CHAPTER - VI
METHODS OF TOURISM PROMOTION

“A good decision is based on knowledge and not on numbers”

- Plato

Tourism nowadays is one of the most popular ways of spending free time. It is highly developed in almost all countries, mainly because of material profits it brings. From educational point of view, travelling lets people to see the world, other peoples, culture and traditions. It is said that, “travelling broadens” horizon and most people consider, it does. At the same time, a tourist who has not wide knowledge about World can “see the grass greener on the other side of the fence”. It causes danger of discontent with country that person live in, what entail complaints and dissatisfaction. Travel is a good way to stimulate human brain.

Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of places, regions and countries. Culture is an increasingly important element of the tourism product as it creates distinctiveness in a crowded global marketplace. At the same time, tourism provides an important means of enhancing culture and creating income which can support and strengthen cultural heritage, cultural production and creativity. Recent studies about cultural heritage tourism have focused on identifying the characteristics, development, and promotion of cultural/heritage tourism, as well as on investigating demographic and travel behavior characteristics of tourists who visit cultural/heritage destinations. Pearce and Balcar analyzed destination characteristics, development, management, and patterns of promotion through an element-by-element study of heritage sites. Silberberg provided a common pattern of cultural heritage tourists by analyzing age, gender, income, and educational level. Formica and Uysal explored the existing markets of a unique annual event that blends internationally well-known cultural exhibitions with historical settings. Behavioral, motivational, and demographic characteristics of festival visitors were examined by using a posteriori market segmentation.
Distinguishing features A.P. Tourism

The state of Andhra Pradesh is one of the most popular tourism destinations in India. The state, promoted as “Koh-i-noor of India”, has a variety of attractions including beaches, hills, wildlife, forests and temples. The state has a rich cultural heritage and is known for its rich history, architecture and culture. The religious abode of Lord Venkateshwara Tirumala Tirupati draws millions of tourists. The key to tourism success in Andhra Pradesh has been its sustained marketing efforts and creation of new tourism products. Andhra Pradesh State is a land of different cultures, heritage monuments, mountains, river belts, coastal lines, pilgrimage centers, world class film making studios, lush green valleys, Sanctuaries, zoo parks, hospitable peoples and variety of food habits etc. It is therefore, a fact of that the Andhra Pradesh has enormous tourism potential, a prospective must leverage and uphold. Andhra Pradesh tourism is not only selling its products and also analyzing the needs, preferences and satisfactions of the tourists that it can offer. Andhra Pradesh Tourism is having unique tourism offerings, even though it is not able to en cash them up to maximum level, owing to so many draw backs like in quality amenities, that is accommodation, food, cleanliness of the hotels and restaurants, services in that, transport and connectivity in certain cases is lacking.

Tourism is the act of travel for predominantly recreational or leisure purposes, and also refers to the provision of services in support of this act. According to the World Tourism Organization, tourists are people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". The distance between a place of origin and a tourism destination is immaterial to this definition.

SWOT Analysis

Strengths

- The 974 kms of coast line.
- Favourable climate throughout the year.
• Religious heritage tourism is traditionally popular.
• The successive ministers from the state were assigned the ministry of Tourism.
• All variety/categories of tourism destinations are available in Andhra Pradesh.
• Buddhist destinations are becoming popular and recent discovery of large number of monuments, made them included in the circuit.
• Traditional arts and crafts, handicrafts and cottage industry, soveneem and memorabilia, cuisine and cookery, music and dances, literature, painting and sculpture.
• Foreign revenue earnings.
• Diversification of local employment and income.
• Exposure to new information, lifestyles.
• Improved environmental education.

Weakness

• 3S (Sun, Sand and Sea) tourism, does not have cultural support from the host community. Bikini wearing, suspected drug trade and prostitution inhibit tourism.
• Adventure tourism depends upon the age and physical features of the tourists.
• Eco-tourism to reserved forests or socially insulated rare and ancient tribal have, adversely affected their living styles and eco-system. There tribal are not respected.
• Lack of proper infrastructure at many tourist destinations.
• The dominant share of religious tourism to the detriment of other forms of tourism.
• Groundwater depletion due to increased local demands.
• Beach and coastal erosion due to unsuitable infrastructure development.
Opportunities

- Andhra Pradesh has a vast coast line of 974 km.
- Proliferation of various media channels/social media affords a golden opportunity for promotion of cultural heritage tourism in expensively.
- Scope for promotion and development for adventure, sports and recreational tourism, Beach tourism, Para sailing, Sky Diving, rafting, water surfing, heritage and nature walk.
- India diaspora across the world, and the natural interest generated by the interaction with cultures of other countries.
- Discovery of large number of Buddhist monuments and relics.
- Display important tourist destination en-route in the State Road Transport buses.

Threats

- Supreme Court had to intervene prohibiting and construction, business within 500 meters of coast line.
- Sea life/ecological fragile zones will be adversely affected.
- Reserve forests and protected ancient tribal’s life styles are threatened by unwanted/unwelcome intrusion, environmental degradation, pristine tribal tradition and customs.
- Competing interests between different tourist destinations, divergent tourist activities, competition from all the neighboring states like Karnataka, Tamil Nadu, or Kerala.
- Separation of local population from external public.
- Increased local cost of living.
Culture and tourism are linked because of their obvious synergies and their growth potential. Cultural tourism is one of the largest and fastest growing global tourism markets and the cultural and creative industries are increasingly being used to promote destinations. The increasing use of culture and creativity to market destinations is also adding to the pressure of differentiating regional identities and images, and a growing range of cultural elements are being employed to brand and market regions. The complexity of both the tourism and cultural sectors implies that partnership is essential and platforms must be created to support collaboration, and mechanisms must be found to ensure that these two sectors can communicate effectively. Local communities are beginning to come together to develop cultural products for tourism rather than competing directly with one another. New policies are likely to feature new structures and projects involving public-private partnership and bringing together a wider range of stakeholders to use culture not only to make destinations attractive for visitors, but also to promote regions as destinations to live, work and invest in. Culture in all its forms is likely to figure strongly as the tourism product and promotion of most regions, even those which have traditionally relied on their natural assets, such as sun and beaches and mountains, for their attractiveness. Destinations are also trying to increase their comparative advantage by adding to their stock of cultural attractions. They are also trying to develop their intangible culture and creativity.

Andhra Pradesh attracted around 156,072,409 tourists with around 155,749,584 domestic tourists & 322,825 international tourists in 2010. The state ranked first with highest domestic tourist inflow compared to other states in the country as per 2009 India tourist statistics, Govt. of India. The tourism figures for the last 5 years along with the associated growth rates are provided in the Table - 1.
Table – 1

TRENDS IN TOURIST ARRIVALS

<table>
<thead>
<tr>
<th>Category</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>93,529,554</td>
<td>111,715,376</td>
<td>127,933,333</td>
<td>132,684,906</td>
<td>157,489,927</td>
<td>155,749,584</td>
</tr>
<tr>
<td>Growth rate</td>
<td>-</td>
<td>19%</td>
<td>15%</td>
<td>4%</td>
<td>19%</td>
<td>-1%</td>
</tr>
<tr>
<td>CAGR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>560024</td>
<td>669617</td>
<td>769724</td>
<td>789180</td>
<td>795173</td>
<td>322825</td>
</tr>
<tr>
<td>Growth rate</td>
<td>-</td>
<td>20%</td>
<td>15%</td>
<td>3%</td>
<td>1%</td>
<td>-59%</td>
</tr>
<tr>
<td>CAGR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>94,089,578</td>
<td>112,384,993</td>
<td>128,703,057</td>
<td>133,474,086</td>
<td>158,285,100</td>
<td>156,072,409</td>
</tr>
<tr>
<td>Growth rate</td>
<td>-</td>
<td>19%</td>
<td>15%</td>
<td>4%</td>
<td>19%</td>
<td>-1%</td>
</tr>
<tr>
<td>CAGR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: www.aptourism.in

Andhra Pradesh\(^7\) has tremendous potential to become one of the foremost states in the tourism map of the country. Practically everything that people who visit India to see and experience can be seen and experienced in Andhra Pradesh alone. It is not an exaggeration to say that Andhra Pradesh is the essence of Incredible India\(^8\). Andhra Pradesh has a very rich heritage, monuments, forts, palaces, nature, hills, wildlife, beaches, mighty rivers, beautiful water bodies, holy pilgrim centers for all religions, a strong Buddhist tradition, and festivals, besides items of modern entertainment, an exquisite cuisine, fascinating handicrafts and textiles, etc.

The Department of Tourism commissioned a study by Price Waterhouse Coopers in 2009 regarding the potential of tourism in the State. The study revealed that there is enough potential in the state to reach the figures of 327.62 million domestic tourist arrivals and 1.86 million international tourist arrivals by 2015. Similarly, the State can target 611.88 million domestic tourist arrivals and 3.73 million international tourist arrivals by 2020. This can be possible if the state continues to maintain 24 to 25% share of the domestic tourism market and 14 to 15% share of the international tourism market in the country. In order to do so, the State needs to mobilize a cumulative investment of...
Rs.311,799 cores up to 2020 in Tourism infrastructure (hotels, resorts, etc), basic infrastructure, marketing and promotion, human resources development, and others. It is expected that while the State Government will make priority investment in the critical gap areas, a major chunk of the required investment will be forthcoming from the private sector.

**Promote Cultural Heritage Tourism**

The United Nations World Tourism Organisation have evolved basic principles were developed in preservation, tourism, organization and economic development. It also provided a rich source of lessons in how to develop and manage cultural heritage tourism. Developing cultural heritage tourism is an incremental process, and communities will repeat the four steps described at each stage of development. Keep in mind that developing a strong cultural heritage program will require an investment and a commitment—an investment of financial resources and a commitment of human resources including strong leadership.

Not every community can have a successful cultural heritage tourism program. Communities that have lost too much of their heritage, or not nurtured their cultural potential may not have the historic, cultural and natural resources it takes to develop a program that will attract cultural heritage visitors. The National Trust’s definition of cultural heritage tourism is "travelling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources". Tourism is a powerful economic development tool. Tourism creates jobs, provides new business opportunities and strengthens local economies. When cultural heritage tourism development is done right, it also helps to protect our nation’s natural and cultural treasures and improve the quality of life for residents and visitors alike. Linking tourism with heritage and culture can do more for local economies than promoting them separately. That’s the core idea in cultural heritage tourism: save your heritage and your culture, share it with visitors, and reap the economic benefits of tourism. In the past, the tourism saw its primary role as marketing ready
products to travellers, such as package tours. The mission of the preservation community is to preserve and protect historic, cultural, and natural resources. The cultural community is looking for ways to attract new audiences. Today, tourism, preservation, heritage and culture are much more likely to overlap. State tourism offices now help develop heritage resources, and a number of preservation organizations are marketing their sites to tourists.

**The Benefits of Cultural Heritage Tourism**

Cultural heritage tourism can have a tremendous economic impact on local economies. The economic benefits like new businesses, jobs and higher property values, tourism adds less tangible—but equally important—payoffs. A well-managed tourism program improves the quality of life as residents take advantage of the services and attractions tourism adds. It promotes community pride, which grows as people work together to develop a thriving tourist industry. An area that develops its potential for cultural heritage tourism creates new opportunities for tourists to gain an understanding of an unfamiliar place, people or period. With the arrival of visitors in turn come new opportunities for preservation. Well-interpreted sites teach visitors their importance, and by extension, the importance of preserving other such sites elsewhere. Perhaps the biggest benefit of cultural heritage tourism is that opportunities increase for diversified economies, ways to prosper economically while holding on to the characteristics that make communities special.

**The Challenges of Cultural Heritage Tourism**

When a community’s heritage is the substance of what it offers visitors, protecting that heritage is essential. So a major challenge in cultural heritage tourism programs is ensuring that increased tourism does not destroy the very qualities that attract visitors in the first place. Because tourism is a highly sophisticated, fast-changing industry, it presents its own challenges. Tourism is generally a "clean" industry; no smokestacks or dangerous chemicals. But it does put demands on the infrastructure—on
roads, airports, water supplies, and public services like police and fire protection. These problems—travellers increasing in numbers and adding stress and strain to infrastructure and heritage sites—are, as Safer says, is only beginning, and the travel industry is already addressing them. But a challenge results not only from visitor impact, but also from visitor expectations of quality products and services. Tourism is essentially a service industry, which means it depends on the competence of people in many different jobs and locations. Tourism, while not a panacea, is an attractive form of economic development.\textsuperscript{11}

**Five Principles for promotion of cultural heritage tourism**

National Trust for Historic Preservation has five basic principles for promotion of Cultural Heritage Tourism following these principles will avoid many difficulties that could otherwise arise when culture, heritage and tourism become partners.

