CHAPTER V

SUMMARY
OF THE
MAJOR FINDINGS
5.1 SUMMARY OF THE MAJOR FINDINGS:

Today, tourism is one of the largest and vigorously developing sectors of external economic activities. Its high growth and development rates, considerable volumes of money inflows, infrastructure development of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole. Tourism is also a boon to the local people to know about all the cultures, attitudes and about new developments in all fields of society at one place.

Tourism increases employment opportunities. Additional jobs, ranging from low-wage entry-level to high-paying professional positions in management and technical fields, generate income and raise standards of living. Particularly in rural areas, the diversification created by tourism helps communities that are possibly dependent on only one industry. As tourism grows, additional opportunities are created for investment, development, and infrastructure spending. The social and cultural ramifications of tourism warrant careful consideration, as impacts can either become assets or detriments to communities. Influxes of tourists bring diverse values to the community and influence behaviours and family life. Individuals and the collective community might try to please tourists or adopt tourist behaviours. Interactions between residents and tourists can impact creative expression by providing new opportunities (positive) or by stifling individuality. Parks and nature preserves may be created and ecological preservation supported as a necessity for nature based tourism. Improved waste management can be achieved. Increased awareness and concern for the environment can result from nature-based tourism activities and development. Tourism creates opportunities to develop new amenities and recreation facilities that would not otherwise be possible in a community. Tourist expectations can promote service by local shops, restaurants, and other commerce operators. Tourist travel in a community creates an opportunity for upgraded fire, police, and medical protection that also profit residents. Traditional services may be forced out or relocated due to struggle with tourist interests. Supply scarcity
may occur, temporarily, seasonally, or constantly. Water, power, fuel, and other shortages may be practised with increased pressure on the infrastructure.

On the basis of the data collected and analysed the researcher has arrived at various observation can be drawn. The following major findings have been observed after the analysis and interpretation of the collected data.

- The age profile of tourists revealed that the majority of the tourists represent age group between 21-30 years amongst tourists visiting Srisailam. This may be due to their enthusiasm to encounter new places.
- The gender wise distribution of sample unit reveals that irrespective of state, the proportion of male tourists exceeds the number of female tourists visiting Srisailam.
- Most of the tourists come along with their parents from Andhra Pradesh and Telangana who visited Srisailam, this may be due to familiarity of the importance of temple of Srisailam. Karnataka and Maharashtra tourists occupy next to the Telugu people which clearly indicates their interest in visiting this important religious place in Andhra Pradesh.
- In terms of numbers, most of the tourists came from Andhra Pradesh when compared with Telangana.
- Majority of the tourists have taken 7-24 hours time to visit the temple from their native place and then next tourists have taken one to two days to visit the temple from their native place.
- Most of the tourists used as the standard mode of transport were buses and then next to this few tourists used trains.
- Majority of the tourists visited Srisailam had advanced information about the tourist spots through tourist agencies websites which differs from our hypothesis; next to them they know information through their friends & relatives which follows hypothesis.
Most of the tourists came here with their families and gave much preference for pilgrimage.

Majority of the tourists visited Srisailam for the first time.

Most of the tourists visited, they mostly wanted to revisit Srisailam.

Majority of the tourists expressed the desire to visit other pilgrim places in and around Srisailam.

Some of the tourists also included to visit Mahanandi and Tirumala in this trip.

Most of the tourists visited Srisailam, had got moderate information about the place.

Majority of the tourists visited Srisailam, got moderate accessibility to this place.

Majority of tourists spend in the range of Rs. 1000 – 3000 when visited Srisailam.

Majority of tourists visited Srisailam, had stayed one day during their visit.

Most of tourists visited Srisailam, spent their money to purchase articles related to god.

Most of the tourists visited Srisailam, stayed at Sunnipenta, which is the nearest place of Srisailam temple.

Most of the tourists visited Srisailam, stayed either in private lodges or Devasthanam cottages.

Majority of tourists visited Srisailam, had an opinion that local people have moderate behaviour towards them.

Some of the tourists visited Srisailam, gave their preference to visit wild life sanctuary also.

Most of the tourists gave the first priority for motivation is to visit the temple who visited Srisailam for spending holidays.

Most of the tourists gave the first priority for motivation is to visit the temple, the most important problem faced by the pilgrims in unavailability of food items and the other problems.
for necessities for development are hotels for visiting Srisailam tourist.

- The first priority for problems faced was given by tourists who visited Srisailam is regarding the unavailability of food items such as water, snacks, tiffins, lunch etc.
- The first priority was given by tourists for necessities for development of Srisailam is to develop hotels. Employment of the poor in tourism enterprises, this mechanism involves undertaking measures to increase employment in tourism enterprises. It is important that the provision of education and training is strengthened so that the poor may respond to employment opportunities, and any social or cultural barriers are eliminated.

