

# DEVELOPMENT AND OPERATION OF FIVE STAR CATEGORY RESORT AT PONDICHERRY

## INTRODUCTION

- Tourism has become the world's largest industry, generating wealth and employment. Tourism as an instrument of economic development will steadily take an even greater importance in future. There are grounds for optimism about the economic benefits from tourism sector to the developing countries.

- Pondicherry endowed with great natural beauty as well as rich cultural heritage has emerged as one of the most sought after tourist destinations. It has been blessed with many diverse attractions including a coast line of 32 km, palm-fringed beaches, back waters, fishing villages, resorts, the famous Sri Aurobindo Ashram, the international city of Auroville , the French boulevard town



with its French heritage and so on.

- ➔ The effort of Pondicherry tourism is to promote Pondicherry as a unique destination for the mind and spirit of the tourist who is looking for an authentic experience that will connect him to his inner self. In this context, five star category resorts promoted by Pondicherry tourism department is timely and fits well with the new trends in the tourism sector.

### TOURISM PROFILE OF PONDICHERRY

- ➔ Pondicherry , a part of the union of territory of Pondicherry , is situated on the coromandel coast about 160 kms South of Chennai. Pondicherry is a unique confluence of ancient heritage and modern advancements and where the Indian essence is found with a French flavour. The inherent advantages of Pondicherry are:

- Proximity to Chennai, with its domestic and international airport and a port.
- Pondicherry and Chennai are well linked through picturesque East Coast Road (ECR)
- Highly developed industrial and social infrastructure
- Friendly, supportive and



proactive government

- Attractive package of incentives and concessions.
- Highly qualified man power.
- Proposal to start air taxi operations
- In addition several mega development projects like pondicherry beach development, establishment of special economic zone, port development, destination development plan etc. will provide the required impetus for the overall growth of the economic profile of the region.

➡ Pondicherry has many places of tourist interest and notable among them are:

Bharati Park, Aayi Mandapam, Pondicherry Museum, Ananda Ranga Pillai Mansion, Bharati Museum, Auroville, Sri Aurobindo Ashram, Government Square, Pondicherry Beach, Boat House, Botanical



G

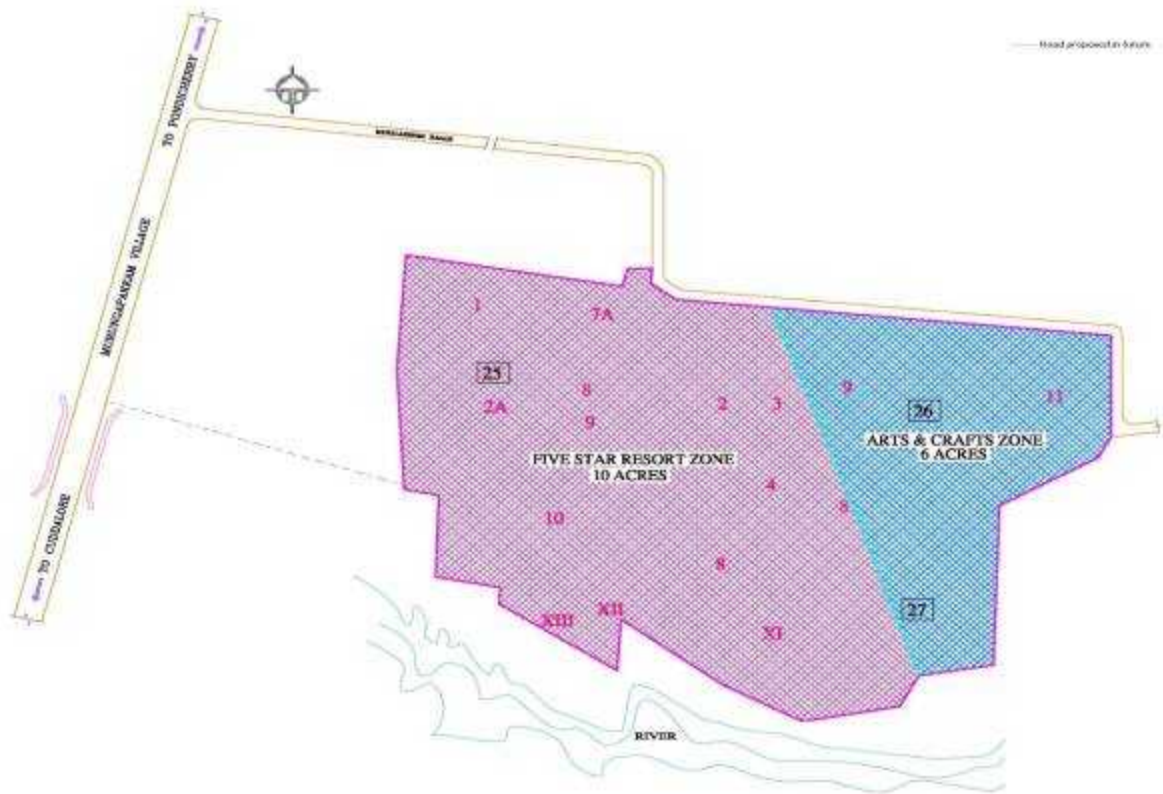
arden, Churches, Temples, Mosques

- ➔ Pondicherry attracts both foreign and domestic tourists. The primary motivation for majority of the tourists visiting Pondicherry is the attraction of the place as a leisure and holiday destination. The number of tourists visiting the place is growing steadily every year. Tourists arrivals to Pondicherry during the last nine years is given below:

## TOURIST ARRIVALS IN PONDICHERRY

Year	Domestic Tourist	Foreign Tourist
1997	4,01,040	20,774
1998	4,06,990	18,501
1999	4,49,429	22,983
2000	5,27,274	23,878
2001	4,76,804	22,115
2002	4,80,522	20,094
2003	5,00,139	25,559
2004	5,58,445	32,053
2005 upto September	4,28,522	25,109

LOCATION



**Click the Picture to view  
the Site Photographs**

➤ The site identified for development of five star category resort is spread over an area of 10 acres and located in Murungapakkam village about 4 km from Pondicherry Town. The site has the right blend of ambience and scenic surroundings being located on the banks of Ariyankuppam River in a very picturesque place and near the archeologically significant Arikamedu Roman Settlement Site. Arikamedu is almost opposite to the project site across the river and further down the river a Yacht Marina is planned.

➤ Pondicherry tourism is planning the state of the art Arts & Crafts Village abutting the project site. This project while enhancing the tourism potential of the region shall also complement the five star resort in terms of visitors attendance, revenue generation etc.



➤ The land is owned by Government of Pondicherry and is free from encumbrance.

➤ The site is located off the Pondicherry – Cuddalore road with excellent connectivity.

➤ The present access to the site is from the off road from the Pondicherry – Cuddalore main road. An alternate access to the site is also planned directly from the main road.

➤ The advantages of the site are:

- Proximity to the developed town Pondicherry



of

- Access to established social and tourism infrastructure
  - Ability to attract tourists
  - Adequate transport linkages
  - Presence of Ariyankuppam river will be a unique core offering for resort development and fun activities in the resort including water based themes
  - Nearness to Arikamedu Roman Settlement site will be an added advantage
  - The site terrain is generally flat with highly fertile soil to plan lush green landscaping and greenery.
- 
- Already developed thick green cover in the site provides natural ambience.
  - Increasing foreigner visitation to Pondicherry will add on to the tourist potential of the project besides earning valuable foreign exchange revenues for the country.
    - Increased employment opportunities will uplift and enhance the Socio-Economic profile of the local population.
    - Being the first of its kind in the region will facilitate the project to enjoy monopoly as a unique tourist destination of the region.

## THE THEME AND FACILITIES ENVISAGED IN THE FIVE STAR RESORT COMPLEX

- The developer shall have full liberty to plan the facilities within the available land of 10 acres. However, as a guiding tool the Department of Tourism, Government of Pondicherry has envisaged a broad theme for the proposed resort complex as highlighted below:
  
- The five star category resort is designed with entire family in mind and the resort shall offer apartments with the best of amenities and services for ultimate comfort of the visitors.
  
- The resort shall be designed to themes and shall be spread over lush, landscaped location with well-furnished rooms, multi cuisine restaurants, bars, health clubs as well as indoor and outdoor games. There shall be choice of accommodation for the visitors depending upon the size of the family and their choice. Each apartment shall be fully furnished and will consist of separate living and dining areas. The resort shall also have the following integrated facilities among others.
  - Specialty Restaurants
  - Safe Deposit Lockers
  - In House Laundry Service
  - Travel Desk

- Foreign Exchange Desk
- Yoga Centre
- Library
- Curio Shop
- Beauty Parlor
- Business Centre Doctor on Call
- Left luggage room
- Convention centre
- Water sports
- Health club / SPA
- Ayurvedic and naturopathy programmes
- Therapeutic centre
- Massage centers
- Gymnasium
- Swimming pool built on heritage and traditional style

#### ELIGIBILITY CRITERIA FOR DEVELOPERS

- ➔ The Company should have experience of setting up at least one similar Project in Hospitality Sector in India or abroad

- The Net Worth of the Company should not be less than Rs. 30 Crores at the time of submission of this Lol
- The Company should have an annual turnover of atleast Rs. 20 Crores in the last 3 years of operation
- The Company should have the capacity to invest atleast Rs. 10 Crores in the Project within one year
- Preferably international tie ups with companies which are world class in their respective areas of speciality

#### INFORMATION TO DEVELOPERS

- The companies would be short listed on the basis of eligibility criteria and would be asked to bid thereafter on the percentage annual revenue share amount. The land would remain the property of Government of Pondicherry. The agreement would be for a period of 33 years.
- A fixed annual license fee would be charged in addition to the revenue sharing amount
- It is desirable that each Bidder submits their Bid after visiting the site and ascertaining for themselves the location, surroundings, or any other matter considered relevant by them at their cost.
- Department of Tourism, Government of Pondicherry reserves the right to modify, expand, restrict, scrap the project or reject an Expression of Interest without assigning any reason

- Interested companies fulfilling the above criteria may send their Expression of Interest with concept plan latest by 21<sup>st</sup> June 2006 .
- A pre bid conference would be held on the first week of July 2006 with the first level screened companies.
- For further information please contact :

P.Gautham Reddy

Director of Tourism

Government of Pondicherry

40, Beach Road

Pondicherry – 605 001, India

Ph: 0413-2333590

Fax: 0413-2221022