


LAKSHADWEEP TOURISM POLICY - 2016


02/02/16

CONTENTS

1. Introduction
2. Vision
3. Mission
4. Objectives
5. Strategy
6. Present status
7. Limitations
8. Augmentation of Accommodation Infrastructure
9. Connectivity
10. Cruise Tourism
11. Beach Tourism
12. Leisure Tourism
13. Dive Tourism
14. Adventure Tourism
15. Sports Fishing Tourism
16. Houseboats Tourism
17. MICE Tourism
18. Heli Tourism
19. Film Tourism
20. Human Resource Development
21. Marketing and Promotion
22. Travel Agency.
23. Advisory and Monitoring Authorities
24. Lakshadweep Tourism Development Corporation

INTRODUCTION

Tourism is one of the world's largest and fastest growing industry and in many regions the single largest source of investment and employment. Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable economic development. Tourism promotes international understanding and gives support to local handicrafts and cultural activities. It is an important segment of the Indian economy, especially in terms of its contribution towards foreign exchange earnings, generation of additional income and creation of employment opportunities. Tourism is the third largest foreign exchange earner for India. However, according to the World Tourism Organization (WTO), India's share in world tourism arrivals is only 0.38%, accounting for 0.62% of the world tourist receipts. This indicates that much of the tourist potential is yet to be tapped. With rapid advances in Science & Technology, tourism has acquired the status of an industry in all industrialized countries. The high influx of foreign tourist traffic has accelerated demand for certain economic production and distribution activities.

The creation of niche tourism products like medical tourism, wellness tourism, religious circuits, adventure tourism, cruise tourism and caravan tourism has served to widen the net of this sector. Inbound tourism is booming and the country is going all out to lure more travelers from around the world. Contrary to perception across the world that tourism in India is still confined to traditional methods, the country is opening up with trendy tour packages and affordable air travel deals to woo inbound visitors from every segments.

Tourism in India is witnessing widespread growth on back of increasing inbound tourism by the burgeoning Indian middle class, raising inflow of foreign tourist and successful government campaign for promoting Incredible India. Infrastructure development holds the key to India's sustained growth in tourism sector. Further, the government has allowed 100% foreign investment under the automatic route in the hotel and tourism industry. Significantly, the country has the potential to become a major global tourist destination, with the tourism sector expected to contribute around INR 3414.8 billion (US\$ 77.0 billion) by 2021. India is currently ranked 12th in the Asia Pacific region and 68th overall in the world's attractive destination.

Lakshadweep Islands lying off the west coast of India comprises of 10 inhabited Islands; 17 uninhabited islands/islets; six submerged banks and three coral reefs. The total land availability including the inhabited and uninhabited island is 32 Sq.km only, however it is bestowed with 4000 Sq.km lagoon area; 20,000 Sq.km of territorial waters and 4, 00,000 Sq.km of exclusive economic zone.

The underwater view at Lakshadweep is kaleidoscopic and breathtaking. The pristine beauty, white sandy beaches, crystal clear water, shallow lagoon, rich marine wealth, variety of coral eco system and water sports activities like, scuba diving, snorkeling, wind surfing, water skiing, para sailing, sailing boats, speed boats makes Lakshadweep as one of the most popular holiday destination for tourists both domestic as well as foreign. No wonder, Lakshadweep is fast becoming India's one of its kind "Adventure Sport- Nature Tourism" location. Each island is fringed by snow white coral sands. The crystal clear water and the abundant marine life enhance the beauty of these islands. Against the vast expanse of blue sea, the islands look like

reef made of marine live coral boulders which block the incoming swells of the outer sea. The islands are restricted area and permit from the Administration is required to visit the islands. Lakshadweep was given the National Eco-Tourism Award 1997. However due to various limitations such as limited availability of land, cultural factors, the potential of tourism has not been harnessed fully.

VISION

- To Position tourism as an engine of socio - economic development of Lakshadweep by harnessing its direct and multiplier effects on employment and poverty eradication in a sustainable and eco-friendly manner by active participation of all segments of the society.

