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**ANDAMAN & NICOBAR  
ADMINISTRATION  
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PORT BLAIR**

**TOURISM POLICY**



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## **DRAFT TOURISM POLICY FOR ANDAMAN & NICOBAR ISLANDS**

### **1. INTRODUCTION :**

Tourism is one of the fastest growing sectors in the world with a sustained annual growth rate of more than 5% over the last 15 years. Globally, domestic tourism is about 10 times greater than international tourism inflows wherein India's share is around 4.6%. However India's share of international tourists is much less- a mere 0.38%. Given the diversity of flora and fauna and topography of the country, the potential for tourism is immense.

### **2. TOURISM IN A&N ISLANDS**

Tourists have been trickling into the islands from the late 80s/early 90s. There is tremendous scope for adventure sports, scuba diving & snorkeling, swimming, sun-bathing, trekking and just soaking in nature in its most beautiful manifestations. However, in the absence of a clear tourism policy and a strategic implementation plan, the tourist potential of these islands has remained untapped.

### **3. PROFILE OF THE ANDAMAN AND NICOBAR ISLAND**

Area	8249 sq.km
Number of islands	572
Inhabited islands	37 (2001 Census)
Population	3,56,152 (2001 Census)
Estimated population -2009	4,65,000
Climate	Tropical
Area under forest cover	90 %
Humidity	70-90%
Tribes	06

Endemic birds	39
Endemic plants/animals	150 species
Average annual rainfall	3200mm
Coast line	1912 km(1/4 <sup>th</sup> of India's 7500km)
Exclusive economic Zone	6,00,000 sq.km (30% of India's EEZ of 20,00,000 sq.km )
Natural hazard profile	Seismic Zone V
<b>Tourist arrivals -2008</b>	<b>Domestic - 123914</b> <b>Foreign - 12512</b> <b>Total - 136426</b>

#### 4. BENCHMARKING OF A&N ISLANDS

As an island tourism destination, the Andaman Nicobar islands need to be benchmarked with similarly placed tropical island destinations in the world, rather than with other tourism destinations in India or elsewhere. A data base of 28 tropical island nations in the world provides excellent benchmarks for A&N islands.

- A&N islands have a per capita income of US \$ 637 (2005)
- 23 out of 28 tropical island nations have per capita income of more than \$ 2000 (2005)
- 10 tropical island nations have per capita income more than \$ 5000 (2005)
- Out of the 28 tropical nations, 18 island nations are less than 1000 sq.km in area and are relatively small compared to A&N islands. Out of the remaining 10 tropical island nations, Srilanka (65610 sq.km), Philippines (300000 sq.km) and Madagascar (587041 sq.km) are excluded for comparison in view of their large land mass.

4.1 The comparison with the remaining 7 large island nations is indicated below.

**BENCHMARKING OF ANDAMAN AND NICOBAR ISLANDS**  
**VIS-À-VIS LARGE TROPICAL ISLAND NATIONS**  
**(AREA GREATER THAN 1000 SQ.KM)**

Name of island/ island nation	Area (Sq.Km)	Population in lakh 2001-05	Density of population ( <i>net density of population</i> )	Per capita income 2005 in \$	Area under forest (%)	Area under agriculture (%)	Tourist arrivals (in lakhs) 2005
<b>A&amp;N islands</b>	<b>8249</b>	<b>3.56</b>	<b>43 (431)</b>	<b>637</b>	<b>90</b>	<b>2.3</b>	<b>0.56</b>
Solomon islands	28896	5.81	20 (180)	1900	88.8	0.03	<b>0.09</b>
Trinidad and Tobago	5128	10.56	206 (416)	21700	50.5	26	<b>4.63</b>
Fiji	18274	9.18	50 (91)	4100	44.6	35	<b>5.50</b>
Samoa	2831	2.17	77 (122)	5400	37.2	33	<b>1.01</b>
Vanuatu	12189	2.11	17 (27)	2900	36.7	12	<b>0.62</b>
Jamaica	10830	27.80	257 (367)	4800	30	47	<b>14.78</b>
Cape Verda	4033	4.99	124 (157)	7000	21.1	18	<b>1.97</b>

- *Net density of population excludes area under forest.*
- *lakh ---one hundred thousand*

**4.2 BENCHMARKING OF ANDAMAN AND NICOBAR ISLAND WITH**  
**SMALL ISLAND NATIONS (AREA LESS THAN 1000 SQ.KM)**

Name of the island/ island nation	Area (sq. km)	Population (in lakh)	Density of population ( <i>Net density of population</i> )	Area under forest (%)	Tourist arrivals in lakh (2005)	Per capita income in 2005 (US \$)
<b>A&amp;N Islands</b>	<b>8249</b>	<b>3.56</b>	<b>43 (431)</b>	<b>90</b>	<b>0.56</b>	<b>637</b>
Barbados	430	2.82	656 (688)	4.7	<b>5.47</b>	<b>18900</b>
Maldives	300	3.86	1287(1331)	3.3	<b>3.95</b>	<b>4600</b>
Seychells	451	0.82	182 (546)	66.7	<b>1.29</b>	<b>16600</b>
Singapore	707.1	46.08	6517 (6739)	3.3	<b>89.43</b>	<b>49990</b>

