

TELANGANA TOURISM POLICY 2025 - 2030



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1. PREAMBLE

Tourism sector is one of the world's largest economic drivers. It creates jobs, drives exports, and generates prosperity across the globe. As per the World Travel & Tourism Council (WTTC), Travel & Tourism accounted for 1 in 4 of all new jobs created across the globe (direct and indirect), 10.5% of all jobs (334 million), and 10.4% of global GDP (US\$ 10.3 trillion). Some of the countries in the world including Dubai and Singapore have built their economies significantly through tourism development and flourished as most vibrant city states.

Our History is Our Future

Telangana, the Land of the Telugu language, boasts a rich tapestry of history and culture, with its legacy spanning from prehistoric times to the mighty Kakatiya rule, in 14th Century CE. In the historical literature, the region is referred to as Trilingadesha, the land surrounded by Srisailem, Draksharamam and Kaleshwaram, i.e., the three Lingas, and over a period of time, the term Trilingadesha became Telingadesha and eventually emerged as Telangana in 14th Century.

Over the years, with the advent of the Qutub Shahi and Asaf Jahidynasties, the state flourished in terms of its language, literature, arts, crafts and architecture, mirroring the Ganga-Jamuna Tehjib and the erstwhile state of Hyderabad emerged as the richest domain in the entire country.

Studded with magnificent forts and monuments reflecting architectural blend of Hindu & Persian styles, Islamic and Christian structures, innumerable number of Buddhist and Jain sites, elaborately carved temples, mirroring the ethos and values of the bygone era, the state has emerged as a cultural mosaic and a historical Paradise. Telangana is also adorned with picturesque nature bounty destinations encompassing serene lakes, verdant woods, rocky regions, abundant wildlife, flora and fauna, diverse ethnic groups, festivals, art and culture.

It is a matter of pride to note that, Telugu language was accorded the status of classical language by Government of India in 2008.

The state now stands out for its robust infrastructure, excellent connectivity, featuring one of the world's best airports, year-round pleasant climate, prestigious educational institutions, thriving IT and IT-enabled services sector, global pharmaceutical hub with robust health infrastructure (being the "vaccine capital" of the world), leading defence organizations, and a vibrant service and film industry. Its reputation for safety and tourist friendliness & hospitality, thriving international ecosystem makes it an ideal destination for tourists, both from India and across the globe. However, the state has not effectively leveraged its potential to attract tourism over the past decade.

Hence, Telangana is now focusing on Tourism as one of the priority sectors, besides Information Technology & Life Sciences sectors, to contribute to state GDP as well as generate employment.

2. NEED FOR TOURISM POLICY

Since the formation of the state of Telangana, the ecosystem for tourism infrastructure development was not in tune with the abundant tourism potential available. Moreover, the state has not had a dedicated tourism policy since 2014.

The tourism infrastructure sector is predominantly driven by private sector and there is a pressing need for the government to provide greater confidence through proactive policy and administrative framework that improves investor confidence, encourages private sector investment, and defines strategic goals for development and operations of tourism in the state. This highlights the urgent need for a comprehensive State Tourism Policy, giving wider scope to private sector with enabling mechanism for *Ease & Speed of Doing Business*.

"Telangana Tourism Policy 2025-30", is the *First Tourism Policy of Telangana*, designed to provide necessary impetus for Tourism Infrastructure Development with strategic concessions and incentives, so as to significantly accelerate the establishment of new tourism projects and promote Telangana as one among the *top Tourist destinations* across the globe with effective branding strategies, capacity-building and institutional mechanism.

3. VISION & OUTCOMES OF THE POLICY

The vision of the Tourism Policy 2025-30 is to position Telangana as "*India's Most Preferred Destination*" by fostering harmonious blend of spiritual, heritage, culture, adventure, medical & wellness, eco-tourism with community empowerment through cutting-edge infrastructure and world class services to attract the tourists and investments.

The policy aims to achieve the following outcomes:

- a) Attract Rs. 15,000 Crores of new investments to tourism sector in next 5 years.
- b) Create additional Employment Opportunity for 'Three Lakh people' in next 5 years.
- c) To position Telangana in top 5 States in domestic and international tourist arrivals.
- d) Position diverse attractions of the state at Global level through concentrated efforts on digital marketing platforms / strong social media presence / literary documentation and preservation.
- e) Enhance tourism contribution to 10% or higher of the State GDP.



4. KEY DRIVERS

To realize the desired outcomes with substantial progress, the following key drivers are critical:

4.1 Safe Tourism

- ❖ Promote Safe Tourism by creating dedicated tourist police units/tourist patrols across key tourist destinations, implementing women-friendly measures to ensure the safety of female tourists, and leverage Tourism Friendly Index (TFI) to evaluate the safety standards of destinations. Additionally, CCTV surveillance at all tourist destinations will foster a safer and more welcoming environment for tourists.