OBJECTIVE/GOAL

- To promote Tourism in such a way, which is economically viable, environmentally sustainable, socially acceptable and culturally desirable.
- To promote Tourism with the main objective of creating meaningful employment opportunities to local unemployed people of Lakshadweep.
- To promote Tourism to unlock the entrepreneurial potential of local people and make them a part of Tourism promotion in Lakshadweep.
- To attract investment both public and private in promoting sustainable tourism in Lakshadweep.

MISSION

- To transform Lakshadweep as an unique tourist destination in India
- To position Lakshadweep as a visible global brand in tourism.
- To position Lakshadweep as the best dive destination in the world.

STRATEGY

The strategy to achieve the vision of Lakshadweep Tourism Policy is-

- Creation of world class tourism infrastructure in all the islands of Lakshadweep within the carrying capacity of each island through public investment, private investment as well as through Public Private Partnership to cater to the needs of high end tourists.
- Popularizing "Tourist's Home" based bed and breakfast scheme in Lakshadweep in consultation with all the stakeholders wherever feasible.
- Establishing cheaper, faster and reliable transport network to connect all the islands of Lakshadweep with each other and with mainland.
- Promotion of high value low volume tourism by conducting tour packages through SPORTS/LTDC, private tour operators, travel agents etc.,
- Creation of trained manpower in tourism sector in association with reputed organizations.

- Promotion of visit of foreign cruises and yachts by notifying islands like Agatti and Minicoy as immigration control post and custom port.

PRESENT STATUS

Till 1990, the Department of Tourism was functioning with an ex officio Director and with a skeleton staff. As a part of revamping of the Department, posts of Tourism officers and other essential staff were created and filled. The full fledged Department of Tourism was created in the year 1990. Since then, there have been visible changes happening in the Tourism sector. More accommodation facilities have been created under state sector schemes and the Central Sector Schemes. The efforts in developing tourism in the desired way in Lakshadweep has been recognized by the Govt. of India and the maiden eco- friendly resort award constituted by Govt. of India was bagged by Lakshadweep Tourism.

Development of Tourism in Lakshadweep started in a small way in 1973 when the uninhabited Island of Bangaram was declared open for international tourism. Initially Hotel Corporation of India has set up a resort at Bangaram to cater to a small group of tourists, after obtaining clearance for bringing foreign tourists from Ministry of Home Affairs, Govt. of India. The SPORTS (Society for promotion of Nature Tourism & Water Sports), the nodal agency of the Administration for promoting Tourism in the U.T. of Lakshadweep came into existence in the year 1982. Since 1982-83, the society started undertaking domestic tourism in the inhabited islands of Kadmat, Kavaratti, Kalpeni & Minicoy and set up a small resort in the uninhabited island of Bangaram for catering to international tourists.

Taking into account the challenges for promoting tourism in a larger scale such as fragile ecology, limited carrying capacity, limited transportation facilities, the Lakshadweep Administration had introduced the concept of " ship based tourism " under which certain number of seats are reserved for the tourists in the ships operated by the Administration. The tourists availing the package tours are brought through the ship and during the day-time; they land in the islands and during the night they again board the ship and stay on board. This strategy, while helping to promote tourism also ensured that resources are not over exploited.

Presently SPORTS is operating, both ship based and flight based packages to Kavaratti, Kadmat, Kalpeni, Minicoy, Bangaram and Thinnakara islands. "Lakshadweep Samudram" is the popular package among tourists operated in M.V.Kavaratti covering three islands i.e Kavaratti, Kalpeni and Minicoy. Besides SPORTS is also operating the stay packages at Kavaratti, Kadmat, Minicoy, Bangaram and Thinnakara islands. The tourist arrival data to Lakshadweep is as follows.

Year	Number of Tourists Arrival
1996-97	5013
1997-98	4484
1998-99	3648
1999-00	2120
2000-01	3863
2001-02	3798

Signature
22/06/16

2002-03	5004
2003 -04	4703
2004-05	2588
2005-06	2714 +12489 Cruise Line tourist
2006-07	3282 +18240 Cruise Line tourist
2007-08	7348
2008-09	9376
2009-10	9729
2010-11	9217
2011-12	6577
2012-13	4394
2013-14	7177
2014-15	7427

LIMITATIONS

From the above data it is very clear that the tourist arrivals to Lakshadweep are stagnating at the same level in the last 20 years without any marked improvement. The foremost reason is the lack of adequate means of transport from Mainland to Lakshadweep. Presently, SPORTS is operating two kinds of packages i.e Cruise based and Flight based packages.

