

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

## **I 1. INTRODUCTION:**

Tourism is one of the fastest growing industries in the world with a sustained annual growth rate of more than 5% over the last 15 years. This growth has been fuelled by the concept of the global village, which is more readily accepted now, as well as the rise in awareness about other civilizations and life-styles, leading to a heightened interest in the intangible cultures of different countries. This interest is no longer limited to sightseeing and shopping, but is a curiosity and keenness to experience the cuisines, ceremonies, music, religious beliefs, traditions, customs and history of “foreign” peoples. Considering that globally, domestic tourism is about 10 times greater than international tourism inflows, both in value and in unit terms, the desire to experience new places and localities is equally attracted by locales within the tourists’ own countries, as well as without. India’s share of the estimated global domestic tourism is 4.6%. However its share of international tourists is much less, 0.38%. In spite of being blessed with myriads of peoples, languages, life-styles, climatic conditions, diversity of flora& fauna, and topography, this country has till now not been able to leverage these advantages to the full for optimum economic growth and employment generation. The production possibilities are thus immense and private sector participation can take the lead in building up the tourism industry and infrastructure.

## II 1. Tourism in A&N Islands

What holds good for the country as a whole holds equally true for these islands. Tourists have been trickling into the islands from the late 80s/early 90s, and the trickle is now becoming a flood. This UT does not have any other competitive advantage that comes even remotely close to tourism, because of the beauty and abundance of its natural resources. There's tremendous scope for adventure sports, scuba diving & snorkeling, swimming, sun-bathing, trekking and just soaking in nature at its most beautiful. However, till now, in the absence of a specifically stated tourism policy and a strategic implementation plan, the industry and the Directorate of Tourism have muddled around in a rudderless fashion, and any gains accruing are more through serendipity rather than conscious effort. There has been a tendency on the part of players to treat tourism as a cash cow rather than a star, thereby killing the goose that can lay the golden eggs.

2. Both international as well as domestic tourism offer the best prospects for these islands in the short as well as long term, for earning substantial amount of revenue. Tourism not only generates employment it also upgrades human skills. The infrastructure created for and by tourism is also used by other sectors of the economy, and vice versa. Since tourism is a composite of several service providers who may be in the public or private sectors, it cannot be viewed in isolation. An integrated approach is therefore required for its development. Also, its development pre-supposes the participation of different agencies and necessitates co-operation and co-ordination at different levels. 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's imperative that while growth of the sector in A&N Islands is encouraged, it should at the same time be orderly and regulated.

3. As a first step, it is essential to declare Tourism as an industry, to open up investment in infrastructure and development.

**III Vision :** To develop the Andaman & Nicobar Islands as a unique eco-friendly tourist destination and simultaneously to generate revenue and employment for local youth.

**IV Mission :** The Tourism policy of A&N Islands aims to promote tourism by developing eco-friendly tourist infrastructure of International standards through Public and Private Sector initiative (taking into account the carrying capacity of the islands and limited support infrastructure) for generating local income & revenue and local employment.

**V SWOT analysis :** Based on the SWOT analysis in the following paragraphs, it will be the policy of the Department to leverage the strengths & explore the opportunities, while at the same time addressing the weaknesses and being prepared for the threats inherent in this location.

**a. Strengths**

- Large number of good, sandy and safe beaches, beautiful meandering mangrove creeks, lush green forests.

- Variety of flora, fauna, including tropical forests and coral reefs.
- Unique tourist spots not available on the mainland, such as mud volcano and only active volcano i.e. Barren Island etc.
- Not much variation in climatic conditions, thus facilitating a year-round tourist season.
- Communal harmony.
- No crime or anti-social activities.
- Unexplored Destinations

**b. Weaknesses**

- Distance from the mainland.
- Lack of basic tourism infrastructure.
- Lack of adequate accommodation both in terms of numbers as well as categories.
- Uncertainty amongst potential investors about future tourism scenario.
- Poor inter-island connectivity.
- Lack of availability of speed boats, helicopter and other faster modes of transport for tourists.
- Investors find it difficult to obtain clearance for tourism related projects from different departments in the absence of Single window system for clearing tourism projects
- High cost of development of infrastructure.
- Huge expenses on traveling.

