CHAPTER - 3

TOURISM DEVELOPMENT
IN ANDHRA PRADESH
TOURISM DEVELOPMENT IN ANDHRA PRADESH

The land of Andhra Pradesh is replete with history and legend and endowed with an equable climate and hospitable people. A land of the mighty Krishna and Godavari Rivers with a rich cultural heritage of literature, art, music, dance and drama, it abounds in magnificent monuments, lakes and beaches which exude charm and beauty, architectural marvels belonging to a bygone era, wild life sanctuaries, great ancient temples, mosques and churches.

Andhra Pradesh besides being pretty and pictures is a land where one finds a synthesis of culture. Sacred Hindu temples with their intricate carvings and also Muslim shrines are found in the same places. Temple Gopurams, Mosques, Monuments, Buddhist Stupas and Churches are awe-inspiring.

POTENTIAL OF A.P. TOURISM: Andhra Pradesh, the land of green plains and golden sea coast accords warm welcome to tourists. The rich cultural heritage of the land is preserved despite the ravages of time.

With more than quarter million Sq.Km. of area, Andhra Pradesh is the fifth largest state of the Union of India and commands a coastline of nearly 1000 K.M. Thirty four big and small rivers drain its terrain. Among them, the mighty rivers Godavari and Krishna, originating in the Western Ghats, form large web-shaped deltas which account for the State's reputation as the rice-bowl of India.

The State is also known for its aesthetic and utilitarian handicrafts, some of which are world famous which exhibit an unending variety of skill, colour and imagination like the Bidri and
Nirmal Ware, Hinroo Shawls, Kondapalli and Eti Koppaka Toys and Dolls, the laces of Narsapur, Hyderabad Bangles, the ivory and tortoise shell articles. A wealth of souvenirs awaits the tourists.

Heirs to this myriad glory, the 60 million Andhras are colourful people. They love music, dance, drama and cinema. One sixth of India's cinema halls is in Andhra alone while more than a seventh of India's annual story films, numbering over 800 in 11 languages happens to be in Telugu.

The culture of the people here is an outcome of the intermixture of several strains of the past. Andhras are an ancient people and there is a mention of the Andhras in Ramayana and Mahabharatha.

Around the fifth century B.C. an Aryan Clan drifted to the south of Vindhyas and found people known as Nagas there. It is not clear whether it was the language, these Nagas spoke or the territory they inhabited which bore the name 'Tiland' or 'Telang' which eventually become Telugu. As the Nagas were accommodative by nature, the Aryans had no difficulty in living with them. As the time rolled by Andhra and Telugu have become synonymous.

It was Srimukha, the founder of the Andhra Kingdom in the third century B.C. who annexed the Magadha Empire and extended Andhra grandeur to Northern India, Buddhism was wide spread. After the fall of Satavahanas, the Ikshavakus came to power and ruled for 57 years. Pallavas put an end to Ikshavaku rule. They ruled till the end of sixth Century.

In the seventh century A.D. the Eastern Andhra came under the rule of Eastern Chalukyas. They ruled over the region for four centuries. The Chola kings had matrimonial alliance with the Vengi
Chalukya Kings. During this period the earliest Telugu work 'Andhra Mahabharatha' was written by Nannayya. The 13th Century saw the emergence of the new dynasty of Kakatiya of Warangal. After Prataparudra Deva, the sun set on the Kakatiya empire in 1323 A.D. Once again the Telugu country crumbled.

In 1336 the Vijayanagar Kingdom established and it flourished as a great empire till 1565 and diminished at about the middle of 17th century. It reached the heights of glory during the reign of Krishnadevaraya. The disintegration of the Vijayanagar empire brought the Qutub Shahis dynasty to power in 1543 AD. The Qutub Shahis has glorious past and rich cultural heritage. They built palatial mansions, constructed many lakes and tanks. The city of Hyderabad was planned and built by Quli Qutub Shah who was a genius in architecture.

The end of the Qutub Shahis marked the beginning of Asaf Jahis. The founder of this dynasty Mir Qumruddin was a former Viceroy of the Mughals. He and his successors were known as Nizams. Later on, it was the arrival of Britishers and French that culminated into a part of the Independent India in 1947. Soon after, the Telugu speaking area of the composite Madras State was separated to form Andhra State with Kurnool as its Capital on October 1, 1953. Three years later, Nine districts under the Nizam's control in Hyderabad District were added to Andhra State. Thus, A.P. was formed on November 1st, 1956.

