

# COPING WITH COVID-19

## SURVIVAL AND REVIVAL OF GOA'S TOURISM INDUSTRY

A survey undertaken by the Goa Tourism - 2020



# ACKNOWLEDGEMENT

This report has been prepared by the Research & Analysis Unit (KPMG Advisory Services Pvt. Ltd.) of Goa Tourism Development Corporation Limited (GTDC)

The research team is grateful to the following stakeholders who participated in the survey:

- Industry stakeholders, such as representatives from hotels/guesthouses/hostels, tour and travel operators, adventure & water sports services providers, eco-tourism service providers restaurants, shacks, taxi drivers, photographers, independent entertainment service providers, retailers, spas, casinos, etc;
- Professional associations, such as the Federation of Small and Medium Guest Houses - FOSAM Goa, Goa Miles, the Goa Salon & Spa Association, the Hotels and Restaurants Association, Goa Private property shacks and huts owners association, the Indian Association of Tour Operators (IATO) Goa Chapter, Skal International (Goa), the North Goa Tourist Taxi Owner Association, the Travel & Tourism Association of Goa (TTAG);
- GTDC & Department of Tourism officials;
- Other State Government officials, including the Directorate of Health Services and the Electricity Department;
- And financial institutions.

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# Foreword – Hon’ble Chief Minister



Given the tremendous importance of tourism for Goa, both in terms of revenue and employment, we decided to launch this ambitious exercise to collect enough data and organise our response to Covid-19 accordingly. The present report will help us significantly to plan ahead in our conscious effort towards transforming Goa as “Sustainable Tourism Capital of India”.

The tourism sector, as we know it, is bound to change after this pandemic. Safety, hygiene and sustainability are likely to become the new topmost priorities for tourists. If we manage to address these challenges collectively, public and private sectors together, Goa’s tourism sector may rise stronger than ever – ensuring jobs and livelihood like never before.

The report “*Coping with Covid-19: Survival and revival of the Goa tourism industry*” is the result of a fresh study conducted by Goa Tourism along with KPMG among Goa’s tourism businesses, industry associations, stakeholders, and experts. The recommendations have been crafted keeping in mind the unique ecosystem and economic position of Goa, based on the insights gained from the impact analysis and inputs from leading luminaries in the field of tourism in the state. We are thankful to the KPMG team involved in this project for their hard work and dedication, and their fine understanding of both global challenges and problems specific to Goa – for the Covid19 might be global, yet our response must be local.

We also acknowledge the many hotels, restaurants, tour operators, tourism activities, taxi operators and ancillary tourism activities who have gone all out to provide support during this time of crisis by volunteering support to the Government, running kitchens and distributing food, and even working alongside our health warriors in taking care of people in quarantine centres.

Happy reading!

**Dr. Pramod Sawant**

Hon’ble Chief Minister, Goa

# Foreword – Hon'ble Tourism Minister



Covid-19 has impacted the entire world and has forced countries to enforce strong policies to limit the spread of the pandemic and save mankind. These harsh measures have adversely affected the economy as most revenue generating activities have come to a grinding halt. Nevertheless, however austere the present situation might be, this period of temporary paralysis is also an opportunity to reflect on our future.

I am happy that Goa Tourism has promptly taken the initiative to conduct a survey to understand the present needs the tourism industry. The end result is very detailed and backed with strong data, which is commendable given the limited time available due to the urgency of the situation. The report sheds ample light on the challenges faced by tourism stakeholders of the Goa and suggests action-oriented recommendations to revive the sector.

I would like to offer my sincerest appreciation to KPMG for providing its expert support in these unprecedented times. The report was prepared by KPMG in collaboration with Goa Tourism, various State Government Department and tourism associations of the State.

State Innovation & Transformation Report of strategy for revival of tourism Sectors will help us bring together a structured approach in our action plan.

We will be happy to consider the recommendations provided in this report which will certainly help us to adopt a structured approach for bringing the tourism economy back to normal and help the sector thrive again.

**Shri. Manohar Ajgaonkar**

Hon'ble Tourism Minister, Goa

## Foreword – Chairman, GTDC



The recommendations provided in this report are expected to help the Government of Goa to intervene and kick off tourism activities in the state. After such a deep crisis, tourism in Goa needs to bounce back: it is imperative for us to take bold steps not only to address urgent needs, but also to develop a coherent vision for the future.

Covid-19 can be the opportunity for a new beginning. Goa's tourism industry has to hit the restart button. In post Covid-19 scenario, the role of the government will be to create basic infrastructure, a conducive policy framework, a welcoming business environment, and efficient enforcement mechanisms. The role of private sector and local community will be to offer the best experiences to tourists.

The tourism potential of Goa is extraordinary and goes way beyond its beautiful beaches. Our unique blend of cultures, our lush backwaters, our intense monsoon, our inspiring and relaxing nature, our unmatched greenery, our splendid cuisine: we have so much to offer! It is now the right time to reinvent Goa as a tourism destination and enhance the value generated by the industry, for the benefit of Goa and Goans.

I am hopeful that the report "Coping with Covid-19" will constitute a reference and will be used as an action plan for short-term relief and for the future development of Goa. We appreciate the work of the energetic KPMG team, which has participated in the preparation of this report. I am confident that with our commitment to overcome the impact of the Covid-19 pandemic, Goa will for sure emerge as better than ever.

### **Shri. Dayanand Raghunath Sopte**

Chairman, Goa Tourism Development Corporation (GTDC)

# Foreword – Secretary, Dept. of Tourism



The Covid-19 pandemic has brought about challenges that have affected all of us in different ways. The past few months have seen us rapidly adapting to the changes and, as a result, we find ourselves in a new normal. In this new and evolving reality ensuring hygiene and safety is of paramount importance and, as we emerge from the lockdown, we need to continue exercising caution.

Goa Tourism along with KPMG has undertaken a detailed exercise to come out with a comprehensive set of protocols to be followed across the tourism industry to ensure that we are prepared to deal with challenges posed by Covid-19 even as we open up our destinations to welcome visitors again.

These protocols have been formulated to create a safe and reassuring environment for all tourists in Goa and there by recreating thriving tourism sector in Goa. The guidelines also take care for the health and safety of the tourism workforce to guarantee that all stakeholders can productively contribute to Goa's economy.

The guidelines are based on recommendations from authorities such as WHO, FSSAI, Ministry of Health and Family Welfare and Ministry of Tourism, Government of India and refined through detailed inputs taken from key stakeholders of the travel, tourism, and hospitality industry of Goa, as part of the present study.

Tourism is an important economic driver for Goa and our Government shall take all steps necessary so that the sector can emerge from this crisis stronger, more resilient, and with more value generated. Through a collaboration between the government, the industry and tourists, we can ensure that even in this new normal, visiting Goa continues to be a safe and a memorable experience.

**J. Ashok Kumar, IAS**

Secretary Tourism, Govt. of Goa

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# EXECUTIVE SUMMARY

The report reflects the impact of the COVID-19 pandemic on the tourism industry in Goa and offers recommendations to allow tourism stakeholders to survive, revive and thrive. The tourism industry in Goa is estimated<sup>1</sup> to contribute to 16.43% of the nominal state GDP and employs 35% of the state's employed population. The worldwide lockdown imposed due to the pandemic has severely impacted the travel & tourism industry.

To estimate the impact of the ongoing crisis, GTDC's Research and Analysis Unit (KPMG Advisory Services Pvt. Ltd.) undertook a quantitative survey among tourism industry stakeholders starting from 10<sup>th</sup> April 2020. To understand the challenges and concerns of the diverse actors involved in tourism, qualitative interviews were also conducted with various heads of industry associations, government departments and financial institutions. The impact of the pandemic on Goa tourism has been estimated on the basis of the survey.



Recommendations were drafted with the objective not only to revive the tourism industry from the crisis but also to strengthen the sector by eliminating pre-COVID issues in Goa.



## Protecting

- Checkpoints and screening at all entries
- Specific SOPs for the tourism industry



## Relieving

- Declare tourism as a priority industry
- Inject liquidity through nodal bank(s)
- Facilitate payment of dues
- Lighten up tax burden
- Financial boost for tourists



## Reinventing

- Value over Volume
- Responsible tourism as a roadway to sustainability
- Strategic products:
  - Eco-tourism
  - Wellness
  - Culture & Heritage
  - Goa's waters



## Supporting

- New PR agency for marketing
- New Tourism Board for investments
- New platform for pilot projects
- New capacity-building workshops for the industry



## Restructuring

- Crackdown on illegal activities
- Eco-tourism policy
- Jetty policy
- Easing investments in the State

The suggested financial relief measures to support the tourism industry are to be facilitated both by the central and state governments. The measures do not involve direct disbursement of financial relief, but will allow to ease the financial burden on tourism business units.



<sup>1</sup> The estimation was made by KPMG on the basis of survey data, secondary data and projections.

# INTRODUCTION

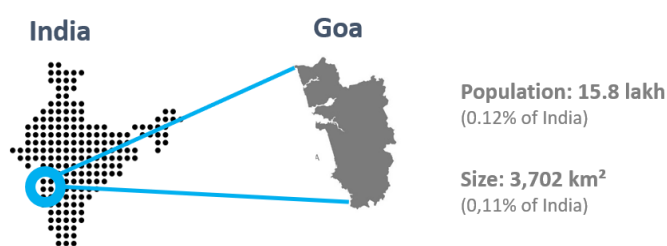


# 1.Introduction

Before the Covid-19 pandemic broke out and shook the planet, the global tourism industry was flourishing at full swing. Pushing factors were numerous: increased mobility, higher purchase power, evolving cultural norms favourable to travel, growing travel bug among the most populous nations such as China and India, etc. All indicators were green for the tourism industry. In 2019, as per the United Nations World Tourism Organization<sup>2</sup>, an increase of 4% in international tourist arrivals was recorded across the world.

## 1.1. Tourism in Goa

Goa has been one of the most prominent tourist destinations in India and is often considered as a global tourism brand name. In 2018-2019, the state welcomed over 70.8 lakh domestic and 9.3 lakh foreign tourists, as per official figures. The actual tourist footfall could be up to



1.5 cr., if we also consider unregistered tourism activities, as this report will explain later. The present survey estimates that 35 % of the workforce in Goa is involved in the tourism industry, which is equivalent to approximately 2.08 lakh jobs. In the recent years, the state witnessed a drop in mining activities, which used to be a major contributor to the state economy. This has further increased the dependence on the tourism industry. This report estimates that the tourism sector contributes to 16.43% to the state GDP, generating a total revenue of Rs. 12,681 cr. in 2019.

	India		Goa		
<b>Footfall</b>	Domestic footfall <b>18,500 lakh</b>	International footfall <b>1,070 lakh</b>	Domestic footfall <b>70.8 lakh (0.4%)</b>	International footfall <b>9.3 lakh (0.9%)</b>	<b>10<sup>th</sup></b> State in terms of FDA
<b>Workforce</b>	<b>426 lakh jobs</b>	8.1 % of India's workforce	<b>2.1 lakh jobs</b>	35 % of Goa's workforce	
<b>Total revenue (2019)</b>	<b>Rs. 32,050 lakh crore</b>		<b>Rs. 12,681 crore</b>		
<b>Total share of tourism in GDP</b>	<b>9.2%</b>		<b>16.43%</b>		

Sources for India: Census of India, Ministry of Tourism, WTO  
Sources for Goa: KPMG survey, Census of India, Ministry of Tourism

<sup>2</sup> International tourism growth continues to outpace the economy, UNWTO, 28 June 2019

### Goa 's tourism story

1960s: Western tourists started arriving on Goan beaches, mostly part of the Hippie wave.

1970-1980s: local villagers in the coastal belt, fishermen, and small traders gave shelter to tourists

1990s: professionalization of the tourism industry

2000-2010s: strong rise of domestic tourism, Goa becoming an iconic destination for Indians

2020: Covid-19: a turning point in Goa's tourism trajectory?



## 1.2. The COVID-19 pandemic: a major disrupter

	First case detected in India	India suspends issue of visas		Intl flights suspended		Domestic flights suspended	
<b>11/01/2020</b>	<b>30/01/2020</b>	<b>13/03/2020</b>	<b>14/03/2020</b>	<b>22/03/2020</b>	<b>24/03/2020</b>	<b>25/03/2020</b>	<b>...</b>
China announces its first death		1 <sup>st</sup> death in India	Center declares the pandemic as 'notified disaster'		Beginning of nationwide lockdown		Nationwide lockdown continues as on date

The global economy is now under enormous strain with the fallout from Covid-19 virus. The travel and tourism industry is among the hardest hit. The lockdown imposed by governments across the world to contain the spread of the virus have nearly completely immobilized tourism activities. And even when movements of populations resume, the expected reluctance of world citizens to travel in the time to come is likely to perdure.

The Covid-19 crisis represents a genuine earthquake for the tourism industry. Beyond massive economic losses, the pandemic is questioning the very essence of the travelling. Crossing borders, venturing in unknown territories, meeting strangers: what used to make the charm of tourism has effectively facilitated the spread of the virus. Behavioural changes are expected in terms of how, where and why a person would travel. The aftershock of the pandemic is still difficult to fully imagine.

## 1.3. Assessing the impact of Covid-19 in Goa

Given the importance of tourism in Goa's economy and given the intensity of the Covid-19 crisis across the world, the Goa Tourism Development Corporation (GTDC) undertook a survey to investigate the impact of the pandemic on the Goan tourism industry and help devise a response strategy.

The goals of the present study were to:

- 1) Quantitatively assess the impact of the Covid-19 crisis on Goa's tourism industry, particularly in terms of loss of earning and potential job cuts, so as to better understand immediate needs of industry stakeholders;
- 2) Collect suggestions from industry stakeholders regarding their expectations from the government to cope with the crisis;
- 3) Collect qualitative insights regarding the strategy Goa should embrace to revive tourism, not only in the aftermath of the Covid-19 turmoil, but also considering the shortcomings Goa's tourism industry has been displaying in the last few years;
- 4) Establish an action-plan comprising short-term and long-term initiatives to put tourism back on tracks, in a sustainable manner.

# SURVEY METHODOLOGY



*Photo: Curtorim*



Timeframe of the study

10<sup>th</sup> April to 25<sup>th</sup> May, 2020



Summary of research methods

**Core methods**

- Quantitative survey (546 respondents)
- Qualitative survey (40 in-depth interviews)

**Additional methods**

- KPMG survey on Tourism Decline in Goa(Jan 2020)
- KPMG survey on demand for sustainable tourism products among Indian tourists (April 2020)
- KPMG survey on Indian domestic tourists (2019)



Quantitative data

**Survey tool**

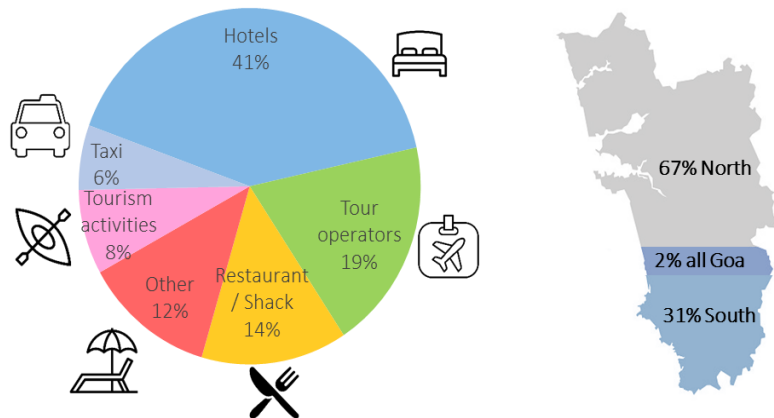
Online questionnaire

**Sampling approach**

Universal approach: every business unit involved in tourism in Goa was invited to participate in the study via newspaper articles, social media publications, phone calls and messaging

**Sample**

579 respondents



**Statistical significance**

± 4.0% margin of error with a confidence level of 95%



Qualitative data

**Survey tool**

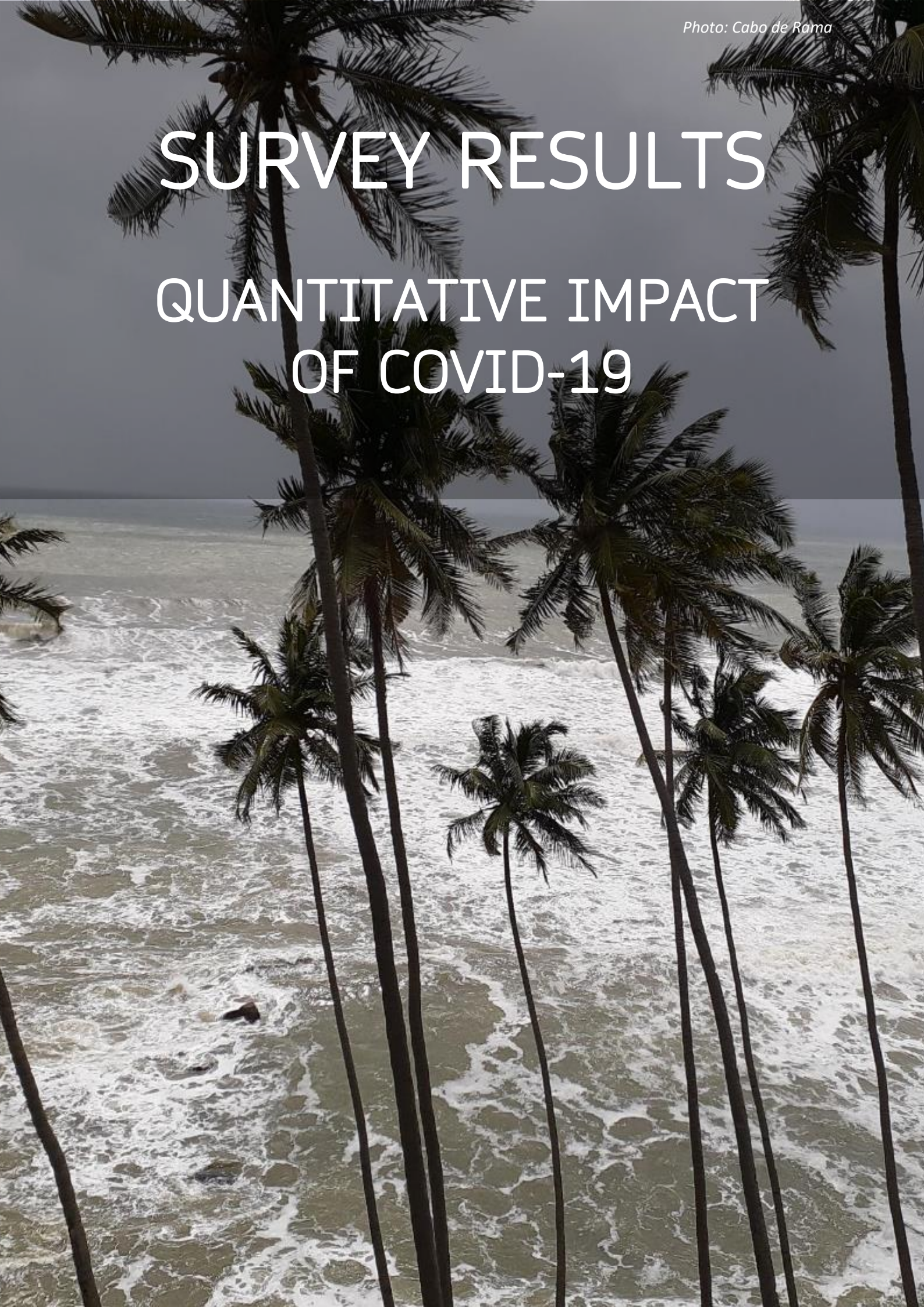
Open questionnaire administered either face-to-face or through phone calls

**Sample**

- 40 respondents:
- Business owners
  - 8 industry associations
  - Government departments
  - Financial institutions

# SURVEY RESULTS

## QUANTITATIVE IMPACT OF COVID-19



# 3.The impact of Covid-19

## 3.1. Overall volume of tourism in Goa

Although the survey focused on the Covid-19 crisis on its on-going impact on the tourism industry, large-scale data collection also constituted an opportunity to measure with greater rigor than ever before the volume of tourism activities in Goa’s economy.

### 3.1.1. Size of the informal sector

In order to capture the actual size of the tourism industry, it was required to take into account both the formal and the informal sectors. In Goa, unregistered tourism activities are very prevalent and very much visible. *“Illegal hotels are the elephant in the room: everybody knows about it”* told the owner of a hotel.

Unregistered activities include business units operating without license or operating at a higher volume of activities than officially declared (for instance a hotel with a license for 20 rooms actually running 30 rooms). The Small and Medium Hoteliers’ Association estimates that up to 87% of rooms available for tourists in Goa are unregistered. The present survey estimates that the overall proportion of tourism activities operating without registration could be up to 43%. This includes:














- Hotels (59% of unregistered),
- Other accommodations (99% of unregistered),
- Guides (71% of unregistered),
- Beach photographers and other freelancers (98% of unregistered),
- Water sports & adventure activities (33% of unregistered)
- Travel agents (29% of unregistered).
- Tourist taxi (9% of unregistered)

The number of registered units was collected from the database of the Department of Tourism while the number of unregistered units was estimated based on the data available on online platforms such as Oyo, Airbnb, and Booking.com, inputs from tourism associations and observations on the field. In addition to these registered and unregistered units, the survey also considered other tourism activities which do not require registration at the Department of Tourism, restaurants and other ancillary entities. In total, it was estimated that 39,694 business tourists – formal or informal - are currently operating in the tourism sector in Goa.



Tourism business units operating  
without DoT registration (estimate)

**43%**

			
	Number of units registered with DoT	Proportion of unregistered units	Estimated total number of units
 Shacks	382	0%	382
 Travel operators Events organizers	633	41%	1,076
 Tourism activities	772	33%	1,158
 Guides	77	71%	270
 Freelancers	20	98%	1,174
 Hotel Category A	76	16%	91
 Hotel Category B	252	29%	353
 Hotel Category C	715	43%	1,247
 Hotel Category D	2,784	64%	7,656
 Villas	8	98%	408
 Flats Vacation homes	0	100%	6,000

### 3.1.2. Contribution of tourism to Goa's economy

The estimation of the volume of unregistered activities, along with the data collected from the survey, allowed to extrapolate the actual revenue generated by the tourism industry in 2019, including both formal and informal business units.

	Average number of months of operation	Average number of customers per day (2019)	Average spend per customer	Total revenue in 2019
<b>All Goa tourism industry</b>				<b>Rs. 12,681 cr.</b>
<b>All accommodations</b>				<b>Rs. 7,068 cr.</b>
<i>Category A (4* and above)</i>	11.9	79% occupancy	Rs. 8,000 (ARR)	<i>Rs. 2,423 cr.</i>
<i>Category B (3*)</i>	11.7	73% occupancy	Rs. 4,000 (ARR)	<i>Rs. 1,628 cr.</i>
<i>Category C (1 &amp; 2*)</i>	11.2	69% occupancy	Rs. 2,300 (ARR)	<i>Rs. 1,197 cr.</i>
<i>Category D (guesthouse)</i>	10.8	62% occupancy	Rs. 1,200 (ARR)	<i>Rs. 923 cr.</i>
<i>Villas</i>	9.5	50% occupancy	Rs. 25,000 (ARR)	<i>Rs. 727 cr.</i>
<i>Vacation homes</i>	9.5	60% occupancy	Rs. 833 (ARR)	<i>Rs. 171 cr.</i>
<b>Restaurants / Shacks</b>	9	40	Rs. 450	<b>Rs. 1,801 cr.</b>
<b>Tourism activities</b>	10	25	Rs. 800	<b>Rs. 691 cr.</b>
<b>Travel operators / Events</b>	12	2	Rs. 25,000	<b>Rs. 1,862 cr.</b>
<b>Other ancillary entities</b>				<b>Rs. 1,259 cr.</b>
<i>Taxi</i>	10.6	1.5	Rs. 835	<i>Rs. 664 cr.</i>
<i>Guides</i>	7.5	5	Rs. 200	<i>Rs. 6 cr.</i>
<i>Freelancers (photographer, musician, etc.)</i>	7.5	3	Rs. 350	<i>Rs. 28 cr.</i>
<i>Others (suppliers, souvenirs shops, beach beds, etc.)</i>				<i>Rs. 561 cr.</i>

In 2019, the total GDP of Goa was equivalent to Rs. 77,200 cr., which implies that the tourism industry contributes to 16.43 percent of the total economy of the state.



Share of tourism in Goa's GDP **16.43%**

### 3.1.3. Tourism contribution in terms of employment

	Number of units	Workforce per unit		Total workforce
	<i>Formal and informal</i>	<i>Min</i>	<i>Max</i>	<i>Cumulated</i>
<b>All businesses</b>				<b>208,359</b>
<b>All accommodations</b>				<b>114,546</b>
<i>Category A</i>	91	100	527	28,538
<i>Category B</i>	353	45	100	25,593
<i>Category C</i>	1,208	6	30	22,135
<i>Category D</i>	7,656	2	8	38,280
<b>Other accommodations</b>				<b>6,816</b>
<i>Villas</i>	408	0	4	816
<i>Flats, second homes, etc.</i>	6,000	0	2	6,000
<b>Restaurants</b>	4,353	4	20	<b>43,008</b>
<b>Tourism activities</b>	1,081	3	10	<b>7,527</b>
<b>Tour Operators / Events</b>	1,785	3	30	<b>17,754</b>
<b>Others</b>				<b>18,708</b>
<i>Taxi</i>				16,677
<i>Guides</i>				270
<i>Freelancers and other</i>				1,761

Tab – Estimated number of jobs, per tourism segment

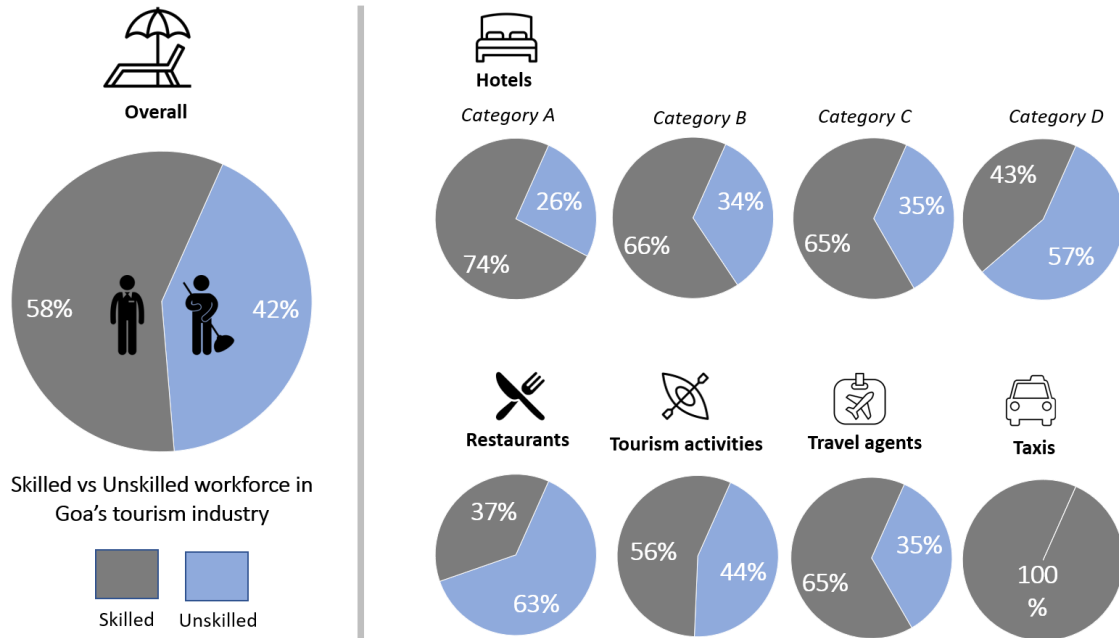
The total number of workers employed in the tourism industry in Goa was 208,359. In the state, the total workforce was 599,637<sup>3</sup> in 2019, which implies that the tourism industry contributed to 35% of employment.



<sup>3</sup> Based on workforce participation rate for Goa in the year 2011, and projected population of Goa. Sources are Ministry of Statistics and Programme Implementation and the Census (2011).

### 3.1.4. Skilled vs Unskilled workers

According to the survey, 42 percent of the workforce of Goa’s tourism industry was unskilled. Smaller hotels, restaurants and tourism activities were the segments which featured the highest number of unskilled workers.

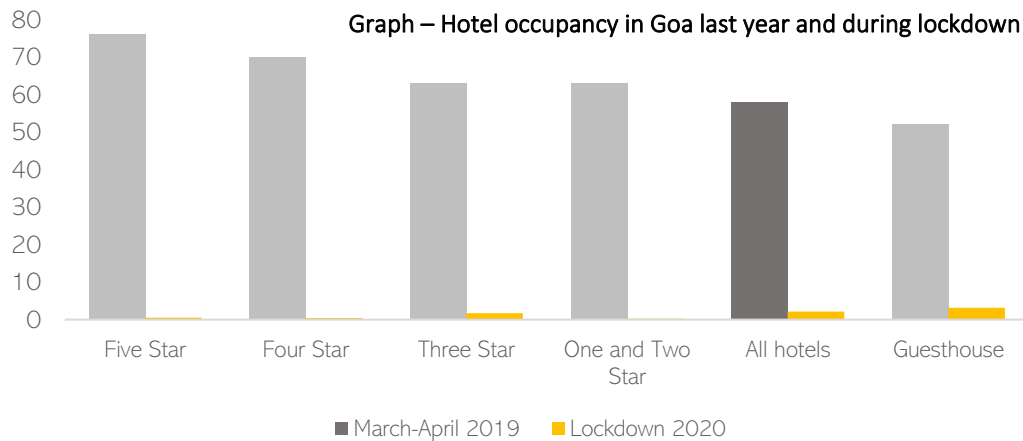


Tab – Skilled VS. Unskilled workers, per tourism segment

## 3.2. Financial loss induced by the Covid-19 crisis

### 3.2.1. Tourism operations have come to abrupt halt to due lockdown

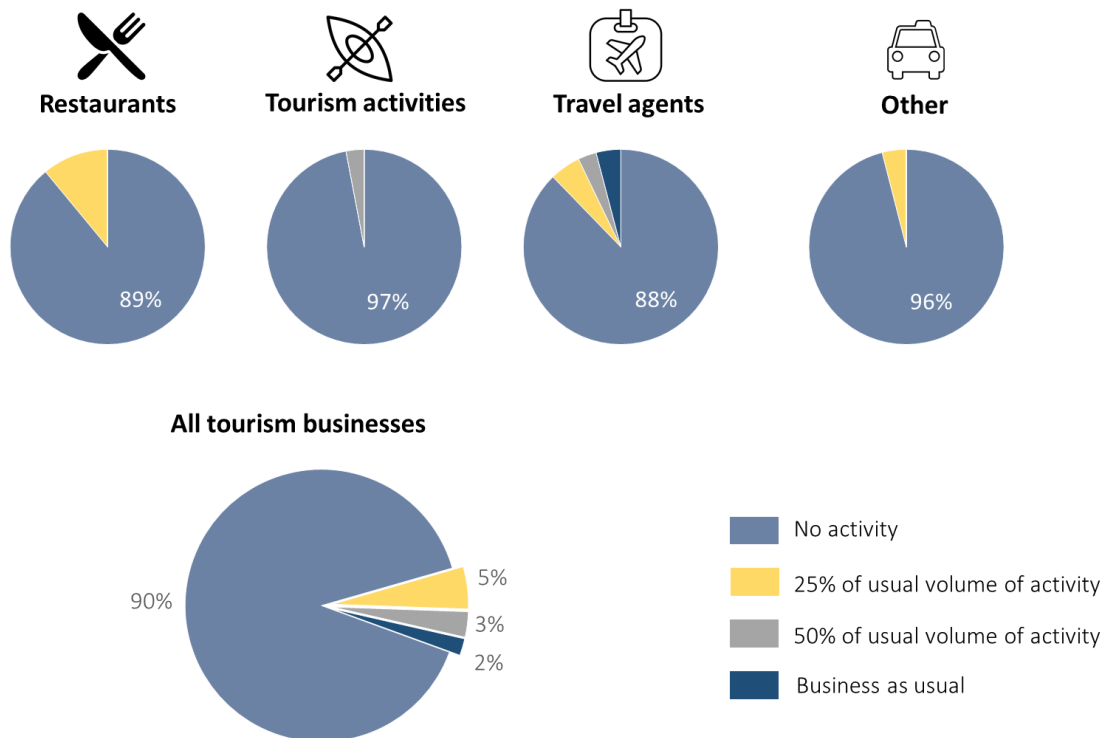
After 24 March 2020, when a complete lockdown was enforced across India, tourism activities in Goa almost completely stopped. For hotels, the average room occupancy collapsed to 2.1%, as compared to 58% the previous year at the same period.



As thousands of tourists, especially foreigners, remained blocked in Goa after the lockdown was announced, a few hotels continued accommodating a certain number of guests, at least for a few weeks. In the rest of the tourism industry, 90 percent of tourism businesses reported that they completely shut their operations during the lockdown and consequently could not generate any revenue. A few business units managed to generate some revenue. This was for instance the case of some restaurants, which managed to continue serving customers through delivery services. But the overall volume of activity collapsed in any case; restaurants delivering food to clients barely recorded 25 percent of their usual sales.

	Completely stopped their activities	25% of volume of activity	50% of volume of activity	75% of volume of activity	Business as usual
<b>All businesses</b>	<b>90%</b>	<b>5%</b>	<b>3%</b>	<b>0%</b>	<b>2%</b>
Restaurants	89%	11%	0%	0%	0%
Tourism activities	97%	0%	3%	0%	0%
Travel agents	86%	5%	3%	0%	4%
Taxis	96%	4%	0%	0%	0%
Others	89%	0%	7%	0%	4%

Table – Level of activity during lockdown, per tourism segment



Graph – Level of activity during lockdown, per tourism segment

### 3.2.2. Revenues have collapsed during lockdown

The abrupt disruption brought by the lockdown and the absence of tourists has dried down most of the income sources of tourism businesses in Goa, therefore implying a massive loss of earning.

To assess quantitatively the losses incurred by the different segments of the tourism industry, several factors had to be considered:

- The lockdown lasted for a period of 70 days, from March 24<sup>th</sup> to May 31<sup>st</sup>, 2020.
- A distinction had to be made between businesses operating throughout the year and those closing down during the usual low season which happened to start in the midst of the lockdown (April end). Typically, it was found that 22% of hotels were usually closed from May to August. The seasonal factor happened to be more prevalent among guesthouses which operated on average for only 10.8 months of the year against 11.9 for five-star hotels. Hotels discontinuing their activities at the end of the season would have anyway not generated revenue post April: this aspect was thus taken into account when estimating losses.

Overall, in the whole tourism industry, losses during the lockdown reached Rs. 2,062 cr.