There are two types of cruise based packages. Lakshadweep Samudram and Coral Reef packages will come under the first category. In this type of package, the tourists remain on board the ship during night and during day time, they get down at the islands and enjoy the beach and other water sports activities. Marine Wealth Awareness Programme to Kadmat, Swaying Palm Package to Minicoy and Taratashi Package to Kavaratti are other type of cruise based packages, in this tourists use ship for their travel to and fro from main land to island and stay at the resorts in the islands. Incredible Island package is the flight based package operated by SPORTS. In this tourists come by flight up to Agatti Island and from there they will be taken to Kavaratti/Kadmat/Bangaram/Thinnakara islands for staying at the resorts/tent accommodation.

Thus, it is very clear from the above, that tourist can arrive to Lakshadweep either by ship or by flight. The ships are run by Lakshadweep Administration but actually meant for passenger transport. Some seats are reserved for tourist in these ships, so that SPORTS can operate ship based tour packages and tourists can visit Lakshadweep without affecting the passenger movement. On an average only 6000 tourists can visit Lakshadweep by using the ships.

On the other hand, due to limited length of air strip at Agatti airport, only small ATR type of aircraft can land. As of now, Alliance air (Air India) is operating in the Agatti-Kochi sector with a small air craft having a seating capacity of 48. Even though, the seating capacity is 48, aircraft can carry at the maximum 30 passengers only from Kochi to Agatti due to various limiting factors. Presently Alliance Air is operating the aircraft six days a week. From October to May, the total passengers who can travel from Kochi to Agatti are roughly 6300 only (30

[Signature]
22/02/16

passengers/day X 6 days in week X 35 week). Here also, tourists have to compete with the local passengers and other people travelling to Lakshadweep for official purpose. If we take 2014-15 data for a comparison, around 2000 tourists availed the flight service from Kochi to Agatti and stayed at Kavaratti, Kadmat, Bangaram and Thinnakara under SPORTS Incredible Island package.

Using the High Speed Vessel (HSV) from Kochi/Calicut/Mangalore would be an alternate option for tourist transport. But as the HSV cannot be operated from Kadmat/Amini due to absence of night berthing facilities in these islands and absence of proper accommodation facilities at Androth island, HSV's could not be used for mainland-island tourist transport. Thus, as a whole roughly 8000 tourists can travel to Lakshadweep with the existing transportation availability.

After transportation, it is the availability of accommodation facilities at the islands that limits the arrival of tourists. The present accommodation facilities are as follows

Sl.No	Island	Type of Accommodation	Bed Capacity
1	Kavaratti	AC suit rooms	24
2	Kadmat	AC and Non AC cottages	56
3	Minicoy	AC cottages	44
4	Bangaram	Tent accommodation	26
5	Thinnakara	Tent accommodation	26

Thus, from the above table, it is very clear that the total bed capacity is only 176 including 52 bed capacities in the tent accommodation at Bangaram and Thinnakara. Due to non-availability of transportation, the occupancy at Minicoy Island Beach Resort is very low. Moreover, the accommodation infrastructure is not available in all islands, which will have a bearing on number of days tourists can stay at Lakshadweep and number of Islands tourist can visit during their stay at Lakshadweep. However, the Administration must take into account the carrying capacity of each island before creating the accommodation infrastructure in all the islands of Lakshadweep.

The lack of all weather transportation facilities makes tourism activities in Lakshadweep highly season specific. Even though period from June to September is ideal for adventure water sports like wind and wave surfing, the complete absence of tourist transport facilities during monsoon period is limiting the exploration of tourism potential of Lakshadweep during monsoon season. This virtually causes a break in the tourism activities in Lakshadweep.

The coral island ecosystem is highly fragile and sensitive to even a slight change in their environment. Any activity which will affect the coral activities will endanger the very base of the island eco system. Increased arrival of tourists, will lead to generation of more waste, which has to be disposed in an ecologically sustainable way.

