

HERITAGE TOURISM POLICY

FOR THE STATE OF GUJARAT

2020-2025



www.gujarattourism.com





Acknowledgement

This document has been created to explain the definition, conditions of the policy, and application process in simplest manner. However, in the given scenario, if no clarity on any particular matter, or in case of any dispute arises in particularity to any case, and or any clarification or direction required which this document or policy documents fail to provide, the Commissionerate of Tourism may and shall seek direction from State Level Implementation Committee (SLIC) and if SLIC feels, it may require further clarification from State Level Empowered Committee (SLEC) on that particular rule, definition, process or particular case or matter of any dispute. The SLEC decision will be final and binding and the same shall be incorporated/ amended or annexed in the operational guidelines. The Commissionerate of Tourism reserves the right to Change/ Modify or Amend or Add/Remove any rule as it may be necessary to do so.



Preface

Heritage tourism is an integral part of the tourism sector of Gujarat. Many international and domestic tourists visit archaeological sites, heritage monuments, and properties every year. Gujarat is bestowed with a rich cultural heritage, which reflects in its ancient and modern monuments, through which it offers a unique and memorable travel experiences for tourist across the globe. Gujarat is home to innumerable Heritage properties which have been converted into various tourism units such as hotels, museums, restaurants, and banquet halls.

The original architecture, design, and aesthetics of these heritage properties are the attributes of their rich heritage and are needed to be preserved through continuous conservation, restoration and refurbishment measures supported by self-sustainability initiatives. Hence, in its mission to make Gujarat a leading tourist destination and to support the sector, the Government of Gujarat has released the Heritage Tourism Policy 2020-2025 ("Heritage Policy").

The Policy aims to assist investors in conserving their heritage tourism units and in turn conserve the Gujarat's rich heritage for the coming generations. Under this policy, the government intends to generate employment through public and private investment in the sector and to extend financial assistance to the investors. The operational guidelines will serve as a ready reckoner for the department and investors in fulfilling the compliance requirement related to registration and to receive benefits under the Policy. This application guidelines may be updated/revised in line with the Heritage Tourism Policy 2020 – 2025 by the Commissionerate of Tourism from time to time.



MESSAGE

**"We want to show the world our country's heritage,
to make India a hub of heritage tourism."**

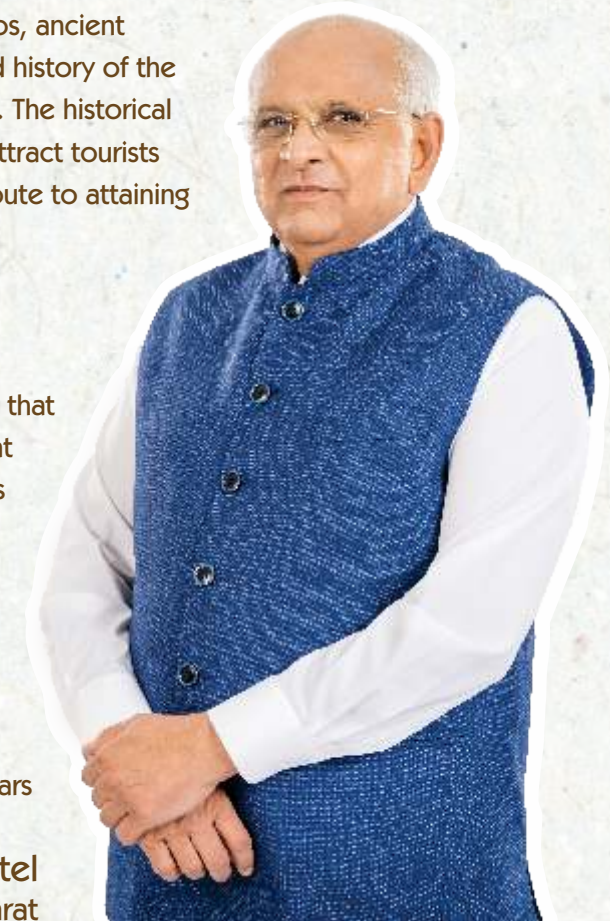
- Shri Narendra Modi
Hon'ble Prime Minister, India

Gujarat is a flourishing state with a rich heritage, ancient rare structural marvels such as forts, architectural genius workmanships, ancient temples and its cultural traditions. Thousands years old history of the state is endowed with number of UNESCO world heritage sites. The historical and cultural legacy of Gujarat holds the immense potential to attract tourists from across the Globe, generate local employment and contribute to attaining inclusive growth.

The State Government has been making constant endeavour to establish Gujarat as a hub of heritage tourism and promote the mantra of "Gujarat ni Virasat" across the world. It is noteworthy that Gujarat has announced the first-ever Heritage Tourism Policy that emphasizes the development of heritage tourism and enhances the tourists' experiences. I am sure this policy will further strengthen the tourism sector by diversifying its offerings.

I sincerely thank all the stakeholders for their valuable suggestions and congratulate all the officials associated in the formulation of this policy. I invite all the stakeholders to come forward and join hands with us to promote more than 3500 years old Legacy of Gujarat.

Shri Bhupendrabhai Patel
Hon'ble Chief Minister, Gujarat





Swarnim Dharohar, Gujarat!

The state of Gujarat has amazing antiquity with some of the unique historical and archaeological monuments to attract tourists across the World. UNESCO has recognized four heritage sites including Champaner, Rani ki Vav, Heritage City Ahmedabad and Dholavira. Each one of these sites represent distinct culture with a historic landscape.

The State Government is determined to put Gujarat on 'World Tourism Map' and intensive efforts have been made to strengthen the Tourism sector of Gujarat. The State's first Heritage Policy is a step forward in this direction. The Heritage Tourism Policy of the state is focused to promote the heritage value of Gujarat.

The Policy will contribute significantly by encouraging the owners of the Royal Palace, Castles, and Heritage buildings to invest in the preservation and restoration of heritage properties and realizing economic value. I would like to congratulate every stakeholder and invite them to be part of the growth Journey.



Shri Purnesh Modi
Hon'ble Minister,
Tourism and Pilgrimage Development,
Civil Aviation, Road, Building and Transport,
Gujarat



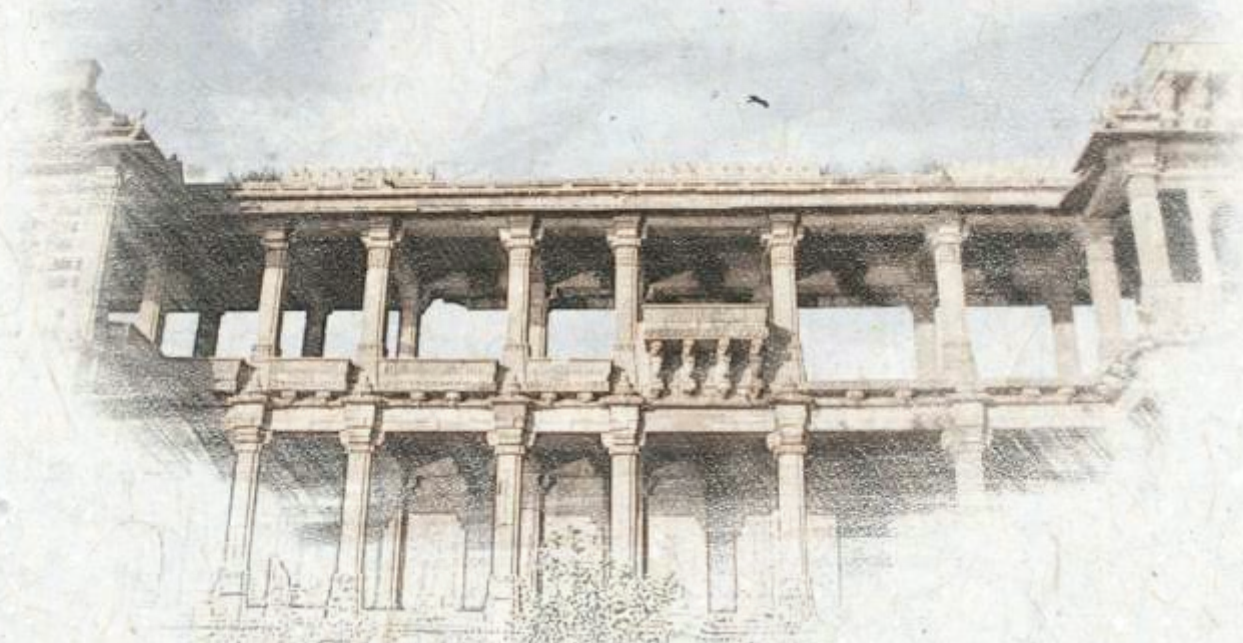
It is a moment of pride for all of us that the first-ever Heritage Tourism Policy has been introduced in Gujarat. The policy will help spur private investment in preserving heritage assets and promoting the diversification of tourism offerings of Gujarat. The state has a huge potential to mesmerize heritage enthusiasts from across the world.

The State Government is taking a focused approach towards promoting Heritage Tourism and had undertaken the detailed consultation with stakeholders in preparing the first of its kind Heritage Tourism Policy. This policy aims to address the specific requirement of Heritage Tourism Units

I would like to congratulate and invite all the stakeholders to participate in this endeavor to promote heritage tourism.



Shri Arvindbhai Raiyani
Hon'ble Minister of State,
Tourism and Pilgrimage Development,
Civil Aviation and Transport ,
Gujarat





The Tourism Department is working with a vision to place Gujarat among the top five tourist destinations in India for foreign and domestic tourists and development of tourism as an industry for socio-economic development. To attain the holistic development of tourism in the state, the department is continuously interacting with the key stakeholders to foster the tourism sector through policy-level intervention.

Heritage Tourism has a distinctive demand and point of interest among tourists from across the world. Gujarat has many private heritage properties spread across the state and needs special attention for preservation and restoration. In continuation of the policy level intervention for encouraging private investment in the tourism sector, the Hon'ble Chief Minister of Gujarat has announced the first-ever Heritage Tourism Policy 2020-25 of Gujarat. This policy intends to augment the investment opportunities in heritage tourism assets and promote the thousands of years old legacy of Gujarat. The exhaustive consultation was undertaken during the policy development phase with all stakeholders which had certainly helped in achieving the intended result.

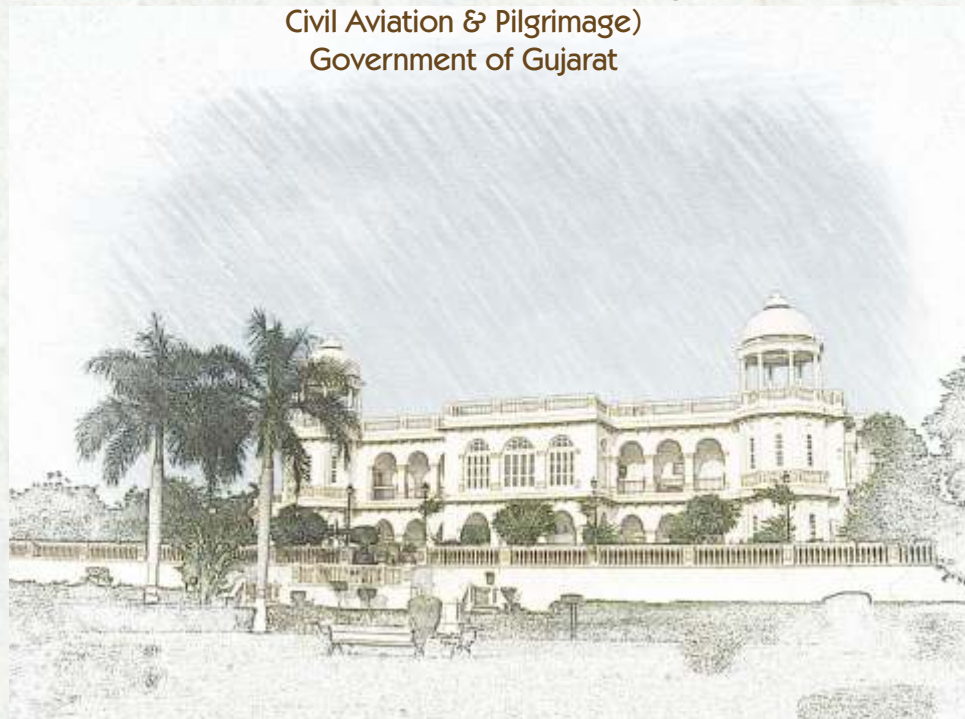
The Heritage Tourism Policy emphasize on the specific needs of the Heritage Units like preservation, renovation, refurbishment, development, and commercial utilization of heritage properties as a tourism asset.

Our endeavor is to promote Gujarat as a preferred tourism destination across the globe among cultural and heritage tourists as the "Land of Legacy". The development of Heritage properties will further enhance the opportunity to tap the growing demand for Wedding Tourism and Cinematic Tourism. We firmly believe this policy will help generate opportunities in the sector which finally aims to contribute towards the development of our society, and the economy of the nation.

I would like to thank all the stakeholders for their valuable feedback and suggestions during policy formulation. It is my humble request to all the stakeholders to be a part of our journey of growth.



Shri Hareet Shukla
Secretary (Tourism, Devasthanam Management,
Civil Aviation & Pilgrimage)
Government of Gujarat



I am pleased that the first Heritage Tourism Policy is being implemented in Gujarat State. This policy will certainly help in promoting the heritage and culture of the state to domestic and foreign tourists. This policy was drafted after in-depth discussion with key stakeholders and understanding the particular needs of Heritage Tourism Units.

This policy is a part of our continued endeavor to make Gujarat among the topmost destinations in heritage tourism and attract more tourists from across the globe through the development of diversified tourism assets and providing a unique experience. The State Government and Tourism Department is continuously interacting with all stakeholders to explore the opportunities of Tourism development in the state through policy-level interventions and a slew of policy measures announced by the Government of Gujarat to boost the investment in tourism sector. Heritage Tourism has the potential to spur the growth of the tourism sector in Gujarat.

The Heritage Tourism Policy 2020-25 will act as a catalyst for attracting more investment in the development of Heritage Tourism Units across the state and create positive impact for socio-economic development. The Central Government schemes like Swadesh Darshan plans to develop two ancient towns of the state, Dholavira, and Lothal which will further complement the heritage tourism development in the State of Gujarat.

I would request all stakeholders and invite all potential investors to participate in this policy in realizing the heritage tourism potential of the state.



Shri Alok Kumar Pandey
Commissioner of Tourism & Managing Director, TCGL
Government of Gujarat



Government of Gujarat
Industries & Mines Department
G.R. No. HRT/102020/1354/S
Sachivalaya, Gandhinagar.
Date 08/10/2020

Read

Office of Commissioner of Tourism 's Note dated 12/10/2018 and 5/6/2020 on SFS File No. NTP/IC/18/Her/02

Preamble

Gujarat has a rich history dating back 3500 years ago when Gujarat was the central area for the Indus Valley Civilization. Gujarat is today home to well preserved historical sites and heritage monuments which defines its iconic and vibrant history. Tourists are attracted to these monuments and properties to relive the history. To provide a unique and profound sense of the rich culture and ancient heritage to the tourists, many Heritage Properties in Gujarat have been converted into Heritage Hotels, Heritage Museums, Heritage Restaurants and Heritage Banquet Halls.

Government of Gujarat realizes the important role of these Heritage Tourism Units in encouraging tourism in Gujarat and has decided to promote such Heritage Hotel, Heritage Museum, Heritage Banquet Halls and Heritage Restaurant Units by way of financial assistance in the form of incentives and concessions.

Introducing a New Heritage Tourism Policy for Tourism Sector was under active consideration of the State Government. After detailed deliberations and consultations with the concerned State Administrative Departments and various stakeholders, the State Government is pleased to announce the Heritage Tourism Policy for the State of Gujarat (2020-2025).

RESOLUTION

The scheme shall be known as "Heritage Tourism Policy 2020-2025".

1. Policy Period & Coverage

a. Operative Period

This Policy shall come into force with effect from the date of issuance of this Policy GR and shall remain in force till 31st March, 2025 or till the declaration of a new or revised Policy, whichever is earlier. This Policy will supersede any GR/Circular issued earlier in contravention of the provisions of this Policy.

b. Coverage Area of the Policy

This Policy shall be applicable to the whole of the State of Gujarat.

2. Definitions

a. Heritage:

- Cultural Heritage is the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.
- Tangible Heritage includes buildings and historic places, monuments, artefacts, etc., which are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture.

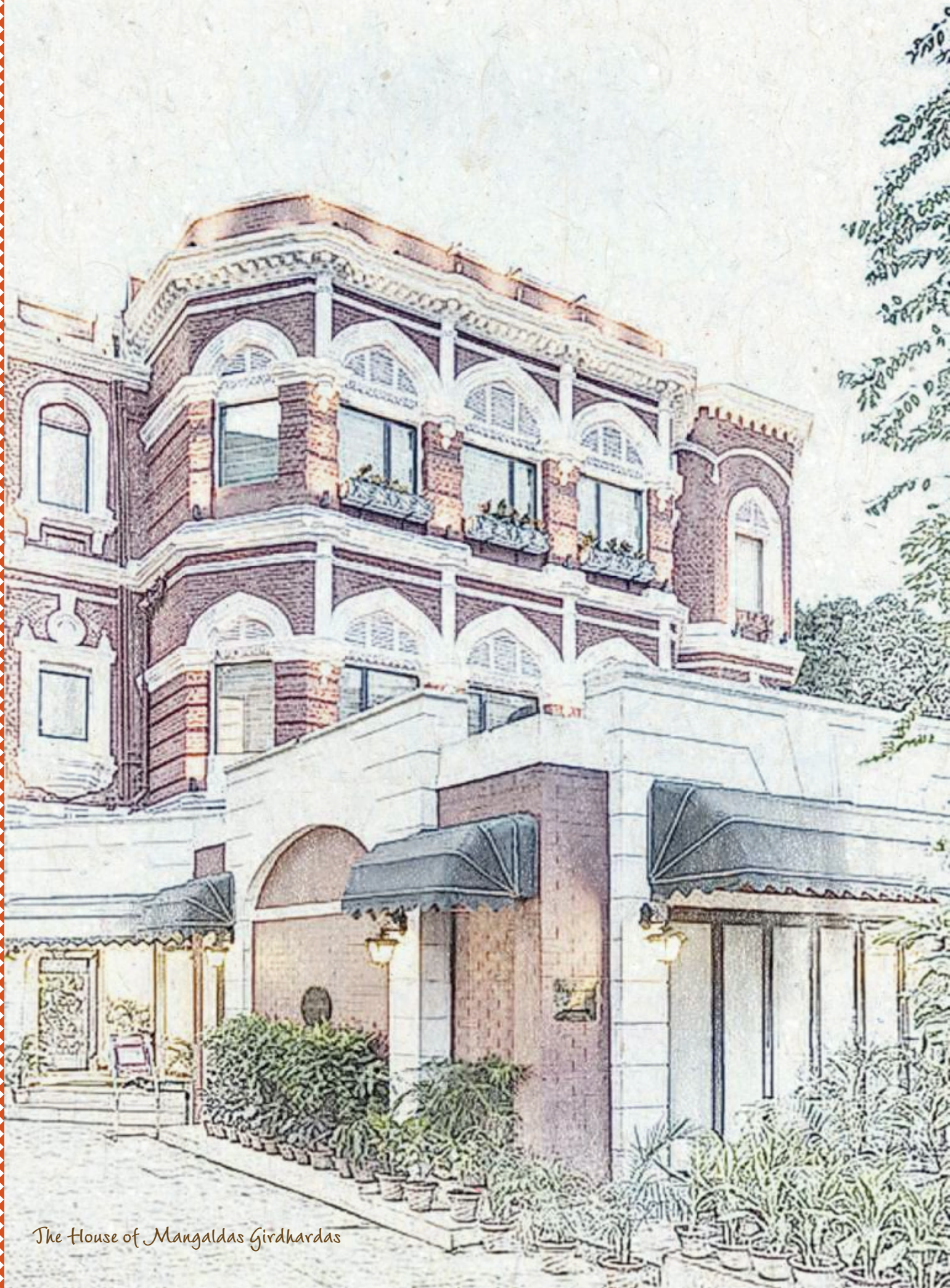
b. Heritage Building

"Heritage building" means and includes any building of one or more premises or any part thereof and/or structure and/or artefact which requires conservation and/or preservation for historical and/or architectural and/or artisanry and/or aesthetic and/or cultural and/or environmental and/or ecological purpose and includes such portion of land adjoining such building or part thereof as may be required for fencing or covering or in any manner preserving the historical and/or architectural and/or aesthetic and/or cultural value of such building.

c. Heritage Hotels

'Heritage Hotels' covers running hotels in Palaces/ Castles/ Forts/ Havelies/ Hunting Lodges/ Residence built prior to 01 January 1950. Number of rooms for accommodation in the heritage hotel should be no less than five. The facade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area. The heritage hotel may also satisfy the condition for a Heritage Building and fulfill the basic conditions required to be considered as a Hotel by the Ministry of Tourism, Government of India.