**c. Opportunities**

- Scope for Promotion of adventure sea sports
- Marketing Unexplored Destination
- Leisure tourism
- Game fishing
- Coastal trekking and jungle trekking

- Investment opportunities in tourism sector
- Proximity to Singapore, Indonesia, Thailand
- Medical tourism
- Creek Cruise Tourism
- MICE (Meetings, Incentives, Conventions & Exhibitions) Tourism/Business Tourism.
- Cruise Tourism.

## **VI Objectives**

Deriving from the Mission, it is the stated objective of the A&N Administration to promote sustainable tourism in the A&N Islands in such a way that it would generate local employment and contribute to the economic growth of this Union Territory without bringing imbalance in flora & fauna and also without adversely affecting the carrying capacity of these islands. To this end it would endeavour to :-

- i. Promote Eco-tourism with a view to protect the fragile Eco-system.
- ii. Create self-sustainable jobs for the local youth of these islands.
- iii. Generate substantial revenue for A & N Islands
- iv. Project a friendly tourist image to the world at large and make this Union territory one of the best tourist destinations.
- v. To be the number one Indian destination by per capital market share of visitor's expenditure.
- vi. Encourage domestic tourism with a view to provide to the people of the country the unique feature of unity in

diversity, secularism — a perfect example of National integration.

- vii. Offer opportunities to the youth not only for employment but also for taking up activities of nation building character.
- viii. Bring socio-economic benefits to the people of these islands.
- ix. Preserving and enriching our cultural heritage in all its manifestations and causing accretion and strength rather than degrading social and cultural values.
- x. Develop places of interest as tourist destinations. The uniqueness of features such as mud volcano, the potential of beaches such as at Havelock & Neil Islands for aqua sports, the peace and tranquility of the back waters would be developed in their own light.
- xi. Provide quality services to all domestic and international tourists.
- xii. Diversify and expand the marketing of the islands' tourism potential while preserving its fragile ecosystem.
- xiii. Encourage people's participation in tourism related activities so that it is community-based, thereby generating synergies between guests and locals. Some such roles for the local community could be to run paying guest accommodation, house-boats etc.
- xiv. Focus on promotion of international tourism by including these islands in the South East Asian

packages offered by tour operators from the West and Japan, Australia etc.

- xv. To develop world class infrastructure i.e. hotels, Resorts, connectivity by road, air, ship etc to cater to the demand of foreign tourists.
- xvi. Encourage the private sector, including international corporates, to invest in Tourism related projects, through FDI, either fully owned or in collaboration with Indian partners, either private or governmental, as per the prevailing enactments.
- xvii. To encourage traditional artisans and the handicraft sector.
- xviii. Ensure that the tourist gets physically invigorated, mentally rejuvenating, culturally enriched and spiritually elevated during their stay in these islands.
- xix. To expand foreign tourist arrivals and facilitate domestic tourism in a manner that is sustainable by ensuring that possible adverse effects such as cultural pollution and degradation of environment are minimized.

## **VII STRATEGY**

1. The Govt. will have to withdraw from its present role as a tourism-service provider, but steadily perform as a facilitator and regulator. It would be required to provide support and infrastructure facilities such as tourist information centers & kiosks, facilities for holding conventions for MICE, drawing up an annual calendar of events, transportation services etc. It will also co-ordinate with the different agencies involved in building

roads, providing air & shipping services, transportation over land services, to ensure that tourists have a range of choices for their inter-island commutes.

To improve the tourist's experiences and stay in the islands, the Tourism Department should take up the matter of up-gradation of the museums, aquariums, beaches, diving & snorkeling sites, with the relevant Departments including Fisheries & Forest Departments.

To this end, it may utilize the services of consultants for planning and executing a 10-15 year perspective plan that would revolve and evolve around the mission of the Tourism Department.

The Tourism Department will have to initiate a public awareness campaign to sensitize the local community to not only offer a favourable ambience, but also have an affinity towards Tourism.