The tourist spots in the State may be broadly classified into historical, religious and pleasure and holiday resorts. A list of these under the above groups is enclosed in Annexure-I. There are about 82 religious spots, 67 Historical spots and 55 pleasure resorts. These are scattered throughout the state. About 43 per cent of the
tourist centres are in Coastal Andhra, 36 per cent in Telangana and 21 per cent in Rayalaseema.

The tourist spots in the State may be narrowed down into six major tourist centres viz., Hyderabad, Nagarjuna Sagar, Visakhapatnam, Vijayawada, Tirupathi and Warangal. Also there are many unidentified tourist centres in the State which do not have accommodation facilities but which do have great tourism potential.

An overall review of the tourist centres reveals the following features.
1. There are several minor tourist spots apart from the six major spots mentioned above which could be brought on to the tourist map if provided with minimum facilities.
2. Further, the several tourist spots identified by the state tourism department lack facilities in every respect and require time for building the same.
3. Many of the tourist spot belong either to religious or historical category. Other side attractions are totally absent. Consequently tourism in the state is mostly combined to the religious category.

Though the State abounds in pleasure and holiday resorts, it is found that these places lack infrastructural facilities and hence are ignored by the tourists. They need to be developed and equipped with all the necessary facilities to attract the tourists.

GROWTH OF A.P. TOURISM: The organised data regarding tourist movement both domestic and foreign is made available from the year 1987. But this is confined only to the six major tourist centers. According to the data available only 12 to 15 percent foreign tourists came to south and less than 3 percent visited A.P. Many of them preferred to go to Karnataka and Tamilnadu.
The domestic tourist arrivals in the year 1995 were 3.99 crores and the same was increased to 8.94 crores in 2004 and further to 13.27 crores on 2008. The foreign tourist arrivals in the year 1995 which were 85,524 rose to 5.01 crores in 2004.

It could be observed that the foreign tourists arrivals in Andhra Pradesh were very erratic and discouraging between 1995 and 2001 with wide variations. However, due to pragmatism policies of the government in the later period improved the foreign tourist traffic to A.P. There was a quantum jump in the foreign tourist arrivals by 155.9 per cent in 2002 when compared to the tourist arrivals in 2000. The upward trend in foreign tourist arrivals continued and further reached to more than 7.89 lakhs in 2008 from 2.10 lakhs in 2002. When compared to the foreign tourist arrivals in 2004, the traffic increased by 57 per cent in 2008. The impressive growth in foreign tourist arrivals has been largely attributed to the special measures initiated by the state government.

Between 1995 and 1998 the domestic tourist arrivals were within the range of 3 to 3.85 crores. It was only after 1999, there had been a gradual increase in the domestic tourist arrivals. Between 2000 and 2004, the domestic tourist arrival was more than doubled to 8.94 crores from 4.80 crores in 2000. When compared to 2005, the domestic arrivals in A. P had increased by 41.92 per cent in 2008. It is evident from the above table that more than 99 percent of the tourist arrivals in A. P belonged to domestic tourist category, whereas the international tourist arrivals accounted for 0.6 per cent in 2008. Therefore, it is clear that A.P state has to further step up its efforts to attract more foreign tourists, which is not even one percent in the total tourist arrivals to the State. Official lethargy in projecting the tourist spots and lack of infrastructural facilities is the cause of this poor turn out.
### Table - 3.1
Tourist Arrivals in Various Centers (In Numbers)

#### Recent Trends in Tourist Arrivals of A.P

<table>
<thead>
<tr>
<th>S.No</th>
<th>Tourist Centre</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Indians</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>1</td>
<td>Srikakulam</td>
<td>4090000</td>
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<td>2</td>
<td>Vijayawada</td>
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<td>1353601</td>
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<td>3</td>
<td>Visakhapatnam</td>
<td>3537980</td>
<td>777593</td>
<td>1232993</td>
<td>148677</td>
<td>1926978</td>
</tr>
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<td>4</td>
<td>East Godavari</td>
<td>8846238</td>
<td>5533914</td>
<td>5995185</td>
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<td>5</td>
<td>West Godavari</td>
<td>1431761</td>
<td>1600494</td>
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<td>6</td>
<td>Krishna</td>
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<td>7857280</td>
<td>7857280</td>
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<td>8212609</td>
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<td>7</td>
<td>Guntur</td>
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<td>384307</td>
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<td>5588565</td>
<td>33449</td>
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<td>8</td>
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<td>794</td>
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<td>Nellore</td>
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<td>1528</td>
<td>862956</td>
<td>1412</td>
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<td>10</td>
<td>Chittoor</td>
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<td>847</td>
</tr>
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<td>11</td>
<td>Kadapa</td>
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<td>12</td>
<td>Anantapur</td>
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<td>164391</td>
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<td>13</td>
<td>Kurnool</td>
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<td>33303</td>
<td>12440</td>
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<td>6286</td>
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<tr>
<td>14</td>
<td>Mahaboobnagar</td>
<td>75459</td>
<td>1020549</td>
<td>484</td>
<td>4085159</td>
<td>198</td>
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<tr>
<td>15</td>
<td>Rangareddy Hyderabad</td>
<td>6311429</td>
<td>353440</td>
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<td>456190</td>
<td>8502239</td>
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<td>16</td>
<td>Medak</td>
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<td>3728413</td>
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<td>Karimnagar</td>
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<td>10</td>
<td>4752606</td>
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<td>5852518</td>
</tr>
<tr>
<td>20</td>
<td>Warangal</td>
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<td>310</td>
<td>2628788</td>
<td>512</td>
<td>258312</td>
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<tr>
<td>21</td>
<td>Khammam</td>
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<td>5487046</td>
<td>16</td>
<td>8999623</td>
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<tr>
<td>22</td>
<td>Nalgonda</td>
<td>5000633</td>
<td>8105</td>
<td>6031719</td>
<td>20842</td>
<td>7292004</td>
</tr>
</tbody>
</table>

