CHAPTER - VII
CONCLUSIONS

"Tourism as a Vehicle for Intercultural Dialogue and Cross-Cultural Understanding"

- UNESCO

Studies conducted and the experiences collected from the tourists at the various historical and religious sites are quite revealing in the sense that they become a fountain source of Knowledge borne out of historical prominence and great cultural significance. Historically built religious institutions and cultural centers are more attracting the tourists visits more and become, ipso facto, thrust area for the tourism promotion.

The present study on cultural heritage of Andhra Pradesh and tourism promotion encompasses seven chapters ranging from the concept of cultural heritage tourism to the monumental heritage, the religious heritage, the cultural facets of Andhra Pradesh, the natural heritage of Andhra Pradesh, methods for tourism promotion and conclusion.

As per National Tourism statistics, visitors to the monumental sites in Hyderabad are large in number compared to the other sites for want of proper facilities. Many a Buddhist site in Andhra Pradesh lack proper tourism facilities and, therefore hampering the tourist-inflow. Some sites like Kolanupaka, though it is just off the highway near Warangal, Tour Operators are not interested in including them in their main circuit. Due to negligence on the part of the officials, though there are many museums of interest in and around Hyderabad, only Salar Jung museum is visited by many. Lack of proper management and upkeep is the reason for it. Some of the sites do not have proper sanitation and toilet facilities, which were discussed elsewhere also. The study brings out various aspects of religious heritage out in systematic manner supported often by certain statistical information.
It is observed that majority of tourists visiting Andhra Pradesh are with religious interests. As per the statistical data, Andhra Pradesh occupies the first position in the Nation because of the maximum inflow of tourists at Tirupati. Hindu calendar based religious tourism attracts more tourists, because of the associated rituals and the pageants of large congregation, hence to be encouraged. Most important events festive seasons and specific days have religious significance and attract large number of tourists. Therefore they need to be widely propagated.

In the absence of authenticated translation in English or other local languages inscriptions do not enable even an informed traveller/tourist to understand the historic significance of the site/monument.

The Endowment Department is like any other Government Departments administers the temples and religious heritage sites through the bureaucracy general believed to fall short in addressing the needs of the general public. The Department, needs to be vibrant and sensitive to the demands and needs of the tourists. Minority religious institutions are in no way less in number considering their proportion to their numerical strength. Sufficient preparation and proper arrangements have to be made during special events so that the tourism should prosper during Brahmotsavams at Tirupati and the other temples, as well as, other religious events like Medaram Jatara.

The study revealed, historic monuments and temples are rife with graffiti and other disfigurements etched by visitors. The beauty of monuments is sullied by hooligans untrained tourist guides and unlimited tourists surprisingly, no action has been taken by the administration of the temples and monuments to educate the tourists and clamp down the menace.

Andhra Pradesh is known for several temples and monuments that have intricate art and sculptures. Many of them face the onslaught of the visitors in the form of ugly markings graffiti and immoral drawings/scrubbings on their walls. Even famous sites at Tirumala, Srisailam, Kaliswaram, Golconda, Charminar, etc, tourists are no exception to
this vandalism. Closed circuit cameras should be installed, and monitored at important places to prevent the abuse. Thus the monuments would survive longer communicating the culture and heritage to the future generations.

Certain Developments like the discovery of treasures in Padmanabha Swamy temple, Trivandrum and folklore of hidden treasures in the old forts, temples, and historic monuments, miscreants and people from nearby areas resort to illegal excavations and theft and cause damage to the monuments due to greed.

Andhra Pradesh is known for several facets of cultural heritage tourism. The cultural, diversity religion specific and caste/community specific festivals and in addition to traditional handicrafts and skills of the cottage industry provide impetus to tourism and economy also. Given proper encouragement to cultural tourism, traditional arts and handicrafts will definitely revive the local economies. Cultural Tourist Centers are situated in the urban or semi-urban and rural areas, which could provide authentic information about local hospitality facilities like hygiene food and entertainment. Local artists, the theatres like Surabhi drama (Plate 87), dances like Kuchipudi, Perini, other handicrafts at Nirmal, Kondapalli, Kalahasthi deserve to be encouraged on priority basis along with the related products made available as souvenirs, memorabilia, gifts, miniature replicas at every Cultural Center. Village atmosphere is required to be recreated and refurnished in urban areas like Shilparamam, in Hyderabad, as these turn out to be great attractions for further tourism. Similar centers need be also developed and entrance fee should be made affordable to the different classes of tourists and should not be, obviously, cost-prohibitive.

