

## **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 has high potential for generation of employment. Tourism facilitates interaction, of people and their culture. Tourism acts as an instrument for achieving national integration, better international understanding and gives a direct stimulus to socio-economic development. Tourism in the U.T. of Puducherry has assumed the role of major economic activity having direct and indirect correlation with all other sectors. The Travel and Tourism Industry is well on its way to becoming one of the powerful growth engines of this U.T.

The U.T. of Puducherry extending over an area of 490 sq.kms. comprising of four regions viz., Puducherry, Karaikal, Mahe and Yanam. Puducherry uniqueness lies in its Indo-French heritage, its spiritual Ambience, Beaches, Cuisine, Shopping and its handicrafts. Puducherry has many Scenic location situated along the Bay of Bengal that can be effectively explored for Tourism potential. Therefore the Tourist arrival in U.T. of Puducherry is being increased every year. Last year, more than 10 lakh Tourist were arrived in U.T. of Puducherry and Out of which 50 thousands were Foreigners.

Tourism has been as an industry and the activities for Tourism is being developed and improved in as attractive manner so that the foreign tourist would be attracted in India. Further the Centrally Sponsored Scheme Project of Art and Craft Village at Murungapakkam, Beautification of Chuuambar in Puducherry, Beautification and Enovation of Botanical Garden in Puducherry Development of Nallambal Lake in Karaikal, Development of Heritage precinct in Mahe, Phase III of Mahe way, Development of Botanical Garden in Yanam, and Renovation of Govt., Tourism Home, Puducherry have been grounded, which will attract the Tourist in future. The Ministry of Tourism, Govt. of India has sanctioned the Project for Development of Arikamedu, Development of Oussudu Lake in Puducherry, Lighting of Heritage Monument in Puducherry and Development of Recreational Park around Yanam tower. The Mega Festival “ Sanipeyarchi Festival” at Thirunallar will be in December 2014, therefore to provide adequate facilities to the pilgrims, queue complex water treatment plant at Nalankulam. Shopping and restaurant facilities and accommodation facilities are proposed in this year.

To attract more tourists in this year, it is proposed to organize various events and a constant media campaign in Newspapers, Magazines, and Internet. It is also proposed to showcase the attractions of Puducherry, Karaikal, Mahe and Yanam in the travel & trade fairs to be held in India and abroad in this year. Interior works for Government Tourist Home at

Uppalam, Beach Resort at Karaikal, Wellness Centre near Seagulls Restaurant in Puducherry, additional Cottage at Chunnambar will be taken up in this year. Conducting various events and Festival like Musical Pondy rhythm, World Tourist Day, Food Festival, International Yoga Festival, Vintage Car Rally, Petanque Competition, Yanam peoples cultural festival, are also increasing the stay of Tourist in U.T. of Puducherry.

A walk way is also laying on the left bank of Mahe region and thereby resulted that the Tourist visiting in Mahe region will have a good scenic view and enjoy the nature. Tourist guard at Puducherry and Karaikal, Information Booth at Puducherry Railway Station have been made for providing the information to the Tourist.

However, the Proposal of three Mega Tourism Project under Public Private Partnership Mode such as Star Hotel at the Old Distillery premises, Star Resort and Water Park Murungapakkam, Development of Special Tourist Zone at Manapet will certainly be promoting the Tourism with sustainable development of Economic growth and to highlight the image of Puducherry in near Future.

Maximum utilization of Centrally Sponsored Scheme funds, timely completion of projects marketing the destination across the country, outsourcing the operation and maintenance of tourism infrastructure created, skill development in the hospitality sector are the proposed strategies for the year 2014-2015.

