



Development of tourism in India and Potential of Andhrapradesh Tourism Industry

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ABSTRACT "No-where in the world is found, such a beauty, different and diversified climate, flora, fauna, religions, and languages, dialects, dress-ing patterns, life style and rituals, like India."

Tourism is one of the world's most booming industries, generating approximately \$4 trillion annually worldwide. Over 550 million international tourists, visit different parts of the world every year in order to satiate their desire to know the world. India is called a tourist's paradise where not only the natural beauty but also glorious historical places, monuments are existing. Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment.

The present study reveals that the growth and diversification of tourism industry in India and India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities and focusing on the state of Andhra Pradesh tourism which comprises like scenic hills, forests, beaches and temples. Also known as The City of Nizams and The City of Pearls, Hyderabad is today one of the most developed cities in the country and a modern hub of information technology, ITES, and biotechnology. Andhra Pradesh is called as a 'Rice Bowl' of India. It is having a rich and unique culture in India. The Andhra Pradesh Tourism department has promoted by it's as a "Kohi-Noor" of India. The state has a rich cultural heritage and is known for its rich history, architecture and culture. Andhra Pradesh is the top tourist destination in India.

INTRODUCTION TO TOURISM:

Tourism is an important catalyst in the socio-economic development in the modern times, contributing in multiple ways and strengthen the inter-connected processes. While often portrayed as panacea for many evils such as underdevelopment, unemployment, poverty eradication, social discrimination and so on; its contribution in creating a global and regional socio-political environment for peaceful co-existence of the cultures and societies has been equally established at various levels.

There are various definitions of tourism. Theobald (1994) suggested that etymologically, the word "tour" is derived from the Latin 'tornare' and the Greek 'tornos,' meaning 'a lathe or circle; the movement around a central point or axis.' This meaning changed in modern English to represent 'one's turn.'

The Macmillan Dictionary defines "Tourism as the business of providing services for people who are travelling for their holiday". Wikipedia defines it as travel for recreational, leisure or business purposes. The OECD glossary of statistical terms defined tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

The concept of travel is very old, the term 'Tourism' as we know or mean it today is of relatively modern origin. Just five decades back old. In both the domestic and international tourism has developed because of various factors such as increased leisure, higher standard of living and improved education and other relative factors. But the thing is it gave it real boost, is a means of speedy transport and communication. Tourism is one of the world's most booming industries, generating approximately \$4 trillion annually worldwide. Foreign exchange earnings from this industry for 1997-98 were over Rs. 11264 Crore. Since commencement of the history the man has migration spirit. This is fulfilled through travel, so he

has abundant fascination of travel. The urge to know or unknown to discover new and strange places, to seek change of environment and to achieve new experiences, inspired mankind for 'new vestas' and move from one place to another.

Objectives of the paper:

- ★ To study the status of Indian tourism industry.
- ★ To examine the future of Andhrapradesh tourism industry.

Research Methodology:

This paper made an attempt to study based on secondary data which includes journals, books, articles, newspapers, websites etc.

DEVELOPMENT OF TOURISM IN INDIA:

The tourism industry of India is economically important and grows rapidly. The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India (Krishna, A.G., 1993). Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development. But it was only after the 80's that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, the *New Tourism Policy* recognises the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism were. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organisations

and the local youth in the creation of tourism facilities has also been recognised.

The World Travel and Tourism Council calculated that tourism generated \$121 billion or 6.4% of the nation's GDP in 2011. It was responsible for 39.3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7.7% in the next decade. In a 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8.8% between 2011 and 2021. This gave India the fifth rank among countries with the fastest growing tourism industry. According to provisional statistics 6.29 million foreign tourists arrived in India in 2011, an increase of 8.9% from 5.78 million in 2010. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and Union Territories numbered 850.86 million. The most represented countries are the United States (16%) and the United Kingdom (12.6%). In 2011 Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists. Domestic tourists visited the states Uttar Pradesh, Andhra Pradesh and Tamil Nadu most frequently. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai is ranked 41 by the number of foreign tourists, while Delhi is ranked at 50, Mumbai at 57 and Agra at 65.

