



Tourism and Development in Andhra Pradesh - A Conceptual Frame Work

KEYWORDS

Tourism - dynamic industry- infrastructure-Development

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ABSTRACT *Tourism industry is the largest and most assorted industry in the world. It is a dynamic industry for most of the nations and their main source for generating income, providing employment opportunity, growth in the public and private sector and development in infrastructure. Developing countries are now encouraging the tourism development around the globe. Tourism development is the economic development of the country Andhra Pradesh is one of the leading states in India. It is the heart of the south India. It attracts the largest number of tourists from domestic as well as international spheres. There are more tourist arrivals in Andhra Pradesh when compared to other states and ranks first. In the 21st century, it becomes most powerful in Asian continent by increasing and enlarging its ports with a happy blend of tradition and modernity.*

INTRODUCTION:

Tourism has been recognized as smokeless industry pertaining to the people, transporting them to designated destinations, putting them comfortably as their packets permit, entertaining them and sending them with sweet memories. Travel and tourism has acquired importance over a period of time next to oil industry, tourism has the potentially to earn an enormous volume of foreign exchange, generate employment, and promote traditional values and customs, besides providing a dependable market for indigenous traders and crafts. In this way, tourism has assumed a new character of a big business, and therefore, is considered one of the fastest growing industries in the world. It is a service industry, it does not produce goods but renders services to various classes of people.

It is a complex aggregation of many industries such as transport and communication which provides connectivity to travelers, hotels and restaurants which provide shelter and food, small scale industries which cater to various needs of the tourists.

Tourism is developing rapidly all over the world and has its impacts on social, cultural and economic set up of different countries. As tourism has assumed a new dimension, it becomes essential to make an in-depth study of various aspects related to it. Travel and tourism has acquired importance over a period of time next to oil industry. Realizing the importance of tourism both the union government and the government of Andhra Pradesh have started taking necessary steps to develop this vast potential area. Tourism has been recognized as smokeless industry pertaining to the people, transporting them to a designated destination, putting them comfortably as their pockets permit, entertaining them and sending them back with sweet memories.

RECENT DEVELOPMENT IN INTERNATIONAL TOURISM

The term tourism and travel are sometimes used interchangeably. In this framework, travel has similar meaning to the tourism, but implies a more purposeful journey.

International travel for short breaks is common in Europe. Tourists have high level of disposable income, leisure time, stylish tastes and preferences. Therefore, now there is a demand for better quality products and services, which has resulted in market for beach vacations; people wanting more focused sides, resorts, family- oriented holidays or niche market – targeted destination hotels.

GROWTH AND DEVELOPMENT OF INTERNATIONAL TOURISM

International tourism is leaving one's country to tour another country. Many more people in many countries travel to another countries than people visiting their own countries International. Tourism is more important than domestic tourism in warmer places. International tourism will continue to record the average growth rate of four percent in coming years.

With the development of e-commerce, tourism products and services have become one of the most traded items on the internet. These products and services are made available on internet through manufactures, intermediaries, suppliers or distributors. Sometimes tourism providers sell their products and services directly to the ultimate consumers such as hotels, airlines, other travel agents etc. improvements in the technological development makes possible air-ship hotels, solar powered airplanes etc, in the year 2009, an undersea hotels such as hydropolis was opened in Dubai costing Rs.2,250 crore.

COUNTRIES VISITED BY INTERNATIONAL TOURISTS

In 2010, there have been 940 million international tourist arrivals, with a growth of 6.6% as compared to 2009. According to World Tourism Organization reports the following countries were visited by the international travelers. Most of the top visited countries continue to be on the European continent, followed by a growing number of Asian countries.

Table 1
COUNTRIES VISITED BY INTERNATIONAL TOURISTS

Rank	Country	Market	International tourist arrivals - 2011
1	France	Europe	76.8 million
2	United States	North America	59.7 million
3	China	Asia	55.7 million
4	Spain	Europe	52.7 million
5	Italy	Europe	43.6 million
6	United Kingdom	Europe	28.1 million
7	Turkey	Europe	27.0 million
8	Germany	Europe	26.9 million
9	Malaysia	Asia	24.6 million

TOURISM IN ANDHRA PRADESH

Andhra Pradesh offers a homogeneous blending of ancient and modern northern and southern, multi-lingual and multi-racial cultures. The history of the state is as old as second century B.C. when the satavahanas established the first ever-independent Andhra kingdom. The Ikshvakas, the Pallavas, the Chalukyas, the Kakatiyas and the Asaf Jahis enriched the Andhra history and culture with monuments, temples, mosques, arts, crafts, dance and customs.

