

## TOURISM

Tourism has gained magnificent dimension and emerging as the largest industry for generating employment and a powerful vehicle for economic growth all over the world. Tourism is a collection of activities, services and industries like transport, accommodation, restaurant, retail shops, entertainment business and other hospitality services. The Planning Commission in its Report on Tourism for 12<sup>th</sup> Plan forecasted that Tourism is estimated to grow by 8.8% per annum against 8.1% during the last five years. The Planning Commission has also advised that the approach to tourism in the 12<sup>th</sup> Plan must focus on achieving a substantially higher growth rather than the aggregated growth rate envisaged so as to provide a cushion against any shortfall in other sectors. The Steering Group of Planning Commission has recommended that tourism should be accorded the priority to lead the development process during the 12<sup>th</sup> Plan. The Ministry of Tourism, Government of India has fixed a target of increasing the share of foreign tourist arrivals (FTA) to India from the current level of 0.6% to 1% within the next five years and also fixed a minimum annual growth rate of 12% both in foreign and domestic tourism.

The efforts of Tourism Department of Government of Puducherry in the 11<sup>th</sup> Five Year Plan had constructive effect on the tourism sector. When compared to 10<sup>th</sup> Plan, there is a significant growth of 60% in domestic tourist arrivals and 113% in foreign tourist arrivals.

<b>Plan</b>	<b>Domestic Tourist Arrival</b>	<b>Foreign Tourist Arrival</b>	<b>Average Annual growth %</b>
10 <sup>th</sup> Plan	27,65,359	1,59,988	7.098%
11 <sup>th</sup> Plan	44,23,776	3,42,165	9.860%

The Union Territory of Puducherry has seen a growth of 12.13% in tourist arrivals for the period from January-December'2011. But, the 'Thane' Cyclone hit the coast of Puducherry has totally changed the tourism business in the beginning of the New Year. Most of the tourist spots are affected by the Cyclone and composite efforts are needed to rebuild. Therefore, to achieve the target of 12% each year, various tourism infrastructure and attractions like Arikamedu development, Museums, Science City, Dino-Park, Recreational Parks, Preservation of Heritage Monuments, developing streetscapes, Marine Park, Cultural Complex etc. are planned in this year.

The Department is also concentrating large revenue generating tourism projects such as Convention Centre, Golf Course, Family Entertainment Centre, Resorts, Spa, Oceanarium, etc under Public Private Partnership mode. The Government has already moved on these projects and will be achieved in the 12<sup>th</sup> Five Year Plan. It is also planned to organize training programmes for unemployed youths for skill development in the hospitality sector.

In addition to the 'Mega Tourism Circuit' approved by the Ministry of Tourism, Government of India, two more new circuits are prioritized for this U.T of Puducherry. The requirements of basic and tourism related infrastructure at the places proposed in the new tourism circuits, prioritized by the Ministry of Tourism, Government of India, will be identified and developed suitably in the 12<sup>th</sup> Plan to make Tourism in the U.T as prime industry.

Targeting 12% annual growth in both domestic and foreign tourist arrival. Maximum utilization of Centrally Sponsored Schemes of Government of India. Timely completion of tourism projects. Public Private Partnership in developing tourism infrastructure and attractions. Creation of new tourist attractions/spots as per the Master Plan. Overseas Marketing jointly with Ministry of Tourism, Government of India. Organizing Road Shows at Metros for domestic marketing. Media Campaign. Organizing Cultural relates events and festivals. Skill development in the hospitality sector. Execution of Tourism projects on turnkey basis.

#### **ACHIEVEMENTS DURING 2007-11**

- MoU was entered with Airports Authority of India for expansion of Puducherry Airport in two phases.
- Land to an extent of 19.92 Hectares was acquired in Puducherry at a cost of Rs.18.95 crores and handed over to Airports Authority of India for the first phase development of Puducherry Airport.
- Land to an extent of 100 acres at Manapet Village was acquired at a cost of Rs.3.57 crores for development of "Special Tourism Zone" under PPP mode.
- River view cottages were constructed in the Water Sports Complex at Chunnambar.
- Beach road along the Arasalar river, Karaikal was developed.
- The Seagulls Restaurant at Karaikal beach damaged by tsunami was renovated.