The *Travel & Tourism Competitiveness Report 2011* ranked the price competitiveness of India's tourism sector 28th out of 139 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 43rd). The Ministry of Tourism designs national policies for the development and promotion of tourism. India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business, educational and sports tourism. The RNCOS-formulated report titled "**Indian Tourism Industry Forecast (2007- 2011)**" objectively analyzes the current scenario and future prospects of the Indian tourism industry, focusing on different parameters of the industry such as: inbound and outbound tourism, expenditure by inbound tourists, and medical tourism in India. It helps analyze the opportunities and factors, which are crucial to the success of the tourism industry in India.

Tourism industry in India has several positive impacts on the economy and society. These impacts are highlighted below.

- ◆ Generating Income and Employment
- ◆ Source of Foreign exchange earnings
- ◆ Preservation of National Heritage and Environment
- ◆ Developing Infrastructure
- ◆ Promoting peace and stability.

ANDHARAPRADESH TOURISM INDUSTRY (KOHINOOR OF INDIA):

Andhra Pradesh has a variety of attractions and it is called as a 'Rice Bowl' of India. It is having a rich and unique culture in India. The Andhra Pradesh Tourism department has promoted by its as a "Kohi-Noor" of India. It is a domicile for all types of tourism i.e. Pilgrimage tourism, Heritage tourism, Adventure tourism, Cultural tourism, Educational tourism, Beach tourism, Eco-Tourism, Geological tourism, Rural Tourism etc., Andhra Pradesh is the top tourist destination in India.

Andhra Pradesh is the home of many religious pilgrim centres:

- ◆ **Tirupati**, the abode of Lord Venkateswara, is the second richest and most visited religious centre (of any faith) in the world. Srisailem, the abode of Sri Mallikarjuna, is one of twelve Jyothirlingalu in India. Amaravathi's Siva temple

is one of the Pancharamams, Vemulavada temple, one of the old abodes of Lord Shiva, reputed as Dakshina Kashi – Benaras of South India.

- ◆ **Birla Mandir**, on the Naubath Pahad is a Hindu temple of Lord Venkateshwara, built entirely of white marble located in Hyderabad
- ◆ The **Ramappa Temple** and **Thousand Pillar Temple** in Warangal are famous tourist spots and depict the finest taste of Kakatiya dynasty for arts & culture and temple carvings. Warangal is also home to **Medaram** – the Asia's largest tribal fair/festival called "**Sammakka Saralamma Jatara**".
- ◆ **Gunadala Matha Shrine** - One of the second largest Christian pilgrims Destination in India located in Vijayawada City. Thousands of people visit Gunadala Matha throughout the year as they firmly believe in the merciful heart of the Blessed Mother Lady of Lourdes and are convinced of her Motherly blessings. Devotees, not only from all corners of Andhra Pradesh, but from the neighbouring states of Tamil Nadu, Kerala and Karnataka visit the shrine during the festival in February, every year.
- ◆ **Gnana Saraswati Temple, Basar** is one of the famous Saraswati Temples in India

Famous Buddhist centres:

- ★ **Amaravathi** – Guntur District
- ★ **Nagarjuna Konda** – Nalgonda District
- ★ **Bhattiprolu** - Guntur District
- ★ **Ghantasala** – Krishna District
- ★ **Sankaram** - Visakhapatnam District
- ★ **Bavikonda**- Visakhapatnam District
- ★ **Thotlakonda**- Visakhapatnam District
- ★ **Ramatheertham**- Vizianagaram District
- ★ **Salihundam**- Srikakulam District
- ★ **Nelakondapalli** – Khammam District
- ★ **Dhulikatta** – Karimnagar District
- ★ **Phanigiri** - Nalgonda District
- ★ **Lingapalem** – West Godavari District

Others are Pavurallakonda, Chandavaram, Guntupalli, Aduru, Kummarilova, Kotturu Dhanadibbalu, Karukonda, kapavaram, Nandalur

Pilgrim centres and temples:

- ◆ **Sri Venkateswara Swami Temple** – The abode of Lord Venkateswara, is the richest and most visited religious centre (of any faith) in the world situated in Tirupathi City
- ◆ **Kanaka Durga Temple** – One of the Shakti Peetam's situated in Vijayawada City
- ◆ **Sri Rajarajeshwara Temple** - One of the famous and most visited Lord Shiva temple located in Vemulawada
- ◆ **Sri Mallikaruna Temple** – One of the Jyothirlingam's situated in Srisilam Town
- ◆ **Sri Varaha Lakshmi Narashima Temple** – Situated at Simhachalam near to Vizag City
- ◆ **Sri Kalashastiswara Temple** – Situated at Srikalahasti Town
- ◆ **Sri Venkateswara Swami Temple** – known as china Tirupathi located at Dwaraka Tirumala Town
- ◆ **Sri Amaralingeswara Swami Temple** – One of the Pancharama's located at Amaravathi Town
- ◆ **Sri Someswara Swami Temple** – One of the Pancharama's located at Bhimavaram Town
- ◆ **Sri Kshira Rama Lingeswara Swami Temple** – One of the Pancharama's located at Palakol town
- ◆ **Bhadrakali Temple** - In the Heart of the Warangal town.
- ◆ **Sri Bhimeswara Swami Temple** – One of the Pancharama's located at Rama Chandra Puram Town
- ◆ **Sri Satyanarayana Swami Temple** – Located at Annavaram near Rajahmundry city
- ◆ **Ramappa Temple** – Near to Warangal City
- ◆ **Arasavali Temple** - Sun God's temple located 3 km away from Srikakulam almost on the shore of Bay of Bengal
- ◆ **Srikurmam** - Temple of Lord Vishnu in Kurma Avataram also near Srikakulam on the Shore of Bay of Bengal

- ♦ **Rama Lingeswara Swamy Temple**- One of the Lord Shiva's temple situated in Yanamalakuduru village near Vijayawada, Shiva Rathri is well celebrated in this Temple

Thousand's of oldest temples are situated in Andhra Pradesh.

The noted pilgrimage centres in Andhra Pradesh state is Tirumala and Tirupati, in chittoor district, it is one of the famous Hindu's temple throughout India, and one of the richest pilgrimage centre in the world. Another ancient temple is Simhachalam in vishakapatnam district. It is said to be the abode of the savior god Narasimha, who rescued Prahlada from his abusive father Hiranyakashipu. One of the most sculpted shires of Andhra Pradesh, it has a nicely carved 16 pillared Natya Mantapa and a 96 pillared Kalyana mantapam. It is built by Chola king Kullotunga in the 11th century. It is also one of the most crowded temple in Andhra Pradesh state.

Sri Rama temple at Bhadrachalam in Khammam district is also one of the famous temple in Andhra Pradesh. It was located on the bank of Godavari River. A belief that Lord Rama spent few years on the banks of Godavari River here in Treta Yuga. Kancherla Gopanna raised the funds for the construction of this temple in the reign of Tanisha in the 17th century. The festival

Sri Rama Navami has been celebrated in a grand manner. For this the Government of Andhra

Pradesh has sent pearls for this event.

The Goddess temple Sri Kanaka Durga is located at Indrakeeladri Hills in Vijayawada city. It is on the bank of River Krishna, special poojas were performed in Dasara festival time. The main attractions are Saraswathi pooja and Theppotsavam. Every year the Dasara festival will be celebrated and a large number of pilgrims were participated in this and take holy dip in the Krishna River. Beside this so many other important temple are existing in Andhra Pradesh it draws more tourists. It is like: Srisailam, Ahobhilam, Mantralayam, Mahanandi, Lepakshi, Amaravathi, Bhadrachalam, Kanaka Durga temple, Annavaram, Arasavelli, Dwaraka Tirumala, etc.

