
A Study on Significance of Travel & Tourism in Andhra Pradesh

Dr. D. Varalakshmi & Prof. B. Anitha Kumar

¹ Lecturer in Management, JNTUACEA, Anantapur, India.
Professor, Dept of MBA, Sri Krishna Devaraya University, Anantapur, India.

ABSTRACT

This paper appreciates tourism among other economic sectors as a veritable economic industry that can transform the socio-economic lives of a people that are faced with low per capita income, unemployment, poverty and economic malaise only if the tourism potential resources are identified, harnessed, developed and packaged into a tourist product. The paper sees tourism development and promotion as a way of diversifying the nation's mono cultural economy. The challenges here are not connected with those of unawareness of the large population, lack of leisure time and disposable income, security, financial and economic fraud, poor planning of the sector, non regulation and uncoordinated approach to tourism matters by the public sector to encourage the private sector especially in pursuit of tourism organisation, development, accessibility, marketing, capacity building, investment, information, funding and legislation among others. The paper also examined prospects of diversifying the industry identifying conducive environment created through the institutional structures to

harness the available mass tourism resources in the country, the formulated tourism policy and the development master plan, widespread investments in the travel, hospitality and tourism outfits, attitude of Indians towards holiday and travels, existence of political and legislative instruments to fast track tourism programme implementation. The paper concludes that tourism if developed will add value to the national economy through job creation, foreign exchange generation hence solving most social, economic and political problems. Consequently, the paper recommends that despite all the government's efforts in transforming the tourism industry and the economy, it need a strong political will that shall pursue the backing and funding of the tourism policy.

AIM AND OBJECTIVES

The aim of this paper is to have the tourism sector contribute maximally to the national economy as a major export earner like the agricultural sectors of the economy. This is to be achieved through the appraisal of the tourism resources of the nation and the combination of both natural and human capacities to transform the industry into a job

creating and foreign exchange earner that will meet the socio-economic well being of the nation at large.

INTRODUCTION

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

Tourism suffered as a result of a strong economic slowdown of the late-2000s recession, between the second half of 2008 and the end of 2009, and the outbreak of the H1N1 influenza virus, but slowly

recovered. International tourism receipts (the travel item in the balance of payments) grew to US\$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010. International tourist arrivals surpassed the milestone of 1 billion tourists globally for the first time in 2012, emerging markets such as China, Russia and Brazil had significantly increased their spending over the previous decade.

The word tourist was used in 1772 and tourism in 1811. It is formed from the word tour, which is derived from Old English turian, from Old French torner, from Latin tornare; 'to turn on a lathe,' which is itself from Ancient Greek tornos; 'lathe'.

Significance of tourism

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations.

Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of

overall exports of goods and services.^[6] It also creates opportunities for employment in the service sector of the economy associated with tourism.

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theaters. This is in addition to goods bought by tourists, including souvenirs.

Technology Details

The tourism industry is broadly people centric. The work starting from destination enquiry, selection, booking, ticketing, etc. everything has a human touch to it. Even now people providing such service sit with their customer to make them decide on their spots. Now, with the advent of modern technologies some jobs such as ticketing & hotel reservations are done through internet and the industry is progressing towards medium contact.

Technology plays a major part in the promotion of a place. Better communication facilities are one of the first prerequisites for growth in the inflow of tourists. This has been made possible with technology. Better technologies in the field of

communication with cheaper costs have seen many remote and inaccessible areas of the country get connected to the rest of the world. This connectivity has made these places visible to the world.

Similarly better transportation facilities have led to a dramatic increase in the number of tourists visiting any particular place. The presence of an airport and the availability of frequent flights are a great convenience to any traveler.

Another theorem developed to explain the tourism industry component was put forward by stratifying the component to include:

- Hotels and Resorts;
- Travels Agents Retail;
- Tour Wholesalers;
- Tourism marketing;
- Cultural Resources Attraction;
- National Resources Attraction;
- Tourism Administration;
- Tourism Transportation;
- Conventions and events;
- Attractions and Entertainments;
- Food and Beverages and
- Others i.e. consultants etc.

Investments by the state:

Andhra Pradesh Tourism is seeking to encourage development of tourism infrastructure under public-private partnership mode.

The State Government expects to see investment of about Rs 1,000 crore through various projects to be taken up under the PPP mode. The State Government initiatives in the tourism sector infrastructure are supported by the Ministry of Tourism, Government of India, which has already sanctioned Rs 221 crore.

This apart, the State also expects investment to the tune of Rs 58 crore for new projects. The new projects include coastal corridors along the Vizag-Bheemunipatnam sea front and Vizag-Vizianagaram- Srikakulam Regional circuit with an outlay of Rs 175 crore investment, and eight new beach properties in Srikakulam, Vizianagaram, East Godavari, West Godavari, Prakasam and Nellore districts.

Chandana Khan, Special Chief Secretary to the Andhra Pradesh Government (Tourism & Archaeology), and CMD, Andhra Pradesh Tourism Development Corporation, said,

"Today, the State has much more to offer. We are sure that the new tourism infrastructure will delight the new-generation visitors.

