



PONDICHERRY TOURISM-A SCENARIO

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Abstract

Tourism is a major engine of economic growth in most parts of the world, and the World's largest industry in creation of jobs across national and regional economies. Increased tourism pushes governments to accommodate visitors as aptly as possible. This paper is pertains to the Union Territory of Pondicherry. Tourism as a means of economic growth and social integration, the ultimate aim of the Union Territory of Pondicherry is to develop Pondicherry as a major source of employment and income generation sector. . There are many investment opportunities exists in Pondicherry to develop Star and Heritage hotels, Amusement parks, Multiplexes, Food courts, Beach resorts, Eco-tourism, Health spas, Art and Craft village and other tourism related products.

Key Words: Heritage Hotels, Multiplexes, Food courts, Health spas, Eco-tourism

Introduction

"The one land that all men desire to see and having seen once, by even a glimpse, would not give the glimpse for all the shows of all the rest of the globe combined."

----- Mark Twain on India

On the 30th October, 2001, in the Chief Ministers' Conference, then the Prime Minister of India, Shri Atal Bihari Vajpayee had stated "Tourism is a major engine of economic growth in most parts of the world. Several countries have transformed their economies using the tourism potential the fullest--Tourism has great capacity to create large scale employment of diverse kind—from the most specialized to the unskilled and all of us know that generation of massive productive employment opportunities is what India needs the most".

Tourism is the World's largest industry and creator of jobs across national and regional economies. According to the recent statistics from the W T O, tourism provides almost 10% of the world income and employs almost one tenth of the world's work force.W T T C, s forecast reveals that in 2010 tourism will generate indirectly and directly, 11.7%of G D P and nearly 255 million jobs in the world wide economy. This paper is pertains to the Union Territory of Pondicherry.

The union Territory of Pondicherry consists of four isolated regions namely Pondicherry, Karikal, Yanam and Mahe. Pondicherry region.is geographically located in the state of TAMILNADU and administratively comes under the Union Territory of Pondicherry In the beginning



"TOURISM" was functioning in the department of Information, Publicity and Tourism. In the year 1986, a separate Directorate for Tourism was created, and in the same year Pondicherry Tourism Development Corporation was also established. While preserving and protecting the environment and heritage, and with the active participation of the private sector and the local host communities, and with a view to promote sustainable TOURISM as a means of economic growth and social integration, the ultimate aim of the Union Territory of Pondicherry is to develop Pondicherry as a major source of employment and income generation sector.

Review of Literature

Lanfant and Allock (1995) The positive aspect of tourism is emphasizes mainly as a source of foreign exchange a way to balance foreign trade. Besides the economic benefits, tourism can provides social benefits for local communities. Increased tourism pushes governments to accommodate visitors as aptly as possible. However tourism development can cost the local government and local tax payers a great deal of money.

According to Hall (2000) Government has realized that the long-term potential tourism is not only for generating revenue but also as a promoter of International peace and goodwill. Consequently many countries are busy capitalizing on the comparative advantage that they may have in the tourism area. The comparative advantage for tourism can often aid developing nations in earning foreign exchange more

rapidly and with less difficulty than would be true for other products.

Tei vin Singh (2001) Says that despite the negative impact, tourism provides a powerful stimulus to development. Hence developed and developing countries are desperately trying to promote tourism. But mass tourism has been linked to negative environmental impacts. He supports community based and human centered tourism might protect local culture and ensure sustainability by ensuring environmentally- friendly activities.

According to World Tourism Organization (WTO) (2001) the number of international tourists increased from a mere 25millions international arrivals in 1950 to 699million in 2000. correspondingly to an average annual growth rate of 7 percent. In the same period, international tourists' receipts at current prices and excluding international transport costs had an average growth rate of 11percent.

Objective:

The main objective of this research is to highlight the place of the Union Territory of Pondicherry in tourism both at National and at International level by identifying the Tourism locations that promote good market opportunities and to know the factors those results on Tour to be more delighted of tourists.