Andhra Pradesh Total: 89440272 | 501019 | 93529544 | 560024 | 111715376 | 669617 |

Source: Compiled from various reports of Department of Tourism, Government of A.P
Chapter 3 Tourism Development in Andhra Pradesh

The 3 per cent tourist inflow is only confined to the major six centres Viz., Hyderabad, Vijayawada, Warangal, Tirupathi and Visakhapatnam.

**Table 3.2 Tourist Arrivals in Andhra Pradesh**

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Foreign</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>1995</td>
<td>3,99,56,959 (99.7)</td>
<td>85,524 (0.3)</td>
<td>4,00,42,483 (100)</td>
</tr>
<tr>
<td>1996</td>
<td>3,34,50,743 (99.8)</td>
<td>61,479 (0.2)</td>
<td>3,35,12,222 (100)</td>
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<tr>
<td>1997</td>
<td>3,67,94,160 (99.7)</td>
<td>94,384 (0.3)</td>
<td>3,68,88,544 (100)</td>
</tr>
<tr>
<td>1998</td>
<td>3,93,90,356 (99.7)</td>
<td>78,986 (0.3)</td>
<td>3,94,69,342 (100)</td>
</tr>
<tr>
<td>1999</td>
<td>4,23,16,882 (99.7)</td>
<td>86,370 (0.3)</td>
<td>4,22,03,252 (100)</td>
</tr>
<tr>
<td>2000</td>
<td>3,47,40,890 (99.7)</td>
<td>82,180 (0.3)</td>
<td>3,48,23,070 (100)</td>
</tr>
<tr>
<td>2001</td>
<td>5,28,71,853 (99.8)</td>
<td>57,992 (0.2)</td>
<td>5,29,29,845 (100)</td>
</tr>
<tr>
<td>2002</td>
<td>6,33,00,579 (99.6)</td>
<td>2,10,310 (0.4)</td>
<td>6,35,10,889 (100)</td>
</tr>
<tr>
<td>2003</td>
<td>7,41,38,731 (99.3)</td>
<td>4,79,321 (0.7)</td>
<td>7,46,18,052 (100)</td>
</tr>
<tr>
<td>2004</td>
<td>8,94,40,272 (99.4)</td>
<td>5,01,019 (0.6)</td>
<td>8,99,41,291 (100)</td>
</tr>
<tr>
<td>2005</td>
<td>9,35,29,554 (99.4)</td>
<td>5,60,024 (0.6)</td>
<td>9,40,89,578 (100)</td>
</tr>
<tr>
<td>2006</td>
<td>11,17,15,376 (99.4)</td>
<td>6,69,617 (0.6)</td>
<td>11,23,84,993 (100)</td>
</tr>
<tr>
<td>2007</td>
<td>12,79,33,333 (99.4)</td>
<td>7,69,724 (0.6)</td>
<td>12,87,03,057 (100)</td>
</tr>
<tr>
<td>2008</td>
<td>13,26,84,906 (99.4)</td>
<td>7,89,180 (0.6)</td>
<td>13,34,74,086 (100)</td>
</tr>
</tbody>
</table>

**Source:** Department of AP Tourism, Hyderabad

**Notes:** Figures in brackets indicate percentages in the total
DEVELOPMENT OF TOURISM IN A.P.: Development of Tourism in A.P. was initiated with the inception of the Department of Tourism in 1974. The Department of Tourism has started two sections under its jurisdiction viz.