4.2 Infrastructure Development

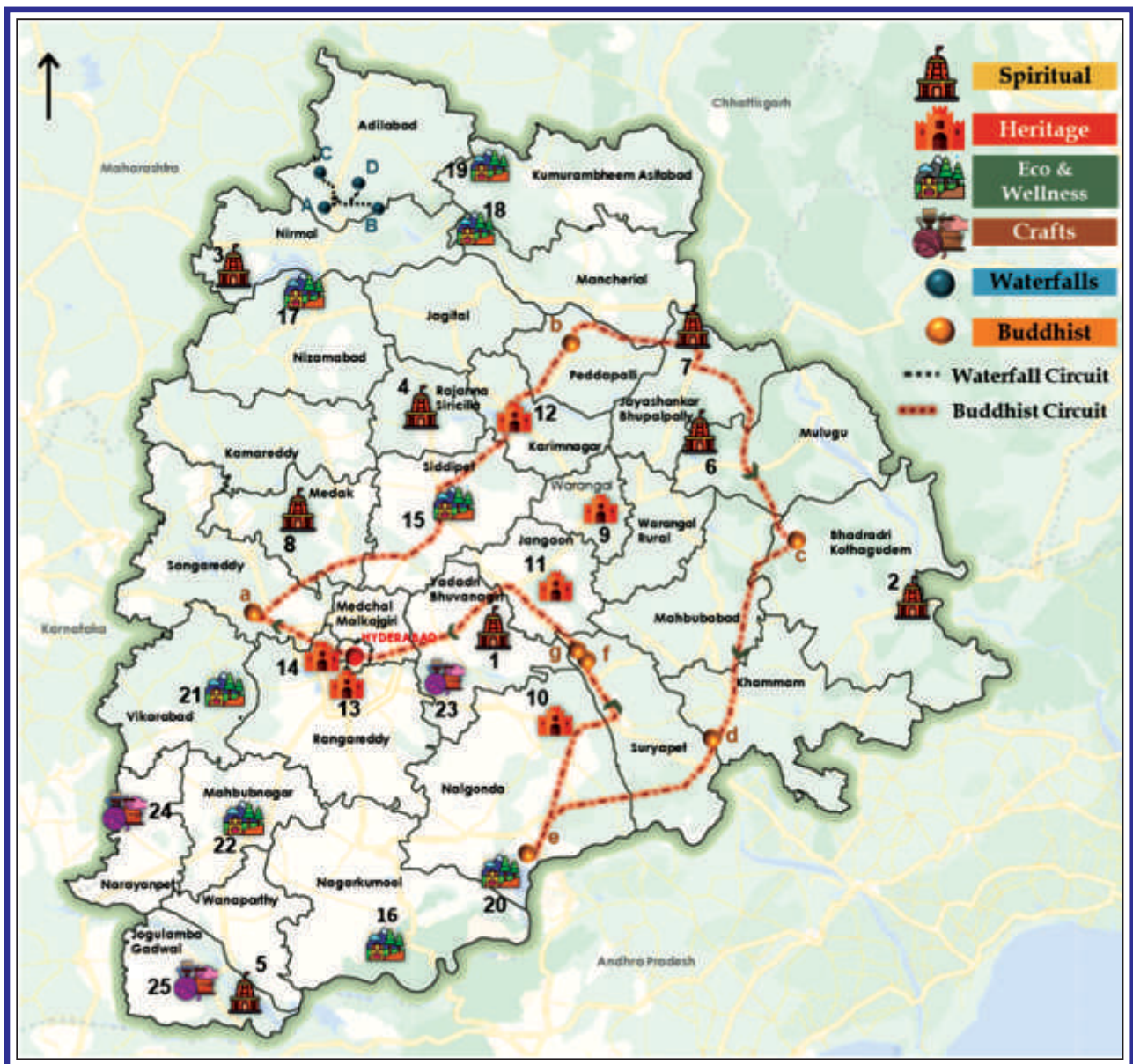
- ❖ Position Rajiv Gandhi International Airport, Shamshabad as focal point by creating Iconic Projects in the vicinity, within the reach of 1-2 hours' drive.
- ❖ Develop Dry Port along the Regional Ring Road (RRR) duly connecting it with Greenfield Highway to Machilipatnam Port, thus facilitating it as hub for construction materials /building materials shopping and promoting Business Tourism.
- ❖ Create World Class Shopping experiences along RRR, such as Specialized Malls for Wedding Shopping, Gold Souks, Household Shopping, Outlet Malls, Construction Material Malls, Furniture Malls and organize year-round calendar of shopping festivals with attractive offers to the buyers.
- ❖ Promote Mega Retail Malls (Luxury Branded Malls/ Factory Outlets) along ORR Exit points based on the land availability on PPP Mode.
- ❖ Promote Godavari and Krishna river tourism by developing jetties and launch stations, water sports, House-boats and initiate "River Festivals" on the lines of Boat festival of Kerala.
- ❖ Encourage Waterfront development along the lakes in Urban Areas as weekend getaways with adventure activities, kids' zone and local retail outlets.
- ❖ Create Helipads and provide air connectivity extensively at all Special Tourism Areas (STAs).
- ❖ Explore Golf Tourism potential in the state.
- ❖ Create strong social media and digital presence to promote state as dynamic tourism destination.
- ❖ Conduct Familiarization (FAM) trips for domestic and international travel community, more importantly South East Asian countries for attracting large numbers of Buddhist Tourists&Investments to the State. Targeted wellness & meditation centers will be developed at Buddhavanam, Nagarjunasagar for attracting Buddhist tourists throughout the year.

- ❖ Revitalize existing sports infrastructure and create international sports arenas and stadiums. Prepare Annual Sports Event Calendar and implement the same by engaging professional teams.
- ❖ Encourage the “Adoption of Monuments” by Corporates for conservation of Heritage Buildings, Forts, Palaces, Tombs and tourist attractions.

4.3 Development of Special Tourism Areas (STAs)

Based on the tourism potential of different regions/ destinations, Special Tourism Areas (STAs) will be developed across the state on mission mode. Currently 27 STAs have been identified and each identified STA will be critically reviewed through a Master Planning approach and infrastructure/tourism ecosystem gaps will be identified. Accordingly, STA specific strategy and road map will be prepared along with the shelf of projects and implementation schedule.