- *High per capita income is positively correlated with Tourist inflow.*

- 4.3 Relatively small island nations like Barbados, Maldives, Seychelles, and Singapore have much larger inflow of tourists and much higher per capita income. In the case of Maldives, tourism receipts are the main export revenue accounting for about 30% of GDP.
- 4.4 Tourism not only generates employment but also upgrades human skills. It calls for an array of service providers. An integrated approach is therefore required for its development. However, uncontrolled growth of this industry can damage the fragile ecology of the islands, can corrupt local culture and lifestyles and also introduce social tensions. Therefore it is imperative that while growth of tourism in A&N Islands is encouraged, it should not be at the cost of environment and the harmonious culture in these islands.
5. **VISION:** To develop the Andaman & Nicobar Islands as a unique eco-friendly tourist destination and generate income and employment for local enterprise.
6. **MISSION:** The Tourism policy of A&N islands aims to promote sustainable tourism by developing eco-friendly tourist infrastructure of International standards through Public and Private Sector initiatives and also through public-private partnerships.

## 7. **SWOT ANALYSIS**

### a. **STRENGTHS**

- Large number of outstanding, sandy, safe and unexplored beaches, beautiful meandering mangrove creeks, lush green forests.
- Bio diversity: variety of flora, fauna, tropical forests and coral reefs.

- Unique tourist attractions, such as lime stone caves, Mud volcano, Parrot island and the only active volcano i.e. Barren Island.
- Communal harmony, high literacy level

**b. WEAKNESSES**

- Distance from the mainland, high cost of development of infrastructure and high travel expenses.
- Lack of basic as well as quality tourism infrastructure like accommodation, poor inter-island connectivity, inadequate transport facilities like speedboats, helicopter services, lack of sewage disposal system, solid waste management system, non-availability of skilled /trained manpower, lack of entertainment activities.
- Uncertainty amongst investors about government policy.

**c. OPPORTUNITIES**

- Scope for promotion of adventure sea sports
- Marketing of unexplored destinations
- Leisure tourism
- Game fishing
- Coastal trekking and jungle trekking
- Medical tourism
- Creek Tourism
- Cruise Tourism
- Honeymoon Tourism
- MICE (Meetings, Incentives, Conventions & Exhibitions) Tourism/ Business Tourism.
- Proximity to Singapore, Indonesia, Thailand, Malaysia

**d. THREATS**



- Degradation of natural resources.
- Fragility of Forest and Marine ecosystem.
- Loss of bio diversity

## 8. **OBJECTIVES**

The objective of the A&N Administration is to promote sustainable tourism in the islands in such a way that it would benefit the local community by generating employment and contribute to the economic growth of this Union Territory without disturbing the ecological balance. To this end it would endeavor to :-

- i. Promote eco-tourism with a view to protect the fragile eco-system.
- ii. Harness the U.S.P of the islands being gifted with excellent Scuba Diving Sites.
- iii. Project a tourist-friendly image to the domestic market and the world at large as one of the best island tourism destinations in the world.
- iv. Become the number one Indian tourist destination in terms of per capita visitor's expenditure.
- v. Focus on international tourism by networking these islands with South East Asian tour packages.
- vi. Develop world class infrastructure i.e. hotels, resorts, transport and communication.
- vii. Identify 5-6 islands for focused development.
- viii. Identify potential sites for nomination as World Heritage Sites under the category of natural heritage.
- ix. Promote traditional artisans and the handicraft sector.

## 9. **ROLE OF U.T ADMINISTRATION**

The A&N Administration will play a key role in achieving the objectives by :

- a. Augmenting infrastructure facilities.



- b. Providing the required support facilities and incentives to investors to encourage private investment in the tourism sector.
- c. Facilitating availability of trained manpower by providing training and exposure to local youth.
- d. Preparing master plans/and strategies.
- e. Providing faster mode and adequate transport facilities for connectivity.
- f. Providing basic amenities like drinking water, toilets, changing rooms, eateries, life guards, first aid etc in places of interest/beaches opened for tourism activities.
- g. Launch media campaigns for promotion of tourism and for attracting tourism investment.
- h. Ensuring adequate safety and security for tourists.
- i. Ensuring that in all tourism infrastructure development projects, minimum 60% of the employees should be from the islands.
- j. Inter-departmental coordination
- k. Establishing appropriate regulatory frameworks, with emphasis on self regulation.
- l. Encouraging public-private partnership.

## **10. STRATEGY**

### **(i) CHANGE OF ROLE**

To reorient government role from a tourism-service provider to a facilitator and regulator. The existing guest house properties of Tourism department occupy prime locations. However, this advantage has not been optimally harnessed due to certain inherent handicaps. Therefore, efforts will be made to renovate/refurbish and run the existing guest house properties of the department through Public Private Partnerships.

### **(ii) LAND CONVERSION**



To create an enabling environment for conversion of land to commercial use for tourism development. However with a view to safeguard primitive, vulnerable and indigenous tribes of the islands, no tourism activity will be allowed around the protected Jarawa buffer/area notified under the Protection of Aboriginal Tribes Regulation, 1956. Similarly no land conversion will be allowed within 50 meters of the high tide line in tourist designated sites. Land conversion at other sites will be subject to the provisions of CRZ regulations.

