Chapter — 6

SUMMARY AND FINDINGS
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The present work is an attempt to show how tourism can work as a tool of economic growth. Today, tourism becomes one of the major industries of the world. It contributes significantly to employment, income, and harmony. India has taken many steps to improve tourism in the last 50 years. Though there is an increase in the absolute numbers, the share of India to total world tourist arrival and tourism earning is very slow. This may be due to the underdevelopment in providing infrastructural facilities. However, tourism is economically important, as it provides a source of income as it provides employment, brings infrastructural improvements and it may help regional development. That is why most of the states in India have declared tourism as an industry.

The principal purpose of this Chapter is to appraise critically the various aspects of development of tourism both at macro and micro levels that have received attention in the earlier chapters. The pertinent suggestions/solutions are revealed in the conclusions rather findings, which are lacunary in nature, as given below.

Tourism – An Engine of Growth: Tourism is regarded as an engine of growth as it could earth huge employment opportunities. Tourism is the second largest industry after petroleum. Tourism also tends to give support to local handicrafts and can help in generating income in various jobs like transportation, hospitality services, retailing and work created for artisans and tour guides.

Tourism – The Main Stay: It is the main stay of the economies of many countries and a major foreign exchange earner for several others. Capital investment in the hotels, air, bus, rail, shopping
services, resorts and handicrafts amounts to billions of dollars and millions of people earn their livelihood.

**India's Amazing Diversity:** India's amazing diversity offers foreign tourists everything one could ever want in a holiday. The rate of success in the tourism sector is highly influenced by the instrumentality of supporting industries, such as hostels, transportation, communication, banking or so. Hence, due to the possibility of vast development in these fields, there is a tremendous scope for tourism in India.

**India Defies Definition:** From one region to the other the country dons different faces of slumbering town forgotten by time to buzzing cities, with different climes – from sundrenched fields to snowy landscapes. For ages foreigners have had a special fascination for India. India is a country of many ancient cultures. It offers a bonanza for culture-seekers, new frontier for adventure-lover, whether looking for new trials to trek, fresh water-challenges, and new under-water pastures and to explore on the thrill of heli-sking along with the highest mountain ranges in the world. All these speak about the high potential of India's tourism.

**Tourism is a Complex Industry:** Tourism is a complex industry of many parts. It is a small part of the total leisure industry which includes many activities such as stamp collection, yatching, golfing and gardening and the like. It is a complex industry of many parts, ranging from a giant airline and a giant hotel and of a small unit comprising of only two employees who can convert a holiday into a product. It is a composite industry comprising various segments and complex mixtures of human experience and behaviour.
Tourism – Means to International Understanding: Tourism is a means of education and culture exchange, and for the promotion of national integration and international understanding, friendship and peace.

Tourism – Change of Motivation: A major change has taken place in the motivations for travel. It is the new phenomenon of traveling in pursuit of leisure and culture. With steadily increasing leisure time and rising incomes, the future for tourism is assured and greater benefits are certain to accrue to persons and nations that make the best use of this phenomenon.

Trade is the Base of Tourism: The travelers of the past were a merchant. Opening of new trade routs gave a big boost to travel. Trade and commerce was the strongest force in the ancient past which made the people to travel to distant lands in order to seek fortunes in business.

Impact of Modernization of Tourism: The era of organized tourism began with the coming of railways and steamships. Changes in technology and related improvements facilitated large scale mobility of human populations not only to move to green pastures but also to achieve one or more of individual objectives. The resultant effects of automation – better communication and better organization of work have made it possible for people to get holidays or leisure time away from their work.

Tourism is Interdisciplinary: The subject tourism is well supplemented and complemented by other disciplines, such as history, geography, ecology, law, marketing, sociology, psychology, anthropology and host of others.
GROWTH OF TOURISM IN INDIA

Increase in Arrivals: India has had an unprecedented growth in tourism in the last few years with foreign arrivals crossing 1.37 millions at the end of 1989 and 5.37 millions in 2008.

Largest Net Foreign Exchange Earner: During 1996 tourism industry earnings were US $ 2832 millions with increased to US $ 10729 millions in 2008. This puts tourism in second place in terms of foreign exchange earning industries behind the gem / jewellery. The expenditure of foreign exchange by tourism industry is small, while those of the gem/jewellery industry are quite high; therefore, tourism is actually the largest net foreign exchange earner.

U.S.A – The Largest Contributor to India's Tourist Traffic: U.S.A continued to remain as the main tourist generating region claiming about 15.73 per cent of the tourists to India, followed by U.K. (15.67 per cent), Bangladesh (9.45 per cent) Canada (4.10 per cent) etc.

India – A safer destination: India is an important destination for many tourists from different parts of the world. Even though India had its share of Bhopal gas tragedy, the terrorist threat in Kashmir, tourists from Europe the U.S.A and Far East still prefer India and found it more safe.

Hurdles on the Way to Attract Foreigners: Wrong publicity made against India as a poor and poverty-stricken country, a place for beggars, poor maintained hotels, non-utilization of modern equipments, abrupt canceling of flights are some of the disheartening factors projected by some foreigners.

Tourism as an Industry: Tourism has been declared as an industry in 14 states namely Andhra Pradesh, Arunchala Pradesh,
Assam, Bihar, Haryana, Himachal Pradesh, Kerala, Manipur, Meghalaya, Tamilnadu, Tripura, Uttar Pradesh and the Union Territory of Andaman and Nicobar islands. Dadra Nagar Haveli and Lakshadweep and states like Punjab, West Bengal, Orissa and Rajasthan have declared 'hotels' as an State Governments and the Union Territories have set up Directorates of Tourism and many have also set up Tourism Development Corporations.

**Government Efforts:** Appointment of various committees such as, Sir John Sarjent Committee, L.K. Jha Committee, Mohammad Yunus Committee, announcement of New Tourism Policy, incentives to tourism related industries, promotional efforts in accommodation sector and special efforts in South India Tourism are the major factors for developing tourism in India.

**Institutional Role:** India Tourism Development Corporation, Tourism Finance Corporation of India, Youth Hostel Association, Civil Aviation, Indian Railways, Road Transport Corporations, Indian Institute of Tourism and Travel Management have played a considerable role in facilitating tourism economy of India.

