



Impact of Tourism Development on the Economy in Andhra Pradesh

KEYWORDS

Tourism - handicraft development-revenue development.

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ABSTRACT *Tourism is one of the biggest industries which collaborates to the economy of Andhra Pradesh. Andhra Pradesh has many attractive tourist centres and both Indian and foreign tourists visit Andhra Pradesh. The tourist arrivals have gone up from 4,24,02,252 in 1999 to 15,60,72,409 in 2010 and The number of foreign tourist arrivals in AP during the year 2010 are 3,22,825 which accounts 0.21% in total number of tourist arrivals in AP. The maximum number of Indian Tourists have visited Chittoor District during 2010, whereas about 2,94,951 Foreign Tourists visited Hyderabad during the same year.*

INTRODUCTION

Tourism is firmly established as the number one industry in many countries and the fastest-growing economic sector in terms of foreign exchange earnings and job creation. International tourism is the world's largest export earner and an important factor in the balance of payments of most nations. Tourism has become one of the world's most important sources of employment. It stimulates enormous investment in infrastructure, most of which also helps to improve the living conditions of local people. It provides governments with substantial tax revenues. Most new tourism jobs and business are created in developing countries, helping to equalize economic opportunities and keep rural residents from moving to overcrowded cities. Intercultural awareness and personal friendships fostered through tourism are a powerful force for improving international understanding and contributing to peace among all the nations of the world.

Tourism can make a substantial contribution to the economic and social development of many developing countries. Since Stone Age man has been exploring his surroundings for food and for his satisfying his eagerness to find things that are there in the nature. After civilized, he started exploring vast areas and whole of the earth at large. In today's hectic world it is difficult to command on the cyclic movement of the life. The influence of nature forced to welcome a change, and where it delayed there would be dissatisfaction and monotony, get a conductive nexus for their germination and development. It was against this background that the traveling was transformed in to business and of late is an industry. Tourism is one of the world's largest and fastest growing industries. India is one of the largest countries in the world with many outstanding and diverse historic, cultural and nature-based tourist attractions.

PROMOTION AND DEVELOPMENT OF TOURISM

Agricultural development, industrial development and tourism development are the three ways of bringing money and business into any region, with tourism development being perhaps the quickest method of the three. In the development of tourism, facilities are essential for the promotion of tourism, and tourism may be seen as components, with an amalgam of attraction, transport, accommodation and entertainment. Each of these components should be provided in an optimum manner for the promotion and development of tourism in any region. Further, attraction facilities and accessibility are the major tourist centres, the above, mentioned elements have to be given top priority and these elements have to be very well integrated in an optimum manner. The

achievement of optimum utilization of tourist potentials in any region depends on how best to strengthen the above-mentioned elements at the grassroots levels.

IMPACT OF TOURISM DEVELOPMENT ON THE ECONOMY

Tourism can make a substantial contribution to the economic and social development of many developing countries. Tourism development ensures creation of base for various business and service sectors such as hotels and restaurants, handicrafts and ornaments and decoration business, cloth, photos and other business activities. Further, huge quantum of business generates for taxis, busses, autos and travel agencies, especially in the transportation sector. In addition, construction activities also gear up in the provision of various infrastructural facilities and also landscape development in places of site seeing. Hence, all the tourist places having vast potentials turn up into employment and business generative centres. Further, the governments get lots of revenues from tourist places. All this growth throws immense impact on the economy, leading to substantial growth in the socio-economic and living conditions in respective places.

TOURISM IN ANDHRA PRADESH

An attempt is made to analyse the potentials of tourism and pattern of development of tourism policy, status of development of tourism etc., in the state of Andhra Pradesh.

