

## **TOURISM**

A Media Plan has been prepared to promote tourism activities such as advertisement in various newspapers/magazines, erection of hoardings, ECR campaign, F.M. Radio, C.D. and participation in various Travel/Tourism Marts in India and abroad. Beautification of Beach and park at Pondicherry will be taken up. Development of water sports in all the four regions, eco-tourism in Yanam, renovation of fort in Mahe and establishment of an Art & Craft village at Pondicherry are some of the other important programmes. On the infrastructural side, construction of additional block at Govt. tourist home, Yanam, shore cottages at Karaikal Beach Resort, expansion of Jetty at Arasalar river Karaikal and acquisition of land and construction of tourist home at Mahe will be undertaken. Share capital assistance will be provided to Tourism and Transport Development Corporation and grant-in-aid will be released to hotel management institute. The department will organize cultural festivals like, food festival, shopping festival, French festival, yoga festival, summer festival and dance festival at Pondicherry. Under heritage tourism it is proposed to take up flood lighting and preservation of heritage buildings. A heritage walk and a video film on heritage tourism will be taken up.

## OUTLAY AT A GLANCE

Sector : TOURISM

No. of Schemes : 11

Department : TOURISM

(Rs. in lakh)

Tenth Plan 2002-07 Approved Outlay	:	6050.00
Annual Plan 2003-04 Actual Expenditure	:	822.22
Annual Plan 2004-05 Approved Outlay	:	1300.00
Annual Plan 2004-05 Revised Outlay	:	1292.36
Annual Plan 2005-06 Proposed Outlay	:	1491.22

(Rs. in lakh)

Sl. No.	Name of the Scheme	2003-04	2004-05		2005-06
		Actual Expenditure	Approved Outlay	Revised Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)
1.	Creation & maintenance of Tourism production	19.29	13.00	37.00	200.00
2.	Construction and maintenance of Tourist Homes and Yatrivas	127.41	145.81	138.73	284.38
3.	Share capital contribution to PT&TDC and joint venture (Including Land Bank)	200.00	595.00	595.00	205.00
4.	Strengthening of Directorate	15.17	13.95	9.57	43.64
5.	Tourism Promotional activities	279.27	198.82	198.82	436.00
6.	Grant in aid to Pondicherry Institute of Hotel Management & Catering Technology and Regional Tourism Councils.	100.00	100.01	100.01	100.00
7.	Grant of incentives to Tourism Industries	0.00	5.00	4.00	20.00

(1)	(2)	(3)	(4)	(5)	(6)
8.	Creation and maintenance of Tourism infrastructure	10.00	117.02	102.02	120.00
9.	Preservation of heritage	0.00	0.01	1.01	10.00
10.	Maintenance of Government Guest House at New Delhi	36.59	72.20	72.20	37.20
11.	Maintenance of Government Guest House at Chennai	34.49	39.18	34.00	35.00
<b>Total</b>		<b>822.22</b>	<b>1300.00</b>	<b>1292.36</b>	<b>1491.22</b>

## Scheme No. 1

Sector : TOURISM

Implementing Department : TOURISM

1. **Name of the Scheme** : Creation and Maintenance of Tourism Products

2. **Objective of the Scheme** :

The main attraction of Pondicherry have the beautiful beach, back water and heritage town. It is proposed to setup recreation centre in the Distillery Complex. Aricanmedu will be developed as a tourist spot. For the facilities of tourists the existing toilets in the town area will be repaired and renovate. Additional toilet blocks will also be constructed. Signage boards at prominent places with in the city will be created.

Lightings and music will be provided in the parks and beaches at Pondicherry and Karaikal. Water sports complex at Pondicherry, Karaikal, Mahe & Yanam will be developed. To attract tourists' tourism products such as Oussudu lake, and Aricanmedu will be developed.

Yanam is endowed with 5 big beautiful islands in the river Godawary which could be exploited successfully for Eco Tourism.

### 3. (a) Actual physical Achievement 2003-04 :

- i. Beach Beautification at Pondicherry
- ii. Information Center at Pondicherry
- iii. Development of Water Sports Complex at Pondicherry, Karaikal, Mahe & Yanam.