1. **Collaboration:** Much more can be accomplished by working together than by working alone. Successful cultural heritage tourism programs bring together partners who may not have worked together in the past. Building partnerships is essential, not just because they help develop local support, but also because tourism demands resources that no single organization can supply. Its success depends on the active participation of political leaders, business leaders, operators of tourist, Travel managers of tourist, sites, artists and craftspeople, hotel/motel operators, and many other people and groups. Regional partnerships are also useful to cultural heritage tourism efforts. Cooperating in a regional arrangement lets you develop regional themes, pool resources, save money and expand marketing potential. Those resources include not only money for marketing campaigns, for example, but also facilities (accommodations for travellers, say) or expertise in tourism, preservation, the arts or another area.

2. **Find:** Local circumstances determine what area needs to do and can do in cultural heritage tourism. Programs that succeed have widespread local acceptance and meet recognized local needs. They are also realistic, based on the
talents of specific people as well as on specific attractions, accommodations, and sources of support and enthusiasm. One of the reasons cultural heritage tourism is on the rise in the United States is that travellers are seeking out experiences that are distinctive, not homogenized. They want to get the feel of a very particular place or time. You can supply that experience, and benefit in the process—but only if your cultural heritage tourism program is firmly grounded in local circumstances.

Base your cultural heritage tourism program on what is appropriate and sustainable for your area. Find answers to the following questions:

- Do the residents of your area want tourism?
- Why do they want it?
- Are there certain times of year or certain places they do NOT want to share?
- How will tourism revenues improve life in your area and affect services such as fire and police protection?
- What is the maximum number of cars or buses your area can handle? On roads? In parking lots?
- Can you accommodate group tours? Do sites accommodate at least forty people at once with amenities such as restrooms, snacks, and a seating area?
- Can you accommodate visitors with disabilities or special needs?

Based on the answers/replies elicited formulate the tourism development policy that ensures the participation of host communities.

3. **Sites:** The human drama of history is what visitors want to discover, not just names and dates. Interpreting sites is important, and so is making the message creative and exciting. Find ways to engage as many of the visitor’s five senses as you can, as the more visitors are involved, the more they will retain.
On average, visitors will remember: 10% of what they HEAR, 30% of what they READ, 50% of what they SEE and 90% of what they DO.

4. **Focus on:** The true story of the area is the one worth telling. The story of the authentic contributions previous generations have made to the history and culture of where they live is the one that will interest visitors, because that is what distinguishes that area from every other place on earth. It’s authenticity that adds real value and appeal. Every area is unique, and its special charm is what will draw visitors. By doing the job right—by focusing on authenticity and quality—one can give one’s area the edge.

5. **Preserve and protect:** As a good look around almost any city or town will show, people are often tempted to provide a quick fix of "band-aid" solution—to cover up an old storefront inexpensively, for example, rather than to restore it. But when your historic and cultural assets are at the heart of your plans to develop tourism, it’s essential to protect them for the long term. Hearts break when irreplaceable structures are destroyed or damaged beyond repair, instead of preserved and protected as they deserve. A plaque pointing out "on this site a great building once stood" can’t tell that story. Equally tragic is the loss of traditions: a way of crafting wood or farming, of celebrating holidays or feasting on "old world" cuisine. The preservation and perpetuation of traditions is important to telling the story of the people who settled the land. By protecting the buildings, landscape or special places and qualities that attract visitors, one safeguards the future.

**Enablers for Tourism Promotion**

**Transport**

Andhra Pradesh has one of the largest road networks in the country. Majority of the villages are well connected with all-weather roads in the state and rest are connected with fair weather roads. The state encompasses a major railway zone known as the South Central Railway Zone headquarters. The State has 3.7% of total railway network of the
country. Andhra Pradesh is well connected to major cities in the USA, European Union, South Asia, South East Asia and other Indian metropolitan cities by air route.  

Roadways

The state of Andhra Pradesh is well connected to other parts of the country through the road network. There are 12 National Highways covering 4,472 km stretch of the roads pass through the state of Andhra Pradesh. Apart from the existing 12 National Highways, there are about five new national highways being proposed in the State.

Railways

The State has a railway line of about 5,085 Km. Out of the total rail route, about 4,362 km is broad gauge, 686 kilometer is meter gauge and 37 kilometer is narrow gauge. Majority portion of Andhra Pradesh falls under the auspices of the South Central Railway, founded in 1966 with its headquarters at Secunderabad. The East Coast Railway serves Srikakulam, Vizianagaram District, and part of Visakhapatnam district including Visakhapatnam City. Vijayawada Railway Station is the one of the busiest railway junctions in India and 5th largest Railway Station in South (Plates 77, 78).

Airports

There is two international airport and seven domestic airports (4 under operation) in Andhra Pradesh. Hyderabad International Airport, also known as (Plate 79) Rajiv Gandhi International Airport, is the international airport for the city of Hyderabad. It is the largest airport in the state and one of the busiest airports nationwide. Visakhapatnam airport is recently developed as an international airport. The domestic airports in the state are at Visakhapatnam, Tirupati, Rajahmundry, Warangal, Puttaparthi, Vijayawada, Donakonda and Kadapa. The Government also has plans to start airports in eight other
cities in Andhra Pradesh which are: Guntur, Ongole, Nellore, Warangal, Kadapa, Tadepalligudem, Kurnool, Karimnagar, Ramagundam and Kothagudem.

Tourist Accommodation\textsuperscript{15}

It can be observed from Table - 2 that as per the latest available estimates, there are 138 hotels available in the state, providing 9323 rooms.

<table>
<thead>
<tr>
<th>Hotel Categories</th>
<th>2009</th>
<th>2010</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Rooms</td>
<td>No. of Hotels</td>
<td>No. of Rooms</td>
<td>No. of Hotels</td>
</tr>
<tr>
<td>5 Star Deluxe</td>
<td>5</td>
<td>1021</td>
<td>5</td>
<td>1021</td>
</tr>
<tr>
<td>5 Star</td>
<td>6</td>
<td>991</td>
<td>7</td>
<td>991</td>
</tr>
<tr>
<td>4 Star</td>
<td>7</td>
<td>580</td>
<td>8</td>
<td>863</td>
</tr>
<tr>
<td>3 Star</td>
<td>73</td>
<td>4346</td>
<td>106</td>
<td>6137</td>
</tr>
<tr>
<td>2 Star</td>
<td>7</td>
<td>250</td>
<td>10</td>
<td>262</td>
</tr>
<tr>
<td>1 Star</td>
<td>2</td>
<td>49</td>
<td>2</td>
<td>49</td>
</tr>
<tr>
<td>Apartment Hotel</td>
<td>0</td>
<td>0</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Time Share Resort</td>
<td>0</td>
<td>0</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Heritage</td>
<td>0</td>
<td>0</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Unclassified</td>
<td>1</td>
<td>135</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Silver &amp; Gold</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Guest House</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>101</td>
<td>7390</td>
<td>138</td>
<td>9323</td>
</tr>
</tbody>
</table>

Source: \textit{India Tourism Statistics}, 2010

Besides, Andhra Pradesh Tourism Development Corporation has also set up 50 Haritha Hotels and 3 tourist complexes, which provide quality accommodation to the tourists at affordable rates (Plate 80).
Andhra Pradesh Tourism Development Corporation Haritha hotels are presently operational in the following locations:


Facilities

In terms of modern life and modern needs every heritage site in addition requires infrastructure that is perhaps bigger in size than the heritage structure itself. Families in different strata need facilities like buses, cars, and trains to their favourite destinations. Major distances are covered by trains or planes. Sufficient facilities exist and additional facilities can be made for the same based on requirements. Irrespective of the size of the heritage facility, families need to stay there and accommodation needs for a family are constant. Based on the perceived demand for a tourist site, additional accommodations are needed in nearby locality.

The educational nature of heritage sites should not be forgotten. Theatres showing educational videos about the heritage site and its history should be available and cost should be included in tour costs so that children's needs are not sacrificed by parents. Food and Restaurants are required at tourist sites. The restaurants should be able to serve a variety of Indian and other countries food to suit all taste plus also have stress for local food. Restaurants should be able to supply high quality bottled water to the health conscious tourist of the day. Adequate number of clean toilets, bathrooms and urinal facilities are required at heritage sites. These facilities also need regular maintenance. Every facility should be equipped with a primary healthcare center to provide first aid and minimum stress and fatigue relief.
A tour is probably a time when every Tourist is brought close to local handicrafts and local craftsmen. Provide adequate space for having shops to sell Andhra Pradesh Handicrafts, garments and traditional items. The place will have both Regional and Local handicrafts on sale and display. Today's travellers expect in the accommodations Televisions, Cable TV, Internet, Communication and other facilities. Each heritage site that has some or all of the above facilities can provide some land in nearby locality for amusement parks and rides which can be a source of additional income and also provide additional employment. Bank and ATM facilities are very essential for modern lifestyle. Most tourist locations require Bank and ATM facilities. Nationalized banks can be permitted to provide ATM facilities nearby heritage/tourist sites. Waste management and disposal requires special needs in tourist sites. Due to temperate climate most of the tourists experience dust, the Government should take adequate steps to develop lawn and pave the roads and sidewalls as dust suppression methods.

Task of Different Stakeholders in Tourism

Role of Individual

The Role of Individuals or Word-of-mouth (WOM) communication has been a unique marketing tool for the tourism promotion. It has been considered as one of the oldest and most established advertising technique According to Goyett et. al, “The fact that travellers appreciate talking about and share their experience, express their opinions with others provides a spontaneous promotion”. While the motives of people may vary for providing such an advice or feedback about a particular experience of a hospitality service, the power of this type of communication is enormous.

Contribution of Telugu Diaspora

As we all know that there are many Indians, who are living outside India and also all over the world. They are known as Non Resident Indians (NRI) and/or Persons of
Indian Origin (PIO). Some of them are settled/living in countries like, USA, Canada, European Countries like England, France, Germany, Australia, New Zealand, African countries like Tanzania, Congo, Uganda, South Africa, Middle East countries like Saudi Arabia, Kuwait, United Arab Emirates, like Dubai, and South East Asian Countries like Singapore, Malaysia. Among those NRI’s there are many Telugu people who are living outside India. In the same way there are many Telugu People who are living outside Andhra Pradesh, but in India. All these people who are living outside Andhra Pradesh have established many Telugu Associations, with a view to have contacts with their culture and also impart the Cultural values to their children. In this process these, Telugu Associations do meet once in a Month or once in three Months and also conduct cultural activities/program’s on various Festival Days. These associations also invite famous personalities on such occasions from Andhra Pradesh as well as India. Such meetings provide opportunities for people to interact with one another. This social gathering may consist of Local Citizens of the Country/State where the NRI’s are settled. Now these NRI’s from Andhra Pradesh can be from all the District of the Andhra Pradesh too. Therefore each Telugu person has a chance to know in detail about various, famous sightseeing areas in their respective native Districts of Andhra Pradesh. Also these NRI Telugu people can also provide vivid details of the various facilities available at that Tourist Interest Places. As they are closely connected with their Native District, they give information with a great passion, and in detail, about the place that may motivate the receiver of the information to form a positive opinion about that Tourist Place. It will motivate the listener/person visit to such place. The receiver of the information can be a Foreigner/Indian/Telugu. The information provided need consist of, the best time of the year/season for such a visit, the conveyance facilities available and the approximate costs, boarding and lodging facilities available in and around that Tourist Spot, nearby interesting places to visit, the likely time it will take to see the place along with adjacent places of interest, and rough cost estimates, any other information/clarification sought by the listener. Therefore any heritage tourism promotes activities need to enable these Telugu associations with requires authentic information from time to time, as well as web-based social media groups.
Role of INTACH

The Indian National Trust for Art and Cultural Heritage (INTACH) is India’s largest non-profit membership organization dedicated to conservation and preservation of India’s natural, cultural, living, tangible and intangible heritage. Its mission is to sensitize the public about the pluralistic cultural legacy of India; Instill a sense of social responsibility towards preserving our common heritage; Protect and conserve our living, built, and natural heritage by undertaking necessary actions and measures; Document unprotected buildings of archaeological, architectural, historical and aesthetic significance; and cultural resources, as this is the first step towards formulating conservation plans; Develop heritage policy and regulations, and make legal interventions to protect our heritage when necessary; Provide expertise in the field of conservation, restoration and preservation of specific works of art; and encourage capacity building by developing skills through training programs; Undertake emergency response measures during natural or manmade disasters, and support local administration whenever heritage is threatened. Andhra Pradesh has 23 INTACH centers and it promote cultural tourism and preservation of sites.