Tourist potentials

Andhra Pradesh is the fifth largest State, area-wise, and it constitutes about 7 crores of population. Andhra Pradesh has considerable potentials in its historic cultural and natural resources to draw significant numbers of domestic/international leisure/holiday tourist. The vast potentials can be diverted to the other places of the State, which should provide greater boost to tourism development in the State. At present, vast quantum of tourists/pilgrims are visiting Tirupathi, go to Tamil Nadu and Karnataka for site seeing even though they are located at longer distances. Another important aspect is that Tirupathi is drawing huge quantum of tourist/pilgrimage in the world, next to the Vatican city. The Tourism Development and Management Plan of WTO has delineated 8 clusters of tourist attraction regions in the State of Andhra Pradesh such as Hyderabad / Warangal / Pakhal lake; Nagarjuna Sagar / Srisailem / Kurnool; the South-West areas of the State, centred around Penukonda; Horsly Hills/Rushi Valley; Tirupathi-Trumala/Mypadu-lake Pilicat Coastal areas; Vijayawada/Kolleru lake/Manginipudi Beach area; the Godavari River delta areas to the east of Rajamundry and Vi-

sakhapatnam/Vijayanagaram/Borra Caves/Araku Valley.

Tourist flows to the State comprise two broad categories: large volume of domestic Indian visitors, principally for religious purposes; and small volumes of tourists from overseas countries, significant proportion of which are for non-discriminatory purposes and / or of Indian extractions (and visiting for UFR visits to friends/relatives, or business). The volume of foreign tourist arrivals in the State got doubled between 1993-1997 reaching 94,400. However, the State could attract only a tiny fraction of 4 per cent of foreign tourists to India.

It is evident that Andhra Pradesh is having a wide range of tourism attractions as well as tourist flows in a big way. The significant factors responsible for lower level of tourism development are lack of publicity about tourist places in the State, even though they have religious, historical and cultural heritages. Lack of awareness about the important of tourist sites among the public, lack of infrastructure facilities such as transportation, accommodation at tourist places, etc., are also the lowering factors.

At present, the State Government has given top priority for the development of tourism at the grassroots level. Moreover, Vision 2020 Document recognizes that tourism can be major income-generator and foreign exchange-earner. It also acknowledges that tourism can generate large-scale of tourist places of historical, religious and leisure interest. Based on this it can build a dynamic tourism Vision.

Tourism Development Policy

The Government of Andhra Pradesh is developed amicable and feasible vision document for the development of tourism in short term and long term perspectives. The objectives of Tourism Development policy of the Government of Andhra Pradesh are

- Conversion of heritage tourism in Hyderabad.
- Consolidation of pilgrim tourism in Andhra Pradesh.
- Development of a Buddhist circuit and leisure tourism around Nagarjuna Sagar and other Buddhist sites

RESULTS AND DISCUSSION

The rapid development of tourism shows significantly impact on the economics of Andhra Pradesh. The details of the total tourists of both national and international visited Andhra Pradesh in different years and various districts have been discussed below.

Table-2
Tourist Arrivals in Various Centres (As on 31st December)

Sl. No.	Tourist Centre	2009		2010	
		Indians	Foreigners	Indians	Foreigners
(1)	(2)	(3)	(4)	(5)	(6)
1.	Srikakulam	1,42,187	118	54,90,674	451
2.	Vizianagaram	10,60,952	688	8,64,552	362
3.	Visakhapatnam	40,83,870	24,405	53,10,962	17,959
4.	East Godavari	65,59,066	2,546	58,46,006	572
5.	West Godavari	20,36,587	1,041	23,11,455	20
6.	Krishna	69,91,362	510	1,09,21,946	1,513
7.	Guntur	15,81,084	8,393	27,31,123	1,963
8.	Prakasam	4,33,018	279	11,33,708	320
9.	S.P.S Nellore	9,42,523	535	10,20,930	621

Tourist Arrivals in Andhra Pradesh

This section presents data on tourist arrivals to Andhra Pradesh from other countries and other states, during the years 1999 to 2010. The Tourists arrivals in Andhra Pradesh and India from 1999 to 2010 are presented in Table-1.