The basic facilities like a reception, information counter, left luggage room, adequate parking and arrangements for first aid is must.



The House of Mangaldas Girdhardas

d. Heritage Banquet Halls

A Banquet means enclosed space operating in heritage building having heritage features and ambience developed for hosting guest's ceremonies/corporate functions and other events, etc., with minimum 1 lettable room for guests, a minimum capacity of hosting 20 guests and having a minimum area of 500 square feet within the Heritage Building. Also, a well-maintained separate toilet facility for ladies and gents is compulsory. Open Area restaurants will not be considered.

e. Heritage Restaurants:

A Restaurant (means enclosed space), operating in heritage building, having heritage features and ambience. The unit must have a hygienically maintained kitchen with modern equipment in the premises for preparing foods. Also, well-maintained separate toilet facilities for ladies and gents are compulsory. The Restaurant should have a minimum seating capacity of 30 guests at a time. Open Area restaurants will not be considered.

f. Heritage Museums:

Any new or existing Heritage Museum owned by individuals, institutions, voluntary organizations or autonomous body or trusts, etc. registered under the Indian Societies Act or Indian Trust Act in the State of Gujarat and displaying objects of tourist interest, historical and cultural importance. Such Heritage Museums must be located within a Heritage building. Detailed Eligibility criteria will be issued separately.

g. Commercial Operations:

Date of Commercial Operations of a Tourism Unit is the date on which the Tourism Unit is open to tourists on a commercial basis and generates first bill.

3. Terms of Reference (ToR) of Heritage Tourism Units

Heritage Tourism Units are the Tourism Units engaged in tourism related activities and located within a Heritage building as defined under clause 2(b) and built prior to 01 January 1950. The eligible Heritage Tourism Units can be categorized into two types:

- i. Heritage Hotel: As defined under clause 2(b),
- ii. Other Heritage Tourism Units: Any new or existing Heritage Tourism Unit limited to the Heritage Museum, Heritage Banquet Hall and Heritage Restaurant owned by Individuals or Institutions, Corporations or voluntary organizations or autonomous body or trusts, etc. registered in the State of Gujarat under the relevant act and authorized to operate commercially. Such Heritage Tourism Units must be located within a heritage building.

Hereafter Heritage Museums/ Heritage Banquet and Heritage Restaurants will be referred as Other Heritage Tourism Units unless otherwise specifically quoted.

4. Eligible Heritage Tourism Units under this policy

i. New Heritage Hotel Unit

A 'New Heritage Hotel Unit' means a Heritage Building, built prior to 01 January 1950 which is converted into a Heritage Hotel having minimum 5 lettable rooms and commences commercial operations during the operative period of this Policy. The new construction or expansion or alteration in the premises should not disturb the aesthetic appearance of existing Heritage building."

ii. Expansion Project:

Existing or New Heritage Hotel Unit taking up expansion of its existing capacities and not exceeding an area of expansion more than forty percent of its existing plinth area. Only one such expansion project (expansion unit shall commence commercial operations within the Policy Period) of an existing or new Heritage Hotel will be eligible for assistance during the operative period of the Policy.

iii. Renovation/Refurbishment/Restoration/Repair of the existing Heritage Hotel Unit:

Existing Heritage Hotel Unit taking up renovation/refurbishment/restoration/ repair and shall be operational from minimum 3 years prior to the date of registration for availing benefit under this policy. Eligible expenses under this category would include civil and electrical works undertaken in the existing unit including administrative building,

accommodation and all such facilities if part of the existing heritage building as may be necessarily required for running the unit. Only two such Renovation/Refurbishment/ Restoration/ Repair of the existing Heritage Hotel Unit in a partial manner will be eligible for assistance during the operative period of the Policy.

Note: New Heritage Hotels and Expanded Unit of Existing Heritage Hotels will not be eligible.

Any such renovation/ refurbishment/ restoration/ repair projects commencing commercial operations within the Policy Period, will be eligible for assistance during the operative period of the Policy. Evaluation of subsidy will be done by a committee comprising representatives of the Directorate of Archeology and Museums, Commissioner of Tourism(CoT) and other concerned authorities. The report submitted by the committee regarding the capital expenditure shall be considered final.

iv. New Other Heritage Tourism Unit:

A Heritage Building being converted into Other Heritage Tourism Unit for the first time and commences commercial operation during the policy period.

v. Existing Other Heritage Tourism Unit:

A unit situated within the heritage building and which is operational for at-least 3 years prior to the date. of registration for availing the benefits under this Policy and going for Renovation/Refurbishment/ Restoration or Repair. The all conditions for renovation will be similar to the Heritage Hotel.



Ambika Nivas Palace

5. Incentives and Concessions

Under this policy, the Heritage Tourism Units as defined in clause 4, will be eligible to avail incentives and concessions as follows;

a. Quantum of Capital Investment subsidy to Heritage Hotels Units:

Eligible Capital Investment) (excluding the land cost	Admissible Subsidy*	Maximum Limit
Investment up to INR 25 cr.	20%	INR 5 cr.
Investment above INR 25 cr.	20%	INR 10 cr .

* As percentage of Eligible Capital Investment

b. Quantum of Capital Investment subsidy to the Other Heritage Tourism Units

Eligible Capital Investment) (excluding the land cost	Admissible Subsidy*	Maximum Limit
Investment up to INR 3 cr.	15%	INR 45 lakhs.
Investment above INR 3 cr.	15%	INR 1 cr .

* As percentage of Eligible Capital Investment

Note: Any project of proposed capital investment of above INR 25cr. must obtain prior approval from the State Level Implementation Committee (SLIC).

1. Eligible Capital Investment

The term Eligible Capital Investment means the investment occurred after the announcement date of the policy in the eligible Heritage Tourism Units during the policy period. The investment shall be considered and includes expenditure under the following heads:

- Civil works (Structural and Facilities);
- Plant/Equipment and Machinery necessary for running Heritage Tourism Units installed in building;
- Electrical fittings (Permanent in nature) necessary for running Heritage Tourism Units;
- Security System for guest safety (Fire and Theft);
- Equipment purchased and installed in the Heritage Tourism Units for efficient use of water/electricity and rainwater harvesting;
- Sewage Treatment Plant built for the sole purpose of the use for Heritage TourismUnits to treat effluent water and use in flushing and gardening purpose.
- Energy Audit expenses
- Special Lighting and equipment's for display applicable only to Heritage Museums.
- Modernization of display gallery and conservation of objects will also be considered as an eligible expense for Heritage Museum only while calculating capital subsidy.

2. However, the following heads of investments in respect of the unit shall not be eligible for incentives:

- Working Capital;
- Preoperative expenses and preliminary expenses;
- Second-hand plant and machinery purchased or shifted or brought from within or outside country;
- Interest capitalized;
- Purchase of movable goods/objects for display and uses;
- Consumable stores, inventories for maintenance;
- Investment on land required for setting up the unit, inclusive of the cost of the land;
- Vehicles, furniture and fixtures, cutlery, crockery and utensils; &
- Any construction which in the nature of real estate transactions for e.g. Shops/ flats/offices meant for sale/lease/rent.

c. Quantum of Interest subsidy

A loan amount sanctioned and disbursed during the policy period for construction and development purposed, only to be considered eligible for interest subsidy @7% or existing rate of interest or with maximum amount of INR 30 lakh per annum, whichever is lower for a period of five years from the date of commercial operation.

d. Exemption from Electricity Duty

100% exemption from paying Electricity Duty for a period of five years from the date of commencement of commercial operations for New Heritage Tourism Units only.

e. Reimbursement of Property Use Conversion Charges

If in any development area, where property-use is demarcated, and old properties of heritage value are converted into Eligible Heritage Tourism Units will qualify for 100% reimbursement of Conversion charges paid to the concerned Development Authority for the first transaction only during the operative period of this Policy. Reimbursement of Conversion Charges would be made after the date of commencement of commercial operations.

f. Technical Manpower Support for Heritage Museum (Payroll Assistance)

The management should have minimum two domain experts with Heritage Museum of archaeology or the relevant subject and conservation background as a regular employed staff. INR 3500 Per Month of Payroll Assistance will be paid on a quarterly basis for S years. This is applicable only for two on-roll trained conservators and musicologists of for each Heritage Museums. They should be domicile of Gujarat.

g. Support for Marketing and Promotion

All Eligible Heritage Tourism Units operating in the State and registered with TCGL shall be eligible to be considered for this incentive. The incentive for taking part in any two mega national and international tourism exhibitions or fairs or marts, shall be limited to 50% of the space rent actually paid subject to a maximum of INR 50,000 per national event or INR 1,00,000 per international event. The assistance will be extended not more than twice to one heritage tourism unit during the operative period of the Policy. The assistance would be provided by way of reimbursement. Eligible Units shall apply along with rent receipts within six months from the date of participation to avail the assistance.

h. Assistance for Research in Gujarat for Heritage Tourism Development

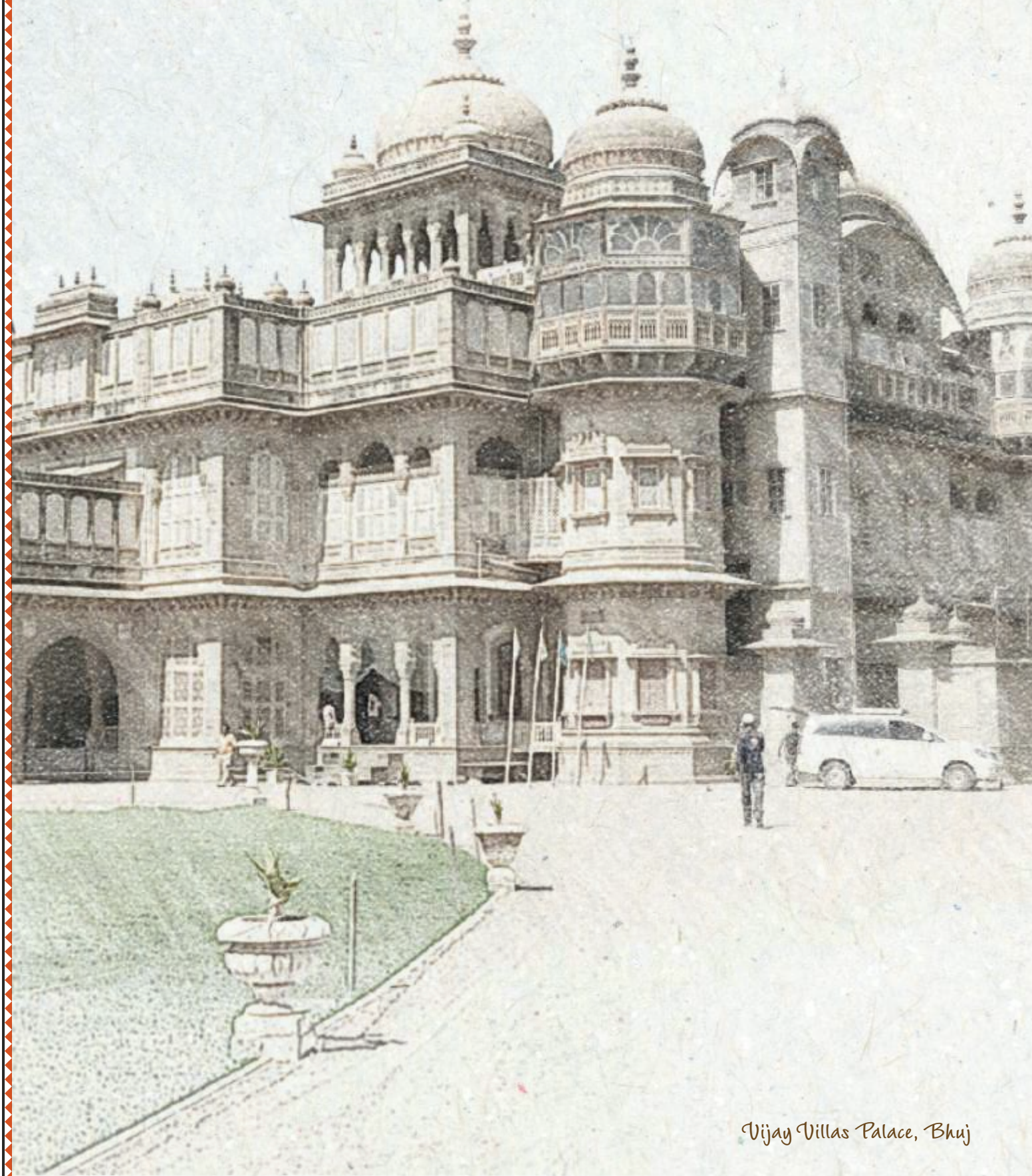
Financial assistance up to the maximum limit of INR 5.00 lakh will be provided to recognize Heritage Tourism Units Association/Body to carry out market research studies on Heritage travel and tourism /hospitality sector in Gujarat. The subject matter would be finalized as per the relevance and requirements of the Industry. Not more than three such studies will be sanctioned each year.

6. Registration and Documentation

- The unit seeking incentives under the Policy would be required to register with Commissioner of Tourism(CoT) as per the prescribed format (to be notified later) which must be within the 60 days of starting the project development.

Note: Registration of project with CoT does not mean approval for a grant of financial assistance under this policy

- The units shall submit the proof of Heritage Building and latest ownership record issued by any competent authority and self-declaration ascertaining the authenticity of the proof.
- The unit shall complete entire documentation within 180 days of starting Commercial Operations i.e. issuing date of first invoice, after 181 days the project will be considered not eligible, unless the justified reason for delay and additional time required to complete the documentation in writing along with proof is submitted to CoT, minimum Seven days in advance.
- The Commissioner of Tourism (CoT) may allow the additional period of time for document completion after satisfying with the cause of delay in document submission.
- The New Heritage Tourism units shall submit the detailed project development plan, structural strength report along with application for incentive and concession at the time of registration.
- The Unit undertaking any expansion or Renovation/ Refurbishment/ Restoration/ Repair of existing Unit shall submit the detailed development plan, Current status, High definition pictures of the current status of the building/ rooms/ or place (where the work will be carried out) and structural strength report shall be submitted along with application for incentive and concession at the time of registration.



Vijay Vilas Palace, Bhuj

vii. Detailed guidelines, list of documents and application forms will be issued by CoT for registration to disbursement.

7. Essential Conditions for Grant of incentives and Concessions

The Eligible Heritage Tourism Units availing incentives and concessions under the Policy shall also satisfy the following conditions:

- i. The unit except Heritage Museum will have to make a declaration regarding 'NOT' availing Capital/Interest Subsidy or any other financial assistance for the same project from the Government of India or the Government of Gujarat under this Policy or any other Policy/Scheme. Non-declaration or false or misleading declaration or miscalculation or may cause to discontinuation of the Incentive, recovery, subsequent blacklisting and necessary legal action.
- ii. The Heritage Museums units must give declaration regarding 'NOT' availing any other financial assistance from the Government of Gujarat except under this policy for any purpose. However, these units may avail the financial assistance from Government of India and under this policy if - The financial assistance from Government of India is not for the same component and cumulative financial assistance shall not exceed the sum of total eligible capital investment.
- iii. The unit shall give an undertaking that financials submitted for the incentive are full and final and any claim in this matter will not arise in future. The department will have right to repay or recover if any, due/undue amount is unclaimed or paid due to any inaccuracy and error.
- iv. Any Heritage Tourism Unit availing incentive under the Expansion of existing unit during the policy period shall not be eligible for benefits of Renovation/ Refurbishment/ Restoration/ Repair of existing Unit for the same area. No n-declaration or false or misleading declaration may cause to discontinuation of the Incentive, recovery, subsequent blacklisting and necessary legal action.
- v. Any Heritage Banquet and Heritage Restaurant situated within the Heritage Building or premises where Heritage Hotel is situated shall be considered as part of Heritage Hotel and not separately.
- vi. The unit shall remain in commercial operations continuously for at-least five years after it starts commercial operations. However, if it fails to do so, then the subsidy already disbursed to the unit will be recovered as land revenue arrears. However, in cases where the operation is discontinued due to reasons beyond the control of the unit, the State-Level Implementation Committee (SLIC) may examine individual case and condone the period of discontinuation based on the guidelines to be issued by the Government.
- vii. The unit availing the incentives under the Policy shall install and effectively operate and maintain pollution control measures as per the standards prescribed by the competent authority in this regard.
- viii. The unit shall furnish complete details regarding commercial operations, employment, and revenue by or any other information which the State Government may require from time to time. The unit will have to follow guidelines of the employment policy of the Government regarding the employment of local persons.
- ix. The unit shall not violate any guidelines issued by Ministry of Tourism, Government of India for setting up other tangible and permanent nature of tourism units such as restaurants, banquet halls and museums etc. as applicable at the time of starting project development.
- x. The unit should be operational all year round and should not be seasonal.
- xi. The unit should be open and accessible to all public.
- xii. The eligible capital investment will be strictly restricted to civil structure, plant & machinery, expense related to modernization of display galleries, etc. Investment in artefacts, antique pieces, etc. in the museum will not be considered eligible investment for incentives.

xiii. Essential Conditions for Heritage Museum:

- a) The Proposal/ Presentation must be submitted to the Commissionerate of Tourism and should adhere to guidelines/ rules/ regulations of the competent State Authority and address the various aspects of renovation of Heritage Museums such as acquisition, extension and resetting of galleries, classification and documentation of collections, modernization of displays, setting up of conservation laboratory etc. giving a holistic or composite vision of the Heritage Museum projecting its concept and design.
- b) Financial projection, Management team details and Operational viability of such Heritage Museum for the period of 7 years is compulsory.
- c) A good number of collected items, reflecting the theme of the Heritage Museum are a pre-requisite.

xiv. Conditions for Interest Subsidy

- a) The eligible units availing loans during the policy period, which is sanctioned and disbursed after the date of announcement of policy, shall be considered eligible for availing of interest subsidy from the date of commencement of commercial operation. This date will be final and period of 5 years will start from that date.
- b) The unit shall submit the Bank/ Financial Institution certificate, certifying Loan account number, Sanctioned Loan Amount, Disbursed Loan Amount and Purpose of the loan for ascertaining eligible interest subsidy payable.
- c) The eligible interest subsidy amount will be paid yearly only after submission of yearly interest payment certificate issued by the bank or financial institution.
- d) The sum of the Capital Subsidy and Interest Subsidy to anyone eligible Heritage Tourism Unit shall not exceed the Maximum Eligible Capital Investment during the policy period under all eligible categories.