The main objective of the Central Sponsored Scheme “Product/Infrastructure Development for Destination and Circuit” is to improve the existing tourism product and developing new tourism products to the work standard. It will also focus on Integrated Infrastructure Development of the tourist sites. The aim would be to provide all Infrastructure Development facilities required by the tourists within such destinations and circuits. Tourist Destinations and Circuits in each State would be indentified in consultation with the State Governments by the Ministry of Tourism, Government of India and would be taken up for development. This would include activities ranging from preparation of master plan to implementation of the master plan. The Ministry of Tourisms would bear 100% of the project cost based on the project plan and estimates. The Ministry of Tourism will release 80% of the Project Cost as first installment and the remaining 20% will be reimbursed to the State/UT after completion of the project and submission Utilization Certificate. State / UT Government contribution will be land, rehabilitation package, O&M and external infrastructure like water supply, electricity and roads. The infrastructure and assets created should be maintained and managed by the State/UT Governments or their agencies with no financial commitment to the Ministry of Tourism, Govt., of India.

**OUTLAY AT A GLANCE**

Sector : TOURISM

No. of Schemes : 8  
(Plan : 7 + CSS : 1)Department : 1. TOURISM  
2. GUEST HOUSE, NEW DELHI  
3. GUEST HOUSE, CHENNAI

(₹ in lakh)

Annual Plan 2012-13 Actual Expenditure	:	2659.89
Annual Plan 2013-14 Approved Outlay	:	6380.00
Annual Plan 2013-14 Revised Outlay	:	4364.84
Annual Plan 2014-15 Proposed Outlay (Plan + CSS)	:	6880.00

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2012-13	Annual Plan 2013-14		Annual Plan 2014-15	
		Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay	Of which Capital Content
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	Creation and Maintenance of Tourism and Civil Aviation, Infrastructure, Products and Initiatives	1842.61	4299.16	2842.33	1974.60	1500.00
2	Tourism Promotional Activities	262.31	1093.00	649.37	650.00	--
3	Grant-in-aid, Share Capital, Assistance to Corporation and Institutions and Joint Venture	225.00	375.02	375.00	375.00	--
4	Strengthening of Tourism Department	116.81	149.52	150.00	250.00	--
5	Tourism Incentives and subsidies	--	150.00	50.00	50.00	--
	Negotiated Loan	--	--	--	500.00	--
	<b>Sub-total</b>	<b>2446.73</b>	<b>6066.70</b>	<b>4066.70</b>	<b>3799.60</b>	<b>1500.00</b>

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2012-13	Annual Plan 2013-14		Annual Plan 2014-15	
		Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay	Of which Capital Content
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>Guest House, New Delhi</b>						
6	Maintenance of Government Guest House, New Delhi	134.36	214.80	211.82	250.00	100.00
<b>Guest House, Chennai</b>						
7	Maintenance of Government Guest House, Chennai	78.80	80.00	86.32	80.00	--
<b>Total (Plan)</b>		<b>2659.89</b>	<b>6380.00</b>	<b>4364.84</b>	<b>4129.60</b>	<b>1600.00</b>
<b>Centrally Sponsored Scheme (CSS)</b>			<b>Actual Expdr. 2013-14</b>	<b>Unspent Balance as on 01.04.14</b>	<b>Proposed Outlay 2014-15</b>	
8	Infrastructure development for Destination and Circuits		745.33	1875.70	2750.40	
<b>Total (Plan + CSS)</b>					<b>6880.00</b>	

**Scheme No. 1**

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 attractions of Puducherry are its beautiful beach, back water resources and the heritage values. To projects the tourist destinations, its French connection, preserve its rich heritage values and to develop and strengthen places of Tourist Attractions and preservation of heritage. Besides providing air services to the Tourists its is proposed to project Puducherry as a Major Tourist Destination.

**3. Actual Physical Achievements made in the Annual Plan 2012-13 :**

- Land acquired at Murungapakkam Revenue Village for development of Art & Craft Village..
- M/s.Darashaw & Company Pvt.Ltd., Chennai has been appointed as Consultant for preparation of Master Plan for Tourism Development in the U.T of Puducherry for the next 10 years.
- Two numbers of Fully Built A/C Luxury Coaches have been purchased for operation of various tours from/to Puducherry through PTDC.
- Memorandum of Understanding has been signed with Ille-et-Vilaine a country council in France for promotion of Tourism.
- The Phase-I development of Puducherry Airport has been completed by Air port Authority of India.
- The shopping complex at Karaikal beach has been taken for conversion as Beach Hotel.

