhubaneswar, Chilika, Gopalpur on

sea, Chandipur, Similipal & Bhitarkanika were brought out. A brochure and a folder in English and Russian language were brought out exclusively for the Russian market.

New Logo

Orissa Tourism has adopted one new Logo with the slogan of **Scenic-Serene-Sublime** to reposition and rebrand Orissa as a vibrant tourist destination.

Media Management Agency & Event Managers

A Media Management Agency has been identified to take up the publicity matters effectively. Similarly Event Managers were engaged for organizing Tourism Events in more professional manner.

Advertisements

Attractive and innovative Ads. were released in 76 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 Visual

A new CD called Enchanting Orissa was prepared by takings glimpses of different themes. This was also dubbed / subtitled in Russian Language. Other available CDs were duplicated and circulated among Tour Operators, Tourist Offices, tourists etc.

Fairs & Festivals

Out side the Country

Orissa Tourism participated in Tourism Festivals like, Nirvan Puspagiri Festival at Bangkok, Leisure Moscow at Moscow, PATA convention at Kualampur and WTM at London etc. for promoting Orissa as a Tourist Destination. Consequently, some of the Tour Operators from Russia and other countries visited Orissa on FAM Tour to prepare packages for their clients.

Inside the Country

Orissa Tourism organised Road shows at Raipur and participated in India Travel Mart at Ahemedabad, Splendor of the East at Kolkata, IATO convention at Kochi, TTF at Kolkatta, Mumbai, Bangalore, Art of leaving exhibition at Bangalore and National Tourism Festival at Kolkatta etc. for promoting Orissa as a Tourist Destination.

While Konark Festival, Shree Kshetra Utsav at Puri, Ekamra Utsav, & Rajarani Music Festival at Bhubaneswar and Kalinga Mahotsav at Dhauri were organized directly by Department of Tourism, festivals like Puri Beach Festival, Folk Festival at Sambalpur,

Parab (Tribal Festival) at Koraput, Beach Festival at Chandipur, Konark Dance & Music Festival at Konark etc. were financially supported by Orissa Tourism.

Tourism Projects

Completion of Ongoing Projects

Emphasis was given to complete the ongoing projects on priority. Consequently the Tourist Complex at Paradeep, Dhenkanal, Gopalpur & Dhauli, Tourist Reception Centre at Balasore, Rourkela, Sambalpur & Satapada were completed and made operational for the tourists. The projects at Panchelingeswar, Kuldhia, Keonjhar, Udayagiri, Chandikhol are completed which will be operational shortly.

Establishment of a Peace Park at Dhauli and Beach Beautification at Puri are under way under Destination Tourism. Infrastructure Development in the Buddhist Circuit comprising Ratnagiri, Lalitgiri, Udayagiri and Langudi under Travel Circuit Scheme and Endogenous Tourism Development at Pipli under Rural Tourism Scheme have already been taken up. Two Urban Haats at Puri & Konark are also under way on the same lines as that of Ekamra Haat of Bhubaneswar. Peripheral Development of the area around Sun Temple at Konark and Light & Sound Show at Khandagiri caves taken up during 2004-05 are nearing fast completion. Govt. of India have already sanctioned 4 projects- Sakhigopal, Gopalpur & Taptapani under Destination Tourism and Bhubaneswar-Dhauri-Puri-Konark under Circuit Tourism during 2005-06 .

Special Tourism Area

A special tourism area is being developed between Puri & Chilika through IDCO for development of up market tourism.

MOU Signed

Memorandum of Understandings (MOU) was signed between Government of Orissa and the Roots Corporation Ltd. Mumbai and Laxmi Franklin group of Baroda for establishment of quality hotels in the State. The Memorandum of understanding also signed with Indian Hotels Company Limited for taking of pre feasibility study of special Tourism area between Puri and Konark. The IndiOne hotel of the roots corporation at Bhubaneswar is nearing completion.

