

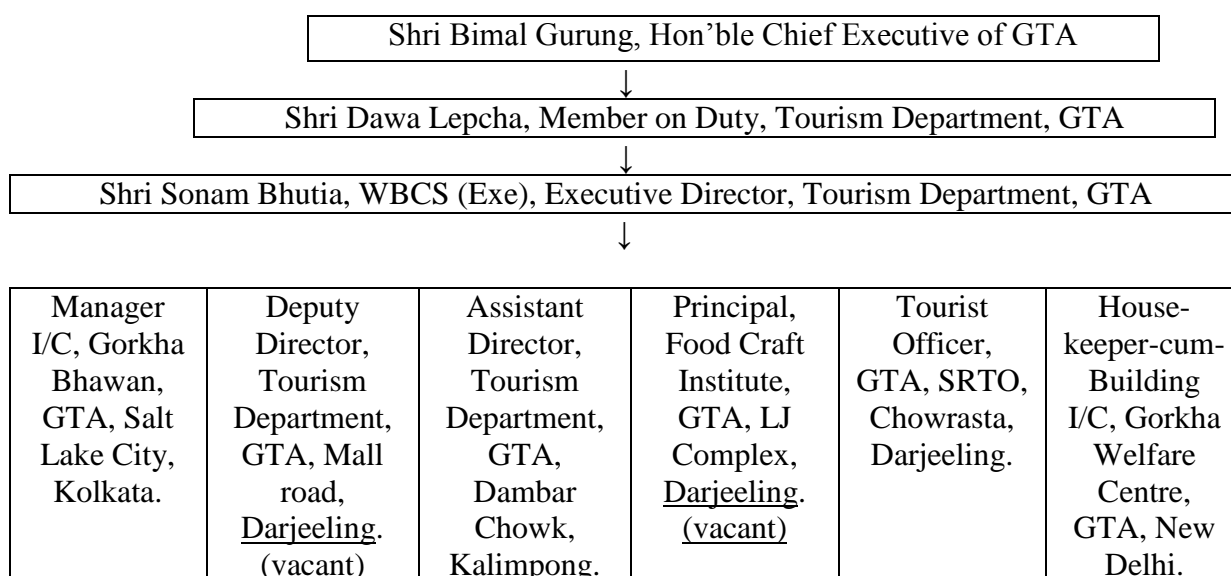
BRIEF WRITE UP ON TOURISM:

After the dissolution of Darjeeling Gorkha Hill Council (DGHC) the Gorkhaland Territorial Administration (GTA) was born on August 02, 2012 after the tripartite agreement was signed between the Government of India, Government of West Bengal and Gorkha Janamukti Morcha.

Though a cliché tourism is the back bone of the economy of the hills. What common people don't understand is that tourism has a deep impact upon the socio-economic life of the people. Our tourism policy envisages inter-alia to create sustainable and responsible tourism with the objective of improving the quality of life of the people and protect environment and culture, so towards this end the department has commenced its journey. The road to the coveted destination is long, tedious and challenging but we have taken into our strides the pitfalls that may crop up on our onward march.

The departmental policy is strengthened by the strategies and principles we have adapted to reach to our end. The first and foremost task at hand was to renovate and refurbish the existing infrastructure and to create and construct new tourism destinations. Such works are still in progress. Mega tourism destinations have been conceptualized. The state government too extended their helping hand in this regard. Recently we are imparting training to home stay facilitators within the ambit of Eco-Tourism and taking this opportunity to sensitise them regarding environmental conservation. The training is conducted in all the eight hill blocks. Simultaneously, we are also imparting training to adventure tourist guides. The objective is to provide them a holistic knowledge ranging from flora and fauna to the culture and history of the place so as to empower them with the wherewithal to deal with the tourists.