The famous heritage centres in Andhra Pradesh are Chandragiri fort, Penugonda fort, Warangal fort, Hyderabad Golkonda fort, and other heritage monuments are attracting the tourist in a large scale. The hill stations are Horsley hills, Thalakona waterfalls, are also enchanting the tourists. The geological tourism also well developed in Andhra Pradesh state i.e Borra caves at Vishakapatnam district, actually it was located in Anantagiri hill of Eastern Ghats, it was discovered in the year 1807 by the British Geologist named as William King George. While its shape is looks like human brain, so that it is called as a Borra Caves. (in telugu Burra means human brain).

Some waterfalls like Ethipothala waterfalls, Thalakona waterfalls, Dumukuralla water falls, Kaigallu waterfalls were attracting the tourists in a grand manner in Andhra Pradesh. Some Eco-tourism projects like Mamandur, Srisailam, are also attracting the tourists. And also the Andhra Pradesh Tourism Development Corporation has opened its doors to the privatization of some units for maintenance. Its also boosting trend in the tourism. Likewise several tourism activities are functioning now, only the thing is to strengthen all the activities in high level manner. Then this industry will draws more income and generate more employment in Andhra Pradesh state.

Attractions:

- ♦ **Charminar** – Centre of the Hyderabad Old City
- ♦ **Golkonda Fort** – Largest and 400 years oldest fort
- ♦ **Makka Masjid** – Masjid in Hyderabad City
- ♦ **Ramoji Film City** – Largest Film City in the world situated in Hyderabad City

- ♦ **Kilash giri** – Mountain View along with beach side situated in Vizag City
- ♦ **Warangal Fort** - Oldest fort built by Kakatiya before 13th century reflects the culture of Telugu people
- ♦ **Thousand Pillar Temple** - Built by King Rudra Deva in 1163 AD. The Thousand Pillar Temple is a specimen of the Kakatiyan style of architecture of the 12th century.
- ♦ **Bhimili Beach** – Beautiful Beach near to Vizag City
- ♦ **Araku Valley** – known as Andhra Ooty near to Vizag City
- ♦ **Borra Caves** – caves formed 1 million years ago situated near to Vizag City; belongs to Odisha
- ♦ **Surendrapuri** – A unique Mythological Awareness Centre near Yadagirigutta, 60 km from Hyderabad
- ♦ **Bhavani Islands** - A unique tourism spot to stay and visit near Vijayawada
- ♦ **Thimamma Marrimanu** - The World's Largest Banyan Tree, and "Marrimanu" was recorded as the biggest tree in the Guinness Book of World Records in 1989. Its branches spreads over nearly 5 acres. (2.1 ha.). Located about 35 km from Kadiri, and 100 km from Anantapur.
- ♦ **Lepakshi** - this is the largest monolithic Nandi (Bull) in the world, (length 27 feet, height 15 feet), It is 15 km (9.3 mi) east of Hindupur, and 105 km from Anantapur, and about 120 km (75 mi) north of Bangalore.
- ♦ **Prakasam Barrage** - A famous bridge which was constructed by the British Government in the remembrance of Tanguturi Prakasam, is the best tourist spot to visit in Vijayawada
- ♦ **Kolleru Lake** - A famous lake situated between Krishna and West Godavari District
- ♦ **Golkonda** : The most important builder of Golkonda was a Kakatiya King. Ibrahim was following in the spirit of his ancestors, the Qutub Shahi kings, a great family of builders who had ruled the kingdom of Golkonda from 1512. Their first capital, the fortress citadel of Golkonda, was rebuilt for defence from invading Mughals from the north. They laid out Golkonda's splendid monuments, now in ruins, and designed a perfect acoustical system by which a hand clap sounded at the fort's main gates, the grand portico, was heard at the top of the citadel, situated on a 300-foot (91 m)-high granite hill. This is one of the fascinating features of the fort.

CONCLUSION:

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. Andhra Pradesh has a variety of attractions and the Tourism department has promoted by its as a "Kohi-Noor" of India. It is a domicile for all types of tourisms i.e. Pilgrimage tourism, Heritage tourism, Adventure tourism, Cultural tourism, Educational tourism, Beach tourism, Eco-Tourism, Geological tourism, Rural Tourism etc., Andhra Pradesh is the top tourist destination in India.

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