Public Private Participation (PPP)

Andhra Pradesh Tourism is seeking to encourage development of tourism infrastructure under public-private partnership mode. The State Government expects to see investment of about Rs 1,000 crore through various projects to be taken up under the PPP mode. The State Government initiatives in the tourism sector infrastructure are supported by the Ministry of Tourism, Government of India, which has already sanctioned Rs 221 crore. This apart, the State also expects investment to the tune of Rs 58 crore for new projects. The new projects include coastal corridors along the Vizag-Bheemunipatnam sea front and Vizag-Vizianagaram- Srikakulam Regional circuit with an outlay of Rs 175 crore investment, and eight new beach properties in Srikakulam, Vizianagaram, East Godavari, West Godavari, Prakasam and Nellore districts. Ms Chandana Khan, Special Chief Secretary to the Andhra Pradesh Government (Tourism &
Archaeology), and CMD, Andhra Pradesh Tourism Development Corporation, said, "Today, the State has much more to offer. We are sure that the new tourism infrastructure will delight the new-generation visitors. We are keen to promote Andhra Pradesh as the most desirable round-the-year tourist destination in India". The State Government is focusing on the development of new and unexplored destinations, and seeks to attract tourists from the already popular destinations such as the temple town of Tirupati and Hyderabad.

Besides upgrading infrastructure, the corporation is also promoting awareness about its attractive tourist locations by marketing and promotional activities within the State and at the national level. A sum of around Rs 40 crore is likely to be spent on marketing. Dindi (plate 81), Horsley Hills, Bhavani Island, Suryalanka, Vikarabad, Nagarjunasagar and Bhadrachalam have been chosen as special destinations.\(^{20}\) The corporation plans to offer promotional packages that are woven around themes such as culture, art, cuisine, textiles, dance, rural, water sports and more”.

**Role of Government Departments and Agencies**

**World Tourism Organisation\(^{21}\)**

The World Tourism Organisation is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, United Nations of World Tourism Organisation promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO encourages the implementation of the Global Code of Ethics for Tourism Promotion to maximize tourism’s socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development.
A fundamental frame of reference for responsible and sustainable tourism, the Global Code of Ethics for Tourism Promotion (GCET) is a comprehensive set of principles designed to guide key-players in tourism development. Addressed to governments, the travel industry, communities and tourists alike, it aims to help maximize the sector’s benefits while minimizing its potentially negative impact on the environment, cultural heritage and societies across the globe. Adopted in 1999 by the General Assembly of the World Tourism Organization, its acknowledgement by the United Nations two years later expressly encouraged the Organization to promote effective follow-up of its provisions. Although not legally binding, the Code features a voluntary implementation mechanism through its recognition of the role of the world Committee on Tourism Ethics (WCTE), to which stakeholders may refer matters concerning the application and interpretation of the document. The Code’s 10 principles amply cover the economic, social, cultural and environmental components of travel and tourism.

The world as we know it today exists as testimony to, and evidence of, the fact that people travel. Early patterns of travel were fundamentally directed by basic human needs (finding food and shelter), exchange (trade), relationships with natural phenomena (developing new settlements, escaping droughts or floods etc.) and as a result of conquest and conflict (occupation, expulsion, forced migration and re-settlement). Such factors still exert considerable influence on a large proportion of the world’s population today, with contemporary pilgrimage routes relatively easy to identify, frequently building on established trading relationships and patterns of Diasporas and relocation. From the late seventeenth and well into the twentieth century, motivations such as curiosity, education and social betterment took over as ‘essential’ travel evolved into discretionary leisure travel, gradually moving from a pursuit of the social elite of the developed world, to a widespread activity of the masses of the developed world, supported by a highly complex network of support structures and services.

It is all too easy to dismiss contemporary international tourism as a leisure activity somehow separate and below more ‘worthy’ social practices. As a leisure activity,
tourism is carried out in ‘leisure time’, as a temporary discretionary activity, and as a form of ‘reward’ for, or counter to, daily work. However, the value of tourism cannot be solely judged in terms of the hedonistic recompense it brings to the individual. Nor can its value be solely expressed in relation to the economic benefits that it can undoubtedly generate. Tourism is centred on the fundamental principles of exchange between peoples and is both an expression and experience of culture. Tourism is cultural, and its practices and structures are very much an extension of the normative cultural framing from which it emerges. As such it has a vital part to play in helping us to understand ourselves, and the multi-layered relationships between humanity and the material and non-material world we occupy and journey through. There is no doubt that tourism is a global phenomenon. Few places on the planet have escaped the curiosity of the tourist, or the ability of the tour operator to package even the most remote or dangerous location. Estimates from the World Tourism Organization anticipate that by the year 2020 provide the estimated number of tourists.

**Role of Central Government**

Andhra Pradesh is the leading State in the country in attracting maximum number of domestic tourists. In 2009, 157 million domestic tourists visited Andhra Pradesh. This marks an increase of 14% over 2008. The next four states after Andhra Pradesh along with 2009 domestic visitors’ figures are Uttar Pradesh (134 million), Tamil Nadu (115 million), Karnataka (32.8 million) and Rajasthan (25.9 million). These five states accounted for about 72% of the total domestic tourist visits in 2009. The top five states for international visitors are New Delhi, Maharashtra, Tamil Nadu, Uttar Pradesh and Rajasthan. Andhra Pradesh for the first time in 2009 figures in the top 10 states at number 7 in terms of international arrivals.

Tourism is driven by both the prospect of seeing something new, as well as by the standard of services offered at the destination. Tourism thrives where there is a culture of hospitality, which essentially involves a visitor-friendly tradition. In India this is ingrained in our culture, in the sentiment contained in "Atithi Devo Bhava", which has
been used in our tourist campaign. Development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory Administrations. The Ministry of Tourism provides Central Financial Assistance to States/Union Territories for the development and promotion of tourism based on proposals received from them, subject to availability of funds, inter-se priority and adherence to scheme guidelines. Details of projects sanctioned by the Ministry of Tourism in Andhra Pradesh during the last three years are as follows in Table - 3:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Year</th>
<th>Projects Sanctioned</th>
<th>Sanctioned Amount</th>
<th>Released Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2009-10</td>
<td>8</td>
<td>1815.62</td>
<td>1452.48</td>
</tr>
<tr>
<td>2</td>
<td>2010-11</td>
<td>6</td>
<td>729.36</td>
<td>592.45</td>
</tr>
<tr>
<td>3</td>
<td>2011-12</td>
<td>10</td>
<td>5014.08</td>
<td>3423.06</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>24</td>
<td>7559.06</td>
<td>5467.99</td>
</tr>
</tbody>
</table>

It could be seen that sanctioned amounts are not fully utilized.

**Role of State Government**

The World Tourism Organisation (WTO) on behalf of the State Government has prepared the Tourism Development and Management Plan. The Vision Document proposes to focus tourism as the engine of growth, creating development platforms by attracting investment in the State economy-building the capabilities of the State's people, and channeling the Government's efforts into enabling and facilitating economic growth. The Tourism Policy (1998) of the State envisages positioning Andhra Pradesh as the destination state of India and taking advantage of developing vast untapped potential in heritage, pilgrimage, conventions and beach tourism on the supply side. The Tourism Policy targets high value domestic and foreign tourists; thus, to capture value tourists rather than numbers. A tourism best practice is an innovative policy, strategy,
programme, process or practice that is shown to produce superior results. It is expected that documented best practices will be useful in formulation of tourism strategies to improve the tourism performance through increased competitiveness. The best practices can act as guideline practices in designing successful tourism facilities and managing natural and man made assets on which tourism depends and attracts tourists.

The neighbouring countries as well as all the States in India are now competing with one another for increasing their share of tourist arrivals; this sector is becoming extremely vital and competitive. Learning from each other's Best Practices promotes productive partnerships between governments, city authorities and the full range of stakeholders and representative bodies involved in tourism development. Products maintenance, new product development, human resource development, educational and capacity-building initiatives will benefit from the use of Best Practices. The sharing of Best Practices allows State Governments to consider how to adapt the experiences of other states in planning, marketing, maintenance and implementation of the tourism development plan for their states.\textsuperscript{32} Integration, analysis and comparison of information in terms of performance of states in promotion of tourism and management of resources help in examining the adoption of best management systems, technology and practices. These parameters are:

- Product Development.
- New innovative products.
- Operation and Management Practices.
- Best adopted methods for conservation and sustainability of resources- water, power, eco-tourism wildlife, National Park etc.
- Ensuring Security or Establishing Tourist Police, Organizing Fair and Package tour.
- Marketing and Promotional aspects.
- Participation in tourism fairs, inter-state coordination.
- Information Dissemination System- e-tourism system, comprehensive websites, availability of hotlines and online booking system.
- Familiar Festival.
- Community Participation- People's involvement in planning and design of products.

Apart from the regular tourist places in East Godavari district such as Papikondalu, Dindi Resorts, and Maredumilli, the Andhra Pradesh State Tourism Development Corporation is going to develop temple tourism with the active involvement of the Endowments and other concerned departments. The corporation has already identified five temples and sent proposals for development of the surrounding areas into tourist spots. As a first step, the corporation has urged the Endowments Department to hand over at least 2-4 acres of land near five prominent temple sites on lease. The five temples are — Annavaram, Draksharama, Antarvedi, Samalkot, and Pithapuram.33

**Tourism Promotion in Plan periods**

Andhra Pradesh adopted a policy of promotion of tourism development through Five Year Plan. The Five Year Plan is like a mirror of the State's perception about the directions of socio-economic progress. The tourism expenditures were made through approved plans and estimates since 1960 with Second Five Year Plan period.34 The First Five Year Plan (1951-56) had not allocated any amount and no schemes were implemented. The Second Five Year Plan (1956-61) made provisions for development of accommodation and recreational facilities at important tourism centers especially those situated at remote areas. Such as Rest house at Mulug (Warangal), Phakal Lake, Osmansagar & Himayatsagar Lakes, Manthani, Bhadrachalam and35 Farhabad, Simhachalam, Nagarjunakonda, Lepakshi, Penukonda and Amaravathi. For the convenience of tourists it was proposed to construct rest houses and effect improvements to the inspection Bungalows, Travellers houses, etc. The Third Five Year Plan (1961-66) focused on tourist centers in Andhra Pradesh where there were no accommodation facilities. It is, therefore, proposed to construct 9 tourist rest houses at the various centers in the State. Of these, 5 were of Low-Income Group Rest Houses - one each at, Himayatsagar, Nizamabad, Kagaznagar, Tirupati, Araku, and 3 were Upper-Income...
Group Rest Houses—one each at Adilabad, Chintapalle and Nizamabad. Fourth Five Year Plan (1969-74) focused on the construction of an information centers at Nagarjunasagar, development of Manginipudi beach, Krishna district, Production of Andhra Pradesh Tourist Map, conducting Guides Training course, construction of rest-houses at Araku Valley, Improvement to tourist Information Bureau at Tirupati, Hyderabad and Delhi. Construction of Picnic sheds at Osmansagar, construction of changing rooms at Lawsons Bay, Visakhapatnam, construction of Tourist Lounge at Vadarevu Beach and construction of a Tourist pavilion at Pocharam. In view of the increased tourist traffic and Nagarjuna Sagar's rising prominence as international tourist attraction, the state Tourist Department from 1.12.1969, has assumed full charge of the buildings from Nagarjuna Sagar project authorities. The Government has sanctioned the necessary expenditure for preparation of Tourist map of Andhra Pradesh\textsuperscript{36} through Survey of India, Government of India, and Hyderabad. The map was requiring to be prepared mainly for the use of the tourists visiting Andhra Pradesh. The map was ordered to be prepared in the pattern as the "Travellers" map of Italy brought out by the National Geographic. The map was to include a summary on the history, culture, art, scenery, places of interest and festivals of Andhra Pradesh, besides the inset maps of some important cities and towns of Andhra Pradesh. During 1972-73, for the first time there was an effort by all the southern states for Joint Publicity of their Tourism attractions.\textsuperscript{37}