**Exhibitions/Fairs/Trades:** Social and cultural setting of a nation with friendly and interesting people is a source of attraction for many foreign tourists. Dance Festival at Khujuraho, the Dasara Festival at Kulu and Mysore, Carnival Festival at Goa, International Kite Festival at Ahmedabad, Elephant March at Coachin, Surajkund Mela, International Yoga Festival at Sharampur, Ganesh Festival in Maharashtra and National Tourism Fair in addition to various package tours and schemes attract thousands of tourists both from within the country and abroad every years.

**Special Celebrations:** Every Year September 27 is celebrated as World Tourism Day. This day motivates the public to recognize the
importance of tourism. In order to promote all parts of India as tourist destinations, 1991 was celebrated as visit India Tourism Year.

**Poor Response of Private Sector:** All kinds of incentives and other encouragements are allowed to private sector to develop tourist centres and cater to the requirements of tourists in different ways. However, private enterprises have hardly shown any interest in investments in infrastructure. Exorbitantly higher prices for the services by the total industry have scared the middle income tourists away from them.

Private sector investment will have to be encouraged in developing tourism and public sector investments should be focused only on development of support infrastructure.

**Problems for Development of Tourism:** The tourist departments of most of the states are not able to provide proper roads, parks or even adequate public conveniences because of sacricity of resources. The main reason for the 'yet to take off' of tourism development in India has been due to delay in implementation of tourist promotion policy. Procedural hurdles, lack of courtesy, lack of adequate facility for conversion of currency, cheating habit of Internal transport, information gap, low quality of hotel services, conditions of travel, lack of co-ordination and communication of among various organization and lack of adequate accommodation are the major problems for development of tourism in India.

**Neglect of Domestic Tourism:** The winning of foreign tourists is not the only goal. Development of domestic tourism has important intrinsic value, and in economic terms can help to build up the infrastructure necessary for international visitors. In any country
domestic tourism is the base of the tourism pyramid. Domestic tourism constitutes 80-85 per cent of world tourism.

**Tourism is a Consumer Oriented Business:** Consumer satisfaction must be the objective to ensure success in tourism business. The satisfied tourist in one who feels that his money and time are well spent. What is needed on India’s part is not mere declaration but more dedication and more determination to create a better tourism product.

**Tourism – Smokeless Industry:** The great advantage of tourism is that it being a ‘smokeless’ industry does not threaten the quality of life in the severe ways that industrialization can and, in fact it has the potential of restoring and preserving all that is most precious and beautiful in our countries.

**Tourism – Environment: A Benevolent Circle:** The tourist comes to see the glories of the past and the enjoy the beauties of the present. The more perfectly preserved the monuments, the more vital the living condition, and the more pristine the natural environment, the more will be the tourist numbers. The more tourists, the more profit, the more local motivation to preserve the monument, to keep the tradition alive, to keep the environment pure. It is a benevolent circle, a process in which both visitors and residents ultimately win.

**Tourism like a fire:** Fire is both the creator and the destroyer. A healthy fire, properly tended, can heat our homes, cook our food, provide energy, light and warmth. Left unattended or fanned indiscriminately, however, it can quickly consume all that is most dear to us.
Tourism – Impact on Environment: Improving and conserving the physical-cultural environment becomes a positive factor for development of tourism. The natural-physical environment, man-made physical environment and cultural environment must be safeguarded against negative tourism impact. The unrestricted use of basic raw material of tourism, such as, country ides, coast lines, rivers, islands, mountain regions, forests, wildlife areas, historic sites and monuments has given way to many adverse effects.

Tourism is a multi-disciplined activity: Tourism consisting of a wide range of elements has to be developed by a spectrum of individuals. Institutions and agencies, each having different sectors of society and it has corresponding effects on many different sections of society. It is thus an activity that requires a sense of responsibility with full awareness of the consequences for the population for the culture and for the environment.

Tourism – A Means to Keep India Beautiful: domestic and foreign tourism is growing at an unprecedented rate. Any effort to strengthen infrastructure comes to naught if tourists are ignorant of their responsibility towards preserving the physical and cultural environment of the place they visit. Therefore tourism role be recognized as a means to enhance India's natural beauty and environment.

Andhra Pradesh, Alphabetically First, but Practically Last: There are 82 religious spots, 67 historical spots and 55 pleasure and holiday spots. The tourist spots are located and scattered in the three regions of the state, namely, Coastal Andhra, Telangana and Rayalaseema. About 43 per cent of the tourist spots are located in Coastal Andhra, 36 per cent in Telangana and 2 per cent in Rayalaseema. But only six tourist centres namely Hyderabad,
Nagarjuna Sagar, Vishakapatnam, Vijayawada and Warangal were recognized by the Government of Andhra Pradesh.

**Andhra Pradesh – A Synthesis of Culture:** Andhra Pradesh is a place where one finds a confluence of culture. Sacred Hindu temples accompanied by Muslim shrines, movements, and churches, are awe-inspiring. Andhra Pradesh being a land of green plains and golden sea coast accords warm welcome to tourists. The culture of the people in Andhra Pradesh is an outcome of the intermixture of several strains of the past. Andhra's are an ancient people and there is a mention of these people in Ramayana and Mahabharatha.

**Major Tourist Centres:** There are six major tourist areas as identified in the study viz., Hyderabad, Nagarjuna Sagar, Visakhapatnam, Vijayawada and Warangal.

**Late Start of Tourism in Andhra Pradesh:** It is disappointing that the many grandiose plans to attract tourist to Andhra Pradesh merely remain on paper. The original data regarding tourist movement both domestic and foreign are not available till the year 1987. It is only after the establishment of 'statistical cell' in the Department of Tourism in the year 1987. The collection of data is also confined only to six centres in 1987, 12 centres in 1988, 19 places in 1989 and 20 places in 1990 and 2007.

**Unorganized Collection of Tourist Data in Andhra Pradesh:**

The collection of data at tourist centres is not uniform all over the State. Information given by hoteliers is the basic criteria for recording foreign tourist arrivals in Hyderabad, Visakhapatnam and Vijayawada. The collection of data in Tirupathi was based on electronic machine which was installed at the entrance main gate.
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of temple. But in Puttaparthy the Government have attempted to collect the data about foreign tourist. Where as in Kurnool and Anantapur various satrams, local hotels and tourists who stayed at Government Corporation guest houses have been taken into account.