Telangana Tourism Map with Special Tourism Areas (STAs)



List of STAs with Tentative Destinations

S. No.	SPECIAL TOURISM AREAS	TENTATIVE DESTINATIONS
SPIRITUAL		
1	Yadagirigutta	Yadagirigutta, Bhongir Fort, Baswapur, Kolanupaka temples, Mahadevapuram
2	Bhadrachalam	Bhadrachalam, Parnasala, Kinnerasani Dam & Sanctuary, Kanakagiri Hills
3	Basara	GyanaSaraswati Temple, Vyasa Maharshi temple & surrounding destinations
4	Vemulawada	Vemulawada, Kondagattu, Kotilingala, Dharmapuri
5	Alampur - Somasila	Alampur Shakti Peet, Beechupalli, Jatprole, Kollapur, Somasila & Backwaters
6	Ramappa	Ramappa, Laknavaram, Medaram, Bogatha Waterfalls, Eturnagaram Wildlife Sanctuary, Pandavula Gutta, Ghanpur Temples
7	Kaleshwaram	Kaleshwaram, Shivaram Sanctuary, Gandhari Fort
8	Medak	Medak Church & Fort, Pocharam Reservoir & Wildlife Sanctuary, Edupayala Temple, Narsapur Forest Landscape, Manjeera Wildlife Sanctuary, Singur Dam



S. No.	SPECIAL TOURISM AREAS	TENTATIVE DESTINATIONS
HERITAGE		
9	Warangal	Warangal Fort & Temples, Pakhal lake, Guduru Wildlife Sanctuary
10	Nalgonda	Panagal Group of temples, Devarakonda Fort
11	Palakurthy	Palakurthy, Bammera, Pembarti, Cherial, Valmidi, Jafarghad
12	Karimnagar	Elgandal Fort, Silver Filigree, Manthani Temples & Ramagiri Fort
13	Charminar Cluster	Charminar, Mecca Masjid, Laad Bazaar, Salarjung Museum, Nizam Museum, Chowmahalla Palace
14	Hyderabad-Rangareddy Medchal Cluster	Golconda Fort, Qutb Shahi Tombs, Taramati Baradari, Redevelopment of Buddha Purnima Area, Kesaragutta, Net Zero City & Eco Park, Shamirpet Lake, Urban Forest Parks



S. No.	SPECIAL TOURISM AREAS	TENTATIVE DESTINATIONS
ECO & WELLNESS		
15	Siddipet	Ranganayak Sagar & Temple, Annapurna Reservoir, Wargal Rock Arts & Gollabhama Crafts
16	Nallamala Circuit	Amrabad Tiger Reserve, Farhabad, Saleshwaram, Mallelatheertham, Mannanur, Uma Maheshwaram Temple, Madhava Swamy Temple, Bedi Anjaneya Swamy Temple
17	Sriram Sagar	Sriram Sagar Reservoir and its Backwaters
18	Jannaram	Kadem, Kawal Tiger Reserve, Sapthagundala Waterfalls
19	Tribal Cluster	Jodeghat, Utnoor, Ushegoan & Keslapur, Kaghaznagar Tiger Landscape
20	Nagarjuna Sagar	Buddhist Heritage, Backwaters & Islands
21	Vikarabad	Vikarabad, Anantha Padmanabha Swamy Temple, Ananthagiri Hills, Kotpalli, Parigi, Damagundam
22	Mahabubnagar	Koil Sagar, Pillalamarri, Manyamkonda
CRAFTS		
23	Pochampally	
24	Narayanpet	
25	Gadwal & Kothakota	
WATERFALLS CIRCUIT		
26	a. Koratikal b. Kuntala c. Pochera d. Gayatri	
BUDDHIST CIRCUIT		
27	a. Kondapur b. Dhulikatta c. Karukonda d. Nelakondapalli e. Buddhavanam f. Phanigiri g. Gajulabanda	

Note: Additional destinations may be included in the STAs during the Master Planning stage.



5. APPLICABILITY OF THE POLICY

The policy shall be effective for a period of 5 years from the date of notification by Government of Telangana. Policy shall be applicable to new tourism units.

For convenience of offering incentives and concessions to eligible tourism units under this policy, the projects are categorized based on the size of the investments and locations as below:

5.1 Categorization of Projects based on Investment

S.No.	Category	Eligibility
1	Iconic Projects	Either Investment more than Rs. 500 Cr or more than 2000 direct employment or projects of strategic importance
2	Mega Projects	Investment between Rs. 100 Crore to Rs. 500 Crores or 500 to 2000 direct employment
3	Large Projects	Investment between Rs. 50 to Rs. 100 Crore
4	Medium Projects	Investment between Rs. 10 to Rs. 50 Crore
5	Micro & Small Enterprises	Investment up to Rs. 10 Crore



5.2 Categorization of the Projects based on Location

Category	Areas	Particulars
A	Telangana Core Urban Region (TCUR)	Within Outer Ring Road (ORR) of Hyderabad
B	Telangana Semi Urban Region (TSUR)	Between ORR & Regional Ring Road (RRR)
C	Rural Telangana	All areas outside the limits of RRR
D	STAs	As notified by Government time to time



Special incentives will be offered to investments outside TCUR based on Master Plans of STAs.

6. KEY STRATEGIES PROPOSED

6.1 Diversified Experiences to Tourists

Experiential Tourism - To create new and diverse tourist attractions with authentic dive-into experience of the local cuisine, culture and traditions.

Focused efforts will be made to promote

- a) Eco-Tourism
- b) Medical & Wellness Tourism
- c) Spiritual Tourism
- d) MICE Tourism
- e) Sports Tourism



6.1.1 Eco Tourism Framework

The policy also strives to position Telangana as a top eco-tourism destination by preserving ecosystems, promoting sustainability, connecting people with nature, protect biodiversity, empower communities, and offer immersive educational experiences.

