

TOURISM

Tourism has emerged as the largest global industry of the 21st century and is projected to grow even faster. The Steering Group of Planning Commission has recommended that tourism should be accorded the priority to lead the development process during the 12th 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. Further the Ministry have identified two new tourism circuit one for Puducherry and another for Karikal for development, suitably in the 12th plan to make tourism in the Union Territory as prime industry.

The U.T. of Puducherry is a unique amalgam of traditional Indian culture and French culture. In addition to the rich French and Tamil heritage, Puducherry has many scenic locations situated along the Bay of Bengal. The tertiary sector has shown robust growth and contributes nearly 51% of the Gross State Domestic Product (GSDP). Our mission is to promote eco tourism with sustainable development as a means of economic growth and to promote the image of Puducherry as a destination with a glorious past, a vibrant present and a bright future.

The Ministry of Tourism has prioritized 14 projects for development of tourism in the U.T. of Puducherry viz. Eco beach development at Puducherry, Development of Eco Park at Southern bank of Chunnambar in Puducherry, Extension of beach promenade and developing viewpoints in Puducherry, Development of Bharathi Park, Puducherry, Development of Heritage area in Puducherry, Development of pilgrim and tourist facilities at Thirukameswarar Temple, Villianur, Puducherry, Developing Agro Tourism in Puducherry, Development of Eco Park at Karaikal, Development of Pilgrim facilities at Ambagarathur Temple Karaikal, Developing Spiritual Park at Thirunallar in Karaikal, Riverside Walkway (Phase-II) at Mahe, Development of Eco Park at Island in Yanam, Construction of toilets at the tourist spots, Developing wayside amenities along the NH.

Physical targets envisaged :

Sl. No.	Item	Unit	Eleventh Plan (2007-08 to 2011-12) Actual Achievement	Twelfth Five Year Plan 2012-17 Target	Achievement 2012-13	Annual Plan 2013-14 Proposed Target
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	International tourist arrivals	Nos.	273105	300000	55576	65000
2	Domestic tourist arrivals	Nos.	4264635	3800000	1030799	975000
3	Accommodation available					
	a) No. of rooms	Nos.	19344	22000	20305	5200
	b) No. of beds	Nos.	38882	44000	40610	10200

OUTLAY AT A GLANCE

Sector : TOURISM

No. of Schemes : 7

Department : TOURISM

(₹ in lakh)

Eleventh Plan 2007-12 Actual Expenditure	:	17612.75
Annual Plan 2011-12 Actual Expenditure	:	2448.19
Annual Plan 2012-13 Approved Outlay	:	14080.00
Annual Plan 2012-13 Revised Outlay	:	2747.51
Annual Plan 2013-14 Proposed Outlay	:	6380.00

(₹ in lakh)

Sl. No.	Name of the Scheme	Eleventh Plan 2007-12	Annual Plan 2011-12	Annual Plan 2012-13		Annual Plan 2013-14	
		Actual Expdr.	Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay	Of which Capital Content
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Creation and Maintenance of Tourism and Civil Aviation, Infrastructure, Products and Initiatives	10838.64	1473.36	12795.77	1886.49	4317.78*	4100.00
2	Tourism Promotional Activities	2228.69	277.51	544.71	302.75	1093.00	--
3	Grant-in-aid, Share Capital, Assistance to Corporation and Institutions and Joint Venture	2125.74	350.00	500.01	225.00	375.02	--
4	Strengthening of Tourism Department	1140.64	168.74	16.00	118.29	149.40	--
5	Tourism Incentives and subsidies	534.63	--	0.01	--	150.00	--
Sub-total		16868.34	2269.61	13856.50	2532.53	6085.20	4100.00

(₹ in lakh)

Sl. No.	Name of the Scheme	Eleventh Plan 2007-12	Annual Plan 2011-12	Annual Plan 2012-13		Annual Plan 2013-14	
		Actual Expdr.	Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay	Of which Capital Content
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Guest House, New Delhi							
6	Maintenance of Government Guest House, New Delhi	432.81	102.60	143.50	134.98	214.80	--
Guest House, Chennai							
7	Maintenance of Government Guest House, Chennai	311.60	75.98	80.00	80.00	80.00	--
Grand Total		17612.75	2448.19	14080.00	2747.51	6380.00	4100.00

* Inclusive of (i) ₹500 lakh under negotiated loan
(ii) ₹2500 lakh for Thirunallar Temple Town Project

Sector : TOURISM

Implementing Department : TOURISM

1. Name of the Scheme : Creation and Maintenance of Tourism & Civil Aviation, Infrastructure, products and Initiatives.

2. Objective of the Scheme :

The main attraction of Puducherry are its beautiful beach, back water resource and the heritage values. To showcase the tourist destination through its French connection, to preserve rich heritage value, to provide air services for tourists.

