Chapter-II

A GENERAL STUDY OF TOURISM DEVELOPMENT IN ANDHRA PRADESH
A Brief History of Andhra Pradesh:

Andhra Pradesh is one of the 28 states in India situated on the South-Eastern coast. It is fourth largest state by area and fifth largest by population. Its capital city is Hyderabad. It is bordered by Maharashtra, Chattisgarh and Orissa in the north; the Bay of Bengal in the East; Tamil Nadu in the South and Kamataka to the West. It is historically called the "Rice Bowl of India". It has the Coastline of 972 kilometers among the States of India. The primary official language of Andhra Pradesh is Telugu and the co-official language is Urdu.¹

Physiography: Physiographically Andhra Pradesh can be divided into three zones namely the Coastal plains, the Eastern ghats and the western peneplains. The plains spread along the Bay of Bengal are separated from the Western part of the State by the Eastern ghats. The two major rivers flowing through are the Krishna, and the Godavari and the Pennar. The major rivers with its several tributes in the largest river system in the peninsula forms the most fertile. The west of the eastern ghats is the peneplained zone of the Deccan plateau. Its topography is characterized by rounded hills, rolling plains, broad open valleys and heaps of rocks and boulders. The northern portion of the plateau is very hilly and forested while the southern portion has a number of tanks for irrigation. Thus the state can be classified into three parts that is Costal Andhra, which comprises the Costal plain, Telangana, the Northern portion of the Deccan plateau and the Rayalaseema – the Southern portion.

Geography: Andhra Pradesh is the homeland of the Telugu people, who are also known as the Andhras. According to the historical geology, it is one of the few oldest land masses of the Indian Sub-Continent-older in geological age than the Himalayas of the Indo-gangetic plain. It is covered by the oldest rocks of the earth, the archeans, and had
attained stability earlier than other parts of India. 'Geographically, too, Andhra Pradesh occupies a unique and pivotal position in the sub-continent. Curiously enough, the northern and the western boarders of the State approximate respectively with the Central latitudinal and longitudinal lines of the Indian Subcontinent. It is situated on the central part of the eastern sea-board and spread westward into deccan plateau upto 77°E. The northern boundary runs roughly across the latitudinal line of 20°N. Though it is accidental, this central position has been, all along the course of history, a decisive factor in giving shape to Telugu culture. It has a common Inland boundary - on the south with Tamilnadu and Karnataka, on the west with Karnataka and Maharastra and on the north with Madhya Pradesh and Orissa. On the east is the Bay of Bengal. The total area of Andhra Pradesh is 2,75,045 square kilometers.

Geology: The geology of the area may be described as an epitome of the geology of peninsular India. Deccan traps, 70 million years old, occupy a small area of approximately 10,000 square kilometers in the north and north-west part of the state. The granite rocks of the deccan the special Indian rock types of charnockites and khondalites of the Eastern ghats and the schistose rocks of Nellore belt. Rocks occurring in the Kadapa basin, mainly confirmed to some parts of Rayalaseema, are also quite old-ranging between 600-1500 million years. The world's largest Barites deposits of Mangampeta and the high quality Chrysolite Asbestos of Pulivendula in Kadapa district occur in these formations. The vast quantity of lava that spreads over the western plateau of Andhra Pradesh must have deposited itself there as a result of the stupendous volcanic outburst that took place in the peninsula at some period in the hoary past. The thickness of the lava in the region is 30 meters to 90 meters. Looking broadly at the physical features of the area we can easily distinguish five zones.

1. The Krishna - Godavari Delta
2. The Foot-hill zone or zone of the coastal plains
3. The Eastern Ghats (North & South)
4. The western plateau and basins
5. Hyderabad plateau.

In common usage, the first three are grouped together under the name of the Coastal area, the fourth of Rayalaseema and the last of Telangana.
1. The Krishna-Godavari Delta is a composite delta of the two great rivers, the Krishna and the Godavari. This area has been since the dawn of history, a habitat of man and was mentioned by Ptolemy (90-168 A.D.), the ancient Roman geographer, and others as a prosperous one. The Coastal area of the delta was the site of some of the earliest settlements of Europeans in India.

2. The zone of the coastal plains and undulating uplands the average elevation of the coastal plains is below of 75m and that of the uplands is between 75m and 300m. Andhra Pradesh has a coastline of 972 kilometers. The coastline is practically unsheltered and is lacking in natural harbours.

3. The Eastern Ghats, which forms the eastern flank of the Deccan plateau, overlooking the Bay of Bengal. The term 'ghats' itself is a misnomer, for they have no continuity, structural or topographical, which is essential for ghats. It is an uplifted peneplain, the continuity of which is broken by the interfluvial uplands between the Krishna and the Godavari.

4. The western plateau consists of a series of the basins around the middle course of the penna and its tributaries. The whole area is crossed by trap dykes, some running north-south and others North-East to South-West.

5. The Hyderabad plateau consists mostly of peneplains developed in the old geneissic rocks. The most general level lies between 490m of to 600m. In the South, the Krishna-Tungabhadra valley lies at 300 meters to 450 meters. Hyderabad (17°20’ N, 78°E) the capital of Andhra Pradesh, is situated in this region, fairly close to the western border of the state.