Objectives

- ✓ Champion the conservation of biodiversity, traditional ecological knowledge, and cultural heritage inherent to Telangana's wilderness areas.
- ✓ Empower local communities by encouraging active participation in ecotourism, enhancing socio-economic opportunities, and fostering self-reliance.

Key Features

- ❖ **Community-Based Ecotourism:** Adopt a community driven approach to ecotourism promotion, leveraging the knowledge, skills and resources of the local communities while efforts to be made to benefit community. Initiatives such as "eco-villages" is to be explored to foster sustainability at the grassroots level.
- ❖ **Infrastructure Development:** To support ecotourism, visitor facilities such as nature trails, eco-cottages, interpretation centers, boating, safari routes are to be designed and developed with minimal environmental impact by using semi-permanent structures or other local materials to enhance visitors' engagement with nature while preserving ecosystems.
- ❖ **Education and Capacity Building:** Local communities, including guides, tour operators, and naturalists, shall be imparted with certified training in conservation, sustainable tourism practices, and customer service, enabling them to provide high-quality ecotourism experiences.
- ❖ **Environmental Sustainability:** The policy mandates that all ecotourism activities must follow sustainable practices, such as waste management, energy conservation, pollution control, solar power facility, promote planting of local species by visitors, ecotourism within the carrying capacity to minimize the ecological foot print of ecotourism activities.

- ❖ **Legal Compliance:** All eco-tourism sites planned to be developed in forest areas should be approved in working plan or management plan. In Forest areas minimal infrastructure and maximum experience should be the overall goal of an ecotourism site and shall be in conformity with the guidelines, rules and acts issued by Government of India time to time.
- ❖ **Conservation:** A central focus of the policy is on conserving Telangana's natural resources, including forests, wetlands, wildlife habitats, and cultural sites, while fostering biodiversity, ecological integrity and sustain ecotourism potential in the long run.

Implementation Strategy

- ❖ **Nodal Agency:** The Telangana Forest Development Corporation (TGFDC) will serve as the nodal agency for policy implementation, working in collaboration with the Tourism and Forest Departments, as well as private stakeholders.
- ❖ **Project Screening:** An Ecotourism Project Screening Committee (EPSC) is constituted as proposed below to approve ecotourism projects including the MOU between implementing agencies in the project for experience tickets and entry in to forest area, ensuring that proposed projects align with the policy's objectives. The committee will meet quarterly.

Ecotourism Project Screening Committee (EPSC)

1	Hon'ble Minister for Forest, Government of Telangana	Chairperson
2	Principal Secretary, Environment, Forests, Science and Technology	Vice Chairman
3	Principal Chief Conservator of Forests, Head of Forest Force (HoFF)	Member
4	Principal Chief Conservator of Forests, Chief Wild Life Warden (CWLW)	Member
5	Vice Chairman & Managing Director, Telangana Forest Development Corporation	Member
6	Commissioner, Tribal Welfare	Member
7	Managing Director, Telangana Tourism Development Corporation	Member
8	Commissioner Endowments	Member
9	Director, Language & Culture	Member
10	Executive Director, Ecotourism, Telangana Forest Development Corporation	Member/ Convener
11	Concerned District Collector	Spl. Invitee
12	Representatives from NGOs working in the field of Environment & Wildlife	Spl. Invitee

- ❖ **Funding:** The policy encourages a multi-stakeholder funding approach for developing facilities, leveraging state and central government schemes, departmental budget, corporate social responsibility (CSR) funds for projects to be developed by Forest Department and TGFDC, and private investment through Public-Private Partnerships (PPP) can be mobilized for the investments outside of the forest areas.
- ❖ **Executing Agencies:** In forest areas, the TGFDC and Forest Department will implement projects. Private agencies can execute projects in non-forest areas. Forest department shall develop minimum infrastructure for eco experience. Financial incentives which are offered under the Tourism framework will be extended, as applicable. TGFDC will enter into an MoU with Forest Department to take up activities inside forest areas.
- ❖ **Maintenance of facility:** Options may be explored for running the facility on their own or through an operator having experience in running ecotourism facility for projects developed by Forest Department and TGFDC.
- ❖ **Zonation and Management:** A zonation plan will be created for each ecotourism project, outlining appropriate land use, assessing carrying capacity, and protecting ecologically sensitive and inviolate areas.
- ❖ **Revenue Sharing:** In forest areas, 10% of net profits from ecotourism projects will be allocated to the Forest Department for development of wildlife habitat, while the majority of profits go for facility maintenance and community development. Each project proposal will have MoU on the entry fee details, earmarking of safari facility and other experience tickets in forest areas to the project proponents.
- ❖ **Capacity Building:** Certified training programs for various stakeholders including local guides and operators, field staff etc. shall be arranged. A pool of naturalists shall be trained for enhancing the experiences to the visitors. Convergence of district development programmes like sericulture, horticulture, dairy schemes and others may be taken up in eco villages.
- ❖ **Marketing:** Develop website for Deccan Woods & Trails and launch promotional campaigns like organizing bird festivals, film shows and exhibitions to highlight unique experiences of Telangana eco-tourism. Optimal utilization of Information technology shall be made to facilitate new ecotourism products such as virtual tools for monitoring services, business process and models. Publicity to be given for new ecotourism sites and initiatives.

6.1.2 Medical & Wellness Tourism Framework

Telangana has top-of-the-line medical experts and infrastructure, with affordable treatments and holistic wellness facilities. It can soon position itself as a preferred destination for Medical and Wellness Tourism in the country.