(iii) **SINGLE WINDOW**

To introduce a single window system to facilitate clearances for tourism related projects and to provide tourism related information

(iv) **HOME STAY**

The people of Andaman are tourist friendly. They enjoy multi religious, multi ethnic, multilingual co-habitation in their family system which can generate an element of surprise for tourists, with an excellent example of national integration/ mini India. Extending hospitality in such houses by way of Home Stay will enrich the tourism experience in these islands and also boost community participation in tourism promotion. This will also supplement tourist accommodation. A classification/approval system will be put in place to facilitate Home stay.

(v) **STRATEGIC PARTNERSHIPS**

Formulate strategic tourism partnerships with neighboring international destinations like Phuket for leveraging increased visits to these islands.

(vi) **ENCOURAGING ENTREPRENEURSHIP IN TOURISM:**

The Administration will provide subsidies for tourism projects through Industries Department. The eligibility for availing the

subsidy schemes is that the enterprises need to be registered in A&N Islands with the District Industries Centre, Port Blair under the Micro, Small and Medium Enterprises Act, 2006.

a) Capital investment subsidy for Micro and Small Enterprises.

Maximum Subsidy : 25% on fixed capital investment, subject to maximum of Rs.50 lakhs in South, Middle and North Andaman. 50% subsidy is available in Nicobar District subject to maximum of Rs.50 lakhs. (Nicobar District is presently not open for tourism, except Campbell Bay)

b) 50% Subsidy for procurement of Pollution control equipment, captive power generation sets, solar power, wind power, Bio-mass and Hydro Power for micro and small enterprises.

Maximum Subsidy : Rs.7.50 lakhs.

Details of schemes are available on Administration website [www.nic.in](http://www.nic.in) under announcements.

## **11. INTER-DEPARTMENTAL COORDINATION**

In order to achieve the objectives of this policy, a Steering Committee for coordinated action will be constituted under the Chief Secretary, with the following members :-

1. Director General of Police
2. Principal Chief Conservator of Forests
3. Secretary (Tourism)
4. Secretary (Planning)
5. Secretary (Finance)
6. Secretary (Shipping)
7. Secretary (Sports, Arts & Culture)
8. Secretary (Civil Aviation)
9. Secretary (Industries)
10. Secretary (Public Works department)
11. Secretary (Rural Development/Panchayats)

12. Secretary (Education)
13. Secretary (Revenue)
14. Chief Engineer (Public Works Department)
15. Chief Wild Life Warden
16. Nominee of Ministry of Tourism, not below the rank of Director
17. Nominee of Ministry of Civil Aviation, not below the rank of Director
18. Director(Tourism), A&N Administration - Member Secretary

11.1 The Steering Committee would meet at least once in six months and focus on :

- Renew of policies & strategies for development of tourism including investment in the sector.
- Renew of standards, classification norms and guidelines for various tourism related activities/services.
- Improvement of facilities for visitors.
- Facilitate potential investors in obtaining clearances for tourism projects.
- Facilitate the implementation of tourism infrastructure projects and removal of the bottlenecks in implementation of such projects.
- Advise on publicity and marketing of the Andaman Islands as a top end tourist destination, within India and abroad.
- Advise on research, studies and documentation.
- Review implementation of the Tourism Policy and suggest course corrections.

11.2 The departments associated with the Tourism sector would comply with the recommendations of this committee in a time bound manner.

## 12. **ADVISORY COMMITTEE ON TOURISM**

The Steering Committee may seek advice or refer matters related to development of tourism in the Islands, to an Advisory Committee, constituted from amongst tourism industry stake holders as outlined below :

1. Secretary (Tourism) - Chairman
2. President Andaman Chamber of Commerce and Industry-Port Blair - Member
3. President –Hotel and Restaurant Owners Association –Port Blair - Member
4. President –Association of Tour Operators-Port Blair - Member
5. President- Tourism Guild – Port Blair Member
6. Representative of Scuba Diving Operators Association-Andaman - Member
7. Representative of Boat Operators Association-Port Blair - Member
8. Head of the Dept. Tourism Studies JNRM –Port Blair - Member
9. GM ANIIDCO- Port Blair - Member
10. Director (Tourism) - Member Secretary

## 13. **REGULATORY FRAME WORK**

### 13.1 **COASTAL REGULATION ZONES**

The Andaman and Nicobar Islands fall in C.R.Z -IV. Accordingly no new constructions are permitted within 200 meters of the High tide line, except for facilities for generating power by non conventional energy sources, desalination plants, construction of Airstrips, and associated facilities.

The no construction zone can be reduced to 50 meters in the identified stretches of the islands in the UT, selected and declared by the

Central Government for promotion of tourism based on Integrated Coastal Zone Management study conducted or commissioned by the Ministry of Environment and Forests. The details of the CRZ notification are available at [www.forest.nic.in](http://www.forest.nic.in) under regulations /crz notification.

### **13.2 RESTRICTED AREA PERMIT**

Andaman and Nicobar islands is a restricted area under the Foreigners (Restricted Areas) Order, 1963 and no foreigners can enter or stay in the island without obtaining permit from competent authority .At present foreign tourists are permitted to stay for a period 30 days which can be extended for another 15 days as per powers delegated to the Administration by the Govt. of India. The Superintendent of Police, South Andaman District is the competent authority in this regard. The details of places open for foreign tourists are available at [www.and.nic.in](http://www.and.nic.in) under “visit to Andaman/entry formalities for foreigners”.