The natural heritage of Andhra Pradesh has been assessed and found to be highly potential for promotion of Tourism in almost all the circuits offering various benefits for the rural populace. Tourism is an important source of jobs and vocations to be pursued especially by the suburban population specially youth unemployed. Nature tourism occupies the place next to the religious tourism in Andhra Pradesh. Tourists who are
visiting the tribal tourism areas need to respect their sentiments and traditions of the tribals.

Tourists who are visiting the ecotourism areas should be exposed to local gastronomy and culinary arts. Safe drinking water need be made available at each and every place of tourist’s interests so that creation of junk, empty mineral water bottles, pouches, etc., are minimized. Local caterers need be trained and encouraged to prepare the food items hygienically and serve them in eco-friendly plates like banana leaves etc. NITHM can help in training local populace in this regard. When this researcher visited Pondicherry, he observed one sign board that served as an eye opener. It says ‘Pondicherry will not be the same when you litter’. Boards like this will help us maintain the required sanitation and hygiene. Natural and Ayurvedic Medical Tourism need be promoted to start within the Tribal areas especially-Hills e.g., Araku Valley, Talakona, and Nirmal.

After studying the various aspects and facts of the cultural heritage tourism, the study delineates various methods of Tourism Promotion in a separate chapter. The present status of Tourism in Andhra Pradesh has been discussed and the benefits of cultural heritage tourism accrued have been brought out. The challenges faced by cultural tourism and the purpose of its promotion have been detailed for a better understanding of the State tourism policies formulated, from time to time, in general, the role and their impact on the stake-holders, in particular. The necessity of making use of the modern technology, media and hi-tech transportation and augmentation have been discussed for the better understanding and practical implication for tourism promotion.

In his verbal interaction the Research scholar has got the opportunity to interact with some of the foreign tourists, VRF (Visiting Relatives Friends) and NRI’s, domestic tourists apart from Senior Bureaucrats and Historians. These interactions have provided valuable insights, revealed several practical problems as well as common solutions. The Research scholar needs to acknowledge the pivotal role played by private travel agencies for developing the tourism promotion.
In this connection, it has been found, from the study, the role of individuals whose word of mouth promotion becomes a unique marketing tool for the tourism. Though it is an age-old tradition, but it has its own place even in the present hi-tech culture. This practice is prevalent in and around old monument and temples which need encouragement not only formally by the Government and informally by NGO’s.

Though governments at state and central level are encouraging tourism, the role of NGO’s cannot be wished away. NGO’s efforts need to be collaborated and coordinated with the government agencies in promoting tourism development. Therefore, private, public, and international level participation is very much needed for successful and harmonious tourism development and eco friendly tourist policies.

Development of tourism need to involve the local people, so that their economic conditions can also be improved for better life. Such involvement will ensure a long sustainable tourism development of the particular area or the region. Comprehensive involvement of government is very much essential in developing the remote places of tourist interests by creating infrastructural facilities and other enablers. In the present study, some gaps have been noticed where no proper infrastructure is available for the tourist though the tourist places are very interesting and highly attractive. These places require special attention by government and the Government promoted Agencies and it is also noticed that government is creating more and more infrastructure to the already popular pilgrimage centers and overlooking the development of many an archaeological site and monuments in remote places.

It is noticed that old monuments, heritage structures even the sacred temple walls are defaced (Plates 88, 89) with ugly writings and careless handling. This is for want of awareness on the part of common visitors and proper supervision and management on the part of custodians and the local public.

A few boards erected in certain places have been (Plate 90) erased and defaced. There is an urgent need for erecting new boards prominently displaying details about the
monument in multi languages and preserved carefully as much as the monument itself. This will create awareness among the visitors about its importance. The visiting public need also be educated not to throw away the used packets, polythene bags, water bottles and other waste materials carelessly in and around the sites. The site should be provided with sufficient number of dustbins and waste disposal receptacles. The popular sites should be provided with systematic and sufficient parking facilities. It is also most important that the tourist destination have hygienic toilets.