- Le Café in Puducherry damaged by tsunami was renovated enhancing its heritage value.
- Yatrivas at Thirunallar in Karaikal was constructed.
- Pondicherry participated in the Global Best Practices Pavilions of Shanghai World Expo 2010.
- MoU was signed with La Rochelle, France for tourism promotion and cultural exchange.
- New Institutional Building for Pondicherry Institute of Hotel Management and Catering Technology was constructed. The Beach promenade in Puducherry was beautified. The temple tank at Karaikal Ammaiyar Kovil in Karaikal was revitalized. Riverside walkway was developed at Mahe. Recreational Park at Buddha Lake in Yanam. The Godavari riverfront was developed. Beach development at Karaikal was completed.
- Acquisition of land at Ariyankuppam for Arikamedu (Archaeological site) development.
- Land was acquired for Thirunallar Temple Town Development project.
- The Phase-I of expansion of runway of Puducherry Airport was completed. Now the airport can handle ATR 72 type of aircrafts.
- Tourist arrival from 8.56 lakhs in 2007 was increased to 9.87 lakhs in 2010 which is an increase of 15.30%. Foreign tourist arrival is 9% on total tourist arrival.
- 30 Nos. of both Star and Non-Star category private Hotels/Resorts and other tourism infrastructures like Restaurant, Water Park, etc. at an approximate investment of Rs.435 crores have been come up.
- Puducherry has been directly connected by rail to Delhi, Kolkata, Bangalore, Bhubaneswar, Mangalore and Thirupathi in addition to existing train facilities to Chennai during the last four years.
- Grant of share capital assistance to PTDC and Grant in-aid to Pondicherry Institute of Hotel Management & Catering Technology.
- Subsidy granted for 5 Hotels for the year 2009-10 and granted subsidy for 4 hotels for the year 2010-11.

## **LIKELY ACHIEVEMENTS DURING 2011-12**

- Acquisition of land at Ariyankuppam for Arikamedu Development, land for developing Science City and Dino-Park in Puducherry and land at the entry points for setting up of Tourist Information Centre and Wayside amenities.
- Purchase of House Boat and other Water Sports Equipments & Luxury Buses.
- Upgradation and renovation of Government Tourist Home, Uppalam.
- Setting up of 'Project Cell' in PTDC to execute tourism projects.
- Consultant for preparation of Master Plan for development of tourism in the U.T for the next 10 years and consultant for preparation of Detailed Project Report for various tourism projects and appointment of Project Management Consultant for tourism projects.
- Signing of MoU with Villeneuve-sur-lot, France for tourism promotion and cultural exchange.
- Celebration of various festival such as World Tourism Day, Vintage car rally, Introduction Archaeological Tour, Sand Image Programme, Freedom jam, Pondicherry music festival etc.
- Granted Share capital contribution to PTDC, and to Grant of Grant in aid to PIHMCT.

## **PROPOSED TARGETS FOR 2012-13**

- Acquisition of land at Ariyankuppam in Puducherry for Arikamedu development
- Acquisition of land at Chunnambar and Manapet in Puducherry under Land Bank for tourism projects under PPP mode.
- Acquisition of land in Puducherry for developing Science City and Dino Park.
- Acquisition of land at Puducherry & Karaikal to set up Tourist Information Centres and Wayside amenities.
- Acquisition of land for second phase development of Puducherry Airport.
- Preparation of Master Plan for tourism development in the U.T.
- Development of Arts & Crafts Village at Murungapakkam in Puducherry.
- Beautification of riverside and beach at Chunnambar in Puducherry.
- Development of Urban Forest at Puducherry

- Beautification and renovation of Botanical Garden at Puducherry
- Development of Bahour Lake in Puducherry as Tourist Destination
- Development of Kirumampakkam lake in Puducherry as tourist destination
- Rural Tourism at Alankuppam Village in Puducherry
- Development of Arikamedu as tourist destination in Puducherry (Phase-I & II).
- Development of Oussudu lake as tourist destination in Puducherry.
- Development of Recreational Park at Chunnambar in Puducherry.
- Lighting of Heritage Monuments and Heritage Buildings in Puducherry
- Development of Science City & Dino-Park in Puducherry
- Development of Multipurpose Cultural Complex in Puducherry
- Development of Wellness Centre in Puducherry
- Conservation and Improvement of Heritage Building & Monuments to promote Heritage Tourism in Puducherry
- Setting up of Wayside Amenities at Kalapet, Madhagatipat, Mullodai (entry points), Puducherry
- Phase-II development of Beach Promenade in Puducherry
- Sound & Light Show and Musical fountains in Puducherry
- Upgradation and renovation of Govt. Tourist Home at Uppalam, Puducherry to star category status.
- Development of Nallambal Lake in Karaikal as Tourist Destination.
- Development of Agaramkudi lake in Karaikal as tourist destination
- Setting up of Way Side Amenities at Karaikal
- Development of Eco Park at Karaikal
- Development of Heritage Precinct at Mahe
- Riverside and Beach Development(Phase-III) at Mahe
- Reuse of Collector's Bungalow at Mahe
- Lighting and Landscaping in walkway upto Tidal lock at Yanam
- Development of Botanical Garden/Park at Yanam
- Eco-friendly Cottages and Wooden Jetty at Island 2 in Yanam
- Entrance Arches and Information Kiosks in Puducherry, Karaikal, Mahe and Yanam
- Improvement of approach roads leading to the tourist spots/destinations