The tourism promotion in the islands are greatly handicapped due to lack of adequate resources such as land, water, power etc., The land is the finite resource and day by day the

demand for land go on increasing with increasing population of Islands for various purposes like construction of houses, commercial shops, government building etc., The land availability will limit the creation of accommodation infrastructure to a great extent.

The availability of clean drinking water is next major issue. Presently, the Desalination plants are available only in three islands i.e Kavaratti, Agatti and Minicoy. Absence of desalination plants in other islands will limit the availability of clean drinking water to visiting tourists. Besides, these facilities not able to cater the growing water needs of local population. As such diverting the water from these plants to tourist may not be feasible in the long run.

Ninety percent of the electricity is generated by using the diesel generators. The availability of uninterrupted power supply will be essential for promotion of tourism in Lakshadweep islands. The cost of power generation is very high. Besides, the power generation through DG sets will have its own effects on the coral island ecosystem.

Even though, Lakshadweep people are not against tourism, the local customs and culture will warrant a sensible tourism which will respect the socio-cultural traditions of local population. Presently, there is a total prohibition in Lakshadweep with an exception of Bangaram islands.

By taking into account all the above mentioned factors, it is very clear that the state/Lakshadweep Administration has to play a leading role in promotion of tourism in Lakshadweep and the private players will complement the efforts of the Lakshadweep Administration wherever necessary and desirable. Thus this tourism policy envisages a government facilitated tourism development model for the sustainable and eco-friendly development of tourism in Lakshadweep with the active participation of private players.

AUGMENTATION OF ACCOMMODATION INFRASTRUCTURE

Lakshadweep Administration's policy of low volume high end tourism calls for world class accommodation with all facilities. Land is the finite resource which limits the creation of accommodation infrastructure. Accommodation infrastructure will be created within the limits of carrying capacity of each island as well as within the contours of Integrated Island management Plan as approved by Ministry of Environment, Forest and Climate Change, Government of India so that tourism will not put more pressure on the fragile island ecology and tourism can be sustainable for times to come. The policy provides for creation of the following types of accommodation infrastructure in the inhabited islands.

➤ Eco Friendly Resorts in inhabited Islands:

Lakshadweep Administration will promote and facilitate the construction of eco-friendly tourist resorts through public investment, private investment or through Public Private Partnership in each inhabited island with minimum bedding capacity compatible with the carrying capacity of the islands as well as within the contours of IIMP to cater the needs of "high end tourists". Accommodation infrastructure will be created in all ten inhabited islands so that fruits of tourism development will be available to entire population of Lakshadweep and balanced development of all islands of Lakshadweep will be achieved.

Day
20/02/16

The tourist resorts will be constructed in the uninhabited portion of inhabited islands identified for tourism purpose in the Integrated Island Management Plan (IIMP). The resort should be of eco-friendly structure, having non-conventional sources of energy supply to the extent possible and environment friendly waste/sewage disposal. Lakshadweep administration will frame guidelines for granting permission for construction and operation of resorts as well as for bringing tourist by licensed resort operators. The guidelines will provide for employment of maximum number of locally qualified personnel from Lakshadweep in the resorts to the extent possible.

➤ **Tourist Homes:**

Lakshadweep Administration will take steps to encourage local residents of Lakshadweep to establish and operate the Tourists Homes in islands where ever feasible within the carrying capacity of the island concerned in tune with Government of India's "The Incredible India Bed & Break Fast Scheme". The tourist homes shall be constructed in the uninhabited portion of inhabited islands identified for tourism purpose in the Integrated Island Management Plan (IIMP). The family/ Local people shall not reside in the same tourist home. Lakshadweep administration will frame guidelines for granting permission for construction and operation of Tourist Homes as well as for bringing tourist by licensed Tourist Home Operators.

