INTRODUCTION: - Tourism has been regarded as one of the rapidly growing industries. The role of Tourism in accelerating the economic development of a country has been widely recognised. It plays an important role in the development of economic, cultural, social and educational fields and it is considered as the second largest economic activity in many countries for earning foreign exchange. Tourism is not a single industry but it is an aggregate of many components. Capital investments in hotels, airways, roadways, railways, shopping centres, resorts and handicrafts amounts to billions of dollars and millions of people earn their livelihood from direct and indirect employment in tourism industry.

The present study: - Though tourism earnings constitute more than one fourth of India's foreign exchange reserves, India is one among the last in the list of leading tourist countries in the world. Many underdeveloped areas in India can be developed through the exploration and exploitation of the varied tourist attractions spread all over the country. The present study deals with problem of generation of income through tourism exploitation particularly in such areas where there are a few alternatives for development. Hence a topic of regional relevance, i.e., development of Anantapur through tourism exploitation has been chosen. An unfortunate thing causing concern is that though Anantapur is gifted with historical monuments, temples, forts, cultural traditions, etc., it has yet to become a desired destination for a large number of tourists both domestic and foreign. The figure of tourist arrivals in Anantapur, when presented as a fraction of tourist arrivals at the state level the percentage becomes significant. But, an equivalent significant effort by the Government is absent.
The present study concerns broadly with the overall development of tourism industry in Anantapur district. It is also concerned with the question why is it that Anantapur does not have its fair share in the overall tourist spectrum of our state. The study is explorative in character as it seeks to make an in depth as well as extensive study of the various facts of tourism and the impact of tourism upon the district development and the various problems related to this industry in the district.

Objectives of the study:

The main objectives of the study are as follows:

1. To explore important tourist centres in Anantapur district.
2. To study the role of government and other institutions in tourism development in the district.
3. To identify the important problems being faced by tourism industry.
4. To make a forecast of the overall future outlook for tourism industry in Anantapur district.

Methodology:

Selection of the study area: Available literature proves that the studies relating to tourism trade and development that too on linkages with the backwardness of an area are a very few. Hence, the present study is contemplated.

Sources of the data:-

The data and other relevant information have been collected through the secondary sources as follows:

1. Published literature available with the district information centre.
2. Various reports relating to India's as well as A.P. Tourism.
3. Secondary sources such as commercial journals, economic dailies, books and other state news bulletins.
SIGNIFICANCE OF THE STUDY:

The study becomes significant when compared to earlier ones, as it adopts a new approach in the form of dealing with the problem from a completely new angle i.e., by developing a linkage between the backwardness of the area and the development parameters. Studies of this kind in general, provide guidelines to the policy makers in formulating policies of tourism industry. The study while revealing the capabilities of Anantapur district in tourism development also brings forth several weaknesses that exist in the strategy for tourism development in the district.

The present study gives the direction in which expansion of India's foreign exchange is possible and the role of tourism industry as the main to rch bearer in this regard. The study also helps show the way in which regional imbalances can be corrected through tourism development, which in turn provides a direct stimulus for the socio-economic development of backward areas in the country. Thus, tourism becomes an economic weapon to push up the country towards prosperity.
Tourism industry, being an income generating industry with fewer inputs, is more relevant under the present circumstances of crisis in financial resources faced by Government of Andhra Pradesh.

REVIEW OF LITERATURE:

The research works on tourism relating to micro level studies that too with special reference to development of tourism at district level are a very few. The important aspects of available literature are presented hereunder:

V.R. Rao observed that the aspect of tourism has hardly been explored, all over India. Large tour and travel operators attest to the great demand for such tours. Hugh and Colleen Gantzer observed that enthused by liberalisation and the attendant prospect of India as a major player in global economics, many travel industrialists look at the country as an important tourist destination by the turn of the century. Purushottaman suggested that the development of tourism should be environmentally sustainable. Purushottaman suggested that the rapidly developing infrastructure and the
facilities extended by the government to private investment in the tourism sector make these islands the tourist destination of tomorrow. Oberoi\(^5\) opines that tourism has been identified as one of the most rapidly developing areas in global employment and it would be a great opportunity for developing countries like India facing employment problem. Narasimha Rao\(^6\) stated that the government has laid greater emphasis on tourism as an important factor in the economy of the Country.