During 1973-74, the following state schemes have been implemented:\textsuperscript{38}

1) Tourist Rest House at Araku Valley, Visakhapatnam;
2) Changing Rooms at Lawson's Bay, Visakhapatnam;
3) Air conditioners for the Tourist Rest Houses and Tourist Bureau;
4) Son-et-Lumiere at Gandhi hills, Vijayawada;
5) Tourist lounge at Vodarevu Prakasham District;
6) Tourist Rest House at Mypad, Nellore District;
7) Tourist Rest House at Srisailam;
8) Tourist Lounge at Pocharam Water Falls in Adilabad District;
9) Tourist Information Centre at New Delhi;
10) Tourist counters at Airports.\textsuperscript{39}
The State Tourism Department had taken space at the building of Hyderabad airport and opened a tourist information counter to cater to the needs of the visitors coming to Hyderabad by air. The first phase of Flood lighting of Charminar was inaugurated in July 1972 and had been completed. The Government of India was approached for taking up the second phase i.e., the interior illumination of Charminar. The youth hostel was constructed with the funds of Government of India near Secunderabad Boat club on the land provided by the state government became ready for commissioning during the year 1974. Safari Park at Hyderabad was sanctioned by the Department of Tourism, Government of India. The Fifth Five Year Plan (1974-79) period the schemes include construction of Tourist Rest Houses at Visakhapatnam, Amaravathi, Kondapalli, Rajahmundry, Tupilipalem, Kurnool and Nizamsagar., improvements to Rest Houses at Srisailam, Horsley Hills, Ahobilam, Mahanandi, Pakhal, Alampur, Ramappa and Nagarjunasagar (Plate 82), development of Vadarevu beach, Suryalanka beach and Mypad beach etc. The other schemes include development of Ettipothala and Pochera Water Falls, development of Edurumandi Island, improvement to Tourist facilities at Eangapuram, Lepakshi, and Yadagirigutta, beautification of Hussainsagar and production of Tourist literature. Under the scheme of production of Tourist Literature which is a joint publicity programme of the State Government and Government of India a brochure and a poster on Southern States were brought out:

1. Production of Tourist Literature and Celebration of Tourist Week;
2. Opening of Tourist Information Centres at Mumbai (Bombay), Madras, Bagalore and Goa and Tourist information units at Kachiguda Railway Station, Hyderabad Bus Terminal and important Railway Stations across the Andhra Pradesh;
3. Construction of Motels at Ongole, Vijayawada and Kurnool;
4. Providing Tourist facilities in various Beach resorts of Kalingapatnam and Baruva Beaches in Srikakulam District, providing Tourist facilities on Visakhapatnam - Bheemunipatnam Beach Road, improvement of Vadarevu Beach in Prakasam District and development of Manginipudi Beach in Krishna District are some of the programmes envisaged;
5. Commissioning of site-seeing tours by Mini Buses at Vijayawada, Visakhapatnam, Chittoor and Warangal are started;
6. Construction of Tourist Information Bureau Building at Warangal;
7. Lighting arrangements for Golconda Fort and development of Ettipothala water falls.

The Sixth Five Year Plan (1980-85) the state government submitted to the center, seven travel circuits\(^\text{40}\) in the state and the center approved three of them for development during the sixth five year plan period. The three circuits are:


3) Visakhapatnam – Bheemunipatnam - Borra Caves – Anantagiri – Aruku - Visakhapatnam.

In the Sixth Five Year Plan period during 1980-81 the Tourist counters at Hyderabad Airport Nampally and Secunderabad Railway Stations, the Tourist Rest Houses at Horsley Hills, Tirupati, Araku, Simhachalam, Nagarjunasagar, Warangal and Mantralayam and the launches at Nagarjunasagar, were transferred to the Administrative Control of A.P. Travel and Tourism Development Corporation together with staff for running and maintenance.

A Tourist counter was opened in Panaji at Goa during July 1980 to disseminate tourist Information on places of Tourist Interest in the state of Andhra Pradesh. A.P Travel and Tourism Development Corporation, Hyderabad helped the purchase of Russian Motor Boat 'Saria' for running in Nagarjunasagar Lake. The Department of Tourism has brought out the following publications in collaboration of Survey of India
Development (1) A.P Tourist Map, (2) Tourist Map of Hyderabad, (3) Coloured posters and picture postcards, cinema slides and boarding etc., depicting the Tourist spots in Andhra Pradesh have been exhibited.

The Tourism department has also covered the visits of Indian dignitaries and foreign cultural delegations from Vietnam, Sweden, and China. Strengthening of Tourism Department in the State by opening three more Regional Tourist Information Bureaux, The Tourism Department is maintaining State Tourist Information Bureau at Hyderabad and Regional Tourist information Bureaux at Warangal, Vishakapatnam, Tirupati, Madanpalli and Nagarjunasagar. It is proposed to open three Regional Tourist Information Bureaux at Vijayawada, Kurnool and Medak during the sixth plan period.

In the Seventh Five Year Plan (1985-90) number of schemes for tourist attraction by fully tapping the rich tourist potential available in great range and variety in the State and also depicting our cultural heritage and history. It is aimed that the State should find its due place in the All India tourist map. Some of the important schemes proposed in the Seventh Plan are National Heritage Projects at Golconda and Nagarjunasagar, improvement of beach resort at Visakhapatnam and tourist facilities at Warangal, Hanumakonda and Ramappa temples, construction of Tourists Rest Houses at Kandimallayapalli in Cuddapah District, Kailasanath Water Falls in Chittoor District and Dormitory type of accommodation at Lepakshi in Anantapur District etc. For the Seventh Plan the Government of India has proposed strategy of diversification of Tourism. According to this strategy there will be a shift from culture-centered tourism to holiday and leisure oriented tourism which means beach resorts, convening of conferences, trekking etc., will be given increased importance.

It can be said without exaggeration that the overall potential of Andhra Pradesh for tourism in its range and variety is greater than most other States. Firstly, no other State can boast of a composite culture which is the special quality of this State particularly of the capital city. There is a host of historical monuments, places and museums some are yet to be taken advantage of in Hyderabad. Secondly, it is very well
known that the largest number of Buddhist finds discovered so far is in Andhra Pradesh and not even in Bihar which is the birth place of Lord Buddha. This offers an excellent opportunity for us to develop and promote Nagarjunasagar particularly as a World Buddhist Centre. Thirdly, the state has a number of places of great scenic beauty and attraction like the beach resorts of Visakhapatnam-Bheemunipatnam and temples like Tirumala Tirupati. In the period of Eight Five Year Plan (1992-97) efforts were made to develop new tourist destinations. Ninth Five Year Plan (1997-02) attracted private investment and keeping in view the instruction of the Government of India, the Government of A.P has identified special Tourism areas for intensive investment and development under private sector in Ninth Five Year Plan.

**Special Tourism Areas**

Hyderabad and its surrounding areas; Visakhapatnam and its surrounding areas; Nagarjunasagar and its surrounding Buddhist centers; Warangal special tourism area and its Heritage centre; State government has also declared Tourism as an industry.

In the 9th Five Year Plan many plans were approved and tried to develop tourism viz., new types of tourism /transport facilities, master plans, fairs and festivals, importance given to special tourism areas and accommodation etc. Since the year 2000 Government of Andhra Pradesh encouraged Tourism profusely (Plate 82) with a view to develop Tourism and attract private investment the government of Andhra Pradesh identified Special Tourism areas for intensive investment and development under private sector during 2000-2001 year. The water sports activities, at Hussainsagar and at Prakasam Barrage (Vijayawada) have been increased by introducing new Boats of 48 seats. Boating operations have also started in the new areas like Durgamcheruvu, Meeralam Tank and Public Gardens. The Guest Houses in general at Rishikonda, Araku, Nagarjunasagar, Srisailam, Mantralayam and at Horsley Hills have been renovated and are being given facelift at least to the two star standards. New Yatrik nivas have been constructed at Visakhapatnam, Araku and Mantralayam. Srisailam Ropeway (Plate 83) is built by Andhra Pradesh Tourism Department to attract many tourists. To tap all the
tourist spots and to highlight them for domestic and foreign tourists, Fairs and Festivals are being conducted by Tourism Department at different places including at Shilparamam (Plates 84, 85) which have been very successful and well received.

The Tenth Five Year Plan (2002-07) focused on tourism related projects the fundamental infrastructure i.e., Transport, safety, sanitation sewerage, solid waste disposal system and also personnel security are emphasized upon. To promote Art and Culture, State Art Gallery, Taramati-Baradari Complex has been set up. All these are aimed at attracting both domestic and international tourists ultimately leading to generate employment and bringing revenue to the Government.

As a renowned centre of early Buddhism, Amaravathi equals in sanctity to the places which were associated with the Budha himself, it was the strong hold of the Mahasanghikhas. These came to be later known as Mahayana school from which the subjects of Chaityavadakas, Purva-Saukuyas and Apara - sailiyas emerged and also the later vajrayana school in 6th and 7th century A.D. The components of the project are International centre to exhibit models of sculptures of Amaravati, improve the Restaurant and Parking lot with public amenities Sound and light show on Buddhism.

New Projects

1. Tourism Plaza (Paryatak Bhavan) - To provide holistic services, to the 'Tourists' and to provide a single point resources centers, Andhra Pradesh Tourism Development Corporation (APTDC) along with the Department of Tourism Govt. of India has established a prosperity with a novel concept aptly named tourism plaza - will serve as a brick- and - mortar tourism portal for the whole country. Components of the tourist plazas are reservation counters office for tour operators, hoteliers, travel agents, central reservation office, banking, retail area, food courts, other state tourism offices and Three Star Hotel.

2. Konaseema Village Resort.

4. Amaravati Interpretation Centre.
5. Kadapa - Kurnool Tourism Circuit Project is an integrated tourism circuit with the major tourist facilities being created at 14 locations-Kurnool Alampur, Tadpartri, Belum Caves, Erragudi, Orvakallu (Plate 86), Kadapa, Gandikota, Ontimetta, Vellala, Alampur, Mahanandi, Ahobilam and Brahmangarimatam.

The Eleventh Five Years Plan (2007-12) emphasized on more than 600 tourist locations attract the largest number of tourists. Eco-Tourism is the new buzzword in the realm of tourism throughout the world. The State of Andhra Pradesh has been bountifully endowed by 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. The government is encouraging community based Eco-Tourism in association with Forest Department, Government of Andhra Pradesh under their community Forest Management program by providing opportunities for jungle walks, forest retreats, wildlife tourism, bird watching and trekking. Eco-Tourism initiatives during 2006-07:

APTDC in coordination with AP Forest Department and Vana Samrakshana Samithis (tribal communities) have identified eight Eco-tourism destination. They are Maredumilli (East Godavari district), Nelapattu (Nellore district), Mamandur, Telakana, Nanniyal (Chittoor district), Balapalli (Kadapa district), Ethipotala (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 the APTDC
- Vana samrakshana samittee (community) will provide accommodation, guide services and tribal food.
- A.P Forest Department will provide infrastructure under Community Forest Management (CFM) programme.
The Way Forward is the main goal of the 12th Plan (2012-17) would be ‘faster, sustainable and more inclusive growth’. Andhra Pradesh is targeting a growth of 10% during the 12th Plan period. Effective steps for easier and faster availability of visas, increasing air connectivity and seat capacity from overseas markets, improving facilities and quality of services at international and major domestic airports, rationalization of taxes, and removing restrictions like Restricted Area Permit/Protected Area Permit/Inner Line Permit would facilitate tourist flow to the state. Connectivity has been one of the impediments for the growth of tourism in Andhra Pradesh. Steps taken during the Tenth Five Year Plan to liberalize civil aviation sector to a large extent eased the position with regard to the availability of seats. While international airlines inducted more capacity, there is a growth in the number of carriers providing domestic air services. The increase in capacity has not only resulted in meeting the demand of the air travel but also in lowering the airfares. The infrastructure facilities at the airports would be developed to meet the rising air traffic requirements. For the promotion of tourism in the country, trained personnel and workforce need to be provided at airports for increasing the quality of service at the airports. The possibility of extending facilities of visa on arrival would be considered for tourist originating from select countries.

