

TOURISM AND ECONOMIC DEVELOPMENT IN ANDHRA PRADESH

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Abstract

Tourism is an expenditure driven activity as the consumption of tourism provides a number of economic benefits. The consumption expenditure of both domestic and foreign tourists generates income and employment and influences the rate of economic development. Andhra Pradesh is a state of India. Andhra Pradesh Tourism and Development Corporation (APTDC) is a state government agency and promote tourism in the state of Andhra Pradesh, describing the state as the Kohinoor of India. Andhra Pradesh has a variety of tourist attractions including beaches, hills, caves, wildlife, forests and temples.

1. Meaning of Tourism

Primary tourism is a term of economics which refers to an industry. It creates demand and provides a market for a number of quite separate and varied industries. Keeping the economic nature of tourism in view, WTO referred tourism as "The consumption of tourists to the production units supplying goods and services particularly to tourists." In brief tourism is "what tourists do or the agents who cater to them." Tourism is a set of socio-economic activities carried out either by or tourists.

Tourism is subsector of territory sector in general and service industry in particular. Tourism with its international dimensions is called as invisible trade and a smokeless industry. Tourism has many economic and non-economic benefits both for developed and developing economics. Keeping these economic and non-economic impacts of tourism, it is called the fourth dimension of modern economics

2. Features of Tourism

Tourism consists of all activities that together satisfy the varied needs of the tourists.

Travel is considered as tourism if it satisfies the following conditions.

- Travel must be temporary
- Travel must be voluntary
- Travel must be by non-residents
- Travel should not have remunerative employment as its aim.
- Travel must create demand for goods and services.
- Travel must consumer goods and services at the places of their visit.
- Travel must be a stay for more than 24 hours.
- Travel must have a return Journey.

3. Forms of Tourism

There are two forms of tourism.

- 1) Domestic tourism
- 2) Foreign tourism

When the tourists or residents of a given country travel only within their country, it is called as domestic tourism.

Whenever the residents of a given country travel to and within another country or countries, it is called as international tourism.

International tourism needs Passport, Visa and Customs clearance and there is no need for all these procedures for domestic tourism.

4. Tourism and Economic Development

Tourism is an expenditure driven activity as the consumption of tourism provides a number of economic benefits. The consumption expenditure of both domestic and foreign tourists generates national income and influences the rate of economic development. Many developed as well as developing countries receive significant proportion of their national income from tourism. The contribution of tourism to the economic development of a country is summarized in the following lines.

- Tourism generates income and employment.
- It is a source of foreign exchange earnings.
- It serves as a powerful tool for Balance of Payment adjustments.
- Tourism expenditure has multiplier effect. It produces both direct and indirect effects in the host country.
- Tourism produces sales multiplier and output multiplier.
- It facilitates regional development.
- It develops industrially less developed areas.

- Tourism sells indirectly the environmental resources and conserves environmental quality.
- Tourism generates employment opportunities particularly for women and helps to empower them.
- It develops rural areas and encourages local enterprises and small producers.
- It provides link between form and non-form sectors.
- It can be used as a means of reducing poverty by providing net benefits to the poor.
- It provides revenue for the Government.
- It increases the participation of the poor in decision making by the Government and private sectors.
- It builds partnership with private sector and helps for the development of the poor.

5. Tourism in Andhra Pradesh

Andhra Pradesh is a state of India. AP tourism and Development Corporation is a State Government agency which promotes tourism in Andhra Pradesh, describing the State as the Kohinoor of Andhra Pradesh has a variety of tourist attraction, including beaches, hills, caves, wild life, forests and temples.

Some of the tourist spots in Andhra Pradesh are.

- Visakhapatnam city has many tourist attractions such as Kailasagiri part near the sea, Visakha Museum, Indira Gandhi Zoological Park, INS Kursura, Submarine Museum, the Dolphin Nose and the Light House.
- Tourist spots in Vijayawada include Prakasam Barrage, Kondaplli Port, Krishna River, Bhavani Island and many more parts in the city.
- Rajahmundry city located on the bank of Godavari River is one on the main attractions.
- Sriharikota located in the Nellore district is one of the main attractions.
- Satish Dhawan Space Central located on the banks of Sriharikota in the Nellore district is one of the main attractions.
- Mahanandi located on the banks of Kurnool District is one of the main attractions.
- Talakonda city located on the banks of Chittoor District is one of the main attractions.