8. General Conditions

- a) Conditions for Renovation/Refurbishment/Restoration/Repair of existing Heritage Hotel Unit- Heritage unit must ensure and follow the definition of and guidelines of the Central Public Works Department "Handbook of Conservation of Heritage Buildings"
 - i. "Heritage Precincts" means and includes any space that requires conservation and /or preservation for historical and / or architectural and/or aesthetic and/or cultural and/or environmental and/or ecological purpose. Walls or other boundaries of a particular area or place or building or may enclose such space by an imaginary line drawn around it.
 - ii. "Conservation" means all the processes of looking after a place so as to retain its historical and/or architectural and/or aesthetic and/or cultural significance and includes maintenance, preservation, restoration, reconstruction and adoption or a combination Qf more than one of these
 - iii. "Preservation" means and includes maintaining the fabric of a place in its existing state and retarding deterioration.
 - iv. "Restoration" means and includes returning the existing fabric of a place to a known earlier state by removing accretions or by reassembling existing components without introducing new materials.
 - v. "Reconstruction" means and includes returning a place as nearly as possible to a known earlier state and distinguished by the introduction of materials (new or old) into the fabric. This shall not include either recreation or conjectural reconstruction.
- b) The required statutory permissions/licenses for operating the above tourism units will be the sole responsibility of the investor.
- c) The Heritage Museum unit will be sole responsible for any responsibility, dispute arises out of authenticity or claim raised against displayed product. In such event the Commissioner of Tourism may take remedial action in consultation with State-Level Implementation Committee (SLIC) and State-Level Empowered Committee(SLEC)

Note: Granting incentive under this policy does not mean verification of the authenticity of product and responsibility towards means of acquisition of artefacts or items of dis play.

- d) The heritage unit shall ensure that any part of the building that is being used for the commercial purpose may not be weak or damaged and if any, immediately the area shall be demarcated as no use. Also, ensure periodic strength checks are being done.
- e) The Heritage Unit shall indemnify Commissioner of Tourism form any dispute arises due to ownership or distribution of property or profit sharing or any other.



9. Implementation Mechanism

- a. The Role of State -Level Empowered Committee (SLEC)
 - i. Final Authority: All matters of interpretation, dispute or contention under the Policy will be referred to SLEC, whose decision will be final and binding.
 - ii. Monitoring and Guidance: The SLEC will be called to appraise about the progress of policy and coordinate the different departments for better and efficient implementation.
 - iii. Approving Authority: The SLEC will be sanctioning authority for all projects where investment is more than INR 25cr.

A State-Level Empowered Committee (SLEC) consisting of the following members is constituted for overall guidance as under:

1	Hon'ble Tourism Minister	Chairman
2	Hon'ble Tourism Minister (MOS)	Vice Chairman
4	ACS/PS/Secretary, Finance Department	Member
s	ACS/PS/ Secretary, Industries and Mines Department	Member
6	ACS/ PS/ Secretary, Urban Development & Urban Housing Department	Member
7	ACS/PS/Secretary, Revenue Department	Member
8	ACS/ PS/Secretary, Sports, Youth & C.A. Department	Member
9	ACS/PS/Secretary Tourism, Industries & Mines Department	Member
10	Secretary, Roads & Buildings Department	Member
11	Commissioner of Tourism	Member-Secretary

Other Departments and or Subject matter experts may be invited from time to time as per the requirements

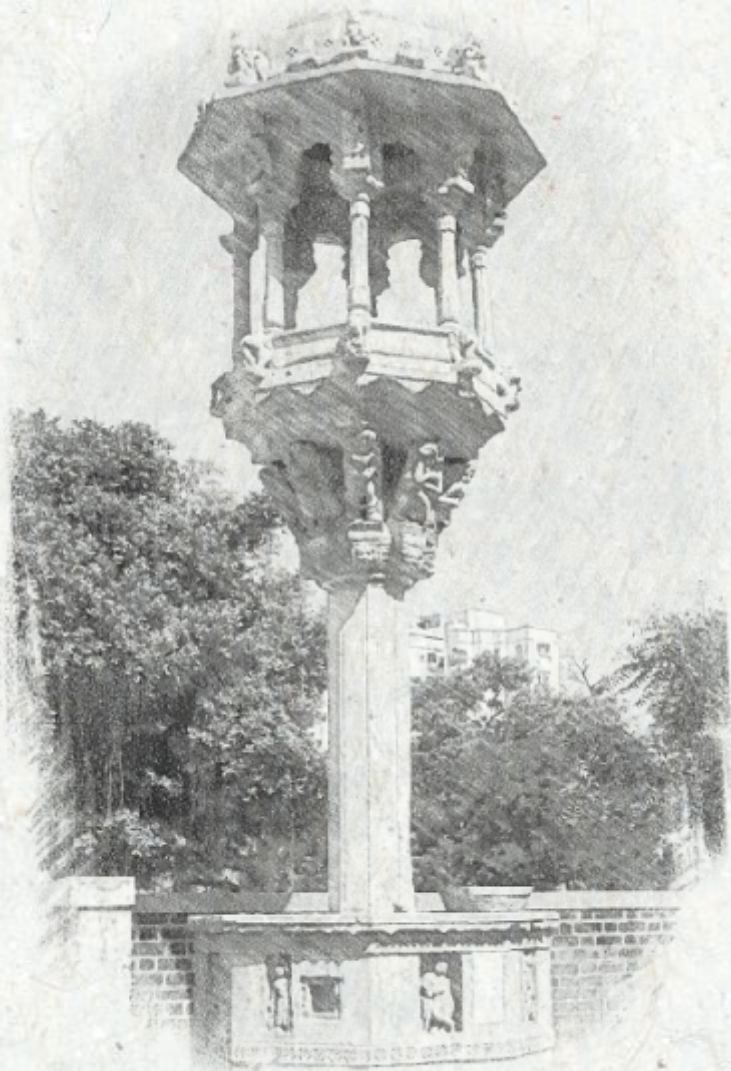
- b. The Role of State-Level Implementation Committee (SLIC)
 - i. Supervision and Guidance: The SLIC will supervise the overall policy implementation in the state and provide guidance to the Commissioner of Tourism on this policy
 - ii. Interpret and recommend: The SLIC will interpret any provisions of this policy, if any dispute arises or any change required for better implementation of the policy or change in Government policy or change in the business environment and recommend for approval from SLEC.
 - iii. Authorizing: The SLIC will authorize Commissioner of Tourism to rewrite the clause as interpreted by SLIC and duly approved by SLEC in the policy
 - iv. The Commissioner of Tourism (CoT) will be responsible for administration and implementation of this Policy under the supervision and guidance of SLIC.

The State-Level Implementation Committee (SLIC) consisting of the following members is constituted for the implementation of the above-mentioned Policy. The CoT shall work under the supervision and guidance of this Committee.

1	Secretary (Tourism), I&M Department	Chairman
2	Secretary (Expenditure), Finance Department	Member
3	Secretary, Sports, Youth & C.A. Department	Member
4	Secretary, Roads & Buildings Department	Member
S	Industries Commissioner	Member
6	Commissioner of Municipalities Administration	Member
7	Chief Electrical Inspector and Collector Electricity Duty	Member
8	Settlement Commissioner & Director of Land Records	Member
9	Commissioner of Tourism	Member-Secretary

c. Policy Implementation Mechanism

- i. Commissioner of Tourism (CoT) will act as the Nodal Agency for the implementation of the Policy.
- ii. Commissioner of Tourism (CoT), Government of Gujarat will issue comprehensive policy guidelines, application forms, list of documents and any other amendments if proposed for availing assistance under various provisions of the Policy and the same will be updated on TCGL website and State Government website for public convenience.



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Azadi Ka
Amrit Mahotsav



सत्यमेव जयते
Government of Gujarat

स्वच्छ भारत मिशन
एक कदम स्वच्छता की ओर



HERITAGE TOURISM POLICY

2020-2025

INVESTOR APPLICATION GUIDE

ABBREVIATIONS

Abbreviation	Definition
GR	Government Resolution
MoT	Ministry of Tourism
GoG	Government of Gujarat
IMD	Industries and Mines Department
SLIC	State Level Implementation Committee
SLEC	State Level Empowered Committee
CoT	Commissionerate of Tourism
IC	Inspection Committee
NPA	Non-Performing Asset
FDI	Foreign Direct Investment
EV	Electric Vehicle
IT	Information Technology
CA	Chartered Accountant
INR	Indian Rupees
NOC	No Objection Certificate
Sq. m	Square Meter
ROC	Registrar of Companies
MCA	Ministry of Corporate Affairs
ACS	Additional Chief Secretary
PS	Principal Secretary
AoA	Articles of Association
DPR	Detailed Project Report
CPWD	Central Public Works Department
DA	Development Authority
BU	Building Use

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1) Introduction

Operative period of Heritage Tourism policy:

The Policy shall come into force with effect from 8th October 2020 and shall remain in force till 31st March 2025 or till the date of declaration of a new or revised Policy, whichever is earlier. The Policy shall supersede any GR / Circular (issued earlier by the Government of Gujarat) in contravention of the provisions of the Policy.

Further, these guidelines shall supersede all or any other guidelines issued prior to this by Department of Tourism or Commissioner of Tourism, Government of Gujarat.

Coverage area of Heritage Tourism policy

The Policy will cover the whole State of Gujarat.

Implementation Agency

Commissionerate of Tourism (CoT), Government of Gujarat will be the implementation Agency.

Contact Details

Commissionerate of Tourism,
2nd Floor, Block No. 1,
Dr. Jivaraj Mehta Bhavan,
Old Sachivalaya, Sector 10B,
Gandhinagar, Gujarat

Disclaimer

The Commissionerate of Tourism, Government of Gujarat, the Nodal agency identified for implementation of the Heritage Tourism Policy, 2020-2025, hereby unequivocally and clearly states that:

- The contents of the Heritage Tourism Policy 2020-2025 and the Operational Guidelines for Implementation of the policy enunciated therein may be read carefully by all the stakeholders and Tourism Units registering themselves under the said Policy. Accordingly, it is hereby clearly understood that the applicant Tourism Units have carefully gone through the Policy & Guidelines and the contents thereof and they fully understand the implications thereof.
- The Tourism Units are hereby informed that mere registration under this Policy does not ipso-facto guarantee extension of any financial or monetary or any other benefit to the Units. The applications made by the Tourism Units under the provisions of this policy shall be appraised and scrutinized under the exact provisions of the Policy and each case shall be evaluated purely based on its merits and the compliance with the Policy and Guidelines for availing subsidy / assistance. It is also clearly understood that the Policy & Guidelines may undergo changes from time to time without any prior intimation to any stakeholder or constituent.

It is, therefore, advised that the applicant units may in their own interest carry out thorough business survey and necessary due diligence to ensure the techno-economic and commercial viability of their projects and compliance with the Policy & Guidelines.

2) Definitions

2.1 Heritage Building

Heritage building' means and includes any building of one or more premises or any part thereof and/or structure and/or artefact which requires conservation and/or preservation for historical and/or architectural and/or artisanry and/or aesthetic and/or cultural and/or environmental and/or ecological purpose and includes such portion of land adjoining such building or part thereof as may be required for fencing or covering or in any manner preserving the historical and/or architectural and/or aesthetic and/or cultural value of such building. The Heritage Building built prior to 1 January 1950.

2.2 Other Heritage Tourism Units

Any new or existing Heritage Tourism Unit limited to the Heritage Museum, Heritage Banquet Hall and Heritage Restaurant owned by Individuals or Institutions, Corporations or voluntary organizations or autonomous body or trusts, etc. registered in the State of Gujarat under the relevant act and authorized to operate commercially. Such Heritage Tourism Units must be located within a heritage building.

2.3 Basic Facilities:

'Basic Facilities' means infrastructure created for the convenience of, and open to tourists on a commercial basis or free of cost. The mandatory basic facilities like adequate parking space, hygienic and separate toilet facilities for male and female and open to access, reception area and luggage room is compulsory for all eligible Heritage Tourism Units.

The Heritage Hotel guidelines issued by Ministry of Tourism, Government of India may be referred . The facilities shall be in conformation to the guidelines.

2.4 Date of Commercial Operations

Date of Commercial Operations' is defined as the date on which the unit is open for tourists on a commercial basis, after complying with the regulations of Government of India and Government of Gujarat, and issuance of first sale bill. Please note that, only those Tourism Units which have commenced commercial operations before 31 March 2025 will be eligible to claim incentives under the Heritage Tourism Policy.

2.5 Eligible Capital Investment

Eligible Capital Investment' includes the expenditure incurred on the components/assets as mentioned in the section 5(l) of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025, and which are incurred after 8th October 2020. Please refer Annexure C for the detailed list of eligible expenses.

2.6 Ineligible Capital Investment

Ineligible Capital Investment' includes the expenditure incurred on components/assets which may not be considered eligible project investment for calculating incentive and benefits under the Heritage Tourism Policy 2020-25. The list of ineligible expenses may be referred to at Section 5(b)(ii) of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025.

2.7 Project Development or Construction Start Date

Project Development or Construction Start Date' means the date of the first purchase bill date of eligible capital investment incurred by the Heritage Tourism Unit for the project development. Please refer Section 6 (i) of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025.

Explanation- Any New or Existing Heritage Tourism Unit applying for the registration under Heritage Tourism Policy 2020-2025, shall necessarily register within 60 days of the Project Development or Construction Start Date of the proposed Heritage Tourism unit limited to Heritage Hotel, Heritage Restaurant, Heritage Banquet, and Heritage Museum in a Heritage Building setup by any legal entity in the state of Gujarat.

However, all Heritage Museum projects and projects having proposed investment value of INR 25cr. or more, shall necessarily register and obtain prior approval from SLIC before starting the project development or construction start date to become eligible for incentive and benefits under the Heritage Tourism Policy. Essential & General Conditions as defined under the Section 7 & 8 of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025 may be referred. The Unit may commence it's operation during the Policy Period.

2.8 Conservation of Heritage Buildings

Refer section 8 (a) of the of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025.

Explanation- Any Heritage Tourism Unit (New or Existing) undertaking any civil work for converting Heritage Building into a Heritage Tourism Unit or undertaking Expansion or Renovation / Refurbishment / Repair / Restoration project shall ensure conservation of aesthetic / architecture / fabric of the original building and must have suitable plan to preserve the façade and heritage nature of the building.

The unit shall take high-definition photographs of the original building and areas where civil work is proposed to be carried out on “as on date” of commencing any civil work with time and date stamp on picture while registering for the incentive and benefits under the Heritage Tourism Policy 2020-2025. The Unit shall submit pre and post project completion high-definition photographs of the building as on date of Commencement of Commercial Operation with time and date stamp while submitting request for disbursement of incentive and benefits.

2.9 Structural Strength of Heritage Buildings

Refer Section 8 (b) of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025.

Explanation- Any Heritage Tourism Unit, New or Existing shall ensure structural stability certificate of the building is obtained; and if any area earmarked as a part of Heritage Tourism Unit is weak or damaged due to any reason it shall immediately be marked unsafe and restricted from any uses. The periodic check and balances to this effect shall be carried out by the Heritage Tourism Unit.

Note: - The Heritage Tourism Unit undertaking expansion project shall submit Structural Strength Certificate of existing heritage tourism unit certifying the longevity of the building for at least 10 years at the time of registration and availing incentive.

"Heritage Precincts" means and includes any space that requires conservation and /or preservation for historical and / or architectural and/or aesthetic and/or cultural and/or environmental and/or ecological purpose. Walls or other boundaries of a particular area or place or building or may enclose such space by an imaginary line drawn around it.

"Conservation" means all the processes of looking after a place to retain its historical and/or architectural and/or aesthetic and/or cultural significance and includes maintenance, preservation, restoration, reconstruction and adoption or a combination of more than one of these.

"Preservation" means and includes maintaining the fabric of a place in its existing state and retarding deterioration.

"Restoration" means and includes returning the existing fabric of a place to a known earlier state by removing accretions or by reassembling existing components without introducing new materials.

"Reconstruction" means and includes returning a place as nearly as possible to a known earlier state and distinguished by the introduction of materials (new or old) into the fabric. This shall not include either recreation or conjectural reconstruction.

3) General Instructions

- 3.1 The Heritage project should have facilities conforming to the prevailing guidelines as approved by the Ministry of Tourism and / or Ministry of Culture, Government of India, wherever is applicable.
- 3.2 These operational guidelines are required to be adhered to, by all New and Existing Tourism Units and Service Providers seeking incentives under the Heritage Tourism Policy 2020-2025.
- 3.3 The Commissionerate of Tourism (CoT), Government of Gujarat reserves the right to modify these guidelines from time to time.
- 3.4 Any dispute that may arise in connection with the interpretation, application, or non-compliance with the provisions of the Heritage Tourism Policy 2020-25 or Operational Guidelines, shall be referred to the State Level Empowered Committee (SLEC). Their decision in this regard, shall be final and binding upon all concerned.
- 3.5 These guidelines are based on the Government Resolution (G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025) issued by CoT, Government of Gujarat dated 8th October 2020, and conforms to Ministry of Tourism, Government of India guidelines issued as on date. However, any amendments / revisions from time to time will be applicable for availing the incentives under the Heritage Tourism Policy 2020-2025.
- 3.6 All the Heritage units availing the incentives must display the Gujarat Tourism Logo at the reception area /entry.

4) Heritage Hotel

4.1 Definition

'Heritage Hotels' covers running hotels in Palaces/ Castles/ Forts/ Havelies/ Hunting Lodges/ Residence built prior to 01 January 1950. Number of rooms for accommodation in the heritage hotel should be no less than five. The facade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area.