- Purchase of Water Sports Equipments
- Appointment of Consultants for preparation of Detailed Project Reports and Feasibility Reports for the projects.
- Appointment of Project Management Consultants for tourism projects.
- Destination promotion in Print, FM, Internet, Websites through Media Campaign.
- Destination promotion at Airports and Railway Stations
- Organizing Indo-French Festival
- Organizing Puducherry Carnival
- Preparation of Animated Walkthrough and 360 degree Photo movie
- Purchase of IT related hardware, Audio Guide etc.
- Signing of MoU with Ille-et-Villiane, France for tourism promotion and cultural exchange.
- Celebration of various festival such as International Yoga Festival, Music festival, week end cultural events, Karaikal Carnival, Mahe Mahortshavam, Yanam Peoples festival, World Tourism Day, etc.
- Grant of share capital assistance to PTDC and Grant in-aid to Pondicherry Institute of Hotel Management & Catering Technology
- Grant of incentive to star category/ Heritage Hotels

The Puducherry Government Guest House has been functioning at Chennai with a view to provide transit accommodation to His Excellency Lt. Governor / Hon'ble Chief Minister / Ministers / MLAs. / Chief Secretary / Secretaries to Government and other officers belonging to Government of Puducherry during their official visit to Chennai. It is also functioning as a Liaison Office and Protocol. The Guest House has four floors in total having an extent of 16,000 Sq. ft. and a total number of 20 rooms.

#### **LIKELY ACHIEVEMENTS DURING 2011-12**

- Purchase of one new Maruthi Car for VIP and official use in Chennai.
- To modify with new teak wood (Kerala Type) Reception counter.
- Providing of a new separate power line (3 phase) to the canteen.

- A new sump, over head tank and a new connection from the bore well to the canteen / wash purpose.
- New wall panels is to be provided in Reception Hall.
- Change of bath room fittings.
- A chimney has been provided up to the terrace so as to evacuate the smoke from the genset very safely.
- Floor tiles is to be provided in the back yard of the Guest House.
- Alteration work is to be carried out in the old sump.
- Conversion of two rooms in the ground floor into new store rooms with necessary slabs.
- Purchase of new computer with accessories.
- Installation of new PABX system in lieu of old system.
- Purchase of two wheeler (Two Numbers) for official work.
- Purchase of bed sheets, bed spread, linen etc.

### **PROPOSED TARGETS FOR 2012-13**

- To create 25 new posts.
- To locate a new additional site at Chennai for construction of a new Guest House.
- To entrust outsourcing staff for cleaning, driving, front office works etc.
- General improvements to the Guest House.

## OUTLAY AT A GLANCE

Sector : TOURISM

No. of Schemes : 7

Department : TOURISM

(₹ in lakh)

Eleventh Five Year Plan 2007-12 Approved Outlay	:	32441.90
Annual Plan 2007-10 Actual Expenditure	:	7016.47
Annual Plan 2010-11 Actual Expenditure	:	8148.09
Annual Plan 2011-12 Approved Outlay	:	9270.00
Annual Plan 2011-12 Revised Outlay	:	2551.00
Twelfth Five Year Plan 2012-17 Tentative Outlay	:	42668.18
Annual Plan 2012-13 Proposed Outlay	:	8674.97

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2010-11	Annual Plan 2011-12	Twelfth Plan 2012-17 (Tentative Outlay)	Annual Plan 2012-13
		Actual Expdr.	Approved Outlay	Proposed Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(6)	(7)

### **Tourism**

1.	Creation and Maintenance of Tourism Infrastructure, Products, Civil aviation and Initiatives	6201.01	1249.99	32485.20	6950.04
2.	Tourism Promotional Activities	434.26	700.00	4395.00	707.00
3.	Grant-in-aid, Share Capital Assistance to Corporation and Institutions and Joint Venture	350.00	550.01	2500.05	500.01
4.	Strengthening of Tourism Department	150.00	200.00	67.63	12.92
5.	Tourism Incentives and subsidies	173.73	200.00	2100.00	300.00
	Negotiated Loan	664.84	6000.00	--	--
	<b>Sub-total</b>	<b>7973.84</b>	<b>8900.00</b>	<b>41547.88</b>	<b>8469.97</b>

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2010-11	Annual Plan 2011-12	Twelfth Plan 2012-17 (Tentative Outlay)	Annual Plan 2012-13
		Actual Expdr.	Approved Outlay	Proposed Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(6)	(7)

**Guest House, New Delhi**

6.	Maintenance of Government Guest House, New Delhi	99.34	290.00	500.00	125.00
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**Guest House, Chennai**

7.	Maintenance of Government Guest House, Chennai	74.91	80.00	620.30	80.00
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<b>Total</b>	<b>8148.09</b>	<b>9270.00</b>	<b>42668.18</b>	<b>8674.97</b>
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