### **13.3 LOW PLASTIC TERRITORY**

The A&N Administration has issued notification under the Environment (Protection) Act, 1986 in 2009 banning use of plastic carry bags in the islands made of virgin or recycled plastics, which do not conform to minimum thickness of 70 microns. Accordingly no persons can use, manufacture, stock, distribute or sell carry bags in the entire Andaman and Nicobar islands of thickness below 70 microns.

Further, use of plastic carry bags has been banned in all National Parks, Wildlife Sanctuaries, Beaches and tourist destinations like Ross Island, Viper islands, Mud volcano, and Lime stone caves at Baratang.

#### **13.4 TOURISM TRADE REGULATIONS**

The Department will frame regulations for the tourism trade, to prevent exploitation of tourists and to ensure their safety and security. The Department of Tourism will be empowered to license and inspect establishments that provide services to tourists. Complaints from tourists would be covered under the provisions of these regulations. The emphasis will be on self regulation.

#### **13.5 SCUBA DIVING**

The tourism department will exploit the U.S.P of the islands as one of the ideal dive destinations in Asia. To tap this unexplored potential, a well defined Scuba diving policy incorporating adequate safety regulations will be put in place. Scuba diving centers with certified instructors, decompression chambers etc. will be promoted in major dive centers in the islands on PPP mode. The emphasis will be on self regulation.

#### **14. CRUISE TOURISM**

The Administration will encourage cruise tourism, yacht tourism, sail-boat regattas, and house boats in creeks and other allied activities. Efforts will be made to popularise these islands as a destination for cruise tourism in cruise tourism markets/locales. Policy on cruise tourism as laid down by GoI will be followed. Key features of the Cruise Tourism policy may be seen at “[www.shipping.nic.in](http://www.shipping.nic.in)” under policy.

#### **15. FOREIGN DIRECT INVESTMENTS IN TOURISM**

Foreign Direct investment in hospitality sector is permitted in consonance with guidelines of Government of India. Details of present F.D.I norms may be seen in the Manual on Foreign Direct Investment in India- Policy and procedures published by the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, GoI. For details log on to: [www.dipp.nic.in/manual](http://www.dipp.nic.in/manual). In Tourism sector, the Govt. of India has allowed 100% F.D.I

#### **16. FILM SHOOTING**

Andamans being blessed with unparalleled scenic beauty attracts film producers (both domestic and foreign) to shoot their documentary and feature films in the islands. Procedures are stipulated in Government of India guidelines set out by the Ministry of Information and Broadcasting and Ministry of External affairs. For links log on to: [www.mib.nic.in/codesguidelinespolicy/films](http://www.mib.nic.in/codesguidelinespolicy/films) for shooting of foreign feature films in India step by step guide. For shooting of documentary films in India by foreign producers log on to: [www.meaindia.nic.in](http://www.meaindia.nic.in).

17. **PROTECTION OF ABORIGINAL TRIBES REGULATION**

The Andaman & Nicobar Islands (Protection of Aboriginal Tribes) Regulations, 1956 as amended from time to time provides safeguards for protection of aboriginal tribes of these islands viz: the Andamanese, Jarawas, Onges, Sentinelese, Shompens and Nicobarese. Habitats have been notified as 'Reserved Area' for this purpose. For details of PAT Regulations and notifications visit [www.and.nic.in](http://www.and.nic.in) under Tribal welfare department.

## 17. ACTION PLAN

### A. (SHORT TERM)

#### a) INTEGRATED DEVELOPMENT OF TOURIST CIRCUITS

Develop infrastructure facilities within the identified Tourist circuits through Central Assistance from Ministry of Tourism; G.o.I. In the first instance, infrastructure in tourism circuits connecting Port Blair-Neil-Havelock-Baratang islands will be developed. Cruises will also be introduced in Neil, Havelock, Baratang Circuits.

(Time Frame: By 2010)

Another circuit connecting Cellular Jail, Port Blair-Ross island and Viper island will also be taken up for development.

(Time Frame: By 2011)

#### b) WAY SIDE AMENITIES

Develop wayside amenities with cafeteria, public conveniences, mini-store, pharmacy etc. in every major tourist destination. Way side amenities will be set up at Jirkatang No.2 in South Andaman and at Billiground in Middle Andaman to begin with. Way side amenities will also be set up at Wandoor jetty and Chidiyatapu in South Andaman. For setting up of such amenities, Administration will encourage local participation by engaging local entrepreneurs, unemployed youth/co-operative societies of the islands.

(Time frame: By 2011)

#### c) CANOPY WALK WAY

In addition to setting up of well defined circuits based on activities such as adventure sports, beach tourism and nature walks, efforts will be made to enrich visitors experience in the islands so that there is scope for extended stay of a tourist.



A Canopy walk, the first of its kind of initiative in India will be set up in the Biological Park at Chidiyatapu –Port Blair by the Dept of Environment and Forest.

(Time frame: By 2010)

Similar Canopy walk will also be introduced in Mount Harriet Sanctuary.