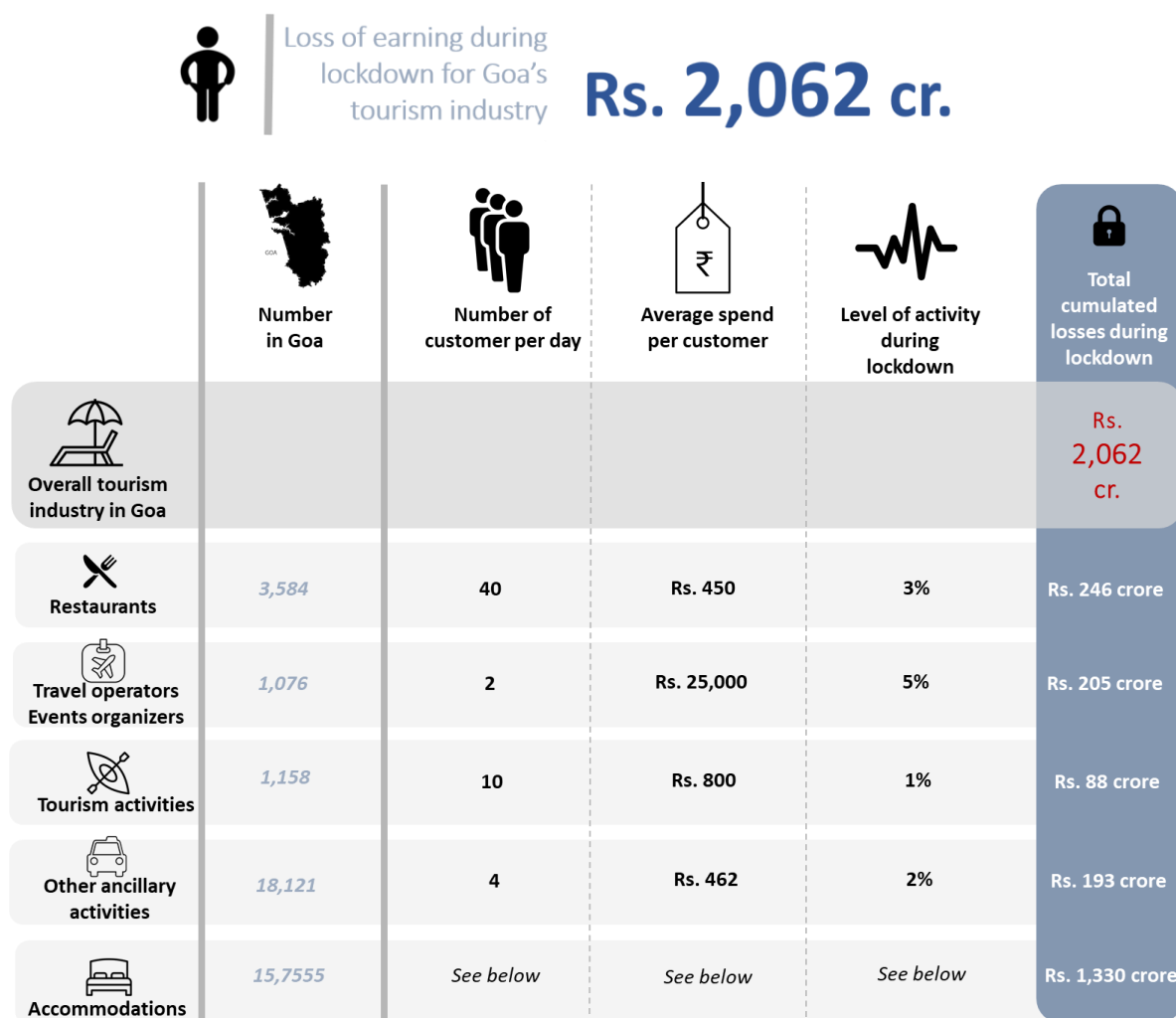










Table – Loss of earning during lockdown for hotels

	 Number in Goa	 Occupancy March-May 2019	 Occupancy lockdown 2020 (24 March to 17 May)	 Average Room Rate	 Total cumulated losses during lockdown
 All accomodations	15,755				<b>Rs. 1,330 crore</b>
<b>Category A</b> (4-star and above)	91	74%	0.47%	Rs. 7,960	Rs. 442 crore
<b>Category B</b> (3-star)	353	70%	3.03%	Rs. 3,975	Rs. 298 crore
<b>Category C</b> (1- and 2-star and unstarred)	1,247	64%	1.33%	Rs. 2,323	Rs. 226 crore
<b>Category D</b> (guesthouse, hostel)	7,656	51%	1.21%	Rs. 1,267	Rs. 160 crore
<b>Villa</b>	408	51%	0%	Rs. 30,000	Rs. 182 crore
<b>Vacation homes</b>	6,000	51%	20%	Rs. 1,333	Rs. 22 crore






### 3.2.3. Revenues will remain low for some time

The lifting of lockdown, planned for May 31<sup>st</sup> 2020 across India, will not automatically reinstate tourism activities in Goa. Continuing travel restrictions, limited purchase power at a time of a harsh economic crisis leading to cutting down on discretionary spending, fear of the resurgence of the pandemic, etc.: many factors will continue negatively affecting travel patterns. This means that the tourism industry will keep losing money in the months to come. To project the upcoming losses for the end of the 2020-2021 season (which will end in the end of March 2021, which is to say more or less one year after the beginning of lockdown), a “most probable scenario” was simulated according to which:

- Tourists will start returning slowly to Goa between June and September (the rainy season, which usually represents the low season) which will allow the industry to generate 25 to 50 percent of last year’s revenue (25 percent for activities relying exclusively on tourists from outside the state, like hotels, and 50 percent for activities largely supported by Goa’s population, like restaurants);
- As the situation will ease after October, and as the weather will also become more suitable for tourism activities, footfall will increase more significantly to reach 50 to 75 percent of the previous year’s revenue.



Based on this scenario, it was found that the total cumulated loss of earning in the season 2020-2021 would be up to Rs. 7,239 cr.

	Revenue 2019-2020	Loss of earning during lockdown	Loss of earning just after lockdown (May-Sept)	Loss of earning end of the year (Oct-Mar)	Total cumulated losses in 2020-2021
 Accommodations 15,755 units	Rs. 7,068 crore	Rs. 1,330 crore	Rs. 1,605 crore	Rs. 1,910 crore	Rs. 4,845 crore
 Restaurants 3,584 units	Rs. 1,801 crore	Rs. 246 crore	Rs. 196 crore	Rs. 203 crore	Rs. 645 crore
 Tourism activities 1,190 units	Rs. 426 crore	Rs. 88 crore	Rs. 106 crore	Rs. 146 crore	Rs. 340 crore
 Tour operators Events 772 units	Rs. 1,862 crore	Rs. 205 crore	Rs. 245 crore	Rs. 309 crore	Rs. 789 crore
 Other ancillary entities 16,392 units	Rs. 698 crore	Rs. 85 crore	Rs. 70 crore	Rs. 75 crore	Rs. 231 crore



Potential loss of  
earning for the  
2020-2021 season

**Rs. 7,239 cr.**

This figure, however, is based on an assumption which may reveal, as time will tell us, either excessively optimistic – if the Covid-19 crisis worsens in India, or if tourists' confidence is not restored – or excessively pessimistic – if travellers get back on the road quicker than expected.

Other projections were therefore computed to give a larger idea of the potential losses the sector could incur.

Recovery Rate (volume of activity as compared to last year)	Net Loss 2020-21
+20%	Rs. 5,341 cr.
+10%	Rs. 6,290 cr.
+5%	Rs. 6,764 cr.
Most probable scenario (see above)	Rs. 7,239 cr.
-5%	Rs. 7,713 cr.
-10%	Rs. 8,187 cr.
-20%	Rs. 9,136 cr.

As per these different scenarios, the total loss of earning of Goa's tourism sector induced by the Covid-19 crisis in the on-going season would be in a range from Rs. 5,341 cr. to Rs. 9,136 cr.

	Optimistic scenario	Middle-ground	Pessimistic scenario
Potential loss of earning March 2020 to March 2021	Rs. 5,341 cr.	Rs. 7,239 cr.	Rs. 9,136 cr.

### 3.2.4. Tourism business units are still subject to significant fixed expenditures

In addition to a loss of earning, industry stakeholders also had to face the burden of continuing fixed expenditures during the whole duration of the lockdown. This included power and water charges, salaries, food for stranded staff, rent, EMIs, website management charges, etc. The manager of a guesthouse described that *“it has become a huge burden to manage overheads when revenues are zero and it does not seem that tourism activities may start immediately, or tourists may come in sooner. I don’t know how much longer we can sustain with all these fixed expenditures”*. Some respondents reported situations of deepening debt.

#### Average fixed expenditures per business during lockdown 24/03 /20 to 31/05/20



“

People like me who depend completely on tourists for their living are totally devastated.

**A guesthouse owner**

I am in full crisis mode and I have children to take care of. Please do something so our families can smile again

**An independent tourist entertainer**

I have not earned a single rupee for the last two months. I want to use this survey as a SOS call. Please help.

**A photograph working with tourists**









We are small start-up and we did not have any surplus. I am not sure we will be able to survive. Especially that the previous season was also awful.

**A water activities operator**

”

### 3.3. Job cuts induced by the Covid-19 crisis

The qualitative section of the questionnaire revealed that tourism stakeholders appeared very concerned about the future of their staff and about their capacity to retain their employees. At the time of the survey, given the absence of liquidity and the bleak prospects in terms of tourist footfall in the coming weeks/months, many business owners were forced to reduce their workforce and let go some of their employees. 23 percent of respondents declared they were definitely considering cutting jobs, and an additional 33 percent stated they might be doing so depending on how the situation would evolve.

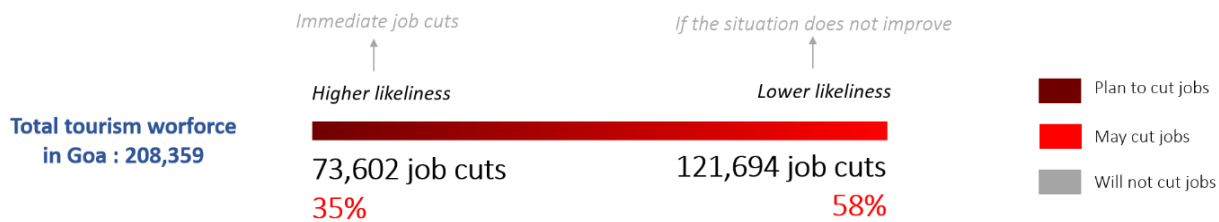
	 We are planning to cut jobs	 We may cut jobs	 We are not planning to cut any job yet
 Hotels	22%	36%	43%
 Restaurants	36%	39%	23%
 Tourism activities	33%	17%	43%
 Travel agents	19%	34%	47%
 Others	18%	26%	56%

Overall, at the time of the survey between 73,602 and 121,614 jobs were at risk due to the Covid19 crisis, which represented between 35 to 58 percent of the total workforce of Goa’s tourism industry.

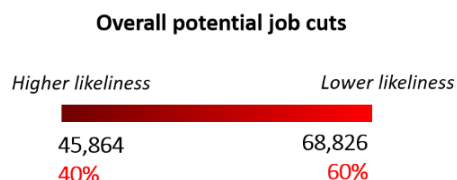
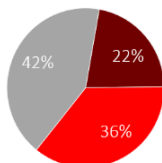


Potential job cuts **1.22 lakh (58%)**

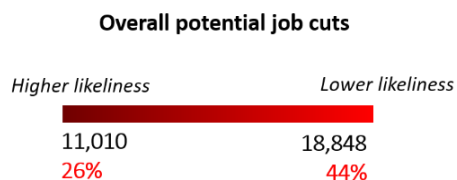
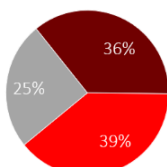
## Projection of potential job cuts in Goa's tourism industry



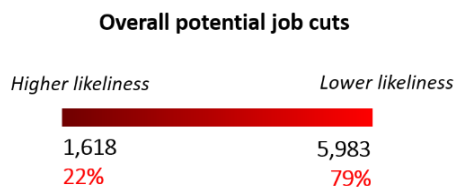
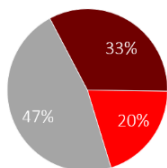
**Hotels**  
Total workforce in Goa: 114,546



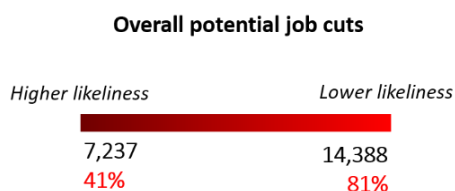
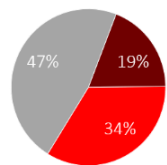
**Restaurants**  
Total workforce in Goa: 43,008



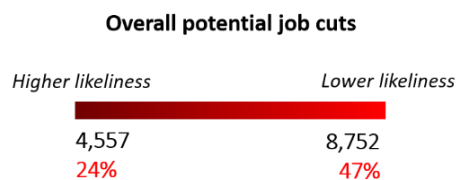
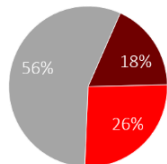
**Tourism activities**  
Total workforce in Goa: 7,527



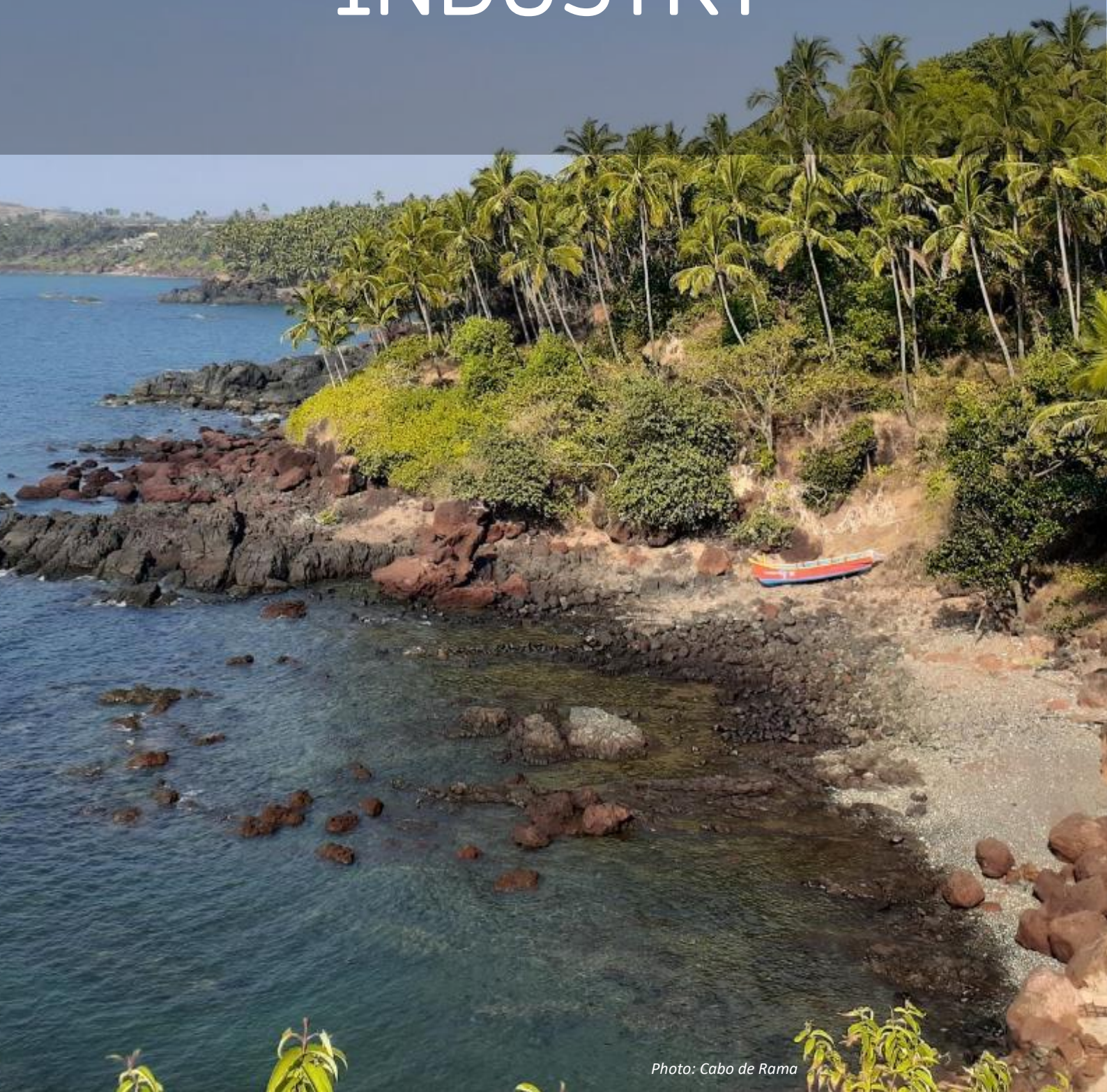
**Travel agents / Events**  
Total workforce in Goa: 17,757



**Other ancillary activities**  
Total workforce in Goa: 18,708



# SUGGESTIONS FROM THE TOURISM INDUSTRY













## 4.Views from industry's stakeholders

A major objective of the survey was to give tourism stakeholders the opportunity to voice and share their concerns, needs and ideas for the survival and the revival of the industry. This section summarizes the diverse views shared by the participants in the survey. The recommendations formulated in the present report are largely inspired from industry stakeholders' suggestions. The survey team later evaluated the feasibility of these measures.

### 4.1. Summary of industry stakeholders' expectations


The demands which emerged from industry stakeholders were broadly classified in five sets of measures:

 <p><b>Protective measures</b> To boost confidence among tourists and protect Goa</p>  <p>“ Please open the borders only if we can control Corona virus. <b>Guesthouse owner</b></p>	 <p><b>Relief measures</b> To help revive the tourism industry</p>  <p>Help us so our families can smile again <b>An independent tourist entertainer</b></p>	 <p><b>Vision ahead</b> To focus on value over volume</p>  <p>Let us use this time to heal past mistakes. <b>Guesthouse owner</b></p>	 <p><b>New government initiatives</b> To strengthen the sector</p>  <p>Government could do more to facilitate business in the sector <b>A five-star hotel owner</b></p>	 <p><b>Enforcement of policies</b> To make the industry more resilient</p>  <p>Take severe legal actions against illegal activities. <b>Travel agent</b></p>
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### 4.2. Recommendations related to protective measures

Industry stakeholders seemed torn between their eager to resume tourism operations and their concern for the health hazards induced by the arrival of visitors from outside.

“ Tourism has to carry on as it's the bread and butter of mostly everyone in Goa.  
**Guesthouse owner**



We can't afford to put the whole Goan population in danger because we need the money of tourists potentially carrying the virus  
**Guesthouse owner**

Given this dual concern, industry stakeholders advocated to open again the tourism industry while enforcing in parallel strict precautionary measures to prevent the virus from spreading across Goa.

A certain number of tourism professionals recommended to avoid tourism activities involving large crowds, such as concerts or festivals. *“It would be unwise to allow events and similar tourism activities in Goa until the end of the year. Social distancing should prevail”*, for instance warned the general manager of a three-star hotel.

Some respondents were of the opinion that strict public health measures would not hamper tourism but could actually boost footfall as it would send the positive signal that Goa is safe for tourists.

“

“Promote Goa as a safe zone. Take serious measures to ensure health check-ups and cleanliness. This should be our priority: people will start travelling again if they feel safe enough”.

A wedding planner



”

To ensure cleanliness and hygiene, tourism professionals requested Goa Tourism to formulate strong guidelines and ensure their compliance by the entire industry.

“

For a few months our borders should be completely sealed. Any tourist entering Goa should submit a health certificate saying he or she doesn't have covid-19. We should also do body temperature check.

A shack owner

Help businesses standardize their precautionary measures to protect their staff and their guests from Covid19.

A guesthouse owner

All taxis, hotels, shacks, retail outlets need to follow sanitization rules. Those not maintaining the standards should be heavily challaned.

A retail store for tourists



”

### 4.3. Recommendations related to relief financial measures

With most of their sources of income running almost completely dry, stranded migrant staff to take care of and fixed expenditures piling up, a large number of respondents described a situation of harsh economic crisis. Beyond lockdown, tourism professionals feared that their difficulties would continue for a long time, given the lack of clarity regarding tourist footfall in the months and years to come. They therefore requested different types of financial support, summarized below.

#### 4.3.1. Generic direct financial support

An important number of respondents requested monetary support, without specifying the shape it should take. Typically, the request for a special “*tourism financial package*” often came back in the recommendations. Likewise, some respondents asked for straightforward grants to keep their business afloat. Such demands were mostly formulated by small business units facing bankruptcy. Taxi operators requested an allowance of Rs. 12,000 per month during the entire period of lockdown.

“

We want a decent relief package IMMEDIATELY to all registered travel agents with GTDC .

**A tour operator**

Help us with some monthly funds to support our family and our team at least until the business starts again.

**A service provider specialized in sound and lights**

Financial back up is urgently needed in order to keep our business alive. You need to financially support micro-enterprises.

**Head of sales, Water sport activities**

You should support us by paying at least 90% of the cost of our fixed expenditures.

**A three-star hotel director**



Give us some monthly cash so that we can survive to see better times.

**A guesthouse owner**

”

#### 4.3.2. Support to pay statutory fees and taxes

The most recurrent request for financial assistance was related to government license fees, statutory dues and taxes, which respondents requested to be either waived-off or partially subsidized.

Two types of demands related to fees and taxes were recommended by industry stakeholders: (1) relaxation to reduce the burden on business owners and facilitate their survival, (2) relaxation to make Goa more attractive/affordable to tourists and help revive tourism activities.

##### 1) *Reducing costs for business owners:*

Several options were advocated in relation to the payment of statutory dues and taxes:

- Waiver on fees/taxes for the entire lockdown period (24<sup>th</sup> March – 31<sup>st</sup> May 2020), which would be translated in a pro-rata deduction at the time of the next payment;
- Deferment of the payment, either by instalment, or by full 12-months deferment;
- Refund of taxes, advance payment;
- Complete cancellation of fees for this year, and auto-renewal of licenses for one, two or even five years.

“

The minimum we wish from the Department of Tourism is that they should wave off the fees. Do NOT to take any fee for 2020-21

**A shack owner**

Make the Tourist Guide License valid for 5 years free of cost instead of just 1 year as the industry will take at least 5 years to start trickling back.

**An independent tourist guide**

I can't pay air and pollution fees as I am in heavy debt. Please give us some relief on this. Maybe we can pay next year.

**A one-star hotel owner**

Our licences fees should not be charged and the validity of licences should be extended to 2-3 years instead of 1 year

**A four-star hotel owner**

”

## 2) *Making Goa fiscally more attractive for tourists:*

Certain tourism professionals recommended to decrease consumption taxes to make Goa cheaper for tourists and therefore boost footfall. More particularly, this included:

- Reduction of GST on room tariff for small hotels, like it had been granted for bigger hotels in October 2019;
- Reduction of taxes on liquor;
- Decrease visa fees for foreign citizens;
- Decrease airport charges for charter flights;
- Complete exemption on taxes for Goa's tourism industry so as to make the state the cheapest tourism destination in India

“

To boost tourism, Government has to give some relief in GST for rooms below Rs.5000 per night. We suggest a 5% GST.

**A three-star hotel owner**

Government should make holidays completely tax-free for tourists visiting Goa

**A five-star hotel general manager**

Goa Government should wave off its own share of GST on all categories of services in hospitality. This will reduce the price of the tourism products & services”.

**A four-star hotel owner**

”



### 4.3.3. Facilitate the payment of utility bills

Suggestions from industry stakeholders included:

- Total waive-off on utility bills for the months of March, April and May 2020
- Waive-off on fixed charges, which means that bills will be calculated only based on the actual consumption.
- Use of domestic rates instead of commercial rates.

“

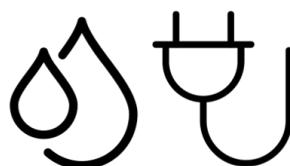
We are not asking for free power and water, but please charge us only on our actual consumption.

**Manager of a guesthouse**

Give us relief in the amount charged for utility bills and postpone their payment later in the year.

**A guesthouse owner**

”



The Electricity Department, which was consulted as part of the survey, indicated that it would not be possible to apply domestic rates for business units, as these rates are decided at a higher level, namely by the Joint Electricity Regulatory Commission (which includes Goa and all the Union Territories). The Department also pointed out that the Covid19 crisis had negatively affected their budget. The overall consumption in the state collapsed at 33% of its usual level, implying massive loss of revenue. At the same time, the expenditures of the Electricity Department remained the same, as their long-term contract with power generators is fixed and not indexed to the actual quantity of power distributed.

### 4.3.4. Facilitate the payment of salaries

Some business owners explained that, due to the absence of cashflow, they found themselves in great difficulty to pay their employees. In this context, a large number of respondents requested help from the government to pay their staff. *“This would provide great relief to improve our liquidity position and eventually save our business from disappearing”*, summarized the General Manager from a chain of four-star hotels. *“If I don’t get support to issue salaries. I will not be able to retain my staff, they will all leave”*, told the director of a travel agency. Industry stakeholders expected four different types of government intervention to address the wage issue:

- Direct monetary assistance from the government to pay salaries of tourism workers Direct financial support. The Tourism & Travel Association of Goa (TTAG), for instance, recommended the “33-33-33” formula: employers would pay 33% of the salaries, the government would pay 33% more and employees would accept a temporary partial reduction of their wage by 33%. Several hotel owners also proposed a “50-50” formula, with half of the salaries borne by the government.
- Bail-out package to be announced by the state government, which is a percentage of total turnover of the business unit to pay salaries.

- Indirect financial support through existing funds, such as the Provident Fund (PF), the Employees' State Insurance (ESI) or even the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA).
- Changes in the labour regulation, to allow business owners to act as freely as possible as far as job cuts and wage payment are concerned. This request mostly came from large hotels. *“Don't create compulsion to us, let businesses decide what is best for them”* told the General Manager of a five-star hotel. This was also the position of TTAG which declared that *“we are opposed to make it compulsory to pay wages”*. However, other industry stakeholders, especially those operating at a much smaller scale, vehemently opposed this proposal and invited the government to strictly enforce labour rules and protect employees as much as possible.

“

The government should pay at least 50% of salaries of tourism employees, if not full.

**A partner of a chain of hotels**



PF resources should be allowed to be used for subsidizing salaries and wages during this period. If required necessary amendments in the law should be brought about

**Head of Account, 4-star hotel**

Small and medium enterprises need financial support for salaries

**A three-star hotel owner**

Businesses or employers should be allowed and permitted to decrease the number of their employees and workers, if needed. [...] We know better how to run our business.

**Manager, 4-star hotel**

Allowing hoteliers to cut down on the staff and also requesting monetary help from Goa govt. seems to be a very dangerous precedent for the millions of people working in the industry. We all are going through a tough situation: we need to be responsible and united.

**A budget hotel owner**

”

#### 4.3.5. Waiver on EMIs of existing loans

Respondents requested the government to help them paying their EMIs through different options:

- Direct payment of EMIs by the government to the banks, or compensation paid by government to businesses to allow them to pay EMIs;
- Impose to banks a deferment on EMIs payment. *“We can't pay EMIs right now: we need relief to pay salaries and incur fixed operational cost and survive in this period”* explained the Accounts Manager of a four-star hotel.
- Impose to banks the cancellation of interest payments, at least during the period of lockdown.

“

We want a 6 months relaxation of EMIs with no additional interest. Also we need some sort of delay on life insurance payments.

**The owner of a souvenir retail shop**

EMI amount for any tourism business should be provided by Goa Tourism or being relaxed completely

**A taxi driver**

We need a loan relief till 6 months. We don't want to be defaulters in our paybacks and spoil our relations with banks who trust us

**An event manager company**

”

#### 4.3.6. Waiver on Rent

A large number of respondents – mostly the owners of restaurants or small hotels – requested the intervention of the government to freeze the payment of rents, either for the period of lockdown, or for a longer period (up to six months).

#### 4.3.7. Provision of soft loans

Some respondents requested the government to arrange soft loans to help businesses pay their fixed expenditures, retain their staff and make the required investments to revive their activities. According to industry stakeholders, this “booster loan” should be provided as soon as possible, on an emergency basis, since the survival of many businesses is currently jeopardized by the absence of cashflow. Respondents urged the government to make the procedure to access the loan as simple as possible and reduce bureaucratic hurdles.

Industry stakeholders requested the loan to be either free of interest or with an interest rate of less than 2% so as to make it affordable and not create additional financial burden. Respondents suggested the government to become the guarantor of the loan and that banks should not be allowed to charge fees or admin charges. The repayment could be done after a moratorium period of 1 year, with EMIs spreading over three to five years.

“

We are not expecting grants or cash from the government. But can you please offer cheap loans? We are ready to pay back.

**A guesthouse owner**

A financial loan would be of great help to clear staff salaries and immediate dues, so that we can restart our business afresh.

**The owner of a homestay**



Every hotel or stakeholder should be given a booster loan which will be equal to their business fixed working cost. [...] Goa government can be the guarantee for this loan.

**The General Manager of a resort**

Right now, what would help us the most would be a loan. But not a loan for which we would need thousands of paper and formality.

**A five-star hotel owner**

”

### 4.3.8. Create an emergency fund for the future

Two industry stakeholders from very different backgrounds – one general manager of a luxury resort and one independent tourist guide – formulated the idea of establishing a participatory fund to make business units more resilient against pandemics and other emergency situations.

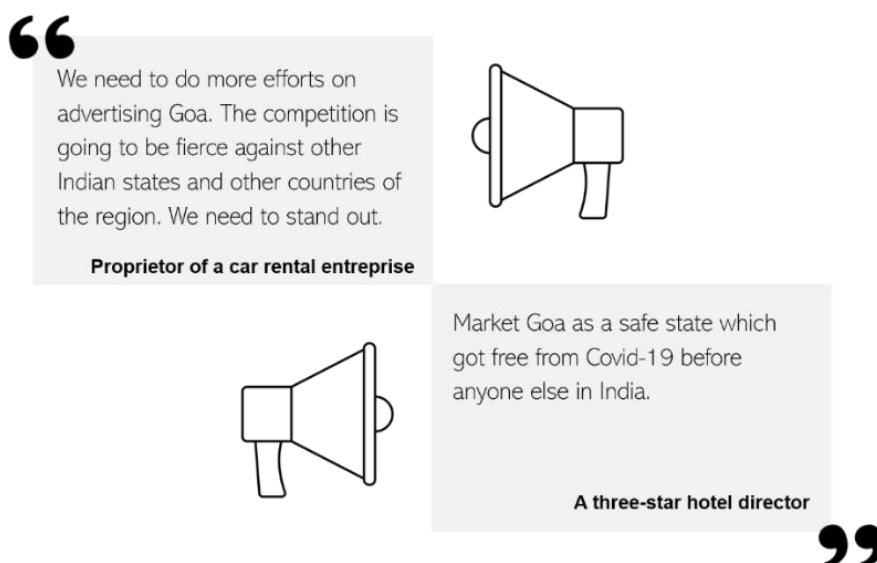
This fund could take the form of a fixed deposit – the principal amount would be used as emergency fund to pay salaries, when required, while the interests could be utilized for general business.

Summary of financial relief measures suggested by the tourism industry			
<p><b>Taxes and fees</b></p> <p>Free renewal of statutory fees for 1, 2 or 5 years</p> <p>Payment of statutory fees only on pro-rata basis (no charge during lockdown)</p> <p>Decrease or removal of GST for specific cases (small hotels, alcohol) or for all tourism activities</p> <p>Decrease or removal of charges for tourist arrivals (visa fees, landing charges for planes, etc.)</p>	<p><b>Utility bills</b></p> <p>Complete waiver on utility bills</p> <p>Partial waiver on fixed charges and payment based only on actual consumption</p> <p>Deferment of payment of utility bills</p> <p>Payment on domestic rates (not commercial rates)</p>	<p><b>Utility bills</b></p> <p>Allowing businesses to adjust their human resources as much as they want</p> <p>Monthly allowance during the period of lockdown</p> <p>Allowing businesses to adjust wages as much as they want</p> <p>Bail-out packager as percentage of total turnover to pay salaries</p> <p>Allowing using PF or ESI to pay the salaries of employees</p> <p>Direct monetary assistance by gvt to pay salaries of private businesses (full, 50%, or 33%)</p>	
<p><b>Security fund</b></p> <p>Establish a contingency fund to be used for the payment of staff in case of new pandemic situation</p> <p>Direct banks to offer attractive rates for the same</p>	<p><b>Rent</b></p> <p>Instruct land owners not to collect rent for the period of lockdown, or more</p> <p>No persecution of businesses unable to pay commercial rent during lockdown</p>	<p><b>Existing loans</b></p> <p>Direct banks to defer all EMI payments for at least one year, without adding up interests</p> <p>Government monetary compensation to help businesses pay EMIs</p>	<p><b>New soft loans</b></p> <p>Make booster loans available as soon as possible to provide liquidity</p> <p>Make Goa Government guarantor to make the loan highly affordable</p>

## 4.4. Recommendations related to policy and government support

### 4.4.1. Marketing support

Industry stakeholders are expecting the government to promote the State actively



### 4.4.2. Fix long-standing issues

Although most respondents formulated requests related to their short-term needs and invited the government to take emergency measures, a few industry stakeholders also mentioned issues related to the bigger picture of Goa’s tourism industry, as summarized by this restaurant owner: *“the government needs to take into consideration everything and not just how much the pandemic has affected the tourism industry”*. Put it differently, the Covid19 crisis might be a blessing in disguise to address problems which had been hampering the tourism sector for years. *“Once everything settles down to normal it would be the best time to make much needed amendments so that we can do a better job at welcoming tourists”* added the manager of a café.

Long-standing issues mentioned by industry stakeholders include:

#### (i) *Unregistered activities*

The issue of unregistered/informal/illegal tourism activities happened to be a very recurrent topic spontaneously tackled by respondents. This includes:

- Accommodations: *“All illegal properties operating like villas, apartments, guesthouses without due permissions have to be shut down for the hotel industry to survive”* (a three-star hotel owner);
- Tourism activities such as water sports: *“Illegal operators should be filtered out since the safety of tourists is not considered at all by them”* (a water sports operator);
- Travel agents: *“Government needs to support professional agents by taking action against the excessive number of illegal agents”* (a travel agency owner);

- Restaurants: “Stop restaurant serving without valid food license” (a restaurant owner).



“

In Goa, illegal tourism businesses is the elephant in the room. Everybody knows about it. It is time to stop this trend and support only legal businesses.

**A guesthouse owner**

We request you to take severe legal action and enforce penalties against those operating tourism services without a license and those avoiding paying GST.

**The proprietor of a travel agency**

”

(ii) *The (un)ease of doing business*

Some industry stakeholders requested the government to make Goa more welcoming to investors, particularly in terms of administrative processes. A tour operator and event organizer reported that “it is a headache to get things done in Goa, we always need to fight to get government clearances, and we need to run from one department to the other”. This view was strongly supported by the Tourism & Travel Association of Goa, which advocated the implementation of single window clearance system for all segments of the industry. “Processes need to be simplified drastically. We need to limit bureaucracy and offer single window services” told their representative.