The present administrative set-up under tourism department, GTA is as follows:-



Deputy Director of Tourism, GTA, Mall Road, Chowrasta, Darjeeling

- 1) Manager, Maple Tourist Lodge, GTA, Darjeeling.
- 2) Manager, Snack Bar & Restaurant, GTA, LJ Complex, Darj.
- 3) Manager, Tiger Hill Pavilion, GTA, Darjeeling.
- 4) Manager, Chunnu Summer Falls, GTA, Darjeeling.
- 5) Manager, Gangamaya Park, GTA, Darjeeling.
- 6) Manager, Jorepokhari Tourist Lodge, GTA, Sukhiapokhari.
- 7) Manager, Simana Wayside Inn, GTA, Simana.
- 8) Manager, Shrubbery Nightingale Park, GTA, Darjeeling.
- 9) Manager, Mirik Tourist Lodge, GTA, Mirik.
- 10) Manager, Smritiban Wayside Inn, GTA, Ghayabari.
- 11) Manager, Day Centre & Boat fleet, GTA, Mirik.
- 12) Manager, Swiss cottages, GTA, Mirik.
- 13) Manager, Gokul Wayside Inn, GTA, Dudhia.
- 14) Manager, Gidhay Wayside Inn, GTA, Giddhapahar, Kurseong.
- 15) Manager, Dilaram Wayside Inn, Dilaram, Kurseong.
- 16) In-Charge, Trekkers' huts, Gairibas, Tunglu, Sandakphu (1 &2), Srikhola, Phulut, Gorkhay, Rammam, Rimbik & Molay trekkers' huts.

Assistant Director of Tourism, GTA, Dambar Chowk, GTA, Kalimpong
--

- 1) Manager, TRC & Snack Bar & Restaurant, GTA, Dambar Chowk, Kalimpong.
- 2) Manager, Deolo Tourist lodge, GTA, Kalimpong.
- 3) Manager, Chitray Wayside Inn, GTA, Teesta, Kalimpong.
- 4) Manager, Relli Wayside Inn, GTA, Relli, Kalimpong.
- 5) Manager, Traditional Gorkha Village, GTA, Relli, Kalimpong.
- 6) Manager, Dafay Munal Tourist Lodge, GTA, Kaffer, Kalimpong.
- 7) Manager, Tourist cottage, GTA, Lava.
- 8) Manager, Parijat & Dalimfort Guest Houses, GTA, Gorubathan.
- 9) Manager, Peshok Wayside Inn, GTA, Peshok.

Sonam Bhutia, WBCS (Exe)
Executive Director
Tourism Department, GTA

GORKHALAND TERRITORIAL ADMINISTRATION

TOURISM POLICY

1. Vision Statement

To create sustainable and responsible Tourism with the objective of improving the quality of life of the people and protect environment and culture.

2. Motto

Tourism the Darjeeling way

2. Guiding Principles

2.1 Set up an institutional mechanism to promote private investment.

2.2 Set up an effective regulatory mechanism for sustainable tourism.

2.3 Provide reception, assistance, information, amenities, hygiene, security and infrastructure for the tourists.

2.4 Make eco-tourism an effective tool to sensitize masses regarding environmental conservation.

2.5 Ensure active and coordinated participation of Government departments, voluntary organizations, community and all other stakeholders of tourism sector.

2.6 Develop tourism through Public Private Partnership (PPP).

3. Strategy

3.1 Transparent guidelines and procedures shall be laid down to attract private investment.

3.2 Necessary database shall be prepared and research conducted for destination marketing.

3.3 Comprehensive feedback mechanism of tourist experience shall be developed.

3.4 Development of basic infrastructure such as roads, drinking water, power, hygiene, transport, and solid waste management shall be ensured.

3.5 Sensitization of local bodies towards tourism needs and their active participation shall be ensured.

3.6 Rural Tourism shall be promoted to market fairs, local cuisine, costumes, products, art, handicraft and heritage.

3.7 Highest priority shall be accorded to conservation and preservation of natural resources and beauty at eco-tourism destinations.