4.2 Applicability of the Incentive

The following Heritage Hotel Units will be applicable

Unit Type	Project type
Heritage Hotel Unit	<ul style="list-style-type: none"> New Existing <ul style="list-style-type: none"> Expansion Renovation / Repair / Refurbishment / Restoration

4.3 Incentives and Concession

The following incentives and concession will be applicable to the Heritage Hotel:

Sr. No.	Incentives and Concession	Applicability
1	Capital Subsidy	Applicable
2	Interest Subsidy	Applicable
3	Exemption from Electricity Duty	Applicable
4	Reimbursement of Property Use Conversion Charges	Applicable

Capital Investment subsidy to Heritage Hotels Units:

Eligible Capital Investment (excluding the land cost)	Admissible Subsidy*	Maximum Limit
Investment up to INR 25 cr.	20%	INR 5 cr.
Investment above INR 25 cr.	20%	INR 10 cr.

* As percentage of Eligible Capital Investment

Interest Subsidies

Quantum of Interest Subsidy
Policy Provision Interest subsidy at 7% or existing rate of interest or with maximum amount of 30 Lakh per annum, whichever is lower for period of five years from date of commercial operation.

Explanation

- The interest subsidy will be disbursed at fixed rate of 7% per annum as per the policy. However, if the interest rate applied by the bank is below 7%, then the lower rate will be applied for the calculation. The maximum amount of interest subsidy is fixed at INR 30 Lakh per annum. Also, the calculation of interest subsidy payable will be calculated on the utilization amount and not the sanctioned amount.
- The loan sanctioned or disbursed before any date prior 8th October 2020 will not be eligible for the interest subsidy.
 - The loan account shall be serviced regularly and at no point of time it shall be classified or declared as NPA or dormant by the bank or financial institution.
 - The total sum of capital subsidy and interest subsidy for period of five years shall not exceed total eligible capital investment at any point of time.

Note: - Any penal charges levied by the bank on loan account due to default or non-servicing of the loan account regularly the same amount shall not be considered for the calculation purpose and interest payment shall be done only after receiving confirmation letter from the bank or financial institution, "that the loan accounts are serviced regularly and not declared NPA or Dormant".

Below is the illustration of interest subsidy calculation. Please note that it is only for the understanding purposes, the actual amount of loan sanctioned and disbursed could differ.

Scenario 1: Assuming, the loan sanctioned by the bank is INR 1 Cr, while the disbursed amount is INR 60 Lakh during the utilization period of 365 days @10% In this case, subsidy will be given at 7% or if the applicable rate (applied by bank) @6% then interest subsidy will be given @6%.

Sanctioned Loan Amount	Loan Disbursed	Utilization Period (Days)	Interest Rate	Annual Interest Accrued	Interest Subsidy Payable
10,000,000	6,000,000	365	10%	600,000	@7% (4,20,000)
10,000,000	6,000,000	365	6%	360,000	@6% (3,60,000)

All the calculations are in INR

Scenario 2: Maximum Interest subsidy payable: If the loan sanctioned by the bank is INR 25 Cr, while the disbursed amount is INR 15 Cr during the utilization period of 365 days. In this case, maximum interest subsidy will be paid to the investors, i.e. INR 30 Lakh.

Sanctioned Loan Amount	Loan Disbursed	Utilization Period (Days)	Interest Rate	Annual Interest Accrued	Interest Subsidy Payable
250,000,000	150,000,000	365	10%	15,000,000	Upper Limit (30,00,000)

All the calculations are in INR

Exemption from Electricity Duty

100% exemption from paying Electricity Duty for a period of five years from the date of commencement of commercial operations for New Heritage Tourism Units only.

Reimbursement of Property Use Conversion Charges

If in any development area, where property-use is demarcated, and old properties of heritage value are converted into Eligible Heritage Tourism Units will qualify for 100% reimbursement of Conversion charges paid to the concerned Development Authority for the first transaction only during the operative period of this Policy. Reimbursement of Conversion Charges would be made after the date of commencement of commercial operations.

4.4 Eligibility Criteria for claiming the incentive

New Heritage Hotel:

- A 'New Heritage Hotel Unit' means a Heritage Building, built prior to 01 January 1950.
- The façade and architectural features should reflect the tradition.
- Heritage Hotel having minimum 5 lettable rooms and commences commercial operations during the operative period of this Policy.

- The new construction or expansion or alteration in the premises should not disturb the aesthetic appearance of existing Heritage building.
- The Heritage hotel should minimum have the below mentioned facilities:
 - o Reception
 - o Information counter attended by trained and experienced personnel.
 - o Left luggage room
 - o Security System for guest safety (Fire and Theft)
 - o Adequate Parking Facilities
 - o Medical Assistance/First Aid Facilities
 - o Sewage Treatment Plant
 - o Efficient system of disposal of garbage
 - o Rainwater harvesting system
 - o Drinking water facility
 - o Restrooms/ washrooms Facility

Existing Heritage Hotel

- **Expansion Project**
Expansion Project' includes New Heritage Hotels or Existing Heritage Hotels, setup by a legal entity in the state of Gujarat, which are currently operational, and undertaking expansion of capacity as defined under Section 4(ii), "Expansion Project" of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025. and commencing commercial operations of the expanded unit during the policy period.
- **Renovation / Refurbishment / Repair / Restoration Project**
'Renovation / Refurbishment / Repair / Restoration Project' includes eligible Heritage Tourism Units, setup by any legal entity in the state of Gujarat shall be operational for a minimum period of 3 years prior to the date of registration under this scheme shall be eligible to apply.

Expansion	Renovation/ Refurbishment		
Not exceeding an area of expansion more than forty percent of its existing plinth area.	Only two repairs will be eligible for assistance during the existing policy.		
One such expansion project which shall commence commercial operations within the Policy Period will be eligible for assistance during the operative period of the Policy.	New Heritage Hotels and Expansion units of existing heritage hotel are not eligible		
The expanded unit should conform to the Ministry of Tourism Guidelines.	Exception:		
	New Heritage Hotel Units and expanded Heritage Hotel Units shall not be eligible to claim incentive:		
	Sr. No	Heritage Tourism Units	Eligibility
	1	New Heritage Tourism Units	Not Applicable
	2	Existing Heritage Hotel Units other than expanded part	Applicable
	3	Expansion Project of Existing Heritage Hotel Tourism Unit	Not Applicable
Other Heritage Tourism Units as defined under section 3(ii) of the Heritage Tourism Policy shall not be eligible for expansion project for incentives and benefits			

4.5 Registration and Documentation

Key points to be taken into consideration for registration:

- Tourism units who wish to apply under the Policy shall be required to register online <https://tourism.gujarat.gov.in/>.
- Heritage Hotel with investment value of INR 25 crore or more must register and obtain prior approval from SLIC, before the Project Development or Construction Start Date.
- Heritage Hotel having proposed investment value less than INR 25 crore need to register within 60 days of Project Development or Construction Start Date.
- On receipt of the application for registration of any Heritage Tourism Unit, the Nodal Agency shall scrutinize the application along with the documents submitted by the applicant unit. On being satisfied that the application is in order, with respect to the Heritage Tourism Policy 2020-2025 and these Operational Guidelines, it shall acknowledge the registration request of the applicant unit.
- The Applicant unit will be informed about the scheduled date of SLIC or SLEC as applicable, where they may be required to make a presentation regarding the proposed project before the committee for obtaining approval.
- After obtaining the required sanction and approval, the project development work may be started by the applicant for units having investment of INR 25 Cr or above

Please refer Annexure- G for the list of the documents to be submitted during Registration Process.

4.6 Sanction and Disbursement of Incentive

Eligible Heritage Tourism Units shall confirm to the Ministry of Tourism Guidelines. They should also satisfy the conditions as defined under the Section 7, "Essential Conditions" & Section 8, "General Conditions" of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025.

4.6.1 Essential Conditions for granting sanction and disbursement of Incentive and Benefits:

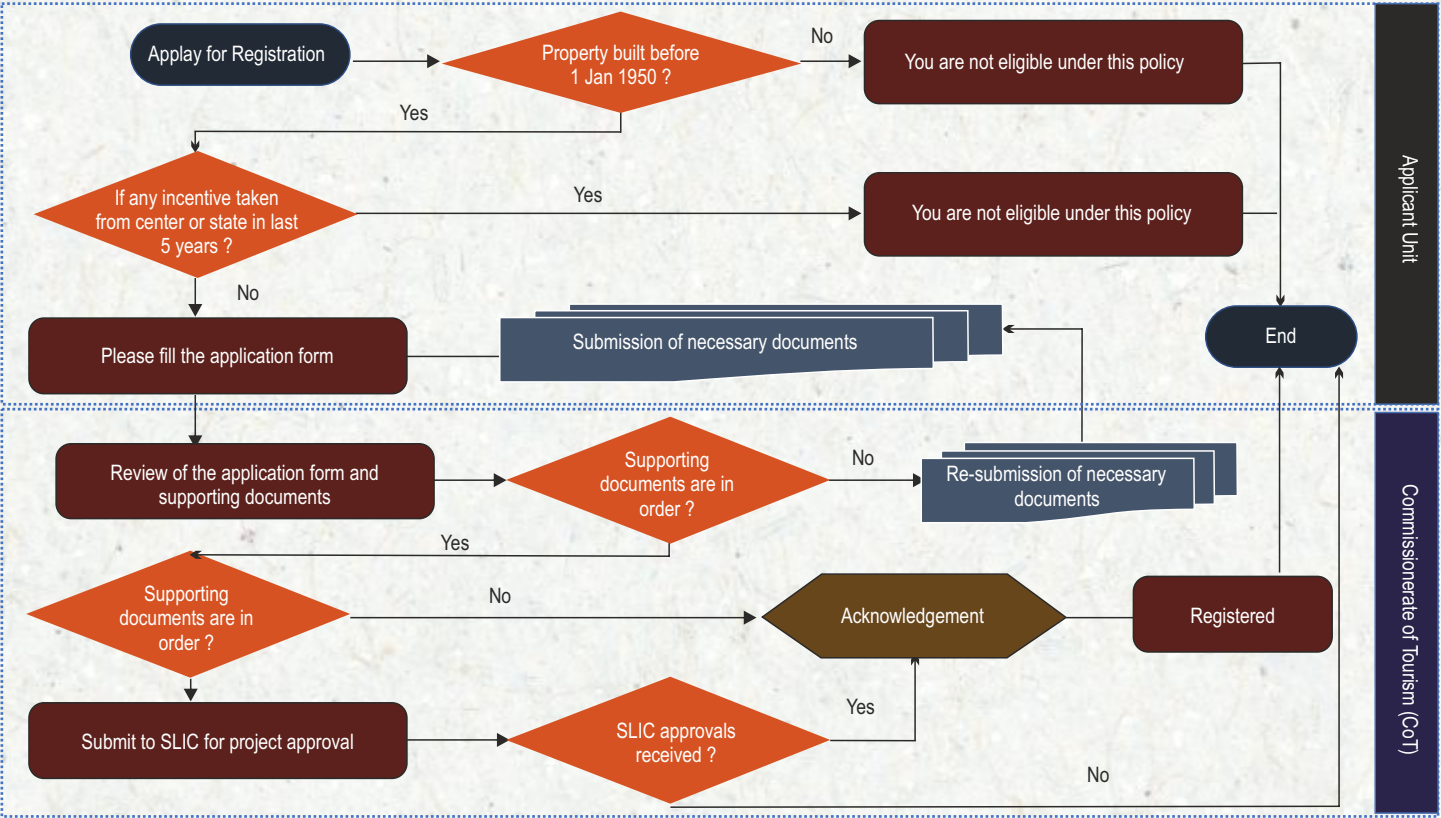
- Any Heritage Banquet and Heritage Restaurant situated within the Heritage Building or premises where Heritage Hotel is situated shall be considered as part of Heritage Hotel and not separate.
- The unit shall remain in commercial operations continuously for at-least five years after it starts commercial operations. However, if it fails to do so, then the subsidy already disbursed to the unit will be recovered as land revenue arrears. However, in cases where the operation is discontinued due to reasons beyond the control of the unit, the State-Level Implementation Committee (SLIC) may examine individual case and condone the period of discontinuation based on the guidelines to be issued by the Government.
- All the eligible units shall furnish complete details regarding commercial operations, employment, and revenue and any other pertinent information which the State Government may require, needs to be submitted within 15 days of Annual Filing with the Registrar of companies or as applicable. The unit must follow employment guidelines of the government related to the employment of the local persons.
- All the eligible units should be operational all year round and should not be seasonal and accessible to all public.
- The unit shall not violate any guidelines issued by Ministry of Tourism, Government of India for setting up other tangible and permanent nature of tourism unit such as museums as applicable at the time of starting project development.
- The heritage unit shall ensure that any part of the building that is being used for the commercial purpose may not be weak or damaged and if any, immediately the area shall be demarcated as no use. Also, ensure periodic strength checks are being done.
- The Heritage Unit shall indemnify The Commissioner of Tourism from all matters of dispute arising from ownership or distribution of property or profit sharing or business arrangements or any other matter.

The following process will be adopted for Sanction and Disbursement of Incentives:

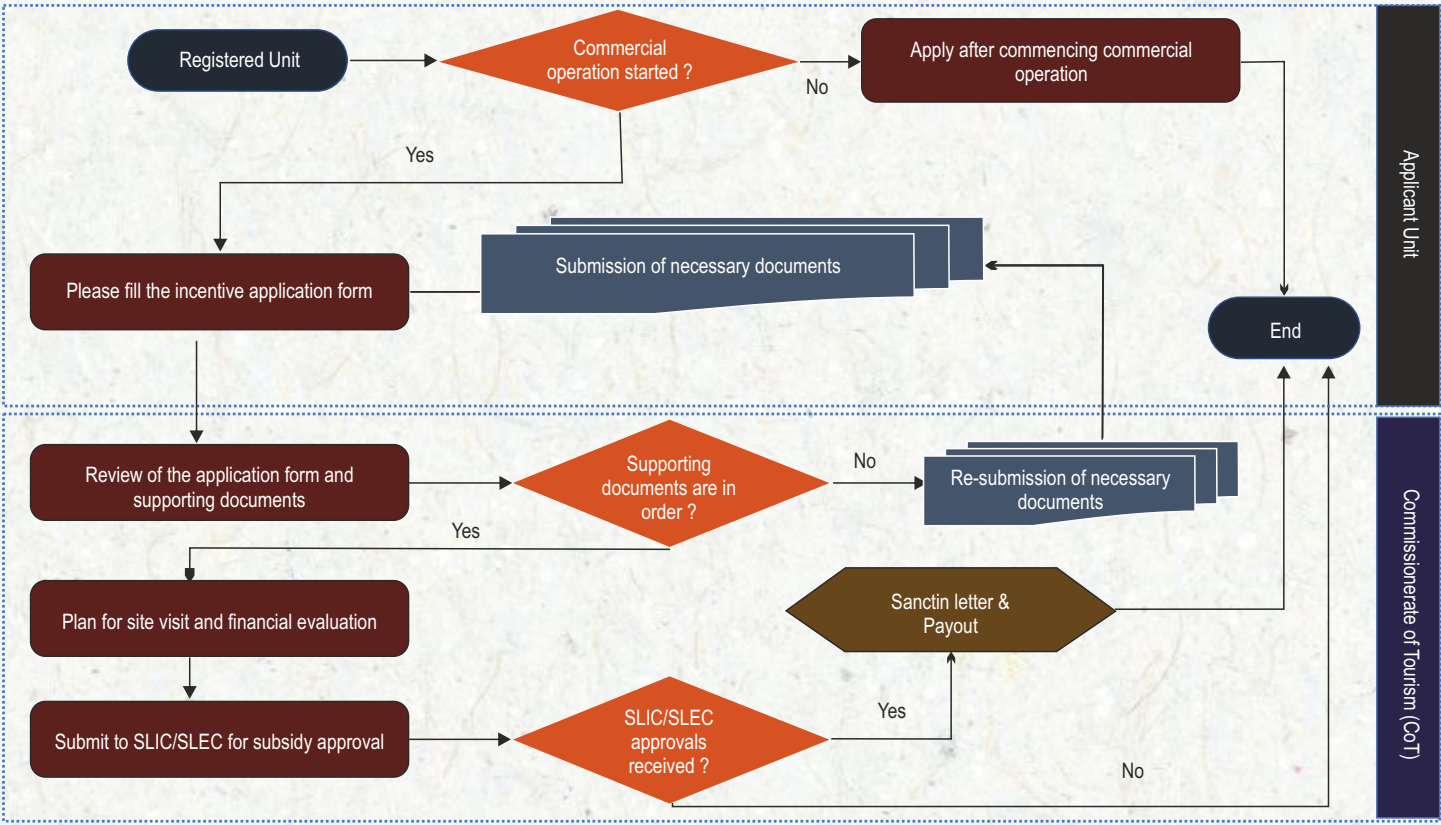
- After commencement of commercial operations of the project, the registered applicant Heritage Tourism unit shall complete all the documentation necessary for sanction and disbursement within 180 days of Date of Commencement of Commercial Operations.
- The applicant shall inform the Nodal Agency, seven days in advance, in writing, requesting additional time with justifiable reason, in case any possibility of delay in completion of documentation is identified.
- After receiving the complete set of above documents, Nodal Agency shall schedule inspection by the Inspection Committee and shall submit the field visit report along with calculation of eligible incentive and benefits for approval to SLIC.

- The Inspection Committee will constitute of representatives from Directorate of Archeology of Government of Gujarat, Commissioner of Tourism, Heritage Tourism Association, and Ahmedabad Municipal Corporation.
 - After Obtaining the requested approval from SLIC, the Nodal Agency will issue the disbursement letter to the eligible Heritage Tourism Unit.
 - The Applicant Heritage Tourism Unit shall submit complete project file enclosing- self-attested physical copy of all the relevant documents / applications submitted for registration / sanction and disbursement of incentive and benefits including self-declaration and indemnity as applicable.
- Please refer Annexure- G for the list of the documents to avail the incentive after Commencing Commercial Operations

Process Flow for Registration is as follows:



Process Flow for Sanction and Disbursement of Incentive is as follows:



5) Heritage Museum

5.1 Definition

Heritage Museum are referred as Other Heritage Tourism Units as per the Heritage Tourism Policy. Such Heritage Tourism Units must be located within a heritage building.

‘Heritage Museum’ includes any new or existing Heritage Museum, operating in a Heritage Building, owned by individuals, institutions, voluntary organizations or autonomous body or trusts, etc. registered under the Indian Societies Act or Indian Trust Act in the State of Gujarat and displaying objects of tourist interest, historical and cultural importance.

5.2 Applicability of the Incentive

Unit Type	Project type
Other Heritage Tourism Unit <ul style="list-style-type: none">Heritage Museum	<ul style="list-style-type: none">NewExistingRenovation / Repair / Refurbishment / Restoration

5.3 Incentives and concession

The following incentives and concession will be applicable to the Heritage Museum:

Sr. No.	Incentives and Concession	Applicability
1	Capital Subsidy	Applicable
2	Interest Subsidy	Applicable
3	Exemption from Electricity Duty	Applicable
4	Reimbursement of Property Use Conversion Charges	Applicable
5	Technical Manpower Support for Heritage Museum (Payroll Assistance)	Applicable

Capital Investment subsidy to Other Heritage Tourism Units:

Eligible Capital Investment (excluding the land cost)	Admissible Subsidy*	Maximum Limit
Investment up to INR 3 cr.	15%	INR 45 lakh
Investment above INR 3 cr.	15%	INR 1 cr.