### (b) Anticipated Physical Achievement 2004-05 :

- i. Development of Arikamedu
- ii. Art & Crafts Village at Murungapakkam
- iii. Eco-Tourism at Yanam
- iv. Renovation of Fort and Flagmast in Mahe.
- v. Development of Water Sports Complex at Mahe
- vi. Development of Kanaken Eri
- vii. Construction of Tourist Complex at Karaikal.
- viii. Jetty at river Arasalar at Karaikal, acquire land for water sports complex at Mahe.

### (c) Programme envisaged for Annual Plan 2005-06 :

- i. Revitalization of Bharathi Park, Pondicherry.
- ii. Tourist Complex at Chunnambar, Pondicherry.
- iii. Construction of Yatrivas at Thirunallar, Karaikal
- iv. Development of Water Sports Complex at Mahe.
- v. Development of Art & Craft Village at Murungapakkam, Pondicherry.
- vi. Development of New Beach at Pondicherry.
- vii. Rural Tourist at Alankuppam, Pondicherry.
- viii. Development of Multiplex in Pondicherry.
- ix. Financial Assistance in the filed of information Technology.
- x. Development of Yacht Marina in Pondicherry.
- xi. Development of Temple Town at Thirunallar.

- xii. Development of Eco Tourist Island in Yanam.
- xiii. Preservation of ancient Fort and Flag Mast at Mahe.
- xiv. Proving of path way on the rive side, Mahe (II Phase)
- xv. Way side amenity Centre at National Highways, Yanam.
- xvi. Construction of Tourist Home at Beach Road, Karaikal.
- xvii. Construction of Tourist Complex at Karaikal.
- xviii. Construction of Entrance Arch Nandalor at Nagore and Ambakarathur border.

**4. Remarks** : Continuing Scheme.

## **Scheme No. 2**

Sector : TOURISM

Implementing Department : TOURISM

**1. Name of the Scheme** : Construction and Maintenance of Tourist Homes and Yatri Nivas

**2. Objective of the Scheme** :

It is proposed to create additional accommodation by constructing additional new blocks, rooms and undertaking others essential development works. It is also proposed to provide infrastructure facilities to be existing Tourist Homes / Guest Houses / Yatrivas

### **3. (a) Actual physical Achievement 2003-04 :**

- i. Maintenance of garden.
- ii. Providing of amenities to the existing guest houses.
- iii. Providing EPABX in Govt. Tourist Home, Uppalam, Pondicherry.

### **(b) Anticipated Physical Achievement 2004-05 :**

- i. Improvement of Tourist Home/Yatrivas.
- ii. Laying of marbles at Govt. Tourist Home, Uppalam.
- iii. Construction of additional block at Govt. Tourist Home, Yanam.
- iv. Purchase of furniture to Tourist Home/Yatrivas.
- v. Computerization of Govt Tourist Home/Yatrivas.
- vi. Purchase of A/C Unit at Govt. Tourist Home, Uppalam.
- vii. Maintenance of Electrical items/Water supply systems/solar heater/garden maintenance.
- viii. Purchase of materials/equipments for the maintenance of Govt. Tourist Home, Uppalam/Yatrivas.

### **(c) Programme envisaged for Annual Plan 2005-06 :**

- i. Purchase of materials/equipment for the maintenance of Govt. Tourist Home, Uppalam and Govt. Yatrivas, Pondicherry.
- ii. Purchase and maintenance of electrical items/water supply system/solar heater/garden.
- iii. Purchase of A/C. unit at Govt. Tourist Home, Pondicherry/Mahe.
- iv. Purchase of mini Refrigerator/T.V., for Govt. Tourist Home, Pondicherry and Mahe.
- v. Purchase of vehicle (4 wheeler and 2 wheeler).

- vi. Construction of Yatrivas building at Karaikal, purchase of computer, furniture, AC Unit and construction of additional Guest House at Mahe.

Creation of necessary functional and ministerial post.

**4. Remarks** : Continuing Scheme.

**Scheme No. 3**

Sector : TOURISM

Implementing Department : TOURISM

**1. Name of the Scheme** : Share Capital Contribution to PT&TDC and Joint Venture (including Land Bank)

**2. Objective of the Scheme** :

The PT&TDC besides its primary function of looking after the commercial part of promotion of Tourism in the Union Territory of Pondicherry is also operating Transport and Catering service for the welfare of the public and Tourists. It has been proposed to bifurcate the Tourism and Transport as separate individual Corporations. For maintaining seagulls and Le-café and organizing water sports in the back waters river Chunnambar at Pondicherry and Arasalar in Karaikal, Mahe, and river Coringa at Yanam, the proposed Tourism Corporation would require sufficient funds.