Vision 2020

In the year 1999, the then Government of Andhra Pradesh implemented several strategies to develop its tourism industry. The Government commissioned the consultant Mckinsy and Co. to develop a vision for the state for the year 2020. In this vision, the tourism industry is seen as a key sector for economic growth. Andhra Pradesh 2020 sets out a vision and programme for the development of the state until 2020, with the objective of attaining similar living standards comparable to in Singapore, Taiwan and South Korea today. To achieve the level of development targeted in the draft vision report it is recommended that Andhra Pradesh must adopt a three-fold approach:
(i) Focus on high potential sector as engines of growth;
(ii) Create development platform by attracting investment in the state economy, building the capabilities of persons in the state and improve their quality of life; and
(iii) Transform government frame to enable operator as catalyst for economic growth. Tourism is expected to play a key role in each approach.

A second strategy has been to articulate objectives for the tourist industry which are compatible with national tourism objectives and which also match the requirements for vision 2020. These objectives relate not only to the potential economic contribution of tourism in creation of income and employment, but to quality of life issues for residents of the state and environmental sustainability.

A third strategy has been to commission the World Tourism Organization (WTO) to facilitate achievement of the activities necessary for tourism related elements of the vision to be fulfilled. The tourism development and management plan, prepared on behalf of the state by the WTO coordinates the diverse effect of tourism activity and provides direction for tourism policy formulation and industry planning through the year 2020. To achieve Vision 2020, several types of strategies must be put in place in Andhra Pradesh. There are seven major types of strategies of relevance. These relate to the areas of product development, infrastructure development, marketing, human resources development and management, investment economics, and institutional structures.

Broadly speaking McKinsey and Company in their vision 2020 document envisioned Andhra Pradesh as the destination state of India by:

- Developing high quality tourist destination.
- Creating a tourist friendly State.
- Providing the required infrastructure.
- Promoting Andhra Pradesh both in the domestic as well as international sectors.
Tourism has been envisioned as a major growth engine and a part of a strategic shift of the Andhra Pradesh economy to industrial and service sector. However one can say that Planning for tourism development started some 50 years ago when the effects of unregulated development became evident in countries like Spain and France. The World Bank, the World Tourism Organization and the United Nations have shown concern over the degradation of environments, and the impact of tourism on heritage and culture of host destinations through unplanned tourism. Planning not only satisfies the department of tourism in allocating the budget but motivate the tourist to visit the places.

Tourism Policy-1994

The main aim of the Tourism Policy 1994\(^{47}\) was to serve as a guiding force to translate Andhra Pradesh tourism potential into reality, highlight attractive destinations and make Andhra Pradesh a tourist-friendly place where tourists experience higher quality leisure and desire to return. Tourism Policy was the ideal instrument for social and economic change. The State government encouraged creation of additional accommodation and tourism-related facilities at notified Special Tourism Areas. The state government emphasized the need to preserve and conserve archaeological and historical sites of tourist importance.

Tourism Policy- 1998\(^{48}\)

Tourism policy 1998\(^{49}\) intended to promote Andhra Pradesh as the destination state of India and take advantage of the burgeoning travel and trade market on the demand side and vast untapped potential in heritage, pilgrimage, conventions and beach tourism on the supply side.

Tourism Policy-2010\(^{50}\)

In the year 2010 the policy reflected these new and emerging trends and updated to provide competitiveness to the state. With the new tourism policy, the state of Andhra Pradesh was expected to benefit in the following ways:
1. Position the state competitively for attracting private sector investments in Tourism and Hospitality sectors
2. To promote inbound tourism in all potential destinations of the state, and not just to few destinations like Tirupati, Hyderabad, Visakhapatnam, Puttaparthi, etc.
3. To maximize the potential of Hyderabad city to promote new tourism products
4. To give adequate focus to Aam Aadmi(Common Man) Tourism, Rural Tourism, Eco-tourism, Adventure tourism and Safe and Responsible tourism

Tourism Development

Historically, tourism in Andhra Pradesh\textsuperscript{51} has been concentrated on pilgrim tourism that entails visits to the State's numerous religious sites as often more as an obligation than a leisure holiday. In the past few decades, however, the emphasis has been on broadening the base to include leisure tourism. While the State's Tourism Policy forms a valuable framework for private sector involvement in fostering tourism growth and development, two policies evoke concerns with respect to tourism product development. One relates to district level tourism planning and development and the second focuses on cultural-cum-recreational centers

Tourism Promotion Strategies

Andhra Pradesh has become synonymous with pilgrimage or temple tourism. Tirupati attracts nearly 30 million visitors annually, while Srisailam, Simhachalam and several others also draw lots of domestic tourists. However, with the tourism sector being identified as one of the sunrise industries and the State Government liberalizing its policy and encouraging private participation\textsuperscript{52} have received a considerable impetus from distinguished consumers preference, choice and wealth. Tourism is one of the emerging sectors that have taken a lead. The growth of other sectors in the economy complements
tourism industry at large. Statistically the increase of consumer’s income fuels expenditure patterns in many economic sectors particularly tourism activities. Tourism has been identified as one of the economy drivers for most countries. This emerging sector is currently comparable to other competitive economic sectors as telecommunication industry etc. Apparently, most countries are striving to promote their destinations abroad. International promotion is carried through different media vehicles displaying brand promotion and image building.

Generally speaking, tourists are consumers who purchase a set of tourism services and products that are available at the market. Understanding consumer’s psychology needs and requirement is fundamental. Studies conducted in exploring the premise why tourism consumers prefer one destination against another would enable promotion strategy to be suitably modified. Consumer’s perception and cognitive feelings towards a product (destination) is further elaborated to understand the effects of country’s image. For instance, a market tourist destination with low visibility needs to consider raising awareness of that destination to the target market. Apparently the image(s) that people hold on product or region are basically based on the premises of their cognitive, psychological or previous experience towards a destination. According to Muller and Johnson consumer psychology is a scientific study of consumer’s behaviour in evaluation of products prior to the purchasing process. There is another point of view that fosters further understanding. Foxall and Goldsmith hold that “consumer choice is portrayed as an ego – involving sequence of cognitive, affective, and cognitive changes which proceed and predetermines the purchases outcome”.

The Four P’s

The Four Ps (promotion, price, place and product) is centered on promotion strategy significant to tourism. Further, other promotion techniques relevant to tourism perspective are also addressed. The models are further analysed in the empirical section to compare and contrast with the collected data from interview. With regard to marketing mix concept which is the foundation of the marketing strategy the four Ps which include
product, price, place and promotion are briefly discussed. Deploying any of the four techniques depends with the objective of the marketer in question.

**Product**

With regard to tourism, this study refers to product as a tourist destination. According to Hollow & Plant “*a product is as anything that is offered at market to satisfy a want or need*”. The author holds that tourism product is complex in comparison to conventional products. For instance a new destination can be viewed as a new product, a tour operator package etc.

For the purpose tourism promotion, place (destination) as a product is difficult to sell. Naturally selling intangible product is far more challenging than selling retail product as holiday package. It is obvious that more skills are needed to sell tourism products, as more effort is needed in convincing consumers based on an imaginary assumptions as the “sun and beach” available in a given destination. Decisions made on Products depended on the country of origin of the product as the country of origin signifies the quality of the product.

**Pricing**

Pricing encapsulates discounts, commissions, surcharges and extras that are employed in marketing promotion when promoting a destination in comparison to other places. It is common for the destination marketers to offers intriguing trial package(s) in winning new customers. As most countries realize the potential of tourism to their economies, price wars are increasing in the market place as promoters are striving for a win - win situation.

**Place**

In this context, place does not necessary refers to a tourism destination. With regard to promotion mix a place implies the unit for product distribution or where the
product is to be sold. In other words, the methods of promoters employ on product distribution to the market. For instance, in promoting tourism abroad, it is cited that a country engaging in promoting tourist abroad, should secure a representative (channels) abroad that will cater for target market. This is suitable for country with enough funds to establish a representative office abroad than anchoring on travel intermediaries whose primary objective is maximizes their own business. Further, it is necessary that these representative offices are positioned to meet face to face with the consumers and correct immediately the distorted perception. In respect of conventional products, place which implies to marketing channels is a significant strategy for a manufacture. Corporations exporting products abroad normally secure reliable distributors to ensure sustainability of brand, quality and service. For countries engaging in building image in target market, it is recommended to secure reliable representatives who will maintain brand equity avoiding endangering a country profile.

**Promotion**

Promotion strategy refers to an activity of communicating with the target audience in the various or selected markets. There are various modes of promotion strategies and tools which includes sales promotion, direct selling, advertising, public relation and personal selling Kotler et. al., shares the same notion by underlining some important aspects that will ease confusion when creating a message and image of place. In view of Ashworh & Voodg, “an essential part of communicating place information concerns the transmissions of place image. Transmission forms the link between images held by persons and those projected by places” It is therefore argued that destination marketers should understand what image people hold prior embarking on promotion strategy.

**The promotional channels available to tourism**

For any business serving tourists, there is one thing which is absolutely essential for the continuous promotion of the organization: The organization's ability to inform
potential future customers of its existence, and of the goods or services it offers. Holloway and Robinson have the following to say about the different ways that businesses have to bring their message to the public.

There are four distinct ways of communicating the promotional message to the public:

- **By advertising** the product through different media such as television or the press.
- By using staff to engage in **personal selling**, either behind the counter, over the phone, or calling on clients as sales representatives.
- By engaging in **sales promotion** activities, such as window display or exhibitions.
- By generating **publicity** material about the product through public relations activities, such as inviting travel writers to experience the product, in the hope that they will review it favourably.

**Advertising**

According to Kotler et al., advertisement is any type of paid mode of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. In the context of place marketers, purchase of advertisement in form of magazine, newspaper or other forms of advertising. Within the sphere of advertising, public advertising is most promising way of communication. Further, it is argued that a place and its products receive more attention as country of origin effectively assists in communicating the value of a product. Among the variables of advertising vehicles include, advertising through media television, radio, magazines, newspapers, brochures, billboards (outdoor), internet, social media direct mails and so forth. Decision of suitable mode of advertisement, depends with the objective and budget of the concerned marketer. Usually television is the most effective mode of advertisement despite its high cost. In addition to the State Governments efforts to advertise due to proliferation public/private media, tourism promotion has become an important elements 24/7 telecast channels. Andhra Pradesh as a tourist destination receives attention of various media houses. Some
of the popular media programmes promoting tourism in Andhra Pradesh are listed in Table – 4:

Table – 4
LIST OF POPULAR PROGRAMMES PROMOTING TOURISM IN ANDHRA PRADESH

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of Channel</th>
<th>Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Maa TV</td>
<td>Vihari</td>
</tr>
<tr>
<td>2</td>
<td>ETV2</td>
<td>Theertha Yatra</td>
</tr>
<tr>
<td>3</td>
<td>Bhakti TV</td>
<td>Punya kshetralu</td>
</tr>
<tr>
<td>4</td>
<td>Vanitha TV</td>
<td>Yatra</td>
</tr>
<tr>
<td>5</td>
<td>DD Sapthagiri</td>
<td>Darsaneeyasthalalu</td>
</tr>
</tbody>
</table>

Direct Marketing

This form of communication refers to marketing by focusing at individual level. Direct marketing consist of mail and telephone approach. The State can use this mode to communicate to its target market than employing mass marketing. This approach is generally practiced by travel intermediaries (tour operators & travel agents) as they meet face to face with their target consumers.

Sales Promotion

As the word implies, the mode encompasses the approach of short term strategy to motivate customers to buy a product or service. It is argued that, whereas advertising informs or tries to educate the motive to buy, sales promotion encourage or motivate to buy products. For example, an offer of attractive package holiday or even free short tour to a new destination can be offered to create awareness and stimulate more tourists in visiting a destination.58
Public Relation

According to Danny Grisword, “Public Relations are management function which evaluates public attitudes. Thus, the policies and procedures of an organization with a view to earn public understanding and acceptance” in essence, Public Relation is the practice of managing communication between an organization and their key audiences so as to establish manage and sustain positive and favourable image.

Personal selling

Personal selling is the approach that involves making oral presentation to consumers to achieve sales objective. Personal selling is argued to be the most effective mode of promotion by its nature in creating buyer’s preference by expediting and stimulating necessary action. In respect of tourism, personal selling is naturally practiced by intermediaries (travel agents and tour operators) who are in the position to meet face to face with the potential travellers. As discussed in the roles of travel intermediaries particularly tour operators and travel agents play major role in influencing images and decisions of travellers.