It proposes to regulate the activities of the other private stake holders such as Travel Agents and Tour Operators, the private transportation providers by air, sea & road, and the accommodation providers like Hotels, restaurants, resorts, bars while simultaneously monitoring closely the operations and activities in different destinations.

Since these components are also regulated by other Govt. agencies, the Tourism Department will be expected to engage pro-actively in coordinating with them so that their administration, policies and guidelines, promotion and marketing of tourism related activities harmonize with the Tourism Policy.

2. To encourage community participation, the UT Administration will endeavor to involve youngsters & encourage an attitudinal change in them towards tourists, through quizzes, competitions, film festivals, seminars etc.

### **VIII Role of U.T. Administration**

As per adopted strategy, a conscious decision has to be taken by the Administration to withdraw from its present style of functioning as a service provider in all the myriad manifestations of hotelier, tour operator, destination manager, etc. and to take on the role of facilitator, coordinator and regulator. In addition, the area in which A & N Administration has to play a key role are:

- a. Providing public infrastructure facility including local planning.
- b. Planning tourism development as a part of the other overall area development strategy.
- c. Providing the required support facilities and incentives to both domestic and foreign investors to encourage private investment in the tourism sector.
- d. Introducing regulatory measures to ensure social, cultural and environmental sustainability.
- e. Ensuring that the type and scale of tourism development is compatible with the environment and socio-cultural milieu.

- f. Ensuring that the local community is fully involved and the benefits of tourism accrue to them.
- g. Facilitating availability of trained manpower and by providing training and exposure to the local youth.
- h. Undertaking research including folklore, legends etc and compiling, preparing master plans and facilitating formulation and strategies.
- i. Providing faster mode and adequate number of transport facilities by procuring luxury buses/vans, luxury cruise liners speed boats, catamarans, hovercrafts, helicopter etc for establishing proper inter-island and intra-island connectivity.
- j. To initiate steps to provide better connectivity and faster communication facilities even in the remotest destination.
- k. Providing clean and adequate basic amenities like drinking water, toilets, changing rooms, eateries, life saving guards, first aid etc.
- l. Launch Media campaign for promotion of tourism and for attracting investors to invest in development of tourism infrastructure of International Standard.
- m. Ensuring adequate safety and security to tourists.
- n. Adopt one window system for registration, licensing etc.
- o. To include ail Guest Houses and Dak Bungalows under different Departments of A & N Administration in Port Blair and the other islands for providing facilities to

Tourists in co-ordination with the concerned departments.

- p. Wayside amenities with cafeteria, toilets, mini-store, pharmacy etc to be established on government land in every major tourist destinations.
- q. Promote Rural Tourism to scatter tourism activities from Port Blair and to provide employment opportunity for the youth in countryside.
- r. Inter-Departmental Coordination

**Inter-Departmental Coordination :** In order to implement and achieve the objectives of this policy, and keeping in mind that different agencies are involved in delivery of the tourism product, an Empowered Committee for Co-ordinated decision making is required to be constituted under the Chief Secretary, with the following members :-

1. Director General of Police
2. Principal Chief Conservator of Forests
3. Chief Wild Life Warden, Department of Environment & Forests
4. Secretary (Tourism)
5. Secretary (Planning)
6. Secretary (Finance)
7. Secretary (Shipping)
8. Secretary (SAC)
9. Secretary (Civil Aviation)
10. Secretary (Industries)
11. Secretary (APWD)
12. Secretary (RD/LSG)
13. Secretary (Education/Technical education)

14. Secretary (Revenue)
15. Chief Engineer (APWD)
16. Nominee of Ministry of Tourism, not below the rank of Director
17. Nominee of Ministry of Civil, not below the ranks of Director

Any other member co-opted by the Committee.

The Secretary (Tourism) would be the Member Secretary & convener of this committee. (If the post of Director (Tourism) is also filled, then Director(Tourism) will function as Member Secretary).

