

## Andhra Pradesh as Destination Tourist State- Review of Status and Roadmap for Future



### Management

KEYWORDS :

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### ABSTRACT

*The present conceptual paper entitled "Andhra Pradesh as Destination Tourist State- Review of status and Roadmap for Future" dwells on the potential of the state in attracting tourists from domestic and overseas locations, its rich cultural heritage and geographical splendor and historical significance. The factors significant for development of tourism industry were identified, and SWOT analysis of Andhra Pradesh in its endeavour to become Destination Tourist State has been provided. Suggestions are given in line with the lofty objectives of Tourism Policy of Andhra Pradesh 2012, to make the state a destination tourist spot*

### INTRODUCTION

The World Tourism Organization (WTO) defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and 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". Persons whose duration of visit is less than 24 hours are called "Same Day Tourists" or "Excursionists". Domestic tourist is defined as a person who travels within the country to a place other than his usual environment for duration of not less than 24 hours and for not more than 12 months at a time for any purpose other than taking up employment.

### TOURISM IN INDIA

India, a tourism hotspot in the world, has a large bouquet of tourist attractions to boast of. Its widespread diversity has always attracted both foreigners as well as its own citizens alike, to explore its mirth and gaiety that it has to offer the world. Various types of tourism such as adventure tourism, pilgrimage tourism, heritage tourism, medical tourism, eco tourism, wild life tourism, rural tourism and the like have grown in India in view of its unique geographical advantage and rich cultural heritage. This has boosted the Indian economy. That it continues to grow efforts must be taken by the Indian government, so that the tourism sector can contribute more substantially to the nation's GDP. Rural tourism is given particular thrust to showcase arts, crafts, sculpture, handloom, textiles and other skills in village locations that have core competence to develop as distinct economic and tourist destinations exploiting local special talent and resources. Environmental sustainability having assumed larger importance eco-tourism projects are developed as per mandate after assessment of ground situation and the interests of various stakeholders on a long term basis compatible with the local characteristics.

Tourism attributed to medical services, health, wellness, study and science centres for education purpose is growing significantly creating new centres of importance and focus of attention. As tourism contributes vastly to the economy, employment, community and emotional and psychological well being of people, it must be strengthened by all possible means. Tourism in India is one of the largest service industries, with a contribution of about 6% to the national GDP and 9.24% of the total employment in India. India received more than 5.58 million annual foreign tourist arrivals and 740 million domestic tourism visits in 2010.

### FACTORS ESSENTIAL DEVELOPMENT OF TOURISM INDUSTRY

SERVICE PROVIDERS: we can say it is back bone for the development of any industry especially like Tourism industry, the service providers are as follows:

- Road connectivity
- Railways
- Road ways
- Airlines
- Travel Agents

- Hotel Industry / Restaurants / Resorts
- Locals
- Support of Governments (National and State level)
- Trained Guide services

### NATURAL FACTORS

- Weather and Climate
- Scenery
- Satisfaction

### NECESSITIES

- Amenities
- Food and drinking water
- Sanitation facilities

### PRICE RELATED FACTORS

- Prices
- Value for Money

### SAFETY AND SERVICES

- The tourist can think safety first
- Security
- The attitude of local people
- Cheating rate
- Catering facilities

### THE INFRASTRUCTURE FACILITIES

- Road connectivity and network
- Transport facilities
- Air, Rail connectivity
- Accommodation
- Shopping facilities
- Medical facilities
- Information technology etc.

### ANDHRA PRADESH- THE DESTINATION TOURIST STATE

Andhra Pradesh has tremendous potential to become one of the foremost states in the tourism map of the country. Andhra Pradesh has a very rich heritage, monuments, forts, palaces, nature, hills, wildlife, beaches, mighty rivers, beautiful water bodies, holy pilgrim centers for all religions, a strong Buddhist tradition, and festivals, besides items of modern entertainment, an exquisite cuisine, fascinating handicrafts and textiles, etc. 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., 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. 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 Belum caves also located in Andhra Pradesh state. It was located in kolimigundla mandal, Kurnool district. Its length is nearly 3229 m The coastal beaches is well developed in Andhra Pradesh state, a very long coastal line nearly 972 kms from Ichapuram to Thada.