Objectives

- i. Improve affordability, accessibility, transparency and accountability in the Medical and Wellness Tourism sector.
- ii. Emphasis on achieving quality, through globally acceptable standards

- iii. Digitalization through an online Medical Value Travel (MVT) Portal, integrating various stakeholders under this Sector.
- iv. Set up a competent framework for governance.
- v. Promote setting up of diversified, planned and viable Medical Enclaves and Wellness Zones.
- vi. Sustained promotion under tourism Market Development Assistance.

Strategies

- i. Promote quality through incentives to encourage Hospitals to become JCI and NABH accredited.
- ii. Bring in regulation for registration and categorization of all stakeholders, especially Medical Service Providers (MSP), Medical Value Travel Facilitators (MVTF). NABH accreditation for MVTF will be promoted.
- iii. Digitalization through MVT Portal, with end-to-end mapping of services and fast-track appointment booking. Registered MVTs, MSPs, Wellness Tourism operators, Travel Agents and Hotels empaneled with Hoteliers Associations.
- iv. MVT Helpdesk at all registered Hospitals for measuring client satisfaction or grievance redressal feedback mechanism.
- v. Health insurance portability with leading Insurance companies.
- vi. Promote emerging medical procedures like cosmetology, cancer and fertility treatments and elderly care.
- vii. Consolidate efforts to improve direct airline connectivity to Hyderabad from Source countries.
- viii. MVT Helpdesk at Airport: Facilitation for patients and attenders on arrival, at disembarkation for assisted immigration formalities and essential medical support up to their destination. Also to pursue with the appropriate authorities for creation of green channel for quick immigration and custom clearances for medical tourists.
- ix. Include Medical tourism facilitation in the State Tourism Centres across India.

Medical Enclaves: Centers of Excellence in Healthcare

- i. These are advanced healthcare clusters, of JCI/NABH accredited Healthcare facilities providing cutting-edge medical treatments. In Telangana, these enclaves are proposed in the core urban region within the proposed Net Zero City, and in semi-urban regions.
- ii. In addition to medical infrastructure, these enclaves can include diagnostic centers, research & innovation centers for advanced treatments, Skill Labs etc.
- iii. Uniform pricing policies will be applicable within the enclave.
- iv. Helpdesk and facilitation for patients will be available 24x7.
- v. Financial incentives under the Tourism framework will be extended to approved medical enclaves.

Wellness Zones: Promoting Traditional & Holistic Healing in the STAs.

- i. Wellness Zones in the STAs will be earmarked to encourage development of integrated Ayurveda, Yoga, Naturopathy and Homeopathy services for a holistic healing experience.
- ii. Utilizing certified graduates from A.Y.U.S.H recognized Colleges in Telangana, NABH accredited A.Y.U.S.H Hospitals will be established in these niche integrated Wellness Zones.
- iii. A state-of-the-art Naturopathy Institute will be developed at Ananthagiri hills, while upgrading the existing Nature Cure Hospital at Hyderabad.
- iv. Financial incentives which are offered under the Tourism framework will be extended, as applicable, to Wellness Zones.

Telangana Medical & Wellness Tourism Board (TMWTB)

A Medical & Wellness Tourism Board will be constituted to ensure compliance with legal, ethical, and public health standards while promoting Medical and Wellness tourism.

The Board will function as the agency to facilitate patient care, identify viable quality projects in a planned and phased manner, also focusing on establishing adequate regulation and grievance redressal mechanism for Medical and Wellness tourism.

Constitution of TMWTB

1.	Hon'ble Minister for Health, Medical & Family Welfare, Government of Telangana	Chairperson
2.	Secretary, Health, Medical & Family Welfare	Vice Chairperson
3.	Secretary, Youth Advancement, Tourism & Culture	Convenor
4.	Director of Medical Education	Member
5.	Director of Public Health & Family Welfare	Member
6.	Director, AYUSH Department	Member
7.	Managing Director, Telangana Tourism Development Corporation	Member
8.	Managing Director, Telangana Industrial Infrastructure Corporation	Member
9.	Representatives from IMA/THANA/TSHA/Stakeholders	Spl. Invitees

6.1.3 Spiritual Tourism Framework

Telangana is home to a wide array of spiritual destinations, renowned for their ancient history, architectural brilliance, and cultural significance. These prominent sites, scattered across the state, attract devotees and tourists alike, offering a glimpse into the rich spiritual heritage of the region. To further enhance the pilgrim experience, it is essential to offer modern amenities with seamless experiences at these religious sites. Addressing key issues related to the provision of services and products will be crucial in fostering the growth and promotion of spiritual tourism in Telangana.

Objective: To position Telangana as a hub for spiritual and cultural tourism by enhancing infrastructure and connecting prominent spiritual destinations.

Strategies

- ❖ Develop Temple Circuits linking prominent temple towns by providing seamless connectivity, transportation, services and amenities.
- ❖ Focus on providing excellent last mile connectivity, high-quality accommodation, sanitation, and security measures in temple towns
- ❖ Improving basic infrastructure like washrooms, drinking water, sanitation, parking etc.
- ❖ Develop Heli-Tourism services to various spiritual destinations for seamless experience
- ❖ Launch PPP initiatives for infrastructure projects, including upgradation of infrastructure, hospitality services, and increased connectivity to sacred sites.
- ❖ Establish digital platforms like online darshan, virtual tour guides, and pilgrim welfare services at key temple destinations, including mobile apps for pilgrims with real-time information, booking services, and local guides.
- ❖ Focus on the restoration and maintenance of ancient temples and spiritual sites
- ❖ Boost local craft industries and integrate cultural festivals into spiritual tourism programs to provide holistic experiences.
- ❖ Initiate eco-friendly tourism practices and maintain the sanctity of sacred sites.
- ❖ Develop spiritual retreats and ashrams that attract both religious and wellness tourists.
- ❖ Preserve and maintain prominent Mosques, Dargahs & Churches.