Table-1 Tourist Arrivals in Andhra Pradesh (in Numbers)

Sl. No.	Year	Tourist Arrivals in Andhra Pradesh		
		Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)
1.	1999	4,23,15,882	86,370	4,24,02,252
2.	2000	3,47,40,890	82,180	3,48,23,070
3.	2001	5,28,71,853	57,992	5,29,29,845
4.	2002	6,33,00,579	2,10,3 10	6,35,10,889
5.	2003	7,41,38,73 1	4,79,321	7,46,18,052
6.	2004	8,94,40,272	5,01,019	8,99,41,291
7.	2005	9,32,29,554	5,60,024	9,37,89,578
8.	2006	11,17,15,376	6,69,617	11,23,84,993
9.	2007	12,79,33,333	7,69,724	12,87,03,057
10.	2008	13,26,84,906	7,89,180	13,34,74,086
11.	2009	15,74,89,927	7,95,173	15,82,85,100
12.	2010	15,57,49,584	3,22,825	15,60,72,409

Source: Directorate of Tourism, Andhra Pradesh, Hyderabad.

The table portrays that the tourist arrivals have gone up from 4,24,02,252 in 1999 to 15,60,72,409 in 2010. It is observed that the number of domestic Tourists increased by about 268.06% in 2010 over 1999. The number of foreign tourist arrivals in AP during the year 2010 are 3,22,825 which accounts 0.21% in total number of tourist arrivals in AP. There is an increase in the number of Foreign Tourist arrivals in AP from 1999 to 2010.

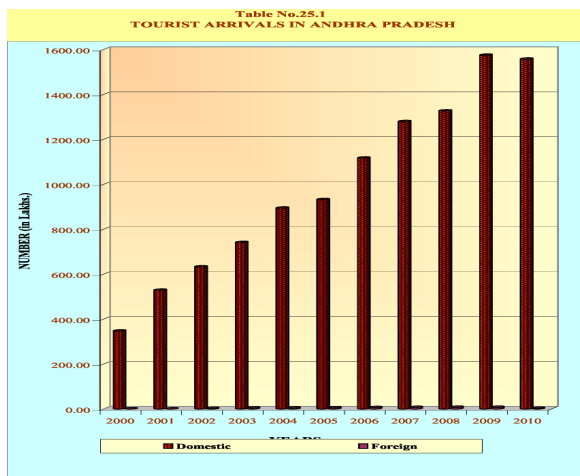
Tourist Arrivals in Various Centres

Tourist arrivals in 23 tourist centers in Andhra Pradesh for 2009 and 2010 are presented in this table 2 and figure-1.

10.	Chittoor	6,17,79,288	1,015	5,72,99,443	504
11.	Y.S.R	21,95,987	310	15,87,570	2
12.	Anantapur	5,64,760	846	6,16,160	2,768
13.	Kurnool	1,86,87,088	50	91,10,772	51
14.	Mahbubnagar	1,19,23,680	0	30,54,724	0
15.	Ranga Reddy	23,51,174	7,52,935	40,45,620	2,94,951
16.	Hyderabad				
17.	Medak	26,996	209	85,954	0
18.	Nizamabad	25,540	297	10,964	0
19.	Adilabad	87,64,023	264	97,78,381	277
20.	Karimnagar	1,41,23,363	0	89,52,797	0
21.	Warangal	29,21,667	537	1,25,15,263	350
22.	Khammam	72,10,520	143	99,22,265	71
23.	Nalgonda	30,85,192	52	31,38,315	70
ANDHRA PRADESH		15,74,89,927	7,95,173	15,57,49,584	3,22,825

Source: Directorate of Tourism, Andhra Pradesh, Hyderabad.

The table depicts that the maximum number of Indian Tourists have visited Chittoor District during 2010, whereas about 2,94,951 Foreign Tourists visited Hyderabad during the same year.



CONCLUSION

Andhra Pradesh is one of the biggest tourists attraction centres of India. The tourist arrivals have gone up from 4,24,02,252 in 1999 to 15,60,72,409 in 2010. The number of foreign tourist arrivals in AP during the year 2010 are 3,22,825 which accounts 0.21% in total number of tourist arrivals in AP. Maximum number of Indian Tourists have visited Chittoor District during 2010, whereas about 2,94,951 Foreign Tourists visited Hyderabad during the same year. Tourism is further improved by providing infrastructure, transport and other facilities in every tourist centre.

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