3.8 Comprehensive plans shall be prepared for destinations of religious tourism.

3.9 Development of tourist facilities near water bodies shall be ensured.

3.10 Efforts shall be made to provide enhanced air connectivity between Bagdogra and three hill sub-division

3.11 Necessary steps shall be taken to promote adventure tourism with the help of local administration and local bodies.

3.12 Efforts shall be made to install passenger Ropeway/Cable Cars in major potential areas.

3.13 Necessary efforts shall be taken to create infrastructure to develop new tourist destination.

3.14 Necessary efforts will be taken to encompass both Tea & Toy Train into the cultural essence of Darjeeling Tourism.

3.15 Extent regular and conventional tourist season expand winter season writers and artists meets and retreats.

- 3.16 Education tourism: special focus on domestic and international markets.
- 3.17 Tourism to be included as vocational course and also taught as a subject in a collage level.
- 3.18 Manpower in tourism shall be trained to create a “Tourist Friendly” image of the State.
- 3.14 Qualitative training shall be imparted to youth to enhance employment opportunities.
- 3.15 Land Bank will be made available Tourism project.
- 3.16 Entertainment facilities shall be developed at all tourist destinations.
- 3.18 Tourism Department shall ensure coordination of the concerned departments to promote Medical Tourism.
- 3.19 “Tourism Plan” shall become an integral part of the plans of various departments.
- 3.20 To promote and develop heritage tourism.
- 3.24 24X7 electricity at major tourist destinations.
- 3.25 Single window facility for fast track clearance to projects with capital investment of more than Rs. 10Cr. shall be set up.

4. Creation of Gorkhaland Territorial Administration Tourism Development Corporation Ltd.

The role of GTATDC Ltd. shall be as follows:-

- 4.2 Define its commercial activities and play a major role in attracting private-sector investment by acting as a facilitator.
- 4.3 Disinvest in such of its properties which have not become satisfactory profit centres and give them out on management or short-term lease to the private-sector.
- 4.4 Continue its responsibility to promote the tourism industry and tourist attractions of the GTA area, and not focus merely on marketing its commercial units.
- 4.5 Coordinate and network on a regular basis with all the stake holders of the tourism industry to sort out all their problems.
- 4.6 Invest in such new areas which are hitherto undeveloped to pave the way for the private-sector players.
- 4.8 Profit generated from establishment of new units and their expansions at major areas and already well developed major tourist destinations, will be invested for the development of new tourism sectors.
- 4.9 The objectives of the tourism corporation shall not be limited only to its self sustainment.
- 4.10 Public Private Partnership modules will be encouraged for the new tourism projects.
- 4.11 The Food Craft Institute of Hospitality Training.
- 4.12 Play a pivotal role in obtaining financial assistance from the Department of Tourism, Government of West Bengal, and loans from other financial institutions.
- 4.13 The corporation will establish a cell for the effective implementation of PPP modules across the tourism sector.

B. Promote Heritage Hotels

B1. Definition and Features of Heritage Hotel: Definition of a Heritage Hotel shall be as follows:-

“All those buildings, forts, havelis, kothis and castles that have been

(I) Constructed before 1950

(II) The architectural features of the building should be maintained in harmony with the original architectural design.

(III) Immediate surroundings of the Heritage Hotel should be in consonance with the architectural features of the original building.

(IV) Front elevation, architectural style and general construction practice should exemplify local cultural traditions and features.

(V) Cuisine and catering services of the Heritage Hotel should be clean, hygienic and of good standards, and it should give the flavor and taste of local traditions, services, facilities and immediate surroundings of high quality and standards.

Any extension, improvement, renovation, change in the existing structures should be in keeping with the traditional architectural styles and constructional techniques harmonizing the new with the old.

F. TO PROMOTE WEEK-END TOURISM

There has been a growth in the number of tourists coming from different parts of the Country. Therefore, keeping this in view 'week-end tourism' will be promoted.