(Time frame: By 2010)

d) **INTERPRETATION CENTRE**

To generate environment awareness and sensitize visitors about the fragile ecosystem in the islands, visitors to the Marine National Parks in the islands will be guided through Interpretation Centers. A fully equipped interpretation center will be established at Mahatma Gandhi Marine National Park – Wandoor.

(Time frame: By 2010)

e) **YATCH MARINA**

To give life to water based leisure activities, 50 Yatch Marina –a novel venture in the Indian Waters, will be established at the picturesque Viper Island in Port Blair on Public Private Partnership basis.

(Time frame: By 2011)

f) **LUXURY BOATS**

The Administration will sponsor a 35-room luxury boat and two mechanised luxury boats of 15 passenger capacity each on Public Private Partnership basis.

(Time frame: By 2010)

g) **SOUND AND LIGHT SHOW AT CELLULAR JAIL & ROSS ISLAND**

The sound and Light Show at the Cellular Jail National Memorial –Port Blair will be upgraded through latest technology. (Time frame: By 2010).

Another Multimedia Show is in the conceptual stage, at the historical Ross Island, Port Blair. (Time Frame: By 2011)

**h) MICE TOURISM**

Attempt will be made to tap MICE Tourism (Meetings, Incentives, Conventions & Exhibitions) opportunities the islands provide. The administration will renovate some of its existing guest house properties for this purpose.

The Tourist Home -Megapode Nest Guest house complex –one of the oldest tourist accommodations in the island, managed by the ANIIDCO (Andaman Nicobar Island Integrated Development Corporation) will be renovated and upgraded. The Hornbill Nest guest house Port Blair owned by the Tourism Department will also be upgraded.

(Time frame: By 2012)

**i) REFURBISHMENT OF DOLPHIN RESORT**

The most sought after accommodation of the Tourism Department –the Dolphin Resort, Havelock, with 34 cottages will be given a face lift including refurbishment of the existing structures and addition of 20 premier category luxury cottages. The resort will be positioned as a Convention Centre cum Resort. In the process, the Administration will endeavor to get green building certification for the entire architectural makeover.

(Time frame: Refurbishment of existing resort: By 2010, additional cottages: By 2011)

**j) HELI-TOURISM AND SEA PLANES**

The Administration will arrange to fly helicopters and Sea planes for tourists. Sea plane, a novel initiative in the Indian sub continent will be introduced in the island on experimental basis during 2010. This will not be a subsidised facility.

(Time frame: By 2010)

**k) HUMAN RESOURCE DEVELOPMENT**

With a view to meet the human resource requirements for the Tourism Sector, the Administration shall take steps to promote tourism related courses. Dr.B.R Ambedkar Government Polytechnic-Port Blair offers a three year Diploma Programme in Hotel Management and Catering Technology with annual intake of 30 students. In addition, Trade Diploma courses like Front Office Operation, Accommodation Operation, and Food Production are also conducted with sufficient industrial exposure. The total intake of student is around 90 per annum. The fee structure is subsidized to enable all category of students to avail career opportunities in Tourism.

Under the new scheme – the Capacity Building for Service Providers (C.B.S.P) introduced by the Ministry of Tourism, Government of India, courses will be started at the Polytechnic to impart training, and certification for tourism service providers at every level. The CBSP Scheme will focus on skill up gradation, language courses for guides and other service providers, training for trainers and promotion of rural tourism. Besides, 18 vocational training programmes for hospitality sector are also in the pipeline. Craft courses related to tourism recognized by the National Council for Vocational Training will be promoted under the Skills Development Mission.

**l) TOURIST INFORMATION CENTERS**

Well equipped Tourist Information Centers will be set up at main entry points and important tourist destinations like Havelock, Neil, Rangat, Mayabunder, Diglipur and Hut Bay. These centers will not only offer information about tourist sites, but also provide information regarding accommodation and package tours with private service providers. Online booking system for accommodation and tickets for transportation /entry permits for various national parks will be made available through these centers.

(Time frame: By 2010 - 2011)

**m) CLASSIFICATION /ACCREDITATION OF TOURISM SERVICES**

In order to encourage quality and standards of services of various service providers in tourism, the Tourism Department will draw-up classification criteria/guidelines for tourism services like accommodation and tour operation.

(Time frame: By 2010)

To instil feeling of safety and security among prospective divers, and to encourage professional diving, suitable regulatory frame work will be introduced for operation of Scuba Diving activities in the Islands on par with international best practices.

(Time frame: By 2010)

**n) MARKET RESEARCH**

To generate data on tourist arrivals in Andamans and also to analyse tourism market behavior/trends, the department will periodically engage professional private market research agencies. The agencies will assess the profile of tourists visiting the islands, their nature of spending, the inter-sectoral linkages and the effects of tourist activity on local economy.

(Time Frame: Yearly process from 2010)

**o) MARKETING BRAND ANDAMAN**

‘Brand Andaman’, carefully drawn out and in sync with objectives of this policy, will be promoted actively. Electronic & print media and other appropriate media will be utilized through media planning to propagate the Brand. Services of professional media planners will be availed and all kinds of promotional activities and product positioning will be devised and implemented through reputed agencies.