1. State Tourist information Bureau.

2. Regional Tourist Information Bureau.

The State Tourism Information Bureau activities are confined only to Hyderabad. While the Regional Tourist Information Bureau opened offices at Tirupathi, Warangal and Visakhapatnam. The Information Department set up its offices at New Delhi and opened information centres at Hyderabad and Vizag air ports and at Hyderabad and Secunderabad Railway Station.

To promote tourism in the State, the Government had constructed tourist rest houses at various places with a view to provide accommodation to tourists, during the second and third five year plans. Rest houses were constructed in the following places in the state.

1. LIG rest house at Osmansagar, Hyderabad
2. Tourist rest house at Srisailam
3. Tourist rest house at Mahanandi
4. Tourist rest house at Ahobilam
5. Tourist rest house at Lepakshi
6. Tourist rest house at Horsely hills
Chapter 3

Tourism Development in Andhra Pradesh

7. Tourist rest house at Simhachalam
8. Tourist rest house at Pakhal
9. Tourist rest house at Ramappa
10. Tourist rest house at Alampur
11. Tourist rest house at Amaravathi
12. Tourist rest house at Dharmapuri
13. Tourist rest house at Tirupathi
14. Tourist rest house at Mypadu
15. LIG rest house at Bhadrachalam
16. UIG rest house at Bhadrachalam
17. Tourist Annexe at Nagarjunasagar
18. MIG rest house at Nagarjuna Konda
19. Tourist rest house at Ethipothala
20. UIG rest house at Osmansagar

The activities of the Department of Tourism are:

1. Development of places and tourist interest in the State.
2. Maintenance of tourist rest houses.
3. Production and distribution of tourist literature.
4. Recognition and approval of excursion agents.
5. Coordination with central government in implementing central government schemes in the State.
6. Manning the State Tourist Information Bureau and Regional Tourist Information Bureau in the State.
Chapter 3

Tourism Development in Andhra Pradesh

With a view to make the places of tourist interest more attractive the State Government has been evincing keen interest in improving them in all possible ways. The following tourist rest houses were constructed for expanding tourist facilities.

1. Picnic shed at Osmansagar, Hyderabad.
2. Dress changing room at Lawsons Bay.
3. Tourist Lounge at Manginapudi beach.
4. Tourist lounge at Vadarevu beach.
5. Tourist Pavilion at Ferry point Nagarjunasagar.
6. Tourist Pavilion at Pochava Waterfalls.
7. Drive in counter at Nagarjunasagar.
8. Approach road and railings to the Borra caves.

During 70's three constuctions were taken up at a cost of Rs. 37.76 lakhs

1. Tourist rest houses at Araku.
2. Tourist rest house at Mypadu.
3. Dress changing room at Tupripalem.

During the Fifth Five Year Plan several constructions were taken up but which were completed in subsequent five year plan. They are:

1. Tourist Guest House at Kandimalliaiahpalem Rs. 9 lakhs.
2. Tourist Guest House at Kailasanatha Kona Rs. 4.89 lakhs.
3. Tourist Guest House at Tirupathi Rs. 4.52 lakhs.
4. Tourist Guest House at Timmammamarri Manu Rs. 3.50 lakhs.
The Government of India provided financial assistance to construct Yatri Nivas at Hyderabad for Rs. 33 lakhs and tourist cottage at Ramappa for Rs. 30 lakhs. In addition to this, the Central Government gave financial assistance to construct hotels at Nagarjunasagar for Rs. 23.70 lakhs, at Rishikonda for Rs. 28 lakhs at Hindupur for Rs. 16.09 lakhs.

The Government of A.P has opened new plans to attract more tourists from outside the country and within the country. Many schemes were being implemented during 90's in the State.

1. Tourist rest house at Baruva in Srikakulam district
2. Tourist information counter, Regional Tourist Information Bureau, Vijayawada.
3. Compound wall to tourist rest house at Kakinada.
4. Renovation to tourist rest houses.
5. Maintenance of bronze statues on Tank Bund in Hussainsagar at Hyderabad.
6. Furnishing of tourist guest houses.
7. Tourist publicity.
8. Exhibition.
9. Conventions and conferences.
10. Festivals and cultural delegation (Water Sports) festival in Hussainsagar, Hyderabad and at Vijayawada and Visakhapatnam in connection with world Tourism Day Celebration.
11. Hotel projects, six jantha hotel projects were approved way back in 1993-94.