“

Reduce bureaucratic harassment and make it easier to start businesses in Goa, without hassle.

**A restaurant owner**

It is too hard for investors to get government permissions in Goa. There should be a single window

**A senior manager in a transport services company**

”

(iii) *Be more tourism-friendly*

Respondents recommended measures to reduce the challenges faced by tourists visiting Goa. This included mostly three separate requests:

- **Enhance the relationship between the police and tourists.**, possibly with the introduction of a “sticker” policy, according to which any tourism vehicle stopped a first time for document verification would be issued a compliance sticker, so that police officers at the next checkpoints would not require to check the car again.
- **Ensure reasonable taxi fares.** The director of a three-star hotel indicated that “our guests complain that taxi drivers charge exorbitant tariffs. One guest paid Rs. 1,500 to travel a distance of less than 1km”.
- **Allow a longer nightlife,** to give tourists the opportunity to enjoy even more their evenings and increase revenue opportunities for businesses.

#### (iv) Infrastructure gaps

Industry stakeholders suggested to address gaps in terms of tourism infrastructures. “*This lockdown period should be used to develop infrastructure*” told the partner of a two-star hotel. Broadly speaking, two kinds of infrastructure were suggested by respondents:

- **Infrastructure to increase hygiene**, particularly at the time of Covid19, when individuals got more sensitive to these issues. This included for instance “*sanitation facilities everywhere, including in markets*” (the owner of a café) or “*basic beach hygiene facilities, like locker rooms or showers like they have abroad*” (the owner of a guesthouse).
- **Trunk infrastructure**, “*We have been struggling with the cost of sewage transportation. There is no sewage line even on the main road. A sewage line should be considered*” for instance requested the representative of a three-star hotel.

## 4.5. Recommendations related to long-term vision

### 4.5.1. What type of tourism do industry stakeholders want for the future?

As of today, the current tourism identity of Goa relies mostly on its beaches, its festive atmosphere and its unique culture which make foreign and domestic tourists feel – for wrong or right reasons – that Goa is somehow different from the rest of India. As the Covid19 crisis is about the reshape travel behaviours across the world, and as Goa’s tourism industry is at a crossroads, the survey investigated whether industry stakeholders advocated changes in the tourism identity of the state.

A major finding of the study is that Goa’s tourism professionals are far from agreeing on a common horizon for the state. Opinions regarding the strategy to follow were highly heterogeneous and varied greatly from one segment to the other. The major disagreement between industry stakeholders concerned the balance between quality and quantity.

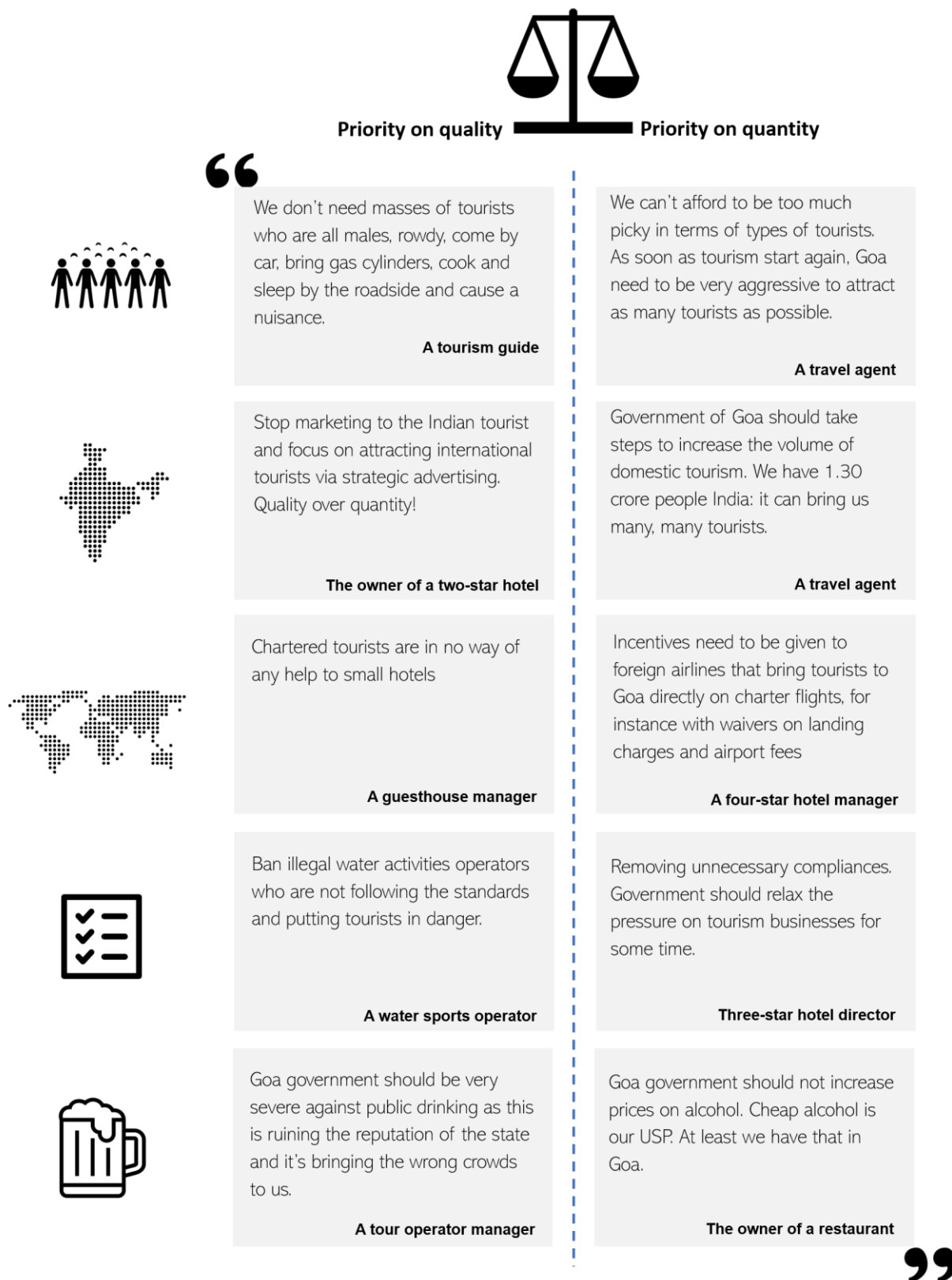
Most respondents seemed to believe that, at such time of crisis, Goa government should make every effort possible to increase footfall in the state, which mostly involved banking on the assets Goa is best known for – its beach, its parties, its cool and relaxed vibe – and aggressively marketing the state in India and abroad. A great number of these respondents advocated targeting Indian tourists in priority given the public health concerns associated with foreign tourists and given the huge footfall volumes Indians can potentially generate. A major benefit from this “mass tourism” approach would be the revenue of a maximum number of tourism professionals would be positively impacted and that it could help balancing the losses induced by the Covid19 crisis.

On the other hand, another group of respondents argued that, instead of inflating footfall volumes, the state should focus on the quality of tourism, which is to say attract in priority tourists with a high spending power and comparatively more educated behaviour. As per respondents, the major benefit from this “high value tourism” approach would be that it could help mitigating the negative externalities of tourism and make Goa’s tourism paradigm more sustainable and resilient.

The opposition of these two visions for Goa – on one side attracting as many tourists as possible to generate the maximum of revenue, and on the other side ensuring that tourists who come to Goa are of high standard and do not harm Goa’s resources and integrity – transpired in the testimonies of respondents. Should the first priority of tourism be to create as many as jobs as possible, or should

limitations be imposed on tourism to maintain certain standards? This dilemma explains the diversity of views and recommendations collected as part of the survey.

In fact, in some cases, respondents suggested contradictory solutions, like this guesthouse owner who, at the same time, requested Goa Tourism to “target only high quality tourists who can spend enough in Goa, not cheap tourists” while later suggesting to “introduce big discounts to make Goa more affordable and bring tourists back to the stats”, illustrating the difficulty to find a right balance.



A scenic view of a lush, green forested hillside in Goa, India. The foreground is dominated by a dense thicket of green trees and branches, some with small, round, light-colored fruits. The background shows a steep, forested hillside under a clear blue sky. The text is overlaid on the upper portion of the image.

RECOMMENDATION 1  
KEEP GOA SAFE  
FROM COVID-19

# 5. Protecting Goa from Covid-19

It is crucial for Goa's economy to bring back tourists to the state as soon as possible. Unlike other Indian states, Goa cannot survive on local tourism due to its limited population and small size. For the tourism industry to survive, it is imperative for Goa to open its borders for other domestic tourists. At the same time, industry stakeholders who took part in this survey made a clear statement: Goa should reopen to tourism, but not at any cost. Therefore, strong actions should be taken to ensure that tourism activities can resume without jeopardizing the health of Goans and tourists. The protective measures will only minimize the threat of Covid-19, but not fully eliminate it.

## 5.1. When to reopen Goa for tourists?

### Establish a Tourism task force and tourism helpline

The first step for the government is to set up a tourism task force for development, enforcement, and monitoring the proposed measures. The first task team should include a spokesperson who shall conduct media and stakeholder interactions to communicate the new guidelines to the industry and the tourists. A toll-free helpline should be established and communicated by the task force to the visiting tourists. The helpline shall assist the tourist visiting the state

### Only registered & self-certified establishments allowed

Registered accommodation units will need to submit a self-certification form to the Department of Tourism, to testify that they comply with the new safety and hygiene norms defined by Goa Tourism under the new Covid-19 specific SOPs. The task force shall assign the relevant authority to conduct mystery audits to ascertain the compliance towards SOPs.

Unregistered accommodations opening their doors to guests will be heavily penalized. A window of 60 days should be given to unregistered establishments to register themselves at the Department of Tourism in order to conduct business.

## 5.2. Strong SOPs for the tourism industry

To attract quality tourists and instil a sense of safety and confidence, the state needs to develop and implement guidelines and SOPs to ensure social distancing and a Covid-19 free environment in the state.

### Only self-certified registered establishments

To ensure hotels are complying with Covid-19 related SOPs, hotels will have to undertake self-certification. Self-declaration form in the prescribed format to be submitted by all the tourism establishments to re-start their businesses as per the SOP. Random checks will be conducted by the task force to ensure the quality of these self-assessments. Hotels will be "Goa Tourism certified" to indicate their safety/hygiene to customers on OTAs.

## All tourism activities as per the SOPs

The SOPs shall be developed for all the tourism activities and all the establishments shall only be allowed to conduct business after complying to the SOPs



SOPs for tourism establishments  
(Specifically designed for Goa, as per the directives of the Department of Tourism/GTDC)

Detailed SOPs specifically designed for the tourism industry of the state of Goa are available in the Annexure of this report.



Enforcement of SOPs  
(To be ensured by Goa Tourism)

Process followed by Goa as on 27/05/2020 is as follows:

The screening of all the tourists entering the state are as per MHA guidelines which are subject to change as the situation evolves. As a precautionary measure, it should be ensured that every tourist is checked t should be scanned / tested before allowing them to enter the state. If strict implementation is followed, it would secure Goa and shall instil a sense of security among residents and visiting travellers.

### Basic screening

Basic screening shall involve thermal screening of all tourists to check their temperature. To prevent chaos at the entry points, thermal cameras could be put in place to collect temperature readings of each tourist. Those having temperature less than 37.3°C shall clear the basic screening. Those who do not clear the basic screening will have to mandatorily take the Swab test.

### Swab Test

A sample of mucus shall be taken from the tourist's body and be sent for lab testing. The tourist shall be self-isolated till the results are received. Quarantine facilities shall be provided by the government on chargeable basis. The expense of the swab test will be borne by the tourist only.

### Secondary screening

Secondary screening shall be undertaken for those who have cleared the basic screening and are aware of the measures that are to be followed to enter the state. The tourist shall only be allowed to enter the state if they clear the secondary screening by meeting any one of the following criteria:

- To produce COVID negative certificate issued within 48 hours prior to date of arrival by any ICMR authorized lab.
- Swab test can be conducted, and the sample shall be sent for lab test. The charges for the test shall be borne by the tourist. Till the results are received, the tourist shall be required to self-isolate.

The methodology shall be subject to the guidelines issued by MHA, which might change as per the situation in the future.

The mandatory Covid-19 test and showcasing Covid-19 negative certificate while entering Goa was removed from 02/09/2020.

RECOMMENDATION 2  
PROVIDE  
IMMEDIATE RELIEF



# 6. Provide immediate financial relief

As tourism industry is one of the hardest hit sectors and the industry shall face challenges to restart the business. There is not only a challenge of meeting the already fixed expenses but due to the perceived reduction in footfalls post lockdown, there shall be a challenge in meeting the working capital. Thereby relaxations from the government are expected by the industry. Financial interventions are required to enhance the financial viability of the tourism industry in Goa.

## 6.1. A major obstacle: the reluctance from financial institutions

As per the survey conducted with branch heads of the leading financial institutions in Goa, the banks are highly reluctant to provide affordable credit facilities to the tourism industry. This is majorly due to the uncertainty in the quick revival of the industry given the worldwide impact of the COVID-19 pandemic. This in turn has reduced the financial viability of tourism proposals.

## 6.2. Priority 1: declare tourism as a priority

The relief measures require collaborative working of the financial institutions and the government. The government needs to encourage financial institutions to provide credit facilities using existing schemes from the central and state government. To address the issue of viability of tourism proposals, the government should declare tourism as a priority sector in the Goa, which is not the case currently. This should give a sense of greater confidence to financial institutions.

## 6.3. Priority 2: identification of nodal banks

To ease the implementation of financial relief measures for the tourism industry, the government should identify one or several nodal bank(s) which would be responsible for channelling the funds/schemes. Negotiations should be undertaken with these bank(s) regarding the requirements for partial or full guarantee by the government. A letter of comfort to the nodal bank(s) shall further ensure their financial stability. The banks and the government should ensure that relief should be passed on only to tourism businesses that are registered under Department of Tourism or GTDC.

## 6.4. Priority 3: facilitate the implementation of relief measures:

The relief measures proposed by the present report shall:

- 1) Inject liquidity in the industry,
- 2) Lighten up regulatory charges,
- 3) Incentivize the tourism industry for post-Covid-19 revival.



Only businesses **registered to Goa Tourism** (GTDC/DoT) to be eligible *(plus taxi drivers)*

## 6.5. Inject Liquidity

Liquidity is required to meet the immediate needs of the industry. The provision of credit facilities will generate cashflow for industry stakeholders. The amount could be utilised to pay the pending expenditures so as to ensure survival. The norms of already existing schemes could be relaxed and used as a platform to provide relief measures.

S.No.	Relief Measure	Details	Support required from state government	Potential Beneficiaries
1.	Facilitating creation of Self-Help Groups	<ul style="list-style-type: none"> <li>• Minimum people required: 15 to 20 members from same background</li> <li>• Savings collection four times a month</li> <li>• Maximum accumulated savings: Rs. 50,000</li> <li>• Utilization of the savings for loaning to members</li> <li>• Direct loans up to Rs. 2 lakhs, depending upon payment capacity</li> <li>• Collateral free lending for women SHG as increased from Rs. 10 to 20 lakhs</li> </ul>	<ul style="list-style-type: none"> <li>• Interested Applicants will find assistance from DoT/GTDC for the formation of the SHG</li> <li>• Will request Central Government to provide collateral free lending to all types of SHG</li> </ul>	For individuals registered at DoT
2	Facilitating access to mudra loans for micro businesses & individuals	<ul style="list-style-type: none"> <li>• Lending support to individuals in service enterprises</li> <li>• Purchase of necessary machinery or equipment</li> <li>• Purchase of transport vehicle</li> <li>• Max. cap: 10 lakh</li> <li>• No collateral</li> </ul>	<ul style="list-style-type: none"> <li>• Declare tourism a “priority industry”, thereby facilitating access to the scheme for eligible businesses</li> <li>• Negotiate with nodal bank(s) for flexible interest rate</li> </ul> <p><i>(Viability check to be done by banks)</i></p>	Micro-businesses and individuals
3	Special credit facility to street vendors	<ul style="list-style-type: none"> <li>• Initial working capital of Rs. 10,000 for street vendors</li> <li>• Additional working capital to incentivize digital payments</li> </ul>	<ul style="list-style-type: none"> <li>• Request to Central government to facilitate the implementation of the scheme</li> </ul>	Street vendors
4	CAMPA fund	<ul style="list-style-type: none"> <li>• To be utilized by the State government for new afforestation projects in order to generate employment</li> </ul>	<ul style="list-style-type: none"> <li>• State government to take leverage of the fund</li> </ul>	Unskilled workers

5	Facilitating access to credit guarantee fund trust for micro and small enterprises (1)	<ul style="list-style-type: none"> <li>• Collateral guarantee: 50%, 75%, 80% and 85% of credit facility of maximum Rs. 2 cr.</li> <li>• Max cover : Rs. 1.5 cr.</li> <li>• AGF: 1.8%+ risk premium and 2% for retail trade</li> </ul>	<ul style="list-style-type: none"> <li>• Government to encourage nodal bank(s) to take credit guarantee cover to provide collateral free loan</li> </ul> <p><i>(Viability check to be done by banks)</i></p>	Micro-businesses and individuals
6	Credit guarantee fund trust for micro and small enterprises (2)	<ul style="list-style-type: none"> <li>• Same as above</li> <li>• For loans above Rs. 2 cr., partial collateral is taken from MSMEs after taking credit guarantee cover up to Rs. 2 cr.</li> <li>• Partial guarantee allowed for subordinate debt</li> </ul>	<ul style="list-style-type: none"> <li>• Government to encourage nodal bank(s) to take credit guarantee cover for credit facilities up to Rs. 2 cr. and partial collateral for the excess amount</li> </ul> <p><i>(Viability check to be done by banks)</i></p>	All MSMEs
7	Moratorium in the repayment of loans	<ul style="list-style-type: none"> <li>• Increasing moratorium for working capital, term loans and ODs</li> <li>• Already extended for 3 months</li> </ul>	<ul style="list-style-type: none"> <li>• Request to RBI to extend to additional 3 months (November 2020)</li> </ul>	Businesses with existing loan
8	Increasing OD limit	<ul style="list-style-type: none"> <li>• OD limit increased to 20% for existing loans with no extra guarantee</li> <li>• Interest rate is capped</li> </ul>	<ul style="list-style-type: none"> <li>• Government to identify nodal bank(s) and negotiate terms</li> <li>• Reduction in margins</li> <li>• Flexible interest rate</li> </ul>	Businesses with existing loan
9	Restructuring of loans	<ul style="list-style-type: none"> <li>• Flexible interest rate with nil or low interest rate in the first year</li> <li>• Covering the interest rate from next year onwards (higher EMI or longer tenure)</li> <li>• Possible takeover of loans from other banks</li> </ul>	<ul style="list-style-type: none"> <li>• Government to identify nodal bank(s) and negotiate terms</li> </ul>	Businesses and individuals with existing loan
10	GST refund	<ul style="list-style-type: none"> <li>• New GST filling done for last quarter by the business units may be returned</li> </ul>	<ul style="list-style-type: none"> <li>• Request to Central Government</li> </ul>	Businesses with existing GST registration

The focus of the reliefs is on all segments of the tourism industry in Goa. The government would act as the administrator in order to make the relief measures available to the relevant stakeholders. There would be no direct cost to the government for the implementation of these reliefs.

1

Inject liquidity	1	2	3	4	5 6	7	8	9	10
	SHG	Mudra loans	Facility street vendor	CAMPA	CGTMSE	Moratorium	Increase OD limit	Loan restructure	GST refund
Hotel A						•	•	•	•
Hotel B					•	•	•	•	•
Hotel C					•	•	•	•	•
Hotel D		•			•	•	•	•	•
Shacks		•			•	•	•	•	•
Restaurants		•			•	•	•	•	•
Tour and Travels		•			•	•	•	•	•
Tourism Activities		•			•	•	•	•	•
Taxi	•	•			•	•		•	<i>If applicable</i>
Guides	•	•			•	•		•	
Freelancers	•	•			•	•		•	
Other		<i>Retail trade</i>	•	•		•		•	<i>If applicable</i>
<b># Beneficiaries</b>	<b>16,400</b>	<b>24,620</b>			<b>10,350</b>	<i>All existing loan holders</i>	<i>All existing loan holders</i>	<i>All existing loan holders</i>	<i>All GST registered units</i>
<b>Cost to Govt.</b>	-	-		-	-	-	-	-	-

## 6.6. Lighten up the tax and regulatory burden

As the industry is not expected to generate revenue due to the massive reduction in business, leading to difficulty in payments of the statutory fees. These measures are intended to provide relief from short to medium term, thereby enabling the tourism industry to prepare for restarting the services post lockdown. The state & central government can undertake following measures to reduce burden of the various statutory charges to be paid:

S.No.	Relief Measure	Details	Support required from state government	Potential Beneficiaries
11.	Waiver on statutory dues to Goa Tourism	<ul style="list-style-type: none"> <li>Shack registration &amp; license fees</li> <li>Fees from new tourism services</li> <li>Fees from freelancers</li> <li>Annual license fees for GTDC/DoT properties</li> <li>Hotel registration fees</li> <li>Guide registration fees</li> <li>Travel agent's registration fees</li> </ul>	<ul style="list-style-type: none"> <li>All registration fees will be waived off for a period of 3 years with auto-renewal (except shacks)</li> <li>Shack license fees for 20-21 will be adjusted on pro-rata for the period of lockdown in the license fees 21-22</li> <li>Fees for NTS and ALF for GTDC/DoT property will be deferred for a period of 6 months (up to Oct. 2020)</li> </ul>	<ul style="list-style-type: none"> <li>Shacks</li> <li>Hotels</li> <li>Guides</li> <li>NTS operators</li> <li>Travel Agents</li> <li>Any O&amp;M operator for GTDC/DoT properties</li> <li>Freelancers</li> </ul>
12	Waiver/deferment on electricity charges	<ul style="list-style-type: none"> <li>Commercial establishments are currently paying fixed charges plus demand charges</li> </ul>	<ul style="list-style-type: none"> <li>Waiver on fixed charges(actual consumption only) until September 2020 for MSMEs (up to Rs. 5 cr. turnover)</li> <li>Deferment on fixed charges until September 2020 for larger businesses (over Rs. 5 cr. turnover)</li> </ul>	<ul style="list-style-type: none"> <li>Business units with commercial connection</li> <li>No individual to benefit</li> </ul>
13	Waiver on statutory dues	<ul style="list-style-type: none"> <li>Panchayat / Municipal Corporation charges</li> <li>Excise</li> <li>Property tax</li> <li>Trade license</li> <li>Food safety</li> <li>Captain of Ports charges</li> </ul>	<ul style="list-style-type: none"> <li>Waiver of statutory dues for the period of lockdown (payment on pro-rata basis only)</li> <li>Auto-renewal of licenses for the next two years</li> </ul>	<ul style="list-style-type: none"> <li>Hotels</li> <li>Restaurants / Shacks</li> <li>Any other tourism business unit as applicable (not for individuals)</li> </ul>
14	Waiver/deferment on GST	<ul style="list-style-type: none"> <li>GST for hotels: 12% for room rates Rs. 1,000 to</li> </ul>	To Request the Central government:	Business units with GST registration

		<p>7,500, and 18% for room rates above Rs. 7,500</p> <ul style="list-style-type: none"> <li>• GST for restaurants, travel agents, tourism activities: 5% / 18%</li> </ul>	<ul style="list-style-type: none"> <li>• Waiver until September 2020 for MSMEs (up to Rs. 5 cr. turnover)</li> <li>• Deferment until September 2020 for larger businesses (over Rs. 5 cr. turnover)</li> <li>• Reduction of GST to 5% for hotels with tariff less than Rs. 2,750</li> </ul>	
15	Exemption on TCS under GST	<ul style="list-style-type: none"> <li>• Travel agents collect 1% TCS under GST for payments to hotels and airlines</li> </ul>	<ul style="list-style-type: none"> <li>• To request Central government to exempt it for a period of 1 year</li> </ul>	Travel agents and tour operators
16	Rolling back of TDS by travel agents / OTS	<ul style="list-style-type: none"> <li>• New provision as per which 1-5% TDS is to be withhold while remitting payments to airlines, hotels, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• To request Central government to roll it back</li> </ul>	Travel agents and tour operators
17	Deferment from contributing to the Provident Fund and ESI	<ul style="list-style-type: none"> <li>• Business units contribute to PF - 12% of basic salaries (reduced to 10% for three months)</li> <li>• Business units contribute to ESI – 4% of the wages</li> </ul>	<ul style="list-style-type: none"> <li>• To request Central government to allow deferment of contribution to PF and ESI by three months, which will help in paying part of the salaries</li> </ul>	All business units
18	Leverage MGNREGA	<ul style="list-style-type: none"> <li>• Provides 100 days of employment per household</li> <li>• As per official data, only 5.85 days of employment was provided to households for Goa (FY 2020-2021)</li> <li>• So far: 37,000 job cards were issued in Goa</li> </ul>	<ul style="list-style-type: none"> <li>• Extend MGNREGA to entire travel industry to prevent employment loss</li> </ul>	Unskilled workers

The following table further summarises the impact of the above-mentioned immediate reliefs and enlists the stakeholders that can avail the benefits. As the taxes and the regulatory charges represent a major source of income for the government treasury, therefore Rs. 25.74 Cr. shall be impacted in the collections:

Tax & Regulation	11	12	13	14	15	16	17	18
	Waiver/ Deferment Goa Tourism dues	Waiver/ Deferment electricity bill	Waiver statutory dues	Waiver/ Deferment GST	TCS exemption	TDS roll back	Exemption PF/ESI	Leverage MGNREGA
Hotel A	•	•	•	•			•	
Hotel B	•	•	•	•			•	
Hotel C	•	•	•	•			•	
Hotel D	•	•	•	•			•	
Shacks	•	•	•	•			•	
Restaurants		•	•	•			•	
Tour and Travels	•	•	•	•	•	•	•	
Tourism Activities	•	•	•	•			•	
Taxi	<i>If applicable</i>			<i>If applicable</i>				
Guides	•							
Freelancers	•							•
Other	<i>If applicable</i>	<i>If applicable</i>		<i>If applicable</i>				•
# Beneficiaries	10,510	9,279	9,279	All GST registered units	772	772	9,279	61,793
Cost to Govt.	Rs. 4.37 crore	Rs. 6.07 crore	Rs. 15.3 cr	-	-	-	-	-

## 6.7. Provide Financial incentive

It is also proposed to offer incentives to the industry to prepare the post-Covid-19 era and boost tourism activities. The tourism industry is expected to be revived at a slower pace than other industries. The government could provide incentives to the tourism sector to pass on the benefits to tourists, thereby generating more footfall and therefore revenue. The following interventions could be undertaken by the government to provide the required adequate relief measures to the affected industry professionals:

S. No.	Relief Measure	Details	Support required from state government	Potential Beneficiaries
19.	GST refund for international tourists	<ul style="list-style-type: none"> <li>To boost foreign tourist footfall</li> </ul>	<ul style="list-style-type: none"> <li>To request GST refund for international tourists to Central government</li> </ul>	Whole industry
20	Facilitate the usage of the Leave Travel Allowance	<ul style="list-style-type: none"> <li>LTA is now available for 2 trips for a period of 4 years:</li> <li>Would provide a boost to domestic tourist footfall</li> </ul>	<ul style="list-style-type: none"> <li>To request Central government to reduce the LTA period to 2 years</li> <li>To request Central government to revise the block period so that it starts 2020 onwards</li> </ul>	Whole industry
21	Income tax deduction for travel expenses	<ul style="list-style-type: none"> <li>Provide incentive for Indians to travel across India</li> </ul>	<ul style="list-style-type: none"> <li>To request Central government to create a new tax deduction segment for employees using their salary to travel</li> <li>Applicable only for travels in India, with a Rs. 25K cap</li> </ul>	Whole industry
22	Reduce airport charges	<ul style="list-style-type: none"> <li>Make it cheaper for charter flights to connect foreign countries to Goa</li> </ul>	<ul style="list-style-type: none"> <li>To request Central government to provide airport / landing charges exemptions for charter flights (to benefit the whole of India)</li> </ul>	Whole industry
23	Reduce cost of domestic conferences	<ul style="list-style-type: none"> <li>To boost MICE activities</li> </ul>	<ul style="list-style-type: none"> <li>Goa Government will request Central government a 200 percent weighted exemption of all expenses to</li> </ul>	Large hotels

			corporates on domestic conferences	
24	Zero-rating GST for MICE	<ul style="list-style-type: none"> <li>The current rate of taxation on MICE business makes India less competitive as compared to other countries</li> </ul>	<ul style="list-style-type: none"> <li>Goa Government will request Central government to provide a zero-rating GST for MICE. This should be further expanded to the exports of goods and services for a period of two years</li> </ul>	Large hotels

## 6.8. Incentives to promote hinterland tourism

As far as tourism is concerned, the hinterland represents an undiscovered part of Goa. Post Covid-19, high valued tourists are likely to prefer staying away from crowded areas – which are mostly on the coast in Goa - thereby opening opportunities for the development of the hinterland as a preferred destination. The government could incentivise new investors and attract quality investments to develop tourism products in the hinterlands of Goa. To attract private investments in a sector already largely fragilized by the on-going pandemic, financial incentives will be required from the government side. The following incentives could be provided to attract investments for hinterland tourism:

### Single Window clearance facility

All eligible tourism projects proposed in the hinterlands of Goa should be provided clearance from all the relevant departments at one place. Delays related to government clearance is one of the biggest risks associated with projects. This could be mitigated by centralizing all government clearances and NOCs relevant to the project at one source only. The single window facility shall reduce delays and enhance the confidence of investors.

### Relaxation in licencing norms

To further make the hinterlands investor friendly the government could provide waivers for statutory fees applicable to tourism establishments. The licencing norms could be relaxed to increase the viability of perceived projects. Waivers for annual licence fees, registration fees, stamp duties, property tax, municipal charges and utility charges could be provided to the investors for such tourism projects, for a limited period of time.

Waiver will be provided on case-to-case basis upon acceptance by the single window clearance cell.

### Provision of land parcel for increased tenure

Getting land parcels for commercial development can be challenging in Goa's hinterland, as most of the area is under forest cover or under no development zone. Also, in order to maintain a balance between the ecology of the area and the interests of investors, government should provide land parcels for restricted development but for a longer tenure or lease. The increased tenure will enhance the feasibility of a project and the government will also be able to control the development of the sensitive area.

Land will be provided on case-to-case basis upon acceptance by the single window clearance cell.

## Incentives to promote Homestays in Hinterland

Post Covid, a homestay in the hinterland could be an ideal accommodation for tourists to stay in Goa. To promote homestay facilities in the hinterlands, the government can provide following incentives:

- Waiving off the registration fee and the licence fee payable to the department of tourism for 2 years.
- To provide subsidy in utility charges such as electricity bill, water bill, etc. for 2 years.
- Free provision of government approved eco-responsible labels for the eligible accommodations to promote sustainable practices for 2 years.
- Subsidy in municipal charges / corporation charges, property tax, excise, trade licences, food safety etc. for 2 years.
- Provision of land with increased tenure for glamping / camping accommodations.
- Relaxation in FAR

# Summary - Relief measures from Goa Government

1

Inject liquidity

Facilitate in creation of Self-Help Groups

Facilitate access to Mudra loans for registered MSMEs & Individuals and to negotiate with nodal banks for flexible interest rate

To take leverage of the central scheme and facilitate implementation of special credit facility for the street vendors

To take leverage of the CAMPA fund to generate employment for new afforestation projects

To encourage nodal bank(s) to take credit guarantee cover to provide collateral free loans up to 2 crores

To encourage nodal bank(s) to take credit guarantee cover for credit facilities up to 2 crore and partial collateral for additional amount

To negotiate terms with nodal banks for increasing OD limits for existing loans

To negotiate terms with nodal Bank(s) for flexible interest rates and possible takeover of loans from other banks

Extend MGNREGA to entire travel industry to prevent employment loss

2

Tax/regulatory relief

To wave off all registration fees for 2 years with auto renewal (except shacks)

License fee for shacks (2020-21) to be adjusted on pro-rata basis for the period of lockdown in the license fee of (2021-22)

Fee for NTS & ALF for GTDC/DOT properties to be deferred for a period of 6 months

Waiver of statutory dues (Panchayat/Municipal charges, property tax, trade license, COP charges) for the period of lockdown and auto renewal of licenses for next one year

Waver on fixed charges until September for MSMEs (up to INR 5 crores) & Deferment on fixed charges for large businesses (over INR 5 crores)

Relaxation in licensing/taxation for new tourism activities in the hinterland, especially for homestays

3

Financial incentive

Provision of government land with increased tenure for hinterland projects

# Summary - Relief measures from Central Government

1

Inject liquidity

Request to RBI to increase moratorium for working capital, term loans and ODs for 3-6 months

Request to central government to return new GST filing done for last quarter by the business units

2

Tax/regulatory relief

Request central government for GST waiver until September for MSMEs and deferment for large businesses

Request central government for reduction of GST to 5% for hotels with tariff less than INR 2,750/-

Request to central government to exempt collection of TCS (1%) for a period of 1 year, paid by travel agents under GST payments to hotels and airlines

Request central government to roll back the new provision as per which 1-5% TDS is to be withhold while remitting payments to airlines, hotels, etc.

Request central government to exempt business units from contributing funds for PF and ESI

Request central government for GST refund on international tourists

3

Financial incentive

Request central government to reduce LTA period to 2 years and revise the block period so that it starts from 2020 onwards)

Request central government to create a new tax deduction segment for employees using their salary to travel, with a cap of INR 25,000/-

Request central government to provide airport / landing charges exemption for charter flights

Request Central government a 200 percent weighted exemption of all expenses to corporates on domestic conferences

Request Central government to provide a zero-rating GST for MICE and should be further expanded to the exports of goods and services for a period of two years



RECOMMENDATION 3  
BUILDING UP A  
COHERENT VISION

## 7. Building up a coherent vision for the future of tourism in Goa

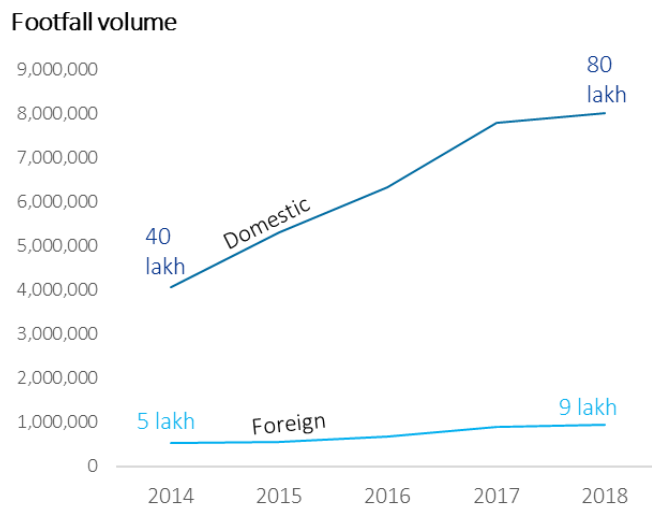
The priority for Goa Tourism is evidently to address the most pressing issues the state is currently facing. This involves, first, to ensure that the Covid-19 virus does not spread further and that the return of tourism activities does not worsens the situation. It also entails, second, bringing immediate financial relief to tourism business units to make sure they do not succumb to the on-going economic crisis.