12. Ecotourism and Adventure Tourism

12.1 Ecotourism and Adventure activities shall be organized in accordance with the guidelines of the Tourism Department may permit ecotourism/ adventure activity on non-forest Government/revenue land in any part of the GTA area. The activities shall include inter-alia:-

- Camping
- Trekking
- Angling
- Water Sports
- Cycle Safari
- Riding Trail
- Photo Safari
- White Water Rafting
- Rock Climbing/Mountaineering
- Para Sailing/Para Gliding
- Hot Air Ballooning

12.2 Applications shall be invited by the Tourism Department from private-sector investors for undertaking such activities.

12.3 Government land required for such activity shall be made available on license for a nominal fee for a period of 5 to 15 years.

12.4 If the proposed activity demands significant construction of a permanent nature, the proposed investment shall be considered long term and land shall be made available through the Development Agreement.

12.5 Duration of license, fee and other terms and conditions for any kind of Tourism activity shall be finalized by a Committee constituted for said purpose.

14. Film Tourism

Film producers have shown keen interest for location shooting in GTA area. Producers face a lot of difficulties in coordinating with various Departments for permissions and clearances. Henceforth, GTADTC Ltd. shall coordinate with various Departments for their permissions and clearances on a best-effort basis.

15. Tourism Development Council

15.1 GTA Tourism Development Council: To provide vision, leadership and ensure convergence, GTA Tourism Development Council shall be set up under the Chairmanship of the Hon'ble Chief Executive GTA, Executive Members GTA, MLA's, Chairman Municipalities and officers of other Departments, representatives from the tourism sector, voluntary organizations and other stakeholders shall be nominated as members of this apex body.

18. Interdepartmental Coordination

An empowered Committee shall be set up under the Chairmanship of the Principal Secretary comprising the Secretaries of the concerned departments to resolve such matters that may require interdepartmental coordination.

19. To Promote Sustainable Tourism

Department of Tourism shall undertake necessary studies to identify such tourism activities which adversely impact sustainability and wherever necessary take steps to regulate them. To ensure community participation, effective strategy of IEC (Information, Education and Communication) shall be used. GTA Tourism Development Council shall play the crucial role of ensuring joint participation of all the Departments and stakeholders in this endeavor.

20. Skill Development and Training for Youth

The Food Craft Institute of at Darjeeling organizes vocational training programs for youth in Front Desk Management, House Keeping and Food & Beverage Services. This shall further be strengthened.

GTA tourism policy shall be reviewed every year.



जि. टि. ए.-को पर्यटन नीति

१. मूल विचार

- परिवेश र संस्कृतिको संरक्षण गर्दै अनि जीवनको गुणस्तर वृद्धि गर्दै दायित्वपूर्ण र पर्यटनको विकास गर्नु।

२. उद्देश्य : 'साखाक्य'

- पर्यटन 'दे दार्जीलिङ वे'

३. निदेशात्मक नीतिहरू

- नीजि लगानीलाई प्रेरित गर्नका निम्ति संस्थागत ढाँचाको निर्माण गर्नु।
- दीर्घजीवि पर्यटनका लागि प्रभावकारी नीति-नियमको प्रक्रिया स्थापित गर्नु।
- पर्यटकहरूका लागि स्वागत, सहयोग, सूचना, स्वास्थ्य, सुरक्षा र ढाँटागत सुविधाका बन्दोबस्त गर्नु।
- पर्यावरण संरक्षणप्रति जनगणलाई सचेत गराउनका निम्ति इकोटुरिजमलाई विकास गर्नु।
- पर्यटनक्षेत्रसित सम्बन्धित सबै सरकारी विभागहरू नीजि सङ्गठनहरू, समुदाय आदिलाई सक्रिय र