13. Visit of committees, delegation and other high persons.


15. Installation of Buddha Statue.

ANDHRA PRADESH TOURISM DEVELOPMENT CORPORATION (APTDC)

To provide transport and either services for the tourists, a new company known as Travel and Tourism Corporation (AP) Pvt. Ltd. was constituted in February 1976 as a subsidiary of APSRTC. It became a Govt. Co. in March 1980. The company was renamed as Andhra Pradesh Travel and Tourism Development Corporation. It continues to register significant growth since 1999-2000 with a focus on the creation of tourism infrastructure and products.

The main objectives of the Corporation are:

1. To develop tourism in the State.

2. To take over, construct, purchase, acquire, lease and maintain guest house, hotels, cafeterias, rest houses and sites of tourist interest.

3. To establish, manage and promote transport facilities to tourists.

4. To produce, distribute and sell tourist publicity material.

5. To provide shopping facilities to tourists.
The corporation has under its control 13 guest houses in the state, transferred to it by the government. It also has four catering units based at Visakhapatnam airport, Golkonda fort, Qutub Shahi tombs and Buddha Purnima. Location map of APTTDC tourist facilities is enclosed.

APTTDC is operating transport units from 4 tourist places viz Hyderabad, Vijayawada, Visakhapatnam and Tirupathi. It is also maintaining water fleet units at Nagarjuna Sagar, Hussainsagar and Vijayawada.

The Corporation conducts tours and package tours daily from Yatrinivas, Hyderabad to four important tourist places in the state. They are Nagarjunasagar, Tirupathi, Srisailam, Mathralayam. South India tour covering, Tirupathi, Madras, Madurai, Kanyakumari, Trivendrum, Bangalore (only every second saturday). Shirdi tour on Wednesday, Warangal and Yadagiriguta (every second staruday), Yadagirigutta, Kolan Park, Pombarti (every sunday) and Heritage tour of Hyderabad (every Saturday)

The State Government provides funds to APTTDC in the annual plan budget towards the component of ongoing central schemes and state schemes.

Schemes implemented by APTTDC in the past during 90’s.

GOVERNMENT OF INDIA SCHEMES:

I. Schemes under implementation.

1. Cottage complex at Shamirpet near Hyderabad.

2. Trekking equipment in Visakhapatnam (Araku).

3. Trekking equipment for Tirupathi in Chitoor District.
4. Tented accommodation at Horsely Hills in Chittoor District.
5. Tourist Complex at Sarasangham in Medak District.
6. Tourist Complex at Nacharam in Medak District.
7. Wayside amenities at Beachpalli in Mahaboobnagar District.
8. Wayside amenities at Suryapet in Nalgonda District.
9. Tourist lodge at Amaravathi in Guntur District.

II. Schemes sanctioned and yet to be taken up.
1. Tourist lodge at Pembarthi in Warangal District.
2. Tourist lodge at Talakona in Chittoor District.
3. Tourist lodge at Manthralayam in Kurnool District.
4. Wayside amenities at Mallepally in Nalgonda District.
5. Public convenience at Golkonda Fort.
6. Public convenience at Nagarjunasagar.
7. Construction of restuarant at Golkonda Fort.
8. Wayside amenities at Palamaneru in Chittoor District.
10. Tourist Lodge at Annavaram.
11. Tourist lodge at Kalluru in Khammam District.
12. Tourist bunglow at Anupu near Nagarjunasagar.
14. Tourist lodge at Penugonda, Anantapur District.
15. Tourist lodge at Hemavathi in Anantapur District.
The present Government has given a special thrust to tourism because of the vast unexplored potential in the State. The State will essentially play the role of a facilitator and invite investment from the private sector in the areas of infrastructure (accommodation) leisure tourism, wildlife tourism, adventure tourism and the like. The State government will concentrate on improving the existing facilities available with the APTTDC.

The Deccan festival is also conducted from time to time. The festival had three major components viz. propagation of art, culture and food. The pearls and bangles festival and the food festival will revive the culture of Hyderabad. A Kuchipudi dance ballet by Sri Vempati Chinna Satyam and party and Gazal programme by Sri Jagjit Singh was also arranged.

The state government in conformity with the national action plan on tourism have identified areas of tourism potential and thrust areas. A proposal to decentralise tourism development efforts has also been thought of "District Tourism Development Committee" were proposed to be set up for all the twenty three districts of the State. The government also constituted Tourism Development Council for giving suggestions for tourism development in the state.