6.1.4 MICE Tourism Framework

Meetings, Incentives, Conferences & Exhibitions (MICE) tourism sector has emerged as key driver of business tourism over past decades in Hyderabad supported by world class infrastructure like HICC, HITEX etc. and also world class airport. State has proudly hosted many international MICE events and positioned as one of the leading destinations for MICE in Southeast Asia. State recognized the need to consolidate Hyderabad as a premier Global MICE Destination.

Strategies

- ❖ New MICE infrastructure will be developed with Private Sector Participation by offering appropriate incentives.
- ❖ State will be promoted aggressively for attracting Global Events, especially during the lean tourist seasons.
- ❖ New locations will be identified for the 'MICE Tourism' including Destination Weddings (Vikarabad, Nagarjuna Sagar, and Yadagirigutta etc.) at proposed STAs with world-class event venues, accommodation etc.
- ❖ Hyderabad Convention Visitors Bureau (HCVB) will be strengthened for marketing and promotion of Telangana as preferred destination for MICE.

6.1.5 Sports Tourism Framework

Telangana, a state with rich cultural heritage and modern urban landscapes, is increasingly becoming a hub for sports tourism. As the state focuses on enhancing its tourism offerings, sports tourism plays a crucial role in promoting Telangana as a diverse and dynamic destination. Sports tourism is not only about attracting visitors for major events but also about integrating sports into the broader tourism experience, which encompasses cultural, leisure, and adventure activities.

Telangana boasts of several world-class sports facilities that hosted various national and international sporting events such as Afro Asian Games, National Games, Indian Premier League (IPL), Hyderabad Marathon etc., contributing to its sports tourism profile. The State is home to several premier sports coaching facilities, which offer world-class training for athletes in cricket, football, badminton, tennis, and athletics. These institutions provide top-notch infrastructure, expert coaching, and development programs for both budding athletes and professionals. The state's emphasis on improving infrastructure, fostering international partnerships, and promoting a blend of sports, culture, and nature, positions it as an attractive and diverse destination for sports tourists.

Key Strategies for Sports Tourism development:

- ❖ Host a mix of international, national, and regional sports events, including traditional sports like Kabaddi and regional cricket, to attract diverse sports enthusiast groups and elevate Telangana's profile as a sports destination.
- ❖ Promote renowned sports venues in Telangana for sports enthusiasts and offer unique experiences.
- ❖ Explore the potential of adventure sports viz. rock climbing, Regetta, kayaking, sailing, para gliding, etc. with necessary infrastructure and policy support.
- ❖ Form strategic alliances with travel agencies, hoteliers, and local service providers to offer packaged experiences that combine sports events with State's Tourism Destinations.

- ❖ Invest in digital platforms and mobile apps to provide real-time information on events and player stats, helping tourists and sports enthusiasts to plan their visit to Telangana effortlessly.
- ❖ Combine sports events with Telangana's vibrant cultural festivals, such as the Bonalu and Bathukamma, to create unique, multi-layered experiences that attract both sports enthusiasts and tourists.
- ❖ Upgrade and develop modern sports infrastructure across the state by attracting investments from private sector to ensure seamless access and a world-class experience for sports enthusiasts and tourists attending events.

Sports tourism in Telangana is poised for exponential growth, with the state's focus on sports infrastructure, major sporting events, and seamless integration with cultural tourism. By enhancing its sports offerings, promoting sustainable practices, and crafting attractive tourism packages, Telangana has the potential to emerge as a leading sports tourism destination in India.

The State has also introduced Telangana Sports Policy -2025 to foster the growth of the sector with development enablers.

In addition to the above frameworks, the State's focus will be on Wedding destination tourism, Crafts & Cuisine tourism, Rural tourism, Education tourism, Golf tourism, Film tourism, River tourism, Caravan and Home stays.

6.2 Strengthening Infrastructure & Amenities

It is proposed to strengthen the tourist destinations with augmentation of infrastructure so as to create better experience.

- ❖ Providing minimum tourist amenities such as clean public conveniences, parking, restaurant/café, souvenir kiosks, tourist information centers, first aid centers, informative signage, smart ticketing, mobile apps, wayside amenities and other recreational activities at the destinations.
- Improve accessibility for specially abled persons by providing walkways, ramps, elevators, universally accessible toilets etc., at all destinations.
- Create additional room capacity of at least 5000 rooms in STAs and another 10,000 rooms in Telangana Core Urban Region.
- Promote hygienic and safe rural Home stays at selected areas in STAs.

6.3 Promoting Public Private Partnerships (PPP)

For development and operations of tourism projects, different PPP models will be adopted through transparent bidding processes. Proposed models include Build Operate Transfer Model (BOT), License Fee model, JV model, Equity Model and other models as per the emerging global trends, as detailed in Annexure-PPP Models.

6.4 Incentives and Concessions

Considering large potential for development of tourism sector in the state, the following concessions and incentives will be offered to investors:

i. Capital Investment Subsidy

The Capital Investment Subsidy (CIS) will be offered as a percentage of the Eligible Project Cost (EPC) which is exclusive of land cost. CIS of 25% of the EPC, subject to a maximum of Rs. 25 Lakhs shall be given to projects falling under Category C (Rural Telangana) and Category D (Special Tourism Areas) with special thrust for developing projects in rural Telangana;

In addition to the above, new Tourism Projects as listed below are also eligible for availing Capital Investment Subsidy under the Policy:

S.No	Eligible Tourism Project	Minimum Investment for Project (Rs.)	Percentage of Subsidy on EPC (%)	Maximum Ceiling Amount (Rs.)	Locations where Subsidy shall be Provided
1.	Adventure Tourism Projects	25Lakhs	25%	25 Lakhs	Category C&D
2.	Caravan Park Projects	25Lakhs	25%	25 Lakhs	Category B,C&D
3.	Caravans for tour Operations	25Lakhs	25%	5Lakhs	All Categories
4.	House Boats	One Crore	25%	25 Lakhs/unit	All Categories
5.	Wayside Amenities	Two Crores	10%	25 Lakhs	All Categories

Notes:

1. Above list of Tourism Projects eligible for CIS may be reviewed & revised from time to time.
2. Only new wayside amenities developed along National Highways/State Highways are eligible for availing CIS.

ii. Reimbursement of State GST

Net State GST will be reimbursed to the investors for attracting the investments in to the Tourism Sector. It is proposed to offer 50% of the Net SGST to the investors for a period of Five Years. Net SGST reimbursements for Iconic Projects will be offered on case-to-case basis and Hotels & Resorts in Category A will not be eligible for SGST reimbursement.

iii. Special incentives for STAs/Iconic Projects

Special incentives will be offered on case-to-case basis. These may include:

- ❖ Lower lease rent for land
- ❖ Longer SGST reimbursements
- ❖ Viability Gap Funds for management of basic amenities etc.

Furthermore, tailor made special incentives will be offered for development of Iconic Projects like mega theme parks, film studios etc. proposed across the state.

iv. Incentive for Power Slabs & Property Tax

State will offer industrial power slabs, tariffs and property tax provisions for all the projects falling under Category B, C & D so as to improve the viability and sustainability. Iconic and Mega Projects other than Hotels & Resorts within Category A are also eligible for these provisions.

v. Reimbursement of Land Conversion Charges

State will offer reimbursement of 50% of Land Conversion Charges paid to the appropriate authority towards conversion of other land use to Tourism use and the same shall be made in 12 months after the Commercial Operations Date (COD) of the Eligible Projects.

vi. Reimbursement of Land Registration Charges

State will offer reimbursement of 50% of Land Registration Charges paid to the appropriate authority towards land registration and the same shall be made in 12 months after the Commercial Operations Date (COD) of the Eligible Projects.

vii. Incentives for Sustainable/Responsible Tourism Projects

There shall be Special Incentives for Sustainable Tourism Initiatives including Green energy projects. State will come up with separate guidelines for encouraging private sector investing into developing, operating and management of tourism assets on sustainable and responsible manner, which includes usage of green & renewable energy, conservation of historic monuments, plastic free zones, water conservation, re-use of treated water and sustainable mobility.

Tourism Projects will be encouraged to develop and use captive power generation through green sources and applicable incentives will be offered as specified in Telangana Clean & Green Energy Policy 2025.

Total incentives, concessions & reimbursements are subject to maximum cap of Project Cost. Special incentives such as Quality Certifications, Employment Subsidy, Speed of Doing Business Incentive, Geographical Spread Incentive, Utility Services Incentive will be offered on case-to-case basis. The detailed Operational Guidelines will be issued separately.

6.5 Branding and Marketing

Appropriate strategies shall be formulated to promote Telangana Tourism across the country and target international markets. Following are few proposed initiatives:

- ❖ Top Professional Marketing Agencies will be engaged to formulate short term and long-term strategies.
- ❖ Comprehensive "Telangana Tourism" Portal will be created to serve as a one-stop platform for travelers, offering information on destinations, accommodation, booking, activities, transportation, local experiences etc.

- ❖ Make presence felt in International Tourism Forums, Travel Marts etc. and reach out to Telugu Diaspora to attract international tourists.
- ❖ Extensively promote Telangana Handlooms, Handicrafts, Arts and Cuisine through food festivals, melas etc.
- ❖ Telangana Darshini Program - Promote educational tours to select cultural and heritage destinations of Telangana where every school student should visit as part of their academic journey.
- ❖ Conduct special tours to film studios where internationally recognized movies were produced so as to create curiosity and experience among International Tourists.
- ❖ Organize Investor Summits / Road Shows for attracting national & global investment, fostering strategic partnerships, for development of world-class tourism infrastructure.

6.6 Fairs and Festivals

A separate Project Unit will be established in Tourism or Culture Department for promotion of Fairs and Festivals and make it sustainable over years:

- | | |
|-----------------------------------|-----------------------------------|
| ✓ Bathukamma Festival | ✓ Telangana Sports Festival |
| ✓ Bonalu Festival | ✓ Ramzan Festival |
| ✓ International Buddhist Festival | ✓ Dance & Drama (Nataka) Festival |
| ✓ Kakatiya Festival | ✓ International Kites Festival |
| ✓ Cuisine Festivals | ✓ Children Film Festival |
| ✓ Telangana State Festival | ✓ River Festivals |
| ✓ Telangana Crafts Festival | |
- ❖ Extensively promote "Women based Bathukamma Festival" across the globe as unique state festival.
 - ❖ Medaram Jaathara to be promoted on par with Kumbh Mela.
 - ❖ Fish Medicine event will be leveraged to promote tourism as large number of people across the country visit Hyderabad.
 - ❖ "Happening Hyderabad" the med, targeted events shall be conducted on Sundays and public Holidays.
 - ❖ Annual Film Awards will be revived and publicized by introducing Regional Awards, National Awards and International Awards duly involving Film Industry.
 - ❖ Hyderabad Numaish will be expanded and promoted on the lines of Global Village of Dubai.
 - ❖ Calendar of Food Festivals shall be created across Telangana in partnership with Hospitality Industry. Special festivals will be organized to promote Hyderabad Biryani, Haleem & Telangana Vantakalu.