To improve Tourism activities PT&TDC conduct package tours to various parts in South India. It is also proposed to conduct package tours to Pilgrim centres of Pondicherry and Tamil Nadu State (Navagraha)

In Pondicherry one of the critical bottle necks is the availability of land which may discourage private sector for investing in new projects. It is therefore proposed to make concerted effort to ensure that the land is made available to the industry. Therefore sufficient funds are required for land acquisition.

**3. (a) Actual physical Achievement 2003-04 :**

- i. Share capital assistance to PT&TDC

**(b) Anticipated Physical Achievement 2004-05 :**

- i. Share capital Assistance to PT&TDC  
ii. Acquiring of Pondicherry Distillery's land for the recreation centre.

**(c) Programme envisaged for Annual Plan 2005-06 :**

- i. Share capital Assistance to PT&TDC  
ii. Acquiring of Pondicherry Distillery's land for the recreation centre.  
iii. Acquisition of land for the development of Arikamedu project at Ariankuppam and for other tourism related projects at Manapet, Moorthikuppam etc. at Pondicherry.  
iv. Acquiring of land for the development of Tourism to Karaikal, Mahe & Yanam.

**4. Remarks** : Continuing Scheme.

**Scheme No. 4**

Sector : TOURISM

Implementing Department : TOURISM

1. **Name of the Scheme** : Strengthening of the Directorate

2. **Objective of the Scheme** :

The objective of the scheme is to strengthen the Directorate by providing modern equipment's and manpower.

**3. (a) Actual physical Achievement 2003-04 :**

- i. Purchased Computer.
- ii. Purchased Photo copier machine.
- iii. Installation of EPABX system.

**(b) Anticipated Physical Achievement 2004-05 :**

- i. Provision of communication facilities
- ii. Purchase of equipments such as computer, furniture, duplicating machine and other essential equipments.
- iii. Computerisation of Tourism Data
- iv. Purchase of 4 wheeler/2 wheelers to improve tourism activities.
- v. Purchase of furniture, furnishing items to VIP suite at Karaikal.

**(c) Programme envisaged for Annual Plan 2005-06 :**

- i. Purchase of furniture and furnishing items.
- ii. Purchase of TV, Electronic Stencil Cutter/Duplicating Machine, Computer.
- iii. Purchase of 2 wheeler/4 wheelers.
- iv. Purchase of Electrical materials.
- v. Creation of necessary functional and ministerial Posts.

4. **Remarks** : Continuing Scheme.

**Scheme No. 5**

Sector : TOURISM

Implementing Department : TOURISM

1. **Name of the Scheme** : Tourism Promotional Activities

2. **Objective of the Scheme** :

The objective of the scheme is to give wide publicity about the tourism potential of Pondicherry through various medias to attract more inflow of tourists to Pondicherry. In order to increase awareness about Pondicherry and its regions and to market the tourist products it is proposed to create CD ROM, information brochure and pamphlet and distributed to the tourist office worldwide. Signage board will be erected at prominent places. Medial Plan have been implemented in this Department by engaging the Advertisement agencies to advertise, erection of hoarding, ECR campaign, shooting of film & video/audio coverage and printing of brochures, pamphlets etc.

The Pondicherry Tourism will participate different India Festivals and other cultural exchange promotional campaign/programming all over India and abroad. It will also participate in the travel and trade mart and exhibitions in the various states in India. Every year this Department organize cultural festivals like French Festival, Food Festival, Shopping Festival, Yoga Festival, New Year Day, Summer festival, World Tourism Day, Dance festival celebration etc.

**3. (a) Actual physical Achievement 2003-04 :**

- i. To attract tourist at Pondicherry massive advertisement campaign made thro' Advertisement Agency in most of the leading newspapers/magazine as per the Media Plan.
- ii. Celebration of various festivals such as Yoga Festival, Shopping Festival, French Festival, World Tourism Day, Food Festival.
- iii. Participation in PATA Singapore.
- iv. Preparing Multimedia CD-ROMS.
- v. Printing of pamphlet/Brochure in high standard.
- vi. Participation in various travel and trade fairs in all over India.