5.1 Beaches: Visakhapatnam has many beautiful beaches along the Bay of Bengal R.K.Beach, Rishikonda Beach, Lawson Bay Beach etc. There are other beaches too along the coastal line of the State, such as Suryalanka Beach, located 9 KM from Bapatla in Guntur District.

5.2 Caves: The Borra Caves in the Ananthagir Hills of the Eastern Ghats, near Visakhapatnam at an altitude of about 800 to 1300 meters are famous for million year old stalactite and stalagmite formations. They were discovered by the British Geologist William King George in 1807. The cave got their name from a formation inside cave that looks like a human brain, which in Telugu language is known as Burra. The Belum caves in Kurnool District have a length of 3,229 meters making them the second largest natural caves on the Indian Subcontinent. The Belum Caves derive their name from Belum the Sanskrit word of caves. The caves have long passages, spacious chambers, fresh water galleries, and siphones. The deepest point is 37 meter from the entrance and is known as Patalaganga.

5.3 Hills and valleys: Arakuvalley is a hill station in Visakhapatnam District. The Anantha Giri and Sunkarimetta, Reserved Forest, which are part of Arakuvally, are rich in Bio-diversity. It has thick forests, coffee plantations, waterfalls. Horsley hills are a summer hill resort in Chittoor District of Andhra Pradesh. It is situated at elevations of 1,265 meters. The site which is the departure point for the Koundinya wild life sanctuary at a distance of 87 km.

5.4 Fields and Lakes: Konaseema is a place in East Godavari District for nature lovers, with scenic greenery of Paddy fields and coconut groves along the banks of river Godavari and its canals.

Kolleru lake is one of the largest forest water lakes in India. It is located between Krishna and Godavari delta. The lake was declared as wild life sanctuary and destination a wetland of international importance. The wild life sanctuary covers an area of 308 km. During the winter season, many birds such as Siberian crane, painted storks, and Spot-billed pelican migrate.

5.5 Religious and pilgrimage sites: The State has many temples and shrines, mosques and churches which attract many pilgrims. Most of the temples were built during the region of Vijayanagar Empire. A number of festivals are organized with thousands of tourists visiting them.

- Lord Venkateswara temple in the town of Tirumala in Tirupati in Chittoor District is an important pilgrimage site Hindus throughout India. It is one of the richest pilgrimage temple
- Malikarjuna Swamy temple situated at Srisailem in the Nallamala Hills of Kurnool District is the abode of Lord , Shiva and it is one of the twelve jyothirlingas in India. Lord Rama himself installed Shasralinga while the Pandavas lodged the pancha pandava lingas in the temple country yard. The Vijayanagara empire built a number of monuments, including Sri Sailem and Lepakshi Temple.
- Kanaka Durga temple of the goddess Durga is situated on the Indrakeeladri Hill in the city of Vijayawada on the bank of Krishna River. A large number of pilgrims attend the colourful celebrations of Tepostsavam and for a holy dip in the Krishna river during the festival of Dusshera.
- Simhachalam located on a hill 20 km north of the Visakhapatnam city is another popular pilgrimage site of national importance. It is the abode of savior god Narasimha.
- The five ancient temples of Lord Shiva, known as Panchrama Kshetras are located at Amararama, Drakshrama, Somarama, Ksherarama and Kumararama.

Other religions' places include Sri Kalahasti temple in Srikalahasti in Chittoor District Ragavendra Swamy Mattam in Mantalayam of Kurnool District, Lord Venkateswara Temple in Dwaraka Tirumala of West Godavari District, Annavaram temple in East Godavari District and Arasavalli Surya temple in Srikakulam District are also located in Andhra Pradesh

- The State has numerous Buddhist centre at Amaravathi, Nagarjuna Konda, Bhattiprolu, Ghantasala, Nelakondapalli, Dhulikitta, Bavikonda, Thotlakonda, Pavurallakonda, Bojjannakonda, Phanigiri and Kolanpaka.

- Islam is also popular religion, with a number of mosques built during the regions of Muslim rulers. One of the famous Masjid is Sahi Jamad Masjid in Adoni of Kurnool District. There are many famous Churches constructed centuries ago with historical significance. One of them is Gunadala Church at Vijayawada.

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