**But this is not enough.** While these measures will meet the needs of the hour, they will fail short to address the bigger issues that Goa's tourism industry has been facing for years. It is therefore recommended to adopt, in addition to short-term measures, a broader vision to completely revamp the tourism paradigm in Goa.

### 7.1. Goa's tourism industry prior to Covid-19: growth or decline?

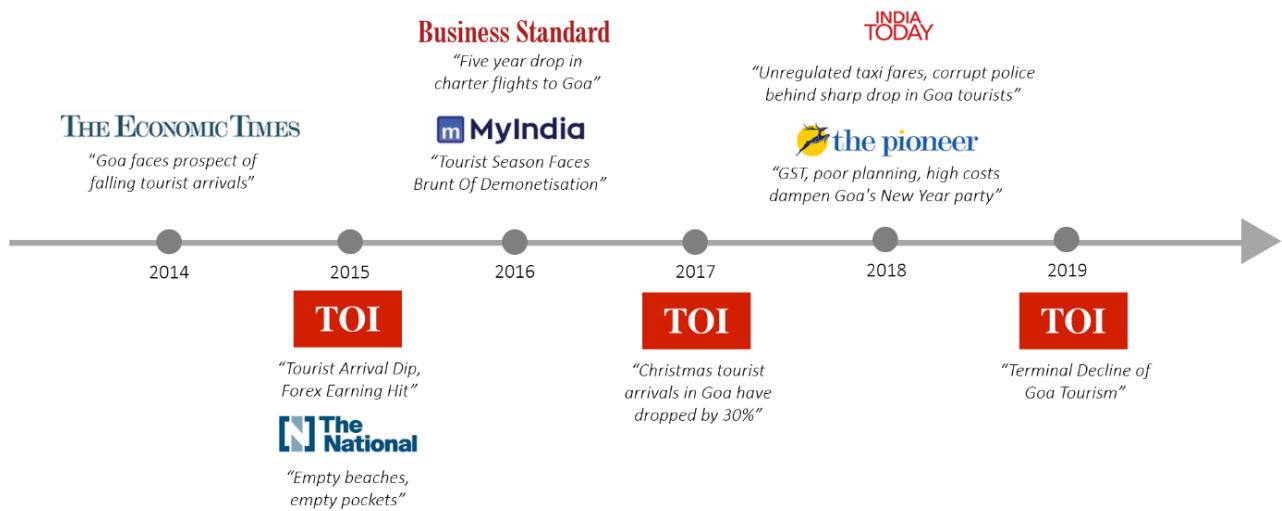
#### Growth...

Figures from the Department of tourism indicate that tourist footfall has been increasing steadily since 2014. In just four years, from 2014 to 2018, the number of Indian visitors doubled, jumping from 40 to 80 lakh, while the number of foreign tourists increased by 80%, from 5 to 9 lakh.



#### Decline...

While figures from DoT were encouraging, at the same time, in the last six years, representatives from the tour and travel industry, civil society organizations and media outlets have been warning that tourism in Goa was facing a major crisis. This was illustrated by the litany of newspaper articles which usually blossomed in December, every year, to point out drop in tourist arrivals and loss of revenues. Systematically, while government figures suggested a rise in tourist arrivals, news report suggested the exact opposite.



### ***KPMG 2019 survey on tourism decline in Goa (1/2)***

In January 2020, KPMG conducted a survey to investigate the matter and assess the vitality of tourism activities in the state. The study confirmed that 2019 had been a poorly successful year for tourism professionals. All types of hotels – from luxurious five-star resorts to small budget guesthouses – reported a decline in room occupancy. The owner of a hotel based in Colva for instance made the following observation: *"2019 was the worst season in many, many years. On Christmas Eve we did not have a single booking, we had never seen that before"*. Overall, the limited sample of the study – which was mostly qualitative – suggested that the room occupancy across Goa had decreased by about 15 percent in 2019 as compared to 2018. More specifically, hotel owners felt that the number of foreigners had decreased particularly sharply – 62 percent of the sample recorded a decline in overseas guests, while only 24 percent observed the same for Indian tourists.

However, while the 2019-2020 season in Goa clearly seemed bleak, the reasons for this crunch were not so obvious. Most industry stakeholders suggested that the decrease in room occupancy was due to the fall of the tour operator Thomas Cook, which went bankrupt in September 2019. It seems very unlikely that the collapse of Thomas Cook alone could have such a deep impact in Goa. After all, the previous year, in 2018, Thomas Cook had brought 35,000 tourists to Goa, which represented only 3.8% of foreign tourist arrivals in the state. In fact, a hotelier observed that *"in 2018 there were 10 weekly flights from the UK. Seven were operated by Thomas Cook, and three by TUI. This year there were only four flights by TUI. Yet, none of them were full... So you can't put the blame only on Thomas Cook"*.







Similarly, the argument that the turmoil linked to anti-CAA protests had scared tourists away was not fully convincing: the first travel advisories related to the matter were issued on 19th December, 2019, way into the beginning of the season. Foreign guests had already booked their trips by then, and no stakeholder interviewed during the survey observed any wave of cancellation at that time.

***Then how to explain then industry stakeholders perceived a reduction of their activities?***

### **Over-growth?**

In fact, astonishingly, while tourism associations and some news articles have been complaining about a decline in tourism, citizen groups and other news articles have been narrating the absolute opposite

story: that, far from declining, tourism in Goa is actually growing at an uncontrollable pace with very deep negative externalities on Goa's ecosystem.

<p><b>Water quality reduction</b></p>  <p>2018: fecal coliform exceed prescribed limits in most beaches <i>Miramar, Calangute, Morjim, Mobor Baina, Galgibag, Vagator, etc.</i></p>	<p><b>Damage of the environment</b></p>  <p>Risk of disappearance of Vasco's coral reef</p> <ul style="list-style-type: none"> <li>- Bleaching due to port pollution</li> <li>- Tour boat operators dropping their anchors on reefs.</li> </ul>	<p><b>Increase in air pollution</b></p>  <p>Goa State Pollution Control Board: air quality is deteriorating</p> <p>In 2018, major causes:</p> <ol style="list-style-type: none"> <li>1) Mining</li> <li>2) Industries</li> <li>3) Transportation</li> </ol>
<p><b>Waste management challenge</b></p>  <p>Industry professionals feel beach cleanliness has improved.</p> <p>But access to beaches remain a major concern</p>	<p><b>Decimation of wildlife</b></p>  <p>2018-2019: 256 deaths of mammals for mysterious reasons</p>	<p><b>Worrying beach erosion</b></p>  <p>Erosion is not only natural: malpractices from shack operators is aggravating the situation</p>

As per this narrative, “over-tourism” has been affecting durably Goa's environment and society due to the incapacity of the state to cope with masses of tourists. International media outlets have covered these issues in the past, which has participated in tarnishing the brand image of Goa.

<p> <b>NEWS.RU</b></p> <p>“In Goa, tourists bath in water contaminated with petrol”</p> <p><b>Туристы на Гоа купаются в мазуте</b></p> 	<p> <b>The Guardian</b></p> <p>An idyll no more: why I'm leaving Goa <i>Deepthi Kapoor</i></p> <p>The beautiful, laid-back Goa of old is disappearing amid pollution, over-development and fears over personal safety. It's time to leave, says resident Deepthi Kapoor</p> 	<p> <b>Le Monde</b></p> <p>PLANÈTE</p> <p>En Inde, à Goa, la pollution menace le tourisme</p> <p>L'État ne dispose pas d'unités de traitement des déchets et des eaux usées capables de faire face à l'afflux des vacanciers.</p> <p>Par Sofian Boussouf et Julien Bessière - Publié le 07 août 2019 à 10h01 - Mis à jour le 07 août 2019 à 17h01</p> <p>© L'Express 4 min</p> <p>“In Goa, India, pollution is threatening tourism”</p> 
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In this context, a high number Goan activists have been requesting not to boost tourism in the state, but instead to curtail it to limit its negative consequences.

## 7.2. The Goan Paradox: more tourism, less profit

Growth? Decline? Over-growth? Whom to believe? The media, the industry, citizens and official data all seem to be telling a different story about the current fate of tourism in Goa. Where lies the truth? This report is in the opinion that, in fact, these narratives are all exact and happening simultaneously.

<p><b>Growth or decline?</b> All the stakeholders are actually <b>right</b></p>	<p><b>More tourists but harsher competition</b> Prevalence of illegal activities</p>	<p><b>More volume but lesser quality</b> Prevalence of “cheap tourism”</p>	<p><b>The Goa paradox</b> Tourism is growing YET Goa benefits less and less from it</p>
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Goa has recorded a growth in tourism footfall in the last few years, and yet hoteliers have been reporting a decline in their occupancy rate. This paradox seems largely due to the prevalence of

informal/unregistered activities. For accommodations, for instance, this report estimates that more than 70 percent of rooms available in Goa are out-the-radar from official data – this may include unregistered hotels, unregistered rooms or second homes rented to tourists on online platforms. As a consequence, given the inflation in the number of available rooms, formal registered units are facing harsher and harsher competition. The cake might get bigger – since the absolute number of tourists is increasing – but the pieces are getting smaller as more businesses are competing.

Similarly, while the total volume of tourists has been increasing, the value brought to Goa by visitors seems to be on a declining trend. To say it differently, more tourists seem to be coming to Goa, but they also spend less and less on average. It is undeniable that the universalization of Goa as a tourism destination has brought to the state larger masses of tourists which could not have afforded travelling one decade ago. While this might be positive from a social perspective, for Goa this trend has implied more volume but not necessarily significantly more profit.

The core of the problem seems to be more about quality than quantity. Here lies the Goa paradox: while tourism volume has been undeniably growing, the state has been benefiting less and less from it.

### 7.3. Why Goa needs to enhance the value generated by tourism

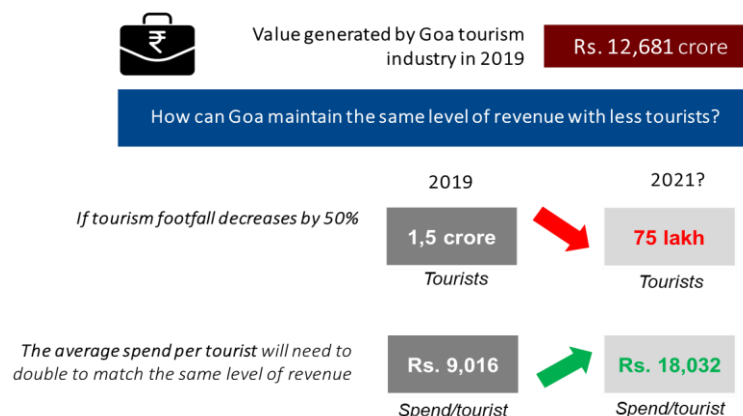
In the months – and maybe years – to come, footfall is going to reduce:

- The fear of the virus will make tourists more reluctant to travel for some time,
- New social distancing norms will limit the flows of tourists. For instance, for some time, planes and trains will allocated only a limited number of seats (two third of the usual capacity) to reduce physical proximity,
- The number of foreign guests is surely going to reduce sharply.

This report estimates that, in 2019, Goa generated Rs. 12,681 cr. of revenue from tourism activities. How can the state maintain the same level of revenue with less tourists? The only way to go seems to be to increase the average amount spent per tourist.

As per the analysis of the present report, tourists in Goa spent on average Rs. 9,016 per trip and per visitor in 2019. This number is based on the estimation that the actual tourist footfall that year was about 1.5 cr., against only 89 lakh according as per official figures. To come up with this figure, the research team also took into consideration the volume of tourism generated by unregistered activities (particularly accommodations) which, as of now, had remained unaccounted for.

If footfall was to decrease by 50 percent, the average amount spent per tourist should double and reach Rs. 18,032. This would require a major shift for Goa in terms of product offering and profile of visitors.



## 7.4. Why is the value generated by tourists in Goa so low?

On average, tourists in Goa spend only Rs. 9,016 per trip and per head. Three major factors explain why visitors do not generate more value:

- **Restricted tourism identity**

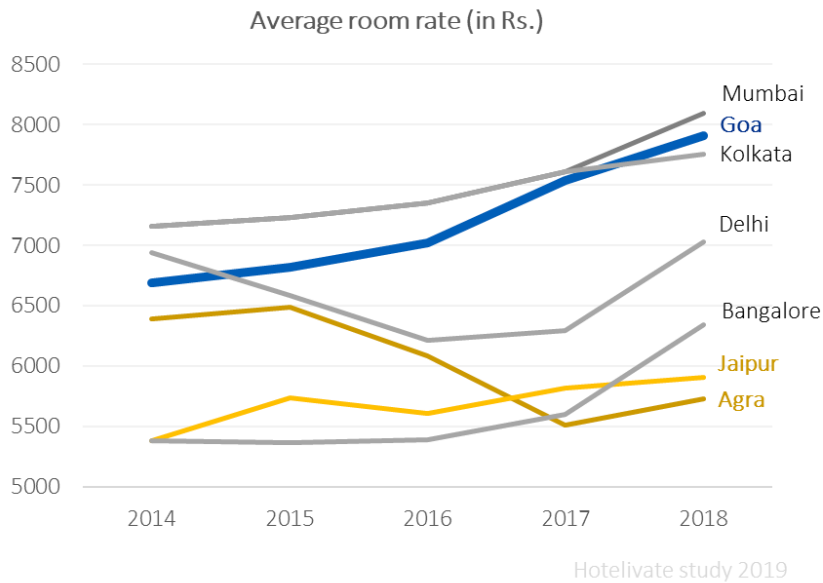
Goa is known for its beaches, its parties and, most importantly, its so-called “carefree” spirit. These features represent excellent tourism assets which make the state a unique destination within India. The issue, however, is that this narrow reputation also sometimes encourages inadequate behaviors among tourists: drinking in the open, eve-teasing, rowdy driving style, consumption of hard drugs, etc. Clearly, some tourists in Goa take the liberty of behaving in a way they would not at home – precisely because, from their view, “*this is Goa*”. Hindi, Kannada and Telugu movies have also participated in building this image in contemporary Indian pop culture. As a result, “irresponsible tourism” has deeply tarnished the reputation of Goa. In the course of the study, several tourists, foreigners as well as Indians, shared with the research team that they had stopped going to beaches like Baga, Calangute or even Anjuna and Vagator, because they felt uncomfortable with the aggressive behavior of certain tourists. The restricted identity of Goa as a tourism destination seems therefore to be keeping responsible high-value tourists and families at bay.



- **Lack of avenues for spending**

Goa is not cheap. In terms of hospitality, Goa is, after Mumbai, the second most expensive place in India, far above other tourism hubs like Jaipur or Agra.

Yet, infrastructures and services available in Goa do not necessarily match these high costs. Goa often seems to rely more on its reputation than on the excellency of its offering. As a result, tourists who can afford to pay expensive holidays prefer travelling to destinations with higher value for money, such as Thailand, Malaysia, Indonesia or even Sri Lanka.



- **Systematic issues**

Travelling to Goa can come with several inconveniences: taxis charging exorbitant prices, persistent touts, unhygienic open spaces, unsafe environment with unregistered water sports activities, etc. These difficulties can clearly be repulsive for high-value tourists wishing to spend challenge-free holidays. Once again, this profile of tourists is likely to prefer other destinations in the region. Similarly, investors also often have a hard time doing business in Goa, due to heavy bureaucratic processes and unexpected complications. Overall, the lack of standardization of Goa’s tourism industry is therefore heavily hampering high-value tourist footfall and high-value investments.

## 7.5. Shifting the focus on value rather than volume: way to go

This report recommends three major actions to enhance the value of tourism in Goa:

- 1) Change the image of Goa to make it more attractive to high-value tourists and families;
- 2) Facilitate the development of high-value infrastructure and services in the state;
- 3) Standardize the tourism industry by enforcing more strictly existing policies.

Today



Slow revival of tourism across the world

Full revival of tourism across the world

1

Develop new products in eco, wellness, heritage, and water tourism beyond beaches

Change the image

Sustain the image

2

Start investments

More avenues for high-value tourism

Infrastructure

3

Strictly enforce or update existing policies

Transport

Accommodations

Investments

Eco-tourism



## 7.6. It is the right time for Goa to transform its tourism model

### Reason 1 – We have time

The disruption brought by the Covid-19 crisis has given Goa Tourism time to reshape its strategy and sharpen its vision for the future.

“

We will have a slump in foreign tourists for at least 2 years. That should give us an opportunity to better ourselves. Let us turn this crisis into an opportunity.

**The owner of a one-star hotel**

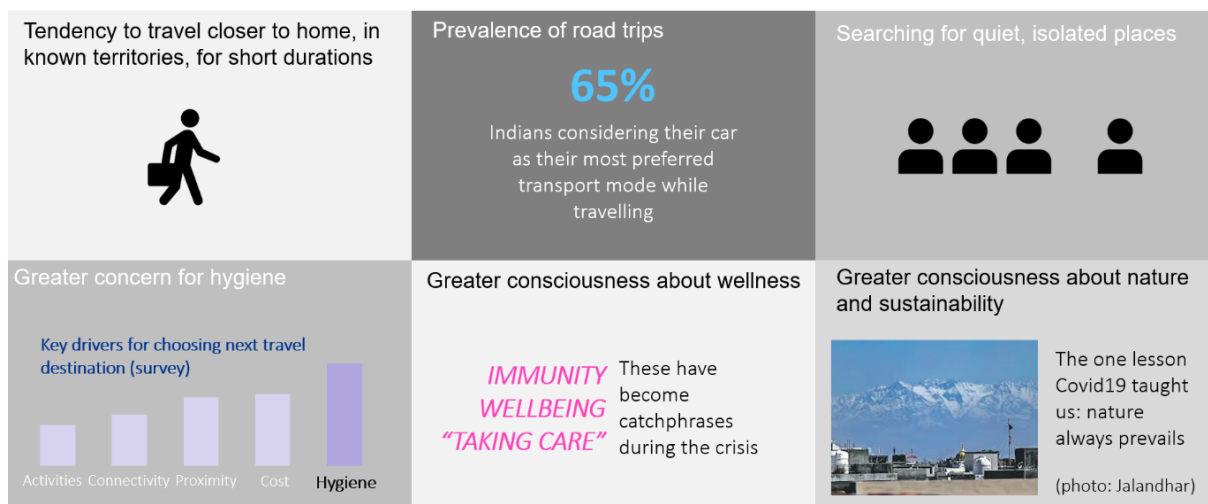


It would be in the best interests of the state if the government used this pandemic as an eye opener

**The Managing director of a travel agency**

### Reason 2 - Tourists will not travel the same way than before

The Covid-19 pandemic will probably bring durable behaviour changes in the way we travel. Priorities and concerns of tourists are likely to be affected by the shock generated by the global crisis. Greater focus on wellness, prioritization of hygiene, higher concern for nature, fear of big gatherings, prevalence of road trips, tendency to favour short trips close to home, etc. represent some of the trends forecasted by the research team. Goa needs to be at the forefront to understand these upcoming changes and integrate them in its new tourism strategy.



Sources: KPMG 2020 Domestic tourism survey, Mahindra “Alternativism” Report 2019

### Reason 3 - Industry stakeholders are ready for change

The survey revealed industry stakeholders expect Goa Tourism to leverage the current crisis to radically transform Goa’s tourism paradigm and address past issues.

“

Goa needs to press the reset button.

**A tourism consultant**



Goa was a pioneer in the world for its tourism. Now we don't even stand in the top 10 destinations. We get tourists because of Goa's brand name and because alcohol is easy to find here. But no tourist comes to Goa for the quality of services. That needs to change. We need to offer something new.

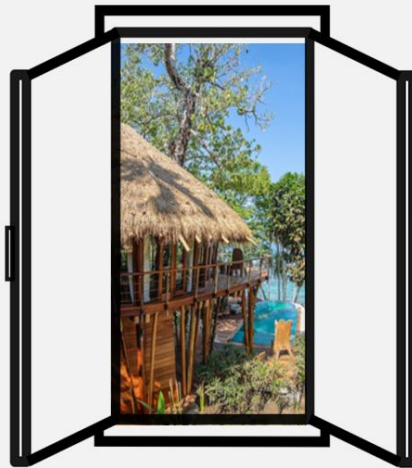
**The owner of a one-star hotel**

We need a complete revamp in our outlook and strategy towards tourism. Let us rework brand 'Goa'. Let us use this time to heal past mistakes and provide a fresh positive brand image to attract the right audience and tourists to the state.

**A guesthouse owner**

”

The Covid-19 pandemic has opened a window opportunity: all the stakeholders are now ready for change, including tourists themselves, business owners and government officials. It is thus the right time to take bold actions, before the window shuts.



**There is a unique window opportunity for a new tourism paradigm in Goa**

**Let us not let this window close!**

# RECOMMENDATION 4 TRANSFORM GOA'S TOURISM IDENTITY



## 8. Develop new products and segments to change Goa's image

This report therefore strongly recommends reinventing brand Goa and, along with it, the identity of the state as a tourism destination. This should allow to attract higher-value tourists to Goa, limit the negative impact of tourism on the state and, in the end, make the tourism industry more sustainable and resilient.

### 8.1. Vision: turn Goa into India's *Responsible Tourism Capital*

Responsible tourism could, and should, constitute the future of tourism in Goa. In fact, this report suggests turning sustainable tourism into Goa's trademark and new unique selling point, for several reasons:

#### Reason 1 - Goa already has a dynamic network of eco-responsible businesses

Goa already has a strongly rooted network of highly innovative eco-responsible businesses, including India's first fully organic clothing brand (No Nasties), first vegan restaurant (Bean me Up) and first fully plastic-free grocery shop (Eco Posro). These businesses are typically high-market and trendy enough to attract not just foreign tourists but also affluent Indians from metro cities. This "Goan touch" constitutes a strong magnet for Indians looking for a more sustainable way-of-life. Assagao, for instance, has become a hub for young architects, designers, artists, consultants from Mumbai, Delhi or Bangalore who have decided to settle down there for the quality of life. These individuals often come with a strong purchase power. Goa should bank on this positive, trendy image to attract high-value tourists

#### Reason 2 - Goa should rely on its own assets

Goa should not try to imitate Singapore, Bali or the Maldives. Goa should remain Goa. And, to do so, Goa should put the emphasis on its own original native advantages: nature, culture, tranquility. Eco-tourism appears as the best approach to nurture these assets.

#### Reason 3 – Responsible tourism can bring significant added value

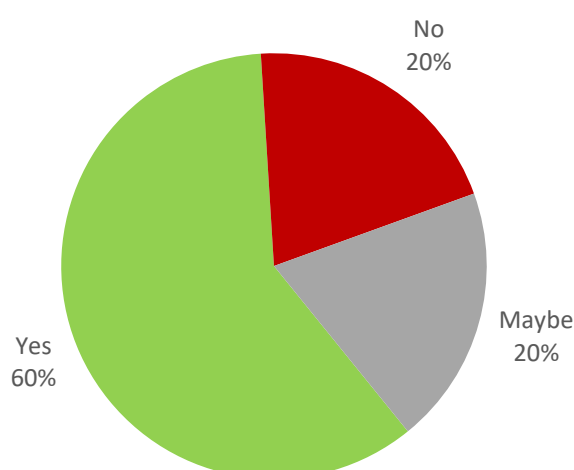
Eco-responsible businesses often come with a cost. Because they require additional efforts to limit their impact on the environment or to benefit local communities, they are comparatively more expensive. Typically, dolphin tours organized by the eco-responsible company Terra Conscious costs Rs. 3,500, against only Rs. 250 for class dolphin tours. The difference lies in the approach: Terra Conscious ensures dolphins are not disturbed by the boats and make extras efforts to train boatmen and educate tourists about the ecosystem. Such eco-tourism activities might not be suitable to mass tourism, but they generate significantly higher value. They therefore completely adhere to the "Quality over Quantity" approach Goa should embrace.

	Eco	Classic
Dolphin tours	Rs. 3,500	Rs. 250
Diving	Rs. 6,500	Rs. 1,500
Cottage	Rs. 3,000	Rs. 1,000

#### Reason 4 – There is a growing market for sustainable tourism products in India

Responsible tourism does come with a price. Yet it appears that a growing number of Indians are ready to pay this price. As per a recent survey, 83 percent Indians expressed interest in changing their lifestyle for the sake of environment<sup>4</sup>. 67 percent even ranked “eco-friendliness” as their highest influencing branding parameter, meaning that the more a brand advertises its eco-responsibility, the more they tend to consume this brand<sup>5</sup>. Younger generations seem particularly receptive to “green branding”. 74 percent of Indian Millennials and 72 percent of the Generation Z said they would be willing to pay more for sustainable products and services<sup>6</sup>.

More specifically, in April 2020, KPMG conducted a survey among urban Indians and found out that 60% of the respondents would pay a higher price for a restaurant with an “eco-responsible” label.



*Would you be willing to pay more for an eco-responsible restaurant?  
(KPMG survey among 153 domestic tourists, April 2020)*

Moreover, the Covid-19 pandemic seems to have induced a growing concern among common citizens about nature and the impact of human activities. The demand for eco-responsible products is therefore likely to increase.

#### Reason 5 – Eco-responsible tourism would represent an opportunity to introduce new sustainable business practices

Changes are required to tackle overtourism tourism. Eco-responsible activities would represent a good opportunity to make Goa’s tourism model more viable and to better balance quality over volume.

#### Reason 6 – Eco-responsible tourism would significantly improve Goa’s brand image

Goa has the potential to become the “Eco-responsible capital of India” given its rich natural assets, its already dense network of environmentally friendly businesses and its celebrated quality-of-life among urban, affluent, influent Indians.

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<sup>4</sup> Mahindra “Alternativism” Report, 2019

<sup>5</sup> International Lifestyles Survey, Euromonitor, 2019

<sup>6</sup> Call it natural, ethical or green to sell it in India, Economic Times, 2019

## 8.2. Strategic segments to change Goa’s image and increase the value of tourism in Goa

Beyond strategy, how to concretely implement this vision? How to practically change the image of Goa as a tourism destination and enhance the value generated by the tourism industry? What products could be developed? What measures should be taken?

This report suggests a list of innovative products to develop four different tourism segments – Goan waters, Eco tourism, Heritage tourism, Wellness tourism – to diversify Goa’s tourism identity and attract different types of tourists.

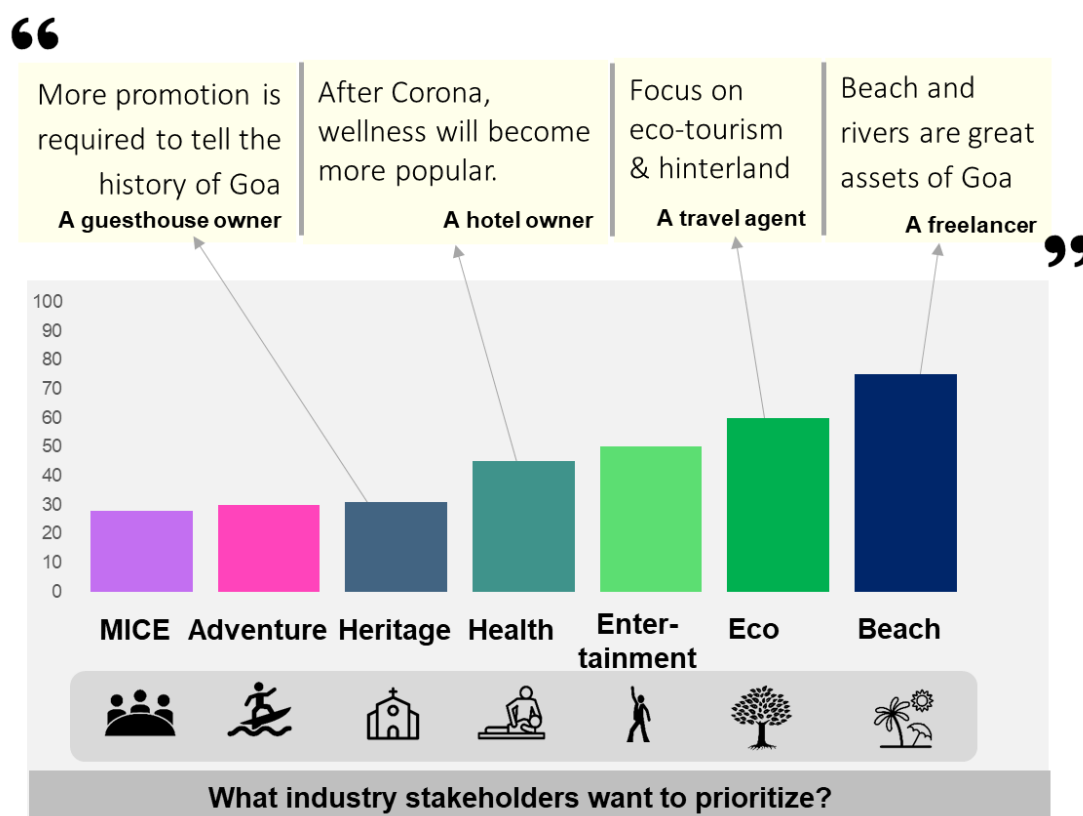
### How the priority segments were selected?

The research team took into consideration five factors. The priority segments had to:

- Be supported by industry stakeholders (to some extent);
- Participate in renewing the image of Goa;
- Open Goa to more diverse profiles of tourists;
- Have potential for responsible tourism;
- Be in line with the post- Covid-19 context

### What tourism segments would Goa’s tourism industry want to prioritize?

To determine which tourism products should be developed and which tourism segments should be marketed in priority, the research team sought the opinion of Goa’s tourism industry. The majority of industry stakeholders wanted Goa Tourism to promote in priority beach tourism, eco-tourism, entertainment tourism, health tourism and heritage tourism. The distribution of the responses is depicted below:

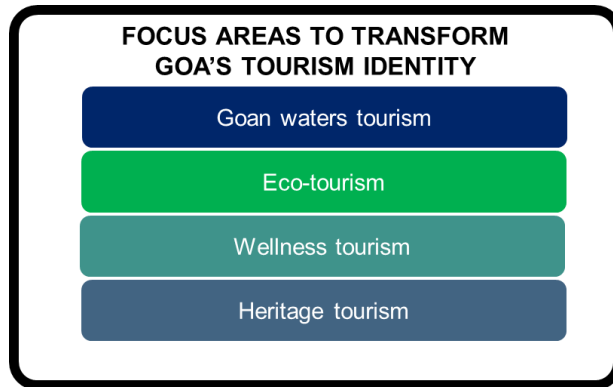


As part of the survey, industry stakeholders were requested to share their three priority strategic tourism segments for Goa. The survey highlighted three trends:

- 1) **There is no unified voice in Goa's tourism industry.** Depending on their size, the nature of their activities or their geographic location, industry stakeholders expressed very different wishes regarding the future of Goa as a tourism destination. In fact, most tourism segments were supported by a relatively similar share of respondents. Beach tourism and eco/nature tourism aside, all the suggested tourism segments were praised by at least one respondent out of three (between 30 and 45%) and, as a result, none of them particularly stood out. Overall, though, the cumulated views of industry stakeholders did not lead to a clear collective vision for the future of Goa's tourism identity. *"Goa wants to be everything at the same time: Bangkok, Vegas, Bora Bora, etc. You can't be everything, you need to make a choice"*, observed the owner of a boat services company.
- 2) **Traditional segments remain popular (beach/entertainment).** Goa is famous for its beautiful coastline and its festive spirit. Unsurprisingly, beach tourism (number one) and entertainment tourism (number three) were therefore rated as high priority segments by industry stakeholders. This means that, to a large extent, a large chunk of the tourism industry is in favour of business as usual as far as tourism offering and image are concerned. As explained by the representative of a taxi company: *"Casinos and clubs, whether you like them or not, bring a lot of money. Goa cannot do without them"*.
- 3) **At the same time, a significant share of the industry advocates the development of new tourism segments.** Although, as expected, traditional USPs were high on the mind of industry stakeholders, it is in fact startling that beach tourism did not obtain even more support from respondents (only 61% identified it as a priority). This could be explained by the fact that beach tourism is taken for granted by industry stakeholders – as Goa is already known for it – and that, in their view, additional tourism segments should be developed to diversify the offer in the state. And, indeed, the major finding of the survey is that a large proportion of industry stakeholders requested to develop a new brand identity for Goa, beyond beaches and parties. Particularly, industry stakeholders praised eco-tourism (number two), health tourism (number four) and heritage tourism (number five).

### Recommended tourism segments to change Goa's tourism identity

Taking into consideration responses from industry stakeholders as well as the analysis of the Covid-19 scenario, and particularly the new travelling trends which are likely to emerge among tourists, the present report recommends Goa Tourism to focus on Goa's waters (beyond mere beach tourism), co-tourism, wellness tourism and heritage tourism. These four segments are likely to revive Goa's brand name, enhance the experience of tourists, and eventually increase the value generated in the tourism industry.



This does not mean that Goa should not develop other segments as well. Beach tourism, entertainment tourism and since more recently MICE tourism are definitely part of Goa's tourism DNA. Tourists will keep coming to Goa for these types of tourism. However, to change Goa's image, it is important to shift the focus to other segments as well.

In summary, it is suggested to develop the following products to transform Goa's tourism identity:

Goan waters tourism	Eco-tourism	Wellness tourism	Heritage tourism
Inland River Transportation	Eco-labels for hotels and restaurants	Quality label for Ayurveda centers	Old Goa circuit
Edutainment Nautical tours	Trekking corridor	Therapy holidays	Culinary tourism
Glamping	Green weddings	Working holidays	Mobile game to discover unknown Goa
	Farming workshops		AR/VR intervention
	Community-based village tourism		Event aggregator

**Hinterland tourism**

Connecting the dots with geographically coherent tourism zones in unexplored sides of Goa



Goa is widely famous for its beaches. However, Goa has more to offer than just its coastline: it is the right time to showcase the unexplored waterbodies of Goa. Goa is comprised of 35 major beaches but also features 9 rivers, 12 lakes and a dense network of backwaters. Goa Tourism should leverage these underutilized assets to develop high revenue tourism activities. Proposed tourism products include:

### *Goan Waters Product 1 - Inland River Transportation.*

The state has 9 large rivers and all of them flow out of the Western Ghats into the Arabian sea. The biggest rivers are Sal, Tiracal, chapora, Baga, Mandovi, Zuari, Saleri, Talpona and Galgibaga. They all form a navigable length of 253 km. Jetty terminal buildings / floating pontoons should be developed at strategic locations to facilitate transportation of tourists via ferries. This shall not only enhance the experience but also act as hubs for development of ancillary tourism activities like themed tours. The terminal buildings could also be further utilised to provide commercial space for events and MICE activities. Transportation via waterways shall also decrease the dependence on roadways and reduce traffic jams on roads.

