

TOURISM POLICY

The Government of Maharashtra's tourism policy, announcing "industry status" for tourism was a welcome step. Also the government's declaration to augment investments in tourism up to Rs 30,000 crore came as a respite to the sector. At the same time the policy's impetus to focus on skill development will consequently enhance employment in the tourism sector.

Moreover the tourism policy's intention to boost medical tourism, nature tourism and agriculture tourism will act as a booster to the respective sectors. The Government's proposal to exempt luxury tax, entertainment tax, electricity duty charges and stamp duty on investment on land owned by the Maharashtra Tourism Development Corporation is a huge incentive for the sector. Its offer of additional incentives for tourism projects by women entrepreneurs, tourism projects by special people, and sustainable tourist projects are commendable.

This will promote tourism and bring in the much needed investment and thus generate employment in service sector. The Government must additionally identify suitable agencies to promote tourists destinations to global investors.

AIAI would like to take this opportunity to offer its expertise for the same. AIAI has inked more than 250 MoU with global association to promote trade and Industry.