सङ्गठित तुल्याउनु।

- पब्लिक प्राइभेट पार्टनसिप (पिपिपि)मार्फत् पर्यटनको उन्नति गर्नु।

४. रणनीति

- नीजि लगानीकर्तालाई आकर्षित गर्न पारदर्शी नियमावली र पद्धति स्थापित गर्नुपर्छ।
- अध्ययन र खोजको आधारमा सूचनाहरू बटुली बजारको निक्यौल गर्नुपर्छ।
- पर्यटकहरूमा अनुभवलाई सम्पन्न गर्नका लागि स्पष्ट र पर्याप्त ज्ञानकोषको केन्द्र बनाउनुपर्छ।
- बाटोघाटो, खानेपानी, बिजुली, स्वास्थ्य, यातायात अनि मैला-व्यावस्थापनजस्ता आधारभूत

कुराहरूप्रति पर्याप्त ध्यान दिनुपर्छ।

- स्थानीय संस्थाहरूलाई सचेत बनाएर उनीहरूको सक्रिय सहभागितालाई प्रेरित गर्नुपर्छ।
- स्थानीय मेला, स्थानीय खानपिन, लुगाफाटा, कलाकृति, हस्तकला र परम्परा/संस्कृतिलाई विकसित

गर्नुपर्छ।

- इको टुरिजमका लक्षित स्थानहरूमा प्राकृतिक संसाधनलाई विकसित र सुरक्षित राख्न आवश्यक कार्य

गर्नुपर्छ।

- धार्मिक पर्यटनमा लक्षित क्षेत्रका निम्ति सटीक योजना बनाई काम गर्नुपर्छ।



- पोखरी आदिमा पर्यटकका सुविधा विकास गर्नु।
- तीन पाहाडी महकमासित सोझै बागडोगराबाट हवाई-यात्राको बन्दोबस्त गर्नुपर्छ।
- साहसिक-पर्यटनलाई प्रोत्साहित गर्न स्थानीय संस्थाहरूसित आवश्यक संयोजन गर्नु।
- रोप-वे/केवलकार आदि जस्ता माध्यम सम्भावित क्षेत्रमा जडान गर्नु।
- नयाँ नयाँ पर्यटक-स्थलहरूका सम्भावना खोज्नुपर्छ।
- दार्जिलिङ पर्यटनको सार बनाएर चिया र टोयट्रेनलाई अघि लाउँदै आवश्यक कार्य गर्नु।
- पर्यटकका निमित्त पर्यटनकाललाई बढाउनु अनि लेखक/ कलाकार/ सङ्गीतकार आदिका भेला आयोजना गर्नुपर्छ।

- शैक्षिक- पर्यटन : घरेलु र अन्तर्राष्ट्रिय बजारलाई विशेष ध्यान दिनु।
- महाविद्यालयमा पर्यटन विषय शिक्षा प्रदान गर्नु। पर्यटनलाई भोकेसनल विषय बनाउनु।
- जि.टि.ए. क्षेत्रमा 'पर्यटन प्रेमी' मानिसहरूलाई प्रशिक्षण दिई तयार गर्नु।
- रोजगारीका मौका प्रदान गर्नका निमित्त युवावर्गलाई गुणात्मक प्रशिक्षण दिनु।
- पर्यटन-प्रकल्पलाई मौका दिनु जमिन-सङ्ग्रह तयार राख्नु।
- पर्यटन-केन्द्रमा मनोरञ्जनका सुविधा उपलब्ध गराउनु।
- स्वास्थ्य-पर्यटनलाई विकास गर्नु पर्यटन-विभागले सम्बन्धित अरू विभागलाई विश्वासमा लिनु।
- सबै विभागमा 'पर्यटन-योजना' एक विशेष अङ्ग बनाएर राख्नु।
- धरोहर-पर्यटनलाई प्राप्ति र विकसित गर्नु।
- पर्यटन-क्षेत्रमा २४x७ बिजुलीको नियमितता कायम गर्नु।

५. गोर्खाल्यान्ड क्षेत्रीय प्रशासन पर्यटन विकास निगम लिमिटेडको निर्माण गर्नु।

गोर्खाल्यान्ड क्षेत्रीय प्रशासन विकास निगम लिमिटेडका भूमिकाहरू यसप्रकार हुनेछन् :