Lack of Infrastructural Facilities in Andhra Pradesh: There are several tourist spots identified by the tourism departments to be brought into limelight by providing minimum facilities. Though Andhra Pradesh 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.

Low number of tourists to Andhra Pradesh: Only 3 per cent of the foreign tourists who visit South India these do come to Andhra Pradesh which fact is disheartening. Moreover, these tourists are confined to only the major tourist areas of the state. Karnataka and Tamilnadu are able to attract more number of tourists.

Low Development of Tourism in Andhra Pradesh: With so much to offer to visitors Andhra Pradesh is yet to find its due place on the tourist map of the country. The efforts for the development of tourism have been initiated in Andhra Pradesh only after the inception of Department of Tourism which was attached to State Information Department as the integrated section. Thereafter, two sections, viz., State Information Bureau and Regional Tourist Information Bureau were started. The former section activities are confined only to Hyderabad and the latter section activities to Tirupathi, Warangal and Visakhapatnam only. The State Government has recognized the importance of attracting foreign tourists only after the inception of Statistical cell in 1987.
Growth in Foreign Tourist Arrivals: There is a discernable growth in the number of domestic as well as foreign tourist arrivals in the state. 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 crossed to 5.01 crores in 2004 and further increased to 7.89 lakhs. The number of tourist arrivals is not encouraging. 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.

Lack of Co-ordination between Government of Andhra Pradesh and Central Government: Tourism in Andhra Pradesh had all along been a victim of official neglect and indifferences between the State Government and the Central Government. For promoting the tourism industry in Andhra Pradesh the State Government had sent 22 schemes to the Central Government for seeking financial assistance. These schemes are awaiting permission from Government of India; where as the Central Government argues that is was due to the non submission of utilization certificates by the state government for the already released grants.

Andhra Pradesh Tops in Domestic Arrivals: The study reveals that Andhra Pradesh state tops among the top states which attracted large number of domestic tourists with 24.3 per cent of the total domestic tourist arrivals in the country in 2007 (see Table 1.6.).

Promotional measures on paper, practically none: For all practical purpose Government of Andhra Pradesh declared tourism
as industry. District Tourism Development Committees were proposed to be constituted for all the twenty three districts in the state. Several proposals were also prepared by the government such as bringing-forth of Tourist Trade Act and Police Force to ward off the nuisance of thieves and beggars. It is disheartening to note that the recently constituted ‘Tourism Development Council’ comprising 17 members found to the not meeting regularly.

**Andhra Pradesh Government Efforts:** The Government of Andhra Pradesh has been playing an important role in the promotion tourism development. Setting up of information centres at major tourist areas, construction of tourist rest houses, production and distribution of tourist literature, coordination with central government etc., are some of the efforts put by the state government.

**Late Start of Andhra Pradesh Tourism Development of Corporation (APTDC):** With a view to providing transport services and better facilities for the tourists a new company was constituted in February 1976 as subsidiary of A.P. State Road Transport Corporation and later on it became a government company in March 1980. The activities of the company during March 1977 to March 1980 were limited to:

1. Maintenance and provisions of catering facilities at two guest houses transferred to it by Government in March 1977.

2. Operation for tourist of 4. AC cars from April 1978 and 8 minibuses from April 1979 onwards

The APTTDC was started with an initial authorized capital of Rs. 100 lakhs and paid up capital of Rs. 10 lakh. The paid up
capital of the company was raised to Rs. 98.30 lakhs as against the authorized capital of Rs. 200 lakhs in March 1984.

**Laudable role of APTDC:** Andhra Pradesh Tourism Development Corporation has been striving for promotion of new tourism products such as eco-tourism, beach tourism and cruise tourism. It also conducts Deccan festival from time to time to propagate art, culture and food, and organizes the famous Kuchipudi dance by eminent artists. The corporation took some initiatives in respect of ropeway, eco-tourism, community based tourism etc. The government also constituted A.P. Tourism Development Council for giving suggestions for tourism development in the state.

Many findings that emerged out of the analysis relating to Kurnool and Anantapur are in synchronization with those of the findings at the national (macro) level tourism perspectives. They are

**Vast tourism prospects are forecast:** The number of tourists arrivals to Andhra Pradesh is bound to increase in the coming years, given proper direction and administrative measures by the Government. The Andhra Pradesh Government has further sharpened its policy on tourism development in the state so that a balanced development of tourism areas would be possible.

**Western Europe (Region wise) and the USA (country wise) – the main origins of arrivals:** The largest number of tourist arrivals (35.3 per cent) at Anantapur and Kurnool Europe consisting of tourists from the U.K., West Germany, France and Italy, followed by North America (24.7 per cent). The other prominent origins of tourist arrivals at Nagarjuna Sagar in the order of ranking were Africa (8.23 per cent) and West Asia (4.7 per cent).
The country wise analysis of tourist arrivals at Anantapur (Puttaparthi) reveals that the largest number of arrivals were from the USA followed by Italy, West Germany, the U.K., and France.

**Language Barrier**: Though, tourists above 50 years came in large numbers, their response to the questionnaire was very poor due to the language barrier as mentioned in the limitations of the study. This is the reason for the percentage of recording of the responses of the age groups 50-60 and 60-70 being low, which was 9.4 per cent in the total. The number of tourists coming from Japan and Bhutan though significant the language barrier becomes a hurdle in getting responses from them.

**Role of Travel Agencies – Not up to Mark**: The role of travel agencies for arranging tours has not been up to the mark as is evident from their degree of involvement in tour arrangements. This finding is in correlation with the findings of National Committee Report on Tourism.* It is also pertinent to note that the degree of involvement of foreign travel agencies in tour arrangements is like that of Indian travel agencies. It can be construed here that the foreign travel agencies played a greater role in promoting the interests of tourism in India.

**Active Support of Employers and Travel Agencies is Sought**: The analysis reveals the dominant interest evinced by tourists to go on tours on their own. The tourists inflow can be further increased with the active support of employers and travel agencies, besides a considerable percentage of financial help given by the government on package tours.