The Government Health Department officials have to ensure that their tourist-sites provide clean water, hygienic food items, fresh fruits and healthy beverages. Similarly government should also upgrade the infrastructural facility, provide easy accessibility and the medical aid to the tourists at all the popular tourist centers. It is also observed that suggestions made by tourists are not correctly addressed to at several places. It is very important to formulate a tourist policy that would elicit authentically how many tourists are visiting, and whether their needs are kept fulfilled. The feedback system of receiving complaints and suggestions has to be strengthened and promptly acted upon.

The Research scholar has got the rare opportunity to participate and take classes in the NIMSME, Hyderabad, where delegates and scholars representing 21 developing countries took part in a 60 days in house training programme. Several delegates shared their views on cultural tourism in their countries. This helped the Research scholar to compare their best practices to benchmark with extant tourist practices in Andhra Pradesh.

There is however a compelling needs to reconcile between the different and sometimes opposing interests and agendas of the vast number of stakeholders. The multi level stakeholders at both national and state levels must be able to information they normally need to understand the long-term features/attractive/interests of the tourism industry articulate their opinions, identify proposals, and also access the network effectively with one another. Tourism development choices must balance between national and local needs, co-opting public and private sector and host communities, civil
society, tourists including mass media. Political choices, in particular, must reconcile immediate returns and longer-term benefits, which require a clear and well-defined vision. Sustainable tourism development thus represents a very complex task. Communication has a huge role in supporting sustainable tourism development and managing its multiple dimensions.

Communication can create and facilitate a system that allows stakeholders to exchange opinions and arrive at consensual solutions. Effective use of communication tools can also link products with markets, and can enhance visitors’ safe and positive experiences. In a sustainable tourism development scenario, various stakeholders have not only the right to participate in the decision-making process, but have also the responsibility to adopt environmentally, socially and economically sustainable behaviors and practices. Communication processes can promote awareness of this responsibility and persuade stakeholders to engage in such practices as to ultimately benefit their long-term interests.

**Measures for promotion of Existing Vs Futuristic Ideas**

An assessment of the present status of the tourism scenario in the State of Andhra Pradesh reveals a number of deficiencies that are required to be rectified immediately.

1) A number of subsidies and other incentives have been notified in successive tourism policy documents, but they have not been implemented adequately and properly, thereby not yielding the desired levels of private investment.

2) Inbound tourism is confined largely to Tirupati and a few other destinations like Visakhapatnam and Hyderabad in the entire State. All other destinations witness a meager inflow of tourists.

3) The State has not taken up any purposeful promotional campaign because of which awareness about the richness and diversity of its tourist attractions is by and large found inadequate.
There is very limited ownership or sponsorship or involvement of tourist destinations and tourism products by the local bodies and local communities.

The developments chalked out and initiated by the private sector are limited and confined mostly to the large cities. Whatever little has been done by the private sector has also happened in parallel without much collaboration or involvement with Government’s priorities and efforts.

The large coastline of 974 kms has not been fully exploited by the State as has been done in other States like Gujarat, Kerala, Maharashtra and Goa.

A large number of business travelers (MICE) who come to the State, particularly to Hyderabad and Visakhapatnam due to the rapid emergence of knowledge based industries in these cities, have not been sufficiently motivated to extend their stay for tourism purposes.

Both the Government and the private sector have focused mostly on creation of accommodation units as compared to the other tourism products. As a result, many of the destinations of Andhra Pradesh lack sufficient range of activities to keep the visitors engaged over longer periods of time.

Government support in the form of incentives is available even to already developed areas like Hyderabad and Visakhapatnam. More and more units are, therefore, coming up in these cities only, continuing to avail the Government extended benefits, whereas the private market forces would have themselves taken care of the incentive flow.

The Department of Tourism has a multiplicity of responsibilities and weak structures, particularly at the District level.

**Threats to Cultural Heritage sites**

Cultural Heritage sites are not free from threats and there are many challenges to sustainable conservation of these sites. Heritage sites all over the world are the centers of tourist attractions. Everyday, all over the world, millions of visitors come to visit these
important sites. Although visitors bring economic benefits to the host communities, if not regulated properly, these visits can have an adverse impact on the sites and their natural settings. Yet, tourism is not the only threat that a heritage site may encounter. Depending on the geographic location, climate, level of economic and physical development, level of awareness, effectiveness of heritage protection system, etc., a cultural heritage site may face one or more of the following threats:

**Natural causes**

- Earthquakes, Floods, Humidity, Insects, Natural decay, Tidal waves, Typhoon and Tsunami.