3. Actual Physical Achievements during Eleventh Five Year Plan (2007-12) :

- i) MoU entered with Airports Authority of India for expansion of Puducherry Airport in two phases.
- ii) Land to an extent of 19.92 Hectares acquired in Puducherry and handed over to Airports Authority of India for the first phase development of Puducherry Airport.
- iii) Land to an extent of 100 acres at Manapet Village acquired for development of “Special Tourism Zone” under PPP mode.
- iv) River view cottages constructed in the Water Sports Complex at Chunnambar.
- v) Beach road along the Arasalar river, Karaikal developed.
- vi) The Seagulls Restaurants in Karaikal and Puducherry, Le Café in Puducherry damaged by tsunami renovated.
- vii) Yatrivas at Thirunallar in Karaikal constructed.
- viii) MoU signed with La Rochelle, France for tourism promotion and cultural exchange.
- ix) New Institutional Building for Pondicherry Institute of Hotel Management and Catering Technology constructed.
- x) The beach promenade in Puducherry beautified.
- xi) The temple tank at Karaikal Ammaiyyar Kovil in Karaikal revitalized and beach development at Karaikal completed.
- xii) Riverside walkway developed at Mahe.
- xiii) Recreational Park at Buddha Lake and Godavari riverfront developed.
- xiv) Acquisition of land at Ariyankuppam for Arikamedu (Archaeological site) development done.
- xv) Land acquired for Thirunallar Temple Town Development project.
- xvi) The Phase-I of expansion of runway of Puducherry Airport completed.
- xvii) HUDCO was appointed as Architectural Consultant to prepare the Detailed Project Report for the components identified in the Master Plan for “Thirunallar Temple Town Development”.

4. Physical Achievements for the Annual Plan 2012-13:

- i) Puducherry airport operationalised and air service started.
- ii) Third instalment released for acquisition of land for Arikamedu development.
- iii) Tourist arrival increased to 9.5%.
- iv) Two numbers of fully built air conditioned coaches was purchased.
- v) DPRs was prepared for renovation of Govt. Tourist home, Puducherry and converting Karaikal beach Marche into beach resorts.
- vi) Two new Tourism circuits identified.
- vii) MoU signed with Ille-et-Vilaine, a County council in France for promotion of Tourism.
- viii) Project report for development of Arikamedu, Ossudu lake, Agaramangudi lake, recreational parks at Yanam was submitted to Govt. of India.
- ix) M/s. Darashaw Company Pvt. Ltd., appointed as consultant for preparation of Master Plan for tourism development in the U.T. of Puducherry for the next 10 years.
- x) Ministry of Tourism prioritized 14 projects for development of tourism in the U.T.

5. Proposed Physical Targets for Annual Plan 2013-14:

- i) Boats & water sports equipments will be purchased for Chunnambar Boat House, Puducherry
- ii) Consultancy charges will be paid various tourism projects
- iii) Information Centre at Puducherry Airport and Railway station will be opened.
- iv) Renovation of Govt. Guest House, Puducherry, Karaikal and Yatrivas.
- v) Maintenance of Tourist infrastructure.
- vi) Empanelment of consultants will be made for tourism projects.

6. Remarks : Continuing Scheme.

Scheme No.2

Sector : TOURISM

Implementing Department : TOURISM

1. Name of the Scheme : Tourism Promotional Activities

2. Objective of the Scheme :

To give wide publicity about the tourism potential of Puducherry through various media to attract more inflow of tourists to Puducherry. In order to increase awareness about Puducherry 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 offices worldwide. Signage board will be erected at prominent places. Media plan have been implemented in this

department by engaging agencies to advertise, erection of hoarding, shooting of film & video/audio coverage and printing of brochures, pamphlets etc.