**Leisure is a Major Factor for Tourism**: This finding (see Table 11.9) is very much in accordance with the predictions that the economic and social climate over the next 20 years would enhance
greater tourist-traffic. There will be greater emphasis on individual/self-determined holidays and on educational and recreational pursuits. Majority of the tourists contacted (76 per cent), expressed that even in the absence of leisure, people would feel like visiting tourist places. Hence, there is a need for creation of leisure by shortening the number of working days which would in turn promote tourism interests. The more the leisure and recreation, the less the fatigue and more will be employee participation organizational excellence.

**Daily Cultural shows to be organized:** For encouraging the tourists to stay overnight at the tourist places in Anantapur and Kurnool cultural shows depicting Indian heritage and culture will have to be organized.

All the above measures, if implemented, the duration of stay of the tourists visiting this place can surely be extended, thus satisfying the definitional aspect of the tourists at these places.

**Freedom of Movement for Tourists:** The study reveals that the sense of freedom of movement for a foreign tourist is still high in India despite the terrorist menace and other disturbances. More than 50 per cent of the respondents stated that they had more freedom of in their movement when compared to other countries.

**FINDINGS VIS-A VIS SUGGESTIONS RELATING TO ANANTAPUR AND KURNOOL DISTRICTS**

Rayalaseema region, being a drought prone area, as the incidence of low incomes and more unemployment are the haunting factors. Development of tourism in the region benefits in the creation of jobs and opportunities for people to increase their income as standard of living. Prospects of agriculture in this region
have always been bleak and susceptible due to chronic droughts. The following findings and suggestions will help show the way for betterment of tourist activity in the region.

Although Anantapur district abounds in tourist attractions and several factors constraint the growth of tourism in the district. These tourist spots are handicapped due to inadequate and uncomfortable transport facilities, lack of proper information, inadequate hotel accommodation, and inefficient infrastructure and many other factors.

LACK OF INFORMATION:

Most of the places in Anantapur and Kurnool are not known to the tourists and even to the natives of the Districts. This is mostly due to lack of proper publicity and projection of these places in the A.P. tourism map as tourist centres. The state tourism department has to strengthen its information office in these Districts.

Tourist information materials like hoardings, panels, posters, brouchers, pamphlets etc., are not available. No separate allocations are made to the Districts in respect of tourism development. Very rarely the subject of tourism development is a matter for discussion in the planning board meetings.

Thimmamma Marri Manu which is 20 Km. from Kadiri is the world’s largest banyan tree occupying an area of $5\frac{1}{2}$ acres. Other important tourist places are Lepakshi, Tadpatri and Kadiri temples of Anantapur District, which are endowed with rich architectural wonders. People need to be told about the destination and should be encouraged to visit these places. Tourism promotion is concerned in making the potential visitors aware of a destination and persuading to choose it in preference of others. Thousands of
tourists, both foreign and domestic visit Puttaparthi, the abode of Sri Sathya Sai Baba daily.

Awareness may be created among the domestic as well as foreign tourists by using the techniques like advertising in newspapers, magazines and through posters, brochures, hoardings, audio visual tapes, documentary films, cinema slides, press releases by the P.R. Department, publishing feature stories, news letters and exhibiting photographs, etc.

Information regarding programmes like fairs, festivals or special events can attract a large number of tourists. Information about the mode of transport, likely cost of food and accommodation would enable the tourist to plan the trip in advance and make the trip enjoyable.

All this can be done by providing publicity material. The tourism department has to coordinate its activities with the railways and RTC and Railways. Information counters should be setup at important railway stations and bus stations. They should be able to provide information for queries like:

a) Local places of interest.

b) Communication facilities, whom to contact in times of emergency.

c) Route Maps.

d) Local events like trade fairs, festivals or entertainment events, sports events, etc.

e) Hotel and cheap accommodation facilities for various classes of tourists.

f) Museums and art galleries.

g) Guidance in shopping facilities, what to buy, where to buy, etc.,
h) For international publicity Districts tourism committees should be formed in all the Districts and all these committees should jointly organize video films and brochures and posters.

TRANSPORT FACILITIES:

Most of the tourist spots in the Districts do not attract tourists due to non-availability of transport facilities. The torn and dusty seats in buses and uncomfortable roads scare away the tourists, especially foreign tourists. Even those buses that are available are not being used properly. Tourists face many problems if they want to cover their visits to these important places in a day. There are no direct buses which would take them to the tourist spots. They have to wait for long periods in the bus stations to catch the connecting bus.

The authorities have failed in providing adequate transport facilities to the tourists. Tourism can be developed to a great extent just by increasing, transport facilities to important tourist places in the Districts. For example Timmamma Marri Manu, the world's largest banyan tree has special importance as a tourist spot. If one wants to visit Marri Manu there are no direct buses to this place from any important place in the Districts. Tourists from any region in the Districts have to reach Kadiri and from there have to board an ordinary bus to reach Marri Manu. Yogi Vemana's Samadhi at Katarupalle is also very near to Marri Manu. Tourists face many difficulties if they want to go to Katarupalle. A few ordinary buses are available from Kadiri only. Even to reach the magnificent Lepakshi Temple and spectacular Nandi which attract many tourists, the facilities are inadequate. Tourists visiting Lepakshi
has to reach Hindupur or Penugonda check post and take another bus from there to reach the place.

Another beautiful picnic spot in the Districts is Aluru Kona which is known for its waterfalls. But, to reach this spot, one has to go to Tadipatri and from there to Alurukona. The track is not easy to negotiate. Owing to the difficulty in reaching this place, this area is not visited even by the natives of the Districts. Other places which are of historical significance but fail to attract tourists because of inadequate transport facilities are Ratnagiri and Hemavathi.

The tourism department in coordination with RTC can run package tour buses to identified tourist places, for example Kadiri, Marri Manu and Katarupalle can be made into a unit and special package tour buses could be run from Anantapur. Similarly, Gugudu, Tadipatri, Alurukona and Puttaparthi, Penugonda, Lepakshi may be recognised as separate units and package tours could be conducted from Anantapur.

Bad roads and uncomfortable buses is the chronic problem faced by tourists in the Districts. With the exception of highways, many approach roads to tourist spots are in a bad state and travel by vehicle on these roads is enjoyable.