For marketing of the islands tie-up will be made to appoint Franchisees with Cyber Cafes in all tourist generating cities.

(Time frame: By 2010)

p) **BUSINESS/INDUSTRY TIE-UPS**

The Administration will tie -up with South East Asian tour-operators for including A&N Islands in their tour packages to Thailand, Singapore, Malaysia & Indonesia. A joint effort will be made with private tour – operators/hoteliers of the Islands.

(Time frame: By 2010)

q) **LEASE OF GUEST HOUSE PROPERTIES:**

As a part of its strategy to be a facilitator in providing tourism services, the Tourism department will lease out the following guest houses/sites to private developers under PPP mode.

A. **GUEST HOUSES**

- 1) Andaman Teal House-Port Blair
- 2) Hornbill Nest -Port Blair
- 3) Hawabill Nest –Neil Island
- 4) Hawksbill Nest –Rangat
- 5) Turtle Resort-Diglipur

(Time Frame: By 2011)

B) **SITES**

- 1) Site within Hornbill Nest enclave
- 2) Site at Nayagarh in Baratang Island

(Time frame: By 2011)

r) **DEVELOPMENT OF BEACH RESORTS**

With a view to augment high quality tourism infrastructure in the islands, efforts will also be made to lease out prime beach locations in the islands to reputed brands in the hospitality sector which will strengthen destination image and value.

Initially, Bharatpur beach in Neil Island (12 Hectares), Lalaji Bay in Long island (12 Hectares) and Netaji Nagar in Hut bay-Little

Andaman (5 Hectares) will be leased out on PPP basis for development of high end resorts.

(Time frame: By 2010)

s) **DEVELOPMENT OF VIPER ISLAND:**

Viper Island with an area of about 31.94 hectares, will be developed as an entertainment hub, retaining its historical ambience. A perspective development plan will be prepared with the assistance of consultants for structuring the development of this island on Public private partnership basis

(Time Frame : By 2011)

t) **BED AND BREAK FAST SCHEME**

To boost community participation in tourism promotion and to augment accommodation facility in the islands, Home stay (Bed and Breakfast scheme) will be encouraged. A classification/approval system is already in place under which 26 households are enrolled.

(Time frame: Continuing process from 2010)

u) **PROVIDING ENTERTAINMENT /LEISURE ACTIVITIES**

The Tourism Department will organise events, exhibitions, festivals, cultural shows, film festivals in association with local talents/entrepreneurs .Such events will be organized in all important island tourism destinations by roping in local talent. (Time frame: Continuing process from 2010)

v) **THE ISLAND TOURISM FESTIVAL**

The Tourism Department will organise the yearly Island Tourism Festival in Port Blair in an appealing manner with a view to make it one of the important national tourism festivals. This ten -day festival will normally be organised within the first fortnight of January every year. The schedule, duration, content, focus/theme of the festival will be

reviewed after soliciting inputs from stake holders strategic media planners.

(Time Frame: Yearly event between 1<sup>st</sup> and 15<sup>th</sup> January)

w) **ENCOURAGING LOCAL ARTISANS/ CRAFTSMEN**

To tap the enormous scope for Souvenir industry in tourism, skills of local artisans/craftsmen/artists will be upgraded. Necessary training facility to improve their skills in mainland institutes will be offered and local entrepreneurship promoted. Self Help Groups will be encouraged. This will be done in collaboration with the Industries Department.

(Time frame: Continuing process)

## **ACTION PLAN**

### **B. LONG TERM**

**a) SETTING UP OF TOURISM CIRCUITS:**

More sites will be identified in outlying required Infrastructure will be set up in such sites.

(Time frame: By 2015)

**b) DEVELOPMENT OF 36 BEACH SITES**

The existing tourism infrastructure shall be strengthened at par with international standards. The Administration will attract private investments as per prevailing policy of the Government of India and also continue with Public – Private Partnership initiatives. The potential areas for FDI / PPP mode are in hotels, resorts, water sports, and eco tourism. To achieve this objective, 36 beach sites spread over 15 islands, will be appropriately showcased to attract tourism investments. The list of identified beach sites is as below :

#### **LIST OF IDENTIFIED BEACHES FOR TOURISM DEVELOPMENT IN A & N ISLANDS**

<b>Island No</b>	<b>Island</b>	<b>Location No.</b>	<b>Location</b>
1.	Aves	1	Gurjon Bay
2.	Baratang	2	Baludera Beach
		3	Rawlins Bay
3.	Cinque	4	Minto Bay
		5.	SW of GaTekwe Bay
		6.	S of GaTekwe Bay
4.	Havelock	7.	Radhanagar
		8	Vijaynagar (N. of Kalapathar)
		9	Kalapathar
		10	Govindanagar
		11	Elephant Beach (Pipal Dera)



5.	Interview	12	Brass Point
6.	Little Andaman	13	Butler Bay
7	Long island	14	Long Island village including Kitply factory
8.	Middle Andaman	15	Cutbertbay
		16	Padmanabhapuram
		17	Amkunj
		18	Pokkadera
		19	Karmatang
9.	Neil	20	Sitapur
		21	Sitapur north
		22	Neil Kendra
		23	Laxmanpur
10.	North Andaman	24	Ramnagar
		25	Kalipur
		26	Curlew Island
11	North Passage	27	S of Cape Portman
		28	Merk Bay
12	Peel Island	29	Tadma Juru
13	Manners Strait	30	Manners Strait
14	Ross & Smith	31	Sagar Dweep (Ross Smith)
15	South Andaman	32	Collinpur
		33	Florence Point
		34	Mohwadera
		35	Wandoor
		36	Chidiyatapu