Brand Image

Every tourist destination in the world has a "brand image". If developed carefully the brand serves to differentiate a destination from competing destinations. However some destinations do not have a brand image, and are supported by inconsistent advertising campaigns, creating a confused image to prospective customers. Image must be controlled by a clear projection of brand identity. In practice Andhra Pradesh’s image has transformed sporadically through years, in respect of political, cultural, sociological and economics. Moreover, re-branding and managing the existing brand image is paramount to cope with the changing market structures. A positive brand image is a competitive advantage for products of all nature.
According to Czerniawski and Maloney,\textsuperscript{63} establishing a well-known brand image requires good promotion and positioning strategy. Positioning strategy encompasses six elements which are; consumer needs, target customer group, competitive framework, benefit, and the objective of brand image. The marketer has to identify the target market and investigate consumer’s needs so as to facilitate satisfaction. Further on, value offering to consumers must be associated with the brand promotion in order to enhance brand image with positive attributes. In the context of tourism promotion a geographic location is (or includes) brand destination. A destination brand is defined as a ‘name, symbol, logo, word or other graphic representation that both identifies and differentiates the destination: Furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of destination experience’.\textsuperscript{64} According to Kotler, et.al.,\textsuperscript{65} there are several tools that can assist in promoting images these include,

\begin{enumerate}
\item Slogans, themes and positions,
\item Visual symbols and
\item Events and deeds.
\end{enumerate}

**Slogans, themes and positions**

According to Kotler, et.al., image creator should develop a slogan or a tag line that links a specific campaign and theme. Normally such a slogan or a tag line should be short and embodies an overall vision of a place. For instance some of the slogans developed by Andhra Pradesh read

\begin{itemize}
\item \textit{"A.P Tourism - Happy Tourism"}
\item \textit{"Koh-i-noor of India"}
\item \textit{"Vatican of the East"}
\item \textit{The City of Nizams}
\item and
\item \textit{The City of Pearls, Hyderabad}
\end{itemize}
Visual symbols are potential tools in place marketing. Notably, most world-renowned landmarks are predominantly imposed into consumers’ minds. Arguably, countries that have adopted visual symbols based on vibrant architecture sites or natural resource can adopt this strategy. For instance Andhra Pradesh deploys Tirumala Venkateswara Temple, Ramappa Temple, Araku Valley and Charminar images to communicate State image to its target audience.

Countries with unique and remarkable visual symbols should include their heritages (symbols) in marketing activities for ease of reference.

Destination Development

“Destinations need to reflect changes in the market place and increase competitiveness”.

Promoting travel destination has been practiced since the era of the Athenians and Romans antecedence, whereas cities strived to promote their respectful countries in winning a bid for hosting international sports. In today’s context competition has transcended to an international level encompassing other economic areas such as tourism sector, which has received recognition. Notably, most countries compete to place market their destinations in attracting trade, investment and tourism. Kotler et. al.,

notably, mention that there is an increasing involvement of countries in marketing their destinations as, as economic importance of country image is plausible for most countries. Hence, research suggests that the trend is shifting, and understanding consumer’s psychology and perception (image) towards the destination is significant in marketing strategy. Gert holds that “Just like companies, marketing places are increasing in the hands of discipline of the market”. According to Perner, despite of competitive advantage of a given competitor, studies shows that country image plays a great role in promotion. There is a need to conduct further research in understanding the perception of the consumers towards market offering, erosion and rectification of negative perceptions that hinder the development of promotion strategy. Hence, the focus is on how to explore the image creation and its effects in promoting country destination.
Recognizing tourism as a major growth engine for generating more employment and boosting economic growth, Andhra Pradesh is positioning itself as a favoured international and domestic destination. The state government is chalking out long-term strategies for promoting the state as a favourite destination for both domestic and international tourists. By giving priority to rural, temple and heritage tourism, livelihood of small artisans producing and promoting the exclusive handicrafts of the state are expected to get a major boost. Hosting the 73rd session of the Executive Council of World Tourism Organisation (WTO) in Hyderabad, Ex-chief minister Dr YS Rajasekhara Reddy emphasized that his government will bring out an ‘enabling policy framework’ for sustainable development of the tourism sector with an all-inclusive strategy for the socio-economic development of the state. Incidentally, the WTO meet focusing on ‘Sustainable Management of Destination’ is taking place in India after a gap of 20 years. Recognizing the importance of developing human resources, the state government is planning to establish a National Institute of Tourism and Hospitality Management in Hyderabad.

The government has already made a request to the World Tourism Organization to collaborate in developing this institute as a centre of excellence for the whole of Asia. While unveiling the roadmap at the conference, the government is working on strategies outlined in the plan relating to the development of infrastructure, marketing, human resources management, investment and institutional structures in tourism. Andhra Pradesh has so much to offer with Hyderabad emerging as one the most sought-after destinations. Some of the attractive sites include the temple town of Tirupati dubbed as the Vatican of the East, Buddhist Viharas, Mosques with several historical monuments, apart from the other well-known ones.

Exquisite cuisine is an added attraction. Tourism contributes about 6.37 per cent of the state GDP and has been growing steadily with increased tourist arrivals. The state government has decided to work on a public-private partnership model whereby the government would be the facilitator and the private sector’s role would be encouraged.
Some of the innovative projects which the government has initiated are: Southern Splendour - a well-equipped circular tourist train traversing the southern states of India; a sea Cruise between Visakhapatnam, Port Blair and Chennai; lower Krishna valley Buddhist circuit with special heritage conservation projects at Nagarjunasagar and Amaravati; inscribing a site in Andhra Pradesh on the world heritage List of UNESCO; creating a one-stop facilitation centre in Hyderabad called Paryatak Bhavan for all tourism-related activities. Working on a new mantra called ‘Responsible Tourism’, the state government is taking responsibility for development of heritage, environment and propagation of tradition and culture.

Tourism Circuits

Government of Andhra Pradesh is presently promoting its tourism activities in 6 major circuits viz., Hyderabad Circuit covering Hyderabad City and surrounding destinations like Warangal, Adilabad, etc.; Visakhapatnam Circuit covering Visakhapatnam city, Araku Valley and surrounding destinations in Srikakulam and Vizianagaram districts; Tirupati Circuit covering Tirumala Temple, other surrounding temples, Horsley Hills and other nearby destinations; Krishna-Godavari Circuit covering River Cruises, backwaters, Konaseema, Kolleru Lake area and other surrounding destinations; Vijayanagar Circuit covering destinations in Anantapur, Kurnool, and Kadapa; and Buddhist Circuit which has two streams viz., Lower Krishna Valley Circuit covering Nagarjuna Sagar, Amaravati and other Buddhist locations; and North Coastal Circuit covering Buddhist locations in and around Visakhapatnam District. Government will encourage any suitable tourism product in these circuits which serve to augment an existing destination.

Tourist attractions

Tourist attractions form the nucleus of the overall tourism product. With so many different destination areas competing fiercely for the foreign tourist share, the tourism product put forth by a State or region must be unique and have special characteristics
which set the area apart from all others (Plate 80). Therefore, an area must have an array 
of quality attractions which, collectively, have the power to draw people. To draw both 
domestic and international tourists, attractions must have an even greater degree of 
significance and uniqueness.

Most international as well as domestic leisure/holiday travellers rely on the advice 
of tour package organizers, travel agents, and acquaintances for information and 
recommendations regarding possible holiday destinations. It is important therefore, that a 
particular area's product be known by potential tourists well enough in advance so that it 
can be considered when making holiday choices. Thus, the tourism product must be of a 
quality which prompts positive image by word of mouth promotion.

In developing a tourism destination, both the quality and quantity of its attractions 
are significant in forming the destination's image and theme. To be competitive, a 
destination must have a strong, positive tourism image.

At present, Andhra Pradesh could be characterized as not having a strong tourism 
image or positive identity as a place where people desire to go. It is, for the most part, an 
unknown quantity in domestic and international travel circles beyond religious 
pilgrimages. Until recently, relatively little attention has been given to developing a 
tourism industry beyond the enhancement of historical and cultural sites and the 
provision of accommodation and services catering to business travellers within the State's 
major population centres. As noted above, tourism as an industry is new, and the State 
Government has now placed priority on developing tourism to cater to both domestic and 
international holiday travellers.

Andhra Pradesh has considerable potential in its historic, cultural and natural 
resources to draw significant numbers of leisure/holiday tourists from within India and 
abroad. Establishing a strong identity and positive holiday image, coupled with a quality 
tourism product, will be key to realizing its potential.
Attraction Categories

Most tourism destinations have a mix of natural (inherent to the area) and manmade attractions. Although Andhra Pradesh has natural features such as an extensive coastline, major rivers, scenic mountain ranges, and wildlife sanctuaries with exotic flora and fauna, the quality of water, land, and air in and around its population centres and many of its natural areas is so poor that it greatly diminishes the value of various features as tourist attractions, and in some cases, serve as a deterrent. A key to tourism sustainability is preservation and enhancement of the natural features and environmental settings.

Manmade tourist attractions can be generally grouped into four categories:

1. Historic and cultural heritage attributes;
2. Shopping and entertainment facilities;
3. Educational and interactive learning facilities; and
4. Sports and recreational activities.

The historic and cultural heritage category includes attractions which have a historical significance to a particular locale or region, such as archaeological sites/displays, religious institutions, museums, art forms, and buildings of architectural or historical significance. Andhra Pradesh has a diverse and unique history which has resulted in an abundance of manmade attractions relating to culture, heritage, religion and history. This provides an excellent opportunity to showcase and emphasize the State's uniqueness, particularly among Asian countries, in terms of its historic settlement and the events that have shaped the culture and lifestyles of its people. This can be accomplished through extensive storytelling, with efforts made to bring 'static' attractions to life through multi media presentations and interpretations. It is a recognized fact that historic and cultural aspects are the principal draw to most, if not all, of the world's leading tourism destinations.
Existing Tourist Attractions in Andhra Pradesh

The added information on existing tourism attractions by category, type, district location and rating are presented in Tables – 5, 6, 7, 8 and 9 respectively.

**Table – 5
HYDERABAD SPECIAL TOURISM AREAS**

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Category</th>
<th>Type</th>
<th>District</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charminar (monument)</td>
<td>Historic</td>
<td>Heritage Centre</td>
<td>Hyderabad</td>
<td>International</td>
</tr>
<tr>
<td>Golconda Fort</td>
<td>Historic</td>
<td></td>
<td>Hyderabad</td>
<td>International</td>
</tr>
<tr>
<td>Qutb Shahi Tombs</td>
<td>Historic</td>
<td></td>
<td>Hyderabad</td>
<td>International</td>
</tr>
<tr>
<td>Mecca Masjid (Mosque)</td>
<td>Cultural</td>
<td></td>
<td>Hyderabad</td>
<td>International</td>
</tr>
<tr>
<td>Public Gardens &amp; Museums</td>
<td>Cultural</td>
<td></td>
<td>Hyderabad</td>
<td>International</td>
</tr>
<tr>
<td>Salar Jung Museum</td>
<td>Cultural</td>
<td></td>
<td>Hyderabad</td>
<td>International</td>
</tr>
<tr>
<td>Nehru Zoological Park</td>
<td>Educational</td>
<td></td>
<td>Hyderabad</td>
<td>Domestic</td>
</tr>
<tr>
<td>Falaknuma Palace</td>
<td>Historic</td>
<td></td>
<td>Hyderabad</td>
<td>International</td>
</tr>
<tr>
<td>Hussain Sagar (Lake/Gardens)</td>
<td>Sports/Recreation</td>
<td></td>
<td>Hyderabad</td>
<td>Domestic</td>
</tr>
<tr>
<td>Birla Mandir Temple</td>
<td>Cultural</td>
<td></td>
<td>Hyderabad</td>
<td>International</td>
</tr>
<tr>
<td>Gandipet tab</td>
<td>Sports/Recreation</td>
<td>Holiday Resort</td>
<td>Hyderabad</td>
<td>Local</td>
</tr>
<tr>
<td>Shamirpet</td>
<td>Sports/Recreation</td>
<td>Holiday Resort</td>
<td>Hyderabad</td>
<td>Local</td>
</tr>
<tr>
<td>Anajpur Rangareddy</td>
<td>Sports/Recreation</td>
<td>Holiday Resort</td>
<td>Hyderabad</td>
<td>Local</td>
</tr>
<tr>
<td>Thousand-pillar Temple</td>
<td>Cultural</td>
<td>Heritage Centre</td>
<td>Warangal</td>
<td>International</td>
</tr>
<tr>
<td>Bhadrakali Temple</td>
<td>Cultural</td>
<td></td>
<td>Warangal</td>
<td>Local</td>
</tr>
<tr>
<td>Attraction</td>
<td>Category</td>
<td>Type</td>
<td>District</td>
<td>Rating</td>
</tr>
<tr>
<td>-------------------------</td>
<td>---------------</td>
<td>------------------</td>
<td>--------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Nagarjunakonda</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Nalgonda</td>
<td>International</td>
</tr>
<tr>
<td>Nagarjunasagar Dam/Reservoir</td>
<td>Sports/Recreation</td>
<td>Holiday Resort</td>
<td>Nalgonda</td>
<td>Domestic</td>
</tr>
<tr>
<td>Anupu (Buddhist)</td>
<td>Cultural</td>
<td>Heritage Centre</td>
<td>Nalgonda</td>
<td>International</td>
</tr>
<tr>
<td>Ethipothala Falls</td>
<td>Natural</td>
<td>Holiday Resort</td>
<td>Guntur</td>
<td>Domestic</td>
</tr>
</tbody>
</table>