- व्यापारिक क्रियाकलापलाई परिभाषित गरेर नीजि लगानीकर्तालाई आकर्षित गराउन मुख्य भूमिका निर्वाह गर्नु।

- नाफा आर्जन गर्न नसक्ने केन्द्रलाई कम मियादका निमित्त नीजि लगानीलाई सुम्पनु।
- जिटिए क्षेत्रभरि आफ्ना व्यापारिक इकाईहरूलाई मात्र ध्यान नदिएर सर्वाङ्ग पर्यटन व्यवसाय विकसित गर्नु।

- पर्यटन व्यवसायमा आइपर्ने समस्याहरूबारे विशेष चर्चा नियमित रूपमा राखेर सबै पर्यटन व्यवसायसित सम्बन्धित निकायलाई संलग्न राख्नु।

- नीजि लगानीलाई तान्नका निमित्त आजसम्म अविकसित रूपमा रहेका स्थानहरूलाई चिन्हित गर्दै लगानी लगाउनु।

- नयाँ पर्यटन केन्द्र वा पुराना पर्यटन केन्द्र आदिबाट आर्जन गरिएको धनराशिलाई नव्य केन्द्रहरूको खोज



रव्यावस्थापनमा खर्च गर्नु।

- यस संस्थाअन्तर्गत नै 'फुड क्राफ्ट इन्स्टिट्युड अव हस्पिटालिटी ट्रेनिङले कार्य गर्नेछ।
- भारत सरकार र पश्चिम बङ्गाल सरकारका पर्यटन विभागहरूबाट आर्थिक सहयोग हासिल गर्न प्रमुख भूमिका निर्वाह गर्ने।
- पि पि पि मोड्युललाई व्यावहारिक रूपमा उतार्न छुट्टै सेलको गठन गर्नु।

६. धरोहर-होटललाई विकास गर्नु

धरोहर-होटलका परिभाषा र विशेषता यी हुनेछन्,

ती जम्मै भवन, किल्ला, हवेली, कोठी आदि

- जुन १९५० भन्दा अघि बनिएका हुन्
- भवनका मौलिक भवन-निर्माणकलालाई यथावत राखिएको छ भने।
- धरोहर होटलका परिवेश आदि पनि यस भवनकलासित सादृश्य राखेर उभेका छन् भने।
- होटलको अधिल्लो भाग, भवन शैली र निर्माण भङ्गीले स्थानीय परम्परा र विशेषता बोकेका छन् भने।
- खानपिनको सुविधा, पकवानआदि सफा, स्वस्थवर्द्धक र राम्रो स्तरको रहनु आवश्यक छ। यसले स्थानीय सुगन्ध, स्वाद, परम्परा, सेवा र सुविधा उच्च स्तरमा बोक्नु जरुरी छ।
- होटलको थप निर्माण वा पुनर्निर्माण आदि गरिँदा परम्पारिक भवन-कला र शैलीलाई अक्षुण्ण राख्नु अनिवार्य छ।

७. सप्ताहान्त पर्यटनलाई विकसित गर्नु।

- देशका विभिन्न स्थानबाट पर्यटकहरू आउने क्रममा वृद्धि भएको छ। यसलाई मध्यनजर गर्दै सप्ताहान्त (विकेन्ड) पर्यटनलाई विकास गर्नुपर्छ।

८. इको-टुरिज्म र साहसिक पर्यटन

- इको टुरिज्म र साहसिक क्रियाकलापहरू आयोजित गर्दा पर्यटन विभागका नियमावलीलाई अनुसरण गर्नुपर्छ।
- जङ्गलरहित सरकारी वा गैरसरकारी जमिनमा जिटिए क्षेत्रभरि यसप्रकारका कार्यक्रम आयोजित गरिनुपर्छ। क्रियाकलापहरू यसप्रकार छन्:
 - क्याम्पिङ
 - ट्रेकिङ
 - एङ्लिङ