DEVELOPMENTAL ACTIVITIES IN A.P.:

ROLE OF APTDC - RECENT DEVELOPMENTS

APTDC continues to strive for promotion of new tourism products such as Eco-Tourism, Beach Tourism and Cruise Tourism. Currently, the Corporation runs a chain of 52 hotels with 1043 rooms and 2222 beds in prime locations fostering homely ambience, an
impressive fleet of 144 buses cater to varied tour packages connecting to important tourism locations within and outside the state. The corporation runs Sound and Light shows, owns and operates water fleet of 120 boats, launches and pleasure rides making River and Lake Cruise tourism at an affordable reality. The primary focus remains to aggressively develop world-class tourism infrastructure.

The activities of the Corporation can be classified broadly into the following:

- Tourism Infrastructure Development
- Hotels & Catering Units
- Guided & Package Tours
- Leisure Cruises & Pleasure Boating
- Sound & Light Shows
- Eco-Tourism

The Corporation has recently ventured into new tourism related fields like, heritage, pilgrimage and eco-tourism etc.

**Growth:** APTDC has registered a systematic growth over the years both in terms of revenue and also tourist arrivals. The thrust of the Government of Andhra Pradesh on the development and promotion of tourism has enabled this to happen. In line with the policy of the Government, APTDC focused on the development of tourism infrastructure thereby promoting new tourism products and successful operation of tourist centers.
Table - 3.3
Tourists inflow and revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourists (Nos. Lakhs)</th>
<th>Revenue (Rs. Crores)</th>
</tr>
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<td>2008-09</td>
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Source: Tourism Development Corporation

Tour Packages: APTDC, with a view to make travel hassle free and more comfortable, has designed a number of tourists packages to varied destinations covering temples, hill resorts, beach resorts, heritage sites both in and outside the State through its modern transport fleet of over 144 buses. APTDC is the first Corporation in the country to introduce Volvo coaches which set a new trend in the tourism. The transport fleet is supported by a chain of central reservation offices in Hyderabad, Tirupati, Visakhapatnam, Bangalore, Chennai, Kolkatta and Shirdi supported by a network of tour promotion agents. APTDC also enters into strategic alliance with major tour operators. The tours connect major hubs in the south such as Chennai, Bangalore, Shirdi, Tirupati, Hyderabad, Coimbatore, Mangalore and Goa making south India a seamless travel destination. During the year 2008-09, Rs.47.57 crores of revenue was realized through the tour packages.

Haritha Hotel Chain: APTDC has developed the ‘Haritha Hotel Chain’ located in important tourist centers, which provides the right ambience and quality that a tourist truly deserves. All APTDC hotels provide for a restaurant, AC and non AC accommodation and in major
locations a swimming pool. APTDC has a strategic arrangement with Shanthigiri Ayurvedic Clinic of Kerala, which provides wellness ayurvedic treatment.

Important places where hotels and resorts are located include Hyderabad, Vijayawada, Visakhapatnam, Jungle Bells, Araku Valley, as the Bhagirathi, Bhagamathi and the Khair-un-nissa. The water fleet strength of APTDC is 120 which includes FRP boats, launches, parasail boat and large vessels. The Corporation operates 10 cruises in Godavari and Krishna rivers. Latest speed boats have been introduced at various water bodies as a part of strengthening the water fleet operation. APTDC operates pleasurable rides at the Miralam tank, Durgam Cheruvu, NagarjunaSagar, Nellore, Srisailam, Vijayawada, Vishakhapatnam (Bay-of-Bengal), Karminagar (LMD), Tirupati, Rajahmundry and Brahmasagaram. New boating units at suitable Jalayagnam sites have taken up by the corporation and about 17 new units proposed to be established in this year. During the year 2008-09, Rs.8.78 crores of revenue was realised through this facility.

**River Cruises:** As a part of new product development, the Corporation has aggressively promoted river cruises during the 2008. The Corporation operates one of the most popular River Cruise on River Godavari between Pattiseema and Papikondalu. The introduction of the river cruise on the Godavari has stimulated many a private entrepreneur to operate similar cruises on the Godavari. The cruise offers a unique experience of a boat ride for over four hours and bring back the tourists to Pattiseema in the evening. Two days package with night stay in tented camp along the banks of the Godavari near Kollur enroute to Papikondalu also arranged for
tourists. A twin deck cruise (120 seater) introduced (Haritha) with lower Deck A/c is presently operating in Godavari river. A new boat 50 seater (Sabari) also introduced to meet the increasing demand.

**House Boats:** In addition to the pleasure cruises, APTDC has 5 air-conditioned houseboats, which offer a unique experience similar to the backwaters of Kerala. The House Boats are equipped with two bedrooms and a deck to laze through the day along the serene and picturesque Godavari in East Godavari District.