### *Goan Waters Product 2 - Edutainment Nautical tours*

The nine rivers further subdivide into 42 smaller tributaries, forming a large system of inland waters called the backwaters. The Goan backwaters are rich in flora and fauna. Vast varieties of birds and animals can be spotted from the back waters of Goa. Such custom tours could be conducted with specialised guides to promote responsible approach towards nature.

### *Goan Waters Product 3 - Glamping*

The beaches of Goa have always attracted all kinds of tourists. Glamping is proposed to attract the high value tourists looking for minimalist, yet trendy accommodation. As the structures are made of eco-friendly temporary material, their impact on the environment is therefore minimized and are also aligned with the CRZ regulations. To promote such tourism activities, talukas with low bed density such as Pernem & Cancona should be targeted.



## Eco-tourism



A major finding of the survey is that a large section of industry stakeholders advocated the development of nature-based eco-tourism.



### *Eco-tourism product 1 - Eco labels for hotels and restaurants*

In India, there seems to be an increasing interest for sustainable consumption products. 89 percent Indians said they would address climate change more actively if companies offered alternative solutions. A certain class of affluent, urban, globalized Indians are therefore looking for opportunities to consume in a more environmentally friendly manner.

It is proposed to create an eco-label to send a signal to these potential consumers/tourists that it is possible to travel in Goa in a sustainable manner. The eco-labels would be issued to hotels and restaurants enforcing certain norms and practices to limit their negative environmental impact.

Eco-labels would have several benefits:

- It would help to bridge the demand and the offer for sustainable tourism products;
- It would participate in marketing a “greener” image of Goa and thus positions the state as India’s hub for sustainable tourism;
- It would allow generalizing and standardizing eco-responsible practices among Goa’s hotels and restaurant



The major challenges to launch such label in Goa include:

- Generate credibility, as it is important for tourists to trust the label. For this, a high-level independent committee of experts need to be in charge of validating certification standards and processes;
- Ensure total transparency, so that hotels and restaurants know which standards they need to fulfil to get the label. The Label criteria should be freely available to the public and the industry;
- Make the brand of the label popular enough: a marketing campaign, a strong name and a catchy logo will be required to turn the label into a brand.

*Eco-tourism product 2 - Trekking Corridors*



Choose Canacona as pilot eco-Taluka

Link the beach to national parks

Trails through coast, hinterland and hills

Goan Western Ghats: an overlooked natural jewel

Eco-tourism is also about getting closer to nature. For this, nothing beats trekking. Developing trekking in Goa would allow tourists to walk through specifically designed trails and discover the natural beauties of Goa at a slow pace. For trekking to become a trend in Goa, two major measures are required:

- Design trekking corridors with a network of trails giving tourists the opportunity to discover different aspects of Goa's rich geography, including the coast, the hinterland and the hills. Setting up trekking trails requires only light investments such as non-concrete tracks, direction boards and maps. The design of the trails should be made in coordination with local communities to ensure the acceptability of trekkers.
- Develop accommodation infrastructure. Ideally, the duration of trekking itineraries should spread over several days so maximize the experience of tourists. This means that, in between, trekkers will need places to stay. As trekking is about getting immersed into the nature, accommodations need to be aligned with this travel philosophy. It is proposed to develop all along the trekking trails eco-camps where tourists will be able to spend the night in a minimalist yet unique manner. This does not necessarily mean cheap camping tents: eco-camps can also feature high quality house trees catering the needs of high-value tourists. Once adequate forest plots are identified, tenders will be floated, and successful bidders will be given the responsibility to re-value land and set up sustainable eco-camps.

### *Eco-tourism product 3 - Green weddings*



Promoting eco-friendly weddings would have three major positive effects for Goa:

- Curb the environmental impact of the “big-fat-Indian-weddings”;
- Meet the growing demand for eco-friendly lifestyle among foreigners and urban Indians;
- Portrait Goa as a front-runner in terms of responsible tourism.

Eco-weddings required intense logistics are they are supposed to be organized on a zero-waste approach: no plastic, reusable cutlery only, use of compost stations, etc. Catering also needs to take into account the origin of the food (organic, local products) and enforce good practices to avoid wastage. Such type of weddings is also meant to have a positive impact on local communities, for instance with the use of local service providers and suppliers to benefit the local economy. Finally, all the decorations and wedding items (like invitation cards) need to be developed in a recycling approach.

Green weddings usually required way less investments than classic big ceremonies. However, from a business perspective, eco-weddings can come with large margins as the complexity of organizing such events implies significant added value.

Goa Tourism could provide wedding planners a certification for eco-weddings, which could help to give guarantee to prospective couples and to enhance Goa's green image

### *Eco-tourism product 4 - Farming workshops*

Eco-farming constitutes an interesting segment of eco-tourism as it can directly benefit local farmers, as it promotes sustainable farming practices, and it offers a unique experience to tourists, in the heart of Goa's vibrant nature.

Eco-farms are not a new concept in Goa: several units, particularly spice plantations, already open their doors to tourists, either for simple visits, or even to spend the night in accommodations. However, the analysis of the research revealed that the offering in terms of tourism products is often too restricted in Goa's eco-farms. To address this limitation, it is recommended to develop the concept of *"learning tourism"* to increase the attractivity of eco-farms. For many tourists, holidaying is not only about relaxing anymore, it is also about *"personal development"*, a concept which has gained in importance at the time of lockdown. Tourists want to leverage their free time to learn new life skills and expand their knowledge.



Photo: Dudhsagar Ecostay (Karmane)

In the aftermath of the Covid-19 crisis, tourists will be interested to develop new skills such as gardening to ensure food auto-sufficiency, boosting immunity through plant-based Ayurveda techniques or organic techniques. Eco-farms could organize workshops, which would take place over several days, to give practical training to tourists in these eco-wellness matters. Packages could include accommodation, food grown at the farm, workshops, Ayurveda basic classes, cooking lessons, etc.



Photo: Netravali (Strawberry plantation)

### *Eco-tourism product 5 - Community-based village tourism*

Community-based village tourism can bring business opportunities for local communities while ensuring that the sustainability of the local eco-system is preserved. According to this type of tourism, tourists get to spend the night in home of villagers and thereby enjoy a unique experience of village lifestyle. By definition, community-based village tourism happens at a low-scale, with therefore a limited impact on the environment. The concept of carrying capacity is crucial here – local communities need to decide collectively what is the maximum number of tourists the village can absorb from a social perspective.

Local communities are the full owner of this type of project, which implies that the model may vary from one village to the other. On this occasion, a community-based fund may be created so that benefits from room rates can be leveraged for village development initiatives. For the government, the advantage of community-based village tourism is that it can offer accommodation options to tourists in environmentally sensitive areas, like national parks, where the development of permanent structures for hotels is not allowed by law.

## Wellness tourism

A significant number of industry stakeholders suggested to boost wellness/health tourism and give it a greater place in Goa’s brand identity. As the pandemic outbreak has shocked the entire world, and as tourists are likely to be more conscious about their health and immunity system, tourism operators offering services to address these concerns may gain in popularity. In this context, many stakeholders encouraged the development of wellness and health tourism activities in the state. Overall respondents suggested to promote Goa as a place which is good for the body and the mind, and not just a place to party and get drunk.

“

Goa government must allow Hoteliers to promote wellness packages under the guidance of good/professional leadership.

**A four-star hotel manager**



Promote Goa has a wellness and health oriented tourism place and encourage stakeholders to promote similar businesses .

**A restaurant owner**

”

### *Wellness tourism product 1 - Promoting Ayurveda tourism with quality labels*

Ayurveda tourism is at a crossroad of strategic tourism segments Goa needs to develop to reinvent its image, including wellness tourism, eco-tourism, spiritual tourism, heritage tourism. The demand for these segments is likely to increase dramatically in the post Covid-19 era.

Goa has a strong potential to become an Ayurveda tourism hub. It features an ideal climate, similar to that of Kerala. It offers a wide range of native plant species which constitute the backbone of Ayurveda medicine. It also has a long tradition of luxury resorts, which represents a fertile ground to develop the concept of Ayurveda resort, Finally, Goa has developed in the recent years a strong reputation of Yoga hub among foreigners, which could help in building the image of Goa as a wellness capital.

A major challenge however is that many so-called “wellness centers” offering Ayurveda treatment in Goa are not up to the mark: centers operating without certified Ayurveda doctor, use of substandard products (oil for instance), treatments provided in an excessively short period of time, etc. These malpractices affect the credibility of Ayurveda science, especially among unsatisfied foreigners, and therefore hamper the development of Ayurveda tourism in the state.

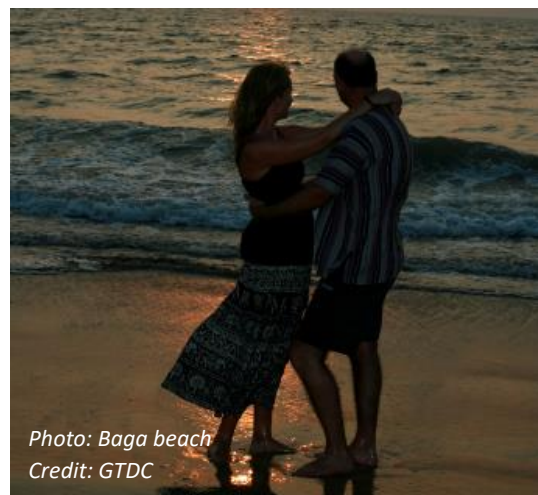
It is therefore proposed to introduce an Ayurveda quality label to guarantee basic safety and heat standards, help tourists make informed choices, and finally help to increase awareness about Ayurveda tourism in Goa.



### *Wellness tourism product 2 - Promoting therapy holidays*

Across the world, individuals are increasingly seeking therapeutic assistance for mental health. This need has become even more pressing at the time of Covid-19 as the lockdown situation has aggravated cases of anxiety, stress and depression. Couple therapy has also become a major trend in Western countries. In the US, it is estimated that 51% of millennials have attended marriage counselling at least once, and the overall couple coaching market is worth Rs. 173 lakh cr.

It is proposed to develop in Goa the concept of “holiday therapy”, which would consist in a set of mental health therapy sessions (15 to 20 hours) condensed in a period



of one to two weeks. Individuals, or couples, would get the opportunity to find mental health support while at the same time enjoying holidays. Therapy holidays would be idea for individuals or couples hesitant to seek psychological support, as the holiday feeling would partially erase the stigma associated to formal therapy. The fact that it would take place in a comfortable resort would also be beneficial as it would ensure a relaxing environment conducive to fresh, positive thoughts. Patient-tourists would get to indulge in fun activities, both for leisure and wellness. The therapy sessions would be provided by English-speaking professional psychologists with foreign experience and degree to ensure they can understand the sensitivities of foreign guests. The treatment would be fully personalized, with complete clinical personality profile and only individualized sessions. Telemedicine services would be proposed for post-holiday support.

Goa could be the ideal place to develop the concept of therapy holiday, not just because it is a well-known travel destination, but also because the overall cost would end up being very attractive for foreign tourists. It is estimated that that 14 nights in a 4-star hotel plus 20 hours of therapy in Goa would cost the same amount than 20 hours of therapy in the US (USD 2,000).

### *Wellness tourism product 3 - Promoting quality of life for nomadic workers*

COVID-19 has revolutionized the way we work. Off-station work has become the new norm, and workers are not more afraid of digital meetings. But the pandemic has only confirmed a pre-existing trend. Across the world, particularly in the West, major companies had been promoting work from

home for several years, as it is thought to boost productivity. It is estimated that 70% of young managers in the US now allow remote work for short periods. Additionally, beyond classic corporate companies, a wide range of professionals are already eligible for nomadic work, including Designers, content writers, consultants, analysts, data entry, online tutors, translators, web developers, etc.

It is proposed to promote “working holidays” in Goa’s marketing strategy. In India, young, connected, urban Indians have already identified Goa as a place with a very high quality of life, where it is possible to balance work and leisure. Some of them have already settled in Goa, while others come for just for a few weeks or months, to find inspiration, complete a project or take a break from their megacity life without discontinuing work. Several companies have already established open spaces to cater the needs of these nomadic workers.



Goa should launch a campaign to advertise the state as the perfect place for nomadic work, with its inspiring luxuriant nature, fun activities and its diverse crowd of young professionals ideal to networking. Goa should target can target young Indian professionals with all-inclusive packages, including well-equipped co-working spaces combined with affordable accommodation providing a sense of home.

### Heritage tourism



The Portuguese rule that lasted over 450 years has heavily influenced the culture, cuisine and architecture of Goa. Apart from famous churches, the less glorified temples also form part of the Goan heritage. Tourists from all over the world visit Goa to witness its unique cultural blend.

The products that are suggested to be developed in order to promote the rich heritage and culture are:

*Heritage tourism product 1 - Development of Old Goa Circuit*

Bom Jesus church is a UNESCO world heritage site in Goa which attracts people from all over the world. However currently the tourists are unaware about the various other attractions in the vicinity. As standalone structures and monuments would not form a strong itinerary for a tourists but a combined circuit that is made interesting by the means of story telling would defiantly attract tourists who are interested and curious to know about the heritage of the place. The circuit can be developed so as to narrate and showcase the history of the structures. Skill building of guides to showcase the tourists the unknow stories of the places and structures in old goa. Once the circuit is developed with adequate infrastructure, it shall be a major attraction for the tourists visiting the state. Curated tours can be conducted to make the tourists witness the heritage of the area.



**Other tourism assets nearby that are less visited**



Church of Our lady of Rosary



Portal Remains of St. Paul's College



Arch of Viceroy



Arch of Adil Shah's Palace



Chapel of St. Francis Xavier and Connected Buildings



House of Bull



Largo of St. Francis Xavier



Largo of St. Cajetan

*Heritage tourism product 2- Culinary Tourism*

Food has long been one of the most important markers of regional and ethnic identity of a place. Food quality and service plays an important role in the overall tourist experience and can also negatively

impact the image of the state if the food service and quality is not up to the mark. Thereby following interventions can be undertaken to promote quality offerings in the culinary industry.

- **Food labels:** Introduction of food labels to promote authentic Goan food. This shall promote the industry to provide authentic and high-quality food. The restaurants that meet the evaluation criteria shall be provided with a label and shall be promoted by Goa tourism.
- **24/7 Eat Streets:** Development of 24/7 Eat streets at prominent places to promote flavors of India. Pilot project can be undertaken in Panajim, along the river Mandovi. The cleanliness and hygienic factors should be majorly focused.
- **Open Cafes:** Due to the impact of COVID-19, social distancing has become the new normal. Most of the outlets are currently not allowed to provide dine-in services. So, the culture of open cafes can be promoted at locations offering great natural views.



### Heritage tourism product 3 – A game to discover unknown Goa

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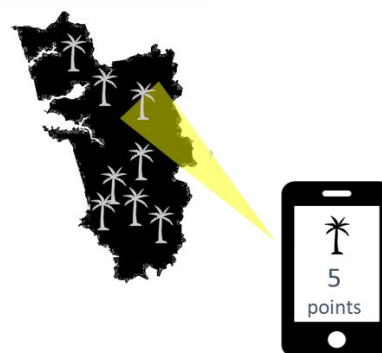
**Go-Click-Win**

Case study: Flash Invaders game (France)

Create an app through which Indians could compete to visit as many spots as possible

- 1 One logo is hidden in each tourism site
- 2 Visitors take a photo of the symbol through the app
- 3 The app recognizes the logo and give points to the visitor (the more remote, the more points)
- 4 Ranking can be shared on social media

Winners will receive prizes. This should create buzz and put the highlight on unknown spots



In 2019, the Prime Minister encouraged Indians to visit at least 15 destinations in a year. Games can be introduced to encourage / motivate / inspire travellers to visit more destinations within the state. One

such solution is to make tourists visit the unexplored areas of Goa. Each tourism site shall have a QR code attached, which a tourist needs to find and scan via app for points.

An app is to be developed that can be accessible to both android and iOS users. To promote the undiscovered side of Goa, more points can be awarded to the tourist for visiting less visited places, therefore encouraging tourists to visit such destinations. The tourists could redeem the collected points with souvenirs before leaving the state.

#### *Heritage tourism product 4 - AR/VR Intervention*

Technology interventions can be undertaken to enhance the experience of the visiting tourists. The various ruins and monuments in the state can be reconstructed via digital interventions. To make the heritage tours more interesting, these interventions shall provide a narrative to the history behind the structures. These new experiences shall also educate the tourists and provide a view of the reconstructed structures. Forts such as Cabo-de Rama and Chapora can be taken as pilot projects for such interventions.



#### *Heritage tourism product 5 - Event aggregator*

Goa organises multiple events on monthly basis which depict the culture and heritage of the state. However, these events fail to attract local, domestic as well as foreign tourists due to the low impact. This market in the state is currently underutilised and due to the unique culture of Goa, it has the capability to attract diverse tourists. Event aggregator shall provide an events calendar for the upcoming year, so as the promotion and marketing of the events can be initiated well in advance.



*Photo: Madgaon*

### 8.3. Hinterland tourism: connecting the dots

Instead of relying exclusively on coastal areas, it is recommended to develop the aforementioned new tourism products as much as possible in the hinterland as this will participate in radically transforming Goa's image as a tourism destination and as it will also help in spreading across the state the financial benefits of tourism.

#### The tremendous potential of Goa's hinterland

Goa's hinterland is blessed with glorious natural beauty, which is particularly luxuriant during the monsoon. But what makes this region special, particularly in comparison to other states of the Konkan coast with a similar geography, is its culture. The blend of Christian, Hindu and native tangible and intangible heritage creates an atmosphere which can be found only in Goa. In some ways, Goa's hinterland could be even re-branded as the "authentic Goa".

#### Developing hinterland tourism activities

It is not expected that hinterland tourism will replace the traditional beach tourism which has made the success of Goa. Instead, it should be considered as a complement. Tourists will keep coming to Goa primarily for its beaches – but, with the right marketing efforts and suitable tourism products and infrastructure, they may also extend their stay in the hinterland.

All the new tourism products and segments recommended above could be developed in the hinterland. One could for instance imagine a five-day tour in the hinterland involving a treatment in a wellness centre, a trek through the hills or the fields, the exploration of a small river on a kayak, an Ayurveda plant workshop in an eco-farm, the visit of a temple and a church, a dinner in a local village, and possibly a stay in a high-value glamping or in a modest but authentic homestay.

#### Value over volume

As of today, Goa's hinterland has been largely away from the financial benefits of tourism generated in the state. At the same time, the region has also been largely protected from the negative effects of mass tourism. Developing hinterland tourism therefore implies avoiding repeating the mistakes made in the coastal region. Overall, hinterland tourism should be in priority:

- **Of limited scale**, to ensure that the new flows of tourists can be absorbed both by local communities, in terms of social acceptance, and by the limited local infrastructures;
- **Decentralized**, to ensure local communities are in full ownerships of the projects, and also to guarantee quick results;
- **Dense enough**, so that enough tourism activities and amenities (especially accommodation) are available in the same zone. The development of two pilot talukas, as well as a series of incentives described in the financial relief section of this report, should help reaching this goal.

#### Pilot talukas

It is proposed to develop two talukas as pilot hinterland talukas:

- Canacona, as a pilot taluka for a trekking corridor, involving both trekking amenities and eco-camps,
- Bicholim, as a pilot taluka for the new tourism products recommended in this report.

#### Hinterland projects already in the pipeline

Three projects located in the hinterland are under consideration:

- Redevelopment of Bondla Zoo
- Development of an adventure park in Mayem Lake
- Upgradation of Arvalem falls site.

## 8.4. Marketing campaign to durably change Goa's image

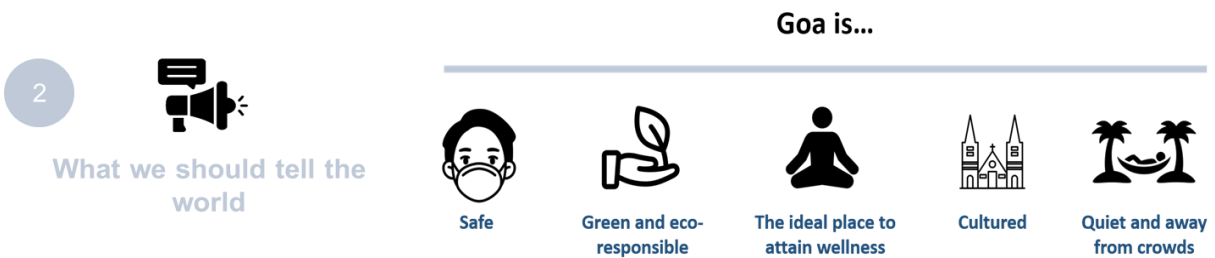
As discussed earlier, Goa needs to reinvent its image as a tourism destination to

- Bring back tourists to Goa in a post-Covid-19 context
- Attract higher-quality tourists;
- Develop a more sustainable tourism model in the state. Promoting a new image for Goa.

A new promotional campaign should be launched at the earliest to meet these goals.

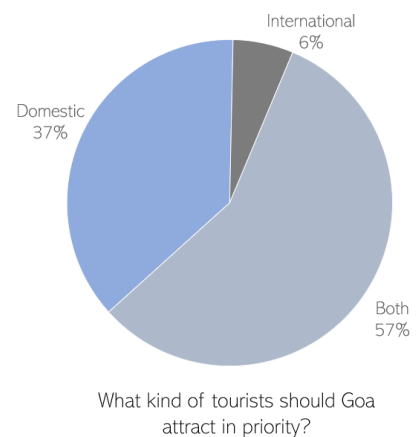


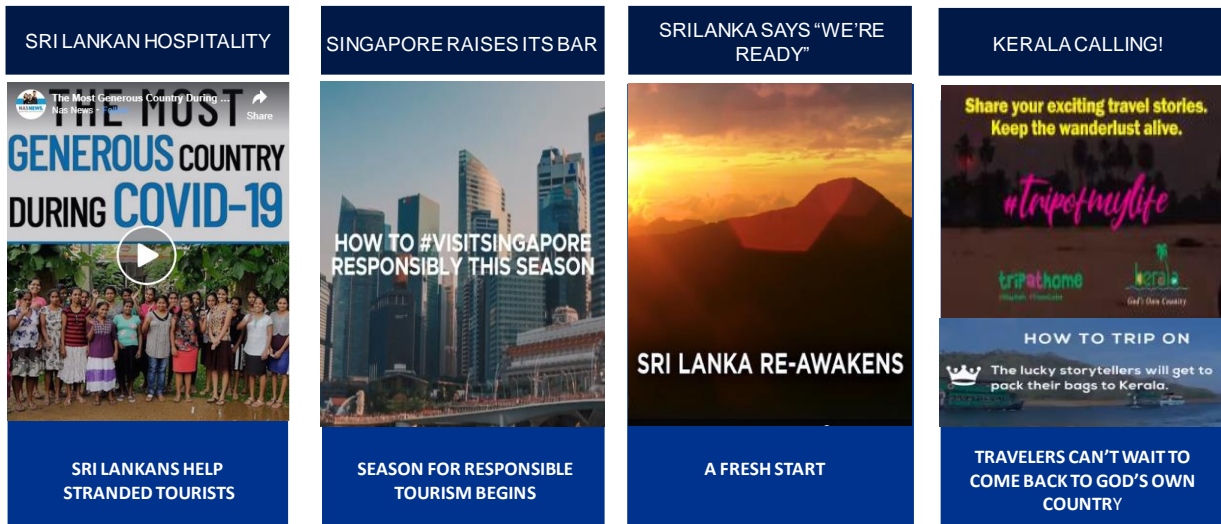
It is recommended to appoint as soon as possible a dedicated Public Relation agency which will be in charge of designing, conducting and assessing commercial promotion campaigns for Goa Tourism. The PR agency needs to be hired under a long-term contract so as to formulate a consolidated marketing approach. The first assignment of this PR agency should be a Post-Covid-19 campaign.



The marketing campaign should be the occasion to advertise Goa's new tourism identity.

The campaign should target in priority domestic tourists, as the present situation is not favourable for international travel, affluent Indian tourists will probably have to plan their holidays domestically rather than abroad, and domestic tourism anyway represents a future trend Goa cannot afford to miss. The survey in fact revealed that industry stakeholders were more likely to encourage domestic tourism than international tourism, at least for the months (and maybe years) to come.





Examples of innovative post-Covid-19 promotion campaigns from abroad

3

**Improve Goa Tourism's digital presence**

Completely revamp existing website and launch a new app

**97%**

of users are from India only (existing website)

**46.7%**

Average Bounce rate in 2019 (users leave the website quickly)

It is also essential for Goa Tourism to be equipped with more impactful websites and mobile applications to inspire potential visitors, help them to plan their trips and provide assistants to tourists while in Goa.

As per the analysis of the research team, 97% of the existing website users are from India itself, thereby making it unpopular among foreigners. The average bounce rate was also high: 46.7% of users left the website immediately after reaching the first page, indicating that they did not find any reason for exploring further content. Benchmarking with websites from other states revealed that Goa's online platform was one of the least inviting

	Modern look	Light content	Striking visuals	Video content	Updated events	Planning features	Link for booking	User generated content	Original story telling	Simple assistance system	Easy to navigate	Travel features	Score
Odisha	●	●	●	●	●	●	●	●	●	●	●	●	1 <sup>st</sup> 10/12
Himachal	●	●	●	●	●	●	●	●	●	●	●	●	2 <sup>nd</sup> 7/12
Maharashtra	●	●	●	●	●	●	●	●	●	●	●	●	3 <sup>rd</sup> 6/12
UP	●	●	●	●	●	●	●	●	●	●	●	●	4 <sup>th</sup> 5/12
Goa	●	●	●	●	●	●	●	●	●	●	●	●	5 <sup>th</sup> 4/12
Delhi	●	●	●	●	●	●	●	●	●	●	●	●	6 <sup>th</sup> 1/12
Kerala	●	●	●	●	●	●	●	●	●	●	●	●	6 <sup>th</sup> 1/12

4



**Suggestion for a Central Government scheme**

Central marketing scheme with a Pan-India PR agency  
Beneficiary UT/States to be selected based on best DPR/ideas

Additionally, it is suggested to encourage the Central Government to introduce a Central Marketing scheme, according to which a pan-India marketing agency would be mobilized to identify markets (countries/groups) to target in priority and to create a long-term campaign (up to 5 years) instead of a patchwork of short-term initiatives. As per this scheme, States and Union Territories would be in competition to feature in the campaigns to be broadcasted abroad – the selection of beneficiary States/UTs will be based on the best proposed DPR/ideas, as it is today the case for projects like PRASHAD.

# RECOMMENDATION 6 DEVELOP TOURISM INFRASTRUCTURE






# 9. Develop sustainable tourism infrastructure

Various large infrastructure projects have been proposed in the state to open new avenues for the tourists to spend. However, there are various challenges associated with implementation of such large infrastructure projects in the state. The ongoing Covid-19 crisis shall further reduce the financial capabilities of private investors.

## 9.1. Proposed large infrastructure projects

Various big infrastructure projects such as amusement parks, marina, international cruise terminal, cruise infrastructure, golf course, etc. have been proposed by various sources and are also enlisted in the Tourism Master Plan. However, various public tenders have been floated in the past to attract investors for these projects, but response from the market has not been very encouraging. Various standalone projects that could be prioritised if the investors are provided with a friendly environment for development are:

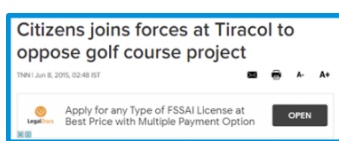
	 <b>Concept</b>	 <b>Suitable Location</b>	 <b>Challenges</b>
<b>Amusement Park</b>	Theme Park Based on Heritage & Culture of Goa OR AR/VR theme park	<b>Mayem, Bicholim</b> [Close proximity to Mopa airport & NH 17(66)]	<ul style="list-style-type: none"> <li>Operational period of ~170 days / year</li> <li>Challenge of big land parcel and less footfall</li> <li>Best brands are facing losses across India</li> <li>Tendered 6 times, small unreliable investors</li> </ul>
<b>International Cruise Terminal</b>	Cruise Terminal Building with Ancillary developments like marina, immigration, custom, repair, accommodations, etc.	<b>Cortalim, Konkan Railways</b> [Close proximity to Dabolim airport & NH 17(66)]	<ul style="list-style-type: none"> <li>Kerala marina nearest to the busy International maritime route (Indian Ocean)</li> <li>Increased fare by Taxi operators at ports</li> <li>Quality infrastructure development</li> </ul>
<b>Cortalim as tourism spot</b>	Themed River cruises on zuari river by developing jetty infrastructure like Santa Monica Jetty	<b>Cortalim</b> [Close proximity to Dabolim airport & NH 17(66)]	<ul style="list-style-type: none"> <li>Issues with CRZ (CZMP not finalized)</li> <li>Protests from locals / activists</li> <li>Availability of suitable land</li> <li>Jetty to be developed</li> </ul>

## 9.2. Past challenges with infrastructure projects

It is not only because of the current Covid-19 crisis that additional support is required by the investors, but also prior to Covid-19 the investors were already reluctant in putting up a large project. Following are the common issues in the state leading to unfriendly environment for the investor:

- Unavailability of land for development:** Goa's is covered by nearly 40% of forest land. Hence, this land cannot be used for any construction or development purpose. Also, approvals from all living family members of the land is mandatory for purchase/sale of ancestral properties in the state. This makes purchase and selling of any land parcel a complicated process. Also, the complex process of land conversion under sanad, which is often required for large projects, creates additional hurdles for investors.
- Difficulty in getting NOCs / Clearances:** Large projects involve a high number of clearances and NOCs from relevant government authorities. As per the industry feedback, the time involved in getting these clearances is high thereby increasing the duration and the cost of the investment phase, at times making them unviable.

- **CZMP not finalized:** The finalization of the draft coastal zone management plan (CZMP) is now facing a major setback due to a delay in the reconstitution of new body or extension of the term of the members of Goa Coastal Zone Management Authority (GCZMA). The draft CZMP must be submitted by the state government to the concerned CZMA for appraisal, including appropriate consultations and recommendations after holding public hearing. The unclear stringent regulations often reduce the viability of high value projects.
- **Lack of supporting infrastructure:** A large tourism project requires supporting infrastructure in terms of road connectivity, electricity supply, water supply, public transportation, drainage facilities, parking lot, nearby accommodation facilities etc. The large land parcels available in the state are not in the vicinity of developed towns and thereby lack basic infrastructure facilities. This makes the property unfeasible for the investor to develop.
- **Lack of metering for taxis:** Various response received during the survey, both from tourists and investors, specifically mentioned the difficulties to commute in the state for visitors given the lack of regulation of the taxi industry, and particularly due to the absence of meters. This image of Goa is causing the investors to avoid investing in such an environment where the tourists will be reluctant to visit.
- **Vocal civil society:** The state of Goa has strong presence of NGOs and activists leading to delays or complete hold on projects. Local communities opposing a project often leads to huge losses for the investor. Thereby, the local community should be involved from the conceptualisation phase of the project to ensure good mutual understanding and constructive collaboration between all parties.



*Times of India, Jun 8, 2015*



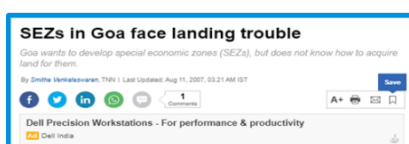
*Herald, Sep 16, 2019*



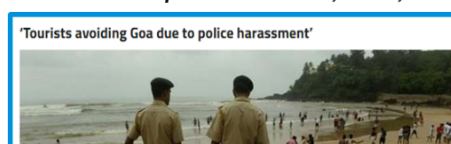
*Goa365, Jul 13, 2018*



*Center for Responsible Tourism, Jun 7, 2016*



*The Economics Times, Aug 11, 2007*



*Times of India, Jan 16, 2019*



*Times of India, Oct 17, 2019*



*ItsGoa, June 8, 2019*

### 9.3. Government interventions to make the state investor friendly

The government of Goa shall be required to intervene at various levels to enhance viability of projects and thereby attracting quality investors. Post Covid-19 the need for such developments by the government shall be required more than ever. The government should undertake following developments to support private investors:

- To promote ease of doing business a Tourism Board should be set up and will provide single window clearances. The same has also been proposed in the Tourism Master Plan.
- Develop trunk infrastructures such as lounges, public conveniences, parking lots, beach infrastructure, jetties & way-side amenities, signages, availability of basic services etc. The government would be required to develop the trunk infrastructure and approximately INR 60 - 75 crores would need to be invested on an annual basis.
- Beach infrastructure should be further be elevated to match the international blue-flag certification standards.
- As the state has restrictive land parcels that can be utilised for large scale projects, thereby the government should identify and provide such land parcels to the investors for development
- It will be of the utmost importance for the government to ensure that these projects are being developed sustainably and as per MoEF guidelines adhering to highest level of social & environmental protection standards.

#### 9.4. Mobilise funds from Central government

It is recommended to approach the Central Government to mobilize funding from existing schemes or for projects with a national dimension. Major requests for central funding should include:

##### *Creation of World Class Convention Center – Rs. 3,000 cr.*

Goa has a great potential to become an international hub for MICE events. It is a well-know destination among international travellers, it is well connected to major Indian cities, it features a high density of world-class hotels (76 four-star and five-star hotels), an engaging weather and numerous opportunities to combine business with leisure.

It is therefore proposed to build up in Goa a flagship conference center to equip the state, and even the whole country, with world-class conference facilities of equal quality than in other leading Asian nations. This should allow to attract a high number of high-value visitors to the state and participate in increasing the prestige of Goa and India.

Goa Government should request at least Rs. 3,000 for this project, as this represents the amount which the Central Government mobilized to revamp the conference facilities of ITPO in Pragati Maidan.

##### *Hinterland circuits under Swadesh Darshan – Rs. 200 cr.*

Under the Swadesh Darshan scheme, Goa already mobilized Rs. 200 cr. to develop two coastal tourism circuits, which entails the development of basic infrastructure. It is proposed to submit a new funding request under the same scheme to develop two additional circuits, this time focusing on hinterland – one in the North, one in the South.

##### *Development of Colva beach under the Iconic Tourist Site Development project India scheme – Rs. 150 cr.*

Goa Government has already secured Rs. 150 cr. for the beautification and upgradation of Colva beach as an “Iconic Tourist Site destination”. It is recommended to expediate the use of this fund.

##### *Old Goa heritage precincts redevelopment PRASHAD scheme– Rs. 50 cr.*

Goa Government should redevelop Bom Jesus area to enhance the experience for both tourists and pilgrims. To fund this intervention, it is suggested to request Rs. 50 cr. under the Pilgrimage Rejuvenation and Spiritual & Heritage Augmentation Drive (PRASHAD).