- वाटर स्पोर्टस
- साइकल सफारी
- राइडिङ ट्रेल
- फोटो सफारी
- वाइट वाटर राफिटिङ
- रक क्लाइम्बिङ / माउन्टेनियरिङ
- प्यारा सेलिङ/प्यारा ग्लाइडिङ
- हट एयर बेलुनिङ

- यी कार्यहरूका निम्ति नीजि लगानीकर्ताहरूबाट पर्यटन विभागलाई आवेदनका निम्ति अनुरोध गर्नेछ।
- ५ देखि १५ वर्षसम्मका लागि उपर्युक्त योजनालाई कार्यान्वयन गर्नका निम्ति सटीक दाममा सरकारी जमिन लाइसेन्सअन्तर्गत उपलब्ध गरिन्छ।
- प्रस्तावित कार्यका निम्ति यदि स्थायी प्रकृतिको निर्माणकार्य गर्नु परे, प्रस्तावित लगानीलाई दीर्घमियादी रूपमा लिइने छ अनि विकास सम्झौता-अनुरूप जमिन उपलब्ध गराइनेछ।
- यस पर्यटन सम्बन्धित लाइसेन्सको मियाद शुल्क र अन्य नियमावली सम्बन्धी अन्तिम निर्णय यसै कार्यका लागि बनाइएको एक विशेष समितिले गर्नेछ।

९. चलचित्र-पर्यटन

- चलचित्र निर्माताहरूले जिटिए क्षेत्रमा छायाङ्कनका लागि रुचि लिइरहेका छन्। निर्माताहरूलाई छायाङ्कनका लागि अनुमित पाउन विभिन्न विभागहरूमा असुविधाका सामना गर्नु परिरहेछ। अबउसो, जिटिए डि सि सि-ले विभिन्न विभागसित संयोजना गरी अनुमति हासिल गर्न अग्रसरित रहनेछ।

१०. पर्यटन विकास परिषद्

- जिटिए पर्यटन विकास परिषद् : माननीय प्रमुख कार्यपाल जिटिए, कार्यकारी सदस्यहरू जिटिए, विधायकहरू, नगरपालिका अध्यक्ष, अन्य विभागका अधिकारीहरू पर्यटन प्रभागका प्रतिनिधिहरू, स्वयंसेवी संस्थाहरू र अन्य निवेशकहरू सबै यस संस्थाका मनोनित सदस्य रहने छन्।

११. अन्तर्विभाग संयोजन :

- यदि अन्तर्विभाग संयोजनमा कुरा सुलझाउनु पर्ने स्थिति आइपरे मुख्य सचिवको अध्यक्षतामा विभागीय सचिवहरूका समितिले गर्नेछ।



१२. दीर्घमियादी पर्यटनलाई प्रोत्साहन प्रदान गर्नु।

● पर्यटन विभागले कुन तत्त्वबाट दीर्घमियादी पर्यटन प्रभावित भइरहेछ त्यसबारे अध्ययन गर्न छ अनि त्यसलाई नियमित गर्ने उचित पाइला चाल्ने छ।

● सामुदायिक सहभागिताका निम्ति आई. ई. सी. (इन्फरमेसन्स एडुकेसन अनि कम्युनिकेसन)-लाई प्रयोग गरिनेछ। जिटिए पर्यटन विकास परिषद्ले यस सम्बन्धी सबै विभागलाई समन्वित गर्न अग्रिम पाइला चाल्नेछ।

१३. प्रतिभा-विकास र युवालाई प्रशिक्षण

● फुड क्राफ्ट इन्स्टिट्यूट अन्तर्गत दार्जिलिङ-ले भोकेसनल प्रशिक्षणको विविध विषयमा कार्यक्रमहरू युवावर्गका निम्ति आयोजित गर्दछ। यसलाई अझ प्रभावकारी बनाउनुपर्छ।

१४. प्रत्येक वर्ष यी नीतिहरूमाथि पुनर्विचार गरिने छ।