The Empowered Committee would meet at least once in three months and take decisions on multi-sectoral issues, such as :-

- Formulation of policies & strategies for development of Tourism.
- Preparation of plans for developing and strengthening tourism related infrastructure in the Union Territory.
- Formulation of standards, norms and guidelines for various tourism related activities.
- Formulation of strategies for mobilizing private sector participation and investment in tourist sector.
- Improvement of facilities for visitors.
- Facilitate potential investors in obtaining necessary clearance for tourism projects.
- Functioning of regulating & licensing authorities in respect of various tourism related enterprises and activities.
- Advice on promotion publicity and marketing of the Andaman Islands as a destination, within India and abroad.
- Advice on research, studies and documentation.

Quorum for the meeting will be one third members present

Those departments which are directly associated with the Tourism sector would comply with the orders of this committee, in a time bound manner. The Committee would be action oriented.

## **IX Action Plan**

### **1. Integrated Development of tourist circuits**

- i. Provide all infrastructure facilities required by the tourist within the designated circuits, through Additional Central Assistance or Large Revenue Generating Project schemes. In these circuits, connectivity by sea should be upgraded. This can be done by plying Luxury speed boats, operating quality eco-friendly houseboats in creeks etc. In these circuits the ships deployed for carrying passengers to different destinations need to be state-of-the-art. The catering & boarding services at Long Island should meet international standards.
- ii. The circuits could be fine-tuned from time to time but only after giving advance notice of the modifications. Similarly, other well defined circuits, outlining the main activities, such as adventure sports, sightseeing, nature walks etc., would be spelt out by the Tourism Department, and taken up for development of their infrastructure.

### **2. Upgradation of Tourism support services**

#### **i. Human Resource Development**

There is an acute shortage of trained manpower in the islands. The demand for chefs, front office staff, house keeping staff, tourist guides, cab operators, tour operators

etc will only increase. The Administration should take steps to meet this demand by promoting tourism-related courses.

Highly motivated, trained, well-informed multi lingual guides are crucial for a good tourist experience. These guides could be proficient in a foreign language as well as Indian languages, to make the guests feel comfortable.

### **3. Tourist Reception Centres**

Modern, well equipped tourist reception centers should be set up at the main entry points and destination, which would offer information on tourist sites, as well as make available confirmed reservations at the private hotels too. A computerized network linking these Tourist Reception Centres is a pre-requisite. Information on package tours, etc would also be available here. Touch screen kiosks could be placed at the airport, harbour etc. Online booking system for accommodation and tickets for transportation should also be implemented.

### **4. Funding sources for Tourism Projects**

Funding agencies are falling over themselves to finance tourism related projects. The following agencies could be tapped:-

- a. Central Assistance.
- b. State Plan Resources.
- c. Loans from international agencies such as ADB.
- d. Private Sector Investment

- e. Loans from Tourism Finance Corporation of India and other agencies constituted by Govt. of India for this purpose.

## **5. Core Infrastructure**

- i. The laying and maintenance of good quality roads, adequate and clean water supply, upgrading the airport to an international one, building of star hotels, multi-cuisine restaurants etc is a pre-requisite. The biggest constraint to achieving the above objectives may be the availability of land. Allotment and conversion of land for tourism infrastructure is a priority. Since private investment will be the engine of growth, the Department will help promoters identify the land or places for setting up their projects. Such sites could be considered for granting long term lease for tourism related projects.
- ii. An alternative to land is water. Foreign and domestic investors who are interested and have the expertise in setting up floating hotels near dive and snorkeling sites should also be given preference.

## **6. Single Window Clearance**

The promoter should not be made to run from one office to another for getting his clearances, but all approvals from concerned Departments of A & N Administration should be made available to him under one roof, which could be the Department of Tourism.

## **7. Tourism Trade Facilitation Act**

The Department of Tourism will frame regulations for the tourism trade, to prevent possible exploitation of tourists. It may be empowered to license and inspect establishments that provide services to tourists. Complaints from tourists would be covered by the provisions of these regulations. Tourist traffic would be regulated at the locales, so as not to disturb their carrying capacity and also to ensure that no cultural pollution takes place because of unregulated growth of the tourism industry.

## **8. Safety and Security of Tourists**

This factor is of primary concern to the Administration. A cadre of Tourism police, life guards at beaches, etc may be established to instill a sense of comfort and security amongst tourists.