The image is a composite of two photographs. The top half shows a tropical scene with several tall palm trees in the foreground, their fronds slightly blurred as if by a breeze. In the background, a body of water is visible, with distant hills or mountains under a grey, overcast sky. The bottom half of the image is a close-up, low-angle shot of a vast field of bright green grass, likely a rice paddy, with the blades of grass blowing in the wind, creating a sense of movement and texture.

# RECOMMENDATION 6 STANDARDIZE GOA'S TOURISM INDUSTRY

# 10. Bring standardization in Goa's tourism industry

The Department of Tourism, Goa needs to undertake upgradation and implementation of policies to regulate the tourism industry. There is an utmost need to restrict illegal establishments by imposing heavy penalty so as to develop an environment of accurate collection of data, trends and statistics. Additional policies and guidelines shall be required to be developed in order to support the vision and to ensure the sector thrives as per the desired standards. Following policies are suggested to be developed and should strictly be implemented to regularize the industry and to have a sustainable future.

## 10.1. Target illegal activities

As per the Goa registration of Tourist Trade (amendment) Act, 2019, no person shall carry on the business of providing services of online booking of hotel rooms and other accommodation or any other tourist related activity in the tourist area unless they are registered with the tourism department. The legislation was passed in the year 2019 and the amendment act also provides for action against online aggregators if they enrol rooms that are not registered with the tourism department.

The recent survey results estimate that approximately 59 percent of the accommodation businesses in Goa would be either unregistered or illegal. As per the Small & Medium Hoteliers' Association, this number could be up to 87 percent.

Industry stakeholders listed four major benefits in cutting off unregistered businesses:

- **Healthier competition:** eliminating unregistered businesses would provide relief to legal businesses and guarantee a better room occupancy, as described by the representative of the Small & Medium Hoteliers' Association: *"If you don't get rid of unregistered guesthouses, tourists will keep going to them in priority because they are cheaper. Which means that, even if tourism is revived after Covid-19, the occupancy rate and the revenue of registered facilities will remain low. If you want to make sure next season is good for us, you need to launch a crackdown against unlicensed hotels. This should be the top priority"*. The manager of a three-star hotel further commented that *"a crackdown against illegal accommodations is a matter of survival to us"*.
- **More revenues for the government:** regularizing unregistered tourism activities would bring more taxes to the State. *"Illegal OYO homes and Airbnb apartments are not generating a single rupee to Goa Tourism: how can you accept this?"*, asked the owner of a guesthouse.
- **Better capacity to plan:** as of today, official figures related to the availability of hospitality facilities are not necessarily reliable or accurate, which hampers the capacity of Goa Tourism to plan tourism policies and take adequate policy measures.
- **Increased safety:** the prevalence of illegal accommodations prevents the government from properly tracking outsiders travelling in Goa, and particularly foreigner. For instance, as per regulation, accommodation managers need to submit a "C-form" whenever they host a foreign guest, so to inform the police. Yet, no C-form is filled in the case of unregistered hotels/guesthouses/rented flats, which means that a significant number of foreigners remain

out of the radar of the authorities. At the beginning of the lockdown, according to government data derived from C-Forms, 700 British citizens were currently in Goa. At the same time, a survey carried by the British High Commission found more than 5,000 British nationals stranded in Goa, highlighting the massive gap between official data and reality. Regularizing tourism accommodations, as well as other activities like water sports, would therefore increase the capacity of the government to enforce the law and therefore ensure the safety of Goans and tourists.

### Registration of tourism business units to be incorporated under the policy

- All unregistered accommodations in Goa will be given 60 days time limit for registering with department of tourism.
- Residential complexes shall be allowed to rent out the premises for tourism purposes only after registration. Department of Tourism shall create an additional category to facilitate registration of the residential accommodations who intent to use it for tourism purposes.
- Department of Tourism may choose to levy fines on accommodations which will be registering now, if it is found that the establishments have been using commercial load by taking a residential connection.
- After registration with Department of tourism, the owners can obtain other necessary permissions from other departments and authorities.
- Beyond 60 days period, any accommodation found operating without registration with department of tourism will be levied fines amounting to INR 50,000/- per day or show-cause notice for ceasing of such property as the case maybe.
- The registration fee for the accommodations could be escalated to accommodate the charges payable to the panchayat. Thereby, taking a NOC from panchayat would be only optional.
- Similarly, director(s) of the registered establishments shall not be required to visit police stations in person to obtain NOC for excise.
- All Ayurveda centers will be required to register with the department of tourism.

This opportunity can be utilised by the government to regularise the unregistered establishments. It is proposed to offer a window of 60 days for all businesses to register. Once this period has passed, unregistered accommodations, including rented flats, second homes and villas, should be heavily fined and barred from conducting business.

## 10.2. Eco-Tourism Policy

Eco tourism has been identified as a focus area under the vision of increasing value over volume. But this represents a sensitive matter, given the fragility of Goa's eco-system. So as to ensure the tag of "eco" is not misused by the industry, a brand new eco-tourism policy should be designed, passed and strictly implemented to restrict illegal developments impacting the environment.

The policy should enlist the guidelines for all nature-based activities so as they have least impact on the nature. The government should also incentivize the businesses by providing eco-labels, thereby promoting such activities, as described elsewhere in this report.

## 10.3. Transport

There is an utmost need to develop public transportation system for all the tourists visiting Goa. The limitation in the current public transportation system has led to restrictive movement of tourists. During the survey, lack of public transportation and the absence of transparency in the rates charged by taxis

appeared to be the most common issues faced by tourists in Goa. The following is recommended following:

- Every taxi operating in the state should be equipped with a digital meter, to ensure transparency in the bill charged to tourists. This shall increase transparency in the fare charged.
- Introduction of AC coaches / shuttles between Airport or railway station and the rest of Goa.
- Enlist guidelines for taxi operators to ensure good quality of services

#### 10.4. Jetty Policy

The state is blessed with 9 major rivers which are proposed to be developed for conducting tourism activities. Development of jetties are proposed to be developed along with the state-of-the-art terminal building. The policy is required to ensure the tourism activities are developed and are implemented in a regularized manner. The developed policy should be applicable to all jetties utilised for tourism purposed in the state.

- Specifying clear and practical terms and conditions and their enforcement, in relation to the use of Jetties by vessel operators.
- Specify the requirements and procedures which all stakeholders involved in jetty-related activities must comply with, if they wish to install, operate or use services on any Jetty in Goa.
- Regulate Passenger Cruise Operations in Goa by creating fare business opportunity for all vessel operators.
- Ensure minimum standard basic services for the tourists at all jetties in Goa and implementation of single window ticketing system for all jetty users.

#### 10.5. Investment Policy

As Goa has been a prominent destination for introduction of new tourism products, therefore attracting investors to the state. However, the investors find it difficult to invest in Goa as it is hard to obtain NoCs and clearances from various government departments. This further leads to missed opportunities for the state. The policy should capture the following aspects:

- As per module 4 of the master plan, a tourism board is to be developed to ensure quick decision making
- Implementation of a single window system as per EoDB (Ease of Doing Business) norms via the board
- Enlisting guidelines for CSR investments in tourism infrastructure sector.

#### 10.6. Accurate collection of Tourism Statistics

The recent COVID-19 pandemic has showcased the requirement of accurate statistics in terms of tourist footfalls. The reported number of foreigners in the state that were reported during the lockdown were far less than the actual number. The situation arises due to non-reporting of the tourists by illegal establishments. C-forms are to be filled for each foreign traveller and is a compliance for any accommodation business. Also, this leads to wrong reporting of number of overall tourist footfalls visiting the state each year.

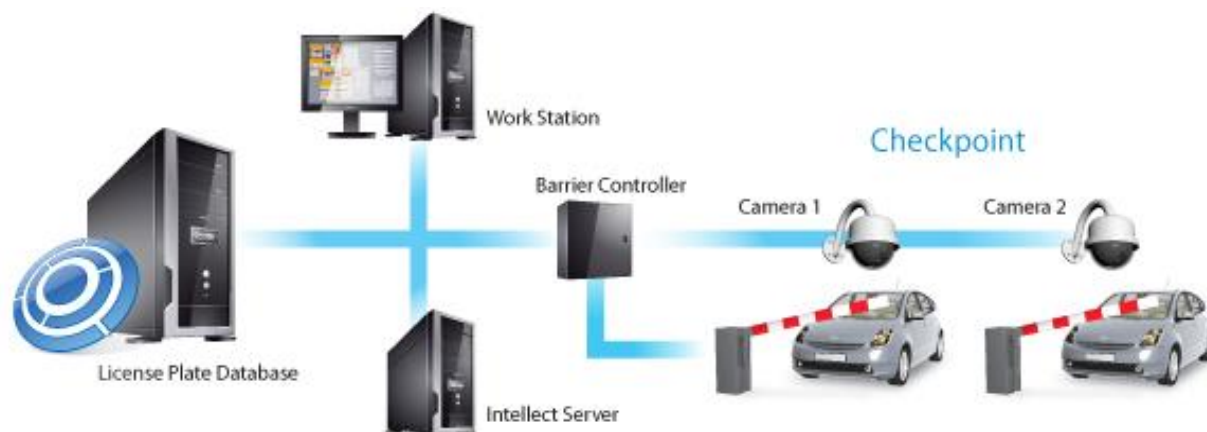
## Current loopholes:

Following loopholes in the current system of collecting statistics are to be addressed:

- Non- reporting of both domestic and foreign visitors by the illegal establishments and unregistered homestays / OYO / AirBnb / camping etc.
- Duplication in filling of C-forms for foreigners if they book different accommodations
- Not all registered establishments report accurate footfall data
- One day travels who do not book accommodations are not accounted

## Interventions required

- Provision of cameras and sensors at all entry points to automatically collect inward and outward data of the tourist.
- For the state entry points via road the cameras installed would also capture the license plate numbers and can count the duration of stay in the state by a tourist.
- All types of accommodation facilities (Homestays, hotels, rented villas, hotels etc.) should be registered and no illegal accommodation business should exist.
- Developing software for reporting of real time tourist footfall by enabling all accommodation facilities to report tourist data on real time basis.



## 10.7. Tourism Board

The formation of a tourism board has been suggested in the Module 4 of the Master Plan. The objective of the such a board is to promote ease of doing business and making the state investor friendly. The board shall provide single window clearances and NOCs for approved projects. This shall enhance the decision-making process and provide timely solutions to the projects facing challenges in implementation.

## 10.8. A “Test Your Ideas” Platform

The platform, hosted by Goa Tourism, would be meant to encourage start-ups / MSMEs to test new tourism ideas as pilot projects at small scale. The government is not required to provide capital support to fund new ideas but a platform for the investors to invest in the pilot projects that are capable of investment. Experts could provide primary assistance in technical and financial viability of the ideas. To encourage young entrepreneurs a collaboration with the Goa University could further promote the platform. Incubation support should be provided by Goa Tourism to make the tested ideas investable and increase the scale of the business.

## 10.9. Industry capacity building workshops

Goa Tourism could provide a platform – potentially online or in its premises - to organise knowledge sharing sessions, self-learning lessons and expert talks on periodic basis for the tourism stakeholders. The speakers and the topic shall be finalized by the tourism department basis the voluntary submissions. A possible theme of workshop series could be sustainable tourism, to give the spotlight on private initiatives across Goa which promote innovative responsible tourism.

Various benefits for the industry could be as follows:

- Common platform for sharing innovations and technological advancements in the tourism industry;
- Best practices and quality enhancement workshops where industry stakeholders can enhance their skills
- Participatory approach with industry and citizens
- Platform to showcase and market innovative high value tourism businesses

# ACTION PLAN



## STEPS TO BE TAKEN BY THE STATE GOVERNMENT

Send Positive Message to the Industry by announcing the relief measures

Action	Action plan
To declare tourism sector as the “thrust sector” and negotiate with the nodal bank(s)	<ul style="list-style-type: none"> <li>• Directorate of Industries, Trade and Commerce, Govt. of Goa / Micro Small Medium Enterprise Development Institute, Goa / Office of Hon’ble Chief Minister have to declare tourism as thrust sector through a notification.</li> <li>• Office of Hon’ble Chief Minister along with Department of Finance, Govt. of Goa should negotiate terms with a Bank or consortium of banks, including issuance of partial / full guarantee / letter of comfort. These banks will be nominated by State Government as “nodal bank(s)”. As viability is major concern among banks, the said move will aid nodal banks to confidently lend to tourism establishments in the state.</li> </ul>
Announce Financial Incentives / relaxations to the Industry – related to Govt. of Goa	<ul style="list-style-type: none"> <li>• Office of Hon’ble Chief Minister has to organize a joint meeting with all concerned departments such as Department of Tourism, Electricity Department, Excise Department, Directorate of Panchayats, Corporation of the City of Panaji, Department of Commercial Taxes, Directorate of GST, etc. for finalizing the financial incentives / relaxations. The same may require concurrence from Department of Finance, Govt. of Goa too.</li> <li>• On finalization of the said incentives, Office of Hon’ble Chief Minister or Hon’ble Tourism should announce the financial incentives / relaxations to the Industry.</li> <li>• An incentive policy for promoting Hinterland Tourism by relaxing licensing / taxation for new tourism activities in the hinterlands, increased tenure, higher FAR etc.</li> </ul>
Proposal to Central Government for various financial Incentives / relaxations to the Industry	<ul style="list-style-type: none"> <li>• A proposal has to be sent by Office of Chief Minister / Office of Tourism Minister / Chief Secretary / Tourism (Secretary) to Reserve Bank of India, and Central Government Departments such as GST council, Income Tax Department, and Airports Authority of India requesting for providing exemption / incentives as listed in the report.</li> <li>• A proposal shall be sent to Ministry of Tourism to: (1) allocate funds for develop of a state-of-the-art MICE destination / convention center, and (2) appointment of a central marketing agency and introduce a central marketing scheme to allocate funds to various state governments to promote new tourism products.</li> </ul>

## Setup Tourism Action Channels

Action	Action plan
Set up Task Force	<ul style="list-style-type: none"> <li>• A task force should be formed comprising of officials from Department of Tourism, Goa Tourism Development Corporation Ltd., representatives from Directorate of Health Services and Goa Police.</li> <li>• The representative of Directorate of Health Services will advise Department of Tourism on extant procedures for screening / testing of tourists.</li> <li>• Emergency contact numbers have to be communicated to general public and other Industry stakeholders vide issuance of a circular.</li> </ul>
Set up tourism help line	<ul style="list-style-type: none"> <li>• A dedicated tourism helpline has to be formed, which is either managed independently (in lines of 108-ambulance services) or Tourism Police of the State.</li> </ul>

## Regulating Tourism Sector in the State

Action	Action plan
Release SOPs to the Industry	<ul style="list-style-type: none"> <li>• Standard Operating Procedures has to be issued to all the tourism business units. Department of Tourism along with GTDC should finalize the SOPs for various tourism business units and issue them to the Industry vide a circular.</li> </ul>
Preparedness of Hospitality Industry	<ul style="list-style-type: none"> <li>• Department of Tourism, through GTDC and Goa Electronics Limited, needs to develop an online module for issuance of permission for commencement of business.</li> <li>• DOT needs to issue "certificate of commencement of business" to various tourism business units that are - (1) registered with DOT, (2) ready to commence their business after travel related restrictions were lifted by the State Govt. and (3) providing self-declaration for adhering to SOPs issued by DOT.</li> <li>• The said module should be available at <a href="http://www.goaonline.gov.in">www.goaonline.gov.in</a></li> </ul>
Collection of Tourism Statistics	<ul style="list-style-type: none"> <li>• GTDC will prepare an overall strategy for tackling the issue of collection of tourism statistics.</li> </ul>
Allow time to all unregistered units to register with DOT	<ul style="list-style-type: none"> <li>• A circular has to be issued by Department of Tourism to all tourism-related accommodation units in the State, which are not registered with DOT, to register within 30 days.</li> <li>• Any unregistered accommodation unit, beyond the said period, will not be allowed to take any bookings and penal action will be taken against them by Department of Tourism.</li> </ul>

	<ul style="list-style-type: none"> <li>• GEL should develop a module for registering home stay / vacation homes.</li> </ul>
Strengthening the Industry Relations	<ul style="list-style-type: none"> <li>• GTDC will develop and launch suitable initiatives for fostering entrepreneurship and encourage investment in the state Tourism such as independent conferences, investment promotion forums such as WTTCl round table, webinars / seminars, knowledge sharing sessions with Industry</li> <li>• GTDC may explore setting up of independent incubators / learning labs in the State to pilot various new concepts in smart / digital tourism like Augmented Reality, Virtual Reality, smart devices etc.</li> </ul>
Inviting COVID Local Volunteers	<ul style="list-style-type: none"> <li>• A circular may be issued to obtain COVID local volunteers for adherence of SOPs by various tourism business units. The feedback / grievances may be directed to tourism task force.</li> </ul>
Implement Tourism Master Plan and Formation of Tourism Board	<ul style="list-style-type: none"> <li>• State Cabinet should approve formation of Tourism Board for implementing the suggestions made in Tourism Master plan.</li> </ul>

### Improve Communication with Tourists

Action	Action plan
Appoint a PR cum Marketing Agency	<ul style="list-style-type: none"> <li>• GTDC should assist Department of Tourism in appointing a PR cum Marketing Agency for streamlining the communication with Tourists and Industry including on-ground implementation of works as per the overall marketing strategy.</li> <li>• GTDC shall monitor the said PR cum marketing agency, for its alignment to overall strategy and master plan of Goa Tourism.</li> <li>• GTDC should be entrusted with development of marketing strategy, creating new initiatives as per master plan and suggestions of COVID-19 report, managing the tourism budgets, and monitoring of the PR cum Marketing Agency.</li> </ul>
Develop a Promotional Campaign	<ul style="list-style-type: none"> <li>• GTDC / Department of Tourism should develop a promotional campaign to promote Goa to various domestic tourists, especially after lifting of tourism related restrictions in the state.</li> </ul>
Devise a suitable marketing and communication strategy	<ul style="list-style-type: none"> <li>• GTDC shall be responsible to develop the Marketing &amp; Advertisement strategy including but not limited to segmentation, positioning and targeting strategies for development of Goa Tourism and pegging it in world tourism map</li> </ul>

	<ul style="list-style-type: none"> <li>• GTDC is required to develop a comprehensive branding strategy for elevating Goa Tourism’s brand to domestic &amp; international tourists, Industry, local community and other relevant stakeholders.</li> </ul>
Develop a Micro Site related to COVID	<ul style="list-style-type: none"> <li>• A micro site may be created within GTDC or Department of Tourism’s website, which will focus on: <ul style="list-style-type: none"> <li>○ Positive stories by stranded tourists / locals at the time of lockdown in the state.</li> <li>○ Webinars to showcase Goa’s emphasis on safety, security, new initiatives / regulations by State Govt., focus areas (like eco, wellness, heritage, culture, MICE) and unknown Goa to Industry and tourists.</li> <li>○ Short videos on SOPs</li> <li>○ Registered Hotels</li> <li>○ Emergency contact numbers</li> </ul> </li> <li>• GTDC shall formulate the strategy and assist GEL and Department of Tourism, with social media management.</li> </ul>

#### Focus on Recommendations of COVID report and Master Plan

Action	Action plan
Implementation of various initiatives / focus areas	<ul style="list-style-type: none"> <li>• Department of Tourism through GTDC may develop various initiatives for development of basic infrastructure such as public conveniences, signages, security &amp; surveillance, Tourist Arrival / Information Centers, etc. in the State through state funds or central financial assistance.</li> <li>• Department of Tourism through GTDC should develop tourism infrastructure in the State through private investments (by issuing suitable tenders) or central financial assistance or state funds, as the case may be. GTDC shall provide the required transaction advisory services to DOT for appointment of suitable contractors / developers / operators for such projects.</li> <li>• Department of Tourism may issue an Expression of Interest (EOI) for inviting investors for development of tourism projects at various land parcels under their possession (after attaching a suitable development purpose to it).</li> </ul>

# ANNEXURE



# INTRODUCTION TO COVID-19 SAFETY AND HYGIENE GUIDE FOR TOURISM INDUSTRY IN GOA

Given the current COVID-19 outbreak in India, it is important that all hospitality units as well as other tourism-related businesses take suitable measures to restrict any further transmission of the virus, while providing high-quality services to tourists after lifting of movement restrictions.

These guidelines were prepared by considering nature of tourism industry in the state and precautions required by various tourism related businesses / stakeholders, while taking into consideration several guiding principles / SOPs that were circulated by multiple authorities / experts as mentioned below:

- COVID-19 safety and hygiene guidelines for Tourism Sector (Hospitality Units) by Ministry of Tourism, Govt. of India (MOT) dated May 2020
- General precautions for COVID-19 prevention by Goa Institute of Public Administration & Rural Development (GIPARD) and Department of Preventive & Social Medicine, Goa Medical College & Hospital dated 30<sup>th</sup> May 2020
- Leading Global Protocols for the new normal by World Travel & Tourism Council (WTTC) dated May 2020
- Office Memorandum from Ministry of Health & Family Welfare, Govt. of India dated 4<sup>th</sup> June 2020.
- Operational Recommendations for Tourism Service Providers by Ministry of Tourism, Govt. of India (MOT) vide D.O. No. 1/DG(T)/HRDiv./2020 dated 8<sup>th</sup> June 2020
- Suggestions made by leading hospitality entities, and industry professionals for commencing the tourism business.

## a) Classification of guidelines in this document

Based on the nature of tourism industry in Goa and with respect to COVID-19 preparedness, the specific guidelines have been developed that covers following focus areas– (a) General Preparedness, (b) Safety & Hygiene, (c) Social Distancing, (d) Cleaning & Sanitation, (e) Awareness & Training. The guidelines are classified as follows:



**Accommodation Units**



**Tour & Travel operators**



**Tourist Transport Services**



**Tourist guides**



**Tourism Activities**

## **b) Additional Guidelines for Tourist Accommodation Units**

Ministry of Health & Family Welfare (MoHFW) vide memorandum F.No.Z.28015/19/2020-EMR (Pt.) dated 4<sup>th</sup> June 2020 had issued general guidelines to hotels and hospitality services (placed at Appendix-3), which must be complied by all the accommodation units in the state that commences their business after receipt of permission from Department of Tourism.

While adhering to the overall guidelines provided by Ministry of Health & Family Welfare as stated above, the State Government have prepared the present protocols with the intent of ensuring preparedness of accommodation units and rebuilding trust and confidence among tourists. The objective is to ensure that protocols are in place across all relevant functions with an increased focus on health, safety and social distancing.

# GUIDELINES FOR ACCOMMODATION UNITS

## 1. APPLICABILITY

The guidelines are applicable to all the accommodation units, registered with Department of Tourism, Govt. of Goa (DOT). Any accommodation unit not yet registered with DOT is required to complete their registration before (re)starting their operations in the state. Any violation found in this regard i.e. accepting bookings without registering with Department of Tourism, will lead to severe action from Department of Tourism, under Goa Registration of Tourist Trade (Amendment) Bill 2019.

- It must also be clearly understood that any instructions issued by the State Government or other Competent Authorities from time to time will be binding and will override the provisions in this document and must be strictly complied with.
- All accommodation units in the State adhering to the following Standard Operating Procedures (SOPs) and after submitting the self-declaration form provided in Appendix 1 shall be allowed to resume their operations.



Only register accommodation units following the prevailing SOPs and guidelines shall get an opportunity to re-start



All accommodation units should arrange for designated quarantine facility for the guests awaiting test results

## PREREQUISITES FOR ACCOMMODATION UNITS

### REQUIREMENTS FOR COMMENCEMENT

- a) SOPs to be circulated by the Department of Tourism (Units will be given 10 days to align their operations as per the SOPs).
- b) Hotel-resumption form to be submitted, mentioning the date for commencement of business.
- c) Submit the self-certification form to Department of Tourism declaring that the unit is compliant to the SOPs.
- d) Certificate for commencement of business shall be received from the department of tourism.
- e) The unit can be subjected to an audit by the officials appointed specifically for the purpose.

### SET UP A RAPID RESPONSE TEAM

- a) Appoint a *Rapid Response Team* headed by a *Rapid Response Leader* (single point of contact), ideally an officer from high management, a specially appointed officer or the head of the establishment or manager or in-charge of the accommodation unit. The appointed *Rapid Response Team* should strictly follow these guidelines in consultation with other directions, which may be issued from various authorities in connection with COVID-19.
- b) The team should be responsible for preventing incidents, effectively managing cases and mitigating impact among guests, staff and other involved parties. The team should also update the entire staff when necessary in case of issuance of new guidance, procedures, regulations or any change issued by the pertinent authorities.

- c) The team should frequently evaluate, identify gaps and adjust in accordance to ensure practicality and consistent continuation as well as be alert on unusual and notable incidents. The team must ensure to record all notable, unusual, important incidents & measures taken in detail. Outcome of the collection of this data has to be reported to the state health department and Department of Tourism once in every 15 days or on demand, as the case may be.

#### **DESIGNATED ISOLATION ROOMS**

- a) The accommodation unit should dedicate a proportion of the total rooms (depending on flow of guests) as isolation rooms for the guests awaiting medical test results. The guest having pre-booked accommodations and undergoing the test for COVID-19, shall be required to be quarantined at the booked accommodation unit till the results are received.
- b) The isolation room should be preferably away from open crowded areas and sealable with a door (to keep others away while a doctor or ambulance is being called).
- c) Preferably, the hotel unit should be able to have the ability to turn off the HVAC / ventilation system in the isolation room, so no other areas are potentially not contaminated by air.
- d) The Rapid Response Leader or Accommodation in-charge should ensure to keep other staff and guests out while the isolation room is in use.
- e) The accommodation unit should have a decontamination / cleaning protocol after a suspected case has left.
- f) The accommodation unit should have a designated/ attached toilet near the isolation room that the suspect case can use, but which can then be closed off, so others do not use it.
- g) No staff member with any pre-existing health condition, which may likely to get the COVID-19 virus, should be working in the isolation room.

#### **NECESSARY TIE UPS**

- a) The accommodation unit should have at least 1 doctor and 1 paramedic / health worker on board, which are available on on-demand basis within 15 minutes.
- b) The accommodation unit should have a tie-up with a health care centre / hospital, particularly for ambulance services.

#### **COMMUNICATION**

- a) The Rapid Response Leader shall be nominated as single point of contact for ensuring that adequate communication is maintained at all times with the Tourism Taskforce of the Department of Tourism and State Health Department.
- b) Prevailing guidelines, precautionary measures or any other related information should be circulated among staff through the Rapid Response Leader to make sure that they follow the correct protocol on any incident that may arise in the future.
- c) The units will put up awareness signages/posters at appropriate places. This may include Do's and Don'ts for guests and staff, such as:
  - (i) Promoting of hand washing and other general hygiene practices/social distancing norms;
  - (ii) Contact information of Rapid Response Team and Tourism Task Force;

(iii) Emergency Telephone numbers.

*Samples for signages / posters are provided in the Appendix-4.*

#### **MANDATORY EQUIPMENT TO BE PROVIDED AT THE ACCOMMODATION UNIT**

- a) Sufficient quantity of below mentioned equipment must be available at the accommodation unit:
1. Hand sanitizers mainly at the entry points (min. 70% alcohol)
  2. Chemicals for Deep cleaning
  3. Thermal Gun/ Scanner
  4. Biohazard disposable waste bag
  5. Mandatory consumables provided to staff:
    - o Reusable ply cloth face masks that can be washed daily – 3 no's per month
    - o Reusable cloth gloves that can be washed daily – 3 pairs per month
    - o Pocket Size Hand Sanitizer bottle (refillable during the day) – 1 no.
    - o Gowns/Aprons, especially for kitchen staff
- b) The accommodation unit is encouraged to have the following equipment: Electrostatic spraying technology, UVC light and EPA-based air filtration with validation from government institutions / expert bodies such as the World Health Organization (WHO).

#### **USE OF AAROGYA SETU**

- a) The Rapid Response Leader should ensure that all staff members, both skilled and unskilled, have downloaded Aarogya Setu application or provided their details on feature and landline phones via IVRS (Interactive Voice Response System).

#### **GENERAL GUIDELINES**

- a) Promote Social Distance, hygiene practices and use of safety kits
- (i) All hotel staff must wear masks and gloves mandatorily while performing their duties.
  - (ii) Hotel staff should follow restricted movement (only in cases of work) around rooms.
  - (iii) Hotel staff should maintain minimum 2 m (6 ft) distance with the guests and other staff members at all times.
  - (iv) Hotel staff should sanitize/wash their hands regularly.
  - (v) Every hotel employee should wear shoes. Shoes should not be opened while cleaning the property. It is advised to wear a disposable shoe cover while cleaning.
  - (vi) Staff should remove gloves properly and should not touch their face after removing the gloves. Staff to immediately wash hands after removing gloves.
  - (vii) Separate entry and exits for guests, staff and goods/supplies shall be organized. Specific markings may be made with sufficient distance to manage the queue and ensure social distancing in the premises.
- b) Management of public areas and HVAC system
- (i) Crowd management in indoor and outdoor premises (like parking lots) should be put in place to ensure that social distancing norms of 2 meters (6 feet) are enforced. Gatherings/congregations should be limited to 50 people.

- (ii) Self-parking should be encouraged. In case of valet parking, the staff assigned to park the vehicles should wear mask and gloves.
- (iii) Room service to be encouraged, instead of dine-in. Room service personnel should leave the food at guest's door and not directly hand it over.
- (iv) Gaming Arcades/Children play areas (wherever applicable) shall remain closed.
- (v) Remove newspapers, magazines from public areas. Instead, accommodation units are encouraged to use digital options such as subscription to e-newspapers, etc. The use of artefacts and decoration items which might be touched by guests should be preferably avoided.
- (vi) For air-conditioning/ventilation, the guidelines of Central Public Works Department (CPWD, Government of India) dated 22/04/2020 shall be followed to ensure that temperature setting of all air conditioning devices is in the range of 24-30°C and the relative humidity between 40% and 70%. Intake of fresh air should be maximized, as much as possible, and cross ventilation should be adequate.

c) Usage and cleaning of equipment

- (i) All touch points (like doorknobs, switches, door handles, safety latches and taps etc.) must be cleaned regularly with surface cleaner. It is advised to use Sodium Hypochlorite 1% solution having at least 70% alcohol should be used to clean these touch points
- (ii) Common area cleaning checklist should be displayed at the reception. Rooms cleaning checklist should be displayed inside the room on the back of the door.
- (iii) Equipment, containers, utensils, cutlery, etc. should be cleaned thoroughly with soap and water. Preferably use hot water (above 60°C) for washing and sanitizing. After cleaning, sanitation using Alcohol/Quaternary ammonium compound is recommended.
- (iv) Protocols for elevators
  - Guests should be encouraged to use staircases in priority.
  - In case lifts are being used, the number of people in the elevators shall be restricted. Not more than 50% capacity shall be allowed inside the elevators at any given point of time. The same to be monitored and displayed near the elevator.
  - Hand sanitizers to be made available at all elevator landing.
  - Signage to be kept making the guest aware of the protocols.
  - All hand contact areas in elevators to be disinfected regularly and the elevator as such will be disinfected every 4 hours with 1% sodium hypochlorite solution.

d) Effective use of digital methods for interaction with guests

- (i) The accommodation unit should have integrated technologies to enable contactless automation for check-in, payment, feedback, menu, etc. where possible.
- (ii) CCTV cameras must be fully functional at the location where guests and staff are being screened.

e) Practice and encourage effective Garbage Disposal practices

- (i) Masks, gloves etc. should be disposed carefully as per guidelines issued by the State health department.
- f) Plan shift system, if feasible, for adequately spacing of the staff as per operational capacity of the premises thereby ensuring effective social distancing arrangements as per Government order.

## **PROTOCOLS FOR HANDLING SUSPECTED & COVID POSITIVE GUESTS**

The following protocols are as per the guidelines provided by Ministry of Health and Family Welfare for handling Suspected & COVID-19 positive cases. The Rapid Response Leader should be in close communication with Department of Tourism to obtain information about any revision in guidelines by the Central Government.

- a) Place the ill person in the isolation room, away from others. Provide a mask/face cover till such time he/she is examined by a doctor.
- b) Immediately inform the nearest medical facility (hospital/clinic) or call the state or district helpline.
- c) A risk assessment will be undertaken by the designated public health authority (district Rapid Response Team/ Task Force/ treating physician) and accordingly further advice shall be made regarding management of case, his/her contacts and need for disinfection.
- d) The suspect case if reporting very mild/mild symptoms on assessment by the health authorities would be placed under institutional isolation.
- e) Suspect case, if assessed by health authorities as moderate to severe, will be treated as per health protocol in appropriate health facility.
- f) The State Health Department shall be requisitioned and will undertake the listing of contacts, and Rapid Response Leader should provide the necessary support.
- g) The necessary actions for contact tracing and disinfection of the accommodation unit will start once the report of the patient is received as positive. The report will be expedited for this purpose.
- h) If there are large numbers of contacts from a pre-symptomatic/asymptomatic case, there could be a possibility of emergence of a cluster. The essential principles of risk assessment, isolation, and quarantine of contacts, case referral and management will remain the same. However, the scale of arrangements by the accommodation unit will be higher (such as additional isolation rooms, PPE kits etc.).
- i) The accommodation units are advised to devise a new information system/format, apart from self-declaration form as provided in Appendix-2 and keep the same in an easily accessible form to enable concerned authorities to trace the guests, if required in future.
- j) The State Health Department will have the final authority on necessary action to be taken for effective management of such a scenario which may include advise on deep cleaning of any specific areas or temporary closure of such accommodation unit, as necessary.

## **PROTOCOLS FOR STAFF**

### **REQUIREMENTS BEFORE STAFF RESUMES TO WORK AT THE ACCOMMODATION UNIT**

- a) Identify if any staff member is suspected to have COVID-19 symptoms:
  - 1. Temperature check through thermal gun;

2. Enquire if the staff has any COVID-19 symptoms (like fever, dry cough, diminished sense of smell, sore throat, severe weakness, shortness of breath, drowsiness, persistent pain and pressure in chest);
  3. Enquire if any staff member (in the last 3 weeks) had:
    - Travel history, especially to Govt. declared red zones / containment zones;
    - Came in contact with anyone who is COVID-19 positive (relative / friend / acquaintance).
- b) If any staff member is suspected to have COVID-19 symptoms:
1. The staff member should be escorted to the nearest COVID-19 health care centre / hospital for testing.
  2. The Rapid Respond Leader should assist the authorities to perform contact tracing.
  3. The Rapid Respond Leader should advise the staff member to follow the quarantine instructions, as suggested by the health care centre / hospital;
  4. The Rapid Respond Leader should ensure that the State health department guidelines are enforced regarding the future course of action.
- c) The accommodation unit should maintain the record of the temperature of all staff members in a register, preferably in digital mode.
- d) If any staff member is displaying COVID-19 related symptoms, he/she should not come to work. Only asymptomatic staff and guests shall be allowed in the accommodation unit.
- e) All staff members who are at higher risk i.e. older staff members, pregnant women and staff members with underlying medical conditions, should take extra precautions. They should not be exposed to any front-line work requiring direct contact with guests.