Biju Pattnaik Air Port, Bhubaneswar

On the initiative of the Tourism Department, development of the Biju Pattnaik Air Port at Bhubaneswar was expedited by closing the road between Siripur and Khandagiri Chhak as well as by providing an alternative road. Expansion of the Runway from 7000 ft. to 9000 ft. is nearing completion.

Road Connectivity to Tourist Centres

On the initiative of the Tourism Department special funds were arranged for development of important roads connecting major Tourist Centres like Pipili-Konark, Puri-Konark, Puri-Satapada, Berhampur-Taptapani etc. to National High Way standard. Similarly special funds were provided for development of approach road and bridges in the Buddhist circuit of Orissa connecting Udayagiri, Lalitgiri and Langudi.

Development of Tourist Friendly Facilities

Funds were provided for restoration of Heritage Eco Garden at Jayadev Kenduli and Jayadev Vatika near Khandagiri and excavation of important Buddhist Sites in Jajpur and Khurda District.

Guide Training Programme

137 Tourist Guides were trained during the year under self-employment programme.

Safety & Security of Tourists

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

Approval of Hotels & Hotel Projects

Approval was granted to 9 Operational Hotels & 4 new Hotel projects for construction in Orissa during the year 2005-06. They are Hotel Sheela Inn-Sundergarh, Hotel Sibapriya-Baripada, Hotel Vanity Fair-Balasore, Hotel Surabhi-Belpahar, Hotel Sambeet Palace-Bhubaneswar, D.K.Lodging-Balasore, Hotel Pooja-Muniguda, Hotel Jammu-Rourkela, Hotel Sri Ram-Semiliguda and Hotel Rama Krushna-Madanpur-Rampur, Hotel Bhimsen-Puri, Hote LE-Sancy Rairangpur(Renewal) and Staff Hotel Balasore respectively.

Recognition to Excursion Agencies

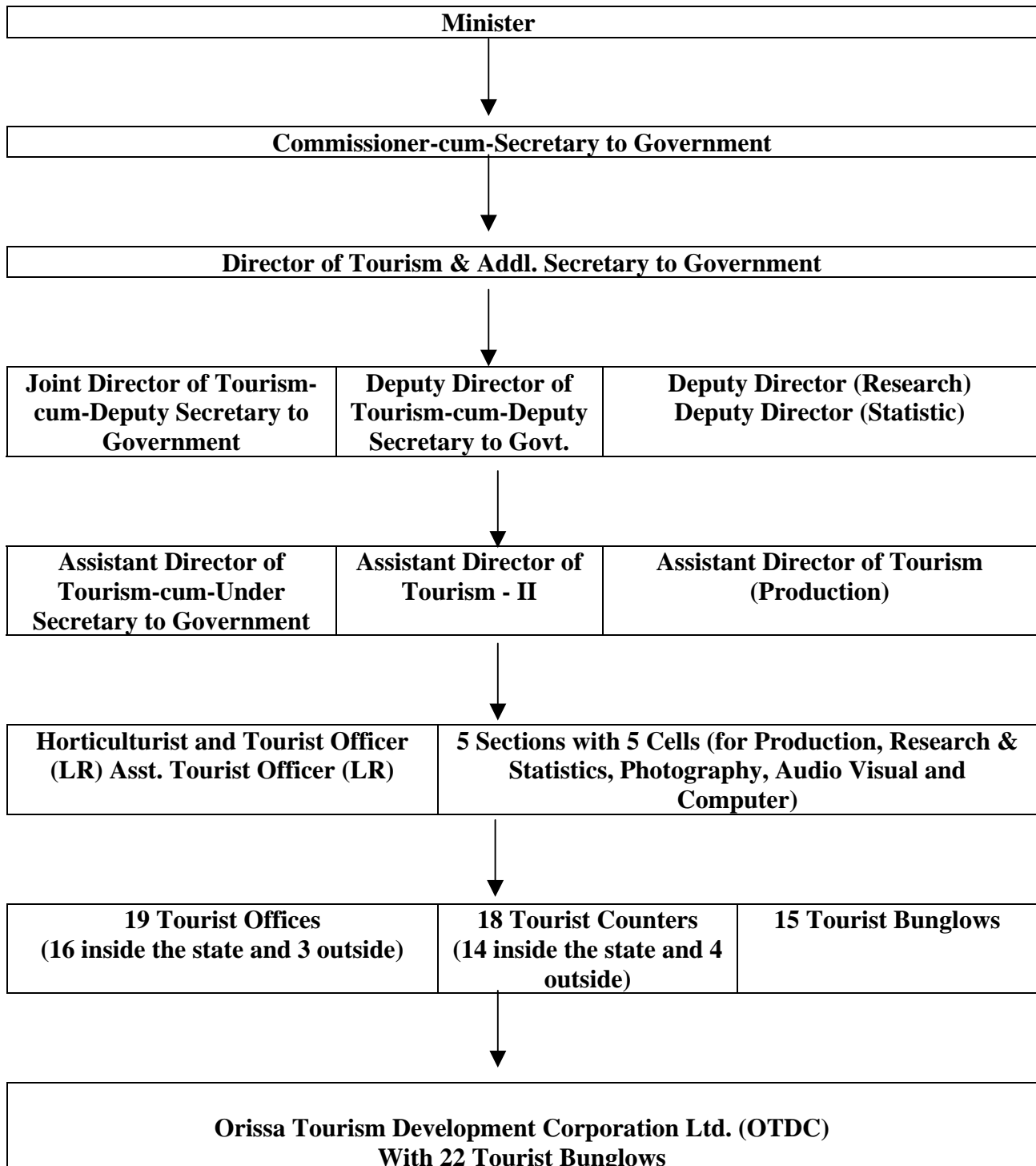
Recognition was granted to 16 Excursion Agencies in Orissa during the year 2005-06.They are Gayatri Travels, Nirupama Travels, Toshali Tours & Travels, Universal travels(Renewal), Geo Travels & Net work Pvt. Ltd., Rashmi Travels, Sun Travels, Rajarani Travels, Swastik India Travels,ECSELS The travel Agency Pvt. Ltd (Renewal), Sahoo Travels, Puspak Travels, RANU Travels of Bhubaneswar and Sonaly Travels & Tours- Sambalpur, Dasarathy Tours & Travels-Anugul and Banerjee Tour & Travels of Puri.