5.2 Andhra Pradesh government proposed initiative plan for development of tourism in Srisailam

- Andhra Pradesh government proposes to construct another Ghat road from Doorala to Srisailam.
- From Sunnipenta to Srisailam the existing two lane road would be broadened to four lane road.
- International standard fly over bridge road of 354 meters length will be constructed over Krishna River.
- Special importance will be given to Tiger project development.
- In Sunnipenta five townships are proposed to meet to refreshing for requirement of pilgrims.
- Around Srisailam periphery of 8KM peripheral ring road of width of 120km will be constructed.
- At present there are 370 rooms in devasthanam cottages. In mattas and private lodges are 1600 rooms
available. For future pilgrim needs 260 acres of land is estimated for this purpose.

- In 46 acres of land with high security zone will be built.
- In 10 acres queue complex will be built.
- Amenities to organize cultural programs, twenty four acres of land were allotted.
- With 25 crores, shopping complex will be developed
- Plans are effect to popularize the greatness of Akkamahadevi caves by developing the infrastructure.
- As Srisailam is abundant of Herbal medicinal plants, natural cure centre will be developed.

5.3 SUGGESTIONS FOR DEVELOPMENT OF TOURISM

Following are some of the key suggestions offered by the researcher for the overall improvement and development of tourism in Srisailam.

- Srisailam is situated in Kurnool district, Andhra Pradesh with Mallikarjunaswamy temple and also a good eco-tourist centre with wild life sanctuary and Nagarjuna Sagar dam. As we know about Srisailam is a good tourist destination place but the road infrastructure must be improved from all over country, there should be many buses connecting road to the destination point of tourist place of Srisailam. This might also take part in development of Tourism in Srisailam.

- Transport is one of the most important infrastructure requirements to continue the growth of tourism. With increasing importance of tourism industry the state government of Andhra Pradesh have a special plan to develop additional and special transport facilities (Deccan Chronicle, 24-03-2016; Eenadu, 9-4-2016.).

- Wayside amenities along highways such as garages, repair shops, diesel and petrol stations, should be provided in large number.
For the benefits of pedestrian devotee's shelter, water is the need of the hour.

Before the auspicious days like Sivarathri, the bus services and transport should be increased and also this should be advertised for the benefit of the tourists who could not take up journey due to insufficient transport facilities to visit this place.

Tourism department should use modern technology so that Srisailam tourism may be increased in younger generation.

There should be wide publicity for tourism promotion by the Tourism Department of Andhra Pradesh for development of wild life sanctuary as tourism place of Srisailam and attract a large number of tourists. Wild life sanctuary brochures should be released in the seasons like Sivarathiri and Ugadi for wild life publicity.

Information boards with Kannada and Maharashtra should be arranged in the bus stand of Kurnool district. Official websites should be arranged so as to crater the doubts and frequent question of tourists regarding to find the route to reach their destination place.

Authorized tourist guides and agencies should be kept under the control of Devasthanam.

As the conditions of the road in of Ghat section barricades should be arranged to provide safety to the tourists.

Hotel services with good hygiene should be improved at Srisailam to attract more number of tourists. Moderate and clean accommodation for tourist should be constructed by locals in traditional design and architecture. Financial assistance should be made available at attractive terms and conditions for promotion of such projects.

Refreshment rooms should be developed so as to attract large number of tourists of all groups at vintage points.

Cement benches are also to be created for the benefit of the tourists for relaxation another take rest and view the wild life sanctuary of Srisailam.

Tourism should be used as a means to preserve and support the natural endowments and cultural heritage. Local people must be involved, their viewpoints must be taken care and made to feel a sense of participation.
This will enable them to understand the issues better. There is need for better and purposeful coordination between the state government, Department of Tourism and locals.

- There is need to bringing out periodical publications and organise Seminars, Workshops and presentations on the economic and social benefits of tourism to educate and create awareness among Locals, administrators and planners.

- There is a need for promotion of tourism, instead make publicity increasingly through internet and other electronic media.

- In order to improve the qualities of facilities and make it accessible to tourists readily, there is need of helpline Centres, which will be equipped with latest telecommunication equipments. Besides providing information these Help Centres will also render emergency health services to the tourist, in case of necessary.

- Installing properly designed utility system of water supply, electric power, sewage and solid waste disposal and drainage for tourist facilities. Application of conservation techniques such as treatment and recycling of waste water and use of solar heating devices.

- For tourism to realise its potential to achieve broad based sustainable development, an effective partnership between Government and all sectors of the industry will be required. Provisions of well designed facilities will enhance and add to the conveniences and enjoyment of tourists without loss of benefits of the surroundings.