## **9. Modernization of the Department of Tourism**

The most urgent need of the Department is to be on the computer network, so that co-ordination amongst other departments as well as within is improved. The department will start touch screen kiosks link to each other. Collection of feedback/data/statistics will also be facilitated.

The goals and priority areas envisage in this Policy have been categorized as belonging to the Short term, Medium term and Long term. The list is given below which is illustrative not exhaustive:-

## **SHORT TERM**

<b>Goals/Priorities</b>	<b>Details of activities/projects</b>
Framing of a Tourism Policy for the Andaman & Nicobar Islands	Tourism Department will frame Tourism Policy for A & N Islands to envisage initiatives towards making tourism the catalyst in employment generation, environmental re-generation, development of remote areas and for development of local community of these islands, besides promoting social integration. Promotion of Tourism in a planned way would lead to larger foreign exchange earnings and create conditions for more Foreign Direct Investment
Inter-departmental coordination & constitution of the Empowered Committee for decision making.	In order to implement and achieve the objectives of this policy, and keeping in mind that different agencies are involved in delivery of the tourism product, an Empowered Committee for Coordinated decision making is required to be constituted under the Chief Secretary, with the following members :- <ol style="list-style-type: none"><li>1. Director General of Police</li><li>2. Principal Chief Conservator of Forests</li><li>3. Chief Wild Life Warden, Department of Environment &amp; Forests</li><li>4. Secretary(Tourism)</li><li>5. Secretary (Planning)</li><li>6. Secretary (Finance)</li><li>7. Secretary (Shipping)</li><li>8. Secretary (SAC)</li><li>9. Secretary (Civil Aviation)</li><li>10. Secretary (Industries)</li></ol>

	<p>11. Secretary (APWD)  12. Secretary (RD/LSG)  13. Secretary(Education/Technical education)  14. Secretary(Revenue)  15. Chief Engineer(APWD)  16. Assistant Director, Ministry of Tourism, Govt. of India  17. Secretary (PBMC)</p> <p>Any other member co-opted by the Committee.</p> <p>The Secretary (Tourism) would be the Member Secretary &amp; convener of this committee. (If the post of Director (Tourism) is also filled, then Director (Tourism) will function as Member Secretary).</p>
<p>Framing of regulations for Tourism Trade activities, to lay down standards, norms, guidelines &amp; enforce it.</p>	<p>The Department of Tourism will frame regulations for the tourism trade, to prevent possible exploitation of tourists. It may be empowered to license and inspect establishments that provide services to tourists. Complaints from tourists would be covered by the provisions of these regulations. Tourist traffic would be regulated at the locales, so as not to disturb their carrying capacity and also to ensure that no cultural pollution takes place because of unregulated growth of the tourism industry.</p>

Security & safety of tourists	This factor is of primary concern to the Administration. A cadre of Tourism Security, lifeguards at beaches, etc may be established to instill a sense of comfort and security amongst tourists.
Cleanliness, sanitation, pollution control & hygiene	Measures will be taken by the Administration in coordination with concerned Departments, Local Self Government, owners of Hotels/Resorts for proper and timely disposal of organic and inorganic waste. Measures also be taken to replace Dinghy by mechanized speed boats for the safety of the tourists and to avert pollution.
Dissemination of information on tourist spots	Various electronic & print media need to be used including Touch Screen Kiosks at the reception centers, airport, harbor, important tourist destinations etc to provide information pertaining to tourism to domestic and international tourists.
Lease out 6 resorts presently run by Tourism Department, to private investors.	Action to be initiated in this regard as a part of strategy of the Administration to shift its present role as a tourism-service provider to perform the role of a facilitator and regulator.
Closer interaction with tour operators and hoteliers	To have better coordination between the Administration and stake holders of Tourism Sector for promotion of tourism.