*Availability of sites would be subject to restrictions under the Protection of Aboriginal Tribes Regulations, 1956 as amended from time to time. (Refer Annexure- 1 for further details)*

(c) **PRIVATE PARTICIPATION IN OPERATING INTER-ISLAND HELICOPTER SERVICES**

To cater to the demand of high-end tourists for faster mode of transport, the administration will encourage private participation in operation of sea planes and inter-island helicopter services.

(Time frame: By 2015)

(d) **IMPROVEMENT IN VISITORS EXPERIENCE/LEISURE ACTIVITIES**

Introduction of cable cars connecting tourist spots, golf courses, sound and light shows, laser shows in historical sites.

(Time frame: By 2015)

(e) **STRENGTHENING MICE TOURISM**

Attempt will be made to further develop the island as a MICE Tourism destination (Meeting, Incentives, and Conventions & Exhibitions)

(Time frame: By 2015)

(f) **HEALTH TOURISM**

The administration will promote setting up of infrastructure facilities that can boost health tourism activities.

(Time frame: By 2015)

(g) **IDENTIFYING AND MAINTAINING HERITAGE SITES**

The Administration will identify bio- diversity sites that could get recognition as world heritage sites by the UNESCO under the category of “natural heritage”.

(Time frame: By 2012)

(h) **DEVELOP WATER WORLD**

Oceanarium and Dolphinarium will be promoted. The aquarium in Port Blair will be upgraded.

(Time frame: By 2015)

(i) **SUBSIDY FOR CREATION OF ACCOMMODATION**

A scheme for providing subsidy for setting up of 1-3 Star Hotels/Budget Hotels/ Lodges/Dharshalas will be devised to give a spurt to these activities in the islands. (Time frame: By 2012)

This policy will be reviewed on a bi-annual basis.

**Port Blair**

**10<sup>th</sup> November 2009**

**ANNEXURE - 1**

**APPLICABILITY OF FOREST CONSERVATION ACT, 1980  
COASTAL REGULATION ZONE NOTIFICATION, 1991 &  
ENVIRONMENT IMPACT ASSESSMENT NOTIFICATION, 2006 ON  
IDENTIFIED BEACH SITES FOR TOURISM DEVELOPMENT**

Sl. No.	Particulars of proposed site					Applicability of various statutes			Remarks
	Island	Location	Area in Ha	Status	Proposed activity	FCA, 1980	CRZ Notification 1991	EIA Notification 2006	
1	2	3	4	5	6	7	8	9	10
1	Aves Island	Gurjan Bay (coconut plantation)	1.75	Revenue	Eco-tourism	-	Clearance under CRZ Notification required	Applicable	Gurjan bay of Aves island identified as eco-tourism sites as per integrated coastal zones Management plan
2	Baratang Island	Rawlins Bay	6	Forest	-do-	Clearance under FCA required	-do-	-	Identified as eco-tourism sites as per integrated coastal zones Management plan
3	Baratang Island	Baludera Beach	-	Forest	-do-	-do-	-do-	-	-do-
4	Havelock Island	Radha nagar	3	Revenue	-do-	Not applicable	Clearance required	Applicable	-do-
5	Havelock Island	North of kalapathar	5	Forest	-do-	Clearance required	-do-	-	-do-
6	Havelock Island	Govind Nagar	3.91	Revenue	-do-	Not applicable	-do-	Applicable	-do-
7	Havelock Island	Vijay Nagar	2.2	Revenue	-do-	Not applicable	-do-	Applicable	-do-
8	Havelock Island	Elephant Beach	5	Forest	-do-	Clearance required	-do-	-	-

**APPLICABILITY OF FOREST CONSERVATION ACT-1980,  
COASTAL REGULATION ZONE NOTIFICATION- 1991 &  
ENVIRONMENT IMPACT ASSESSMENT NOTIFICATION-2006 ON  
TOURISM DEVELOPMENT OF SELECTED BEACH SITES**

Sl. No.	Particulars of proposed site					Applicability of various statutes			Remarks
	Island	Location	Area in Ha	Status	Proposed activity	FCA, 1980	CRZ Notification 1991	EIA Notification 2006	
1	2	3	4	5	6	7	8	9	10
9	Little Andaman	Butler bay	5	Forest	Eco-tourism	Clearance required	Clearance required	-	Identified as ecotourism sites as per integrated coastal zones Management plan
10	Long island	Long Island Village	2.2	Forest	-do-	Not applicable	Clearance required	Applicable	-
11	Middle Andaman	Cuthbert Bay	10	Forest (wild life sanctuary)	-do-	Approval of Standing Committee of National Board of Wild life is required as per direction of Supreme court	-do-	-	Identified as ecotourism sites as per integrated coastal zones Management plan
12	Middle Andaman	Padmanabhapuram	5	Revenue	-do-	Not applicable	CRZ Clearance is required if the proposed site is more than 5 mtr away from the High tide line	Applicable	Identified as ecotourism site as per Integrated Coastal Zone Management plan
13	Middle Andaman	Amkunj	8	Revenue	-do-	Not applicable	Clearance required	Applicable	-do-
14	Middle Andaman	Karmatang	84.36	Revenue	-do-	Not applicable	Clearance required	Applicable	-do-