**4. Physical Achievements for the Annual Plan 2013-14:**

- Development of Rural Tourism at Alankuppam village in Puducherry through Project Cell, PTDC has been taken up.
- The Tourist Information Booth has been provided at Puducherry Railway station through Project Cell, PTDC
- Improvement works to the damaged foot bath near boat Yard at Ousudu lake in Ousuteri through Project Cell, PTDC are in progress.
- Consultancy charges paid to M/s HUDCO and INTACH for preparation of Detailed project Reports for various development activities.
- Payment of Application fee to HUDCO to avail loan assistance for Renovation of Govt. Tourist Home, Uppalam, Converting Beach Marche as Beach Resort in Karaikal and Construction for additional Cottages at Chunnambar Resort in Puducherry.



The Puducherry 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 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 made in the Annual Plan 2012-13 :**

- Massive advertisement campaign made through Advertising agency in the leading newspapers/magazines as per the media plan, Radio, TV, Internet and display advertisement in the Digital Display information in Railway station, Tiger Tales magazine at Singapore. The Maharashtra Sikh director, Mumbai etc. to attract tourist in Puducherry. Printing of Monthly magazine City Direct, Pamphlet/brochures.
- Celebration of various festivals such as International Yoga Festival, Food Festival, New Year Eve, Hertigae drive in Bullock Carts, World Tourism day, Karaikal Carnival, Yanam People's Festival, Pondy Rhythm, petanque Tournament, Organizing Heritage Car Rally, Republic Day tableau, Pondy musical festival, sacred Arts festival etc.
- Continuing the services of Tourist Guard.
- Sponsorship for the events related Tourism.
- Participated in various Fairs in India and abroad such as Shimla Mega Mart at Shimla, Chalo Jaai TTE at Kolkatta, India International Travel Mart at Bangalore and Chennai, Discover India-2012 at Singapore and Malaysia, Travel and Tourism Fair at Ahmedabad, India International Travel Mart at Mumbai and Cochin, India Travel mart at Goa, Voyage Expo at Chennai, India International Trade Fair at New Delhi, Puskar Fair at Rajasthan, IITM at Hyderabad, and TTF at Bangalore, ITTE at Nagpur etc.

**4. Physical Achievements for the Annual Plan 2013-14:**

- Release of advertisement in various souvenir, magazines/Newspapers, TV, FM Radio, and Media plan advertisement through Agency.
- Sponsorship for the events related to tourism
- Participation in various tourism and travel fairs and events in India & aboard.
- Conduct of every week, week end cultural programme.





**4. Physical Achievements for the Annual Plan 2013-14:**

- For development of website, soft ware, multimedia, computers were purchased and made their maintenance.
- Renovation and maintenance of Guest Houses and other related expenditure
- Maintenance of Directorate and other Administrative expenditure.

**5. Proposed Physical Targets for the Annual Plan 2014-15 :**

- Maintenance of Guest Houses and other related expenditure.
- Annual maintenance of existing materials.
- Purchase of furniture and furnishing items.
- Purchase of equipments, materials and electrical fittings.
- Other Contractual services.
- Maintenance of Directorate and Administrative expenditure.

**6. Remarks :** Continuing Scheme

**Scheme No. 5**

Sector : TOURISM

Implementing Department : TOURISM

**1. Name of the Scheme :** Tourism Incentives and subsidies

**2. Objective of the Scheme :**

To grant incentive and subsidies to Tourism Industries for the establishment of star hotels, Resorts and other tourist accommodation facilities in order to attract and increase the tourists inflow with a view to increase the inflow of foreign money, and to create the employment opportunity in the tourism sector of this state.

