



A STUDY ON TOURISM IN TELANGANA STATE (A CASE STUDY OF “HYDERABAD INCLUDING CHOWMAHALLA PALACE, A UNESCO, ASIA PACIFIC MERIT AWARDEE”)

Dr. Nagaluti Rama Krishnu

M.B.A (SKU); M.Phil. (MKU); Ph.D. (ANU); M.Sc. Instrumentation (SKU), Associate Professor In Department Of Management Studies, Vardhaman College Of Engineering, Kacharam, Shamshabad, Telangana, india

ABSTRACT Tourism is one of the pleasure for tourists. The people are visit tourism and travel one of the good habits for the enjoyment. Travel can be use by train, bus, car, boat, airplane, foot, bicycle, ship etc...family members, friends, employees, important persons and VIPs, new couples, celebrities, cinema shooting purpose, industries work, MNCs are offering to employees visit tourism countries. If whenever visit tourism places, need accommodation, hotels, road facilities, water supply facilities, nursing homes and medical facilities essential for tourist customers. Here tourism customer satisfaction is the most important because of visiting tourism place. Tourism authority of employees takes care of tourism customers those who are visit tourism places. Police security helpful to the tourism customers. So, these all things to generate the national income and create jobs other sectors and people are doing business at the tourism places.

KEYWORDS : Pleasure, Entertainment, Attractions, Generate revenue, Generate employment

INTRODUCTION:

Tourism is a leading global industry, contributing to a significant proportion of world production, trade, investments and employment. Tourism is the most important of the global issue growing tourism places and major important source is foreign exchange and generate employment for many countries. Some multinational or domestic companies are arranged all facilities, it means, flight or ship fares, accommodation expenses, pick up and dropping and return all expenses are take care of companies.

Tourism may be considered some important benefits are develop rural tourism places, generate revenue, goods and services, because of every tourist customer expense or purchase the products and using by transport. According to Ministry of tourism information, US is the top destination for spending (\$210 billion), Second destination is Spain (\$ 68 billion), particularly in India occupied thirteenth place for spending(\$ 27.4 billion) and Mexico is the fifteenth place for spending (\$ 21.3 billion) and as well as international visitors wise France is the top destination for visiting International visitors (86.9 million), second destination is Spain (\$ 81.8 million), particularly in India(\$ 10.2 million) and Australia (\$ 8.9 million). It is one of the world's largest economic sectors. Its create jobs and generate prosperity across the world. In India, the total contribution of travel and tourism to GDP was INR 15,239 billion, 9.4 % of GDP in 2017 and it is expected to rise by 7.5% in 2018, and rise by 6.9% pa to INR 32,053.3 billion, 9.9 % of GDP in 2028 and as well as employment contribution is most important. In 2012, the total contribution of travel and tourism to employment, including jobs are indirectly supported by the industry was 8.0% of the total employment (41,622,500 jobs). This is expected to rise by 3.1 % in 2018 to 42,898,000 jobs and rise by 2.0% pa to 52,279,000 jobs in 2028(8.4% of total).

Need and Scope of the Study:

Travel and tourism need for the public and it is one of the attractions to visit new place or destination. The tourist customers' feelings very different because of the family members, friends meet at the time the happiness and enjoyment. Tourist customer looking to natural place like Himalayas, arku place, beautiful locations water falling, Ooty, Mysore palace, Tajmahal, Charminar, etc., It is universally, saying that the tourism emerged as a fast growing industry.

The present study to explore the tourist potential in Hyderabad tourism including Chowmahalla palace, in the region of Telangana State (before bifurcation state name is Andhra Pradesh).This information my research work.

Objectives of the Study:

- To clarify the gaps between the tourists expectations and the services provided by the local authorities.
- To review of the contributions of UNESCO for the development and protection of ruins of Hyderabad Tourism including Chowmahalla Palace.

Hypothesis:

Hypothesis are the tentative statements, the validity of which remains to be tested. Hypothesis are conjectures, invalidated are assumptions that provided direction to any research study.

Methodology: The present study based on Primary and Secondary data. The relevant information and data have been collected through canvassing a well designed questionnaire or schedule, among the selected samples from various agencies operating in the field of tourism. We have prepared separate questionnaire and schedule for getting the information from Tourists, Hoteliers, businessmen, Transport agencies, Tourist guides. Secondary data collected from published Journals, News Papers, Articles, Internet, and Libraries.