**The map of Andhra Pradesh depicting various types of tourist spots**



Andhra Pradesh Tourism strongly believes in the industry potential in boosting the economy, in generating more employment, inter-sectoral development, throwing open myriad investment opportunities, discovering new historic facts and knowledge, contributing to the exchequer as well as in helping national integration, international fraternity and harmony. AP Tourism consistently endeavours to embark on new and vibrant initiatives to make this people - centric industry realize its commitment to environment-conducive, eco-social development and bio-balance in diversity even while transforming the alluring spots and centres more and more appealing, of utility to mankind and visuo - treat worthy. All types of tourism in India have registered phenomenal growth in the last decade ever since the Indian government decided to boost revenues from the tourism sector by projecting India as the ultimate tourist spot.

The Department of Tourism commissioned a study by Price Waterhouse Coopers in 2009 regarding the potential of tourism in the State. The study revealed that there is enough potential in the state to reach the figures of 327.62 million domestic tourist arrivals and 1.86 million international tourist arrivals by 2015. Similarly, the State can target 611.88 million domestic tourist arrivals and 3.73 million international tourist arrivals by 2020. This can be possible if the state continues to maintain 24 to 25 % share of the domestic tourism market and 14 to 15% share of the international tourism market in the country. It is expected that while the State Government will make priority investment in the critical gap areas, a major chunk of the required investment will be forthcoming from the private sector. Tourists' inflow will be more in some places like Tirumala and Tirupati, Kalahasthi, Annavaram, Srisailem, Horsley hills, Araku valley, Kanipakam, in Hyderabad tourist destinations etc. A large portion of Andhra Pradesh is yet to be explored. The State wishes to utilize the potential of promoting Film Tourism in the State to maintain its primacy as the preferred Tourism destination. The State of Andhra Pradesh has a rich variety of locations which can become attractive for outdoor film shooting. In addition, Hyderabad has got a number of film studios which provide the latest facilities. Hyderabad has also got State of the Art post production facilities in the form of Animation Studios, dubbing labs etc. Accordingly, Government have decided to constitute a Film Tourism Cell within the Tourism Department.

**AP TOURISM POLICY 2011- OBJECTIVES**

The spirit of the new tourism policy is to enhance investment opportunities and bring in private investment. The path chosen is private sector investment and partnership of Government and Private sector. With the new tourism policy 2011, unveiled by the then Chief Minister Shri.k.Rosaiah, the state of Andhra Pradesh should expect to benefit in the following ways:

- Position the state competitively for attracting private sector investments in tourism and Hospitality sectors

- Promoting Andhra Pradesh as the Destination State of India
- Promoting inbound tourism in all potential destinations of the state, and not just to few destinations like Tirupati, Hyderabad, Visakhapatnam, Puttaparthi, etc.
- Promote Tourism as a major growth engine
- To maximize the potential of Hyderabad city to promote new tourism products
- To give adequate focus to Aam Aadmi Tourism, Rural Tourism, Eco-tourism, Adventure tourism and Safe and Responsible tourism
- To focus on maximum generation of employment in the sector by development of Human Resources through capacity building
- Direct and multiplier effect for employment generation and economic growth
- Government working as the facilitator and catalyst

Government had taken up tourism projects worth Rs 1,500 crore at various places in the State under public-private partnership. Government had given importance to heritage tourism, pilgrimage tourism, coastal corridor tourism, Buddhist circuit, eco-tourism and medical tourism in the tourism policy.

**TOURISM POTENTIAL IN THE STATE**

1. Andhra Pradesh has vast unexploited tourism potential.
2. A long coastline with excellent beaches, where resorts can be developed.
3. Great scope to develop pilgrim tourism in view of numerous ancient temples.
4. Heritage sites at Warangal and Hyderabad.
5. A large number (about 140) of Buddhist Archaeological sites.
6. Eco-Tourism possibilities in forest areas.

**SPECIAL TOURISM AREAS (STAS)**

The government actively promotes special tourism areas such as Nagarjunasagar, Hyderabad, Warangal, Vishakhapatnam and Tirupati are identified as Special Tourism Areas ( STAs ) for intensive development. Other Tourism Areas - 100 tourist places have been declared as " Notified Tourism Areas " for development.