Table - 6

NAGARJUNAKONDA SPECIAL TOURISM AREAS
<table>
<thead>
<tr>
<th>Attraction</th>
<th>Category</th>
<th>Type</th>
<th>District</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sea Front - Visakhapatnam to Bheemili</td>
<td>Natural</td>
<td>Holiday Resort</td>
<td>Visakhapatnam</td>
<td>Domestic</td>
</tr>
<tr>
<td>Simhachalam</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Visakhapatnam</td>
<td>Domestic</td>
</tr>
<tr>
<td>Rishikonda</td>
<td>Sports/Recreation</td>
<td>Holiday Resort</td>
<td>Visakhapatnam</td>
<td>Domestic</td>
</tr>
<tr>
<td>Araku Valley</td>
<td>Natural</td>
<td>Holiday Resort</td>
<td>Visakhapatnam</td>
<td>Domestic</td>
</tr>
<tr>
<td>Borra Caves</td>
<td>Natural</td>
<td>Heritage Centre</td>
<td>Visakhapatnam</td>
<td>Domestic</td>
</tr>
<tr>
<td>Mukha Lingam</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Srikakulam</td>
<td>Domestic</td>
</tr>
<tr>
<td>Annavaram (temple)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>East Godavari</td>
<td>Domestic</td>
</tr>
<tr>
<td>Draksharamam (temple)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>East Godavari</td>
<td>Domestic</td>
</tr>
<tr>
<td>Antarvedi (temple)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>East Godavari</td>
<td>Domestic</td>
</tr>
<tr>
<td>Mandapalli (temple)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>East Godavari</td>
<td>Domestic</td>
</tr>
<tr>
<td>Ryali (temple)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>East Godavari</td>
<td>Domestic</td>
</tr>
<tr>
<td>Koileru Lake</td>
<td>Natural</td>
<td>Holiday Resort</td>
<td>West Godavari</td>
<td>Local</td>
</tr>
<tr>
<td>Dwaraka Tirumal (Buddhist/Hindu Temple)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>West Godavari</td>
<td>Domestic</td>
</tr>
<tr>
<td>Manginapudi (Beach Area)</td>
<td>Natural</td>
<td>Holiday Resort</td>
<td>Krishna</td>
<td>Local</td>
</tr>
<tr>
<td>Kondapally (Toys/Hindu Temple)</td>
<td>Cultural</td>
<td>Heritage Centre</td>
<td>Krishna</td>
<td>Domestic</td>
</tr>
<tr>
<td>Kuchipudi (Dance)</td>
<td>Cultural</td>
<td>Heritage Centre</td>
<td>Krishna</td>
<td>Domestic</td>
</tr>
<tr>
<td>Vijayawada</td>
<td>Cultural</td>
<td>Heritage Centre</td>
<td>Krishna</td>
<td>Domestic</td>
</tr>
<tr>
<td>Undavalli Caves (Mogalrajapuram)</td>
<td>Cultural</td>
<td>Heritage Centre</td>
<td>Guntur</td>
<td>Domestic</td>
</tr>
<tr>
<td>Prakasam Barrage</td>
<td>Cultural</td>
<td></td>
<td>Krishna-Guntur</td>
<td>Domestic</td>
</tr>
<tr>
<td>Gunadala Church</td>
<td>Historic</td>
<td></td>
<td>Krishna</td>
<td>Domestic</td>
</tr>
<tr>
<td>Gandhi Stupa (Buddhist)</td>
<td>Historic</td>
<td></td>
<td>Krishna</td>
<td>Domestic</td>
</tr>
<tr>
<td>Bhavani Island</td>
<td>Sports/Recreation</td>
<td></td>
<td>Krishna</td>
<td>Domestic</td>
</tr>
<tr>
<td>Amaravathi (Buddhist Stupa)</td>
<td>Cultural</td>
<td>Heritage Centre</td>
<td>Guntur</td>
<td>Domestic</td>
</tr>
<tr>
<td>Kolanupaka (Jain/Hindu Temples)</td>
<td>Cultural</td>
<td>Heritage Centre</td>
<td>Nalgonda</td>
<td>Domestic</td>
</tr>
<tr>
<td>Yadagirigutta</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Nalgonda</td>
<td>Domestic</td>
</tr>
<tr>
<td>Pochampally</td>
<td>Cultural</td>
<td>Heritage Centre</td>
<td>Nalgonda</td>
<td>Domestic</td>
</tr>
<tr>
<td>Attraction</td>
<td>Category</td>
<td>Type</td>
<td>District</td>
<td>Rating</td>
</tr>
<tr>
<td>----------------------------</td>
<td>-------------------</td>
<td>--------------------</td>
<td>-----------</td>
<td>-----------</td>
</tr>
<tr>
<td>Tirupati – Tirumala</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Chittoor</td>
<td>International</td>
</tr>
<tr>
<td>Srikalahasti</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Chittoor</td>
<td>International</td>
</tr>
<tr>
<td>Chandragiri (Fort/Palaces)</td>
<td>Historic</td>
<td></td>
<td>Chittoor</td>
<td>Domestic</td>
</tr>
<tr>
<td>Srinivasa Mangapuram</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Chittoor</td>
<td>Domestic</td>
</tr>
<tr>
<td>Narayanavanam</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Chittoor</td>
<td>Domestic</td>
</tr>
<tr>
<td>Gudimallam (Temple-Hindu)</td>
<td>Cultural</td>
<td>Heritage Centre</td>
<td>Chittoor</td>
<td>International</td>
</tr>
<tr>
<td>Madanapalle (Health Resort)</td>
<td>Natural</td>
<td>Holiday Resort</td>
<td>Chittoor</td>
<td>Domestic</td>
</tr>
<tr>
<td>Rishi Valley</td>
<td>Natural</td>
<td>Tourist Spot</td>
<td>Chittoor</td>
<td>Domestic</td>
</tr>
<tr>
<td>Horsley Hills (Hill Station)</td>
<td>Natural</td>
<td>Tourist Spot</td>
<td>Chittoor</td>
<td>Domestic</td>
</tr>
<tr>
<td>Talakona (Waterfall/valley)</td>
<td>Natural</td>
<td>Tourist Spot</td>
<td>Chittoor</td>
<td>Domestic</td>
</tr>
<tr>
<td>Kailasanathakona (Waterfalls)</td>
<td>Natural</td>
<td>Tourist Spot</td>
<td>Chittoor</td>
<td>Domestic</td>
</tr>
<tr>
<td>Sri Venkateswara Wildlife Sanctuary</td>
<td>Natural</td>
<td>Tourist Spot</td>
<td>Chittoor</td>
<td>Domestic</td>
</tr>
<tr>
<td>Mypadu (Beach Area)</td>
<td>Natural</td>
<td>Holiday Resort</td>
<td>Nellore</td>
<td>Domestic</td>
</tr>
<tr>
<td>Pulicat (Lake/Bird Sanctuary)</td>
<td>Natural</td>
<td>Bird Sanctuary</td>
<td>Nellore</td>
<td>Domestic</td>
</tr>
<tr>
<td>Nelapattu</td>
<td>Natural</td>
<td>Bird Sanctuary</td>
<td>Nellore</td>
<td>Domestic</td>
</tr>
<tr>
<td>Udayagiri Fortress</td>
<td></td>
<td></td>
<td>Nellore</td>
<td>Domestic</td>
</tr>
</tbody>
</table>
Table – 9
MANTRALAYAM - SRISAILAM CIRCUIT

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Category</th>
<th>Type</th>
<th>District</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Srisailam (Temple-Hindu)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Kurnool</td>
<td>Domestic</td>
</tr>
<tr>
<td>Srisailam Wild life</td>
<td>Natural</td>
<td></td>
<td>Kurnool</td>
<td>Domestic</td>
</tr>
<tr>
<td>Sanctuary</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ahobilam (Temple)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Kurnool</td>
<td>Domestic</td>
</tr>
<tr>
<td>Mantralayam (Temple)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Kurnool</td>
<td>Domestic</td>
</tr>
<tr>
<td>Sangameswar (Temple-Hindu)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Kurnool</td>
<td>Domestic</td>
</tr>
<tr>
<td>Alampur (Chalukyan</td>
<td>Historic</td>
<td>Heritage</td>
<td>Mahaboobnagar</td>
<td>Domestic</td>
</tr>
<tr>
<td>Antiquities)</td>
<td></td>
<td>Centre</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kandimailayyapaile (Temple-Hindu)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Kadapa</td>
<td>Domestic</td>
</tr>
<tr>
<td>Lepakshi Temples)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Anantapur</td>
<td>International</td>
</tr>
<tr>
<td>Penukonda (Fort)</td>
<td>Cultural</td>
<td>Pilgrim Centre</td>
<td>Anantapur</td>
<td>Domestic</td>
</tr>
<tr>
<td>Hemavathi (Temple-Hindu)</td>
<td>Cultural</td>
<td>Heritage</td>
<td>Anantapur</td>
<td>Domestic</td>
</tr>
<tr>
<td>Thimammamarrimanu</td>
<td>Cultural</td>
<td>Heritage</td>
<td>Anantapur</td>
<td>Domestic</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Centre</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Puttaparthi</td>
<td>Cultural</td>
<td>Pilgrim Centre &amp; Spiritual</td>
<td>Anantapur</td>
<td>International</td>
</tr>
</tbody>
</table>

Source: Vision 2020, UNWTO.

Tourism regions

Ideally, a Tourism Region is comprised of a diverse and plentiful array of attractions that will draw and hold the attention of significant numbers of tourists, and that are relatively accessible in terms of transportation networks and reasonable travel
times. Eight Tourism Regions have been defined within the State which incorporates groupings of existing attractions that offer tourists a variety of travel experiences. These regions encompass:

- Hyderabad/Warangal/Pakhal Lake; Nagarjunasagar/Srisailam/Kurnool; Southwest area of the State centred around Penukonda; Horsley Hills/Rishi Valley; Tirupati - Tirumala/Mypadu - Lake Pulicat coastal area; Vijayawada/Kolleru Lake/Manginapudi beach area;
- Godavari River delta area to the east of Rajahmundry; and Visakhapatnam / Vizianagaram / Borra Caves/Araku Valley.

A ninth potential Tourism Region encompasses the Godavari River corridor from Ryali at the river's delta northwest to Kaleswaram. This highly scenic corridor includes river canyons, density forested hill ranges, wildlife areas and agricultural valleys. A boat cruise could recapture the historic days when river boats plying the Godavari river were the principal means of transportation and communications in this region.

**Tourist centers**

The Tourist Centre's attractions in both Primary and Secondary Tourism destinations should focus on shopping, dining, entertainment and historic and cultural points of interest and events typically associated with urban or town population areas and government centres. Tourist services includes airline and travel/tour offices, information facilities, banking, medical facilities and a transportation centre for local tours, excursions and travel circuits. Another objective is also to concentrate the accommodation, attractions and services in close proximity to one another, to create a critical mass of activity and to facilitate pedestrian movement, in the existing cities and towns. A special tourism district land-use zoning designation coupled with private sector investment/development incentives may be required to establish and/or redevelop an area appropriate for designation as a Tourist Centre. Presently, many tourism facilities and services in Hyderabad and Visakhapatnam are scattered throughout the urban cores.
Hotels, in particular, the new, higher standard ones, are often not in pedestrian friendly locations and tend to be isolated from shopping areas and other activity venues. This separation both reduces patronage of tourist oriented establishments and points of interest and causes tourists much frustration and lots of time in traffic jams and unpleasant surroundings.