Even for tourists who use their own private vehicles to visit these places in the Districts the trip is boring. Owing to insufficient way side amenities like drinking water, petrol and restaurants food and snacks, beverages, cool drinks etc., are not available at important tourist centres. If 100 tourists arrive at Timmamma Marri Manu, there are no facilities like public toilets, drinking water, food and snacks, etc. The situation is similar at many other
places. This poses a real problem to tourists who visit these places along with children especially during summer.

**ACCOMMODATION**

The most important problem in the development of tourism in the Districts is lack of proper accommodation. There is not enough hotel accommodation. Besides, the available accommodation is unsatisfactory and not up to the general standard of sanitation. In Anantapur Districts only at Lepakshi and Timmamma Marri Manu, the tourism department owns guest houses and even these are inadequate to meet the requirements. At other places, even these are not available for tourists who want to stay overnight. They have to go back to Hindupur and pay exorbitant rents in private hotels. At Marri Manu a tourist lounge constructed recently owned by the tourism department can cater to the needs of only a few tourists. Moreover, food, snacks, cool drinks etc., are not available there and the tourists have to return back disappointed.

The tourism department should take measures to provide cheap and adequate accommodation facilities, at least at important tourist centres, to cater to the requirements of middle class and domestic tourists. Since hotel accommodation requires huge investments private individuals should be invited to construct hotels so as to cater to the needs of rich tourists and foreign tourists at all the important tourist centres.

Puttaparthi, the abode of Lord Sri Satya Sai Baba, is considered as a sacred place by many tourists both foreign and domestic; but, for those who come a long way to have a darshan of Baba, accommodation is the most important problem. Other primary facilities like public toilets, drainages and sanitation are
also not sufficient. There is an urgent need to provide cheap accommodation and also hotel accommodation for foreign as well as domestic tourists. The accommodation being provided by the Satya Sai Seva Trust is inadequate, especially during festival seasons.

PUBLICITY

It is another factor which hindered the growth of tourism in the Districts. As far as the Districts is concerned the tourism department's efforts regarding publicity have been confirmed to only one place i.e., Lepakshi, Publicity which include glossy literature and art should concentrate on other important tourist centres. The Districts abounds in many tourist and picnic spots which are not known even to the natives of the Districts because of official lethargy in publishing and projecting these centres. Anantapur has temples like Lepakshi, Kadiri, Tadpatri which are architectural and sculptural marvels, which can attract foreign tourists besides the regular domestic pilgrim tourists.

Places like Alur Kona, Sangameswaram, Timmamma Marri Manu, Bhairavanithippa Project, Penakacherla Dam, Jurutla, Veerapuram bird sanctuary and many other places are a holiday makers delight. Providing publicity by press releases, advertisement, hoardings, publications, broadcasting through local AIR would encourage many fun-lovers and excursionists to visit these places. Besides, the thousands of foreign tourists who visit Puttaparthi may also be encouraged to visit the important tourist spots in the Districts through proper publicity.

During the month of November thousands of foreign tourists visit Puttaparthi to attend the birth anniversary of Sri Sathya Sai Baba. The railways and the RTC run special trains and buses from
Hyderabad and other places in the State to Dharmavaram and Puttaparthi for the convenience of the devotees. The pilgrim traffic may be induced and encouraged to visit the famous tourist spots in the Districts by opening an information and publicity counter at Puttaparthi during this time. The officials of this counter should be provided with information material like brochures, hoardings, posters and visual aids that can be displayed so that the people are attracted. Information counters should also be set up at Anantapur and Dharmavaram railway station and bus stations. Publicising tourist centres would promote travel within the Districts for domestic tourists wishing to discover their own Districts.

DOMESTIC TOURISM:

As said in the above discussion, bad roads and inadequate transport is posing a serious problem in the development of tourism in Anantapur Districts. Most of the places in the Districts are pilgrim centres which attract a large number of domestic tourists especially during festival times.

The Veerabhadra Swamy temple at Lepakshi, Timmamma Marri Manu, Puttaparthi, the Ramalingeswara Temple and the Chintalaraya temples at Tadipatri, the temple of Lord Narasimha at Kadiri, Gowtameswara temple at Gowrigutta near Gooty, Jarutla Ramalingeswara Swamy Temple are flooded with pilgrims during Mahasivarathri festival. Car festivals are held at most of the places mentioned above during this festival. Wide publicity of the fairs and festivals through AIR and local newspapers and about the available special buses to these places would attract more number of tourists.
Other important pilgrim centres in the Districts which draw a number of pilgrims daily are Kasapuram (Near Guntakal), Pennahobilam, Sangeswaram (Dharmavaram), Papuru Aswatha Kshethram and the temples (numbering about 100) in Rayadurg.

The Forts of Gutti, Penugonda, Rayadurg, Kalyandurg also draw excursionists and students. Places like Penna Ahobilam balancing reservoir, Bhairavanithippa project, Sangameswaram, Alurukona, Penakacherla dam, Jurutla are ideal places for pleasure seekers and holiday goers. What is necessary to attract tourists to these places is provision of basic facilities like drinking water and food stalls, canteens which require little investment. Most of the places mentioned have water in plenty. Approach roads to these can be constructed by inviting tenders. Unemployed youth may be encouraged to set up canteen and cool drink stalls at these places by providing loans and subsidies.

Slowly, these places can be developed into holiday resorts by developing swimming and boat facilities, adventure tourism like mountain climbing at hill forts and setting up deer parks at places like Aluru Kona (picnic spot) and Veerapuram (bird sanctuary). A swimming pool can be constructed with little cost at Aluru Kona.

The foregoing discussion reveals the scope for the development of domestic tourism by investing very little amounts. So for the development of the Districts, the Districts authorities should bring this to the notice of the State Government and request for the diversion of funds so, as to provide basic facilities at these places. Especially so, the backwardness and the existing conditions which do not at all facilitate the development of the Districts industrially and economically. Here again, it would be
appropriate to cite the example of Khajuraho which is throbbing with activity, which was once an unknown remote village.

Anantapur Districts also may be developed in the same way. Local artists may be encouraged to make clay replicas of the famous Lepakshi Sculptures and the 'Nandi'. Local unemployed youth may be encouraged to set up canteens and cafeterias, and small food and cool drink stalls or shops dealing with items of presentations, handlooms, puppets, Dharmavaram silk sarees and other local handicrafts. The most important point which is worth mentioning is that of the rare traditional art of puppet making. Nimmalakunta a small village on the Dharmavaram Puttaparthi highway is famous for this puppet industry. Almost all the families in the village are engaged in puppet making. The artists belonging to this village received awards from the then President of India late R. Venkataraman. They were invited to U.S.A. and Germany to exhibit puppet shows during the 'Festival of India' held there.