H02: There is no significant of globalization and the free of economic policy of the nation contributed new opportunities for the development of tourism in India, selected all responds opinions are growth of tourism.

H2: There is significant of Globalization and the free of economic policy of the nation contributed new opportunities for the development of tourism in India, selected all respondents opinions are growth of tourism.

Plan of Analysis:

Hypothesis testing means subjecting hypothesis to an approximate empirical scrutiny and statistical test to determine the model fit. The collected data were analyzed with the help of statistical tools and techniques including Parametric and Non-Parametric ones. The tools are used to arithmetic mean, Percentages, Correlation, and further SPSS package technique was availed to make accurate and analysis of data whether necessary. To make the data presentable an effective way, Tables, Charts, Graphs and Diagrams have been made use of.

Sample Selection:

The overall sample size is 300 consisting of 5 officials from Department of Tourism, 20 officials from TSTDC, 150 Domestic tourists, 80 Foreign tourists, 10 Tour guide attached to TSTDC, 10 Travel agents of TSTDC, 20 Tourist destination authorities and 5 N Go's and Environment.

Limitations:

- The present study was confined to the problems and prospectus of Hyderabad Tourism including Chowmahalla palace the internationally recognized tourist centre.
- The primary information collected is pertaining at the period of research work. The existing environment in the study period has made an influence on the researcher to draw the inferences on the various aspects of the study

Literature review

Kyungmi Kim and Muzaffer Uysal and M. Joseph Sirgy (2013) The objective of this study is to test a theoretical model that the links community residents perceptions of tourism impact (that is economic,

social, cultural and environmental) with residents satisfaction with particular life domains (material well-being, community well-being, emotional well-being and health and safety well-being) and overall life satisfaction. The model also posits that the strength of these perceptual relationships is moderated by the stage of tourism development in the community.

Rich harril (2012) Planners are increasingly turning to the tourism as a viable economic development strategy, as many communities experience industrial restructuring.

Consequently, many residents are exposed to tourism for the first time, whereas established destinations experience increasing volumes of tourists. Planners are now challenged with understanding how the public perceives tourism in order to gain local support for tourism projects and initiatives. By exploring the literature on resident attitudes toward tourism development, this article examines a) Residents attitudes toward tourism in relation to socioeconomic factors. b) Economic dependency c) measuring residents attitudes tourism development. This literature review provides planners with a basis for initiating citizen participation processes related to tourism issues and identifying groups of people concerned about, or opposed to, tourism planning and development in their communities.

Historical Profile of Hyderabad

Hyderabad is the capital of the Indian state of Telangana (before bifurcation state name is Andhra Pradesh). It is located on the banks of Musi River in the Deccan Plateau in Southern India. The city's area is 650 square kilometer (250sq mi.)

Hyderabad was established in 1591 CE by Mohammed Quli Qutb Shah and remained under the rule of the Qutb Shahi dynasty until 1687 when Mughal emperor Aurangzeb conquered the Sultanate and the city became part of the Deccan province of the Mughal Empire.

Cabinet clears Telangana:

- Hyderabad joint capital for 10 years
- February 3rd 2010: centre constitutes Sri Krishna committee to look into Telangana State
- December 2010: The committee submitted its report, suggests six points
- December 28th 2012: Centre holds all – party meet on T-issue in Delhi. Union Home Minister Sushilkumar Shinde announces that a decision will take within a month.
- July 1st 2013: AICC General Secretary Digvijay Singh announces a decision on Telangana is in “Final Stage”
- July 26th 2013: Congress core group holds a meeting Digvijay says CWC and UPA will take a final decision
- July 30th 2013: UPA coordination panel and CWC meets decides to carve out Telangana
- October 3rd 2013: Union Cabinet approves, T-note, paves way for the information of T-State.

Antony's Recommendations:

Telangana Government should not pass law that retrospectively takes back vacant land ownership rights given to institutions in and around Hyderabad.