➤ **Tourism at uninhabited Islands:**

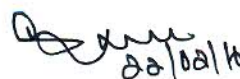
Lakshadweep Administration promotes and facilitates development of uninhabited islands including Bangaram, Thinnakara, Suheli and Cheriya Island for developing world class tourist infrastructure through public investment, private investment as well as through Public Private Partnership. The Administration will frame the guidelines for the development of tourism in uninhabited islands. The guidelines may provide for construction of eco-friendly building structures as far as possible; establishment of eco-friendly sewage disposal/waste management facilities; self-sufficiency in meeting energy requirements preferably through Renewable/eco-friendly sources and self-sufficiency in meeting drinking and other water requirements through Rain water Harvesting /desalination plants, etc. The guidelines will also provide for employment of maximum number of locally qualified personnel from Lakshadweep in the resorts developed in the uninhabited islands to the extent possible.

CONNECTIVITY

The availability of safe, reliable and faster mainland-island and inter island connectivity is vital for the development of tourism in Lakshadweep. The policy proposes the following multipronged strategy to overcome the connectivity problem.

➤ **Expansion of Agatti Island Airport:**

Lakshadweep Administration will pursue the matter with Airport Authority of India as well as with Government of India for the speedy implementation Agatti Island Airport expansion project in a time bound manner so that bigger flights can be operated from mainland to Lakshadweep.



➤ **Increasing the frequency of flight service as well as operator bigger aircrafts to Lakshadweep:**

Lakshadweep Administration will make efforts to increase the frequency of flight service available to Lakshadweep every week as well as for operation of bigger aircraft having more seating capacity. The interested players will be encouraged to operate flight service from main land to Lakshadweep on commercial basis for the tourist.

➤ **Dedicated ships for tourist:**

Lakshadweep Administration will take steps to have dedicated ships for tourist transportation through public investment, private investment or through public private partnership. Interested players will be permitted to operate dedicated ship service between mainland-island sectors as well as inter island sector on commercial basis.

➤ **Sea plane operation:**

Sea Planes offer a safe, reliable and faster mode of transport for the visiting tourists. Lagoons of Lakshadweep islands provide ideal location for water-drome in the islands and facilitate operating the sea plane services. Lakshadweep Administration will take steps for operation of Sea Plane services in Lakshadweep for tourist transportation through public investment, private investment or through public private partnership. Interested players will be permitted to operate sea plane service between mainland-island sectors as well as inter island sector on commercial basis.

➤ **Inter Island ferry boats:**

Lakshadweep Administration will also explore the possibility of operating inter island ferry/speed boats to provide various choices to visiting tourists.

The availability of multi model transport i.e flight, sea planes, ships and speed boats will ensure that safe, reliable and faster modes of transport will be available for tourist according to their choice.

CRUISE TOURISM

Lakshadweep Administration will take necessary steps to promote Cruise based day Tourism wherever feasible and desirable without affecting the quality and operation of resort based stay tourism. Here the tourists come by ship and stay in the ships, visit the island only during day time. This will reduce the pressure on the limited land resource. Lakshadweep administration besides taking steps for having dedicated ships for tourist transportation, will also promote the visit of cruise liners and luxury yachts to Lakshadweep Islands. This will enable the private sector to play an important role in augmenting the transport connectivity to Lakshadweep from mainland. Agatti and Minicoy islands of Lakshadweep are already declared as Immigration Control Post and Lakshadweep police is authorized to grant immigration

clearance to visiting foreign cruises and yachts as well as tourist visiting through such foreign cruises and yachts. Lakshadweep administration has already initiated necessary steps to operationalize Immigration Check Post at the earliest. Lakshadweep administration has also taken steps to notify Agatti Island as Customs post under Customs Act for granting customs clearance to visiting foreign cruises and yachts, besides operationalizing the already notified Minicoy Customs Port. Notifying additional Customs ports at Lakshadweep will go in a long way to promote sustainable ecotourism in Lakshadweep islands with little/no impact on the fragile ecosystem as well as the traditional socio-cultural- religious feelings of the local people and able to generate meaningful employment opportunities to the educated youths of Lakshadweep. Lakshadweep administration will frame necessary guidelines to facilitate the visiting of foreign cruises and yachts to Lakshadweep.