ANNEXURE – I

ORGANISATION CHART OF THE TOURISM & CULTURE DEPARTMENT

AS ON 01-03-06

(Tourism Wing)



Annexure-II (A)

GOVERNMENT OF ORISSA TOURIST OFFICES

New Delhi

Utkalika, B/4, Baba Kharak Singh Marg
New Delhi, Pin-110 001,
Tel/ fax: 011-23364580

Kolkata

Utkal Bhawan, 55, Lenin Sarani
Kolkata, Pin-700 013, Tel: 033-22443653

Chennai

Tamilnadu Tourism Complex, Near Kalaivanar
Arangam, No-2-Wallajah Road, Chennai
Pin - 600 002, Tel/ fax: 044 – 25360891

Balangir

Dist. Tourism Centre, Titilagarh Road
Balangir, Pin - 767 001
Tel : 06652-232432

Baripada

At/Po-Baripada, Baghra Road,
Dist- Mayurbhanj
Pin - 757001, Tel: 06792-252710

Berhampur

New Bus Stand, 1st Floor,
Berhampur. Dist- Ganjam,
Pin - 764004, Tel: 0680-2280226

Bhawanipatna

Bhawanipatna, Dist- Kalahandi
Pin-766001, Tel: 06670-230402

Bhubaneswar

Jayadev Marg, Bhubaneswar
Pin - 751002, Tel: 0674-2431299

Balasore

Panthanivas Buiding
Police Line
Balasore
Pin-756001, Tel: 06782-262048

Cuttack

Arunodaya Market Building, Link Road
Cuttack, Pin-753 012
Tel: 0671-2312225

Dhenkanal

TRC Complex, Mahisapat
At/Po / Dist - Dhenkanal
Tel: 06762-224670

Keonjhar

Madhapur, Near Check Gate,
Keonjhar, Pin - 758 001
Tel: 06766-255218

Konark

Yatri Nivas, Konark, Pin - 752111
Dist- Puri, Tel: 06758-236821

Koraput

Koraput Club, Koraput, Pin - 764 020
Tel: 06852-250318

Phulbani

Narayani Road, Phulbani, Pin-762 001
Dist- Kandhamal.