**Human causes**

- Illegal trade, Neglect, Public works, Theft, Uncontrolled tourism, Unintentional damage, Wars, Wear and tear, Political tensions and Terrorism.

**Sustainability**

Sustainability in the context of cultural heritage sites generally means adequate and long-term protection of cultural values of a site by using minimum resources. Since adequate and long-term protection and resource requirement for these are interrelated issues, it is important to know the key factors that can enhance sustainability of heritage site.

**Cultural knowledge and awareness**

Sustainability of a heritage site depends much on the general level of cultural knowledge and awareness of the community at large. The root source of most of human causes of threats to heritage sites is inadequate knowledge of cultural heritage, history and its importance. An increased knowledge of these of the host community and visitors
can lead to increased awareness and more support for heritage protection and less damage to the sites. By disseminating knowledge about heritage sites and its protection through different means, such as public education, media coverage, training programmes, etc. Knowledge of cultural heritage and its significance and awareness of both host communities and visitors can contribute to the sustainable conservation (Plate 91) of heritage sites.

**Conservation and management**

Once a site is inscribed on the World Heritage List, the concerned State has to ensure proper protection of the site. Among others, protection measures include:

**Legal provisions, such as, protection under a law:** Most countries have heritage protection laws at national and local level. A heritage protection law, which may have different names in different countries, allows the government to declare a site protected and take legal measures against those who negatively affect a site’s cultural value(s).

**Adequate and appropriate conservation interventions:** These ensure physical protection of a heritage site through different procedures. However, it is of paramount importance that these interventions are carried out respecting the cultural value(s) that the site embodies stands for and without prejudice to the local law.

**A good management system:** A long-term protection of a site is heavily dependent on a good heritage management system. Such system includes clearly identifiable procedures and personnel responsible for conservation and management of the site. To ensure sustainable conservation, continuous monitoring of the effectiveness of the system and periodic review of the same are essential.
Heritage interpretation and visitor management

Tourism is a part of almost all heritage sites. Some sites attract even millions of visitors every year. Well-managed tourism can bring economic benefits to the host countries by creating employment and helping local business. If not properly managed/administered tourism can adversely affect the distinct image each site has carved or acquired for itself over a considerable period. Guides for the historical, cultural and religious sites form an important cadre of heritage tourism. Good interpretation of the heritage sites and proper presentation of facts with accuracy to the visitors would enhance the benefits of tourism and enrich the values of Tourism as a whole for which the region/sites stand for and economically help host-communities. The research scholar deems it appropriate that a regular cadre of trained tourist guides has to be created at the undergraduate level and the Department of Tourism and Department of Education have to actively collaborate with each other.

Community involvement and partnership

Protection of a Heritage sites depends largely on the support and involvement of the communities living in and around it. Some sites, such as, a temple or a mosque, are in constant use by the local community. Larger sites, such as, a historic towns, are inhabited by more than one community, therefore, the needs and aspirations of multiple communities have to be addressed fully so as to ensure their support. One of the ways of addressing these needs and aspirations is to share the benefits of tourism with communities and other stakeholders.

Quest for cultural tourism

Tourism managers of heritage sites will be particularly concerned about the consumption patterns at such sites. But there are also critical issues regarding the maintenance of heritage sites due to the possible negative consequences of high-volume
tourism, in particular in smaller historic towns, with poor and inadequate infrastructure.

**Recommendations**

Domestic and international tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society to others. It is increasingly appreciated as a positive force for natural and cultural conservation. Tourism can capture the economic characteristics of the heritage sites and harness these for conservation by generating funds, educating the community and influencing the policy. It is an essential part of many national and regional economies and can be an important factor in development, when managed successfully.

Tourism itself has become an increasingly complex phenomenon, with political, economic, social, cultural, educational, bio-physical, ecological and aesthetic dimensions. The achievement of beneficial inter-action between the potentially conflicting expectations and aspirations of visitors and host or local communities, presents many challenges and opportunities.