The State Government to encourage these craftsmen has provided them with a work shed to enable them to make puppets and is also marketing their items through Lepakshi Handicrafts Emporiums. With the encouragement from the State Government these artists now are able to make not only puppets, but also many other decorative and gift articles like lampshade etc. Stalls selling these items also could be set up at the important tourists centres.

All these measures if implemented would not only develop tourism industry in the Districts but also bring about economic prosperity to the residents by providing livelihood to artists and employment to local youth. Being service industry tourism offers tremendous potential for employment to a vast cross section of youth according to National Committee on Tourism. Employment
opportunities are plenty in hotels, travel agencies, directorates and development corporations of tourism. There are openings too for those providing services, such as transport and guides, ticketing, reservation, documentation, travel arrangements, publicity, sales, shopping facilities which sell gift and handicrafts, souvenirs, etc. According to National Committee on Tourism, every year some 14,000 additional hotel jobs in the skilled categories are estimated to be created and another 14,000 in the semi-skilled category.

GENERAL SUGGESTIONS

**Districts Committees:** Districts Tourism Development Committees, which would periodically review the tourism development activities, should be strengthened in all the Districts to explore the tourism potential in their respective Districts. This would certainly provide a boost to the tourism industry, as persons belonging to the Districts are involved. Only such a measure would solve the problem of development of Tourism industry in the State. Natives of the Districts would have knowledge of the practical problems involved and can find out ways and means of solving these problems and hence this would certainly help the development of Tourism in the Districts.

**Exploitation of Vicinity areas:** Anantapur, being an erstwhile part of Karnataka, has the distinction of a combination of nearby tourist places on either side of the boundaries of two great southern states viz., Andhra Pradesh and Karnataka. National and international tourists visiting either side of the tourist places could be tempted to avail their itenaries within the vicinities. Special efforts should be made by the authorities to guide the tourists by exploring the possible economies if the nearby areas are also included in their sojourn. These visitors may be encouraged to visit
Lepakshi, Marrimanu, Kadire and Tadipatri temples. The art and architecture of these temples is on par with the temples of Belur and Hallebidu of Karnataka State. But, official lethargy in projecting these places as tourist centres is the reason for the indifference of the tourists in visiting these places.

Sufficient publicity has to be given about all such possible tourist areas that fall within the vicinities and thus augment income sources.

**Nature's Attractions:** Though Anantapur has a very thin forest area, it has a range of scenic hills spreading over Penukonda, Muchukota, Nagasamudram, Mallapakonda range, etc. Similarly, the study reveals rivers like Pennar, Jayamangala, Chitravathi, Hagari (Vedavathri), Swarnamukhi, Maddileru, Pandameru, Papagni, etc., not only provide necessary irrigation but also add to the scenic beauties of nature with tolerable climate throughout the year.

**Tapping tourism – the only way:** The geographical position of the peninsula renders Anantapur district the driest part of the State thus making it drought prone often. As the agricultural prospects are poor, this district has to explore newer areas for its development and tourism is one such area that can facilitate the development of the district.

**Finding Relating to Kurnool**

**Kurnool's richness in Flaura and Fauna:** Kurnool district has plenty of natural wealth comprising variety of flaura and fauna with wide range of animals and Nallamala hills and the adjoining forest areas. Nagarjuna Sagar – Sri Sailam wild life sanctuaries – all these offer a range of attractions to the visitors. The great Indian
Bustard (Batta Meka), an endangered bird species is found near Rollapadu village is a centre of attraction. The much publicized Tiger Project belongs to Nallamala forest range of Kurnool district.

**Kurnool – A place of multiple temples and unique spots:** The study unravels the presence of famous temple of Manthralayam, Ahobilam and Mahanandi which attract a large number of domestic tourists. The Yaganti Caves where prophet Veerabrahmendra Swamy started his prophesy and Srisailam Dam are fascinating tourist spots in the district. Thus the district has sufficient nature’s blessings with several of its scenic beauties that offer rich potential for tourism development, though rainfall wise and agriculture wise the district is lacking in.

**Intra domestic tourism circuits can be developed:** Kurnool district is bounded on the north by Tungabhadra and Krishna rivers as well as Mahabubnagar district, on the south by Kadapa and Anantapur districts, on the west by the Ballary district of Karnataka and on the east by Prakasam district. Similarly Anantapur is also boundaries by certain parts of the adjoining district including Karnataka.

It is suggested here that intra domestic tourism circuits can be developed by linking various places so that more tourist interest can be generated.

**Findings in respect of Foreign Tourists:**

Foreign tourists mostly visited Puttaparthi the aborde of Sri Sathya Sai Baba in Anantapur district.
Higher Age group preferred to travel more:

The higher the age group, the higher is the tendency to travel as revealed in the study among the foreign tourists (See Table 5.1). The marketing strategy may be designed in such a way to attract more number of such age group of tourists from abroad to India. This finding is further reinforced by Table 5.2 which reveals that a large percentage of tourists belonged to the retired age group.

Special package tours for employees and professional categories:

The number of tourists belonged to the category of professionals and employees together held a large segment of foreign tourists. India is fastly becoming the destination for various professional careers. This trend would pave way for more number of foreign tourist inflow into the country in the coming years.

Tourism infrastructure has to be geared up to absorb the likely increase in the foreign tourist inflow.

However, the study revealed that not a single couple preferred India as a honeymoon destination, though India possesses all such attractions. It is, therefore, suggested that some special packages may be designed to attract such groups through intensive campaigns.

Mouth publicity played a role:

A large number of foreign tourists were influenced to visit Anantapur as a result of being told by their friends or known
persons. A professional way of publicity is needed with a more focus on the tourist potential of the area.

**A tourism triangle to be created**

As a large number of foreign tourists with a holy faith do visit Puttaparthi every year and their stay also ranges from 2 to 3 days, the district tourism authorities may draw a plan to educate the foreign tourists to visit the other nearby famous tourist places like Lepakshi, and Timmammamarrimanu where the world’s largest banian tree is located. What is needed is proper publicity and counseling about these places. With these measures, the tourist stay can be prolonged.

