

## TOURISM

Tourism in the U.T. of Puducherry has assumed the role of major economic activity having direct and indirect correlation with all other sectors. Our mission is to promote tourism 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 prime objective is to increase the average period of stay of the tourists. The city with a French flavour has been picked as one of the top weekend gateway destinations. The Govt. of Puducherry has planned various projects and activities to engage the visiting tourists. The Tourist arrivals have been an increase of 11.14% during the year 2014.

During 2014-15, the projects “Landscaping and tourist facilities around Yanam tower (Phase-I) “ was completed at a cost of ₹4.87 crores. “Development of Nallambal lake as tourist destination in Karaikal” was completed at a cost of ₹4.98 Cr. “Development of Heritage Precinct at Mahe” was completed at a cost of ₹1.83 Cr. The Northern Ring Road and Pilgrim facilities at Thirunallar under Temple Town Development project have been completed at a cost of ₹12.84 Crs. Further, new incentive scheme to facilitate the commercial operation of air service from Puducherry was introduced. New website for marketing destination was launched. To attract more tourists in this year, it is proposed to organize various events and a constant media campaign in Newspapers, Magazines, TV and Internet.

Creating more tourist attractions and facilities, cleanliness at the tourist spots, maximum utilization of CSS 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 2016-17.

## 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 2014-15 Actual Expenditure	:	4672.24
Annual Plan 2015-16 Approved Outlay	:	7110.69
Annual Plan 2015-16 Revised Outlay	:	6063.90
Annual Plan 2016-17 Proposed Outlay	:	11001.03

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2014-15	Annual Plan 2015-16		Annual Plan 2016-17	
		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 <b>(Including Thirunallar Temple Town Project)</b>	1653.151	1959.00	1703.44	2800.00	--
2	Tourism Promotional Activities	843.39	723.00	748.65	1254.00	--
3	Grant-in-aid, Share Capital, Assistance to Corporation and Institutions and Joint Venture	212.39	425.00	304.58	500.00	--
4	Strengthening of Tourism Department	157.79	163.00	145.88	170.78	--
5	Tourism Incentives and subsidies	100.00	50.00	20.00	100.00	--

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2014-15	Annual Plan 2015-16		Annual Plan 2016-17	
		Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay	Of which Capital Content
(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Negotiated Loan	307.76	2245.00	1700.00	1700.00	--
	<b>Sub-total</b>	<b>3274.48</b>	<b>5565.00</b>	<b>4622.55</b>	<b>6524.78</b>	<b>--</b>
	<b>Centrally Sponsored Scheme (CSS)</b>					
6.	Infrastructure development for Destination and Circuits (CSS)	1063.28	1035.00	1035.00	3905.66	--
	<b>Total (Plan + CSS)</b>	<b>4337.76</b>	<b>6600.00</b>	<b>5657.55</b>	<b>10430.44</b>	<b>--</b>
	<b>Guest House, New Delhi</b>					
7.	Maintenance of Government Guest House, New Delhi	197.19	410.00	262.00	472.00	--
	<b>Guest House, Chennai</b>					
8.	Maintenance of Government Guest House, Chennai	137.29	100.69	144.35	98.59	--
	<b>Total (Plan+CSS)</b>	<b>4672.24</b>	<b>7110.69</b>	<b>6063.90</b>	<b>11001.03</b>	<b>--</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 protect 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 2014-15 :**

- Payment of Rent for tourist Information Centre, Wallajah Road at Chennai.
- Provided Lawn arrangement around the e-toilet with base wall near Le Café, Beach Road Puducherry through Project Cell, PTDC
- Renovation of Govt.Tourist Home, Uppalam and conversion of Beach Marche into Beach Hotel at Karaikal.
- Development of Water park at Murunkapakkam under PPP mode Payment of consultancy charges for 3rd stage.
- Developed as special Tourism zone at Manapet under PPP mode payment of 4th stage consultancy charges.
- Payment made for the Electricity charges to Puducherry Airport.
- Appointed of empanelled consultancy organization for preparation of Detailed Project Report for Eco Beach at Puducherry, Development of Heritage area in Puducherry, Development of pilgrim and tourist facilities at Thirukameswarar Temple Villianur, Development of Bharathi Park, Development of Walk way at chunnambar.
- Provided basic Amenities in the site proposed for rehabilitation of beach vendors through Puducherry Municipality.
- State share release in CSS Project (i) Development of Arts & Crafts village at Murunkapakkam (ii) Beautification of riverside and beach development at Chunnambar (iii) Beautification of Botanical garden in Puducherry
- Manning the Tourist Information centre at TTDC complex, Chennai for one year.
- Payment made for Enhanced compensation to the land owners for acquisition of private lands in Karuvadikuppam revenue village for expansion of Puducherry Airport.
- Development and Maintenance of Website of Department of tourism by M/s.The Redhash Pvt. Ltd. Puducherry.