The natural and cultural heritage, diversities and living cultures are major tourism attractions. Excessive or poorly-managed tourism and tourism related development can threaten their physical shapes, natural and picturesque tenor and the significant characteristics. The ecological setting, culture and lifestyles of host communities may also be degraded, sometimes leading to misdemeanor and unpleasant experience of the place to the visitors.

Tourism should bring benefits to host communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. The involvement and co-operation of local and/or indigenous community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans and site managers is necessary to achieve a
lasting and durable tourism industry and enhance the protection and conservation of heritage resources for future generations.

Different impacts, positive or negative, characterize cultural tourism in particular, and, tourism in general. Without proper scientific study of these impacts and their intelligent and prudent management, a sustainable form of tourism seems hard to develop.

There is a need to develop quality education and research in tourism as well as the usefulness of tourism to the society and heritage sites. They all concern a quest for sustainability, relate to the points of frictions between local/diverse communities and their conventions, valorisation traditions and protect their zeal to the sites for the threats from new technologies in the short term and the long term.

At the conclusion of the thesis, the Research scholar wishes to prescribe a number of recommendations which are to be carried forward in order to formulate a comprehensive Tourism Policy at the Apex level, and for a effective and meaningful/faithful implementation at the state level:

• Further improvement in the processes of cultural and economic coordination of all concerned tourism cooperation for bringing forth tremendous thrust to preserve/conserve the common values with no prejudice to the local diversity.
• Developing processes that allow an holistic approach to the enhancement/conservation of values in cultural tourism, without impairing their authenticity, and without prejudice to the local ownership and participation.
• Supporting scientific and applied research with an ethnic appeal and emphasis as a foundation for encouraging innovative and sustainable cultural tourism developments; and such a research is to focus on demand and supply, on local needs as well as tourist expectations.
• Fostering the application of new information technologies to the reliable data collection, its absorption, interpretation, and retrieval and marketing the cultural heritage tourism from the local sites to global tourist sites and establish a totally integrated Global Tourism concept.

• Avoid the detrimental features of tourism through the development of sensitive and responsive cultural tourism that recognises the priorities of Tourism at each of the sites. Priorities of the tasks have to be determined from time to time at each of the centres in the tourism (development plan).

• Developing education and research for tourism management, interpretation and conservation, as a foundation for appropriate cultural tourism development and cooperation; including networks, programmes, and new technologies to reach out to practitioners, academics and students alike.

Based upon the results of this study, several recommendations are made to augment tourists’ satisfaction. The results of the study revealed that six factors: General Tour Attractions, Heritage Attractions, Maintenance Factors, Culture Attractions, Infrastructural Facilities and sixthly the required Logistics-have a significant relationship with the overall satisfaction of the tourists, Heritage Attraction and Cultural Attraction are more important that influence overall tourist satisfaction. This finding is useful to the Planners and the field functionaries at the cultural/heritage tourism sites in formulating strategies to maintain or enhance their competitiveness. In other words, the functionaries should focus more on maintaining and improving the factors conducive to the overall satisfaction of the tourists. For example, the content of brochures and Web-sites about the Andhra Pradesh’s historic and Cultural Attractions should reflect such features as handicrafts, architectures, traditional crafts, and arts as part of the Heritage Attractions, and museums, galleries, cultural villages, historical buildings, and monuments as part of Culture Attractions. In addition, tourism managers and the functionaries should provide standardised service with their General Tour Attractions such as special cultural events such as local festivals & fairs, tour packages, and food, and Maintenance Factors such as ease of accessibility, information centers, and accommodations. Thus, this research
A scholar strongly opines that cultural heritage destinations ought to be rediscovered in greater number and their cultural heritage significance effectively communicated and widely publicized to the extent of presenting all the sites on wholesome tourist perspective and efficient management thereof.

To recapitulate further, in order to create effective marketing strategies for products and services in the cultural heritage tourism market, a better understanding of tourists who visit the cultural heritage destinations is necessary particularly to countries like India with glorious past and State like Andhra Pradesh which symbolizes south and north cultural amalgam.

In that direction the present study will add more knowledge to the scholars working on various aspects of tourism in Andhra Pradesh and elsewhere. The government of Andhra Pradesh while making tourist policies and development aspects may like take into consideration the findings of this study.

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