**(b) Anticipated Physical Achievement 2004-05 :**

- i. To attract tourist at Pondicherry massive advertisement campaign made through Advertisement Agency in most of the leading newspapers/magazine as per the Media Plan.
- ii. Celebration of Yoga Festival, Shopping Festival, Dance Festival, French Festival, Republic Day, Yanam Festival etc.
- iii. Participation in various Travel and Trade fairs in all over India.
- iv. Participation in International Trade fairs at London, Berlin, Sri Lanka and Singapore etc.
- v. Erection of Hoarding, Signage, shooting of films & video/audio coverage.
- vi. Printing of pamphlet/Brochure in high standard.

**(c) Programme envisaged for Annual Plan 2005-06 :**

- i. To attract tourist at Pondicherry massive advertisement campaign made through Advertisement Agency in most of the leading newspapers/magazine as per the Media Plan, Radio, TV, Internet etc.
- ii. Printing of pamphlet/Brochure in high standard.
- iii. Celebration of various festivals such as Yoga Festival, Food Festival, Shopping Festival, Yanam Festival, World Tourism Day, Independence Day, Republic Day, New Year Celebration, Vintage Car Rally, Air show etc.
- iv. Participation in Tourism Fairs, Domestic fairs in all over India.
- v. Participation in International fairs.
- vi. Erection of Hoarding, Signage, shooting of films & video/audio coverage.
- vii. Preparing Multimedia CD-ROMS.

**4. Remarks :** Continuing Scheme.



## Scheme No. 6

Sector : TOURISM

Implementing Department : TOURISM

1. **Name of the Scheme** : Grants-in-aid to Pondicherry Institute of Hotel Management & Catering Technology and Regional Tourism Councils.

2. **Objective of the Scheme** :

The Pondicherry Institute of Management & Catering Technology started functioning for establishing a training institute for Hospitality industry at craft level. With a view to educate on the Hotel reception and Housekeeping, food and beverage service and in Food and Production, the institute will be equipped with modern equipment's. Certificate level courses and Diploma level courses are conducted at present. It is proposed to acquire the land in Saram village and to construct the building with all infrastructure facilities for the conduct of Diploma courses.

Regional Tourism Councils are proposed to be set up in outlying regions of Karaikal, Mahe and Yanam to undertake the Tourism promotional activities in the respective regions in a decentralised manner. The Council will design and executive Tourism products in the region. The Council will also arrange for conducting Tourism Festivals in the regions and participate in various cultural activities held in the regions.

### 3. (a) Actual physical Achievement 2003-04 :

- i. To promote Hospitality Crafts.
- ii. After successful introduction of 3 year Diploma Course in Hotel Management & Catering Technology (3 Yr. DHMCT) from the academic year 2002-03, 19 students appeared 2<sup>nd</sup> year examinations conducted by the Directorate of Technical Education, Chennai-25.
- iii. In 2003-04, 19 students have joined in 1<sup>st</sup> year DHMCT and all the students appear for 1<sup>st</sup> year of Examination. Also, they were all sent to Hotels in different parts of India to undergo 6 months compulsory Industrial Training.
- iv. In 1½ Year Diploma Course, nearly 70 students appeared for National Council, New Delhi, Examinations and they were all well placed in Hotels in different parts of India.

### (b) Anticipated Physical Achievement 2004-05 :

- i. In 3 year DHMCT, 1<sup>st</sup> year, 2<sup>nd</sup> year and 3<sup>rd</sup> year students aggregating to 58 students are going to appear for Public Examinations to be conducted by the Directorate of Technical Education, Chennai.
- ii. In 1½ Year Diploma Course 71 students are going to appear for National Council Examinations and they will be well placed in Hotels in different parts of India.
- iii. 19 Diploma students will be well placed at supervisory levels in the Hotels.

### (c) Programme envisaged for Annual Plan 2005-06 :

- i. Construction of Institutional building with all the laboratory facilities for hands on training.

4. **Remarks** : Continuing Scheme.

**Scheme No. 7**

Sector : TOURISM

Implementing Department : TOURISM

1. **Name of the Scheme** : Grant of incentives to Tourism Industries

2. **Objective of the Scheme** :

In order to attract tourists it is proposed to grant incentives to Tourism Industries.

3. (a) **Actual physical Achievement 2003-04** :

(b) **Anticipated Physical Achievement 2004-05** :

Schemes would be formulated after obtaining the approval of the Government.

(c) **Programme envisaged for Annual Plan 2005-06** :

Grant of incentives to Tourism Industries such as investment subsidy, interest subsidy, reimbursement of stamp duty, Development & Planning Authority cheques etc.