**MOBILISING INVESTMENT FOR BUILDING TOURISM INFRA-STRUCTURE**

Private investments are sought in key destinations to build hotels, retail outlets, transportation services, leisure centres like mini-golf courses, bowling alleys, entertainment parks, theatres, health clubs etc. It will consider setting up of a joint venture government- business promotion board and allowing this board to hire professional advertising agencies and public relations companies to promote Andhra Pradesh. Some of the other measures planned include review of incentives for the private sector, setting up single window clearance for tourism projects and identifying and implementing tourist-friendly initiatives such as information kiosks, metered taxis and air-conditioned coaches and tourist police at important centres. The state tourism department is focusing on strengthening its infrastructure and encouraging public-private partnerships in the state. State also had plans to expand its tourism and hotel management institutes- the Indian Institute of Tourism and Travel Management, Nellore and State Institute of Hotel Management, Tirupati to increase the local manpower in the industry.

**CONNECTIVITY /TRANSPORTATION**

**a) Air**

The capital city of Hyderabad is well connected with major Indian cities and some other countries by air. The nearest airport is at Begampet, 8 km north of Abids. Other important airports of the state include Tirupati, Vijaywada, and Vishakhapatnam.

**b) Rail**

There is a very good inter/intra state railway network. The state has total railway track length of 5107 Kms, with a total of 620 railway stations. There are three railway stations in Hyderabad namely Hyderabad or Nampally, Secunderabad and Kacheguda.

**c) Road**

There is a very good inter / intra state road network in Andhra

Pradesh with 12 national highways passing through the state. Of the several bus stands in Hyderabad, the main one is the Andhra Pradesh State Road Transport Corporation (APSRTC) Hyderabad/MGBS. Andhra Pradesh has total road length of 1,78,747 Kms. Andhra Pradesh is the home of many religious pilgrim centres. Tirupati, the abode of Lord Venkateswara, has the richest and most visited Hindu temple in India. Srisailam, the abode of Sri Mallikarjuna, is one of twelve Jyothirlingalu in India and Yadagirigutta, the abode of an avatara of Vishnu, Sri Lakshmi Narasimha. Puttaparthi hosts the ashram of popular guru Sri Sathya Sai Baba. The Ramappa temple at Warangal is famous for some fine temple carvings. The state has numerous Buddhist centers at Amaravati, Bhattiprolu, Nagarjuna Konda, and Phanigiri. The one-million-year old limestone caves at Borra, picturesque Araku Valley, hill resorts of Horsley Hills, Godavari racing through a narrow gorge at Papi Kondalu, waterfalls and the like.

#### TOURIST ARRIVAL IN ANDHRA PRADESH

Year	2001	2002	2003
Domestic Tourists	52533647	60487370	74138729
Foreign Tourists	67147	210310	479318
Tourist Arrival	5,26,00,794	6,06,97,680	7,46,18,047

#### INCENTIVES AND CONCESSIONS:

- 20% investment subsidy for all tourism ventures above an investment of US \$ 50,000
- Tax holiday on Sales Tax for tourist units established in the Special Tourism Areas for a period of five years, subject to a maximum relief equivalent to fixed capital
- Projects with above US \$ 2.2 million investment anywhere in the State are treated as special projects. They will be eligible for special incentives which are decided on a case-to-case basis
- 100% private investment on leased Government land ( Build-operate-transfer basis )
- Joint venture with Andhra Pradesh Tourism initiatives.

#### PROMOTION OF INDUSTRY

After Amitabh Bachchan did promotion for Gujarat tourism the results were very bright. Similarly, Shahrukh Khan is now doing the same for Bengal and feedback is good. As Shri K.Chiranjeevi is the union tourism minister of state, many are suggesting he should focus on south. The state also has been entering in to collaborative arrangements to promote the industry with other states. Eg: It entered in to agreement with Tamil Nadu Tourism Development Corporation (TTDC) for working together to promote tourism in both the states. As per the agreement, the tourists in the state desirous of visiting Andhra Pradesh could book tours and accommodation at TTDC offices without bothering to visit the offices of APTDC and vice versa. The coming together of two states would help in attracting more visitors. Similar collaboration is found with other state governments and UTs that are yielding results.