Tourist facilities	<p>Tourism Department will Provide all infrastructure facilities required by the tourist at tourist spots, through Additional Central Assistance or Large Revenue Generating Project schemes or Annual Plans. Connectivity by sea may also be considered for upgradation. This can be done by plying Luxury speed boats, operating quality eco-friendly houseboats in creeks etc.</p> <p>In the tourism circuits the ships deployed for carrying passengers to different destinations need to be state-of-the-art. The catering &amp; boarding services at tourist spots should meet international standards.</p>
Functioning of paying guest scheme	<p>Paying Guest Accommodation is a part of the strategy of the Administration to withdraw from its present role as a tourism-service provider, and to steadily perform as a facilitator and regulator. Since adequate number of hotel/guest house rooms are not available, paying guest scheme with proper control and checks is to be encouraged.</p>

<p>Upgradation of Tourism support services and Human Resource Development</p>	<p>There is an acute shortage of trained manpower in the islands. The demand for chefs, front office staff, house keeping staff, tourist guides, cab operators, tour operators etc will only increase. The Administration needs to take steps to meet this demand by promoting tourism-related courses.</p> <p>Highly motivated, trained, well-informed multi lingual guides are crucial for a good tourist experience. These guides could be proficient in a foreign language as well as Indian languages, to make the guests feel comfortable.</p>
<p>Public awareness campaigns</p>	<p>To encourage community participation, the UT Administration will endeavor to involve youngsters &amp; encourage an attitudinal change in them towards tourists, through quizzes, competitions, film festivals, seminars etc. Objective will be to welcome them as tourists and send them back as friends.</p>

<p>Funding sources for Tourism Projects</p>	<p>It is necessary to build infrastructure for tourism related projects. Funds are required for this purpose. The following agencies could be tapped :-</p> <ol style="list-style-type: none"> <li>a. Central Assistance.</li> <li>b. State Plan Resources.</li> <li>c. Loans from international agencies such as ADB, WB. etc.</li> <li>d. Private Sector Investment</li> <li>e. Loans from Tourism Finance Corporation of India other agencies constituted by Govt. of India for this purpose.</li> </ol>
<p>Connectivity and approach to tourist places</p>	<p>Administration will arrange for road and sea connectivity between tourist spots by procuring/ arranging luxury/tourist buses, vans, coaches, speed boats/cruise liners etc.</p>

## **MEDIUM TERM**

Promote A&N Islands as a year-round tourist destination by projecting monsoon destination.	Steps will be taken to promote monsoon tourism to make Andamans, a year round tourist destination through media campaign and by offering special monsoon packages.
High light the Unique tourist spots and activities available in the islands, as tourist attraction.	Steps to be taken to highlight the unique tourist spots and the tourism activities offered by the stake holders of Tourism Sector through print, Electronic, internet links, Website of Tourism Department.
Encourage private parties to invest in hotels/resorts/sports	Initiative to be taken to encourage private parties to invest in hotels, resorts, water sports, multiplex etc through PPP mode also. Steps also need to be taken to encourage private entrepreneurs/stake holders of tourism sector to venture into promotion of medical tourism, creek cruise tourism, MICE (Meeting, Incentives, Conventions & Exhibitions) & Cruise Tourism.
Private participation in development of resorts and other accommodation.	Encourage people's participation in tourism related activities so that it is community-based, thereby generating synergies between guests and locals. Some such roles for the local community could be to run paying guest accommodation, house boats etc.
House Boat scheme	Lack of quality infrastructure can be overcome to some extent with the introduction of luxury houseboats in the creeks of these islands.

Private participation in running inter-island helicopter services.	To cater to the demand of the high end tourists to have faster mode of transport.
Tie up with western, Australian & Japanese tour operators for including the A&N Islands in their tour packages to Thailand, Singapore, Malaysia & Indonesia.	Focus on promotion of international tourism. This may be achieved by including these islands in the South East Asian packages offered by tour operators from the West and Japan, Australia etc. The regional shift of international destination is logical from geographical point of view. However, the other “A”s of tourism, i.e. Access, Accommodation, Attractions and Amenities require dedicated attention particularly for attracting foreign tourists.
Establishment of a single window system to deal with all matters relating to tourism	The promoter should not be made to run from one office to another for getting his clearances, but all approvals should be made available to him under one roof, which could be the Department of Tourism.
Computerisation of the Department	The most urgent need of the Department is to be on the computer network, so that co-ordination amongst other departments as well as within own its branches/kiosks etc. is improved. Collection of feedback/data/statistics will also be facilitated.
Improvement of water supply to resorts & hotels.	Action to be initiated to develop support infrastructure.

