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Govt plans tourist village at Sipasarubali

Pioneer News Service / Berhampur

In a bid to attract more tourists to Orissa, the State Government has decided to build a tourist village at Sipasarubali, on the outskirts of Puri town.

The village with all facilities for tourists will be built in a public-private partnership.

The Tourism Department has already acquired about 1000 acres of Government land and the work for the construction of roads and connection of electricity is going on, said Tourism Minister Surya Narayan Patro here on Thursday.

The minister said his department has appointed an international architect to design the project, which is expected to be ready in the next two months.

Stating that the Government was now trying sincerely to develop tourism sector, he said his department had appointed a private consultancy firm PriceWaterhouse Coopers (PwC) to recommend measures to attract more tourists.

The consultancy firm has already finished two preliminary reports and is expected to submit its final report in the next two months. The consultant is working on a number of issues that are hindering the growth of tourism sector in the State.

Besides PwC, he said the Government has also appointed Mudra Communications to prepare a campaign and develop an action plan to promote the State, which would be ready by October end.

"We will now aggressively market it in other Indian states as well as abroad," he said.

The minister recently returned from Bangkok after holding an exhibition on Buddhist monuments of Orissa. Similar exhibitions will also be held in other countries like England, Malaysia, Sri Lanka and the US to attract foreign tourists to the State, he added.

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