* As percentage of Eligible Capital Investment

Interest Subsidies

Quantum of Interest Subsidy
Policy Provision Interest subsidy at 7% or existing rate of interest or with maximum amount of 30 Lakh per annum, whichever is lower for period of five years from date of commercial operation.

Explanation

- The interest subsidy will be disbursed at fixed rate of 7% per annum as per the policy. However, if interest rate applied by the bank is below 7%, then the lower rate will be applied for the calculation. The maximum amount of interest subsidy is fixed at INR 30 Lakh per annum. Also, the calculation of interest subsidy payable will be calculated on the utilization amount and not the sanctioned amount.
- The loan sanctioned or disbursed before any date prior 8th October 2020 will not be eligible for the interest subsidy.
 - The loan account shall be serviced regularly and at no point of time it shall be classified or declared as NPA or dormant by the bank or financial institution.
 - The total sum of capital subsidy and interest subsidy for the period five years shall not exceed total eligible capital investment at any point of time.

Note: - Any penal charges levied by the bank on loan account due to default or non-servicing of the loan account regularly the same amount shall not be considered for the calculation purpose and interest payment shall be done only after receiving confirmation letter from the bank or financial institution, “that the loan accounts are serviced regularly and not declared NPA or Dormant”.

Below is the illustration of interest subsidy calculation. Please note that it is only for the understanding purposes, the actual amount of loan sanctioned and disbursed could differ.

Scenario 1: Assuming, the loan sanctioned by the bank is INR 1 Cr, while the disbursed amount is INR 60 Lakh during the utilization period of 365 days @10% In this case, subsidy will be given at 7% or if the applicable rate (applied by bank) @6% then interest subsidy will be given @6%.

Sanctioned Loan Amount	Loan Disbursed	Utilization Period (Days)	Interest Rate	Annual Interest Accrued	Interest Subsidy Payable
10,000,000	6,000,000	365	10%	600,000	@7% (4,20,000)
10,000,000	6,000,000	365	6%	360,000	@6% (3,60,000)
All the calculations are in INR					

Scenario 2: Maximum Interest subsidy payable: If the loan sanctioned by the bank is INR 25 Cr, while the disbursed amount is INR 15 Cr during the utilization period of 365 days. In this case, maximum interest subsidy will be paid to the investors, i.e. INR 30 Lakh.

Sanctioned Loan Amount	Loan Disbursed	Utilization Period (Days)	Interest Rate	Annual Interest Accrued	Interest Subsidy Payable
250,000,000	150,000,000	365	10%	15,000,000	Upper Limit (30,00,000)
All the calculations are in INR					

Exemption from Electricity Duty

100% exemption from paying Electricity Duty for a period of five years from the date of commencement of commercial operations for New Heritage Tourism Units only.

Reimbursement of Property Use Conversion Charges

If in any development area, where property-use is demarcated, and old properties of heritage value are converted into Eligible Heritage Tourism Units will qualify for 100% reimbursement of Conversion charges paid to the concerned Development Authority for the first transaction only during the operative period of this Policy. Reimbursement of Conversion Charges would be made after the date of commencement of commercial operations.

5.4 Eligibility Criteria and Applicability of Incentive:

Heritage Museum

- It must be located within Heritage Building
- Minimum display area of 5000 sq. ft.
- Good number of collected items, reflecting the theme of the Heritage Museum are a pre-requisite.
- Displays objects of tourist interest having historical and cultural importance
- Owned by Individuals, Institutions, Trusts, Societies etc.

New Other Heritage Tourism Unit:

A Heritage Building being converted into Other Heritage Tourism Unit for the first time and commences commercial operation during the policy period.

Existing Other Heritage Tourism Unit:

- A unit situated within the heritage building and which is operational for at-least 3 years prior to the date of registration for availing the benefits under the Heritage Tourism Policy and going for Renovation/Refurbishment/ Restoration or Repair. For expansion, renovation, repair or refurbishment of existing other Heritage Tourism Unit, similar conditions as applicable for the Heritage Hotel shall be applicable.

5.5 Registration and Documentation

Key points for Registration

- Tourism units who wish to apply under the Policy shall be required to register online <https://tourism.gujarat.gov.in/>.
- For Heritage Museum the prior approval from SLIC shall be taken before the Project Development or Construction Start Date.
- On receipt of the application for registration of any Heritage Tourism Unit, the Nodal Agency shall scrutinize the application along with the documents submitted by the applicant unit. On being satisfied that the application is in order, with respect to the Heritage Tourism Policy 2020-2025 and these Operational Guidelines, it shall acknowledge the registration request of the applicant unit.
- The Applicant unit will be informed about the scheduled date of SLIC or SLEC, where they may be required to make a presentation regarding the proposed project before the committee for obtaining approval.
- After obtaining the required sanction and approval, the project development work may be started by the applicant.

Please refer Annexure- G for the list of the documents to be submitted during Registration Process.

5.6 Sanction and Disbursement of Incentive

Eligible Heritage Tourism Units shall confirm to the Ministry of Tourism , Government of India Guidelines. They should also satisfy the conditions as defined under the Section 7, "Essential Conditions" & Section 8, "General Conditions" of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025.

Essential Conditions for granting sanction and disbursement of Incentives and Benefits:

- The Heritage Museum Units must submit the financial projections of seven years to ensure their financial viability along with the details of existing Management team.
- The unit shall remain in commercial operations continuously for at-least five years after it starts commercial operations. However, if it fails to do so, then the subsidy already disbursed to the unit will be recovered as land revenue arrears. However, in cases where the operation is discontinued due to reasons beyond the control of the unit, the State-Level Implementation Committee (SLIC) may examine individual case and condone the period of discontinuation based on the guidelines to be issued by the Government.
- All the eligible units shall furnish complete details regarding commercial operations, employment, and revenue and any other pertinent information which the State Government may require, needs to be submitted within 15 days of Annual Filing with the Registrar of companies or as applicable. The unit must follow employment guidelines of the government related to the employment of the local persons.
- All the eligible units should be operational all year round and should not be seasonal and accessible to all public.
- The unit shall not violate any guidelines issued by Ministry of Tourism, Government of India for setting up other tangible and permanent nature of tourism unit such as museums as applicable at the time of starting project development.
- The heritage unit shall ensure that any part of the building that is being used for the commercial purpose may not be weak or damaged and if any, immediately the area shall be demarcated as no use. Also, ensure periodic strength checks are being done.
- The Heritage Unit shall indemnify Commissioner of Tourism from all matters of dispute arising from ownership or distribution of property or profit sharing or business arrangements or any other.

The following process will be adopted for Sanction and Disbursement of Incentives:

- After commencement of commercial operations of the project, the registered applicant Heritage Tourism unit shall complete all the documentation necessary for sanction and disbursement within 180 days of Date of Commencement of Commercial Operations.
- The applicant shall inform the Nodal Agency, seven days in advance, in writing, requesting additional time with justifiable reason, in case any possibility of delay in completion of documentation is identified.
- After receiving the complete set of above documents, Nodal Agency shall schedule inspection by the Inspection Committee and shall submit the field visit report along with calculation of eligible incentive and benefits for approval to SLIC.
- The Inspection Committee will constitute of representatives from Directorate of Archeology of Government of Gujarat, Commissioner of Tourism, Heritage Tourism Association, and Ahmedabad Municipal Corporation.
- After Obtaining the requested approval from SLIC, the Nodal Agency will issue the disbursement letter to the eligible Heritage Tourism Unit.
- The Applicant Heritage Tourism Unit shall submit a complete project file enclosing- self-attested physical copy of all the relevant documents / applications submitted for registration / sanction and disbursement of incentive and benefits including self-declaration and indemnity as applicable

Please refer Annexure- G for the list of the documents to avail the incentive after Commencing Commercial Operations

5.7 Technical Manpower Support for Heritage Museum (Payroll Assistance)

Policy Provision

- The management group of any Heritage Museum Unit should have minimum two domain experts in regular staff, one from the field of archaeology or from any relevant subject, and the other one from conservation background having experience in conserving the heritage properties.
- INR 3500 per Month of Payroll Assistance will be paid on a quarterly basis for five years. This is applicable only for two on-roll trained conservators and museum curators for each Heritage Museums who are domicile of Gujarat.

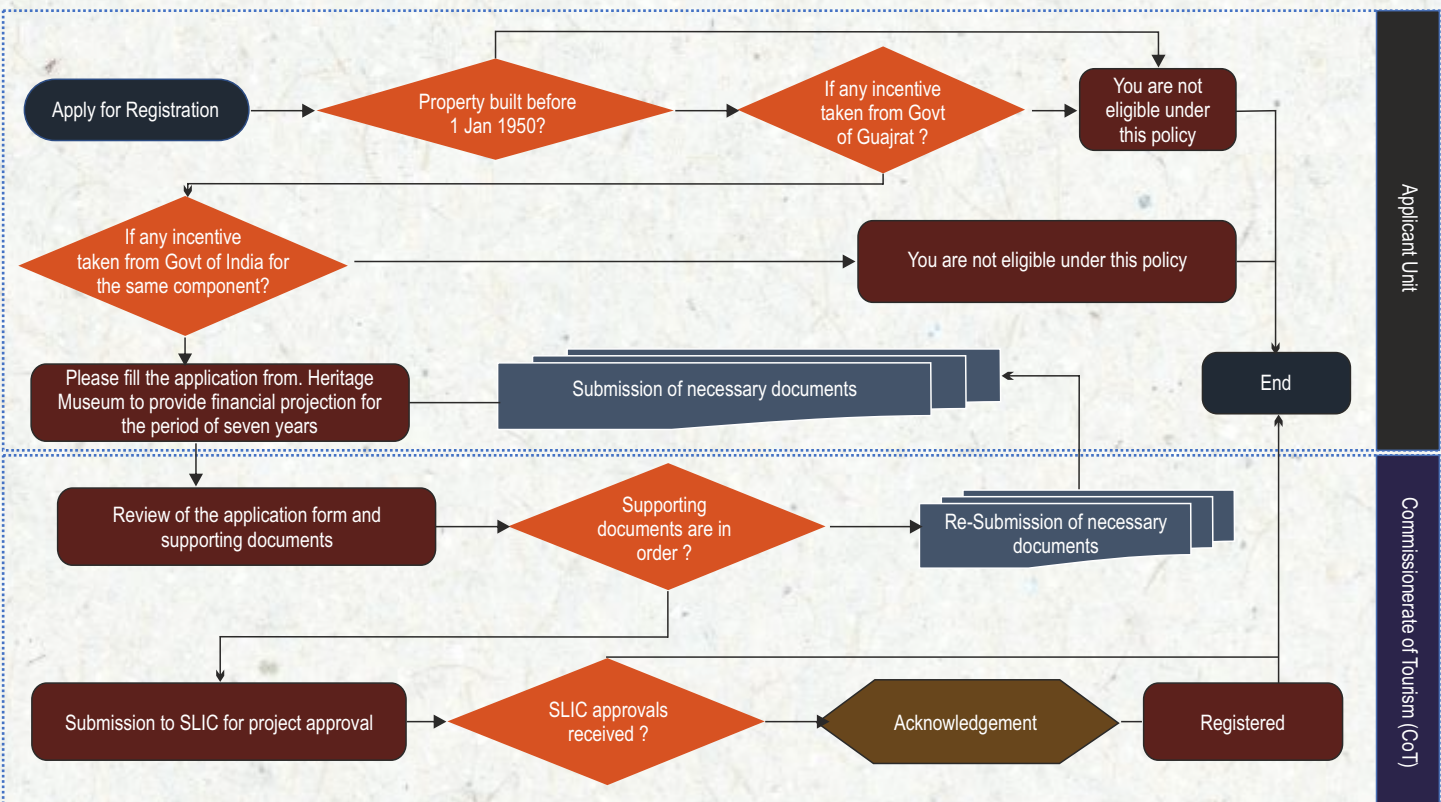
Process for Registration Sanction and Disbursement

- This incentive shall be granted only to the eligible Heritage Museum registered with Tourism Corporation of Gujarat Limited [TCGL] under this policy. The benefits shall be granted on reimbursement basis every quarter upon receipt of proof of payment

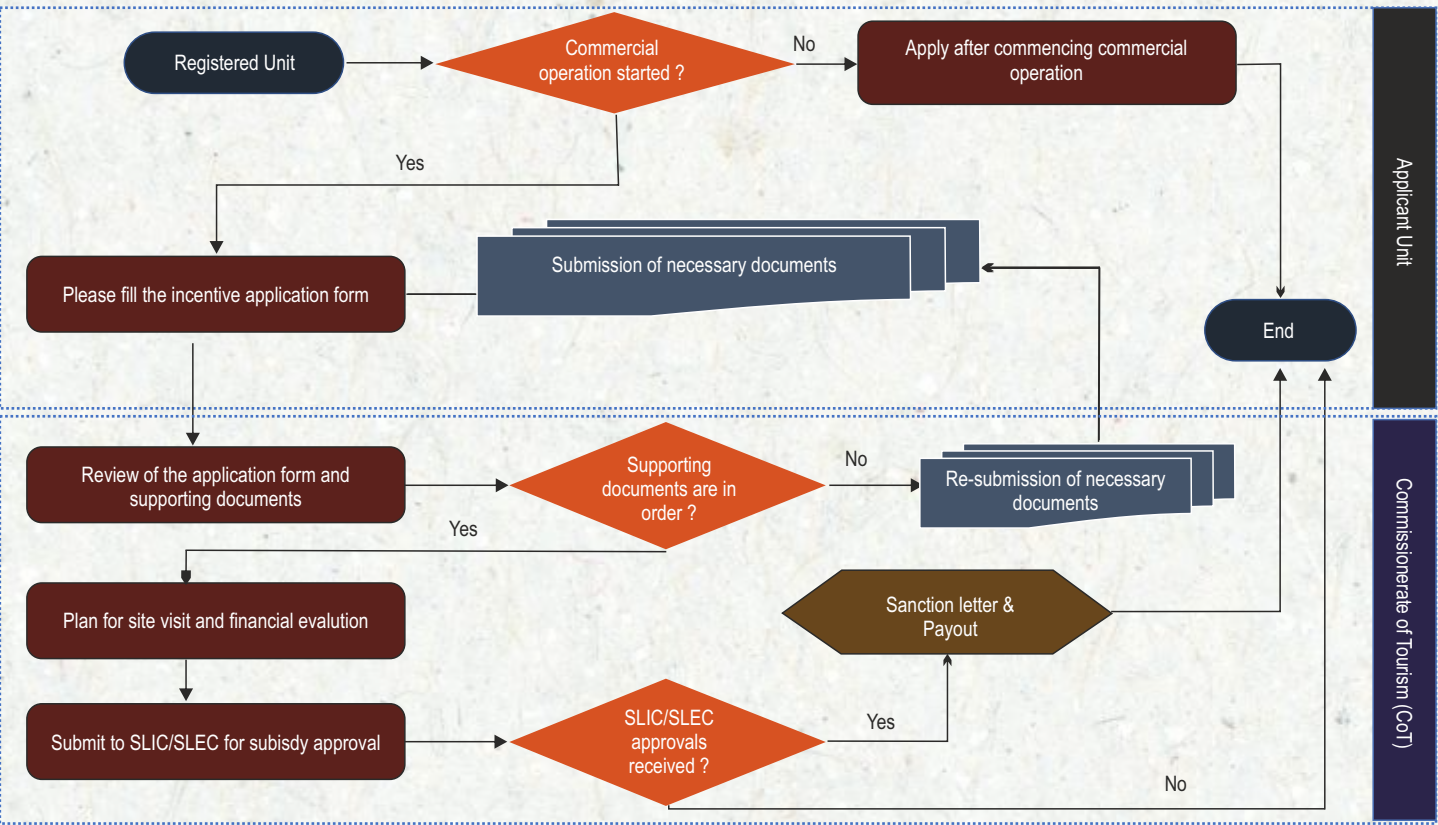
Essential Conditions for granting sanction and disbursement

- Technical Manpower Support for Heritage Museum (Payroll Assistance) will be granted and reimbursed only to the Heritage Museum unit registered in the state and with Tourism Corporation of Gujarat Limited .
- Technical Manpower Support for Heritage Museum (Payroll Assistance) related incentive shall be reimbursed upon submission of valid payment receipt.
- Technical Manpower Support for Heritage Museum (Payroll Assistance) the applicant must submit Appointment Letter, Salary Slip and Salary Payment Proof or PF deposit receipt. If PF deposit receipt is not available, then the applicant should submit the declaration for the same.

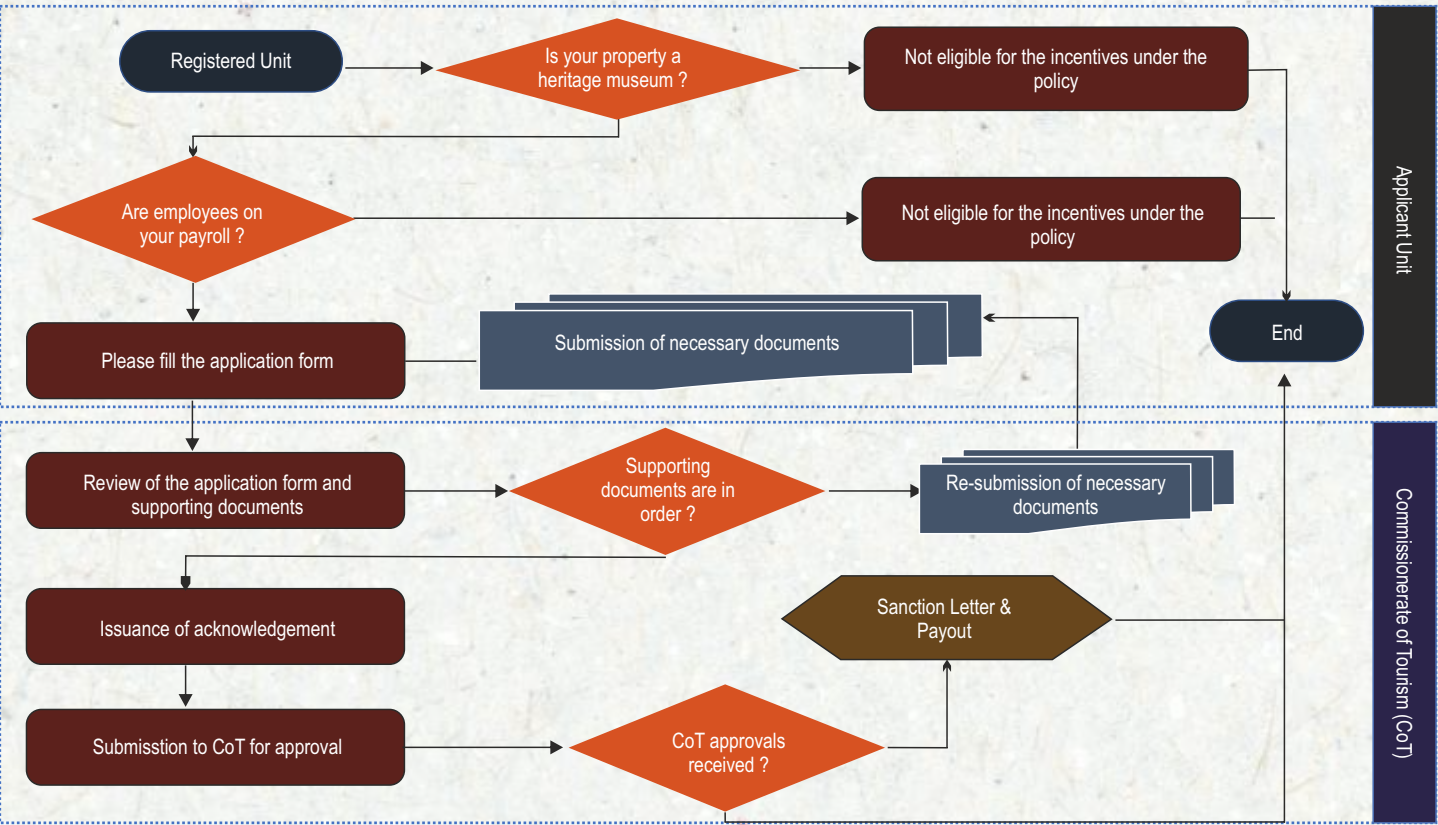
Process Flow for Registration is as follows:



Process Flow for Sanction and Disbursement of Incentive is as follows:



Process Flow for Technical Manpower Support (Payroll Assistance) is as follows:



6) Heritage Banquet Halls/Heritage Restaurants

6.1 Definition

Heritage Banquets and Heritage Restaurants are referred as Other Heritage Tourism Units as per the Heritage Tourism Policy. Such Heritage Tourism Units must be located within a heritage building.