**High satisfaction about departmental services:** Departmental services were found to be satisfactory as felt by the majority of foreign tourists about the information provided to the tourists during their sojourn.

**Tourist journeys are mostly self financed:** The study reveals most of the foreign tourists operate their sojourns with own finances. Own finances will have limited back-up in meeting the requirements of tourists. More financial support through financial agencies will blossom tourism industry, as easy availability of finances will enable the tourists to be more spend-thrift and create demand for various tourism goods and services.

Therefore, it is suggested that more specialized financing agencies should be encouraged to be established in order to provide an impetus to the industry.

**Leisure impacts tourism:** Leisureliness motivates people to travel. The study reveals that majority of the tourists were
affirmative about the impact of leisure on tourism. A lot of research is done on leisure management aspects in various universities clearly speak of its importance.

**Security concerns:** The recent global security concerns have restricted the movement of the foreign tourists. Majority (57 per cent) of the tourists stated that the movement of foreign tourists has been found to be better though tourist flow is partly restricted.

**Dissatisfaction in lodging and boarding facility:** The study reveals that there was high amount of dissatisfaction in respect of boarding and lodging facility. A lot of professionalism has to be infused into the operations of the tourism & hotel industry.

**Dissatisfaction about guide facility:** More than half of the tourists were not satisfied in respect of the services rendered to them as revealed in the study Professional and knowledgeable guides were sought by the tourists. Educationally well qualified and professionally trained guides are required in order to provide competent services to the foreign tourists. More number of training institutes to impart training in linguistic abilities need to be set up or the existing institutions need to be strengthened.

**Satisfactory Transportation Facilities:** Much needs to be filled up in the gaps of tourist transportation facility in respect foreigners though around 50 per cent of such tourist respondents expressed satisfaction, for not less than 28 per cent of them were not satisfied with such services.
High satisfaction about the foreign exchange facility: The study makes it clear that the foreign exchange facilitations for foreign tourists at various destinations were found to be either very much satisfied or satisfied. Many foreign exchange facilitation institutions that were earlier confined to only a few areas, have come up in different parts of the country to render a good amount of services.

Medical Facilities—Not Satisfactory: A high degree of dissatisfaction (nearly 51 per cent (see Table 5.11(6)) was expressed by the foreign tourists about the medical facilities that were made available at different tourist spots.

A high degree of alertness is required on the part of authorities to gear up medical facilities at different tourist spots whether it is domestic or foreign tourist arrivals. Special attention needs to be paid on the patient complaints especially emanating from foreign tourists.

Satisfaction Expressed about Communication Facilities: The study reveals that nearly 76 per cent of the foreign tourists did not face any problem in using the communication facilities during their sojourn. With sufficient back-up coming from the developments in the communication sector, this would act as a compensating factor for other deficiencies in the tourism sector of India. For instance, the security aspects and medical attendant needs can be taken care of with a proper network of communication. As India is poised for communication technologies, this augurs well for further exploitation of tourism potential in India.
India scored an edge in hospitality: The study brings forth a positive point i.e., Indians are hospitable as majority of the foreigners felt like that (see Table 5.11 (7)). Hospitality is no doubt imbedded in the culture of Indians. What is required is a little orientation when we come across foreigners. Special gestures are necessary towards foreigners.

Security - Needs more strengthening: Government of India had long back decided to in principle to constitute a tourism protection force specially to take care of protection of tourists. However, much needs to be done at the ground level. As evident, from the present study (Table 5.11(8)) 29 per cent of the foreign tourist are still dissatisfied with the type of security arrangements. Instances of manhandling of the tourists were not rare as brought to the notice of the researcher.

Combating beggar menace: Instead of receding, the incidence of beggar menace has been increasing which really irked the foreign tourists as revealed in the study. Table 5.12 reveals that more than 60 per cent of the foreign tourists felt it. Government should take steps to keep tourist areas as beggar free.

Feeling of being cheated: Various traders like hawkers, fancy traders, taxi drivers and others are engaged in the cheating practices. Nearly 70 per cent of the respondents stated that this kind of cheating is more in case of fancy traders, street hawkers and taxi drivers. This is really heart breaking and a black spot on India's tourism. The concerned government agencies should sternly deal with such cheaters to help infuse confidence in the minds of foreign tourists.
The need of the hour: Efforts should be made to identify the tourist who visits the state. Nature, origin, type and their requirement should be known at the initial stage. Linkages can be established and segmentation can be done if proper data is collected. Agency should be developed in order to know the foreign tourists visiting different places with the support and promotional efforts of the officials and the private sectors alike. A well-orchestrated and highly sure-charged publicity/promotional campaign accompany each country's drive to capture a big chunk of the tourist traffic.

Travel receipts began to be considered as economic factor and important invisible item of our Balance of Payments. No where else do personal preferences come into as much focus as in the tourist sector, for a tourist is buying a product, which is an experience but experiences are intangibles. And some of these experiences are manifest in facilities available e.g. nature of transport one uses, food habits, purchasing power, interest in sight seeing and leisure activities, number of days no wishes to stay, religious/culture sentiments, and so on. Hence care should be taken about these factors.

Encouraging the younger and middle aged for more outings: People in the age groups of 20 to 40 constituted the major segment of tourists that visited both Anantapur and Kurnool areas. This is a very potential group from tourism business point of view. Given proper treatment in the form of proper servicing, time and again, these groups would generate more business for tourism industry.
Income earning groups to be tapped: The study reveals that the category of tourists visited the study area included prominently self-employed business people, government employees, students, professionals, retired people, etc. It is evident from the study that the groups comprising business professionals and government employees constituted the largest segment followed by others.

An inference can be drawn from this is that tourism industry mainly survives from the demand that comes from income earning groups like business people, professionals and government employees. Special incentive-based tourist packages with some concessions may be designed for the benefit of retired persons who constituted very insignificant proportion of tourists.

Publicity played its role: Tourism industry can be survived only through publicity on a continual publicity basis. The district tourism authorities have given a high amount of publicity as evident from the results of field survey pertaining to the study. The more the publicity the more the tourist inflow leading to more revenue generation. Sufficient publicity about important tourist places was done among the known people to each their i.e., through friends and relatives (see table 5.16).