Database and methodology:

The study is purely based on secondary data the sample observations



are 14 years. The reference period of the study is from 2001 to August, 2014. The required information was obtained from records of Tourism Department, Pondicherry.

In order to know the trend and pattern of the rate of growth of Tourism (of both Domestic and Foreign tourists), growth rates were calculated.

Findings:

Having a place of history and preserved colonial charm, Pondicherry is well established tourist circuit. It has many things like, 1. Attractive

Government incentives 2. Reliable Power and good roads. 3. Projected requirement of 9.840 hotel rooms by the year 2011.

4. Growing yearly tourist inflows – Domestic 11, 00, 000, Overseas 75,000. There are many investment opportunities exists in Pondicherry to develop Star and Heritage hotels, Amusement parks, Multiplexes, Food courts, Beach resorts, Eco-tourism, Health spas, Art and Craft village and other tourism related products.

Growth of Tourism in Pondicherry

Year	Domestic Tourist	Foreign Tourist	Total Tourists	Growth rate in %
2001	476804	22115	498919	----
2002	480519	20094	500613	0.33
2003	500139	25559	525698	5.01
2004	558445	32053	590498	12.32
2005	574011	36009	610020	3.33
2006	652245	46273	698518	14.50
2007	798528	57682	856210	22.57
2008	827799	60306	888108	3.72
2009	551192	54038	905230	1.93
2010	835872	50964	886836	2.03 ***(-)NG
2011	897986	52298	950284	7.15
2012	981714	52931	1034645	8.88
2013	1068184	61516	1129700	9.18
2014 upto August.	724792	49953	774745	7.50

(Source: Information gathered from the records of Department of Tourism, Govt. of Pondicherry) Note: *** (-) NG = Negative Growth



From the table above it is very clear that the rate of growth of tourism in the Union Territory of Pondicherry was positively increasing, and it was much higher of 13% during 2005-2006. And it started declining from the year 2007 because the adverse effect of the TSUNAMI that directly hit the Pondicherry on the 26th December, 2006, and because of the natural calamity that took place in the Union Territory of Pondicherry in the year 2010, the rate of growth of tourism in Pondicherry has gradually come down and it becomes even negative growth of 2.03% in the year 2010.

Other Services Provided:

Pondicherry has become one of the most popular tourist places in India, offers many incentives to the investors in tourism. Similarly incentives including investment subsidies and exemption of luxury tax and special incentives are also offered for heritage hotels. The tourist department has setup tourist information centers in Pondicherry, Chennai, and Karaikal for furnish information to the visiting tourists. Publicity materials like city maps traveler handbook accommodation particulars CDs are available in information centers.

Pondicherry Tourism Development Corporation (P.T.D.C.) is arranging different package tours including daily local site seeing tours to the tourists and local people. The corporation is also running Boat Houses, Restaurants in various tourist places to cater the needs of the tourists. Pondicherry Road Transport Corporation

(P.R.T.C.) is providing transport facilities connecting various cities of neighboring states. The department is also providing accommodation to the budget class tourists in Yatri Nivas, Govt. Tourist homes in Pondicherry and Karaikal. Many people prefer Pondicherry not only for the sake of tour but for also the other purposes like 1. Attr and Culture Crafts, 2. Shopping, 3. Health and Wellness, 4. Gourmet, 5. Faith based 6. M.I.C.E, 7. Sports-Adventure and Recreational, 8. Filming, 9. Heritage walks. 10. Education, 11. Nature and Wild life, 12. Rural tourism, and 13. Eco-tourism.

Conclusion

Having a place of history and preserved colonial charm, Pondicherry is well established tourist circuit. It has many things like, Attractive Government incentives Reliable Power and good roads. Projected requirement of 9.840 hotel rooms by the year 2011. Growing yearly tourist inflows –Domestic 11, 00, 000, Overseas 75,000. There are many investment opportunities exists in Pondicherry to develop Star and Heritage hotels, Amusement parks, Multiplexes, Food courts, Beach resorts, Eco-tourism, Health spas, Art and Craft village and other tourism related products. It is concluded that the Pondicherry can develop as a tourist place if sufficient facilities provided to the visitors.



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