The department will participate in different Indian festivals and other cultural exchange/promotional campaigns all over India and Abroad. It will also participate in the travel and trade mart and exhibitions in the various states in India and Abroad. Every year, this department organize cultural festivals like French Festival, Food Festival, Shopping Festival, International Yoga Festival, New year Day, Summer festival, World Tourism Day, Dance Festival etc.

3. Actual Physical Achievements during Eleventh Five Year Plan (2007-12) :

- i) To attract tourist at Puducherry, massive advertisement campaign made through Advertisement Agency in leading newspapers/magazine as per the Media Plan.
- ii) Celebrated various festivals such as
 1. International Yoga Festival
 2. Karaikal Carnival
 3. Mahe Tourism Festival
 4. Adventure Tourism Festival in all regions
 5. Food Festival
 6. Art & Cultural Festival
 7. Sand Image Festival
 8. Celebration of World Tourism Day
 9. Celebration of Independence Day & Republic Day
 10. Film Festival
- iii) Sponsorship made for the events related to tourism
- iv) Freedom Jam, Musical Festival, etc. conducted.
- v) Hoardings, signage, shooting of films & video/audio coverage made.
- vi) Multimedia CD-ROM, Printing of pamphlet/brochures prepared in high standard.
- vii) Participated in various travel and trade fairs in all over India and abroad.
- viii) Installed Touch screen kiosk for Puducherry, Karaikal, Mahe and Yanam.
- ix) Mobile toilets installed at various spots in Puducherry, Karaikal and Yanam.
- x) The Scheme Tourist Guard implemented in Puducherry and Karaikal.
- xi) Puducherry participated in the Global Best practice pavilions of Shanghai World EWxpo-2010.

4. Physical Achievements for the Annual Plan 2012-13:

- i) Release of advertisement in various souvenir, magazines/Newspapers, TV, FM Radio, and Media plan advertisement through Agency was done.
- ii) Sponsorship for the events related to tourism was made.

- iii) Participation in various tourism and travel fairs and events in India & Aboard.
- iv) Weekend cultural programme conducted.
- v) Various festival such as World Tourism Day, Heritage Car Rally, Food Festival, 19th International Yoga Festival, Music festival, Karaikal Carnival, Yanam people festival were celebrated.
- vi) Deployment of Tourist Guard in Puducherry, Karikal and Yanam

5. Proposed Physical Targets for Annual Plan 2013-14:

- i) Media plan advertisement will be given through Agency
- ii) Release of Govt. advertisements to promote Tourism and sponsorship for the events related to tourism will be made.
- iii) Participation in various tourism and travel fairs and events in India & abroad will be initiated.
- iv) Various festival such as International Yoga Festival, Karaikal Carnival, Mahe Mahotsavam, Yanam peoples festival, Independence Day, Republic Day, New Year Celebration, World Tourism Day, Heritage Car Rally, Food Festival, Air show, Petanque, musical festival etc. will be celebrated.
- v) Deployment of Tourist Guard
- vi) Printing of Pamphlets/broachers in high standard will be done in order to attract tourist.
- vii) Destination promotion in print, FM, Internet, website through Media campaign will be made.
- viii) Appointment of Event Management Agencies to conduct various events.

6. Remarks : Continuing Scheme.

Scheme No. 3

Sector : TOURISM

Implementing Department : TOURISM

1. Name of the Scheme : Grant-in-aid / Share Capital Assistance to Corporation and Institutions and Joint venture

2. Objective of the Scheme :

Grant-in-aid is released to Pondicherry Tourism Development Corporation to take up various tourism related activities like conduct package tours, running catering services, organizing water sports in the back waters of Puducherry, Karaikal, Mahe and Yanam. Grant-in-aid to the Pondicherry Institute of Hotel Management & Catering Technology, a training institute for hospitality industry at craft level.

3. Actual Physical Achievements during Eleventh Five Year Plan (2007-12) :

- i) Providing games & skill rides at Ossudu.
- ii) Fencing & Landscaping at Veerampatinam
- iii) Landscaping at Seagulls (Beach) / amenities at Le-café (Beach)

4. Physical Achievements for the Annual Plan 2012-13:

Grant-in-aid released to PTDC / Pondicherry Institute of Hotel Management and Catering Technology.