## LONG TERM

<p>General Action Plan</p>	<p>Deriving from the Mission, it is the stated objective of the A&amp;N Administration to promote sustainable tourism in the A&amp;N Islands in such a way that it would generate local employment and contribute to the economic growth of this Union Territory. To this end it would endeavour to :-</p> <ul style="list-style-type: none"><li>• Promote Eco-tourism with a view to protect the fragile Eco-system.</li><li>• Create self-sustainable jobs for the local youth of these islands.</li><li>• Generate substantial revenue for A &amp; N Islands</li><li>• Project a friendly tourist image to the world at large and make this Union territory one of the best tourist destinations.</li><li>• To be the number one Indian destination by per capital market share of visitor's expenditure.</li><li>• Encourage domestic tourism with a view to provide to the people of the country the unique feature of unity in diversity, secularism — a perfect example of National integration.</li><li>• Offer opportunities to the youth not only for employment but also for taking up activities of nation building character like.</li><li>• Bring socio-economic benefits to the people of these islands.</li><li>• Preserving and enriching our cultural heritage in all its manifestations and causing accretion and strength rather</li></ul>
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	<p>than degrading social and cultural values.</p> <ul style="list-style-type: none"> <li>• Develop places of interest as tourist destinations. The uniqueness of features such as mud volcano, the potential of beaches such as at Havelock &amp; Neil Islands for aqua sports, the peace and tranquility of the back waters would be developed in their own light.</li> <li>• Promote private sector participation in building up tourist infrastructure in the Union Territory.</li> <li>• Provide quality services to all domestic and international tourists.</li> <li>• Diversify and expand the marketing of the islands' tourism potential while preserving its fragile eco-system.</li> <li>• Encourage people's participation in tourism related activities so that it's community-based, thereby generating synergies between guests and locals. Some such roles for the local community could be to run paying guest accommodation, house-boats etc.</li> </ul>
<p>Make the tourism experience world class, at par with the best that Europe, US, and South East Asia have to offer.</p>	<p>The Tourism policy of A&amp;N Islands aims to make these pristine islands a unique eco-tourism destination by developing eco-friendly tourism infrastructure of International standard through Public Private Partnership (taking into account of the carrying capacity of these islands and limited support infrastructure) for generating revenue and local employment.</p>

Rationalize the shipping lines amongst the islands	This is required to have better inter-island and mainland and Island connectivity.
Encourage multi-cuisine restaurants	Provide quality services to all domestic and international tourists.
Upgrade the aquarium in Port Blair to match Water World in Singapore.	Initiative to be taken to upgrade the Aquarium in Port Blair to match water world in Singapore with the help of Fisheries Department. Simultaneously, the feasibility of Setting up Oceanarium in South Andaman will also be explored.

**ANDAMAN & NICOBAR ADMINISTRATION  
DEPARTMENT OF TOURISM, DIRECTORATE OF IP&T**

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Port Blair dated the 26<sup>th</sup> November 2008

**NOTICE**

The Tourism policy for A&N Islands is under finalization. The proposed tourism policy covers almost all important strategies for promoting this Island as an Eco-friendly tourist Destination in the world map besides generating local employment and revenue. In this connection the Department of Tourism, Andaman & Nicobar Administration is seeking valuable suggestions from the concerned agencies/authorities/organizations who are directly or indirectly involved with this industry so that the same could be incorporated in the proposed Tourism Policy before implementation of the same. Draft tourism policy is available on the official website of the Administration [www.andaman.nic.in](http://www.andaman.nic.in).

Any suggestions in this regard shall reach to this office within 15 days from the date of issuance of this notice i.e. on or before 11.12.2008 addressed to the Director (Tourism) A&N Administration, Directorate of IP&T or mail it in our official **email-id andaman\_tourism@rediffmail.com**.

Dy. Director (Tsm)