**4. Physical Achievements for the Annual Plan 2015-16:**

- Manning the Tourist Information centre at TTDC complex, Chennai for one year.
- Payment made for the Electricity charges to Puducherry Airport
- Payment of Rent for tourist Information Centre at Chennai.
- Payment made for preparation of Overview Master Plan for Arikamedu through HUDCO Chennai.
- Renovation of Govt.Tourist Home, Uppalam and conversion of Beach Marche into Beach Hotel at Karaikal, consultancy charges for 3rd stage to Hotel Pondicherry Ashok.
- Released an amount of Rs. 1.00 crore for Viability Gap Funds for operation of flight service from Puducherry to Bangalore by M/s Alliance Air, New Delhi.
- Payment made for Enhanced compensation for Acquisition of Land at karuvadikuppam revenue village for developing Puducherry Airport an amount of Rs. 202.00 crore
- Payment made for Improvements to the road leading to the Art & Crafts village at Murungapakkam through Project cell, PTDC.
- Development and Maintenance of Website of Department of tourism through M/s.The Redhash Pvt. Ltd. Puducherry.

**5. Proposed Physical Targets for the Annual Plan 2016-17 :**

- Thirunallar Temple town Project Works
- Consultancy charges for various Tourism Projects
- Purchase of New Boats
- Construction of Eco Cottage at Paradise Beach at Chunnambar
- Cleaning of Tourist Spots in all region.

**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. To increase awareness about Puducherry and its regions and to market the tourist products by organising cultural festivals and participation at various National level festivals.

### 3. Actual Physical Achievements made in the Annual Plan 2014-15 :

- 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, WTM Business print Magazine, London to attract tourist in Puducherry.
- Printing of Monthly magazine City Direct, Repos, Busi Hunt, Pamphlet/brochures/Tourist Map
- Celebrated of various festivals such as International Yoga Festival, Food Festival, New Year Eve, Heritage drive in Bullock Carts, World Tourism day, Karaikal Carnival, Yanam People's Festival, Mahe Mohortsavam Pandy Rhythm, petanque Tournament, Organizing Heritage Car Rally, Republic Day tableau, Pandy musical festival, Dance Festival Libration Day, Digital India Week. Sec-Sat musical programme, Air India tourism Quiz, Annual Freedom Jam, Pandy Photo exhibition, Artist Ecosystem, Cultural show, Drama Festival, Village craft Exhibition, World Music Day, Summer Swell Challenge, Puducherry Carnival, Classical Dance and Music Festival, Children's Day, Farm Fest, Mega kolam Festival, Art mela, Shopping entertainment etc.
- Continuing the services of Tourist Guard.
- Sponsorship for the events related Tourism.
- Participated in various Fairs in India and abroad such as 11th Globan Indian Festival and Tour Operators meet at Kulal Lumpur Malaysia, India International Travel Mart at Bangalore and Chennai, TTF at Mumbai, KTM at Kochi IITE at Indore, World Travel Market at London, Travel East & TTF at Kolkatta, India Travel mart at Goa, IITM at Chennai, IITT at Mumbai, National Convention on Environment conference at Chennai, India International Trade Fair at New Delhi, Travel Mart at Hyderabad, Travel Exhibition at Madurai, ITM at goaand TTF at Bangalore, ITTE at Nagpur etc.

### 4. Physical Achievements for the Annual Plan 2015-16:

- Released of advertisement in various souvenir, magazines/Newspapers, TV, FM Radio, and Media plan advertisement through Media Agency.
- Sponsorship for the events related to tourism
- Participated in various tourism and travel fairs and events in India & aboard.
- Conducted of every week, week end cultural programme.
- Celebrated of various festival such as World Tourism Day, Librtion Day, Yoga Day, Digital India Week Heritage Car Rally, Food Festival, International Yoga Festival, Independence Day celebration and Republic Day, musical festival, Artist Ecosystem music programme, Engagement of Empanelled Event Management organizations, Photography contest, Conduct of Cultural show, conduct of short Term cours, conduct of Kite Festival, Cultural awerness Drama Festival, conduct of Elections Symposium, Village Craft Exhibition at Sanjeevi Nagar, Puducherry, conduct of World Music Day-2014, Summer Swell Challenge for Sea surfing competition, Floating of Tableau in the Dasara Festival at Mysore, conduct of Air India Tourism Quiz, conduct of Islamic light music, Celebration of children's Day-2015
- Celebrated Mahe Mahortsavam at Mahe, and Yanam Peoples festival.