**3. Actual Physical Achievements made in the Annual Plan 2012-13 :**

- Celebrated Karaikal carnival festival, Independence Day and Republic Day etc
- Maintenance of Guest House and Yatrivas, Thirunallar
- Deployment of Tourist Guards in various tourism spots at Karaikal
- Purchase of materials, equipments and other electrical fittings
- Celebrated various festival such as Mahe Mahotchavam, Independence Day, Republic Day etc.
- Deployment of Tourist Guards in various Tourism spots.
- Maintenance of Guest House and tourist Home.
- Celebrated of Yanam people's Festival, Tourism Festivals
- Independence Day, Republic Day etc.
- Deployment of Tourist Guards in various Tourism spots.

- Conducted week end cultural programme
- Printing of Brochures and pamphlets
- Advertisement through Newspapers
- Maintenance of Guest House and tourist Home.

**4. Physical Achievements for the Annual Plan 2013-14:**

- Maintenance of Guest House and Yatrivas, Thirunallar.
- Deployment of tourist Guard at Karaikal, Mahe & Yanam.
- Maintenance of Guest House and tourist Home, Karaikal, Mahe & Yanam.
- Conduct of Mahe Mahotsavam-Tourism Festivals
- Conduct of Weekend cultural Programme
- Beautification of River side walk way.

**5. Proposed Physical Targets for the Annual Plan 2014-15 :**

- An amount of Rs.300.00 lakhs has been proposed for grant of incentive to investment, subsidy for star Hotels, resorts and other Tourism related projects.
- Maintenance of Guest House and Yatrivas, Thirunallar
- Purchase of materials, equipments and other electrical fittings
- Celebration of Karaikal carnival, Independence Day and Republic Day etc.
- Deployment of Tourist Guards in various tourism spots at Karaikal. Celebration of Mahe Mahotsavam, Tourism Festivals, Independence Day, Republic Day etc.
- Deployment of Tourist Guards in various Tourism spots.
- Conduct of week end cultural programme.
- Conduct of Adventure Tourism.
- Printing of Brochures and pamphlets.
- Advertisement through Newspapers.
- Maintenance of Guest House and tourist Home.
- Celebration of various festival such as Yanam People's festival, Independence Day, Republic Day etc.
- Deployment of Tourist Guards in various Tourism spots.
- Conduct of week end cultural programme and Adventure Tourism
- Printing of Brochures and pamphlets
- Advertisement through Newspapers
- Maintenance of Guest House and tourist Home.

**6. Remarks** : Continuing Scheme

**Scheme No. 6**

Sector : TOURISM

Implementing : GUEST HOUSE,  
Department NEW DELHI

**1. Name of the Scheme** : Maintenance of Puducherry Guest House, New Delhi.

**2. Objective of the Scheme** :  
Maintenance of Puducherry Government Guest House, New Delhi.

**3. Actual Physical Achievements made in the Annual Plan 2012-13 :**

- Maintenance of office vehicles, furnitures, equipments.
- Beautification of VVIP suites.
- Purchased one no. of Car.

**4. Physical Achievements for the Annual Plan 2013-14:**

- 44 units of A/c with stabilizer installed.
- Linen items like curtains and sofa covers purchased.
- Purchased of 2 nos. of motorcycles.
- Improvements to the 4 VIP rooms in the first floor.
- Civil works like painting, laying of granite stones, raising of compound wall carried out.

**5. Proposed Physical Targets for the Annual Plan 2014-15 :**

- 12 units of split/window A/c with stabilizer will be procured.
- Furniture in all rooms will be replaced.
- Improvements and modification to the LG suite and CM suite and all other rooms will be done.
- Additional toilet block to the Police personnel and kitchen will be constructed.
- 160 KVA DG set will be installed.