Union Tourism Minister K Chranjeevi underscored the need for Andhra Pradesh to be branded aggressively on the lines of Kerala and Madhya Pradesh. Centre had earmarked Rs. 201 crore for 40 projects in the State and in the first year of the 12 Five Year Plan released Rs. 58 crore for 11 projects. Speedy processing of the Visakhapatnam mega circuit with Central assistance of Rs. 55 crore would also be taken up, particularly to develop beach tourism between Visakhapatnam and Bheemili.

#### SWOT ANALYSIS OF AP TOURISM INDUSTRY:

##### STRENGTHS

- Unique culture, it attracts all the types of tourists to enjoy for instance: pilgrimage tourists to see different places like Tirumala, Srisailam, Mantralayam, etc., and for heritage tourist can see Golconda, Charminar, Penugonda, chandragiri etc, for nature lovers can enjoy with Araku valley with pleasant climate and plains, and long sea beach it is also an attraction for the nature lovers or for tourists
- It attracts tourists throughout the year
- Well road networks to connect almost all the main tourist destinations
- Generous people

- World famous film making centres and world famous pilgrimage centres draws more tourists from different parts of the country and the world

##### WEAKNESSES

- Lack of administration in the tourism department
- In sufficient of transport facilities
- Lack of funds for its developments
- Lack of information about some tourist attractions
- In adequacy of marketing, in one word i can say zero marketing
- In sufficient infrastructure
- In ability staff/ contract system in the recruitment of employees they will not feel responsibility on their duties
- Over crowding tourists inflow in famous tourist attractions
- Corruption at all levels
- Lack of strict rules and regulations and its implementations

##### OPPORTUNITIES

- Eco-tourism is gaining popularity
- A lot of unidentified tourist attractions
- Long beach to develop beach resorts
- Increasing the middle class peoples income
- Rural tourism is developing by giving priority for handicrafts and its marketing, for this the Shilpharamams are well suited for its marketing

##### THREATS

- Adjacent states like Karnataka, Kerala and Tamilnadu its diverting the large portion of tourists
- And other places also giving competitions for instance: Shirdi in Maharashtra state, and Ajantha and Ellora caves.
- Some time the environmental conditions also giving threat to the industry.

#### UNION SUPPORT FOR DEVELOPMENT OF TOURISM IN THE STATE

The Ministry of Tourism extends Central Financial Assistance to the State Governments/Union Territory Administrations for tourism projects identified in consultation with them for the improvement of existing tourism products and also for developing new ones. Under the Centrally Sponsored Scheme of Product / Infrastructure Development for Destinations and Circuits, 100% Central Assistance is given for development of destinations/ circuits including mega projects to world standard and also for rural tourism infrastructure development. The Ministry of Tourism provides financial assistance up to Rs. 5.00 crore for the development of Destinations and Rs. 8.00 crore for Circuits. The upper limit of financial assistance has been increased to Rs. 25 crore and Rs. 50 crore for development of identified mega destinations and circuits respectively. The list of State-wise identified mega projects is given below: /UT Projects (Destinations / Circuits)

- Andhra Pradesh 1. Tirupati Heritage Circuit
- Kadapa Heritage Circuit
- Charminar area, Hyderabad – Destination

The Ministry of Tourism is also taking up with other central government ministries and concerned state governments to achieve convergence and synergy with other government programmes so that the impact of investment on these destinations is maximized. For identified destinations / circuits covered by the Jawaharlal Nehru National Urban Renewal Mission (JN-NURM) convergence of the resources is being ensured so that the tourism related infrastructure and urban civic infrastructure complement each other. The Ministry is also taking up the issue of rail, road and air connectivity with the concerned ministries for these projects. The Ministry of Tourism provides Central Financial Assistance to State Governments/Union Territories for development of tourist infrastructure and promotion of tourism including River Cruise. The main projects sanctioned for development of River Cruise in AP include development of Circuit on rivers Godavari and Krishna in Andhra Pradesh for Rs. 425.95 lakh in 2007-08. Tourism is a multi-sectoral activity. For its development, active involvement of all the agencies will be required. Some of the sectors which are linked with the tourism sector are presented below:

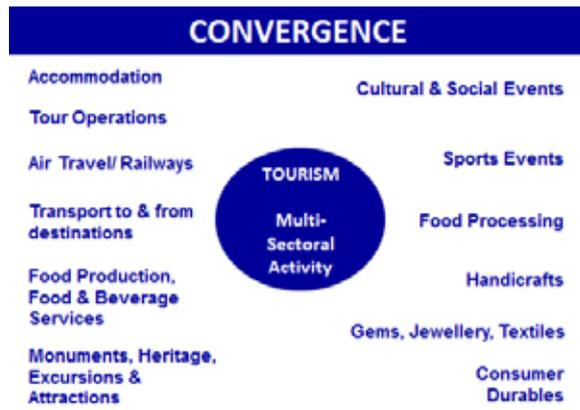


Fig showing convergence of various services required for pleasant experience and positive impact

**RECENT TRENDS IN AP TOURISM**

AC Neilson Survey of AP tourism trends during 2009 and 2010 reveal the following:

- Total no. of tourists visited the period of 1st July 2009 - 30th June 2010 7,48,71,378
- Out of the total number of visitors, domestic tourists in Andhra Pradesh account for 99% (7,44,92,309), due to the presence of the religious shrine of Tirupati in the state, where maximum domestic visitors through
- Total number of foreign tourist arrivals in Andhra Pradesh during the period of 1st July 2009 - 30th June 2010 is 3,79,069.
- Foreign tourists in Andhra Pradesh account for only 1% of the total tourists/ visitors to the state
- Maximum domestic overnight tourists visited Andhra Pradesh in the month of October 2009 (38,67,108)
- Same day domestic visitors were highest in Andhra Pradesh in the month of October 2009 (38,77,186)
- 10% of the total number of domestic visitors/ tourists to the state visit the state during the month of October
- 13% of the total foreign tourists to the state visit it during the month of January
- 51% of the total domestic visitors to the state visit the district of Chittoor during the study period. This is due to the presence of the holy shrine of Tirupati in the district. Hyderabad follows as the next favorite place of visit for domestic tourists (12%)
- 77% of the foreign tourists / visitors to the state of Andhra Pradesh visit Hyderabad. The next favorite is Visakhapatnam (10%)
- 30% of the domestic overnight visitors/ tourists to the state of Andhra Pradesh belong to the state of Maharashtra. 15%

of domestic overnight visitors are from Karnataka.

- 22% of the foreign overnight tourists / visitors are from the USA, while 17% are from United Kingdom. This data is from the accommodation survey
- The most visited destination is Tirupati in Chittoor district
- Amongst different types of packages, both domestic and foreign visitors have opted more for Travel+Transport+Accommodation+Food packages and have spent more on this types of packages (on an average)

**CHALLENGES:** Despite its high potential, the current scenario in the Indian tourism industry has problems like-

- Inadequate accommodation capacity
- Lack of supportive infrastructure - roads, health and hygiene, communication gaps, etc
- Costly travel
- Gap between demand and supply of Infrastructure
- Lapses in security and safety
- Political factors leading to unrest, communal violence, frequent calls for bandh etc, spoil the image of the state and its capital, and is detrimental to the growth of the industry

**SUGGESTIONS**

- Niche tourism Products are to be promoted.
- Services of professional agencies to be utilized for Media Planning, Production of creatives and Publicity material.
- Synergy to be developed with other Ministries, Organisations and Stakeholders for promotion of "Destination Andhra Pradesh"
- Medium of 'Cinema & TV' to be used for promoting and showcasing tourism destinations in the state
- Road Shows to be organized in other states in collaboration with the stakeholders, showcasing the potential of the state
- Participation in Travel Fairs and Exhibitions in the country for promoting
- Organisation of important events like State Tourism Awards, workshops, seminars, etc. on various tourism related themes.
- Organising evening programmes of Andhra's unique art and music in major cities
- Tourism is primarily driven by the private sector, with a multiplicity of stakeholders whose size range from micro enterprises to large transnational corporations. The actions of these players, along with those of tourists and the local communities determine the overall impact of tourism on the environment. Hence the local communities must be active involved in promoting tourism, so that the visitors leave with memorable experience.
- Telugu film industry is the second largest in India after Bollywood. Giving incentives for shooting films in AP locations could popularize the locations more and attract more tourists.

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