'Heritage Banquet Halls' means enclosed space operating in heritage building having heritage features and ambience developed for hosting guest's ceremonies/corporate functions and other events, etc., with minimum 1 lettable room for guests, a minimum capacity of hosting 20 guests and having a minimum area of 500 square feet within the Heritage Building. Also, a well-maintained separate toilet facility for ladies and gents is compulsory. Open Area restaurants will not be considered.

Heritage Restaurant' means enclosed space, operating in heritage building, having heritage features and ambience. The unit must have a hygienically maintained kitchen with modern equipment in the premises for preparing foods. Also, well-maintained separate toilet facilities for ladies and gents are compulsory. The Restaurant should have a minimum seating capacity of 30 guests at a time. Open Area restaurants will not be considered.

6.2 Applicability of the Incentive

Unit Type	Project type
Other Heritage Tourism Unit <ul style="list-style-type: none">Heritage RestaurantHeritage Banquet Hall	<ul style="list-style-type: none">NewExistingRenovation / Repair / Refurbishment / Restoration

6.3 Incentives and concession

The following incentives and concession will be applicable to the Heritage Restaurants/ Banquets:

Sr. No.	Incentives and Concession	Applicability
1	Capital Subsidy	Applicable
2	Interest Subsidy	Applicable
3	Exemption from Electricity Duty	Applicable
4	Reimbursement of Property Use Conversion Charges	Applicable

Capital Investment subsidy applicable to Heritage Restaurant/Banquets:

Eligible Capital Investment (excluding the land cost)	Admissible Subsidy*	Maximum Limit
Investment up to INR 3 cr.	15%	INR 45 lakh
Investment above INR 3 cr.	15%	INR1 cr.

* As percentage of Eligible Capital Investment

Quantum of Interest Subsidy

Policy Provision

Interest subsidy at 7% or existing rate of interest or with maximum amount of 30 Lakh per annum, whichever is lower for period of five years from date of commercial operation.

Explanation

- The interest subsidy will be disbursed at fixed rate of 7% per annum as per the policy. However, if the interest rate applied by the bank is below 7%, then the lower rate will be applied for the calculation. The maximum amount of interest subsidy is fixed at INR 30 Lakh per annum. Also, the calculation of interest subsidy payable will be calculated on the utilization amount and not the sanctioned amount.
- The loan sanctioned or disbursed before the date 8th October 2020 will not be eligible for the interest subsidy.
 - The loan account shall be serviced regularly and at no point of time it shall be classified or declared as NPA or dormant by the bank or financial institution.
 - The total sum of capital subsidy and interest subsidy for the period five years shall not exceed total eligible capital investment at any point of time.

Note: - Any penal charges levied by the bank on loan account due to default or non-servicing of the loan account regularly the same amount shall not be considered for the calculation purpose and interest payment shall be done only after receiving confirmation letter from the bank or financial institution, "that the loan accounts are serviced regularly and not declared NPA or Dormant".

Below is the illustration of interest subsidy calculation. Please note that it is only for the understanding purposes, the actual amount of loan sanctioned and disbursed could differ.

Scenario 1: Assuming, the loan sanctioned by the bank is INR 1 Cr, while the disbursed amount is INR 60 Lakh during the utilization period of 365 days @10% In this case, subsidy will be given at 7% or if the applicable rate (applied by bank) @6% then interest subsidy will be given @6%.

Sanctioned Loan Amount	Loan Disbursed	Utilization Period (Days)	Interest Rate	Annual Interest Accrued	Interest Subsidy Payable
10,000,000	6,000,000	365	10%	600,000	@7% (4,20,000)
10,000,000	6,000,000	365	6%	360,000	@6% (3,60,000)

All the calculations are in INR

Scenario 2: Maximum Interest subsidy payable: If the loan sanctioned by the bank is INR 25 Cr, while the disbursed amount is INR 15 Cr during the utilization period of 365 days. In this case, maximum interest subsidy will be paid to the investors, i.e. INR 30 Lakh.

Sanctioned Loan Amount	Loan Disbursed	Utilization Period (Days)	Interest Rate	Annual Interest Accrued	Interest Subsidy Payable
250,000,000	150,000,000	365	10%	15,000,000	Upper Limit (30,00,000)

All the calculations are in INR

Exemption from Electricity Duty

100% exemption from paying Electricity Duty for a period of five years from the date of commencement of commercial operations for New Heritage Tourism Units only.

Reimbursement of Property Use Conversion Charges

If in any development area, where property-use is demarcated, and old properties of heritage value are converted into Eligible Heritage Tourism Units will qualify for 100% reimbursement of Conversion charges paid to the concerned Development Authority for the first transaction only during the operative period of this Policy. Reimbursement of Conversion Charges would be made after the date of commencement of commercial operations.

6.4 Eligibility Criteria and Applicability of Incentive:

Heritage Banquets	Heritage Restaurant
<ul style="list-style-type: none">It should be an enclosed space of 500 sq. ft. in Heritage BuildingIt should have capacity of hosting minimum 20 persons ceremonies/functions and minimum 1 lettable room.	<ul style="list-style-type: none">An Enclosed space in Heritage BuildingMinimum seating capacity of 30 personsHygienically maintained kitchen with Modern EquipmentOpen area restaurants are not eligible.

New Other Heritage Tourism Unit:

A Heritage Building being converted into Other Heritage Tourism Unit for the first time and commences commercial operation during the policy period.

Existing Other Heritage Tourism Unit:

A unit situated within the heritage building and which is operational for at-least 3 years prior to the date of registration for availing the benefits under the Heritage Tourism Policy and going for Renovation/Refurbishment/ Restoration or Repair. All conditions for expansion, renovation, refurbishment, restoration or repair of existing other heritage tourism unit shall be same as that applicable to the Heritage Hotel.

6.5 Registration and Documentation

Key points for Registration

- Tourism units who wish to apply under the Policy shall be required to register online <https://tourism.gujarat.gov.in/>
- Heritage Banquet Hall or Heritage Restaurant having proposed investment value less than INR 25 crore need to register within 60 days of Project Development or Construction Start Date.
- Heritage Banquet Hall or Heritage Restaurant having proposed investment value of more than INR 25 crore, it is mandatory to register and take project approval prior to Project Development or Construction Start Date.
- On receipt of the application for registration of any Heritage Tourism Unit, the Nodal Agency shall scrutinize the application along with the documents submitted by the applicant unit. On being satisfied that the application is in order, with respect to the Heritage Tourism Policy 2020-2025 and these Operational Guidelines, it shall acknowledge the registration request of the applicant unit.
- The Applicant unit will be informed about the scheduled date of SLIC or SLEC, where they may be required to make a presentation regarding the proposed project before the committee for obtaining approval.
- After obtaining the required sanction and approval, the project development work may be started by the applicant for units having investment of INR 25 Cr or above.

Please refer Annexure- G for the list of the documents to be submitted during Registration Process.

6.6 Sanction and Disbursement of Incentive

Eligible Heritage Tourism Units shall confirm to the Ministry of Tourism, Government of India Guidelines. They should also satisfy the conditions as defined under the Section 7, "Essential Conditions" & Section 8, "General Conditions" of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025.

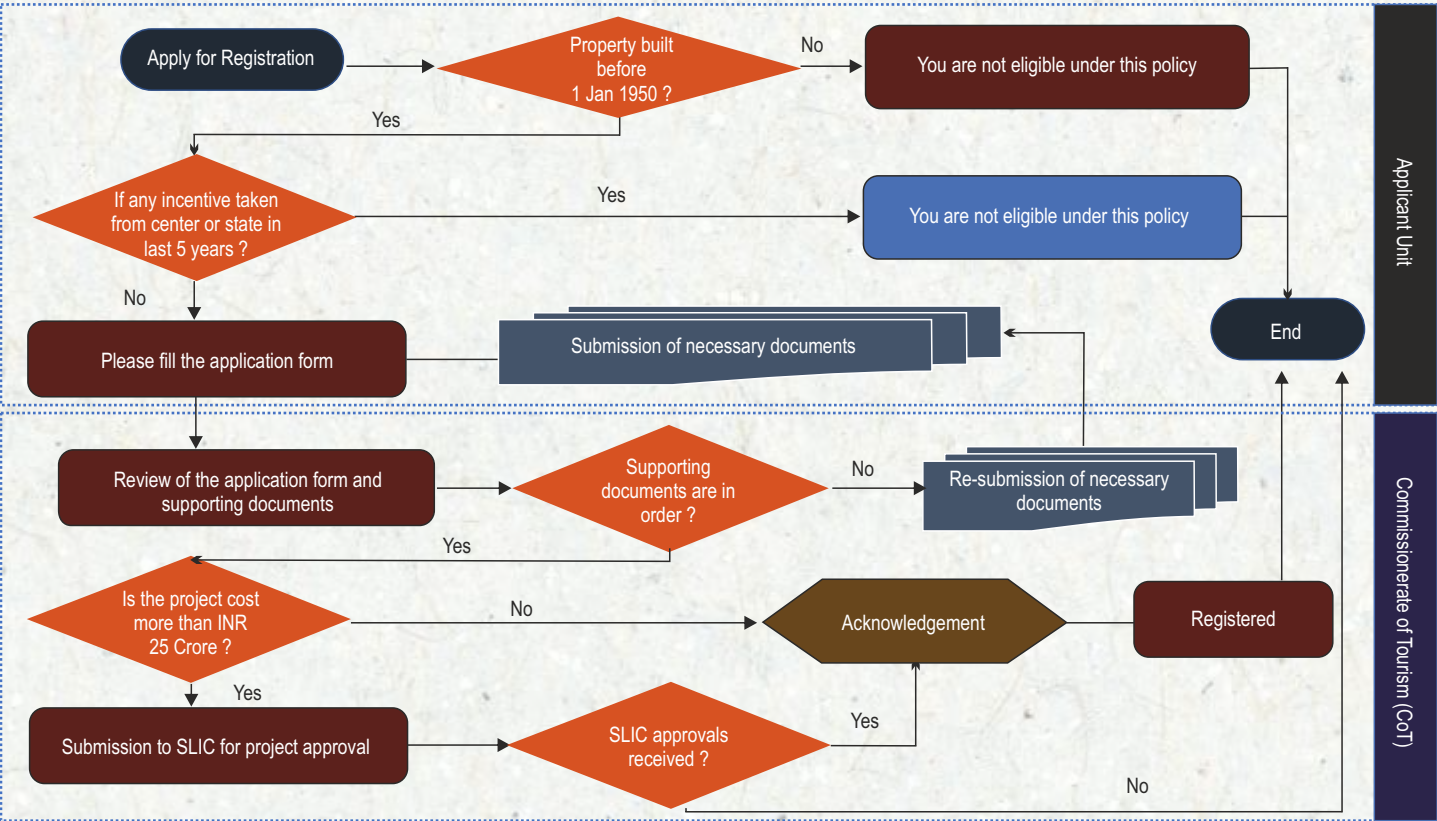
Essential Conditions for granting sanction and disbursement of Incentive and Benefits:

- Any Heritage Banquet and Heritage Restaurant situated within the Heritage Building or premises where Heritage Hotel is situated shall be considered as part of Heritage Hotel and not separate.
- The unit shall remain in commercial operations continuously for at-least five years after it starts commercial operations. However, if it fails to do so, then the subsidy already disbursed to the unit will be recovered as land revenue arrears. However, in cases where the operation is discontinued due to reasons beyond the control of the unit, the State-Level Implementation Committee (SLIC) may examine individual case and condone the period of discontinuation based on the guidelines to be issued by the Government.
- All the eligible units shall furnish complete details regarding commercial operations, employment, and revenue and any other pertinent information which the State Government may require, needs to be submitted within 15 days of Annual Filing with the Registrar of companies or as applicable. The unit must follow employment guidelines of the government related to the employment of the local persons.
- All the eligible units should be operational all year round and should not be seasonal and accessible to all public.
- The unit shall not violate any guidelines issued by Ministry of Tourism, Government of India for setting up other tangible and permanent nature of tourism unit such as museums as applicable at the time of starting project development.
- The heritage unit shall ensure that any part of the building that is being used for the commercial purpose may not be weak or damaged and if any, immediately the area shall be demarcated as no use. Also, ensure periodic strength checks are being done.
- The Heritage Unit shall indemnify Commissioner of Tourism from all matters of dispute arising from ownership or distribution of property or profit sharing or business arrangements or any other matter.

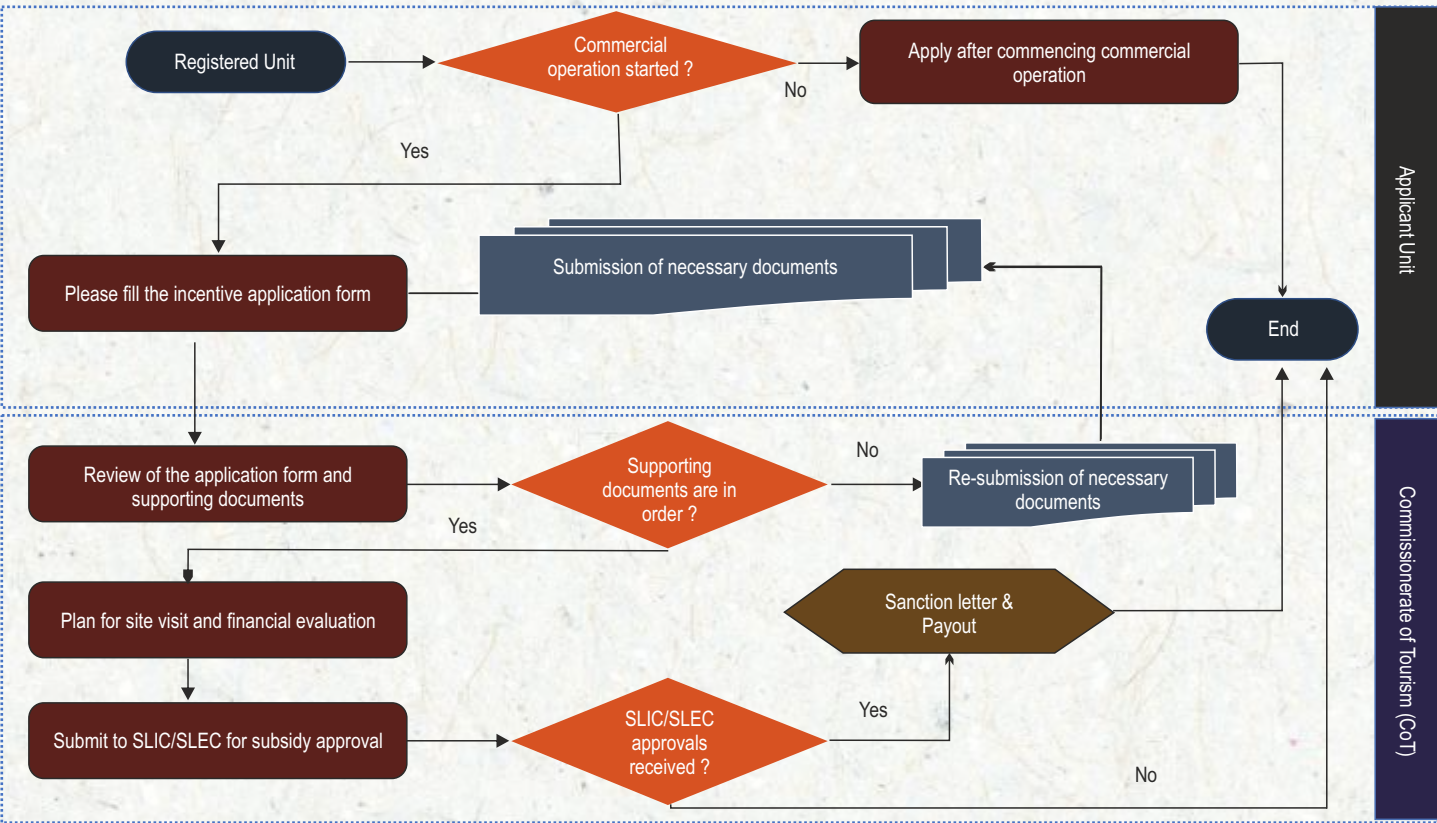
The following process will be adopted for Sanction and Disbursement of Incentives:

- After commencement of commercial operations of the project, the registered applicant Heritage Tourism unit shall complete all the documentation necessary for sanction and disbursement within 180 days of Date of Commencement of Commercial Operations.
- The applicant shall inform the Nodal Agency, seven days in advance, in writing, requesting additional time with justifiable reason, in case any possibility of delay in completion of documentation is identified.
- After receiving the complete set of above documents, Nodal Agency shall schedule inspection by the Inspection Committee and shall submit the field visit report along with calculation of eligible incentive and benefits for approval to SLIC.
- The Inspection Committee will constitute of representatives from Directorate of Archeology of Government of Gujarat, Commissioner of Tourism, Heritage Tourism Association, and Ahmedabad Municipal Corporation.
- After Obtaining the requested approval from SLIC, the Nodal Agency will issue the disbursement letter to the eligible Heritage Tourism Unit.
- The Applicant Heritage Tourism Unit shall submit a complete project file enclosing- self-attested physical copy of all the relevant documents / applications submitted for registration / sanction and disbursement of incentive and benefits including self-declaration and indemnity as applicable.