5. Proposed Physical Targets for Annual Plan 2013-14:

Grant-in-aid will be released to PTDC / Pondicherry Institute of Hotel Management and Catering Technology.

6. Remarks : Continuing Scheme.

Scheme No.4

Sector : TOURISM

Implementing Department : TOURISM

1. Name of the Scheme : Strengthening of Tourism Department

2. Objective of the Scheme :

The objective of the scheme is to strengthen the office infrastructure and to provide adequate qualified staff in the tourist places / accommodations. To take up maintenance of the guest houses.

3. Actual Physical Achievements during Eleventh Five Year Plan (2007-12) :

- i) Renovation of Seagulls and Uppalam Guest House in Puducherry was completed.
- ii) Construction of additional VIP Suites in Yanam Guest House and construction of New Block in Karaikal Tourist Home were completed.

4. Physical Achievements for the Annual Plan 2012-13:

- i) Guest Houses are maintained.
- ii) Equipments, materials and electrical fittings were purchased.

3. Actual Physical Achievements during Eleventh Five Year Plan (2007-12) :

- i) Purchase of Furniture items
- ii) Renovation of Staff Quarters and Office
- iii) Renovation of Guest House
- iv) Purchase of 2 new vehicle (1 Toyota Innova and 1 Honda City) for VVIPs/VIPs
- v) Purchase of 12 nos. of LCD Television for VVIPs / VIPs suite only
- vi) Engagement of one protocol Assistant and one Driver on contract basis for Lt. Governor during his camp in Delhi.
- vii) Purchase of 24 nos. of LCD Television for all rooms
- viii) Purchase of Security Equipment (CCTV camera, DVR Box/DFMC/HHMD)
- ix) Purchase of Linen items for Guest House
- x) Purchase of utensils/crockery items for canteen of Puducherry House, New Delhi
- xi) Purchase of one new sofa set (3+1+1) for VVIP suite.

4. Physical Achievements for the Annual Plan 2012-13:

- i) Maintenance/repairing of 160 KVA D.G. set engine overhauling
- ii) One Toyota Innova Car purchased.
- iii) Beautification of VVIP suits (L.G. suite and C.M. suite).

5. Proposed Physical Targets for Annual Plan 2013-14:

- i) 44 units of split/window based air conditioners with stabilizers will be purchased
- ii) Maintenance of guest houses.

6. Remarks : Continuing Scheme.

Scheme No. 7

Sector : TOURISM

Implementing : CHIEF
Department SECRETARIAT

1. Name of the Scheme : Maintenance of Puducherry Govt. Guest House, Chennai.

2. Objective of the Scheme :
Maintenance of Puducherry Govt. Guest House, Chennai

3. Actual Physical Achievements during Eleventh Five Year Plan (2007-12) :

- i) A new genset having capacity of 160 KVA / 128 KV was erected.
- ii) A passenger lift / water purifier (Osmos Zero B) have been installed.
- iii) A canteen block was renovated. Aluminum grill works were executed to the doors in all the balcony.

- iv) Four wheeler parking shed constructed / Terracotta monument fixed in the entrance.
- v) 11 A/c units fixed in the VIP Suites. Wall panel and false ceiling works provided in all double and single rooms.
- vi) Improvement work undertaken for garden.
- vii) Complete renovation work was undertaken.

4. Physical Achievements for the Annual Plan 2012-13:

- i) New wall panels provided in Reception Hall. Cement floor provided in the back-yard of the Guest House.
- ii) Two rooms in the ground floor converted into new store rooms with necessary slabs.
- iii) EPABX system installed.
- iv) Rain water harvesting system was set up in the Guest House.
- v) Compound wall raised in the right side of the Guest House.

5. Proposed Physical Targets for Annual Plan 2013-14:

- i) A new additional site will be located at Chennai for construction of a new Guest House.
- ii) Workers will be entrusted for cleaning, driving, front office works etc. through outsourcing.
- iii) Seven Air Conditioners will be purchased for the use of Single Room accommodation.

6. Remarks : Continuing Scheme.