We are keen to promote Andhra Pradesh as the most desirable round-the-year tourist destination in India."

The State Government is focusing on the development of new and unexplored destinations, and seeks to attract tourists from the already popular destinations such as the temple town of Tirupati and Hyderabad.

Besides upgrading infrastructure, the corporation is also promoting awareness about its attractive tourist locations by marketing and promotional activities within the State and at the national level. MARKETING A sum of around Rs 40 crore is likely to be spent on marketing. Dindi, Horsley Hills, Bhavani Island, Suryalanka, Vikarabad, Nagarjunasagar and Bhadrachalam have been chosen as special destinations.

The corporation plans to offer promotional packages that are woven around themes such as culture, art, cuisine, textiles, dance, rural, water sports and more.

SOCIO-ECONOMIC PERSPECTIVE ON TOURISM

Globally, the tourism sector is witnessing continued growth. The international tourist arrivals have increased from 949 million in 2010 to 1,087 million in 2013 (CAGR 4.63%) and is expected to cross 1800 million by 2030. Similarly, the global

tourism revenue grew from US\$ 931 billion in 2010 to US\$ 1,159 billion in 2013 (CAGR 7.6%). The tourism industry is also estimated to have contributed USD 7 trillion to the global GDP and supported 266 million jobs in 2013, a six million increase over 2012. By 2024, the sector is expected to support about 347 million jobs. India is one of the fastest growing services sector markets in the world and the Tourism sector is one of the largest sub-sectors of the service sector, contributing up to 6.2 % to the National Gross Domestic Product (GDP) and supporting about ~7.7% employment (~35 Million jobs) in India. In 2014, the growth rate of tourism sector in India is estimated to be 7.3% (higher than corresponding rates of 2013). The key strengths of tourism in India highlighted were its price competitiveness, its natural & cultural resources and its transport infrastructure (Air & ground level). However the key areas that had vast scope to improve included the tourism policy framework, health & hygiene, tourist safety, tourism infrastructure and availability of skilled manpower in the sector.

TOURISM IN ANDHRA PRADESH

Andhra Pradesh has the second longest coastlines in the country of 974km along the Bay of Bengal. The state is also gifted with a wide variety of ecology, flora & fauna. Key natural assets include Eastern Ghats, Nallamala Forest, Coastal plains

and delta regions formed by the two major rivers - Krishna and Godavari. Andhra Pradesh has been one of the most visited states in the country. In 2012, the consolidated state of AP was the highest visited state by domestic tourists. In 2013, the new state of AP was the 3rd most visited state in the country with 98 million domestic tourists (8.6% share to total domestic arrivals in India). However in terms of foreign tourist arrivals, AP stands 18th in the country (0.35% share).

Tirupati is the most visited place in the state by domestic tourists, attracting over 36 million tourists annually & Vizag is highest visited district by international tourists due to the presence of international airport.

Tourism in Andhra Pradesh is also faces some challenges like tourist concentration in select districts of the state (top 3 districts of the state contribute to about 60%of total arrivals into Andhra Pradesh), Seasonality, inadequate Tourism infrastructure (connectivity, transportation, carrying capacity & tourist amenities), limited Marketing & brand building, low International tourist arrivals, inadequate availability of skilled manpower etc

MARKETING AND PROMOTION OF ANDHRA PRADESH FOR TOURISM

1) There is a need to position Andhra Pradesh as a preferred tourist destination across the globe

through effective marketing and promotion to align with the influx of investments for Tourism Infrastructure project and Tourism Services in the state.

2) GoAP will undertake the following initiatives to build a strong brand to attract local, domestic and international tourists:

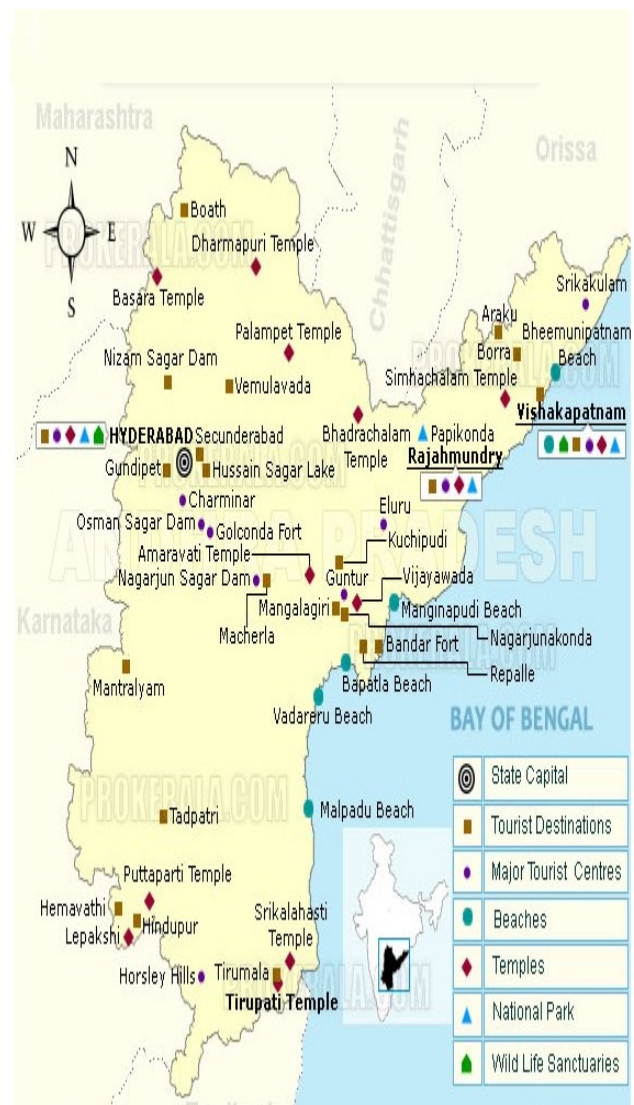
i. Develop Mega Brand campaigns to attract tourists and major tourism investments in the State through a focused marketing & promotion strategy via conventional and digital/social media channels