Process flow for Registration is as follows:



Process flow for Sanction and Disbursement of Incentive is as follows:



7) Incentives for Marketing & Promotion and Research studies

Policy Provision

- Support for Marketing and Promotion
 - o All Eligible Heritage Tourism Units operating in the State and registered with TCGL are eligible to be considered for this incentive. The incentive is for taking part in any two mega national or international tourism exhibitions / fairs / marts and is limited to 50% of the space rent actually paid subject to a maximum of INR 50,000 per national event or INR 1,00,000 per international event. The assistance will be extended not more than twice to one unit during the operative period of the Policy. The assistance would be provided by way of reimbursement. Eligible Units shall apply along with rent receipts and stall photographs within six months from the date of participation to avail the assistance.
- Assistance for Research in Gujarat for Heritage Tourism Development
 - o Financial assistance up to the maximum limit of INR 5 lakhs will be provided to recognized Heritage Tourism Unit Association(s) / Body to carry out market research studies on heritage travel and tourism / hospitality sector in Gujarat. The subject matter would be finalized as per the relevance and requirements of the industry. Not more than three such studies will be sanctioned each year.

Process for Registration, Sanction and Disbursement for Incentives for Marketing & Promotion

- Support for Marketing and Promotion will be granted and reimbursed to all Heritage Tourism units registered in the state and with Tourism Corporation of Gujarat Ltd. (TCGL) on submission of proof of participation and bills. The assistance will be extended not more than twice to one heritage tourism unit during the operative period of the Policy. The Heritage Tourism Units shall apply along with rent receipts within six months from the date of participation to avail the assistance.

Process for Registration, Sanction and Disbursement for Incentives for Market Research studies

- Assistance for Research in Gujarat for Heritage Tourism Development will be granted to the association or institution related to Heritage Tourism field for carrying out research project related to study of Heritage Tourism development in the state.
- The applicant association or institute shall submit the proposal with details of subject of study and possible outcome of the study. Upon receiving the due approval and work order, the applicant shall submit report to the Nodal Agency. The Nodal Agency will make payment after satisfactory intended outcome report of the research.

Essential Conditions for granting sanction and disbursement for Incentives for Marketing & Promotion

- Marketing & Promotion will be granted and reimbursed only to the Heritage Tourism Units registered in the state and with Tourism Corporation of Gujarat Limited [TCGL].
- Marketing and Promotion assistance will be extended not more than twice to one heritage tourism unit during the operative period of the Policy.
- The Heritage Tourism Units shall apply along with rent receipts within six months from the date of participation to avail the assistance.
- Marketing & Promotion related incentive shall be reimbursed upon submission of valid payment receipt and photograph of the stall.

Essential Conditions for granting sanction and disbursement for Incentives for Research studies

- For Marketing Research the applicant association or institute shall submit the proposal with details of subject of study and possible outcome of the study and must take prior approval from Commissioner of Tourism.
- Work Order issued by Commissioner of Tourism or Tourism Corporation of Gujarat Limited shall be considered valid for releasing the incentives.
- For all such Market Research Projects Copy Rights shall be in the name of Commissioner of Tourism and not the applicant association or institute. The Commissioner of Tourism may use these materials or all the purposes without any hindrances and legal obligation.

8) Frequently Asked Questions

1. What is the Heritage Tourism Policy?

Heritage Tourism Policy 2020 is issued for the development of new and existing heritage tourism units in the state. The policy provides various financial and non-financial incentives to the units as defined under the Policy.

2. What will be the coverage area of the Policy?

The Heritage Tourism Policy will be applicable to the whole state of Gujarat.

3. What is the tenure of this policy?

The tenure of the policy is from 8th October 2020 to 31st March 2025 which will be applicable across the state of Gujarat.

4. Where do I get the detailed information about the Policy?

The investors may refer the Government Resolution and Investors Facilitation Kit available on the website <https://tourism.gujarat.gov.in/>.

5. What are the criteria for investors to invest under the Policy?

Under the Policy, any proprietary firm or partnership firm or private limited company or public limited company or corporation duly registered under relevant law can establish the heritage tourism project / unit.

6. What is a Heritage Building?

Please refer definition given in chapter 2.

7. What is a Heritage Hotel?

Please refer definition given in chapter 4 (a)

8. What is a Heritage Banquet Hall?

Please refer definition given in chapter 6 (a)

9. What is a Heritage Museum?

Please refer definition given in chapter 5 (a)

10. What is Other Heritage Tourism Unit?

Please refer definition given in chapter 2.

11. What is Project Development Start Date or Construction Start Date?

Project Development Start Date means the date of first purchase bill date of eligible capital investment incurred by the Heritage Tourism Unit for the project development, whichever is earlier.

12. Will it be termed as a New Heritage Tourism unit, even if an existing unit is setting up a new tourism unit at different location in the state?

Yes. Any existing Heritage Tourism Unit setting up any new Heritage Tourism unit in the state at the location other than existing Heritage Tourism Unit shall be considered as new Heritage Tourism Unit, provided it is in a Heritage Building and confirms to other guidelines.

13. Will it be termed as a New Heritage Tourism unit, if an existing Heritage Tourism Unit is setting up an independent Heritage Tourism Unit alongside its existing tourism unit?

No, it will be considered as expansion of existing capacity.

14. Does Government of India extend any financial assistance to Heritage Tourism Project / Unit?

The Ministry of Tourism, Government of India announces various scheme for development of Tourism Sector of the country. Please visit the website <https://tourism.gujarat.gov.in/>. and refer the guidelines published.

15. What is the condition for Expansion Project?

If New or Existing Heritage Hotel Units intend to expand their existing capacities, they can apply as Expansion Project under the Policy. However, it is to be noted that the area of expansion should not exceed the existing plinth area of the entire property. Also, Other Heritage Tourism Units cannot apply as Expansion Project under the Policy.

16. What is the condition for Renovation/Restoration/Repair of the existing Heritage Hotel Unit?

Please refer chapter 4(d) for the condition for Renovation/Restoration/Repair of the existing Heritage Hotel Unit.

17. How to register a project under the new Heritage Tourism policy?

All Heritage Tourism Units need to fill and submit the application form along with the scanned copy of all the mandatory documents online on the website <https://tourism.gujarat.gov.in/>.

18. What all components will be counted under the Eligible Capital Investment?

The components that will be counted under the Eligible Capital Investment is given in Annexure C.

19. Which heads of investments in respect of the unit shall not be eligible for incentives?

The list of ineligible expenses may be referred to at Section 5(b)(ii) of the G.R. No. HRT/102020/1354/S- Heritage Tourism Policy 2020-2025.

20. What costs shall be considered as eligible expenditure for a Heritage Museum?

The cost that shall be considered as an eligible expenditure for a Heritage Museum is given in Annexure-C.

21. What should be the components of the Detailed Project Report?

The broad components of the Detailed Project Report are given in Annexure-I.

22. Along with online, is offline registration also possible for enlisting the heritage unit?

The registration needs to be done online on the website <https://tourism.gujarat.gov.in/>. There is no provision for offline registration.

23. What documents do I need to submit for the registration?

The list of documents which needs to be submitted along with registration is attached in Annexure G of this document.

24. What is the list of documents for availing the incentive after Commencing Commercial Operations?

The list of documents which needs to be submitted along with registration is attached in Annexure G of this document.

25. I missed submitting a document during the registration process, is it possible that I submit the missing document later?

Nodal Agency, CoT will carry out the scrutiny of the documents submitted by the investor during the registration process if it is found that some documents are missing the nodal agency will inform the investor about the missing document and give time to the investor to submit the pending document.

26. Does CoT provide any handholding support during the registration?

Yes, CoT will be providing handholding support during the registration. For any queries please refer to the contact details mentioned on the website <https://tourism.gujarat.gov.in/>

27. Is my project eligible for incentives if the project work began before the policy but will start commercial operation during the policy tenure?

The project should be commercially operational during the policy tenure to claim any incentive and benefits under the Heritage Tourism Policy.

28. Are there any guideline and additional benefits for the international investors?

The international investor should adhere to the Foreign Direct Investment norms announced by the Government of India from time to time and shall comply with Heritage Tourism Policy 2020-2025. There are no additional benefits to the international investor in the Heritage Tourism Policy.

29. What are the various incentives and subsidies available under the Heritage Tourism policy?

The various incentives and subsidies applicable as per the Heritage Tourism Policy Capital subsidy, Interest Subsidy, Exemption from Electricity Duty, Reimbursement of Property Use Conversion Charges, Technical Manpower Support for Heritage Museum (Payroll Assistance), Support for Marketing and Promotion and Assistance for Research in Gujarat for Heritage Tourism Development.

30. I am already getting incentive from the Government of India for museum, am I eligible for the incentives under the Heritage Tourism Policy also?

You can avail the incentives under the Heritage Tourism Policy subject to the financial assistance given from Government of India is not for the same component and cumulative financial assistance shall not exceed the sum of total eligible capital investment.

31. Is it possible to get the incentives when the project work begins?

Any incentives or subsidies will only be disbursed after the commercial operation starts.

32. Am I eligible for incentives if the project starts during the policy tenure but commercial operation begins after the policy tenure?

No, it is mandatory that the commercial operation should be started within the policy period which is from 8th October 2020 to 31st March 2025 to avail the incentives.

33. Am I eligible to get the interest subsidy on loan amount from the date of disbursement of the loan?

The subsidy on loan amount will only be disbursed after the commercial operation starts.

34. Is there any upper ceiling for the incentives under the capital subsidy for existing and new heritage units?

Quantum of Capital Investment subsidy to Heritage Hotels Units

Investor Application Guide for Heritage Tourism Policy - 2020-2025

Eligible Capital Investment	Admissible Subsidy	Maximum Limit
Investment up to INR 25 cr.	20%	INR 5 cr.
Investment above INR 25 cr.	20%	INR 10 cr.

Quantum of Capital Investment subsidy to Other Heritage Units which comprises of Heritage Banquets, Heritage Restaurants and Heritage Museum

Eligible Capital Investment (excluding the land cost)	Admissible Subsidy	Maximum Limit
Investment up to INR 3 cr.	15%	INR 45 lakh
Investment above INR 3 cr.	15%	INR1 cr.

35. Will the incentive amount be received in a single transaction?

Yes, the incentive amount will be received in a single transaction.

36. Is there any extra incentive provisioned if my heritage tourism unit has higher degree of uses related to frontier technologies?

No there are no provisions made for any extra incentive for using the frontier technologies.

37. Am I eligible for the incentives for setting up public charging stations (for EVs) in my heritage tourism unit under the new Heritage Tourism policy?

No there are no provisions in the policy for setting up any public charging stations (for EVs) in the heritage tourism unit.

38. Is there any extra incentive provisioned if my heritage tourism unit uses best in class sustainable practices or green buildings?

No there is no extra incentive provisioned in the policy if the heritage tourism unit uses best in class sustainable practices or green building.

39. Is there any extra incentive provisioned if the applicant is a first-time investor?

No there is no extra incentive provisioned in the policy if the applicant is first time investor.

40. If the sections of a Heritage Property are divided among multiple owners, what is the procedure to apply, can all owners register under the Policy?

Under the Heritage Tourism Policy 2020-2025, a Heritage Property can be registered only once. Therefore, it is advised that in cases of multiple ownership or if the property is leased out, the concerned parties register under the Policy after discussing among themselves. Also, the applicant must submit the NOCs from all the owners of the property along with the registration form. The Applicant must also indemnify the CoT from any issue arising out of property ownership or any other dispute

41. Is there any incentive under the Policy for insuring the Heritage Property?

Heritage Tourism Policy 2020-2025 does not provide any incentives other than mentioned in the GR, which include capital investment subsidy, interest subsidy on the loan, exemption from electricity duty, reimbursement of property uses conversion charges, payroll assistance, support for marketing and promotion, and research grant among others. Also, since premium paid on insurance is a recurring expense, it cannot be included in the Eligible Capital Investment. For more details on incentives under the Policy, please refer Clause 5, "Incentives and Concessions" of the Heritage Tourism Policy GR.

42. What are the essential conditions for Grant and Incentive and concession?

Please refer to clause number 7, "Essential Conditions for Grant of incentives and Concessions" of the Heritage Tourism Policy GR.

43. What are the essential conditions for Grant and Incentive and concession for Heritage Museum?

- The Proposal/ Presentation must be submitted to the Commissionerate of Tourism and should adhere to guidelines/ rules/ regulations of the competent State Authority and address the various aspects of renovation of Heritage Museums such as acquisition, extension and resetting of galleries, classification and documentation of collections, modernization of displays, setting up of conservation laboratory etc. giving a holistic or composite vision of the Heritage Museum projecting its concept and design.
- Financial projection, Management team details and Operational viability of such Heritage Museum for the period of 7 years is compulsory.
- A good number of collected items, reflecting the theme of the Heritage Museum are a pre-requisite.
Please refer to clause number 7, "Essential Conditions for Grant of incentives and Concessions" of the Heritage Tourism Policy GR.

44. If the Heritage Property is leased, can the lessee apply under the Policy?

Yes, lessee of Heritage Properties can apply under the Policy. However, lessee must submit the NOC from the owner of the property stating his/her approval.

45. What are the Documents necessary to authenticate the ownership of the Property?

Applicants can submit the relevant documents pertaining to the ownership duly signed by the competent authority. Property documents include Survey Number/Plot Number, 7/12, 8A, and Property Card.

46. Can capex on security system include IT System expenditure, music system etc.?

No, Heritage Tourism Policy 2020-2025 does not include expenditure on IT System and Music System in the list of its Eligible Capital Investment. Please refer the list in Clause 5(b)(i), "Eligible Capital Investment" of the GR.

47. Can the capex on maintaining the health of the building be included in the eligible expenses?

No, Heritage Tourism Policy 2020-2025 does not include expenditure on maintaining the health of the building in the list of its Eligible Capital Investment. Please refer the list in Clause 5(b)(i), "Eligible Capital Investment" of the GR.

48. My Tourism Unit is registered with Commissionerate of Tourism do I still need to register for development of Heritage tourism unit project?

Yes, to avail the incentive and benefits under this policy, any tourism unit registered with Tourism Department or any-other Department of the State Government, the heritage tourism unit must register within the stipulated time as per GR with Commissionerate of Tourism, Government of Gujarat, under Heritage Tourism Policy 2020-2025.

49. Once a Heritage Tourism Unit is registered with Commissionerate of Tourism, Government of Gujarat, does it become eligible for incentives?

No, the eligible Heritage Tourism Unit shall commence commercial operations in compliance with relevant rules and fulfills the conditions mentioned in Government Resolution No. HRT/102020/1354/S dated 8th October 2020 and other applicable rules and within the policy period. refer to Clause 6 of the GR.

50. What is the validity period of Registration?

The Registration is valid up to 31st March 2025, which is the completion date of Heritage Tourism Policy 2020-2025 or otherwise the dates announced by the Tourism Department.

51. I am a registered Heritage Tourism Unit, what procedure to be followed to avail incentives/subsidies?

Please refer chapter number 4,5,6 and 7 of this document (Investor Facilitation Guide for Heritage Tourism Policy 2020-2025).

52. Unit/Service Provider in Gujarat?

The government will grant capital subsidy, interest subsidy, reimbursement for converting common property into a heritage property, among others to Eligible Tourism Projects/Units.

53. As a Tourism Unit, do I have to comply with the guidelines of Ministry of Tourism, Government of India?

Yes. To be eligible for incentives/subsidies under Heritage Tourism Policy 2020-2025, a Heritage Tourism Unit must comply with all the guidelines as laid down by the Ministry of Tourism, Government India.

54. Will I get Interest Subsidy on loan taken from a Non-Banking Financial Institution?

No. Loan from a Non-Banking Financial Institutions will not be eligible for Interest.

55. If I have converted my residential Heritage Property into a Commercial Heritage Tourism Unit, will I get any reimbursement?

Yes. If an old residential property of heritage value is converted into Eligible Heritage Tourism Units, it will qualify for all the incentive and benefits under the policy subject to fulfillment of conditions of the Heritage Tourism Policy 2020-25. The unit will be eligible for Reimbursement of Conversion Charges paid to the authority for conversion of residential to commercial unit for the first transaction only.

56. What if, after availing incentives and benefits under Heritage Tourism Policy 2020-2025, a Heritage Tourism Unit discontinue its commercial operations?

Refer the clause 7(vi) Essential conditions for grant of incentives and concessions of the G.R. No. HRT/102020/1354/S. The Heritage Tourism Units must continue commercial operations for at least five years from the date of commencing the commercial operations. If units fail to operate for five years without justifiable reasons, the already disbursed subsidy will be recovered as land revenue arrears by the tourism department.

However, in cases where the operations are discontinued due to reasons beyond the control of the Tourism Unit, the State-Level implementation Committee (SLIC) will examine those cases and the decision of SLIC/Industries and Mines Department, Government of Gujarat will be final and binding on the applicant.

57. Is there any restriction on development of additional facilities and are these expenses eligible?

There is no such restriction on adding additional services, amenities or facilities that may enhance heritage value, tourist experience and uses of the property within the premises of the Heritage Building situated. A Heritage Tourism Unit may add facilities like banquet hall, swimming pool, lawn tennis or badminton court, facilities for campfire, Kids play facility, construction of wellness/yoga facility and gym etc. However, all additional facilities shall be for commercial uses and tourist and visitors shall have unhindered access to these facilities on charged or complementary basis.

58. Whose process would be the adopted if any dispute arises?

In case of any dispute arises in particularity to any case, and or any clarification or direction required which this document or policy documents fail to provide, the Commissionerate of Tourism may and shall seek direction from State Level Implementation Committee (SLIC) and if SLIC feels, it may take further clarification from State Level Empowered Committee (SLEC) on that rule, definition, process or case or matter of any dispute.

59. Is it necessary to operate and maintain the pollution control measures?

As per the essential Conditions for Grant of incentives and Concessions of the Heritage Tourism Policy GR "The unit availing the incentives under the Policy shall install and effectively operate and maintain pollution control measures as per the standards prescribed by the competent authority in this regard.

60. If the Heritage Museum and Heritage Hotel located within the same Heritage Building, will it be considered as the one project during the registration process?

No, they will be treated as separate projects for the registration process and the incentives will be disbursed accordingly. It is advisable two maintain two separate books of accounts to avoid any overlap of expenses.

9) Annexures

1 Annexure-A Heritage Tourism Policy, 2020-2025



Government Resolution
Heritage Tourism Policy, 2020-2025
Available Online on the website
<https://tourism.gujarat.gov.in/>

2 Annexure - B Application form for Registration

The application form may be accessed using the following portal.

<https://commissionertourism.gujarat.gov.in/http/login>

Necessary documents along with below mentioned declaration may be uploaded by applicants.

Declaration

The following declaration format should be submitted while availing for any incentives. The declaration shall be submitted on the entities letter head and duly signed and affixed with entity seal.

I, (full name) _____ S/o _____ having its office _____ (Complete Address) do hereby solemnly affirm and declare that the particulars stated above in the application are true and correct to the best of my knowledge, information, and belief.

In case any of the Statement / Information furnished in the application or documents are found to be wrong or misleading, I do hereby bind myself and my / our unit to pay to the Government on demand, the full amount received as reimbursement in respect of the above-mentioned activity, within 15 (Fifteen) days of such a demand being made to me in writing.