1. Ramachandra Rao.V., Sky is the Limit for Adventure Tourism, A.P.times, September 27, 1996.


Krippendorf observed that people are becoming more determined to derive satisfaction from all areas of life and travel must provide something extra to attract the potential tourist away from a fulfilling job and a pleasurable home life.

Krishna Rao commented that phenomenon developments in the field of air transportation and the advent of leisure in modern life were major factors for promoting tourism. Som N Chib observed that taking a vacation, generally twice a year, has become a way of life in industrial societies.

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Martin and Mason\textsuperscript{10} observed that socio demographic changes marked by an active aging population, later marriage, two income families, childless couples and a rising population of single adults have led to substantial changes in travel and leisure demand. The over riding result of these social changes will be ever greater variety - variety in tourist types, needs and patterns.

R b Davidson\textsuperscript{11} stated that the main reason why the governments, local authorities and private companies are prepared to invest so much in the development and maintenance of a tourism industry is, the range of economic benefits which Tourism can bring. Alan Jefferson\textsuperscript{12} and Leonard Lickorish reported that it has been estimated that tourism is now the largest single item in world trade, and for many countries a major factor in their national economy.


Somerset R. Waters concluded that tourism in its broadest sense generates spending exceeding $300 billion within the U.S. National Products.

World Tourism Organisation observed that more than three-fourth of the benefits accruing from tourism industry were taken away by the developed Countries.

Bhatia emphasised that besides economic significance, tourism has socio-cultural, educational, and political significance. Som N. Chib stated that tourism unlike manufacturing industries does not consume or at any rate not substantially the scarce resources of the Country.

Usha Bala examined the prospects for India's tourism and concluded that the next decade belong to India. Ramanatham stated that sky is the limit for the foreign exchange earnings from tourism and there is scope for national integration and international understanding.

Suhita Chopra\textsuperscript{19} in her study concluded that the distributive effects of tourism have not only been selective mainly in favour of the rich, but the urban planning measures have also proved to be incongruent with the rural setup, causing untold suffering to the poor. Suhita Chopra\textsuperscript{20} attempted to present an evolutionary model of a rural resort, having its genius in rich cultural resource and tried to establish measurable impacts of tourism with other intersectoral linkages for an integrated development of tourism. Suhita Chopra\textsuperscript{21} observed that as compared to medium and low priced hotels, high priced hotels are more labour-intensive.

Karan Singh\textsuperscript{22} explained that the multiplier effect whereby every unit of money spent in tourism circulates in the economy, and there by brings about an increasing area of benefit to the people concerned.

16. Som N. Chib, \textit{Perspectives on tourism in India} publication Division, Ministry of Information and Broadcasting, Govt. of India, 1981.


19. Suhita Chopra \textit{Tourism and Development in India} (Ashish publishing house; New Delhi, 1991.)

20. Suhita Chopra \textit{Tourism and Development in India} (Ashish publishing house; New Delhi, 1991.)

21. Suhita Chopra \textit{Tourism and development in India} (Ashish publishing house; New Delhi, 1991.)
According to Karan Singh, Tourism development can become a positive factor for improving the environment if we use intelligence and a certain amount of basic planning and aesthetics in the whole process. Dr. Karan Singh emphasised that domestic tourism pyramid.

The Seminar on 'Problems and Prospects of Tourism for third world countries' urged the government and tourism organisations to place the highest priority on various aspects of tourism and to introduce greater professionalism in tourism management, research, planning and national and international publicity and public relations.

According to Karan Singh tourism is ideal for absorbing the vast unemployed potential, because of the fact that the Tourism infrastructure from airports right...