4. **Remarks** : Continuing Scheme.

**Scheme No. 8**

Sector : TOURISM

Implementing Department : TOURISM

1. **Name of the Scheme** : Creation and Maintenance of Tourism Infrastructure

2. **Objective of the Scheme** :

The flow of foreign and domestic tourists in Pondicherry has been increasing considerably year by year. The tourists visiting Chennai prefer to visit Pondicherry passing through Mahabalipuram as the East coast Highway. To facilitate the tourist it is proposed to establish tourist information center and wayside amenities in the tourist circuit with amenities.

3. (a) **Actual physical Achievement 2003-04** :

i. Setting up of Tourist Information Centre at Pondicherry and at TTDC Complex, Wallajah Road, Chennai.

(b) **Anticipated Physical Achievement 2004-05** :

i. Setting up of Tourist Information Centre at Mahabalipuram.  
 ii. Create Wayside Amenities at Mahabalipuram  
 iii. Expansion of Jetty at Arasalar, Karaikal.  
 iv. Tourism Complex at Chunnambar.

- v. Jogging track at Oussudu lake. Construction of way side amenities, construction of shore cottage in beach area at Karaikal, Providing pathway on the river side, construction of tourist spot at the edge of hillock at Mahe.
- vi. Construction of Govt. Guest House in the place of old dilapidated Tourist Home at Yanam and way side amenity centre at NH, Yanam.
- vii. Preservation of old trees in the Govt. Tourist House, Mahe.

**(c) Programme envisaged for Annual Plan 2005-06 :**

- i. Setting up of Tourist Information Centre and way side amenities in Mahe.
- ii. Construction of shore cottage in the Beach area.
- iii. Implementation of Beach Beautification Project with creation of lake and landscaping.
- iv. Setting up of Floating Restaurant and Water sports Training Centre in Arasalar.

**4. Remarks :** Continuing Scheme.

**Scheme No. 9**

Sector : TOURISM

Implementing Department : TOURISM

**1. Name of the Scheme :** Preservation of Heritage

**2. Objective of the Scheme :**

Pondicherry is area of the Heritage Town .In Pondicherry many heritage building are available. It is proposed to preserve those Heritage building by means of Flood lighting so as to attract tourist.

**3. (a) Actual physical Achievement 2003-04 :** --

**(b) Anticipated Physical Achievement 2004-05 :**

- i. Survey for Paying Guest Accommodation is being processed.
- ii. Incentive for Heritage Houses - Reimbursement of 25% of House Tax in respect of listed heritage buildings.
- iii. Awards for best maintained listed Heritage Buildings.

**(c) Programme envisaged for Annual Plan 2005-06 :**

- i. Incentive for Heritage Houses - Reimbursement of 25% of House Tax in respect of listed heritage buildings.
- ii. Awards for best maintained listed Heritage Buildings.

**4. Remarks :** Continuing Scheme.

**Scheme No. 10**

Sector : TOURISM

Implementing Department : TOURISM

1. **Name of the Scheme** : Maintenance of Government Guest House at New Delhi.

2. **Objective of the Scheme** :

Maintenance of the Government Guest House at New Delhi and undertaking other essential development works.

3. (a) **Actual physical Achievement 2003-04** :

Maintenance & development works

(b) **Anticipated Physical Achievement 2004-05** :

- i. Purchase of cushion for sofas
- ii. Purchase of vehicles two and four wheelers

(c) **Programme envisaged for Annual Plan 2005-06** :

- i. Purchase of one New Chevrolet car
- ii. Installation of 6 split A/C
- iii. Providing four wheeler parking facilities.

4. **Remarks** : Continuing Scheme.

**Scheme No. 11**

Sector : TOURISM

Implementing Department : TOURISM

1. **Name of the Scheme** : Maintenance of Government Guest House at Chennai.

2. **Objective of the Scheme** :

To undertake minor improvements work and maintenance of the Government Guest House at Chennai

3. (a) **Actual physical Achievement 2003-04** :

Maintenance, repair works and improvement of the guest house.

(b) **Anticipated Physical Achievement 2004-05** :

Maintenance, repair works and improvement of the guest house.

(c) **Programme envisaged for Annual Plan 2005-06** :

Maintenance, repair works and improvement of the guest house

4. **Remarks** : Continuing Scheme.