



ANALYZING TOURISTS AT SRI PRASANNA VENKATESWARA TEMPLE, APPALAYAGUNTA, CHITTOOR DISTRICT, ANDHRA PRADESH, INDIA

M. HEMALATHA

Sr. Lecturer, Department of History, Sri Padamavathi P.G. & Degree College Tirupati.

ABSTRACT

Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another. India is one of the few countries of the world which an array of tourism resources from its wealth of histories and antiquities, it is a vast country known for its diversified culture and traditions. Tourists were identified as a key factor in developing tourism. The present investigation will be carried with particular reference to Sri Prasanna Venkateswara Swamy Temple at Appalayagunta village, near Vadamalapeta, which is 16 km from Tirupati in Chittoor District of Andhra Pradesh, India. This present investigation on tourists analyzing according to their age, gender wise differences who had visited to Sri Prasanna Venkateswara Swamy Temple at Appalayagunta.

KEYWORDS : Sri Prasanna Venkateswara Swamy Temple, Tourism, Age, Gender.

INTRODUCTION:

India is one of the fastest growing tourism industries in the world. 'ATITHI DEVO BHAVA' means "Guest is God" is a Sanskrit verse, taken from an ancient Hindu scripture which became part of the "code of conduct" for Hindu society. Atithi devo bhav regards a procedure of the Host-Guest relationship and this is the way to treat tourists in India from age back. The present study is based on tourism in Sri Prasanna Venkateswara Swamy Temple which is a vaishnavite temple. It is located at Appalayagunta village, near Vadamalapeta, which is 16 km from Tirupati in Chittoor District of Andhra Pradesh, India. The temple is dedicated to Lord Venkateswara, referred to as Prasanna Venkateswara. Unlike other typical Venkateswara temples the presiding deity has its right hand in Abhaya posture. This temple was constructed in 1232 AD by King of Karvetinagaram, Sri Venkata Perumalaraju Brahmadeva Maharaj.

The legend of the temple, is believed that the Lord Sri Venkateswara has granted blessings on Sri Siddeshwara and other sages at this place on the occasion of his marriage with Goddess Sri Padmavathi Ammavaru. This was the resting place for Lord Venkateswara during his voyage to Tirumala. The temple has some spiritual powers to liberate physical, mental and career related doshas. The imposing image of the wind-god present in this temple is worshipped by devotees to get rid of the chronic ailments.

OBJECTIVES OF THE STUDY

- To Examine the age-wise tourists in pilgrimage Tourism
- To Study the roles of gender-wise tourists in pilgrimage Tourism

METHODOLOGY

Keeping in view the objectives of the study, relevant data will be collected from primary and secondary sources. Field studies data collection and observations during field work will be the basis of the present analysis. The data will be processed and represented graphically.

RESULTS

Age - wise tourists visited

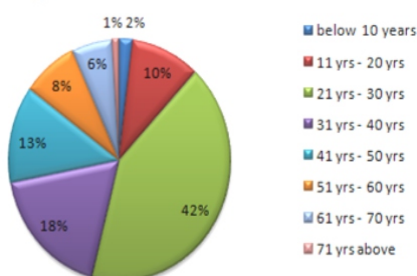


Fig 1 consists of age wise tourists visited to Sri Prasanna Venkateswara Swamy Temple, who were selected through this

study. Here the ages were selected with an interval of ten years. Among 100 selected tourists, below ten years were of 2%, between eleven to twenty years were 10%, between twenty-one to thirty years were 42%, between thirty –one to forty years were 18%, between forty-one between to fifty were 19%, between fifty-one to sixty were 8%, between sixty-one to seventy were 6% and above seventy were 1% of selected tourists.

Gender wise tourists visited to Sri Prasanna Venkateswara Swamy Temple, were also selected in the present study. Among 100 selected tourists, 68% were male and 32% were female tourists respectively.

DISCUSSION

Tourism plays a vital role in the rapid growth of developed and developing countries' economy. It has strong relevance to economic development and employment generation. It creates huge employment opportunities; provides equitable distribution of wealth, help to acquire the much-needed foreign exchange, bring out a speedy development & improvement of infrastructure facilities. In India, Tourism creates huge employment opportunities and provides equitable distribution of wealth to local community. Hence, it is significance role-play in economic development and employment generation. Tourism is one of the world's fastest and growing industries as well as the major source of foreign exchange and employment generation. Tourism in India is emerging as most booming industry.

After analyzing the data, the below findings of the study are interpreted as Among 100 selected tourists, most of the tourists visited are between 21years to 30 years visited to Sri Prasanna Venkateswara Swamy Temple. Here we can see people around this age are very much interested in adventures and also have thrust to visit new places, for to develop tourism we need to increase the population of all age group people as by publicity. Majority of the tourists visited to Sri Prasanna Venkateswara Swamy Temple are male tourists than compared to Female tourists. By exploring gender wise assumptions embedded in tourism indicates clearly historical imbalance between Male and Female. This may also be attributed to the less infrastructure development and also availability of food. Even activities such as women travelling from rural villages into town events were also less as women are spending less time for their own leisure which clearly indicates the gender roles.

CONCLUSION:

The data presented in this paper indicate the potential for pilgrimage tourism development and to modify the infrastructure so as to attract more people. The analysis shows that it should be possible to spread the development of pilgrimage tourism to more parts of the region. Pilgrimage sites can be developed as heavenly destination spots for pilgrimage tourism. The overall aim will clearly

to enhance the benefits of pilgrimage tourism and its people in terms of foreign exchange, employment generation, income creation, and government revenue in Sri Prasanna Venkateswara Swamy Temple.

REFERENCES:

1. Sri Prasanna Venkateswara Swamy Temple, Appalayagunta". Tirumala Tirupati Devasthanams. Retrieved 2 February 2016.