6.7 Skill Development Initiatives

Tourism and Hospitality University will be established in the State by upgrading National Institute of Tourism & Hospitality Management (NITHM). It will act as a nodal agency for preparing the road map for skilling programs as illustrated below:

- ❖ Tourism sensitization to cab drivers, porters, guides, food vendors, tourism-oriented retailers, immigration officers, police etc.
- ❖ Training workshops to enrich hospitality skills of the Homestay/Farm Stay owners and local communities.
- ❖ Training programs for the staff of key tourism stakeholders in basic etiquettes, cleanliness and hygiene, communication and behavior skills, customer service, first aid.
- ❖ Special training courses on niche skills like water sports, adventure tourism etc.
- ❖ Specific programs to encourage more participation of women.
- ❖ Research assistance up to the maximum limit of Rs. 10 Lakhs will be provided to carry out market research studies on travel and tourism/hospitality sector.

6.8 Tourism Awards

Telangana Tourism Award platform shall be created to award industry excellence across various aspects such as Service Quality, Innovation, Customer Service and Sustainable Practices in the following fields:

- a. Food and Beverage (F&B)
- b. Hotels / Resorts/Wellness Centers/Wayside Amenities
- c. Any indigenous art, music, craft, folk dance
- d. Tour Operator /Adventure Operator
- e. Homestay



6.9 Speed and Ease of Doing Business

- ❖ Relationship Managers will be appointed for all Iconic and Mega Tourism Projects for speedy clearances of project approvals.
- ❖ Single Window Portal will be created for timely clearances of approval & sanctions. Government will come up with detailed guidelines for time line based commitment for approvals.
- ❖ Investment Facilitation Cell will be created for facilitation and monitoring of all investments into the tourism sector.

7. INSTITUTIONAL MECHANISM

The following institutional mechanism is proposed for implementation of the Tourism Policy:

- ❖ State Tourism Promotion Board (STPB) shall be established. The board shall be chaired by Hon'ble Chief Minister with other relevant ministers as members. Principal Secretary, YAT&C will be the Convener. They will deliberate on important decisions regarding policy and strategic projects. For the category of Iconic and Mega Projects, the STPB will be the approving authority.
- ❖ Empowered Committee (EC) will be chaired by Hon'ble Tourism Minister and Hon'ble Ministers for Finance and Industries will be Members. Other Ministers will be invited based on the relevance of the subject. Principal Secretary, YAT&C will be the Convener. Committee will take important decisions in tourism sector in respect of certain projects assigned by STPB, monitor the project implementation within the given timelines and resolve the interdepartmental issues, if any. For the category of large projects, medium projects and small/micro enterprises, the EC will be the approving authority.
- ❖ Destination Management Organizations (DMOs) headed by District Collector, will be established at each STA to have holistic approach in planning, development, implementation, promotion and management. Project Management Unit (PMU) under TGTDC will review and monitor the activities of DMOs and STAs. For the STAs which fall under more than one district, the Principal Secretary, YAT&C will nominate one of the District Collector as head of DMO.

8. CONCLUSION

In summary, the policy aims to provide the much-needed boost to the tourism sector through a mix of incentives and policy frameworks, that will encourage in creating right eco-systems for improved investments. The policy will promote sustainable tourism practices that align with the UN Sustainable Development Goals (SDGs). By integrating green initiatives and incentivizing eco-friendly practices, the policy prioritizes environmental conservation, resource efficiency, and waste minimization across the tourism sector and upholds the Environmental, Social and Governance (ESG) principles.

The policy fosters responsible tourism that empowers local communities, provides a spin to the rural economy, safeguards cultural heritage and fuels long-term economic prosperity. This holistic approach would position Telangana as a leading destination that provides a unique experiential tourism, delivering long-lasting benefits for future generations.

Based on the needs and priorities of the Government, policy can be reviewed and updated time to time.

ANNEXURE - PPP MODELS

<p>Build Operate Transfer (BOT) Model</p>	<p>BOT Model will be adopted for long term private investment projects. BOT will have two revenue sources to Government -</p> <p>Fixed and Variable</p> <p>Fixed: 5% of SRO Value of land as Lease Rentals. Annual escalation of 5% is applicable.</p> <p>Variable: "Reserve Amount" as fixed by the Authority shall be the Bid Parameter. Reserve Amount will be decided based on project feasibility. Successful bidder shall quote over and above the "Reserve Amount", which shall be enhanced by 5% per annum, year on year basis.</p> <p>Lease Tenure:</p> <ul style="list-style-type: none"> ❖ ICONIC Projects – Case to Case Basis – based on the decision of State Tourism Promotion Board (STPB), duly considering project location, uniqueness, gestation period, employment potential and contribution to State economy. ❖ Mega Projects – Up to 66 years ❖ Large & Medium Projects – Up to 33 years ❖ Small & Micro Project – Up to 15 years <p>Other Terms:</p> <ul style="list-style-type: none"> ❖ Annual Lease Rent payment would begin from date of handing over of land or the date of execution of the agreement, whichever is later. ❖ Payment of Revenue Share would commence from the 'Commercial Operations Date' (COD) or as defined in the RFP.
<p>License Fee Model</p>	<p>Fixed Monthly /Yearly Licence Fee model will be adopted for O&M of Brownfield projects. Reserve price will be fixed based on the business potential of the project.</p>
<p>JV Models</p>	<p>Case to Case basis, some projects will be taken up on JV mode, where certain portion of the built assets will be transferred to Government as land share.</p>
<p>Equity Model</p>	<p>For Strategic Projects, Project SPVs will be created and the land will be valued and treated as Government Equity in the Projects.</p>
<p>Other Models</p>	<p>Any other models as per the emerging global trends such as Crowd Funding, Swiss Challenge Method and Patronage Funding will be adopted with the approval of STPB.</p>



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