Table 2
Tourists arrivals in Andhra Pradesh during 2003-2011

Year	Domestic tourists in Millions	% increase	Foreign tourists in millions	% increase	Revenue from foreign tourists in Millions (Rs.)	% increase in millions (Rs.)
2003-04	21.2	-	0.035	-	47.2	-
2004-05	25.7	17.75	0.037	5.4	51.8	8.89
2005-06	29.3	12	0.047	21.27	55.3	6.23
2006-07	32.8	10.83	0.05	6	59.3	6.72
2007-08	41.6	21.04	0.055	9	65.3	9.18
2008-09	66	37.04	0.06	12	71.4	13.1
2009-10	79.4	16.87	0.064	6.25	73.1	2.32
2010-11	91.1	12.84	0.069	7.25	75.9	3.69

Andhra Pradesh is popularity known as the granary of south India. The lush green fields naturally irrigated by 34 rivers both major and minor – the Krishna and the Godavari provide the scenic beauty while the centres of heritage entice the tourists to visit the state again and again. A single example is tirupati, the abode of Lord Sri Venkateswara where pilgrims from all parts of the country throng for the glimpse of the Lord Venkateswara also known as Balaji. For the tourist the state provides all kinds of attractions like waterfalls, lakes, forests, hills and coastline, while the hospitable and cosmopolitan Andhra people make him feel at home.

TOURIST ATTRACTIONS

The capital city of Hyderabad itself has a long history over 400 years founded by Quli Qutab shah in 1591, the city offers a variety of attractions like the Charminar and its nearby Macca Masjid, the Salarjung Museum, one of the largest one-man collections of antiques and artifacts in the world and the impregnable Golconda Fort with its wonderful acoustics.

Warangal city is equally famous as the seat of Kakatiyas Empire during the 11th -13th centuries. The exquisitely carved Ramappa temple near Warangal is famous as the "brightest star of the galaxy of medieval temples of the Deccan",

Another important pilgrim tourist place is Tirupathi where the famous Lord Sri Venkateswara on Tirumala hills is the presiding deity and lakhs of people from all over the country everyday have his darshan, it is one of the oldest temples in the India and was patronized and worshiped by Pallavas, Cholas, Pandyas and Vijayanagara Kings.

The Horsely hills enroute to Tirupathi at an altitude of 1265m (or) 4312 feet is a famous summer resort in the district, the state has a number of wild life Sanctuaries like Pakhal, Pulicot lake, Nelapattu, Eturnagaram, Manzira, Kinnerasani and Sri Sailam.

REQUIREMENT OF NECESSARY STEPS TO DEVELOP TOURISM IN ANDHRA PRADESH

Tourism can be developed with a motivation to generate resource to the state revenue and to offer employment opportunities to the local residents. The following are some of the important steps which are likely to make tourism in Andhra Pradesh a vibrant and sustainable project.

It is essential to start with a correct perception about the role of tourism in the economic development of the state.

To increase the room capacity or develop eco-tourism centres to cater to the needs of tourists.

Tourism is a service industry and therefore the quality of the service makes substantial differences in the demand for the tourism product. Human resource development should be an important part of the future strategy for tourism development in the state, it must also be in tune with the objective of employment generation through tourism.

To develop more attractive tourist destinations for which adequate potentials exist in the state. The state should prepare an ecology map of the possible tourism destinations and zones. The nature of tourism planning will depend on the degree of fragility of the eco-system. Area which is very fragile may even be closed to mass tourism and developed only for special interest group tourism like adventure tourism.

To pay increased attention to other infrastructural aspects such as development and modernization of airports and roads and the development of water sports.

To integrate and involve the private sector, this implies a system of formalized cooperation between the government and private sectors where the partners share responsibilities, resources, risks and rewards. That is the integration of the private sector dealing in tourism with the Andhra Pradesh tourism development corporation of the state. Some of the areas where such partnership can be meaningful are:

Financing of new infrastructure;

Evolving a modern focuses, comprehensive and intensive marketing collaboration;

Collaborating in human resources development;

Sharing development, beautification and maintenance of various tourism products;

Participating in the preservation of the heritage; and

To develop the concept of single window system where all the information and data of tourist centres in the state can be made available through data base to the tourists at various tourist information centres and with the registered tourist agents.

To catch up with the new idea of eco-tourism which has worked wonders in Nepal and Sikkim which have a terrain and environment similar to Andhra Pradesh.

To integrate the planning and development of tourism with each tourist area having a development authority, master plans for appropriate number of years for each place or spot can be prepared and while doing so the carrying capacity of various centres need to be determined and detailed urban planning with land use planning need to be undertaken.

Thus, the future strategy, naturally, will have to be multi-pronged but well-coordinated, integrated and comprehensive; the strategy should focus on sectors that have high employment and income generating capabilities and have strong backward and forward inter-sectorial linkages. Therefore, the investment portfolio should consist of projects which require the least government resources and which have the highest multiplier effect on income and employment.

Investments which have higher dispersal effects on income and employment and which create more income locally should get priority in the planning process.

To conclude, tourism is an export-oriented service sector, which has the potential to create substantial employment opportunities, particularly for unskilled and semi-skilled workers. In contrast to some manufacturing industries, the

tourism industry has direct incentive to foster the quality of environment. This alternative will take into account the natural ecological attractions of a place and their conservation and development.

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