**6. Remarks** : Continuing Scheme

**Scheme No. 7**

Sector : TOURISM

Implementing : GUEST HOUSE,  
Department CHENNAI

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

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

**3. Actual Physical Achievements made in the Annual Plan 2012-13 :**

- Aluminium grill works were executed to the doors in the entire balcony so as to have a rich look in the Guest House.
- New Office Chamber was devised to the DDO.
- Wood carving works were executed in the entrance of the Guest House.
- Water purifier (Osmosis Zero B) installed so as to provide drinking water.
- Provided new furniture to LG suite.
- Four wheeler parking shed constructed in the Guest House.
- For beautification purpose, a terracotta monument was fixed in the entrance of the Guest House.
- 11 Number of A/c units fixed in the VIP suites.
- Wall panel and false ceiling works provided in all double and single rooms.
- Reception counter has been modified with new teak wood (Kerala type)
- Improvement works undertaken for garden.
- Interior decoration works were undertaken in the Reception Counter, Reception Hall and Office Room.
- Cement floor has been provided in the back-yard of the Guest House.
- Conversion of two rooms in the ground floor into new store rooms with necessary slabs.
- Purchased 2 new computers with accessories.
- Installed a new EPABX system in lieu of old system.
- Renovated rain water line for the safe draining of rain water outside the Guest House.
- The rain water harvesting system was done in the Guest house for increasing ground water level.
- Compound wall has been raised on the right side of the Guest House.
- Changed broken floor tiles in Room No.103 with new one.
- Purchased new bed sheets, bedspread, linen etc.

**4. Physical Achievements for the Annual Plan 2013-14:**

- The Canteen block was renovated and was started on 22.01.2014 in Puducherry Government Guest House by the Indian Coffee Workers Co-operative Society, Puducherry so as to utilize by the Guest and by Public too.

- General alteration to the Guest House is being done to provide a very good ambience to the Guest House.
- Provided new parking tile floor in the left side of the building.
- LG Suite was completely renovated.
- A new wall panel has been provided in the Reception hall / First floor.

**5. Proposed Physical Targets for the Annual Plan 2014-15 :**

- To create 23 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.,
- Proposal to renovate and white wash the whole building.
- Purchase of 5 Nos. of new A/c. machine for the use of single room / Dormitory.
- Beautification of glass / panel in front side of the whole building.
- Purchase of new furniture to provide all rooms along with mattress and other interior decorations.
- To provide a separate RMU with distribution transformer for the Guest House.
- To purchase a two wheeler for office use.
- Partitioning of 6 Double bed rooms.

**6. Remarks :** Continuing Scheme

**Scheme No. 8**

Sector : TOURISM

Implementing Department : TOURISM

**1. Name of the Scheme :** Product / Infrastructure Development For Destination and Circuit

**2. Objective of the Scheme :**

The main objective of the Central Sponsored Scheme “Product/Infrastructure Development for Destination and Circuit” is to improve the existing tourism product and developing new tourism products to the work standard.

**3. Actual Physical Achievements made in the Annual Plan 2012-13 : --**

**4. Physical Achievements for the Annual Plan 2013-14:**

- Purchase of Water Sports Equipments, Chunnambar
- Flood Lighting of Heritage Monuments, Puducherry.
- Construction of Tourist Lodge at Chunnambar.
- Development of Pondicherry as tourist destination (Bharathi Park)

- Development of walkway along the river Arasalar in Karaikal.
- Revitalization of Gandhi Thidal and Craft Bazar in Puducherry.
- Development of Recreational Park at Buddha Lake in Yanam
- Development of Eco Beach at Karaikal
- Beautification of riverside and beach at Chunnambar in Puducherry
- Beautification and renovation of Botanical Garden at Puducherry.

**5. Proposed Physical Targets for the Annual Plan 2014-15 :**

- Development of Bahour lake in Puducherry as tourist destination
- Yoga Festival at Puducherry
- Karaikal Carnival at Karaikal
- Mahe Tourism & Adventure Carnival
- Development of Arikamedu as tourist destination in Puducherry
- Lighting of Heritage Monuments in Puducherry
- Riverside Walkway at Mahe (Phase -II)
- Development of pilgrim and tourist facilities at Thirukameswarar Temple, Villianur, Puducherry
- Water Treatment Plant at Nalankullam, Thirunallar
- Development of Queue Complex at Thirunallar.

**6. Remarks : Continuing Scheme**