Puri

CT Road, Near Banki Muhana
Puri- 752002, Tel: 06752-222664

Rourkela

TRC Building, Panthanivas Complex,
Sector-5, Rourkela, Pin-769002,
Dist – Sundargarh. Tel: 0661-2507337

Sambalpur

Panthanivas, Sambalpur, Pin-768001
Tel: 0663-2411118/ 2411480 (R)

Annexure-II (B)

GOVERNMENT OF ORISSA TOURIST COUNTERS

At Airport

Bhubaneswar

At Railway Stations

Balasore	Berhampur
Bhadrak	Bhubaneswar
Cuttack	Jaleswar
Jharsuguda	J.K.Road
Khurda Road	Puri
Rayagada	Rourkela
Sambalpur	Howarha
Kharagpur	Vizianagaram

Others

Raipur
BR/5, 2nd Floor, RDA
Building, Raipur, Chhatisgarh

Annexure-III

ACCOMODATION FACILITIES AVAILABLE DURING 2005-06

<u>Tourism Units operated by Deptt.</u>	<u>Rooms/Beds</u>
1. Panthasala,Nrusimhanath , Baragarh	5/16
2. Panthasala,Jajpur	15/46
3. Panthasala,Patharajpur	2/4
4. Panthasala, Bangiriposi	4/8
5. Panthasala,Dhabaleswar	5/16
6. Panthasala,Aradi	5/18
7. Panthasala,Gupteswar	3/14
8. Panthasala,Kapilas	5/13
9. Panthika, Sunabeda	4/8
10. Sun Villa (O.A.A), Konark	6/20
11. Tourist Complex, Atri	6/20
12. W.A.C. Girisola	4/10
13. Panthasala, Taratarini	4/10
14. Tourist Complex, Daringibadi	4/8
15. Yatrivas-cum-Cyclone Shelter, Chandaneswar.	13/20

<u>Tourism Units operated by OTDC</u>	<u>Rooms/Beds</u>
1. Panthanivas,Bhubaneswar Ph.-0674-2432515/2432314	52/104
2. Panthanivas,Puri Ph.-06752-222862/222740	49/104
3. Panthanivas, Cuttack Ph.-0671-2306916/2306867	28/56
4. Panthanivas,Barkul Ph.-06756-220488	35/72
5. Panthanivas,Sambalpur Ph.-0663-2411282/2411296	34/68
6. Panthanivas,Rambha Ph.-06810-278346	13/34
7. Panthanivas,Gopalpur Ph.-0680-2243931	9/18
8. Panthanivas,Taptapani Ph.-06816-255031	8/22
9. Panthanivas,Chandipur Ph.-06782-270051	34/88
10. Panthanivas,Konark Ph.-06758-236831	14/32
11. Panthanivas, Rourkela Ph.-0661-2643280/2646568	31/66
12. Panthanivas, Lulung Ph.-	10/40
13. Panthabhawan, Puri Ph.-	9/18
14. Panthanivas(TRC), Balasore Ph.-06782-240697	8/16
15. Panthika, Dhauli. Ph.-	2/4
16. Yatrivas, Konark Ph.-06758-236820	38/80
17. Yatrivas, Satapada Ph.-06752-262077	28/56
18. Panthasala,Panchalingeswar Ph.-06782-280430	10/28
19. Aranya Nivas, Chandbali Ph.-06786-220397	7/20
20. Panthasala, Chandaneswar Ph.-06781-232528	6/15
21. Panthanivas, Paradeep. Ph.-06722-222275	9/18
22. Panthanivas, Dhenkanal Ph.-06762-221717	10/24