- Deployment of Tourist Guard in Puducherry, Karikal and Yanam
- Design & printing of various brochures and pictorial books

**5. Proposed Physical Targets for the Annual Plan 2016-17 :**

- Media plan advertisement through Agency
- Release of Govt. advertisements to promote Tourism and sponsorship for the events related to tourism.
- Participation in various tourism and travel fairs and events in India & abroad.
- Celebration of various festival such as International Yoga Festival, Karikal carinival, Mahe mahotsavam, Yanam Peoples festival, Independence Day, Republic Day, New Year Celebration, World Tourism Day, Heritage Car Rally, Food Festival, Libration Day, Yoga Day, Petanque, musical festival, etc.
- Deployment of Tourist Guard
- Printing of Pamphlets/broachers in high standard to attract tourist.
- Destination promotion in print, FM, Internet, website through Media campaign.

**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 :**

The PTDC besides its primary function of looking after the commercial part of promotion of Tourism in the Union Territory of Puducherry is also operating Catering service for the welfare of the public and Tourists. For maintaining seagulls and Le-café and organizing water sports in the back waters river Chunnambar at Puducherry and Araslar in Karikal, Mahe and river Coringa at Yanam, the Tourism Development Corporation would required sufficient funds.

To improve Tourism activities, PTDC conduct package tours to various parts in south India. It is also proposed to conduct package tours to pilgrim centers of Puducherry and TamilNadu State.

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 House Keeping, 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.

**3. Actual Physical Achievements made in the Annual Plan 2014-15 :**

- Released Grant-in-aid to PTDC to meet the expenditure on salaries for 2.00 Crore Granted share capital for renovation of seagulls and Le Café and other amenities.
- Released Grant-in-aid to Pondicherry Institute of Hotel Management & Catering Technology an amount of Rs.12.39 lakh.

**4. Physical Achievements for the Annual Plan 2015-16:**

- Released in Grant-in-aid to Pondicherry Institute of Hotel Management for Infrastructure facilities and Administrative expenses an amount of Rs.4.58 lakh
- Released Grant-in-aid to PTDC for Salaries an amount of Rs.2.50 Crore.

**5. Proposed Physical Targets for the Annual Plan 2016-17 :**

- Share capital contribution/Grant-in-aid to PTDC for Raising assets to the corporation and for taking the Developmental activities
- Grant-in-aid to Pondicherry Institute of Hotel Management & Catering Technology for meeting Salaries/CPF, Office & Administrative expenses and Infrastructure facilities.

**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 :**

To Strengthen and develop Tourism Department to the up coming developments in the Tourism industry with computerized and modernized infrastructure in the field of administration and e-governance, to provide adequate qualified staff and to strengthen places of Tourist Attractions and tourist accommodations of this heritage town.

**3. Actual Physical Achievements made in the Annual Plan 2014-15 :**

- Maintenance of Guest Houses, Directorate and other Administrative expenditure.
- Purchased Pillows, Bedsheet and foam matters Cleaning materials for Govt.Tourist Homes and Yatrivas.

**4. Physical Achievements for the Annual Plan 2015-16:**

- For development of website, software, 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 2016-17 :**

- 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 :**

Grant of 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 2014-15 :**

- Granted subsidies to Le Royal Park Hotel, Puducherry an amount of Rs.1.00 crore

**4. Physical Achievements for the Annual Plan 2015-16: --**

**5. Proposed Physical Targets for the Annual Plan 2016-17 :**

- Grant of financial subsidy to Star category Hotels/Resorts in Puducherry

**6. Remarks :** Continuing Scheme

**Scheme No. 6**

Sector : TOURISM

Implementing Department : TOURISM

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

**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 2013-14 : --**

**4. Physical Achievements for the Annual Plan 2014-15:**

- 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 2015-16 :**

- 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

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 2014-15 :**
  - 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.
4. **Physical Achievements for the Annual Plan 2015-16:**
  - 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.
5. **Proposed Physical Targets for the Annual Plan 2016-17 :**
  - Maintenance of Guest House building, furnitures and equipments including renting of Guest House on lease.
6. **Remarks** : Continuing Scheme

## Scheme No. 8

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 2014-15 :**
  - Renovated and white washed the whole building.
  - Beautified glass/panel in front side of the whole building
  - Purchased new furniture and provided to all rooms along with mattress and other interior decorations
  - Partitioned 6 Double bed rooms.
4. **Physical Achievements for the Annual Plan 2015-16:**
  - Canteen block was renovated.
  - Entire Guest House was renovated and the rooms were modified to that of a High class hotel.
  - All rooms have been paneled with Aluminium and the rooms have been air-conditioned.
  - All rooms are fitted with new room accessories like cupboard, fridge, emergency light etc.
  - All the bathroom fittings have been fitted newly in latest design.
  - Lifting of floor level in portico and around the guest house and laying of granite.
  - Laying of new sewerage lines from the guest house to the main Corporation line.
5. **Proposed Physical Targets for the Annual Plan 2016-17 :**
  - 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, front office works etc.
  - Purchase of 5 Nos. of new A/c. machines.
  - To provide a separate RMU with distribution transformer for the Guest House.
  - To purchase a two wheeler for office use.
  - Change the main gate.
  - Proposed to install CCTV for the safety of the guest.
6. **Remarks** : Continuing Scheme