5.4 CONCLUSIONS

Today we are on the threshold of a new era. Tourism basically means movement of people from one place to another which consequently brings attention for the need for creating infrastructure and provides necessary services to the tourists. Tourism is therefore, a conglomeration of several activities. It is these sectors, which have the potentiality to stimulate growth of employment generation in the related fields like Hotels, Transport, Shopping, Food, Entertainment, Guiding etc. It is hospitality sector which binds together a lot of other employment generating sectors through
backward and forward linkages. Tourism can have particularly beneficial role in regeneration of economically depressed urban environments. Tourism is a man-power intensive activity and increasingly provides direct and indirect employment both in the skilled and unskilled categories through various services. The tourism industry covers a combination of various economic activities and industries like hospitality, transportation industry, travel arrangements and the like. It provides opportunities of employment to traders, craftsmen, musicians, artists, hoteliers, waiters, porters, and transport.

Fig. 5.1: Different aspects in tourism

Holistic tourism results when planning is done on integrated development of recreation resources and tourist activities to derive optimum benefits in terms of social, economic and ecological objectives on the one hand and to the satisfaction of tourists on the other. The challenge is to manage the future growth of the industry so as to minimise its negative
impacts on the environment and host community while maximising the benefits, it brings in terms of jobs, wealth and support for local culture and industry, and protection of built and natural environment. In the present study the scholars has collected data from the randomly selected 400 tourists who visited Srisailam. The above data was analysed, interpreted and find out major findings. Through the major findings the following conclusions are obtained.

The majority of the tourists are below 30 years among both male and female tourists and gender wise there are more male tourists visited Srisailam supporting the first hypothesis framed earlier. This may be due to socio-cultural and economic background and also the enthusiasm for holidays and recreation. This may also be due to their interest to explore new places. Male tourists are naturally more attracted to the new adventures and have thrust to investigate new places than female tourists.

As per data supporting our second hypothesis, the majority of the tourists come along with their family and also most of them are from Andhra Pradesh and Telangana. This may be due to high prevalence of pilgrimage in Srisailam, all the family members come together. Most of tourists visited Srisailam are from Andhra Pradesh due to information and devotion towards god, this is also same in case of Telangana state.

Majority of the tourists known information through friends & relatives who visited Srisailam earlier. The route to recognize the way was easy for the tourists visited Srisailam which differs our third hypothesis. Here, most of the tourists used private vehicles namely auto to visit Srisailam. This also supports the third hypothesis.

Most of the tourists visited are of first time, they came for nature observation and money spent from 1000 to 3000 rupees when visited Srisailam. Most of the money spent by them was to buy articles related to god and also from local tribal people crafts. This constantly supports the fourth hypothesis. Most of them stayed in Sunnipenta instead of Srisailam which is near by suggesting most of the tourists know the place before.
CHAPTER V

Majority of tourists gave the first priority for motivation is to visit the temple, the first priority for problems faced are unavailability of food items and which indicates there is need to develop more hotels and provide good hygiene. This is the first priority for necessities for development as food is the primary need for the tourists they gave preferences to hotels for visiting tourists at Srisailam This finding supports our fifth hypothesis.

As per the major findings, the above conclusions are drawn out which are supporting our hypothesis and also requirement for the development of tourism in Srisailam.

Tourism development, particularly in a new, remote or rural location, can include investment in new infrastructure, such as roads, water and energy supply, sanitation and communications. With careful planning, such infrastructure can also bring positive benefits to the poor, by providing them with basic services and opening up new and faster routes to access markets. The main challenge is to make sure that new tourism development is not consuming resources at the expense of local communities, but rather offering them the chance to gain new access to infrastructure. In view of developing tourism in Srisailam, information should be given through wide range of websites, books, through adds in newspapers to get awareness to the people.

The quality and availability of tourism infrastructure and services are essential as tourists are increasingly conscious of value for money in selecting distinctive holiday experiences. Factors to consider include the number of beds available in different categories of hotels and other accommodation, and the availability of tourism attractions, services and products, including sports facilities and tours.

Tourism should be sustainable in itself and in its social and environmental impact on net welfare gains. It is essential that appropriate policies, including the promotion of environmentally sustainable standards and processes, complement the development of the tourism sector. These standards include the location of facilities and infrastructure, as well as the preservation of species and their habitats. The active participation of local populations is important for the sustainability of tourism development.
Skill development facilitates employment opportunities. Learning opportunities must be open to the poor and groups such as women and ethnic minorities who often face discrimination. Additionally, skill development interventions do not need to focus only on direct employment in the hospitality industry. One of the most promising areas for poverty reduction is through the strengthening of the supply chain that serves the tourism sector. The production of quality food, for example, coupled with on-time delivery can multiply the economic benefit of tourism without relying on increased tourist arrivals. Developing and upgrading the skills in the supply chain require coordination between different vocational training institutions and supporting programmes.

Tourism can have many positive and negative effects on the culture of the destination country. While tourism can help revive traditions which otherwise would be lost and provides the opportunity to enhance mutual understanding between different cultures and nations, national heritage sites and artefacts also risk damage and loss. Preservation of cultural heritage is, along with natural resources, a critical asset for tourism development.