**APPLICABILITY OF FOREST CONSERVATION ACT-1980,  
COASTAL REGULATION ZONE NOTIFICATION- 1991&  
ENVIRONMENT IMPACT ASSESSMENT NOTIFICATION-2006, on  
TOURISM DEVELOPMENT OF THE SELECTED BEACH SITES**

Sl. No.	Particulars of proposed site					Applicability of various statutes			Remarks
	Island	Location	Area in Ha	Status	Proposed activity	FCA, 1980	CRZ Notification 1991	EIA Notification 2006	
1	2	3	4	5	6	7	8	9	10
15	Middle Andaman	Pokadera	-	Revenue	Eco-tourism	Clearance required	Clearance required	Applicable	Identified as ecotourism site as per Integrated Coastal Zone Management plan
16	Neil Island	Sitapur	9.2	Revenue	-do-	Not applicable	Clearance required	Applicable	-do-
17	Neil Island	Sitapur North	-	Revenue	-do-	Not applicable	Clearance required	Applicable	-do-
18	Neil Island	Neil kendra	0.1	Revenue	-do-	Not applicable	Clearance required	-	-do-
19	Neil Island	Laxmanpur	71.93	Revenue	-do-	Not applicable	Clearance required	-	-do-
20	North Andaman	Ram Nagar	10	Forest	-do-	Clearance required	Clearance required	-	-do-
21	North Andaman	Kalipur	5	Forest	-do-	Clearance required	Clearance required	-	-do-
22	North Andaman	Culew Island							
23	North Passage	S. of Cape Port Man	18	Forest	Eco-tourism	Clearance required	Applicable	-	Identified as ecotourism site as per Integrated Coastal Zone Management plan
24	North Passage	Merk Bay	-	Forest	-do-	Clearance required	Applicable	-	-do-
25	Smith & Ross Island	Sagar Dweep	12.8	Revenue	-do-	Not applicable	Clearance required	Applicable	-do-

**APPLICABILITY OF FOREST CONSERVATION ACT-1980,  
COASTAL REGULATION ZONE NOTIFICATION- 1991&  
ENVIRONMENT IMPACT ASSESSMENT NOTIFICATION-2006 on  
TOURISM DEVELOPMENT OF SELECTED BEACH SITES**

Sl. No.	Particulars of proposed site					Applicability of various statutes			Remarks
	Island	Location	Area in Ha	Status	Proposed activity	FCA, 1980	CRZ Notification 1991	EIA Notification 2006	
1	2	3	4	5	6	7	8	9	10
26	North and South Cinque island	Minto Bay	8	Forest (Notified Wild life Sanctuary)	Only day visit	Clearance from standing Committee of National Wild life Board under FCA is required	Clearance required	Applicable	Identified as ecotourism site as per Integrated Coastal Zone Management plan
27	North and South Cinque island	SW of GaTeKwe Bay	8	Forest	Only day visit	-do-	Clearance required	Applicable	-do-
28	North and South Cinque island	S of Ga Te Kwe bay	2	Forest	Only day visit	-do-	Clearance required	Applicable	-do-
29	Interview island	Brass point	38	Forest	Only day visit	-do-	Clearance required	Applicable	-do-
30	Rutland	Manners strait	54	Forest	Only day visit	-do-	Clearance required	Applicable	-do-
31	South Andaman	Florence point	4	Forest(Sy. No. not furnished)	Eco-tourism	Not applicable	Clearance required	Applicable	-do-
32	South Andaman	Mohwadera	-	Forest(Sy. No. not furnished)	Eco-tourism	Not applicable	Clearance required	-	-do-
33	South Andaman	Wandoor	12 (Approx.)	Revenue	-do-	Not applicable	Clearance required	Applicable If the project site is within 10 Km from the boundary of M.G Marine National Park approval from Central Govt. will be required.	-do-

**APPLICABILITY OF FOREST CONSERVATION ACT-1980,  
COASTAL REGULATION ZONE NOTIFICATION- 1991&  
ENVIRONMENT IMPACT ASSESSMENT NOTIFICATION-2006 on  
TOURISM DEVELOPMENT OF SELECTED BEACH SITES**

Sl. No.	Particulars of proposed site					Applicability of various statutes			Remarks
	Island	Location	Area in Ha	Status	Proposed activity	FCA, 1980	CRZ Notification 1991	EIA Notification 2006	
1	2	3	4	5	6	7	8	9	10
34	South Andaman	Chiriyatapu	6	Forest	Eco-tourism	Clearance required	Clearance required	Applicable	Identified as ecotourism site as per Integrated Coastal Zone Management plan
35	South Andaman	Colinpur	5	Revenue	-do-	-	Clearance required	Applicable	-do-
36.	Peel Island	Tadma Juru	-	Forest	-do-	Clearance required	Clearance required	Applicable	Part of Marine National Park. Approval of National board of Wild life required.