Place:

Signature and Seal

Date:

(Owner/Partner/Director/Executive/Head)

3 Annexure-C Eligible Capital Investments

Sr. No.	Description
1	Civil cost incurred in permanent structures for the project under the ownership and for use of the tourism unit, erected on land owned by the tourism unit and which is essential for its commercial operation;
2	Capital expenditure incurred for towards cost of following items incurred for Heritage Unit operations <ol style="list-style-type: none"> Boundary wall. Internal pathways and approach roads (maximum width of 250m), drainage, entrance gate/s; Swimming pool/s; Store/s; Kitchen/s or cafeteria/s plant and machinery; Water supply system (pipeline, tanks, pump house, water treatment plant, etc.); Boiler room and chimney; Sewerage treatment plant and waste management system. Centralized air conditioning. Solar/ Bio energy/ Renewable energy system; D.G. power back up. Hot & cold-water supply system, gas/ steam supply line; Rainwater harvesting system. Fire detection and fire-fighting system. Drinking water facility and restrooms/ washrooms. Installation of non-removable plant and machinery for the infrastructure such as laundry, health club, spa, banquet hall, exhibition hall, etc. Establishment of stationary swing sets, climbing walls, amusement/ playing structure, permanent in nature for guest use in play areas and parks. Security system and CCTV set-up. Facilitating infrastructure for the especially abled
3	Other fixed structures, plant & machinery that are essential for commercial operation of the unit
4	Fees paid for obtaining technical know-how
5	Installation charges of machinery / equipment / services
6	Expenditure incurred for last mile connectivity of power supply, pipeline laid, water supply, water tank, pipeline for discharge of wastewater & sewerage (on land where ownership is with the Heritage Unit and to a maximum length of 500m from project boundary)
Note:	<ul style="list-style-type: none"> Copy of bank statement showing transaction with bank alongwith PAN of an individual and copies of Tax Invoice for all other cases shall be considered as valid proof of investment. Details containing list of vendors and corresponding transaction details.

Additionally, the following costs shall be considered as eligible expenditure for a Heritage Museum:

Sr. No.	Description
1	Modernization of galleries i.e. Showcase, display board, specialised lighting, pedestal, etc.
2	Warehousing reserve collection
3	Documentation of collection (Catalogue preparation)
4	Conservation laboratory/ conservation projects
5	Specialised equipment (Special lighting, dehumidifiers, and other technical inputs)
6	Creating of an interpretation area with audio-visual facilities and visitor seating
7	Audio/ visual/ literature set-up providing information about/ at the exhibits, including translation set-up/ audio- video guide. This includes signage at the exhibit which would necessarily need to be in both English and a vernacular language.



4 Annexure-D Architect/ Civil Engineer certificate for heritage character of building

(On the letterhead of the engineering/ architectural firm)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that the Heritage Property located at , owned by M/s..... , having its office at is duly inspected by [me/ us]. [I/ We] hereby certify that the particulars given below are correct to the best of [my/ our] knowledge and belief.

Name of the Applicant		
Complete Address and Details of the Heritage property		
	Area constructed before 1st January 1950	Area constructed after 1st January 1950
Open area (sq. m.)		
Constructed area (sq. m.)		
Total area (sq. m.)		
Area constructed before 01.01.1950 and after 01.01.1950 with clear demarcation on the map and photographs to be enclosed as documentary evidence.		
Style of Architecture of the Heritage Property		
Description about material used in construction of property		
Description of style of gates/ windows of property/ roof/ floor/ terrace		
Minimum 5 distinctive heritage characteristics depicting traditional architecture with		
Photographs relevant information/references		
Whether the general features and ambience confirm to the overall concept of heritage and architectural distinctiveness		

That, I/We _____ an Architect / a Civil Engineer, registered with the Council of Architecture, New Delhi / Institute of Engineer bearing Registration No _____ is qualified for professional practice, having experience in this field.

I am fully conversant with design elements, methodology and approach for evaluating the architecture of Historic Buildings and their survey of whatsoever nature, as per law.

That I am fully aware and agree that any false, misleading, insincere statement of facts, improper or fraudulent survey by me, leading to this certification on dated _____ will amount to grave misconduct leading to proceedings at appropriate forum and or complain to the Council of Architecture, New Delhi or Institution of Engineers, (India)

(As applicable)

Place:

Seal & Signature of Architect/ Civil engineer along with registration/ membership number:

Date:

Name of Architect/ Civil engineer:



5 Annexure-E No Objection Certificate for Capital/ Interest subsidy remittance

(On Bank Letterhead)

Sub: No Objection Certificate for Capital/ Interest subsidy remittance

To Commissioner of Tourism, Government of Gujarat

This to certify that M/s. [Entity name and address] _____ holds business account no. _____ with our bank/ branch [Address] _____.

The Bank has No Objection in receiving Capital/ Interest Subsidy remittance in above mentioned account number.

Bank official name:

Seal and Sign



6 Annexure-F Investment Expenditure Details

(On the letterhead of CA Firm)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s....., having its office at..... has constructed or purchased and installed following assets as on..... The following information is based on the Books of Accounts and other relevant particulars furnished by the entity and is true to my knowledge and belief.

Investment Expenditure Details:

Investment Heads	Amount (INR Lakh)

Means of Finance: The above capital is financed through the following sources

Particulars	Amount (INR Lakh)
Share Capital	
Promoters/FIs/Public	
Term Loans	
FIs/Banks	
Unsecured Loans	
Others, if any	
Total	

Place:

Date:

Signature of Chartered Accountant:

Name of the Chartered Accountant

Membership No.:

UDI No.:

7 Annexure-G Documents for Registration and Disbursement

For Registration & Disbursement

List of documents to be uploaded for registration and disbursement of subsidy/incentive or benefit is available on the portal -

<https://commissionertourism.gujarat.gov.in/http/login>

8 Annexure-H Heritage Hotel guidelines issued by Ministry of Tourism, Government of India

GUIDELINES FOR CLASSIFICTION OF HERITAGE HOTELS

Definition:

‘Heritage Hotels’ cover running hotels in palaces/castles/forts/havelies/hunting loges/ residence of any size built prior to 1950. The facade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area. The architecture of the property to be considered for this category should not normally be interfered with. Any extension, improvement, renovation, change in the existing structures should be in keeping with the traditional architectural styles and constructional techniques harmonising the new with the old. After expansion/renovation, the newly built-up area added should not exceed 50% of the total built up (plinth) area including the old and new structures. For this purpose, facilities such as swimming pools, lawns etc. will be excluded. Heritage Hotels will be sub-classified in the following categories:

Heritage:

This category will cover hotel in Residences/Havelies/Hunting Lodges/Castles/Forts/ Palaces built prior to 1950. The hotel should have a minimum of 5 rooms (10 beds).

Heritage Classic:

This category will cover hotels in Residences/Havelies/Hunting Lodges/Castles/Forts/ Palaces built Prior to 1935. The hotel should have a minimum of 15 room (30 beds).

Heritage Grand:

This category will cover hotels in Residence/Havelies/Hunting Lodges/Castles/Forts/ Palaces built prior to 1935. The hotel should have minimum of 15 rooms (30 beds).

Room & Bath Size:

No room or bathroom size is prescribed for any of the categories. However, general ambience, comfort and imaginative readaptation would be considered while awarding sub-classification ‘classic’ or ‘grand’.

SPECIAL FEATURES:

Heritage:

General features and ambience should conform to the overall concept of heritage and architectural distinctiveness.

Heritage Classic:

General features and ambience should conform to the overall concept of heritage and architectural distinctiveness. The hotel should provide at least one of the under mentioned sporting facilities.

Heritage Grand:

General features and ambience should conform to the overall concept of heritage and architectural distinctiveness. However, all public and private areas including rooms should have superior appearance and decor. At least 50% of the rooms should be air-conditioned (except in hill stations where there should be heating arrangements). The hotel should also provide at least two of the under mentioned sporting facilities.

SPORTING FACILITIES:

Swimming Pool, Health Club, Lawn Tennis, squash, Riding, Golf Course, provided the ownership vests with the concerned hotel. Apart from these facilities, credit would also be given for supplementary sporting facilities such as Golf, Boating, Sailing, Fishing, or other adventure sports such as Ballooning, Parasailing, Windsurfing, Safari excursions, Trekking etc. and indoor games.

CUSINE:

Heritage:

The hotel should offer traditional cuisine of the area.

Heritage Classic:

The hotel should offer traditional cuisine but should have 4 to 5 items which have close approximation to continental cuisine.

Heritage Grand:

The hotel should offer traditional and continental cuisine.

MANAGEMENT:

The Hotel may be managed and run by the owning family and/or professionals.

Note: Classification in any of the above categories will be given keeping in view the overall standard of the property. The hotel would be judged by the quality of service and the years of experience that the owner/staff have had in the business

GENERAL FEATURES:

There should be adequate parking space for cars. All public rooms and areas and the guest rooms should be well maintained and well equipped with quality carpets/area rugs/good quality duries, furniture, fittings etc. in good taste and in keeping with the traditional lifestyle. If carpeting is not provided, the quality of flooring should be very good (This is not to suggest that old and original flooring whether in stone or any other material should be replaced unnecessarily). The guest rooms should be clean, airy, pest free without dampness and musty odour, and of reasonably large size with attached bathrooms with modern facilities (e.g. flush commodes, wash basins, running hot and cold water, etc.). There should be a well-appointed lobby and/or lounge equipped with furniture of high standard with separate ladies and gents cloak rooms with good fittings.

FACILITIES:

There should be a reception, cash and information counter attended by trained and experienced personnel. There should be money changing facilities and left luggage room. There should be a well-equipped, well-furnished, and well-maintained dining room on the premises and, wherever permissible by law, there should be an elegant, well equipped bar/permit room. In the case of Heritage Grand and Heritage Classic Bar is necessary and “desirable in the case of Heritage Basic.” The kitchen and pantry should be professionally designed to ensure efficiency of operation and should be well equipped. Crockery, cutlery, glassware should be of high standard and in sufficient quantity, keeping in view the lifestyle and commensurate with the number of guests to be served. Drinking water must be bacteria free; the kitchen must be clean, airy, well lighted and protected from pests. There must be a filtration/purification plant for drinking water.

There must be three tier washing system with running hot and cold water; hygienic garbage disposal arrangements; and frost-free deep freezer and refrigerator (where the arrangement is for fresh food for each meal, standby generator will not be insisted upon).

SERVICES:

The hotel should offer good quality cuisine and the food and beverage service should be of good standard. There should be qualified, trained, experienced, efficient, and courteous staff in service and clean uniforms and the staff coming in contact with the guests should understand English, Housekeeping at these hotels should be of the highest possible standard and there should be a plentiful supply of linen, blankets, towels, etc. which of the highest possible standard and should be a plentiful be of high quality. Each guest room should be provided with a vacuum jug/flask with bacteria free drinking water. Arrangements for heating/cooling must be provided for the guest rooms in seasons. Places which have telephone lines must have at least one phone in the office with call bells in each guest room. Arrangements for medical assistance must be there in case of need. The staff/room ratio must be in keeping with the number of guest room in each property. These hotels must be run on a professional basis while losing none of their ambience and services. The hotel should be environment friendly. The gardens and grounds should be very well maintained. There should be an efficient system of disposal of garbage and treatment of wastes and effluents. The hotel should present authentic and specially choreographed local entertainment to the guests. They should also have, wherever possible, arrangements for special services such as wildlife viewing, water sports, horse/camel/elephant riding or safaris etc.

APPLICATION PROFORMA FOR APPROVAL OF HERITAGE HOTEL PROJECT

- 1. Proposed name of the Hotel:
- 2. Name of Promoters: (a note giving details of business antecedents may be enclosed)
- 3. Complete Postal address of the Promoters.
- 4. Status of owners/Promoters:

Whether:

- Company (if so, a copy of the Memorandum & Articles of Association may be furnished) OR
- Partnership firm (If so, a copy of partnership Deed and Certificate of registration under the Partnership Act may be furnished)

OR

- Proprietary concern (Give name and address of the proprietor)

5. Location of the property along with postal address:

6. Details of the property

- Area
- Title

Whether outright purchase/ownership (if so, a copy of the registered sale deed should be furnished)

OR

On Lease

(if so, a copy of the registered lease deed should furnish)

- Whether the required land use permit for the conversion into hotel on it have been obtained. (If so, a copy of certificate from the concerned local authorities should be furnished).
- Distance from Railway Station:
- Distance from Airport:
- Distance from main shopping Centers:

7. Details of the Hotel Project (a copy for the project/feasibility report should also be furnished).

- No. of guest rooms and their area:

Number Area

Single Double Suites Total:

- No. of attached baths and their area:
- How many of the bathrooms will have long baths or the most modern Shower chambers (Give break-up):
- Details of public areas: Number Area of each
 - o Lounge/Lobby
 - o Restaurants/Dining room:
 - o Bar (if any):
 - o Shopping (if any):
 - o Banquet/Conference Halls (if any):
 - o Health Club (if any):
 - o Swimming Pool (If any):
 - o Parking facilities:
- Blueprints of the sketch plans of the project. A complete set duly signed by the promoter and the architects should be furnished including/showing among other things, the following: -
 - o Site Plan:
 - o Front and side elevations:
 - o Floor wise distribution of public rooms/guest rooms and other facilities.

8. Approval:

Whether the hotel project has been approved/cleared by/under the following agencies/Acts wherever applicable:

- o Municipal authorities.
- o Urban Lands (Ceiling), Act:
- o Any other local/State Govt. authorities concerned.

9. Proposed Capital Structure:

- Total estimated cost:
 - o Equity:
 - o Loan:
- Equity Capital so far raised:
 - o Sources from which loan is proposed to be raised:
 - o Present position of the loan:

10. Acceptance of Regulatory conditions:

(This should be furnished in the prescribed proforma, as per sample attached):

11. Application Fee:

Demand Draft for Rs.12,000/- for hotel projects planned for Heritage, Hotel category drawn in favour of “Pay & Accounts Officer, Department of Tourism, New Delhi” must be attached with the application:

9 Annexure-I Sample Contents for Detailed Project Report

Sr. No.	Incentives and Concession	Applicability
1.	Brief Overview of the Project	
2.	Details of the Applicant	<ul style="list-style-type: none"> Details of Entrepreneurship experience of applicant Major projects undertaken and agreements / contracts entered by applicant Type of Firm (Sole Proprietorship / Partnership / Company) Details of the Promoter /Promoters
3	Details of Architect/ Heritage Conservation Architects, Technical consultants appointed	Credentials of the Architect/ Heritage Conservation Architects and Technical consultant appointed for the project
4.	Project Rationale and Project Description	<p>Project rationale should focus majorly on need for undertaking this project.</p> <p>Project description should focus majorly on Project features like Location of the project, components and facilities proposed for the project</p>
5.	Project Particulars	Total Area, Total Built Up Area, Number of Lettable Rooms, Minimum display area in case of museum, Seating Spaces in case of Heritage Restaurants and Banquets, Vehicle Parking, Other infrastructure created that is necessary to run and operate the Heritage Tourism Project, Details of Plant, Machinery & Utilities installed which is necessary to run and operate the Heritage Tourism Project, Details of Common Infrastructure, etc.
6	Submitting the Methodology for Conservation, Preservation, Restoration and Reconstruction of Heritage Building	This should be in line with the guidelines of the Central Public Works Department "Handbook of Conservation of Heritage Buildings.
7	Market Viability and Business Model	Overview of market viability of the Heritage tourism project and proposed business model for revenue and expenses
8	Financial Viability of the Project	Overview of the financial viability of the Heritage tourism project with Projected Financials
9	Proposed Timelines for implementation	Submitting the Quarterly schedule for implementation along with the necessary back up sheets wherein the timelines for implementation are calculated.
10	Proposed details regarding means of finance / source of funding	Details of proposed financial arrangement along with detailed phase wise / quarter wise requirements of funds for the project and sources of equity for the project
11	Project Location	<ul style="list-style-type: none"> Site selected for the proposed project & advantage of the same If the project would enjoy any incentives in terms of duties and taxes, relevant notifications issued by government. Details of connectivity of the proposed project with major points – Air, Rail, Roads etc. Details of approach road

Sr. No.	Incentives and Concession	Applicability
12	Details of Plant & Machinery	<ul style="list-style-type: none"> Details of imported/indigenous requirements Basis of selection, suppliers' reputation, delivery schedules, draft/ final agreements. Status of orders placed, and total value of orders placed. Credentials of major plant and machinery supplier/s
13	Arrangement for utilities	<ul style="list-style-type: none"> Power sourcing and distribution Water sourcing and distribution Solid Waste Management System Sewage Treatment Plant (Capacity) Water Recycling Plant (Capacity) Drainage & Sewerage Telecommunication Roads
14	Manpower Requirements	Overview of manpower requirements for project and how their availability will be managed.
15	Insurance provisions	
16	Assistance sought from Department of Tourism for undertaking the Project	
17	Details of benefits from Government authorities previously availed by Applicant	Details of benefits from Government authorities previously availed by Applicant
18	Project Estimates	<ul style="list-style-type: none"> Detailed project estimates and expenditures prepared by a Heritage Conservation architect / Architect/technical consultant. The Architect/Heritage Conservation architect / technical consultant must – <ul style="list-style-type: none"> Have at least 3 years of experience in preparing the estimates for civil work and Electrical Works. Be a member of a national-level body such as Indian Institute of Architects / Council of Architecture or equivalent Details of estimated costs for items eligible for consideration as defined in the Heritage Tourism Policy
19	Drawings/Plans	Submitting necessary drawings and plans

Annexure G: Inspection Format

Sr. No.	Documents			Details to be furnished by the investor on the application portal by the investor	Is the status during the inspection in line with the details furnished by the investor Yes / No	Remarks by the Inspection Committee
1	Total area (sq. m.)					
	Area constructed before		Area constructed after			
	1st January 1950		1st January 1950			
2	Open area (sq. m.)					
	Area constructed before		Area constructed after			
	1st January 1950		1st January 1950			
3	Constructed area (sq. m.)					
	Area constructed before		Area constructed after			
	1st January 1950		1st January 1950			
4	Number of Lettable Rooms					
5			New	Old		
	Number of Rooms with Bathroom					
	Number of Rooms without Bathroom					
6	Harmony between old construction patterns with the new					
	Yes		No			
7	Whether the general features and ambience confirm to the overall concept of heritage and architectural distinctiveness					
	Yes		No			
8	Style of Architecture of the Heritage Property					
9	Description of style of gates/ windows of property/ roof/ floor/ terrace					
10	Features of the boundary wall					
11	Width of approach Road					
12	Availability of Garden (with approximate size)					
13	Availability of Display Galleries (In case of Museum)					
	Yes		No			
14	Number of artefacts, antique pieces, etc. (In case of Museum)					
15	Additional facilities developed from business point of view					
16	Fulfillment of regulatory compliance					
	Yes		No			
17	Is the Gujarat Tourism logo displayed at the Heritage Tourism Unit?					
	Yes		No			

Notes

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