- Hyderabad revenue to be shared between Telangana and Seemandhra for 10 years.
- Joint capital should cover GHMC limits
- Law and order in Hyderabad city and Cyberabad police commissionerates, land issues, urban development to be under special council to be governed by the centre through the Governor.
- Admissions in educational institutions in Hyderabad should continue in the existing pattern for 10 years

IITs, IIMs, NIT, NIFT, Central University to be set up in Seemandhra

UNESCO and Chowmahalla Palace UNESCO

The United Nations Educational, Scientific and Cultural Organization was founded on 16th November 1945. UNESCO's world heritage mission is to following important points are:

- Encourage countries to sign the world heritage convention and ensure the protection of their natural and cultural heritages
- Encourage states to the convention to nominate sites within their national territory for inclusion on the world heritage

- Encourage international cooperation in the conservation of our world is cultural and natural heritage
- Encourage participation of the local population in the preservation of their cultural and natural heritage

Chowmahalla Palace

Chowmahalla palace, also known as Khilwat palace, it is one of the Nizam's palaces and it is located at the centre of Telangana capital, Hyderabad. It is near the Charminar. The Asaf Jahi dynasty made this palace as their seat. Sulabat Jung in 1750 initiated construction but it was completed in 1869 during the period of Nizams. Known for its unique style and elegance, the palace mainly comprises of courtyards – Southern courtyard and Northern courtyard, featuring beautiful palaces, the grand Khilwat (the Durbar Hall), fountains and gardens.

The southern courtyard which consists of the four palaces, Afzal Mahal, Mahtab Mahal, Tahniyat mahal and Aftab mahal is the palace's oldest part. It was built in the Neo-classical style. Among the four palaces, Aftab Mahal is the grandest. This two storied building constructed in European style in a beautiful palace to visit among the four palaces. The Northern courtyard of the palace features Mughal Domes corridor of rooms at the east side which was used as the administrated win. The Khilwat Mubarak undoubtedly the heart of the Chowmahalla palace. It was the seat of Asaf Jahi dynasty.

Analysis of Expectations of Visitors, the Existing Facilities, Resources and Problems faced by Tourists:

The questionnaire developed for the present study also includes data on expectations facilities and problems and resources, various respondents for this data include Department of Tourism, TSTDC, Domestic and Foreigners, Guides, Local people, Agents etc. All this data analyzed and interpreted in the following:

Problems faced by Tourists:

Some important problems are analyzing and interpreting, remain problems are analyzed in my research work. The following tables

1.1 Cases of Theft Tourism Programme

Happy things about cases of theft in tour programmes are that there were not many places were there in tourism in Telangana. As per the data collected respondents, only 30 people have expressed that theft cases were there and hither and hither. The particulars of this aspect have been placed Table

Table 1.1: Cases of theft tourism programme

S. No.	Options	Number	Percentage
01.	Yes	30	13
02.	No	200	87
Total		230	100

(Source: Primary Data)

1.1 Way of life of local customers

With respect to the cultural aspect of local people towards the tourist that visit the destinations opinions of the tourists are equally divided. Hence 115 respondents (50 percent) have opined that local are alike and the other 115 respondents expressed that people were humble.

Table 1.2: Way of life of local customers

S. No.	Options	Number	Percentage
01.	Most similar	115	50
02.	Most humble	115	50
Total		230	100

(Source: Primary Data)

Findings:

1. The TSTDC and Hyderabad Tourism including Chowmahalla palace is providing training on attitudinal, interpersonal skills and job skills to its guides but not an organized way. The guides expressed that since tourism sector having great potential for growth, they may growth along with industry in the years to come.

2. The Tourists activities at the destinations are by and large sightseeing, shopping, visiting exhibition centres, museums, art gallery including in fun and frolic, yoga, meditation, prayer, research and academic sphere. These are the exalted activities of the tourists at the destinations..

Suggestions:

1. Tourism cultural ambassadors. They come to TS to take back home fascinating experiences. Local population of a tourist place, transportation authorities, hoteliers and all concerned with the tourism, have to change their as Athithis (Guests) in true TS tradition.

2. The department of tourism must take efforts to improve the conditions of roads, accessibility, road side amenities, signage, facilities and amenities in hotels, safety and security to tourists, environmental protection, entertainment tourists etc., Further, DoT, should cater to maintenance and development of attractions, also they utilize to the fullest extent possible the information technology, fintechology and e-governance.

CONCLUSION:

The present study concluded that TSTDC and Hyderabad Tourism including Chowmahalla palace is the only established and good and old tour operator in the state of Telangana State and under Government control. The Government must take steps to combat terrorism, Naxalism and law and order control these deterring factors then the growth of tourism. Because of, we observing everyday news papers, media, what's happening can't understand. So, the Government must take actions and under the control of CCTVs.

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