Tourism as an exclusive activity is growing: The study throws a light on how many of the tourists come exclusively as tourists. If more percentage of people comes exclusively as tourists, it is an indication of volunteering for tourism. The tourism industry is more dependent on those who volunteer themselves as a tourist than those came to the tourist places as part of other
works to be attended. More than half of the respondent-tourists contacted in the study area came as exclusive tourists (see Tale 5.15).

**Cent per cent self – arranged tours:** Almost all the tourist-respondents did not opt for any outside agency for financing their tour itenary. However, in the event of some financial packages by professional tourist agencies would encourage stay of more number of days due to no immediate burden of money and it would also increase the expenditure and generate income to the local tradesmen. Hence it is suggested that the Andhra Pradesh Tourism Development Corporation may come up with proposals as part of its marketing strategy.

As the role of tourist agencies has been found to be of no significance, it is suggested here a coordinated government and non-government endeavour is indeed need of the hour. Small loans or advances for tour purposes may be given to the employees or any citizen to be recovered in easy instalments as part of the strategy to encourage domestic tourism.

**Tourism Departmental Services are perceived better in Anantapur:** The study reveals the services rendered by the tourism department could satisfy the tourists visited to Anantapur when compared to the satisfaction levels recorded in case of Kurnool.

There is an overall satisfaction on the functioning of the tourism department as expressed by the tourist respondents belonging to Anantapur. It goes without saying that the tourism authorities at Kurnool need to identify the gaps in their delivery of services to tourists.
Chapter 6

Summary and Findings

Inclination to Travel is evident: The study reveals a good trend i.e. majority of the tourists who visited the study area are of the view that given sufficient leisure, they would like to avail it for satisfying their tourism thirst. Leisureliness that motivates people to travel would form the basis of tourism industry. The growing urbanization which has increased work monotony seem to be responsible for the rising surge in the urge for outings. Special guidance may be given to the people to know more about various managerial aspects of leisure management.

Lodging and boarding facility: The study reveals that more than 50 per cent of the tourists visited the area expressed overall satisfaction about the lodging and boarding facility in the area. More satisfaction is evident in respect of boarding facility at Kurnool when compared to Anantapur. However, the overall dissatisfaction levels regarding these facilities are low at both the places.

Lodging and boarding being the important influencing and facilitating factor, any amount of negligence on the part of authorities in providing these facilities would result in immediate discontentment among the tourists. Hence efforts must be made for high degree of perfection.

Dissatisfactory guide facility: There is an overall dissatisfaction about the guide facility available to the domestic tourists both at Anantapur and Kurnool (see Table 5.23 (3)). There is an urgent need to produce professional guides with sufficient levels of knowledge in subjects like History, Archaeology and linguistics. No proper efforts have been made so far in this direction. The need for more number of guides in
the domestic tourism emerges against the low literacy levels of people in the country.

**Transportation and communication facility satisfactory:** Majority of the tourists expressed satisfaction about the transportation and communications arrangement in the tourist areas (see Tables 5.23 (2) (4)).

**Medical Facilities:** Kurnool scored higher percentage of satisfaction in respect of medical facilities offered to tourists. However, there was overall satisfaction about the same in the study area as a whole (see Table 5.23 (5)). Special counters for medical exigencies may be arranged in rushy areas so as to minimize the dissatisfaction levels.

**Mixed response to satisfaction about hospitality:** The study reveals that around 50 per cent of the tourists visited the area could enjoy courtesy of the locals, traders, hotels, restaurants, and temple authorities. However, 20 per cent of the tourists were either 'not satisfied' or highly dissatisfied while a sizeable sample of the group ranging from 16 to 32 per cent could not say anything.

**Tourists are satisfied with security measures:** The study reveals that security concerns were well taken care by the authorities. However, a little amount of dissatisfaction was also expressed by some tourists.

**G.O. (Government organization) and NGO Cooperation needed to help the tourists:** It is important that no single tourist should face the problem of duping during the sojourn. The state government organizations and voluntary organization should
together come to the rescue of such tourists who might be cheated. The guides in the area should be trained so as to undergo some training to gain professional excellence.

The weighted average option arrived at various tourism parameters indicate more of a value of 2 plus which shows high satisfaction levels in case of Anantapur district. More satisfaction was expressed about the lodging facility (2.7), hospitality facility (2.6), medical facility (2.6), security facility (2.8) in respect of Anantapur district. The weighted average in respect of guide facility was found to be 3.47 and 3.09 in respect of courtesy of government officials indicating the inability of the tourists to express about the facility.

A high amount of satisfaction in the form of weighted average 1.95 (transportation facility) was revealed. While for majority of the parameters, the weighted average satisfaction was found to be more than 2, whereas high satisfaction in respect of lodging facility (1.83), boarding facility (1.83). Were revealed.

Conclusion

An unfortunate thing causing concern is that though India is gifted with historical monuments, temples, mountains, beaches, wildlife and cultural traditions she is yet to be a desired destination for a large number of tourists in the world. Why is it that India does not have its fair share in the overall tourist market? Generation of more earnings from tourism is necessary to provide a good cushion to the country’s balance of payments and foreign exchange reserves. By tapping the unexploited potential of tourism, invulnerable support to the country’s balance of payments could be mustered.
All eyes are now on tourism and its promotion. There has of late been an all-round spurge in the activity on this sphere with the central and state tourism departments joining hands with travel trade in the country in a bid to make a breakthrough and to achieve ambitious targets of tourist arrivals in the next few years. It seems reasonable to assume that tourism industry in India will become a major one as a few countries can match India's scope of tourism.

The complexity of modern day international tourism places demands on our people and efficiency quotient. It calls for new plans, thrusts and perspectives. We must be able to see well the decade of 2010. This does not mean merely more accommodation and faster transportation facilities, or a package of planning, organizing and staffing of service oriented industry like tourism. There are much wider dimensions of tourism that we might recall in the words of Jawaharlal Nehru: "We must welcome the friendly visitor from abroad not only for economic resources but even more, because this leads to greater understanding and mutual appreciation."

Tourism is now emerging as a panacea to poverty and unemployment two problems our Indian economy faces at present. It is time to think with new perspectives about the balanced regional development, the avowed objective of India's five year plans, with due linkages to tourism development in the backward areas in the country.