**Sound and Light Shows:** The Corporation in its endeavor to show case historic and heritage monuments to the tourists has developed sound and light shows at Golconda Fort, Hyderabad and Chandragiri palace near Tirupati. These shows are immensely popular. During the year 2008-09, Rs.4.56 crores of revenue was realized through this programme.

**Ropeway:** Ropeway facility at Srisailam - Pathalganga, started in 2005 has become a major attraction for Srisailam pilgrim tourists attractive item for tourists and giving good revenue to the Corporation i.e., about 10 to 12 lakhs per month on an average. This facility has benefited so many local people with direct and indirect employment in Pathalganga area. Boating revenue also increased due to this facility as more tourists are getting down to Pathalganga and taking the boat rides. Akkamahadevi Caves river cruise operation also increased with this ropeway.

**APTDC Focus:** APTDC has focused development in and around the three primary destinations of Hyderabad, Visakhapatnam and Tirupathi. In addition, development is also centered around the 3 secondary destinations i.e., Warangal, Kurnool and Vijayawada. The
development of infrastructure is based on developing destinations and tourism circuits with the funding from the Government of India and the State Government.

**Eco-Tourism Initiatives:** The Corporation took the initiative of identifying potential eco-tourism spots and implemented the popular eco projects like the Belum caves, revamping of Borra caves, an exotic jungle destination by name Jungle Bells at Tyda, famous lake project at Durgam Cheruvu, illumination of Ettipothala water falls and development of Bhavani River Island.

**Community based eco-tourism:** Eco-tourism is the new buzzword in the realm of tourism throughout the world. The State of Andhra Pradesh has been bountifully endowed by nature in the form of hills and valleys of the Eastern Ghats, a vast coastline and lush green forests. Conscious efforts have been made to preserve the natural beauty and environment while creating infrastructure and facilities for tourists that fit in with the natural surroundings. Andhra Pradesh is encouraging community based eco-tourism in association with Forest Department of AP under their Community Forest Management program by providing opportunities for jungle walks, forest retreats, wild life tourism, bird watching and trekking.

**Eco-tourism initiatives:**

- APTDC in coordination with AP Forest Department and Vana Samrakshana Samithi (Tribal communities) has identified eight Eco-tourism destinations They are: Maredumilli (East Godavari District), Nelapattu (Nellore District), Mamandur, Talakona, Nanniyal (Chittoor District), Balapalli (Kadapa District), Ettipotala (Guntur District), Kambala Konda (Visakhapatnam District).
• Eco-tourism package would involve Nature Treks, Wildlife Tourism and Jungle Stays.

• Transport to and fro the destination will be provided by APTDC.

• Vana Samrakshana Samithi (community) will provide accommodation, guide services and food.

• A.P. Forest Department will provide infrastructure under Community Forest Management (CFM) Program to tourism projects.

**Completed Projects:**

a) Budget Hotel with 36 rooms at Nellore Town is developed with an amount of Rs.850 lakhs. Government of A.P. share is Rs.250 lakhs and APTDC share is Rs.600 lakhs.

b) Vemana Memorial Park at Katarupally, Ananthapur district is completed comprising with 4 cottages (8 rooms) a memorial and a gallery. Government of Andhra Pradesh had sanctioned Rs.200 lakhs for this project.

c) Budget Hotel at Kadapa with 43 rooms and 8 deluxe rooms is completed with a total cost of Rs.650 lakhs, of which, GOAP have sanctioned Rs.325 lakhs.

**On-going projects (2009)**

a) Budget Hotel at Nizamabad with a cost of Rs.6.00 crores is in progress.

b) Development of Tourist facilities and amenities at Anantha Padmanabha Swamy Temple at Ananthagiri, Ranga Reddy district with a project cost of Rs. 51.00 lakhs is in progress.
c) Development of Eco and Adventure Tourism Resort at Ananthagiri, Ranga Reddy District in an area of 3.01 acres with a project cost of Rs. 6.00 crore is in progress.

d) Development of Eco Jungle camp at Ananthagiri, Ranga Reddy District in an area of 213 acres.

e) For Circuit Development of River Godavari and Krishna, GOI have sanctioned Rs. 425.95 lakhs and the works are in progress.

f) Tourist facilities at Alampur, Mahbubnagar District with an amount of Rs. 160.00 lakhs - works are in progress.

g) Adventure and Heritage Tourism Center at Gandikota in Kadapa District with an estimated cost of Rs. 2.53 crore.

h) Development of Eco-park at Edupulapaya Village in Kadapa District with a project cost of Rs. 4.3 crore.

i) Mega Tourism Project at Gandikota in an extent of 2000 acres on public private partnership (PPP) basis with a total project cost is Rs. 1000 crores. Global tenders are invited and the bid process for selection of private partners is in progress.