22. Karan Singh, Indian Tourism Aspects of a Great Adventure (Department of Tourism, Govt., of India 1973, New Delhi).

23. Karan Singh, Indian Tourism Aspects of a Great Adventure (Department of Tourism, Govt., of India 1973, New Delhi).

24. Karan Singh, Indian Tourism Aspects of a Great Adventure (Department of Tourism, Govt., of India 1973, New Delhi).

25. Seminar on Problems and Prospects of Tourism for Third world countries 1983, (Published by Max Muller Bhavan, New Delhi)

26. Karan Singh Problems and Prospects of Tourism (Published by Max Muller Bhavan, New Delhi 1983)
Dr. T. N. Khoshoo commented that tourism, economic development and environment have to go hand in hand, have to have a symbiotic relation.

S. N. Chib lamented that our airports are terrible. Hugh Gantzer discussed the tourism problems in India and concluded that unless we maintain self-discipline, there will be no future for this industry at all. W. T. O. Environment Committee defined the relation between tourism and the environment and formulated guidelines and activities to be implemented by the W. T. O., in future in the areas of Environment.

The National Committee on Tourism emphasised that tourism today can no longer be viewed as peripheral or luxury oriented activity.

27. Dr. T. N. Khoshoo, Problems and prospects of tourism (1983 Max Muller Bhavan, New Delhi).


30. See proceedings of W. T. O. Environment Committee held at Madrid in May, 1981.

31. Report of the National Committee on Tourism.
Rob Davidson commented that even peace loving, naturally friendly host populations can react with hostility towards tourists who constantly clash with the traditions and uuestonics of the country they are visiting. Rob Davidson observed that the culture of a host population is often an important factor in attracting tourists to a particular destination.

Alan Jefferson and leonard Lickoush observed that there are social, political and other important aspects of tourism apart from its economic implications. Breea Wood observed that culture is not a static entity as all 'viable cultures are in the process of making themselves up' all the time. Som N.Chib noted that tourism unlike manufacturing industries does not consume, or at any rate not substantially, the scarce resources of the country. The basic resources for tourism are our mountains and beaches, monuments and temples, our measures and performing arts.

32 Rob Davidson, TOURISM (London : Pitna Publishing 1983)
33.
35. Green Wood D.J., Cultural Authenticity, Cultural Survival Quarterly, 6(3) P 27.
36. Som N. Chib, Perspectives on Tourism in India (Publication division, Ministry of Information and Broad Casting, Govt. of India 1981)
Som N. Chib stated that Modern Tourism has definitely helped in the revival of local arts and handicrafts. The National Committee on Tourism concluded in its report that tourism today can no longer be viewed as peripheral or luxury oriented activity.

Studies relating to Andhra Pradesh:

According to Radika Rajamani, Andhra Pradesh provides a delightful combination of spots for the thoughtful tourist and the pious pilgrims. Srinivas Reddy pointed out that with so much to offer to visitor, Andhra Pradesh remained out of the tourist map of the country for too long. Siddeswar Rao examined the development of tourism in Andhra Pradesh since its formation.

37. Som N. Chib Perspectives on Tourism in India (Publication division, Ministry of Information & Broadcasting, Govt. of India 1981)


"Ulaganathan 44 probed the problems of tourism in Andhra Pradesh. J. Sanath Kumar 43 in his study criticised that tourism all long had been a victim of official neglect and indifference. Conference of Dakshin III 44 suggested that private sector should participate as Calalyst, promoter and jailillator to boost tourism industry in South India. Sanath Kumar 45 in his study lamented the lack of coordination between the state and central governments regarding the development of tourism.

Sanath Kumar 46 examined the prospects for developing Nagarjunasagar as a Buddhist centre. Sanath Kumar 47 concluded that tourism development calls for new plans, thrusts and perspectives.

41. Siddeswara rao, M.S., Tourism in the State, Andhra Pradesh, Anniversary special number, November, 1976.

42. Ulaganathan, Holiday however in Andhra Pradesh ned big push, Indian Express April 15, 1989.

43. Sanath Kumar, J., Development of Tourism in India, A case study of Nagarjuna Sagar October, 1992.

44. See proceedings of Dakshin III conference held at Visakhapatnam 26-28 ebruary, 1990.