**Tourism Promotional Levels**

**National Level**

A ‘Tourist Visa-on-Arrival’ (TVOA)\(^7\) scheme was introduced on a pilot basis for a year from January 1, 2010 for those flying in from Singapore, New Zealand, Luxembourg, Japan and Finland. The 16 countries proposed now include Germany, France, Spain, Poland, Sweden, Norway, Russia, Ukraine, Uzbekistan, Kazakhstan, Brazil, South Africa, Thailand, Malaysia, Brunei and South Korea. Earlier, the TVOA scheme was extended to six more countries – Cambodia, Vietnam, Laos, the Philippines, Indonesia and Myanmar – whose tourists would arrive at New Delhi, Mumbai, Chennai and Kolkata airports.

**District Level**

Government of Andhra Pradesh established District Tourism Promotion Committee on the basis of 1998 Tourism Policy for the promotion of tourism at the district level in co-ordination with government or public sector undertakings and non-government organizations.

While a grassroots district approach to tourism planning and development is important, it is imperative to recognize that the locations of attractions are shaped and defined more by natural features, historic events, settlement patterns and other geographic criteria and less by political units and jurisdictional boundaries. Tourism destinations comprise numerous natural, historic, cultural, sporting, and other features that may span two or more district jurisdictions. It is essential, therefore, to first assess
and delineate tourist attractions and potential destinations without the constraints of district boundaries. Once the destinations are defined, it is then appropriate to seek single or joint district involvement in the tourism product development process.

**Cultural –Recreational Centres**

1994 Tourism Policy states that "Places of heritage monuments can be further developed into cultural-cum-recreational centres". While there is merit in broadening the appeal of a cultural/heritage site with the provision of recreation, amusement, entertainment and other activities and attractions, there is a danger that such activities may compromise and significantly erode the cultural site's significance. The potential of adversely "commercializing" cultural, historic and heritage sites must also be considered when expanding the activity and attraction base. Nagarjunasagar can be used to highlight inappropriate and appropriate approaches in preserving a heritage site's integrity yet expanding the attraction area into a major family oriented leisure and recreation destination.

Nagarjunasagar has two principal attractions. First, the world's tallest masonry dam, and second, more importantly the Buddhist and archaeological relics and museum situated at Nagarjunakonda Island and nearby Anupu. The two attractions are physically and visually separated by the expansive Nagarjunasagar Reservoir and surrounding hills.

Anupu is a small valley completely enclosed by a ring of hills extending to the reservoir's edge. Because of its close proximity to Nagarjunakonda Island, the valley now houses the on-going recreation facilities at the principal Buddhist sites found on the Vijayapuri valley floor prior to the completion and flooding of the dam.

**Methods of Advertisement**

Even the most appealing product requires some form of promotion in order to maximize sales and financial return. Advertising can help raise awareness about a
product, create an appeal. Advertising in the tourism can be somewhat different to advertising in other industries. In relation to a holiday for example, the tourist is being sold an intangible product they can’t see or touch before they buy. Often tourist will pay for products before experiencing them. Andhra Pradesh Government is responsible for creating awareness and encouraging visits to Andhra Pradesh through brand advertising campaigns, including TV. Most small businesses cannot afford glamorous TV ads or other high cost advertising, but good results can be achieved using cheaper methods, including:

**Leaflets/flyers:** either distributed by hand, in letterboxes or inserted in publications.

**Print advertising:** placed in local, regional or national newspapers, ethnic publications, trade and tourist magazines, journals or newsletters, and magazines relevant to your target market.

**Canvassing:** involves personal communication either by way of sales visits or sales calls.

**Media/Radio advertising:** advertisements placed on local or regional radio stations and T.V. channels.

**Wholesaler programs:** promotional costs are shared and therefore less expensive can reach a wider audience.

**Sponsorship:** sponsoring local community events can attract large crowds and significant media coverage and through participating can improve business exposure.

**Listings and displays:** includes advertisements in telephone or business directories and cinema advertising.
E-marketing: It includes internet advertising (banners and skyscrapers), e-blasts to databases, online newsletters and search engine marketing. Editorial/added-value can be negotiated when purchasing advertising space with different mediums, image and increase sales.

Souvenirs: Souvenirs are meant to cherish memories of one's experiences in life. These experiences can be anything. And when it comes to travelling, souvenirs assume immense value, especially when people visit truly exotic destinations like Andhra Pradesh. In Andhra Pradesh, travellers would come across a variety of souvenir items that reflect its culture, history, and art and socio-religious aspects. Andhra Pradesh souvenirs come in a wide range of attractive and unique handmade items. Among them are the popular ones like the Gun metal mirror, Handicraft products made from Wood and shells, wood, clay and cane; Mural paintings and Handloom products like Gadwal, Pochampalli, Uppada, Dharmavaram saree (saree with golden brocade). In Andhra Pradesh, travellers can buy a variety of typical Andhra souvenirs from culture shoppe, the official agency to promote Lepakshi Souvenirs for the Department of Tourism, Government of A.P. At Culture Shoppe, visitors could choose gifts and mementos like:

Travel Tourism Fair

Travel Tourism Fair is India’s leading exhibition for the travel & tourism industry. Since 1989, it provides an annual opportunity for organisations from India and abroad to showcase their products and services to a large cross-section of the travel trade industry and consumers across major markets in India. With more than 1500 Exhibitors from 61 countries and 35 Indian States / UTs, an ever increasing number of foreign country representations, and a committed visitorship of more than 186,000 visitors, Travel Tourism Fair together with OTM is the largest network of Travel Shows in India.

The Role of Media

The role of media within the tourism sector is highly instrumental in shaping dialogue between cultures. The process of representation through guidebooks, tour
brochures and advertising creates a significant degree of expectation amongst tourists regarding the aspects of culture they will encounter. In the tourism sector, usually these are idealised images, designed to emphasise the exotic and overlain with the values of the tourist generating nations. From the perspective of the host destination, tourism marketing authority or the tour operator, with the objective of effectively promoting a locale, the production of information and images is necessarily reductionist. Guidebooks, brochures and the like, effectively communicate selective images of a destination, deliver information, and generate and inform discourse at the immediate, almost instantaneous level amongst prospective tourists. They can act as scripts for tourist space and are followed and learnt. Guidebooks in particular play an important role in this sense. In the process of their consumption however, they have significant influence not only upon tourist and travel decision-making behaviour, but upon the attitudes and expectations that tourists carry with them into other cultural settings. Well researched and quality produced media representations of destinations can excite the imagination of the prospective tourist and open up new worlds of travel, encounter and exchange. Specifically produced tourist media are not the only sources of information, imagery and knowledge. More indirectly, but nonetheless important, we draw upon centuries of imaging countries, landscapes and peoples through literature, maps and the visual arts which act to represent a destination, its people and culture in both historical and contemporary settings. Cinema, for instance, with its global distribution channels, remains a powerful artistic medium with the potential to endorse or challenge cultural and geographic stereotypes. Though such media lie outside the tourism sector, they continually feed and shape it.

To a large extent the arts and literature conceived of in former times have permeated our view of the world as divided between so-called civilised and primitive cultures, between the east and west, orient and occident, between those that hold power and those that do not. Tourists and the tourism sector work within a context of having already journeyed through ideas, ideals and imagings laid out in a wide variety of media and which have sculpted our expectations, experiences and meanings of ‘other’ cultures when we ‘become’ tourists.
Tourism Awards (National and State Level)

National Tourism Awards

The Ministry of Tourism, Government of India is running a scheme under which National Tourism Awards are given to Travel Agents and Tour Operators including best Adventure Tour Operator, best Domestic Tour Operator, most Innovative Tour Operator, Best niche tour Operator, Tourist Transport Operator, best Hotels in the different categories, Outstanding performers in Publishing, etc. Awards are also given to the meritorious students of the institutes of Hotel Management and Indian Institute of Tourism & Travel Management.

Andhra Pradesh has bagged the best state award for comprehensive development of tourism in the rest of India category of National Tourism Award 2011-12. The Best Heritage city award has gone to Warangal (AP). Amritsar Heritage Walk and Delhi Heritage Walk have been declared joint winner of the best Heritage Walk Award. Announcing these Awards in New Delhi, Union Tourism Minister Shri Chiranjeevi said every year the categories of awards are reviewed with new categories being added to recognize excellence in diverse fields, in accordance with the requirements of changing times. He said it is an ongoing endeavour of the Ministry to diversify the tourism products of the country by developing and promoting new niche segments, so as to attract different categories of tourists with diverse interests and to promote India as a year-round destination. In keeping with this thrust of the Ministry, new categories of awards for “Medical Tourism Facilities” and for “Tour Operators Promoting Niche segments” had been introduced in 2011.

The Tourism Minister said in an attempt to encourage States and Union Territories to adopt effective mechanisms for maintaining cleanliness at tourist destinations, a new Category of award for “Best State : Campaign Clean India” was introduced in 2012. New categories of awards for “Best Heritage City” and “Best Heritage Walk” were also introduced in 2012. He said recognising the importance of Cinema as a powerful tool for the development and promotion of the destinations, the
Ministry has instituted a National Tourism Award for “Best Tourism Film”. The Tourism Ministry has also announced special National Tourism Awards for Mr. Yann Martel, author of the Book “Life of Pi”, for promoting India (Puducherry and Munnar) through the film. The Ministry of Tourism, Government of India annually presents National Tourism Awards to various segments of the travel, tourism and hospitality industry. These awards are being given since the early 1990s and are presented to State Governments / Union Territories, classified hotels, heritage hotels, approved travel agents, tour operators and tourist transport operators, individuals and other private organizations in recognition of their performance in their respective fields and also to encourage healthy competition with a view to promote tourism.

**State Tourism Awards**

The Department of Tourism presents Tourism Awards and Awards of Excellence for various segments of travel and tourism industry from 2001 onwards. The State Tourism Awards are presented to classified hotels including Heritage Hotels, approved travel agents, tour operators in recognition of their performance in their respective fields and also to encourage healthy competition in order to promote tourism. Awards of Excellence are being introduced from 2001 and are presented to various other segments of travel and tourism industry. A.P. State Tourism Awards are given to all the segments of travel industry recognized either by the central Government or State Government, Travel agents, Tour Operators, classified Hotels including Heritage Hotels, Restaurant and independent hotels.

**Heritage Walk**

Explore the old relics and secrets of the city, be a part of Hyderabad Heritage Walk. With fort, palaces, mosques, temples - impressive, magnificent structures at almost every turn, one can spend days exploring the city. Heritage walks are the perfect way to go about the city. The experienced guides take out on a fascinating tour of Hyderabad and give a brief on the city's old relics and grandeur. Hyderabad, the city of palaces,
minarets, tombs and fortresses now has something extra to offer to the global and local visitor. To introduce the lesser known historic sites to the new and old inhabitants of the city the Department of Tourism has restarted the Heritage Walks. Hyderabad, presently identified as the convention capital of India, has a four hundred years long history of the Qutb Shahi, the Mughal and the Asaf Jahi rulers. The structures built by them are now part of rediscovered cultural heritage.
REFERENCES


6. www.aptourism.in


10. www.nationaltrust.org.uk/


12. www.ibef


18. Personal Communiqué with Michael Benjimana, Telugu Association of North America, USA


20. Article was published in *The Hindu Business Line*, Hyderabad 11th July 2013.

23 Ethics.UNWTO.org.
28 UNWTO.org
29 This information was given by the Minister of State for Tourism, Shri Subodh Kant Sahai in a written reply in Rajya Sabha on 03-05-2012.
33 *The Hindu* dated 16-4-2012.
36 Vide G.O Ms.No.869, dated 28-9-1971
37 Vide G.O.Ms.No.559, YAT&C (T) Dept., dt. 19.10.73
38 G.O.Ms.No.162, G.A. (IPR&T) Dept., dt.5.3.74
39 G.O.Ms.No.362, YAT&C (T) Dept., dt.10.7.73.
40 TAP-April 1981, Vol.11-4, p.3.
41 12th Five Year Plan Approach Paper, Planning Commission of India, New Delhi, p.275


*The Hindu* dated 3rd March 2013.


www.incredibleindia

www.aptourism.in

***