

TOURISM

Tourism is the thrust area for development of this Union Territory which generates employment directly and indirectly. The Union Territory of Puducherry is presently a week end destination for tourists. The aim is to increase the average stay of the tourists, while going in for value tourism rather than volume. The Union Territory of Puducherry experiences a steady growth year after year. In view of the gap between growing demand and supply, Tourism department has proposed to create various quality tourism centres by concentrating large revenue generating tourism projects such as Airport, Convention Centre, Golf Course, Family Entertainment Centre, Yacht Marina, Resorts & Spa, etc under PPP mode. Hotels of both star classified and unclassified hotels with another 400-500 rooms are coming up, which will in turn solve the demand supply gap of accommodation. We would also try to increase hi-value tourism, particularly in the MICE, spirituality and wellness as Medical Tourism sectors in the coming years, without detracting from the serenity, tranquility and peace for which Puducherry is special.

ACHIEVEMENTS DURING 2008-09:

- HUDCO has been appointed as Architectural Consultant to prepare the DPR for the components identified in the Master Plan for “ Thirunallar Temple Town Development”.
- International Yoga Festival, Karaikal Carnival, Yanam People’s Festival have been celebrated.
- The destination “Puducherry” was showcased as favourable tourist destination in the travel and tourism fairs held at various places in India.
- As a result of participation in the World Travel Mart at London in November-2008, a group of 75 foreign cruise tourist visited Puducherry.
- Improvement works at restaurant and Cottages at Chunnambar were made.
- The work of “Development of Eco Beach at Karaikal” was started.
- Festivals such as World Tourism Day, XVI International Yoga Festival, National Children’s Festival, Adventure Festival, Vysial street festival, Karaikal carnival, Yanam People’s Festival, Mahe Tourism Festival.
- Sponsorship to the tune of Rs.4.81 lakhs has been extended for various tourism promotional activities.

LIKELY ACHIEVEMENTS DURING 2009-10:

- Successfully participated in the Indian Festival at Karaikal, Top Resa Fair in France, etc.
- Advance payment of Rs.3.00 Crores has been paid to Thirumnala Tirupati Devasthanams for acquisition of land for construction of Guest House at Thirumala.
- The renovation of Sea Gulls restaurant was completed and put into operation.
- The work of River View Cottages at Chunnambar was completed.
- Eco Beach at Karaikal will be completed.
- Revitalisation work of the Karaikalammaiyar temple tank was successfully completed.
- Media campaign will be started.
- Renovation work of Government Tourist Home will be completed.
- Damaged compound wall at Government Tourist Home at Uppalam has been reconstructed.
- Expansion and operationalisation of Puducherry Airport is under progress.
- Various attractive events like Freedom Jam, Vintage Car Rally, Yoga Festival, Petanque competition; Bonjour India, etc. will be celebrated in the current year.

PROPOSED TARGETS FOR 2010-11:

- Acquisition of land at Ariyankuppam for Arikamedu development
- Acquisition of land at Manavelly Revenue Village in Puducherry for expansion of Boat house at Chunnambar
- Acquisition of land in Tamil Nadu area for Phase-II development of Puducherry Airport
- Renovation and conservation of Government Heritage Buildings and Monuments
- Construction of Guest House at Thirumala
- Development of beach front and Wellness Centre near Seagulls Restaurant in Puducherry.
- Development of Arikamedu as Tourist Destination
- Integrated Development of beach and backwater at Chunnambar

- Beautification of Botanical Garden in Puducherry
- Developing Urban Forest at the premises of Swadeeshi Mill in Puducherry
- Development of Botanical Garden at Yanam
- Development of Yacht Marina
- Improvement of Water Sports Complex in all the four regions
- Development of lakes in Puducherry and Karaikal
- Improvement of Museum
- Development of Lake side at Bahoor
- Development of lake resort at Kirumampakkam
- Celebration of various festivals and events/conferences.
- Grant of financial incentives and subsidies for tourism projects.
- Revamping the website
- Preparation of Information Software and CDs
- Printing of various attractive brochures.

STRATEGIES PROPOSED AND POLICY FOCUSED FOR 2010-11 :

- Public Private Partnership in developing tourism infrastructure and attractions.
- Developing touristic attractions and infrastructure from the State fund through PTDC.
- Providing more Share Capital Assistance to PTDC.
- Obtaining Central Financial Assistance for major developmental activities.
- Developing and promoting Rural Tourism.

OUTLAY AT A GLANCE

Sector : TOURISM

No. of Schemes : 9

Department : TOURISM

(Rs. in lakh)

Eleventh Five Year Plan 2007-12 Outlay	:	32441.90
Annual Plan 2007-08 Actual Expenditure	:	2525.92
Annual Plan 2008-09 Actual Expenditure	:	2303.95
Annual Plan 2009-10 Approved Outlay	:	4125.13
Annual Plan 2009-10 Revised Outlay	:	2190.16
Annual Plan 2010-11 Proposed Outlay	:	13541.50

(Rs. in lakh)

Sl. No.	Name of the Scheme	Eleventh Five Year Plan 2007-12	Annual Plan 2007-08	Annual Plan 2008-09	Annual Plan 2009-10		Annual Plan 2010-11
		Outlay	Actual Expdr.	Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1.	Creation and Maintenance of Tourism Infrastructure, Products, Civil aviation and Initiatives	21446.44	1270.77	562.17	491.64	440.32	8728.00
2.	Tourism Promotional Activities	4600.00	511.62	386.12	580.00	630.00	738.00
3.	Grant-in-aid, Share Capital Assistance to Corporation and Institutions and Joint Venture	2447.01	300.00	721.07	365.01	365.01	400.00
4.	Strengthening of Tourism Department	1310.44	231.55	300.99	154.35	157.35	167.75
5.	Tourism Incentives and subsidies	1000.01	--	--	400.00	400.00	500.00
6.	Creation of infrastructure facilities in tsunami affected areas	913.00	102.00	200.00	8.13	57.32	--
7.	Negotiated Loan	--	--	--	2000.00	--	2850.00
Sub-total		31716.90	2415.94	2170.35	3999.13	2050.00	13383.75

(Rs. in lakh)

Sl. No.	Name of the Scheme	Eleventh Five Year Plan 2007-12	Annual Plan 2007-08	Annual Plan 2008-09	Annual Plan 2009-10		Annual Plan 2010-11
		Outlay	Actual Expdr.	Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
8.	Maintenance of Government Guest House, New Delhi	400.00	68.53	80.62	69.50	73.86	82.75
9.	Maintenance of Government Guest House, Chennai	325.00	41.45	52.98	56.50	66.30	75.00
TOTAL		32441.90	2525.92	2303.95	4125.13	2190.16	13541.50