j) Additional Block at Srisailam, Kurnool District with an outlay of Rs. 165.00 lakhs.

k) Additional block at Mahanandi, Kurnool District with an outlay of Rs. 125 lakhs.

l) Development of Adventure Tourism at Puligundu, Chittoor District with an amount of Rs. 216.68 lakhs.

m) Development of Eco-Tourism Center at Pulicat, Nellore District with an amount of Rs. 167.37 lakhs.
n) Buddhist Circuit - Integrated development of Nagarjuna Sagar (2003-04) with Rs. 6.20 Crores and Lower Krishna valley Circuit (2005-06) with a cost of Rs. 10.57 Crores.

o) Amaravathi Buddhist Circuit with a project cost of Rs.400 lakhs. Amaravathi, as a renowned centre of early Buddhism, equals its sanctity to the Mahasanghikas. This came to be later known as Mahayana School from which the subjects of Chaityavadakas, Purva Sailiyas and Apara Sailiyas emerged and also the later Vajrayana School in 6th and 7th Century A.D. Museum and restaurant are completed and opened for the Public.

p) Development of Visakhapatnam Beach Circuit with the GOI financial Assistance of Rs.571.93 lakhs. The above works are in progress.

Government of A.P. declared tourism as an industry initially extending the concessions available to the categories of hotels specified to make available the government land or private land and acquire under the Land Regularisation Act and investment subsidy.

**IMPORTANT TOURIST PLACES IN ANDHRA PRADESH:**

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<td>1. Alampur</td>
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### Chapter 3 Tourism Development in Andhra Pradesh

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### Tourist Destinations in Andhra Pradesh

16. Jaggayyapet  
17. Jonnavada  
18. Kesavapalli  
19. Kolluru  
20. Kondapur  
21. Lepakshi  
22. Mukhalingam  
23. Nagarjuna Konda  
24. Nagnur  
25. Palampet  
26. Pangal  
27. Panigiri  
28. Patancheru  
29. Pillalamarri  
30. Pushpagiri  
31. Ramatirthalu  
32. Somapalli  
33. Srisailam  
34. Samaralakota  
35. Sarpavaram  
36. Sankaram  
37. Simhachalam  
38. Tadipatri  
39. Undavalli  
40. Bheemunipatnam  
41. Lawson's Bay Colony  
42. Kalingapatnam  
43. Maipad  
44. Manginapudi  
45. Vadarevu  
46. Duduma  
47. Ethipothala  
48. Kuntala  
49. Pochera  
50. Bellamkonda  
51. Chandragiri  
52. Devarakonda  
53. Gadwal  
54. Gandikota  
55. Golkonda  
56. Gooty  
57. Gurramkonda  
58. Khammam  
59. Kondapalli  
60. Kondavidu  
61. Naguru  
62. Medak
Chapter 3

Tourism Development in Andhra Pradesh

14. Nalgonda
15. Nirmal
16. Pangal
17. Penugonda
18. Prataparudra Kota
19. Rajkonda
20. Rayadurg
21. Siddhavallam
22. Udayagiri
23. Vijayanagaram
24. Warangal

HILL RESORTS
1. Ananthagiri
2. Araku
3. Horsely Hills

LAKEs AND DAMS
1. Arani Reservoir
2. Kambham Tank
3. Dowleswaram Dam
4. Dirdi Reservoir
5. Himayat Sagar
6. Jawahar Lake
7. Kadar Dam
8. Kanigiri Reservoir
9. Kinnerasani Reservoir
10. Koil Sagar
11. Kolleru Lake
12. Lakhavaram
13. Machkund Reservoir
14. Musi Reservoir
15. Nagarjuna Sagar
16. Nizam Sagar
17. Osman Sagar
18. Pakhal Lake
19. Prakasham Barrage
20. Pulikat Late
21. Ramappa Cheruvu
22. Sarala Sagar
23. Somasila
24. Sriramsagar
25. Srisailam Dam
26. Upper Pennar Reservoir
27. Wira Lake

RELIGIOUS SPOTS
1. Achanta
2. Ahobilam
3. Alampur
4. Agiripalle
5. Aluru Kona
6. Amaravathi
7. Anakapalle
8. Antarvedi
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CONCLUSION:

It is evident from the foregone analysis that A.P. has vast tourism potential. The number of tourist arrivals to A.P. is bound to increase in the coming years given proper direction and administrative measures by the Government. The Government of A.P. should further sharpen its policy on tourism development in the State so that a balanced development of tourism regions would be made possible.