BEACH TOURISM

The beauty of Lakshadweep lies in the vast pristine sugary sand virgin beaches in the western side extending to the lagoon and eastern side in some islands. Due to low volume high value eco-ecotourism the beaches of the islands are less disturbed and protected well. The beach offers widespread area for water sports activities, basking in the beaches, sunbath, beach volleyball and other beach sports activities. Lakshadweep Administration will take steps to popularize Lakshadweep as an important and unique beach tourism destination in India.

LEISURE TOURISM

The Lakshadweep islands are situated 200 to 400 km away from mainland. The average inter island distance is more than 50 km. The island atmosphere is always calm and silent without any noise. It is an ideal place for leisure tourism. The tourist who like to be away from the fast moving, busy and noisy city environment, and spend their time a relaxed manner, can visit Lakshadweep to listen the sound of silence. Lakshadweep Administration will take steps to popularize Lakshadweep as a *leisure tourism* destination in India

DIVE TOURISM

Lakshadweep islands have the potential to emerge as a global destination for SCUBA diving. The pristine beauty, crystal clear water, shallow lagoon, rich marine wealth, variety of coral eco system makes Lakshadweep an ideal destination for scuba diving. The ancient ship wrecks, variety of coral and varied under water marine ecosystem in different islands, submerged banks and reefs gives the divers a complete satisfaction. Lakshadweep Administration will facilitate those educated youths who are willing to set up their own dive and water centres. This will encourage educated youths to take up self employment opportunities. Lakshadweep administration will frame the guidelines for setting up and operation of dive centres and water sports centres in Lakshadweep by the locally qualified people and for bringing tourists by licensed dive centre and water sports centre operators.

ADVENTURE TOURISM

Adventure tourism involves exploration or travel to remote, exotic areas. Any constructive activity which tests the endurance of both a person and his equipment to its extreme

limit is termed as Adventure. Exploration of remote areas like sub merged sand banks and reefs of Cheriya pani, Valiya pani, and Perumulapar etc would be really adventurous for any adventure tourist. Lakshadweep also has a potential to emerge as ideal destination for all types of adventure water sports like, wind surfing, water skiing, Para sailing, sailing boats, speed boats, yachting etc. Lakshadweep administration will take necessary steps for promoting Lakshadweep as a Adventure Tourism destination and formulate guidelines for ensuring the safety of the visiting tourists.

SPORTS FISHING TOURISM

Lakshadweep is bestowed with 4000 Sq.km lagoon area; 20,000 Sq.km of territorial waters and 4, 00,000 Sq.km of exclusive economic zone and an ideal destination for sports/game fishing. Lakshadweep administration will frame guidelines for promoting and regulating the sports/game fishing in tune with the Lakshadweep Marine Fishing Regulation, 2000 and the rules thereon without affecting the livelihood opportunities to local fisherman.

HOUSEBOAT TOURISM

Houseboats are ideally used in the backwaters and lakes. Due to wave length in the lagoon in the high tide the houseboat may not give steady comfort to tourist on board. However, Lakshadweep administration will explore the possibility of introducing houseboats in the calm lagoons of Bangaram, Thinnakara and other similar islands as niche tourism products to cater to the high end tourist.

MICE (Meetings Incentives Conferences and Exhibitions) TOURISM

Today, 'Conventions and Conferences' are being acknowledged as a significant segment of the tourism industry. A large number of conferences are held around the world every year. The seminar/conference on board the ships or in inhabited islands will be hot product to sell in the coming days. Besides, MICE, people are interested in celebrating the birthday party, engagement party and marriage anniversary in the remote islands of Lakshadweep. Lakshadweep Administration will promote islands like Kadmat and Minicoy as an ideal place for MICE tourism.

HELI TOURISM

In today's faster world, people simply do not have enough time to see many places. Heli-Tourism is the answer for such tourist as it helps them to visit as many places as they like to visit within a short period of time. Lakshadweep islands with an inter island distance of 50-60 km becomes ideal place for promoting Heli Tourism for very high end tourist. Besides, Heli tourism can be promoted from mainland (Calicut/Mangalore/Kochi) to near islands such as Kalpeni, Minicoy, Kadmat, Kiltan, Chetlat and Bitra. Lakshadweep administration will take necessary steps to promote Heli-Tourism wherever feasible.