### **STAFF TRAINING**

- a) All staff members shall be briefed and trained about orders from State Government and Ministry of Health & Family Welfare, GOI regarding Do's & Don'ts at home, public area & workplace, including:
  1. How to wear a face mask.
  2. Hand Sanitizer shall be used to clean hands as often as possible.
  3. Maintain social distancing of 2m (6 feet) at all time.
  4. Maintain personal hygiene (have shower / bath after every shift & at the end of the day)
  5. COVID-19 major symptoms.
- b) Provide training to staff members, preferably using audio / visual medium, in hygiene and sanitation practices and troubleshooting risks. The accommodation should keep a log of training sessions provided to their staff members.
- c) Any new notification / order from State Government and Ministry of Health & Family Welfare, GOI to be informed & explained to the employee.
- d) Hygiene of Staff
  1. Hands should be washed for 40 to 60 seconds using water (preferably hot water) and soap.

Hands should be dried with clean towel or air dryers. This should preferably be followed with sanitizing of hands (with 70% alcohol-based sanitizer or an equivalent). If soap and running water are not immediately available, provide alcohol-based hand rubs containing at least 60-70% alcohol.

2. Staff should wash/disinfect hands after removing their regular clothes and before touching their clean uniforms to avoid contamination of clean clothes. Staff members shall preferably not use personal jewellery, watches etc.
3. Staff members, especially the staff handling food, shall wear face mask and clean protective clothing like full sleeves clothes/aprons, head gears, caps, gloves. In case of shortage of face masks, the Staff members/ food handlers should preferably use clean cloth-based face covering or face mask to cover nose and mouth. The face cover should fit perfectly on face without leaving any gaps on mouth, nose and chin.
4. Gloves shall be worn while handling prepared food or ready to eat food. During this time no other surface, equipment, utensils should be touched or no non-food related activities such as emptying bin, closing doors/windows, touching mobile phones, handling currency etc. are carried out. In such a case, the gloves shall be changed and suitably disposed off in a biohazard disposal waste bag. Hand must be washed between glove change and when gloves are removed.
5. Respiratory hygiene is important to prevent COVID-19 spread at a workplace. Staff members shall cover their mouth and nose with tissue while coughing or sneezing. The tissue shall be disposed in a closed bin and hands shall be thoroughly washed and sanitized, before handling food.

## **STAFF PROTOCOLS**

### Room Service

- a) Communication between guests and room service staff should be strictly through intercom or mobile phone.
- b) Any items required (Water bottle/Toiletries/Medicine/Linen) should be given to guests without making any contact, via trays or similar methods.
- c) Staff should be trained again for troubleshooting normal issues like TV remote issues, geysers etc. so that they can inform guests & solve accordingly on call.
- d) Linen in rooms and dining area must be washed after single use. Preferably use high quality paper tissue and table mats in dining areas.
- e) Accommodation units are encouraged to serve food cooked in the in-house kitchen. In case the accommodation unit does not have an in-house kitchen, food may be sourced from vendors that follow adequate safety measures.
- f) No printed menu card should be distributed inside the rooms. The accommodation unit may share the menu card digitally or take orders orally.
- g) All cutlery should be sanitised as per the guidelines of State Health Department or disposable cutlery may be used.
- h) Single use sachets for salt, pepper, sugar, condiments and toothpicks should be encouraged instead of using containers.

## Room & common area cleaning

- a) Rooms and common area are required to be cleaned on daily basis.
- b) Staff must sanitize their hands or wash their hands before & after the cleaning process.
- c) Identify high risk points (like tables, place mats, POS machines, Side stations, Coffee machines, Refrigerator handles, Doorknobs, Trays, Keyboard, Phones etc.) & have them sanitized regularly.
- d) All tables & chairs (any equipment that is used by Staff members / guests) must be cleaned & sanitized daily after each use.
- e) The following cleaning schedules & protocols should be undertaken:

S.No.	Item	Cleaning material	Frequency	Method/procedure
1.	General Cleaning	R2/Detergent & Warm Water, Disinfectant	Twice a day	<ul style="list-style-type: none"> <li>▪ Clean with plain water</li> <li>▪ Allow to dry &amp; mop with disinfectant (1% Sodium Hypochlorite)</li> </ul>
2.	Lockers, Tables, Cupboard, Wardrobes	Damp Duster with disinfectant	Daily	<ul style="list-style-type: none"> <li>▪ Wipe with cloth dipped in 1% Sodium Hypochlorite solution</li> </ul>
3.	Railings	Detergent/Sanitizer-hot water, Disinfectant	Twice a day	<ul style="list-style-type: none"> <li>▪ Wipe with cloth dipped in 1% Sodium Hypochlorite solution</li> </ul>
4.	Mirrors & Glass	Warm water / Detergent water / Cleaning solution damp cloth wiper	Daily	<ul style="list-style-type: none"> <li>▪ Using warm water &amp; a small quantity of detergent &amp; Using a damp cloth, wipe over the mirror, then using dry cloth buff the mirror &amp; glass to a clean dry finish</li> </ul>
5.	Furniture & Fittings	Disinfectant, Duster	Daily	<ul style="list-style-type: none"> <li>▪ Wipe with cloth dipped in 1% Sodium Hypochlorite solution for furniture &amp; fittings, including chairs, stools, beds, tables etc.</li> </ul>
6.	Light Switches/ Over bed lights	Disinfectant, Duster	Daily	<ul style="list-style-type: none"> <li>▪ Light switches to be cleaned of dust, spots &amp; finger marks, clean with damp clothes</li> </ul>
7.	Toilet Pot / WC	R1/Soap powder, Long handle angular brush	Whenever required	<ul style="list-style-type: none"> <li>▪ Inside Of toilet pot/commode</li> <li>▪ Scrub with the R1/soap powder &amp; angular brush</li> <li>▪ Clean with R1/soap powder &amp; scrubber</li> </ul>
8.	Toilet Floor / Sink	R1/Soap powder, scrubbing brush	Whenever required	<ul style="list-style-type: none"> <li>▪ Scrub with soap powder &amp; the scrubbing brush</li> <li>▪ Wash with water</li> </ul>
9.	Taps & Fittings / Shower area	Warm water, Detergent powder, Nylon scrubber	Whenever required	<ul style="list-style-type: none"> <li>▪ Wipe over taps &amp; fittings with a damp cloth &amp; detergent</li> <li>▪ Care should be taken to clean the underside of taps &amp; fittings</li> </ul>

### Staff member clothes

- a) It is mandatory for all staff members to wear a fresh set of clothes every day and not-reuse without washing them. The accommodation unit will provide protective gears / mandatory consumables to all staff members, as stated above.
- b) In case the accommodation unit has a uniform policy, all staff members are required to wear a fresh pair of uniform on daily basis.

### Other work protocols for staff

- a) Staff to wear PPE - gloves, apron, closed footwear and mask - while handling / washing of utensils, linen etc. and interacting with guests.
- b) Separate bins with adequate signages for placing soiled linen. Ensure staff do not touch them without wearing PPEs.
- c) If the staff carries any food, the same to be brought in reusable containers that are washed every day.
- d) Staff meals / access to lockers and changing rooms / shifts should be planned in such a manner that social distancing norms can be maintained.

## PROTOCOLS FOR GUESTS

### CHECK-IN PROTOCOL FOR GUESTS

- a) Tourists should reach out to the *Rapid Response team* identified by the accommodation unit for any issues or concerns with regards to hygiene and safety.
- b) Namaste as gesture for greetings. No handshake.
- c) Checking with guests related to the testing procedure adopted by them – whether they produced a COVID-19 negative certificate or provided test samples at the entry point. If the guests have provided test samples at the entry point, the accommodation unit needs to accommodate the guests in isolation facility till the results are received. The checking procedure should be done using digital methods.
- d) Briefing to all guests (at the time of check-in) regarding new measures and service limitations for health and safety of guests and staff including encouraging guests to maintain social distancing, face masks, and use sanitizers etc.
- e) Guests are requested to maintain a queue with 2 m (6 ft) distance between them. Standing space signs need to be placed on the floor to maintain social distancing.
- f) Rooms should be kept ready as soon as possible to avoid any crowd at the reception and maintain minimum contact with the guest.
- g) Details of the guest (Travel history, medical condition etc.) along with ID and self-declaration form (provided at Appendix-2) must be provided by the guest at the reception. Any guest who indicates COVID-19 symptoms is required to undergo a medical examination prior to check-in
- h) Only asymptomatic guests shall be allowed in the accommodation unit
- i) The use of Aarogya Setu app will be recommended to all guests.

- j) Hand Sanitizers must be kept at the reception for guests. Guests to sanitize hands before & after filling relevant forms.
- k) Accommodation units are encouraged to convert its forms and registers, including Arrival & Departure register, in a digital form.
- l) Accommodation units may adopt contactless check-in process as feasible.

#### **CHECKOUT PROTOCOL**

- a) Guests should be informed about the payment to be made in advance and the guests may be requested to make the payment via digital mode as much as possible.
- b) While accepting payments via debit / credit card modes, the staff should be handling the POS machines by wearing gloves.
- c) Any feedback collected from guest should be through digital methods only.
- d) If the guest intends to change their original booking during their period of stay in Goa: Such changes are permitted only with registered accommodation units with Department of Tourism. The guest needs to showcase the proof of re-booking, if any, to the Rapid Response Leader of the accommodation unit before they can shift from original accommodation.
- e) Post check-out, rooms to be cleaned and fresh linen and towels to be provided.

### **PROTOCOLS FOR DINING FACILITY IN ACCOMMODATION UNIT**

#### **PRE-ARRIVAL PROCESS**

- a) Guests are encouraged to make prior reservations before going to the restaurant within the accommodation premises to avoid crowding. Guests to be seated in a designated waiting area with norms of social distancing in case of waiting.
- b) Complete details of number of persons to be taken in advance by the staff and seating to be accordingly arranged by maintaining the social distancing norms.
- c) Guests to be requested to carry their own Face Mask, Hand Gloves and Instant Hand Wash etc. If the guests are not carrying their own protective gears, Guests should be provided with necessary protective gears like hand gloves and face masks to ensure safety of other guests and staff.

#### **ARRIVAL PROCESS**

- a) The gate/door of the dining facility to be opened by the staff / attendant.
- b) Hand sanitizers/ pedal sanitizer / automatic or sensor-based sanitizers should be placed at the entrance and washrooms. Guests are directed to sanitize their hands before proceeding to the seating area.
- c) Markings on the floor to be done to maintain Social Distance, wherever required.
- d) Tables to families or a group to be allocated strategically to ensure non-contamination to other guests/areas.
- e) For Restaurant, dining entry inside restaurant to be limited to the seating capacity. Extra guests to be seated in a designated waiting area with norms of social distancing.

#### **GENERAL MEASURES AT THE DINING FACILITIES**

- a) Disposable menus to be used to reduce the chances of transference of virus. Contactless Menu

through digital modes / QR Code recommended.

- b) Instead of cloth napkins, use of good quality disposable paper napkins is encouraged.
- c) Guests may be requested to make the payment via digital mode as much as possible.
- d) Modification of Restaurant Layout keeping minimum 1-meter distance between tables. Not more than 50% of seating capacity to be permitted.
- e) Guest service areas shall be thoroughly cleaned and disinfected before and after every shift. The furniture and fixtures of the restaurant/ dining facility like tables, chairs, workstations, buffet tables, linen etc. to be thoroughly cleaned with disinfectants on daily basis.
- f) Buffet service to be avoided in near future. In case, Buffet service is provided, it should follow social distancing norms among guests.
- g) Only designated staff to serve the food on a particular table.
- h) The crockery, cutlery, etc. to be washed with hot water and food grade/ approved disinfectants.
- i) The service equipment to be segregated and stored in sanitized cupboards.
- j) Use different types of warmers to keep the food and crockery on warm temperature.
- k) The soiled dishes to be immediately taken to dishwashing area and not left on side boards. The leftover food be discarded in the designated bins with lids. The garbage should be disposed of on daily basis.
- l) HACCP/ISO/FSSAI standards to be followed for cleanliness of F&B material and hygiene. Safety and Hygiene protocols issued by FSSAI - Food Hygiene and Safety Guidelines for Food Businesses during Coronavirus Disease (COVID-19) Pandemic, shall be implemented in all F& B Production area and F&B Service area of the accommodation establishments.
- m) E-payments to be encouraged to avoid touching the debit/credit cards of guests.
- n) Cashiers to disinfect hands after every settlement through cash or cards.

#### **BAR SAFETY MEASURES**

- a) Bar counter and stools to be sanitized properly. Bar equipment like shakers, blenders, mixers and peg measurers to be cleaned.
- b) Ice container trolley to be washed and sanitized.
- c) All the bottles of spirits, wines and beers to be sanitized with food grade disinfectant.
- d) All the glassware to be cleaned with hot water and lemon.
- e) To follow FSSAI guidelines by marking dates on recently opened beverages.

# GUIDELINES FOR TOUR & TRAVEL OPERATORS

## 1. APPLICABILITY

The guidelines are applicable to all the Tours & Travel Operators, registered with Department of Tourism, Govt. of Goa (DOT). Any Tours & Travel Operators not yet registered with DOT are requested to complete their registration before restarting their operations in the state.

It must also be clearly understood that any instructions issued by the State Government or other Competent Authorities from time to time will be binding and will override the provisions in this document and must be strictly complied with.

## PREREQUISITES

The following list of essentials shall be required to be complied by all Tours & Travel Operators to commence their business.

### CONSUMABLES AT BOOKING OFFICE PREMISES (IF APPLICABLE)

- Hand Sanitizer at key locations in office
- Handwash in all washrooms
- Tissue Paper in all washrooms (no towels)
- Adequate cleaning equipment & materials

### PRE-REQUISITES FOR STAFF

- a) The Tour & Travel Operator / in-charge should ensure that all staff members, both skilled and unskilled, have downloaded Aarogya Setu application or provided their details on feature and landline phones via IVRS (Interactive Voice Response System).
- b) All staff members must wear face masks and gloves mandatorily while performing their duties and fresh set should be used on daily basis.
- c) Identify if any staff member is suspected to have COVID-19 symptoms:
  - Temperature check through thermal gun
  - Enquire if the staff has any COVID-19 symptoms (like fever like fever, cough, shortness of breath, persistent pain in chest)
  - Enquire if any staff member (in the last 3 weeks) had: (1) travel history, especially to Govt. declared red zones or those places reported of any positive cases (2) came in contact with anyone who is COVID-19 positive (relative / friend / acquaintance)
- d) If any staff member is suspected to have COVID-19 symptoms:
  - The staff should be escorted to the nearest COVID health care center / hospital for testing.
  - The Tour & Travel Operator / in-charge should advise the staff to follow the quarantine instructions, as suggested by health care center / hospital
  - The Tour & Travel Operator should also maintain a record of temperature of all the staff members in a register (apart from the details that they normally collect about their staff).

## **STAFF TRAINING**

Provide training to staff in hygiene and sanitation practices and troubleshooting risks.

- a) All staff members shall be briefed about orders from State Government and Ministry of Health & Family Welfare, GOI regarding Do's & Don'ts at home, public area & workplace and ensuring that they follow them including no spitting, no removing masks Infront of people / guests, use of gloves, coughing, use of handwash / hand sanitizer & all safe practices as prescribed by the Government authorities.
- b) Any new notification / order from State Government and Ministry of Health & Family Welfare, GOI to be informed & explained to the staff
- c) Staff to be briefed about the SOPs provided in this document.
- d) Staff to be briefed about personal
- e) Staff sanitation and hygiene practices
- f) Wearing a face mask at all times at work is compulsory.
- g) Hand Sanitizer shall be used to clean hands as often as possible.
- h) Maintain social distancing of 2 m. at all times.
- i) If the staff carries any food, the same to be brought in reusable containers that are washed every day.

## **GENERAL GUIDELINES**

The following general guidelines must be observed by the tour & travel Operators:

- a) Digital transaction to be encouraged as much as possible for booking and purchase of tickets. Cash handling should be avoided as far as possible. If cash handling is required to be done, staff should wash or sanitize their hands frequently.
- b) To ensure that all Tours & Travel Operators/ staff use face masks, hand gloves and sanitizers while doing daily activities, they follow all guidelines provided by the MHA/ state health department
- c) Hand Sanitizers to be placed at frequent intervals for use by the tourists.
- d) A well informed and trained security person and a 24x7 security guard to keep check at the entrance gate of the booking office and to supervise social distancing.
- e) Ensure proper attendance logs of entry and exit of all vehicles are maintained
- f) CCTV cameras must be fully functional and capture the entire premise of the booking office.
- g) All touch points at the stations/ ticketing areas/ Area of Boarding /de-boarding (like ticket counter slabs, doorknobs, chairs in waiting areas etc) must be cleaned regularly with surface cleaner i.e. R2 Cleaner, Detergent water, Disinfectant Surface Cleaners .It is advised to use Sodium Hypochlorite 1% solution having at least 70% alcohol should be used to clean these touch points.
- h) All staff / tourists shall be strictly screened using thermal gun/scanner by designated trained person at entry by holding the scanner 3 to 15 cm away from the person's forehead and anybody having fever(equal to or more than 37.50 C/ 99.50 F ), cold, cough, , difficulty in

breathing shall not be allowed and immediately sent to seek medical advice or visit the nearest health centre.

- i) Staff should remove the gloves properly and should not touch their face after removing the gloves. Staff to immediately wash hands after removing gloves.
- j) Daily Temperature to be checked with a thermal gun thermometer for all the tourists by the drivers/ Conductor before on-boarding the vehicle.
- k) Checklist should be displayed in common area like ticketing areas, waiting areas, washroom cleaning. Cleaning checklist to be updated and monitored regularly during the day to ensure compliance by MHA/ state Government.
- l) Bio-metric machine and similar equipment's for recording staff's attendance to be discontinued.
- m) Alternate methods viz QR Code method may be devised for staff to mark attendance
- n) All the promotional material including the official website of the all service providers should clearly mention all the details with respect to permitted travelling capacity, timings and other precautionary measures taken as per the guidelines and Dos & Don'ts that the tourists need to be aware of while traveling.
- o) Persons above 65 years of age, persons with comorbidities, pregnant women and children below the age of 10 years are advised to either avoid completely or limit their travel. While travelling, they are advised to take extra precautions. Tour & Travel Operator to advise accordingly and the same should be communicated to tourists through promotional material and social media platforms.
- p) Tourists who are at higher risk, i.e., those who are older, pregnant or those who have underlying medical conditions are advised to take extra precautions.
- q) All tourists and the staff should use Aarogya Setu app for survey by Government of India.

### **PROTOCOLS FOR OPERATIONS**

The following guidelines are to be followed by all the staff members directly or indirectly involved with the operations of any tourism activity:

#### Bookings

- a) Booking and travels plans are to be accepted for Tourists with no medical history of the virus in the last 28 days, especially in case of inbound tourists.
- b) Necessary medical proof or health declaration may be sought for inbound tourists
- c) Bookings required to be made online or via an online platform with cashless transactions only.
- d) Proper record and logs are to be maintained for each traveller
- e) Information on age, medical history, allergies etc. are recommended to be captured for each traveller
- f) Ensure that detailed itinerary is provided to each traveller with details on vehicle, stay, layovers, activities etc.
- g) Ensure guidelines based on advice from health authorities which may include the wearing of

face masks, guidance on hand hygiene and social distancing is provided to the tourists beforehand

- h) All information to the tourists should be disseminated digitally.
- i) Small group tours recommended with maximum of 10 to 15 people for ease of implementing social distancing.
- j) Obtain information about the customer:
  - Enquire if the customer has any COVID-19 symptoms (like fever like fever, cough, shortness of breath, persistent pain in chest)
  - Enquire if any staff member (in the last 3 weeks) had: (1) travel history, especially to Govt. declared red zones or those places reported of any positive cases (2) came in contact with anyone who is COVID-19 positive (relative / friend / acquaintance)
- k) Inform the customers (at the time of booking) regarding new measures and service limitations that the customers may expect in the State due to Covi-19 situation. The operator needs to explain that same is essential for health and safety of customers and local public including encouraging customers to maintain social distancing, face masks, and use sanitizers etc. The same is mandatory in case of group tours.
- l) Request the customer to carry necessary documents including hotel booking, ID proofs, COVID-negative certificate etc.

#### Guidelines for Operators

- a) Before starting the tour, the tour guide shall take temperature check of customers using a thermal gun. If any customer is suspected to have COVID-19 symptoms, the customer should be escorted to the nearest COVID health care centre / hospital for testing.
- b) The tour operator should ensure that tour guide is good health condition without high body temperature. Tour guides with high temperature or having pre-existing health conditions should be kept away accompanying groups.
- c) The tour operator should pre-plan the format of group tours, preferably in small groups not exceeding 4 people, while ensuring adequate social distancing norms.
- d) All customers and tour guide (including other support staff like driver etc.) should wear PPE - gloves, apron, closed footwear and mask during the entire tour.
- e) Adequate safety measures (including PPE) need to be taken for senior citizens and children (below 10 years).

#### Vehicles used by Tour & Travel Operators for transporting Tourists

- a) All vehicles must be thoroughly disinfected prior to boarding of tourists.
- b) High touch areas (door handles, seats, seat backs, steering wheel, power window buttons, door locks, windows, screens, etc.) should be sprayed with disinfectant surface cleaner regularly
- c) Hand sanitizer dispenser and masks must be kept available in every vehicle.
- d) In case of AC buses: cleaning of interiors of air ducts on weekly basis

- e) Use of disposable seat covers, head rest covers are recommended for all vehicles.
- f) Use of fiberglass partition between the driver and passenger's seat in buses and cars is recommended
- g) Emergency numbers should be displayed on all vehicles and made available with all staff and tourists
- h) Ensure only two guests are seated at the rear side of a car and guests (not from the same household) are seated maintaining a physical distance of 2 feet in a bus. The social distancing norms shall be changed and aligned according to the directives issued by Ministry of Health & Family welfare.
- i) Ensure all information provided to tourists is strictly through digital means (this may include tour itinerary; safety precautions for hygiene and disinfection)
- j) Strictly follow pre-planned itineraries (to avoid peak hours) with minimum layover at pre-determined stops only.
- k) Limited use of public transport for large tour groups of more than 10 Pax is recommended
- l) Health certificate should be mandatory for all drivers
- m) Drivers/helpers should always wear masks and gloves and should undergo thermal screening before every new assignment
- n) Ensure training of drivers in hygiene and sanitation practices and troubleshooting risks (log of the training/ video record of session to be kept)

#### Protocols before Journey commencement

- a) Screen all tourists at entry point for symptoms of COVID-19 such as temperature (using non-contact type thermometer/ thermal guns), cough, cold, etc. Temperature Screening should be conducted while maintaining privacy.
- b) Only asymptomatic tourists shall be allowed.
- c) Those performing initial screenings should be trained on the screening procedure. They should wear the appropriate protective gears as per the guidelines (face masks/ gloves)
- d) Those with temperature more than 37.5 °C (99 °F) and/or flu like symptoms shall not be permitted to travel. The Tour & Travel Operator should record their contact details and be empathetic towards such tourists, while advising them to return and seek medical help.
- e) Tourists showing any of the symptoms of COVID-19 will be recommended to visit a doctor and the administrative / health authorities shall be notified of such tourists for further protocol.
- f) Before commencement of Travel, all tourists to mandatory submit a self-declaration form. Tourists to provide basic personal information when travelling, including name, phone number, Govt. ID type and ID number. Consent for sharing of their details with the administrative / health authorities should be taken from tourists, as and where required for contact tracing related activity.
- g) Tourists must be requested to maintain a queue with 2 metres (6 feet) physical distance between them while waiting to on-board. Standing space signs will be placed to maintain social

distancing.

- h) All tourists shall be briefed on the safety measures taken by the service providers before on-boarding.
- i) All the tourists shall be briefed on the Dos and Don'ts to be mandatorily followed while traveling.
- j) Hand Sanitizers must be kept at the ticketing centre for use. Tourists to sanitize hands before & after getting the tickets for the destinations.
- k) Ensure that detailed itinerary is be provided to each traveller with details on vehicle, stay, layovers, activities etc.
- l) Tour & Travel Operator to ensure all information is provided to tourists is strictly through digital means (this may include tour itinerary; safety precautions for hygiene and disinfection)
- m) Tour & Travel Operator to strictly follow pre-planned itineraries with minimum layover at pre-determined stops only.
- n) Social Distancing
- o) All vehicles to operate with not more than 50% of its seating capacity excluding the driver.
- p) The permitted seating arrangement within the vehicles while traveling should be released by the service provider that complies to social distancing norms.
- q) A safe physical distance of at least 2 metres (6 feet) should always be mandatorily maintained by customers while all the time.
- r) Clear Signages on "safe physical distance of at least 2 metres (6 feet)" to be displayed at frequent places at the Stations/ ticketing areas/ Area of Boarding /de-boarding to reinforce social distancing behaviour among the staff and tourists.
- s) 2 metres (6 feet) physical distance markings at all waiting areas like entrance, ticketing should be done for tourists to stand during the queue
- t) Rearrangement of common sitting / gathering areas at the waiting areas / ticketing area. Seating arrangement should be done following social distancing norms. The tourists are not to be seated next to the driver.

# GUIDELINES FOR TOURISM ACTIVITIES

## 1. APPLICABILITY

The guidelines are applicable to all the Tourism Activities such as water sports activities, adventure activities, etc. registered with Department of Tourism, Govt. of Goa (DOT). Any Tourism Activities not yet registered with DOT is required to complete their registration before (re)starting their operations in the state. Any violation found in this regard will lead to severe action from DOT, under Goa Registration of Tourist Trade (Amendment) Bill 2019.

- It must also be clearly understood that any instructions issued by the State Government or other Competent Authorities from time to time will be binding and will override the provisions in this document and must be strictly complied with.

## PRE-REQUISITES FOR TOURISM ACTIVITY OPERATOR

The following list of essentials shall be required to be complied by all tourism activity operators to commence the business.

### CONSUMABLES AT BOOKING OFFICE PREMISES (IF APPLICABLE)

- Hand Sanitizer at key locations in office and extra pairs of face masks
- Handwash in all washrooms
- Tissue Paper in all washrooms (no towels)
- Adequate cleaning equipment & materials

### PRE-REQUISITES FOR STAFF

- a) The Tourism activity operator / in-charge should ensure that all staff members, both skilled and unskilled, have downloaded Aarogya Setu application or provided their details on feature and landline phones via IVRS (Interactive Voice Response System).
- b) Identify if any staff member is suspected to have COVID-19 symptoms:
  - Temperature check through thermal gun
  - Enquire if the staff has any COVID-19 symptoms (like fever like fever, cough, shortness of breath, persistent pain in chest)
  - Enquire if any staff member (in the last 3 weeks) had: (1) travel history, especially to Govt. declared red zones or those places reported of any positive cases (2) came in contact with anyone who is COVID-19 positive (relative / friend / acquaintance)
- c) If any staff member is suspected to have COVID-19 symptoms:
  - The staff should be escorted to the nearest COVID health care center / hospital for testing.
  - The Tourism activity operator / in-charge should advise the employee to follow the quarantine instructions, as suggested by health care center / hospital
  - The booking office should also maintain a record of temperature of all the staff members in a register (apart from the details that they normally collect about their staff).

## **STAFF TRAINING**

- a) Provide training to staff in hygiene and sanitation practices and troubleshooting risks.
- b) All staff members shall be briefed about orders from State Government and Ministry of Health & Family Welfare, GOI regarding Do's & Don'ts at home, public area & workplace and ensuring that they follow them including no spitting, no removing masks Infront of people / tourists, use of gloves, coughing, use of handwash / hand sanitizer & all safe practices as prescribed by the Government authorities.
- c) Any new notification / order from State Government and Ministry of Health & Family Welfare, GOI to be informed & explained to the employee
- d) Staff to be briefed about the SOPs provided in this document.
- e) Staff to be briefed about personal hygiene.

## **STAFF SANITATION AND HYGIENE PRACTICES**

- a) Wearing a face mask at all times at work is compulsory.
- b) Hand Sanitizer shall be used to clean hands as often as possible.
- c) Maintain social distancing of 2 m (6 feet). at all times.
- d) If the staff carries any food, the same to be brought in reusable containers that are washed every day.

## **PROTOCOLS FOR TOURISM ACTIVITY**

The following guidelines are to be followed by all the staff members directly or indirectly involved with the operations of any Tourism Activity:

### **BOOKINGS**

- a) Booking and travels plans are to be accepted for Tourists with no medical history of the virus in the last 28 days, especially in case of inbound tourists.
- b) Necessary medical proof or health declaration may be sought for inbound tourists
- c) Bookings required to be made online or via an online platform with cashless transactions only.
- d) Proper record and logs are to be maintained for each traveller
- e) Information on age, medical history, allergies etc. are recommended to be captured for each traveller
- f) Ensure that detailed itinerary is be provided to each tourist with details on vehicle, stay, layovers, activities etc.
- g) Ensure guidelines based on advice from health authorities which may include the wearing of face masks, guidance on hand hygiene and social distancing is provided to the tourist beforehand
- h) All information to the tourists should be disseminated digitally.
- i) Small group tours recommended with maximum of 10 to 15 people for ease of implementing social distancing.
- j) Obtain information about the customer:

- Enquire if the customer has any COVID-19 symptoms (like fever like fever, cough, shortness of breath, persistent pain in chest)
  - Enquire if any staff member (in the last 3 weeks) had: (1) travel history, especially to Govt. declared red zones or those places reported of any positive cases (2) came in contact with anyone who is COVID-19 positive (relative / friend / acquaintance)
- k) Inform the customers (at the time of booking) regarding new measures and service limitations that the customers may expect in the State due to Covi-19 situation. The operator needs to explain that same is essential for health and safety of customers and local public including encouraging customers to maintain social distancing, face masks, and use sanitizers etc. The same is mandatory in case of group tours.
- l) Request the customer to carry necessary documents including hotel booking, ID proofs etc.
- m) Booking of tourism activity and allocation of slots should be adequately done to avoid large gathering

#### **PROTOCOLS FOR VEHICLES USED BY TOURISM ACTIVITY**

- a) All vehicles must be thoroughly disinfected prior to boarding of customers.
- b) High touch areas (door handles, seats, seat backs, steering wheel, power window buttons, door locks, windows, screens, etc.) should be sprayed with disinfectant surface cleaner regularly
- c) Hand sanitizer dispenser and masks must be kept available in every vehicle.
- d) Use of disposable seat covers, head rest covers are recommended for all vehicles.
- e) Emergency numbers should be displayed on all vehicles and made available with all employees and tourists
- f) Ensure all information provided to tourist is strictly through digital means (this may include tour itinerary; safety precautions for hygiene and disinfection)
- g) Strictly follow pre-planned itineraries (to avoid peak hours) with minimum layover at pre-determined stops only.
- h) Health certificate should be mandatory for all drivers
- i) Drivers/helpers should always wear masks and gloves and should undergo thermal screening before every new assignment
- j) Ensure training of drivers in hygiene and sanitation practices and troubleshooting risks (log of the training/ video record of session to be kept).

#### **PROTOCOLS BEFORE COMMENCEMENT OF TOURISM ACTIVITY**

- a) Greet the customers saying “Namaste”. No shaking of hands is recommended
- b) Ensure that customers are taken in small groups and physical distance of 2 feet is maintained between customers during the tourism activity. The social distancing norms shall be changed and aligned according to the directives issued by Ministry of Health & Family welfare.
- c) Visitor numbers should be tightly controlled before commencement of the tourism activities to maintain adequate distancing between customers.
- d) Ensure queue markers with enough distancing at boarding and di-boarding points of the tourism

activity.

- e) Ensure all equipment and vehicles used for the tourism activity are adequately disinfected before and after every use
- f) Screen all customers at entry point for symptoms of COVID-19 such as temperature (using non-contact type thermometer/ thermal guns), cough, cold, etc. Temperature Screening should be conducted while maintaining privacy.
- g) Those performing initial screenings should be trained on the screening procedure. They should wear the appropriate protective gears as per the guidelines (face masks/ gloves)
- h) Those with temperature more than 37.5 °C (99 °F) and/or flu like symptoms shall not be permitted to travel. The management should record their contact details and be empathetic towards such tourists, while advising them to return and seek medical help.
- i) Customers showing any of the symptoms of COVID-19 will be recommended to visit a doctor and the administrative / health authorities shall be notified of such visitors for further protocol.
- j) Before commencement of Tourism Activity, all customers to mandatory submit a self-declaration form. customers to provide basic personal information when travelling, including name, phone number, Govt. ID type and ID number. Consent for sharing of their details with the administrative / health authorities should be taken from visitors, as and where required for contact tracing related activity.
- k) Customers must be requested to maintain a queue with 2 metres (6 feet) physical distance between them while waiting to on-board. Standing space signs will be placed to maintain social distancing.
- l) All customers shall be briefed on the safety measures taken by the tourism activity operator before on- boarding.
- m) All the customers shall be briefed on the Dos and Don'ts to be mandatorily followed during the tourism activity.
- n) Hand Sanitizers must be kept at the ticketing centre for use. customers to sanitize hands before & after getting the tickets for the tourism activity.
- o) Ensure that detailed itinerary is be provided to each customer with details on vehicle, tourism activities etc.
- p) Tourism activity operator to ensure all information is provided to customers is strictly through digital means (this may include tour itinerary; safety precautions for hygiene and disinfection)

### **SOCIAL DISTANCING**

- a) All vehicles to operate with not more than 50% of its seating capacity excluding the driver.
- b) The permitted seating arrangement within the vehicles while traveling should be released by the Tourism activity operator that complies to social distancing norms.
- c) A safe physical distance of at least 2 metres (6 feet) should always be mandatorily maintained by customers while all the time.
- d) Clear Signages on "safe physical distance of at least 2 metres (6 feet)" to be displayed at frequent places at the Stations/ ticketing areas/ Area of Boarding /de-boarding to reinforce social distancing behaviour among the staff and customers.

- e) 2 meters (6 feet) physical distance markings at all waiting areas like entrance, ticketing should be done for customers to stand during the queue
- f) Rearrangement of common sitting / gathering areas at the waiting areas / ticketing area. Seating arrangement should be done following social distancing norms. The customers are not to be seated next to the driver.