ii. Prioritize top 5 countries/ states where aggressive marketing is required to attract maximum investors and tourist arrivals.

iii. Develop ‘APEX’ – Andhra Pradesh Expert program for inbound tour & travel operators to identify, train, license and develop tour & travel operators to be well-versed with Andhra Pradesh tourism and act as focal points for attracting tourist arrivals in the state.

iv. Organize familiarization tours of national and international tour operators, travel writers and photographers in Andhra Pradesh

v. Facilitate participation of tourism investors/entrepreneurs investing in Tourism Infrastructure Projects and Tourism Services in Andhra Pradesh at renowned national / international events / exhibitions to promote the State and Tourism unit(s).



The major tourist attractions in Andhra Pradesh include wildlife sanctuaries, beaches, temples and monuments, pilgrim centers etc... The map of Andhra Pradesh pointing out the various places of tourist interest is a very useful guide to people planning a trip to this south Indian state.

Lord Venkateswara Temple, Tirupati

- This temple is one of the richest and most renowned temples in India.
- Tirumala can be approached only after crossing a range of hills of the Eastern Ghats.
- Almost all the kings from great dynasties of the southern peninsula - Pallavas, Pandyas, Cholas, Vijayanagar kings have revered and worshipped the presiding deity The Lord Venkateswara, also referred to as Lord of the Seven Hills.
- The temple, which is a magnificent example of Indian temple architecture, was developed mainly by the contributions made by kings during their rule.
- Some of the kings have their statues installed within the temple.
- There are a number of temples in and around Tirupati. Some of them are: Padmavati Devi Temple, Sri Govindarajaswami Temple, Kodandaramaswami Temple, Sri Kapileswaraswami Temple.

Amaravati, Vijayawada

Andhra Pradesh State Capital after Telangana bifurcation.

An envoy of Emperor Ashoka, who went to propagate Buddhism in the region, laid the foundation of the Great Stupa at Amaravati, the ancient Dhanyakataka. It has a brick-built circular vedica (drum) and platforms projecting in the four cardinal directions.

There is also a small Archaeological Museum on

the site containing archaeological findings from the site.

Araku Valley and Borra Caves, Vishakhapatnam

Perched at an altitude of 3,100 feet on the Eastern Ghats at a distance of 112 km from Visakhapatnam, the picturesque Araku Valley is popularly known as the Ooty of Andhra.

A visitor to the valley will be greeted by smooth flowing silvery streams and 46 tunnels & bridges by a train journey.

Traditional folk dances like the Dhimsa and Mayuri are still performed here by the native Adivasis.

The biggest attraction of Araku valley is the Borra Caves, Located at 90 km away from Visakhapatnam, these one-million-year-old natural caves sprawl over an area of 2 square kilometers at a height 1400 feet above the sea level. The Gosthani River once upon a time flew over the limestone area. Due to the water pressure on the mineral deposits the limestone dissolved and gradually the caves were formed giving rise to interesting forms like a mushroom, a temple, a mosque, a church and many more.

Belum Caves



A team of European speleologists led by Mr Gebaner in 1982 discovered Belum caves, which are the second largest natural caves in Indian Sub-continent after Meghalaya caves. Lying underground a flat agriculture field, these caves have 3 well-like cavities with the central one being the main entrance to the caves. The central one leads to the main entrance to the caves after a descent of 20 meters at the entrance. The 3229 meters long horizontal caves have long passages, spacious chambers, fresh water galleries and siphons inside, which make it a geological & archeological attraction across the globe.

CONCLUSION

Tourism is an industry with abundant potential for growth. It creates employment, generates income including foreign exchange and increases tax revenue. Apart from the financial gains the environment is conserved and beautified whilst funds are expended on infrastructural development thereby enabling both visitors and locals derive benefits from a sustainable national tourism policy-when put in place and appropriately implemented.