FILM TOURISM

The pristine beauty, crystal clear water, white sandy beaches, calm lagoons and unique

social life offers a different experience for the film industry. Lakshadweep administration will frame guidelines to regulate and promote film tourism in Lakshadweep Islands.

CULTURAL/HERITAGE TOURISM

Lakshadweep is having its own traditions, customs, folk arts, cuisines which are very unique and attracting tourists all over the world. Museum at Agatti, Fisheries Museum at Kavaratti showcases rich cultural heritage and marine wealth of Lakshadweep. The Light House of the Minicoy- one of the oldest and tallest- was constructed in 1885 by the British. Dargah of Kasim Waliyullahi at Kavaratti, Dargah of Mumb Moula Ubaidullahi Madani at Androth, Dargah of Ahmed Shuhada and Ashi Ali at Chetlat, Dargah of Malik Moula at Bitra, and dargas in the other islands have potential for developing as heritage sites. Lakshadweep administration will take necessary steps for developing and promoting the above places as heritage sites of Lakshadweep in consultation with all stake holders including the elected representatives and religious scholars. Lakshadweep Administration will also take steps to popularize the various fairs and festivals of Lakshadweep like National Minicoy Fest, Dweepolsavam, Kalolsavam, Attolu Eidu etc on the lines of *Pushkar festival* and others.,

RELIGIOUS/PILGRIMAGE/ZIYARAT TOURISM

Lakshadweep administration will take necessary steps to promote Religious/pilgrimage/Ziyarat tourism in consultation with all stake holders including the elected representatives and religious scholars. The Ziyarat tour package to visit various Dargah in Lakshadweep will also be explored.

HUMAN RESOURCE DEVELOPMENT

Tourism industry depends on the quality service offered to the visiting tourist which in turn depends on the quality of manpower. Lakshadweep Administration will make efforts for creating required qualified manpower in Lakshadweep in association with reputed Institutes. Lakshadweep administration will make efforts to employ maximum number of locally qualified people in the resorts, dive centres and water sports centres operated in Lakshadweep. Besides, Lakshadweep administration will also facilitate locally qualified people to set up their own dive centres and water sports centre in Lakshadweep where ever possible. Lakshadweep administration will frame the guidelines for setting up and operation of dive centres and water sports centres in Lakshadweep and for bringing tourists by licensed dive centre and water sports centre operators.

MARKETING AND PROMOTION

Lakshadweep administration encourages participation of various fairs and festivals conducted in different parts of the country to promote Lakshadweep Tourism. Emphasis will be given for participating in the international fairs and festivals conducted in different parts of the world. The different festivals including National Minicoy festival celebrated in Lakshadweep would also be harnessed for promoting tourism in Lakshadweep. Lakshadweep administration will promote and facilitate production of short films, printing of pamphlets and brochures for marketing Lakshadweep as best tourist place worth visiting in a life time.

TRAVEL AGENCY

Lakshadweep administration will encourage locally qualified people to set up tour operator service/the travel agency to market tour packages to Lakshadweep. Lakshadweep administration will formulate guidelines for granting recognition to tour operator service/the travel agency to be set up by the locally qualified people.

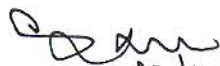
ADVISORY AND MONITORING AUTHORITIES.

The Lakshadweep Administration recognizes the need for continued review and monitoring of the tourism development activities taken up in the islands. In this direction, Lakshadweep administration will put in place an effective advisory and monitoring mechanism with participation of all stake holders.

LAKSHADWEEP TOURISM DEVELOPMENT CORPORATION

Presently Society for Promotion of Nature Tourism and Water Sports (SPORTS), a society established in 1982, under Societies registration Act, 1860, is acting as a nodal agency for promoting tourism in Lakshadweep. The activities of SPORTS have increased many folds in the 30 years of its existence. The pace and nature of tourism development in Lakshadweep has also changed over the years.

Lakshadweep administration will take steps to convert SPORTS into Lakshadweep Tourism Development Corporation as a wholly owned company of Lakshadweep administration registered under Companies Act for better management, effective control and to fulfill various legal requirements.


22/02/16