

**M.R Patnaik, IAS**

Dir. & Addl. Secretary  
Department of Tourism,  
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&  
Managing Director,  
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**Department of Tourism**

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No. 4283 TSM, Bhubaneswar  
T.TSP-II(F)-72/14

Dt. 09.05.14

To

- The Chairman, Hotel & Restaurant Association, Bhubaneswar
- The President, Travel Agents Association of Odisha, Bhubaneswar
- The President, Odisha Tour Operators Association, Bhubaneswar
- The President, Hotel Association of Puri
- The President, Travel & Restaurant Association of Odisha, Bhubaneswar
- The Secretary, Odisha Tourist Guide Association, Bhubaneswar

**Sub: Guidelines for participation in Overseas Tourism Events**

Sir,

In inviting a reference to the subject cited above, I am directed to say that, it was under active consideration of the Tourism Deptt. to issue Guidelines relating to participation in Overseas Tourism Events as per the Odisha Tourism Policy, 2013. The Guidelines and Application Form for participation in Overseas Tourism Events for promotion of Odisha Tourism is enclosed for your reference.

You are therefore requested to circulate it among all your ~~members~~ members for information.

Yours faithfully,

Memo No. 4284 TSM

Copy forwarded to All ADT, Tourist office, New Delhi/Kolkata/Chennai / All Tourist Officers for information and necessary action.

*etc*  
Director & Addl. Secretary to Govt.  
Dt. 9-5-14

Memo No. 4285 TSM

Copy forwarded to P.S. to Hon'ble Minister, Tourism / P.S. to Commissioner-cum-Secretary, Tourism / P.S. to Director & Addl. Secretary, Tourism for information of Minister, Tourism / Commissioner-cum-Secretary & Director & Addl. Secretary.

Director & Addl. Secretary to Govt.  
Dt. 9.5.14

Memo No. 4286 TSM

Copy forwarded to Managing Director, OTDC Ltd. for information and necessary action.

Director & Addl. Secretary to Govt.  
Dt. 9.5.14

Director & Addl. Secretary to Govt.  
Dt. 9.5.14



**Government of Odisha**  
**Department of Tourism & Culture**  
**(Tourism)**

**GUIDELINES FOR PARTICIPATION IN OVERSEAS TOURISM EVENTS**

Tourism promotion and publicity is one of the major functions of the Tourism Department. With a view to promote and market the tourism products of the State, Odisha Tourism in association with the Tourism Stakeholders/Service Providers of the State participates in many Overseas Tourism Trade Fairs, Exhibitions and Road Shows. Over a long period of time, it was under active consideration of the Department to provide certain incentives to such Stakeholders/ Service Providers so that they participate in great number in a unified manner, present in one platform with a common agenda of promoting the tourism potential of the State as a preferred destination.

The Tourism Policy 2013 has envisaged certain incentives for participation in selected Overseas Tourism Events. The Department of Tourism provides financial assistance to approved Tourism Service providers, i.e Tour Operators, Travel Agents, Hoteliers, approved by the Ministry of Tourism and Odisha Tourism Department. With a view to allow the Service Providers to avail such incentives, a broad guideline is issued as under.

**Terms & Conditions:**

**Participation in Overseas Tourism Trade Fairs, Exhibitions and Roadshows**

As per the provision contained in the Tourism Policy, the Department of Tourism provides financial assistance to Tourism Service Providers approved by the Department of Tourism, Odisha and Ministry of Tourism, Govt. of India for participation in tourism related Fairs, Exhibitions and Road Shows abroad.

1. The Tourism Service Provider such as Tour Operator, Travel Agents, Hoteliers or any such agencies as decided by the Department of Tourism, Government of Odisha shall be eligible.
2. The eligible Tourism Service Provider shall obtain prior approval of the Department of Tourism, Odisha before proceeding abroad to participate in such Fairs, Exhibitions and Road Shows. The application shall be submitted alongwith a copy of Registration Certificate to the Director, Tourism, Paryatan Bhawan, Bhubaneswar, 751014 in the prescribed format at least 14 days in advance.
3. The Agency / Stakeholder claiming such incentives shall be duly registered with Department of Tourism, Govt. of Odisha or Ministry of Tourism, Govt. of India.



4. After participation, the Agency shall submit the detail documents within one month of the completion of the event.
  - a. Details of financial assistance availed during last three year.
  - b. Photocopy of passport highlighting the entries about departure from India and arrival in India.
  - c. Photocopy of air tickets &, boarding pass etc. indicating the name of the traveller, ticket number, flight no, class in which travelled.
  - d. Brief report about the participation and achievements.
5. Tourism Service provider/s can participate only in 2 (two) Overseas Events in one financial year for any agency.
6. In case of participation in Overseas Tourism Events the incentives subject to maximum of 50% of the space rent actually paid and travel expenses subject to maximum of Rs. 75,000/- for each event for 1(one) person (a regular employee /Director /Partner /Proprietor) in shape of travel expenses shall be reimburse. The financial assistance on travel by air from India to any country in economy excursion class on actual basis shall be permissible.
7. Such assistance is limited to participation in two events in a financial year for any agency subject to submission of third party bills and payment details.
8. In all overseas participation, all entry fees, registration fees for badges etc. shall be borne by the agency.
9. The Agency shall submit a detailed report, contacts made, photograph of the event to the DOT within one month after the completion of the Event to ascertain the outcome of the visit.
10. The Tourism Service provider claiming such incentives shall not be under any investigation or charged/prosecuted / debarred / blacklisted by Ministry of Tourism and Department of Tourism, Odisha.
11. The applicant shall furnish a declaration in the prescribed format as under:  
"I do hereby declare that I have not claimed / received any financial assistance for participation in this Fair / Exhibition / Roadshow from Government / Government Agency."
12. On submission of all relevant documents to the Department, if all are found satisfactory, payments may be released within 30 days to the concerned Agencies.

*M. Mohi*  
29/4/14

*M. Mohi*  
29/4/14  
Director & Addl. Secretary

**Application Form for obtaining Prior Approval for Participation in  
Trade Fair / Exhibition and Road Shows abroad Overseas**

1	Name of the Firm with full address	
2	Name & Designation of the person going abroad	
3	Certificate regarding approval of the Agency / Firm by the Department of Tourism	
4	Certificate of Revenue Earnings during the two preceding financial year duly certified by the Chartered Accountant	In INR  In Foreign Exchange (If any)
5	Name of the Fair / Exhibition / Road show participate	
6	Date of Departure from India	
7	Date of Arrival in India	
8	Details of Financial Assistance availed earlier	
	i) Details of countries visited and exhibitions / Road shows participated	
	ii) Name of the Person	
	iii) Dates	
	iv) Amt. received	

Place:  
Date:

Signature  
Designation with Stamp