### **GENERAL GUIDELINES FOR TOURISM ACTIVITY OPERATORS**

The following general guidelines must be observed by the Tourism Activity Operators:

- a) All staff members must wear face masks and single use gloves mandatorily while performing their duties.
- b) Digital transaction to be encouraged as much as possible for booking and purchase of tickets. Cash handling should be avoided as far as possible. If cash handling is required to be done, staff should wash or sanitize their hands frequently.
- c) To ensure that all Tourism Activity personnel use face masks, hand gloves and sanitizers while doing daily activities, they need to follow guidelines provided by MHA/ State Government
- d) Hand Sanitizers to be placed at frequent intervals for use by the customers.
- e) A well informed and trained security person and a 24x7 security guard to keep check at the entrance gate of the area and to supervise social distancing.
- f) Ensure proper attendance logs of entry and exit of all vehicles are maintained
- g) CCTV cameras must be fully functional and capture the entire premise, if applicable
- h) All touch points at the stations/ ticketing areas/ Area of Boarding /de-boarding (like ticket counter slabs, doorknobs, chairs in waiting areas etc) must be cleaned regularly with surface cleaner i.e. R2 Cleaner, Detergent water, Disinfectant Surface Cleaners .It is advised to use Sodium Hypochlorite 1% solution having at least 70% alcohol should be used to clean these touch points.
- i) All staff / customers shall be strictly screened using thermal gun/scanner by designated trained person at entry by holding the scanner 3 to 15 cm away from the person's forehead and anybody having fever(equal to or more than 37.50 C/ 99.50 F ), cold, cough, , difficulty in breathing shall not be allowed and immediately sent to seek medical advice or visit the nearest health centre.
- j) Staff should remove the gloves properly and should not touch their face after removing the gloves. Staff to immediately wash hands after removing gloves.
- k) Daily Temperature to be checked with a thermal gun thermometer for all the tourists by the drivers/ Conductor before on-boarding the vehicle.
- l) Checklist should be displayed in common area like ticketing areas, waiting areas, washroom cleaning. Cleaning checklist to be updated and monitored regularly during the day to ensure compliance by the MHA/State Government.
- m) If air-conditioning/ventilation system is being used, the guidelines of Central Public Works Department (CPWD, Government of India) dated 22/04/2020 shall be followed to ensure that temperature setting of all air conditioning devices is in the range of 24-30oC and the relative humidity between 40% and 70%. Intake of fresh air should be maximized, as much as possible, and cross ventilation should be adequate.

- n) Bio-metric machine and similar equipment's for recording staff's attendance to be discontinued.
- o) Alternate methods viz QR Code method may be devised for staff to mark attendance
- p) All the promotional material including the official website of the all service providers should clearly mention all the details with respect to permitted travelling capacity, timings and other precautionary measures taken as per the guidelines and Dos & Don'ts that the customers need to be aware of while tourism activity is going on.
- q) Persons above 65 years of age, persons with comorbidities, pregnant women and children below the age of 10 years are advised to either avoid completely or limit their travel. While travelling, they are advised to take extra precautions. Service Provider to advise accordingly and the same should be communicated to visitors through promotional material and social media platforms.
- r) Customers who are at higher risk, i.e., those who are older, pregnant or those who have underlying medical conditions are advised to take extra precautions.
- s) All customers (except in case of foreign nationals) and the staff should use Aarogya Setu app for survey by Government of India.

# GUIDELINES FOR TOURIST TRANSPORT SERVICES

## 1. APPLICABILITY

The guidelines are applicable to all the Tourist Transport Operators such as taxi operators, registered with Department of Tourism, Govt. of Goa (DOT). Any Tourist Transport Operators not yet registered with DOT is required to complete their registration before (re)starting their operations in the state. Any violation found in this regard will lead to severe action from DOT, under Goa Registration of Tourist Trade (Amendment) Bill 2019.

- It must also be clearly understood that any instructions issued by the State Government or other Competent Authorities from time to time will be binding and will override the provisions in this document and must be strictly complied with.

## PRE-REQUISITES FOR TOURIST TRANSPORT OPERATORS

The following list of essentials shall be required to be complied by all tourism activity operators to commence the business.

### CONSUMABLES IN THE VEHICLES

- Hand Sanitizer bottle
- Extra face masks, if required

### PRE-REQUISITES FOR STAFF

- a) The Tourist Transport Operators / in-charge should ensure that all staff members, both skilled and unskilled, have downloaded Aarogya Setu application or provided their details on feature and landline phones via IVRS (Interactive Voice Response System).
- b) Identify if any staff member is suspected to have COVID-19 symptoms:
  - Temperature check through thermal gun
  - Enquire if the staff has any COVID-19 symptoms (like fever like fever, cough, shortness of breath, persistent pain in chest)
  - Enquire if any staff member (in the last 3 weeks) had: (1) travel history, especially to Govt. declared red zones or those places reported of any positive cases (2) came in contact with anyone who is COVID-19 positive (relative / friend / acquaintance)
- c) If any staff member is suspected to have COVID-19 symptoms:
  - The employee should be escorted to the nearest COVID health care center / hospital for testing.
  - The Tourist Transport Operators / in-charge should advise the employee to follow the quarantine instructions, as suggested by health care center / hospital
  - The Tourist Transport Operators should also maintain a record of temperature of all the staff members in a register (apart from the details that they normally collect about their staff).

### STAFF TRAINING

- a) Provide training to staff in hygiene and sanitation practices and troubleshooting risks.
- b) All staff members shall be briefed about orders from State Government and Ministry of Health &

Family Welfare, GOI regarding Do's & Don'ts at home, public area & workplace and ensuring that they follow them including no spitting, no removing masks Infront of people / tourists, use of gloves, coughing, use of handwash / hand sanitizer & all safe practices as prescribed by the Government authorities.

- c) Any new notification / order from State Government and Ministry of Health & Family Welfare, GOI to be informed & explained to the employee
- d) Staff to be briefed about the SOPs provided in this document.
- e) Staff to be briefed about personal hygiene.

#### **STAFF SANITATION AND HYGIENE PRACTICES**

- a) Wearing a face mask at all times at work is compulsory.
- b) Hand Sanitizer shall be used to clean hands as often as possible.
- c) Maintain social distancing of 2 m (6 feet). at all times.
- d) If the staff carries any food, the same to be brought in reusable containers that are washed every day.

#### **PROTOCOLS FOR OPERATORS**

The following guidelines are to be followed by all the staff members directly or indirectly involved with the operations of any Tourism Transport:

##### **BOOKINGS**

- a) Booking and travels plans are to be accepted for tourists/ tourists with no medical history of the virus in the last 28 days, especially in case of inbound tourists.
- b) Necessary medical proof or health declaration may be sought for inbound tourists
- c) Bookings required to be made online or via an online platform with cashless transactions only.
- d) Proper record and logs are to be maintained for each traveller
- e) Information on age, medical history, allergies etc. are recommended to be captured for each traveller
- f) Ensure that detailed itinerary is be provided to each Tourists with details on vehicle, stay, layovers, activities etc.
- g) Ensure guidelines based on advice from health authorities which may include the wearing of face masks, guidance on hand hygiene and social distancing is provided to the Tourists beforehand
- h) All information to the Tourists should be disseminated digitally.
- i) Small group tours recommended with maximum of 10 to 15 people for ease of implementing social distancing.
- j) Tour & travel Office staff should be trained to answer questions
- k) Obtain information about the customer:
  - Enquire if the customer has any COVID-19 symptoms (like fever like fever, cough, shortness of breath, persistent pain in chest)

- Enquire if any staff member (in the last 3 weeks) had: (1) travel history, especially to Govt. declared red zones or those places reported of any positive cases (2) came in contact with anyone who is COVID-19 positive (relative / friend / acquaintance)
- l) Inform the customers (at the time of booking) regarding new measures and service limitations that the customers may expect in the State due to Covi-19 situation. The operator needs to explain that same is essential for health and safety of customers and local public including encouraging customers to maintain social distancing, face masks, and use sanitizers etc. The same is mandatory in case of group tours.
- m) Request the customer to carry necessary documents including hotel booking, ID proofs etc.

#### **PROTOCOLS FOR VEHICLES USED BY TOURIST TRANSPORT OPERATORS**

- a) All vehicles must be thoroughly disinfected prior to boarding of Tourists.
- b) High touch areas (door handles, seats, seat backs, steering wheel, power window buttons, door locks, windows, screens, etc.) should be sprayed with disinfectant surface cleaner regularly
- c) Hand sanitizer dispenser and masks must be kept available in every vehicle.
- d) In case of AC buses: cleaning of interiors of air ducts on weekly basis
- e) Use of disposable seat covers, head rest covers are recommended for all vehicles.
- f) Use of fiberglass partition between the driver and passenger's seat in buses and cars is recommended
- g) Emergency numbers should be displayed on all vehicles and made available with all employees and Tourists
- h) Ensure only two guests are seated at the rear side of a car and guests (not from the same household) are seated maintaining a physical distance of 2 feet in a bus. The social distancing norms shall be changed and aligned according to the directives issued by Ministry of Health & Family welfare.
- i) Ensure all information provided to Tourists is strictly through digital means (this may include tour itinerary; safety precautions for hygiene and disinfection)
- j) Strictly follow pre-planned itineraries (to avoid peak hours) with minimum layover at pre-determined stops only.
- k) Limited use of public transport for large tour groups of more than 10 Pax is recommended
- l) Health certificate should be mandatory for all drivers
- m) Drivers/helpers should always wear masks and gloves and should undergo thermal screening before every new assignment
- n) Ensure training of drivers in hygiene and sanitation practices and troubleshooting risks (log of the training/ video record of session to be kept)

#### **PROTOCOLS BEFORE JOURNEY COMMENCEMENT**

- a) Greet the Tourists saying "Namaste". No shaking of hands is recommended
- b) Screen all Tourists at entry point for symptoms of COVID-19 such as temperature (using non-contact type thermometer/ thermal guns), cough, cold, etc. Temperature Screening should be

conducted while maintaining privacy.

- c) Those performing initial screenings should be trained on the screening procedure. They should wear the appropriate protective gears as per the guidelines (face masks/ gloves)
- d) Those with temperature more than 37.5 °C (99 °F) and/or flu like symptoms shall not be permitted to travel. The Tourist Transport Operators should record their contact details and be empathetic towards such tourists, while advising them to return and seek medical help.
- e) Visitors showing any of the symptoms of COVID-19 will be recommended to visit a doctor and the administrative / health authorities shall be notified of such visitors for further protocol.
- f) Before commencement of Travel, all tourists to mandatory submit a self-declaration form. Tourists to provide basic personal information when travelling, including name, phone number, Govt. ID type and ID number. Consent for sharing of their details with the administrative / health authorities should be taken from visitors, as and where required for contact tracing related activity.
- g) Tourists must be requested to maintain a queue with 2 metres (6 feet) physical distance between them while waiting to on-board. Standing space signs will be placed to maintain social distancing.
- h) All tourists shall be briefed on the safety measures taken by the service providers before on-boarding.
- i) All the tourists shall be briefed on the Dos and Don'ts to be mandatorily followed while traveling.
- j) Hand Sanitizers must be kept at the ticketing centre for use. Tourists to sanitize hands before & after getting the tickets for the destinations.
- k) Ensure that detailed itinerary is be provided to each Tourists with details on vehicle, stay, layovers, activities etc.
- l) Tourist Transport Operators to ensure all information is provided to Tourists is strictly through digital means (this may include tour itinerary; safety precautions for hygiene and disinfection)
- m) Tourist Transport Operators to strictly follow pre-planned itineraries with minimum layover at pre-determined stops only.

### **SOCIAL DISTANCING**

- a) All vehicles to operate with not more than 50% of its seating capacity excluding the driver.
- b) The permitted seating arrangement within the vehicles while traveling should be released by the service provider that complies to social distancing norms.
- c) A safe physical distance of at least 2 metres (6 feet) should always be mandatorily maintained by customers while all the time.
- d) Clear Signages on “safe physical distance of at least 2 metres (6 feet)” to be displayed at frequent places at the Stations/ ticketing areas/ Area of Boarding /de-boarding to reinforce social distancing behaviour among the staff and tourists.
- e) 2 metres (6 feet) physical distance markings at all waiting areas like entrance, ticketing should be done for tourists to stand during the queue
- f) Rearrangement of common sitting / gathering areas at the waiting areas / ticketing area. Seating arrangement should be done following social distancing norms. The tourists are not to be seated

next to the driver.

## **GENERAL GUIDELINES**

The following general guidelines must be observed by the Tourist Transport Operators:

- a) All staff members must wear face masks and single use gloves mandatorily while performing their duties.
- b) Digital transaction to be encouraged as much as possible for booking and purchase of tickets. Cash handling should be avoided as far as possible. If cash handling is required to be done, staff should wash or sanitize their hands frequently.
- c) To ensure that all Tourist Transport Operators/ staff use face masks, hand gloves and sanitizers while doing daily activities, they follow all guidelines provided by the MHA/ state health department.
- d) Hand Sanitizers to be placed for use by the tourists.
- e) Ensure proper attendance logs of entry and exit of all vehicles are maintained
- f) All touch points at the stations/ ticketing areas/ Area of Boarding /de-boarding (like ticket counter slabs, doorknobs, chairs in waiting areas etc) must be cleaned regularly with surface cleaner i.e. R2 Cleaner, Detergent water, Disinfectant Surface Cleaners .It is advised to use Sodium Hypochlorite 1% solution having at least 70% alcohol should be used to clean these touch points.
- g) All staff / tourists shall be strictly screened using thermal gun/scanner by designated trained person at entry by holding the scanner 3 to 15 cm away from the person's forehead and anybody having fever(equal to or more than 37.50 C/ 99.50 F ), cold, cough, , difficulty in breathing shall not be allowed and immediately sent to seek medical advice or visit the nearest health centre.
- h) Staff should remove the gloves properly and should not touch their face after removing the gloves. Staff to immediately wash hands after removing gloves.
- i) Daily Temperature to be checked with a thermal gun thermometer for all the tourists by the drivers/ Conductor before on-boarding the vehicle.
- j) Checklist should be displayed in common area like ticketing areas, waiting areas, washroom cleaning. Cleaning checklist to be updated and monitored regularly during the day to ensure compliance by the MHA/ State Government.
- k) Bio-metric machine and similar equipment's for recording staff's attendance to be discontinued.
- l) Alternate methods viz QR Code method may be devised for staff to mark attendance
- m) All the promotional material including the official website of the all service providers should clearly mention all the details with respect to permitted travelling capacity, timings and other precautionary measures taken as per the guidelines and Dos & Don'ts that the tourists need to be aware of while traveling.
- n) Persons above 65 years of age, persons with comorbidities, pregnant women and children below the age of 10 years are advised to either avoid completely or limit their travel. While travelling, they are advised to take extra precautions. Tourist Transport Operators to advise accordingly and the same should be communicated to visitors through promotional material and social media platforms.

- o) Tourists who are at higher risk, i.e., those who are older, pregnant or those who have underlying medical conditions are advised to take extra precautions.
- p) All tourists and the staff should use Aarogya Setu app for survey by Government of India.

# GUIDELINES FOR TOURIST GUIDES

## 1. APPLICABILITY

The guidelines are applicable to all the Tourist Guides, registered with Department of Tourism, Govt. of Goa (DOT). Any Tourist Guides not yet registered with DOT is required to complete their registration before (re)starting their operations in the state. Any violation found in this regard will lead to severe action from DOT, under Goa Registration of Tourist Trade (Amendment) Bill 2019.

- It must also be clearly understood that any instructions issued by the State Government or other Competent Authorities from time to time will be binding and will override the provisions in this document and must be strictly complied with.

## PRE-REQUISITES

The following list of essentials shall be required to be complied by all Tourist Guides to commence their business.

### PRE-REQUISITES FOR STAFF

- a) The Tourists Guide should ensure that all staff members, both skilled and unskilled, have downloaded Aarogya Setu application or provided their details on feature and landline phones via IVRS (Interactive Voice Response System).
- b) To Identify if any staff member is suspected to have COVID-19 symptoms:
  - Temperature check through thermal gun
  - Enquire if the staff has any COVID-19 symptoms (like fever like fever, cough, shortness of breath, persistent pain in chest)
  - Enquire if any staff member (in the last 3 weeks) had: (1) travel history, especially to Govt. declared red zones or those places reported of any positive cases (2) came in contact with anyone who is COVID-19 positive (relative / friend / acquaintance)
- c) If any staff member is suspected to have COVID-19 symptoms:
  - The staff should be escorted to the nearest COVID health care centre / hospital for testing.
  - The Tourists Guide should advise their staff to follow the quarantine instructions, as suggested by health care centre / hospital
  - The booking office should also maintain a record of temperature of all the staff members in a register (apart from the details that they normally collect about their staff).

### STAFF TRAINING

Provide training to staff in hygiene and sanitation practices and troubleshooting risks.

- a) All staff members shall be briefed about orders from State Government and Ministry of Health & Family Welfare, GOI regarding Do's & Don'ts at home, public area & workplace and ensuring that they follow them including no spitting, no removing masks Infront of people / tourists, use of gloves, coughing, use of handwash / hand sanitizer & all safe practices as prescribed by the Government authorities.
- b) Any new notification / order from State Government and Ministry of Health & Family Welfare, GOI

to be informed & explained to the staff

- c) Staff to be briefed about the SOPs provided in this document.
- d) Staff to be briefed about personal hygiene and safe habits.

### **SANITATION AND HYGIENE PRACTICES**

- a) Wearing a face mask at all times at work is compulsory.
- b) Hand Sanitizer shall be used to clean hands as often as possible.
- c) Maintain social distancing of 2 m (6 feet). at all times.
- d) If the staff carries any food, the same to be brought in reusable containers that are washed every day.

### **PROTOCOLS FOR TOURIST GUIDES**

The following guidelines are to be followed by all the Tourists Guides involved with the operations of any Tourism Activity:

#### **PROTOCOLS FOR VEHICLES USED BY TOURISTS GUIDES**

- a) All vehicles must be thoroughly disinfected prior to boarding of Tourists.
- b) High touch areas (door handles, seats, seat backs, steering wheel, power window buttons, door locks, windows, screens, etc.) should be sprayed with disinfectant surface cleaner regularly
- c) Hand sanitizer dispenser and masks must be kept available in every vehicle.
- d) Use of disposable seat covers, head rest covers are recommended for all vehicles.
- e) Emergency numbers should be displayed on all vehicles and made available with all employees and tourists
- f) Ensure all information provided to tourist is strictly through digital means (this may include tour itinerary; safety precautions for hygiene and disinfection)
- g) Strictly follow pre-planned itineraries (to avoid peak hours) with minimum layover at pre-determined stops only.
- h) Health certificate should be mandatory for all drivers
- i) Drivers/helpers should always wear masks and gloves and should undergo thermal screening before every new assignment
- j) Ensure training of drivers in hygiene and sanitation practices and troubleshooting risks (log of the training/ video record of session to be kept).

#### **GUIDES PROVIDING OFFLINE GUIDE FACILITIES INVOLVING INTERACTION WITH TOURISTS**

- a) Greet the Tourists saying “Namaste”. No shaking of hands is recommended
- b) Ensure tourists are always accompanied.
- c) Manage the number of guests within any one boutique, restaurant or specified area and implement queue management systems that support social distancing requirements
- d) Small group tours recommended with maximum 10 to 15 people for ease of implementing social distancing. Ensure physical distance of 2 feet is maintained between tourists. The social distancing

norms shall be changed and aligned according to the directives issued by Ministry of Health & Family welfare.

- e) Limitation of passengers and social distancing to be maintained on shuttle rides, boat rides, jeep safaris, ropeways, etc.
- f) Ensure temperature check and face mask before entering a destination
- g) Ensure that tickets are bought online for destination if available to avoid queuing and long halts
- h) At Monuments / Museums, ensure gloves are worn by employees and tourists.
- i) Microphones and headsets by guides and tourists are recommended so that physical distancing can be maintained during the tour sightseeing.
- j) Audio guides/ audio system should be provided to tourists wherever available.

### **GENERAL GUIDELINES**

The following general guidelines must be observed by the Tourist Guides:

- a) All Guides must wear face masks and single use gloves mandatorily while performing their duties.
- b) Digital transaction to be encouraged as much as possible for booking and purchase of tickets. Cash handling should be avoided as far as possible. If cash handling is required to be done, guides should wash or sanitize their hands frequently.
- c) Hand Sanitizers to be provided at frequent intervals for the tourists.
- d) All touch points at the stations/ ticketing areas/ Area of Boarding /de-boarding (like ticket counter slabs, doorknobs, chairs in waiting areas etc) must be cleaned regularly with surface cleaner i.e. R2 Cleaner, Detergent water, Disinfectant Surface Cleaners .It is advised to use Sodium Hypochlorite 1% solution having at least 70% alcohol should be used to clean these touch points.
- e) All guides and staff shall be strictly screened using thermal gun/scanner by designated trained person at entry by holding the scanner 3 to 15 cm away from the person's forehead and anybody having fever(equal to or more than 37.50 C/ 99.50 F ), cold, cough, , difficulty in breathing shall not be allowed and immediately sent to seek medical advice or visit the nearest health centre.
- f) Guides should remove the gloves properly and should not touch their face after removing the gloves. Immediately hands should be washed after removing gloves.
- g) Bio-metric machine and similar equipment's for recording staff's attendance to be discontinued. Alternate methods viz QR Code method may be devised for staff to mark attendance
- h) All the promotional material including the official website of the all service providers should clearly mention all the details with respect to permitted travelling capacity, timings and other precautionary measures taken as per the guidelines and Dos & Don'ts that the Tourists need to be aware of while tourism activity is going on.
- i) Tourists who are at higher risk, i.e., those who are older, pregnant or those who have underlying medical conditions are advised to take extra precautions.
- j) All Tourists and the staff should use Aarogya Setu app for survey by Government of India.

# APPENDIX-1

## SELF-DECLARATION FORM FOR ACCOMMODATION UNITS TO REOPEN

In the past 3 weeks, none of our Staff members have travel history to any location declared as Red zone or / where any positive cases of COVID-19 were reported.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
In the past 3 weeks, none of our Staff members have come in contact with anyone who is tested as COVID-19 positive (relative / friend / acquaintance).	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
As on date, none of our Staff members is showing any symptoms of COVID-19 (like fever, cough, shortness of breath, persistent pain in chest)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit has a guest check-in self-declaration form in place which covers COVID-19 symptoms.  Note: Any guest who indicates these symptoms is required to undergo a medical examination prior to check-in	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit has provided brief to all our Staff members about all Government & State Health Department orders regarding Do's & Don'ts at home, public area & workplace & strictly told to follow them (any new notification / order from Govt/MHA & FSSAI to be informed & explained to the employee) including maintaining high levels of personal hygiene, practice social distancing at all times and cleaning and sanitation.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit has provided necessary equipment and consumables to all our Staff members.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our accommodation unit has procured necessary screening kits, as approved by the state health department for screening any guests and staff	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our accommodation unit has at least 1 (one) isolation room along with toilet facilities, in case of any suspected cases till medical help is received	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit has a Rapid Response Team to manage any eventuality and ensuring proper	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>

enforcement of due procedures including guest management, coordination with the doctor / paramedic, informing the Hospital / authorities, as required.		
Our Accommodation unit to ensure all standards and protocols are adhered to will have a dedicated Hygiene and Safety Manager.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit has at least 1 doctor and 1 paramedic / health worker on board, which are available on on-demand basis within 15 minutes.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit's restaurant and seating in the lobby have been reconfigured to ensure safe distances are maintained between guests.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit have Government approved hand sanitisers are in place in all guest rooms and at all public spaces and include the entrances, lobbies, corridors, cloak rooms, etc.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit have Implemented protocols and guidelines for staff safety and health, including health checks for hotel staff if required by local legislation. If not required, hotel to issue and communicate a stay-home policy for anyone displaying any symptoms or an increased temperature as per World Health Organisation (WHO) guidelines	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit have reflected social distance in the layout and limiting the number of staff in common back office areas	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit have ensured social distancing protocols and guidelines, and where possible, marked to clearly communicate to guests and staff	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit have Integrated technologies to enable automation such as contactless payment, where possible.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit will Continuously monitor the well-being of Staff members, encouraging them to following government / WHO guidelines	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>

We hereby declare that we are ready to close our Accommodation unit as a preventive measure, if there is any outbreak is found in our Accommodation unit premises, as per direction of the Department of Tourism or State Health Department, as the case may be.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Mandatory</b>
Our Accommodation unit have evaluated innovations for cleanliness and disinfection, such as electrostatic spraying technology, UVC light and EPA based air filtration, with validation from expert bodies and governmental institutions, such as WHO.	<input type="checkbox"/> Yes <input type="checkbox"/> No	Optional for WTTC certification

I, \_\_\_\_\_, hereby declare that the information given in this application is true and correct to the best of my knowledge and belief. The Department is free to cross verify the aforesaid information through site visit to Accommodation unit premises or random meeting with our staff any time. In case any information given in this application proves to be false or incorrect, I shall be responsible for the consequences and Goa Tourism is free to take necessary action against us.

Name and Address of the Authorized Signatory : \_\_\_\_\_

Govt. ID details of Authority Signatory (Aadhar / PAN etc.) : \_\_\_\_\_

Designation : \_\_\_\_\_

Signature : \_\_\_\_\_

Name of the Accommodation unit : \_\_\_\_\_

Registration No./Certification No. with DOT : \_\_\_\_\_

Mobile No. : \_\_\_\_\_

Email. : \_\_\_\_\_

Date : \_\_\_\_\_

Place : \_\_\_\_\_

# APPENDIX-2

## SELF-DECLARATION FORM FOR GUESTS

- All guests are required to submit the form to accommodation unit at the time of their check-in.
- In case of a group, all the members of the group should provide the following declaration. In case of minors in the group, the self-declaration form can be filled by their parents / guardians.

### Self- Declaration Form

[Location, Date]

To:

The [Name of the Rapid Response Leader / in-charge of the Accommodation Unit]

[Name of the Accommodation Unit]

[Address of the Accommodation Unit]

Dear Sir/ Madam,

#### **Subject: Self- Declaration Form**

1. I do hereby confirm that I do not have any COVID-19 related symptoms like temperature more than 37.5 °C (99 °F) and/or flu like symptoms.
2. I do hereby agree to follow all the guidelines (Dos and Don'ts for the tourists) provided by the staff and shall support them by adhering to the guidelines to prevent the possible spread of COVID-19 within your establishment.
  - a. Wearing a face mask while traveling is mandatory.
  - b. Tourists are recommended to carry their own sanitizer and wet wipes for personal use.
  - c. Adherence to the social distancing measures. Tourists to always keep a safe distance of at least 2 meters (6 feet).
  - d. Hands should be washed frequently with the soaps/sanitizers provided at the common places
3. I do hereby confirm that I am currently travelling from \_\_\_\_\_ to \_\_\_\_\_ and my ticket number is \_\_\_\_\_.
4. I do hereby confirm that I have downloaded and registered myself on Aarogya Setu app, Government of India.
5. My details are as follows:

S. No.	Information	
1.	Date	
2.	Name	
3.	Age	
4.	Gender	
5.	Mob number	
6.	Email id	
7.	Nationality	
8.	Permanent address	
9.	Coming from (with details of destination and route)	
10.	Going to (with details of destination and route)	
11.	Mode of transportation while going back with details of flight/train	
12.	Arrival date and time	
13.	Departure date and time	
14.	Room no./ Floor no.	
15.	Signature	
16.	Purpose of the visit	
17.	Check out time	
18.	Valid ID proof	
19.	Travel history	
20.	E-pass wherever applicable	

I, \_\_\_\_\_, do hereby confirm that the below information provided is correct and shall provide all the necessary supporting documents. I do hereby give my permission to your establishment authority to share my details with the authorities with required for the purpose of preventing possible spread of COVID-19 and its tracing.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_

# APPENDIX-3

## Government of India Ministry of Health and Family Welfare

### SOP on preventive measures in Hotels and other Hospitality Units to contain spread of COVID-19

#### 1. Background

All hotels and other hospitality units must take suitable measures to restrict any further transmission of COVID-19 while providing accommodation and other tourist services. The SOP aims to minimize all possible physical contacts between Staff and Guests and maintain social distancing and other preventive and safety measures against COVID-19.

#### 2. Scope

This document outlines various generic precautionary measures to be adopted In addition to specific measures to be ensured in hotels and other hospitality units (henceforth, 'hotels') to prevent spread of COVID-19.

Hotels in containment zones shall remain closed. Only those outside containment zones will be allowed to open up.

#### 3. Generic preventive measures

- A. Persons above 65 years of age, persons with comorbidities, pregnant women and children below the age of 10 years are advised to stay at home, except for essential and health purposes. Hotel management to advise accordingly.
- B. The generic measures include simple public health measures that are to be followed to reduce the risk of COVID-19. These measures need to be observed by all (staff and guests) in these places at all times.

These include:

- i. Physical distancing of at least 6 feet to be followed as far as feasible.
- ii. Use of face covers/masks to be made mandatory.
- iii. Practice frequent hand washing with soap (for at least 40-60 seconds) even when hands are not visibly dirty. Use of alcohol-based hand sanitizers (for at least 20 seconds) can be made wherever feasible.
- iv. Respiratory etiquettes to be strictly followed. This involves strict practice of covering one's mouth and nose while coughing/sneezing with a tissue/handkerchief/flexed elbow and disposing off used tissues properly.
- v. Self-monitoring of health by all and reporting any illness at the earliest to state and district helpline.

- vi. Spitting shall be strictly prohibited.
- vii. Installation and use of Aarogya Setu app shall be advised to all.

**4. All Hotels shall ensure the following arrangements:**

- i. Entrance to have mandatory hand hygiene (sanitizer dispenser) and thermal screening provisions.
- ii. Only asymptomatic staff and guests shall be allowed.
- iii. All staff and guests to be allowed entry only if using face cover/masks. The face cover/masks have to be worn at all times inside the hotel.
- iv. Adequate manpower shall be deployed by hotel management for ensuring social distancing norms.
- v. Staff should additionally wear gloves and take other required precautionary measures.
- vi. All employees who are at higher risk i.e. older employees, pregnant employees and employees who have underlying medical conditions, to take extra precautions. They should preferably not be exposed to any front-line work requiring direct contact with the public. Hotel management to facilitate work from home wherever feasible.
- vii. Proper crowd management in the hotel as well as in outside premises like parking lots-duly following social distancing norms shall be ensured. Large gatherings/congregations continue to remain prohibited.
- viii. Valet parking, if available, shall be operational with operating staff wearing face covers/ masks and gloves as appropriate. A proper disinfection of steering, door handles, keys, etc. of the vehicles should be taken up.
- ix. Preferably separate entry and exits for guests, staff and goods/supplies shall be organized. Maintaining physical distancing of a minimum of 6 feet, when queuing up for entry and inside the hotel as far as feasible. Specific markings may be made with sufficient distance to manage the queue and ensure social distancing in the premises.
- x. Number of people in the elevators shall be restricted, duly maintaining social distancing norms. Use of escalators with one person on alternate steps may be encouraged.
- xi. Details of the guest (travel history, medical condition etc.) along with ID and self-declaration form must be provided by the guest at the reception.
- xii. Posters/standees/AV media on preventive measures about COVID-19 to be displayed prominently.
- xiii. Hand sanitizers must be kept at the reception for guests to use. Guests to sanitize hands before and after filling relevant forms including A&D register.
- xiv. Hotels must adopt contactless processes like QR code, online forms, digital payments like e-wallet etc. for both check-in and check-out.
- xv. Luggage should be disinfected before sending the luggage to rooms.
- xvi. Guests who are at higher risk i.e. those who are older, pregnant or those who have underlying medical conditions are advised to take extra precautions.

- xvii. Guests should be advised not to visit areas falling within containment zone
- xviii. Required precautions while handling supplies, inventories and goods in the hotel shall be ensured. Proper queue management and disinfection shall be organized.
- xix. Appropriate personal protection gears like face covers/masks, gloves and hand sanitizers etc. shall be made available by hotel to the staff as well as the guests.
- xx. Detailed guidelines issued for restaurants shall be followed.
  - a) Seating arrangement in the restaurant also to be made in such a way that adequate social distancing is maintained.
  - b) Disposable menus are advised to be used.
  - c) Instead of cloth napkins, use of good quality disposable paper napkins to be encouraged.
  - d) Contactless mode of ordering and digital mode of payment (using e-wallets) to be encouraged.
  - e) Buffet service should also follow social distancing norms among guests.
- xxi. Room service or takeaways to be encouraged, instead of dine-in. Food delivery personnel should leave the packet at guest or customer's door and not handed directly to the receiver. The staff for home deliveries shall be screened thermally by the hotel authorities prior to allowing home deliveries.
- xxii. For room service, communication between guests and in-house staff should be through intercom/ mobile phone and room service (if any) should be provided while maintaining adequate social distance.
- xxiii. Gaming Arcades/Children play areas (wherever applicable) shall remain closed.
- xxiv. For air-conditioning/ventilation, the guidelines of CPWO shall be followed which inter alia emphasises that the temperature setting of all air conditioning devices should be in the range of 24-30°C, relative humidity should be in the range of 40-70%, intake of fresh air should be as much as possible and cross ventilation should be adequate.
- xxv. Effective and frequent sanitation within the premises shall be maintained with particular focus on lavatories, drinking and hand washing stations/areas.
- xxvi. Cleaning and regular disinfection (using 1% sodium hypochlorite) of frequently touched surfaces (doorknobs, elevator buttons, handrails, benches, washroom fixtures, etc.) to be made mandatory in all guest service area and common areas.
- xxvii. Proper disposal of face covers / masks / gloves left over by guests and/or staff should be ensured.
- xxviii. Deep cleaning of all washrooms shall be ensured at regular intervals.
- xxix. Rooms and other service areas shall be sanitized each time a guest leaves.
- xxx. In the kitchen, the staff should follow social distancing norms at workplace. Kitchens area must be sanitized at regular intervals.
- xxxi. In case of a suspect or confirmed case in the premises:
  - a) Place the ill person in a room or area where they are isolated from others.
  - b) Provide a mask/face cover till such time he/she is examined by a doctor.
  - c) Immediately inform the nearest medical facility (hospital/clinic) or call the state or district helpline.
  - d) A risk assessment will be undertaken by the designated public health authority

(district RRT/treating physician) and accordingly further action be initiated regarding management of case, his/her contacts and need for disinfection.

e) Disinfection of the premises to be taken up if the person is found positive.

## APPENDIX-4

### SAMPLE SIGNAGES AND POSTERS





## **ALERT AUTHORITY IF UNWELL**

**यदि अस्वस्थ हैं  
तो सूचित करें**



**THANKS FOR PRACTICING  
SOCIAL DISTANCING**

सामाजिक दूरी  
बनाए रखने के लिए  
धन्यवाद



**DO NOT TOUCH  
THE HANDRAILS**

**रेलिंग न छुएँ**



**SANITIZE YOUR  
HANDS HERE**

---

**यहाँ हाथ  
सेनिटाइज़ करें**



**SINK IS FOR HAND  
WASHING ONLY**

सिंक केवल हाथ  
धोने के लिए है

Goa Tourism Development Corporation Ltd.

Paryatan Bhavan, 3rd Floor, Patto, Panaji-Goa, India 403001

Phone: 0832-2437132 / 2437728

0832-2438515 / 2438866

Fax: +91 832 2437433

Email: [reservations@goa-tourism.com](mailto:reservations@goa-tourism.com)