Soils: Much of the soil of the Telugu area is red variety, deficient in organic matter and poor in plant nutrients but rich in phosphoric acid. The black soil occupies the next place is extent and is found predominantly in the lava Telangana District of the regions. The Coastal alluvium which stretches as the belt throughout the length of the Coast, expect for a short interruption of a few kilometers near Visakhapatnam in the north. Another kind of the Soil by far the most important one, is the deltanic alluvium found in the double delta of the rivers, the Godavari and the Krishna, extending over hundreds of kilometers around the Kolleru Lake. The remaining soils are the Laterite ones. They vary from deep red to brown or black in colour. These soils are usually well drained and porous. They are generally poor in organic matter and in plant nutrients. From an agricultural point of view, they are well suited for gardening and for the production of pulses and oil seeds.
**Water Resources**: The Andhra Pradesh area can be called a riverine land. It is a gift of the five rivers - the Godavari, the Krishna, the Penna, the Nagavali and the Vamsadhara which flows down from the crest of the Deccan Plateau. The biggest of all the rivers is the Godavari, also known as “Dakshina Ganges”. It originates at Triambuk near Nasik in the western ghats, about 110 km. It enters Andhra Pradesh near Basara in the Adilabad District. It joins the Sea after flouring for nearly 615 km in the Telugu area. The main tributaries of the river are the Manjira, the Pranahita, the Indravathi and the Sabari. The river Krishna is the traditional sources of which is a spout from the image of a Cow's mouth in the ancient temple of Mahadeva in Mahabaleswar at Maharashtra. The Krishna river enters Andhra Pradesh near Gadwal in Mahabubnagar district and flows through the plateau reign for 335 kilometers. The total course of the river in Andhra Pradesh is nearly 720 kilometers. The Pennar which originates in the hills northwest of Nandidurg (Varaha Hills) in the Karnataka state flows 40 kilometers before it enters Andhra Pradesh in Hindupur (Anantapur Dt). The Pennar at its entry into the Telugu area is 610 meters, above see-level and so can better be utilized for the irrigation of the uplands of the Rayalaseema region. The minor rivers are of very short lengths and the main rainfall being concentrated in the monsoon period, the rivers empty themselves quickly into the sea$^3$.

**Climate**: The climate of Andhra Pradesh may be described as tropical-monsoonal type. Difference of rainfall, both regional and seasonal, are more pronounced than differences of temperature. The hottest places are situated either further Inland on the Coastal plain or on the Deccan plateau. In the Coastal area, the maximum temperature in a day in May usually varies from 39.0°C to 43.7°C while the maximum day temperatures varying from 29°C to 29.5°C and a maximum temperature of 44°C-45°C, where as the minimum stands at about 37°C-38°C in Telangana, the mean maximum and minimum temperatures in May and December at Ramagundam are 44°C and 13°C respectively. The central plateau which is termed as Rayalaseema, is the endemic famine zone of Andhra. The rainfall being less than 62.5 cm in general. In the Telangana region the rainfall varies from 77.5 cm in the South of 102.5 cm. In the Coastal area, the average rainfall is 100 cm. This high rainfall on the Coast is due to both the monsoons - northeast and southeast. Annual fluctuations in rainfall are sometimes very heavy in Andhra Pradesh. Excess is as bad as a deficit and a flood is as disastrous as a drought. During the period between 1870 – 1990 A..D, Coastal Andhra
witnessed twelve floods and five droughts while Rayalaseema suffered eight floods and five droughts while Rayalaseema suffered eight floods and fourteen droughts. Most of the rainwater is led by the streamlets in the rivers and a good lot is stored in tanks, especially in the highlands, for irrigation purposes.

**Forests:** The natural vegetation of the area comprises either forest or mixed jungles of trees thorny bushes and grass, depending on the amount of precipitation, Soil conditions and interference by Man. The principle forests tracts are situated in Telangana, in the Agency areas of Visakhapatnam and Godavari Districts and in the Nallamala range of Kurnool and its extensions. These have a rich variety of flora, among which the more useful species of timber are kosum, Toon, Rosewood, Irul, Sandalwood and Teak. The agency tracts and the Nallamala contain enormous quantities of Bamboo, awaiting exploitation. The forest wealth of Andhra Pradesh can in no way be compared with that of such states of Assam, Madhya Pradesh and Karnataka. The forest area comprises 21% of the total area and this is higher than the all India figure of 15%. But a large part of this forest area is unproductive. This defect in natural vegetation is to a good extent compensated by the efforts of man. Cultivated vegetation is fairly high when compared with the rest of the peninsular India and some parts of the gangetic plain. No account of the flora will be complete without the mention of the two trees - the Banyan (Marri) and the Pipul (Aswattha or Ravi) - the presence of which is a conspicuous feature in all the villages of Andhra Pradesh since the dawn of History. This is evidenced in the description of villages given in Gathasaptasathi of Hala, the Satavahana ruler of the First Century A.D. Thus Andhra was area of different Physiographical, features with geographical, geological and ecological variances which forming itself is natural division. The lands the forts, the plains, and hills were all connected by age-old routes which connected on the rivers in the state. So it remained a cultural and economic-region throughout full the history.

**Tourism in Andhra Pradesh:** Tourism as a phenomenon means the movement of people (both within and across the national borders). According to Wahab (1975) the anatomy of the tourism phenomenon, is basically composed of three elements, namely, man (the human element as the author of the act of tourism), space (the physical element to be necessarily covered by the act itself). And time (the temporal element which is consumed by the trip itself and the stay at the distribution).
The percept of tourism is typified by (i) a movement of people to different destinations having two key elements: one, the journey and two, the stays, both of which come off not within but outside the normal area/place of domicile and work; (ii) the movement is primarily of a temporary nature and for relatively a short duration making it different from migration; (iii) it brings about activities dissimilar to those of the host population of the place visited; (iv) the prime purpose for participation in tourism is by and large recreation and certainly not the purpose of seeking permanent residence or employment remunerated from within the place visited and, finally (v) tourism, in an abstract sense, is basically a pleasure activity implying a use of readily disposable incomes and of free time of one's own free will. Tourism is usually defined as the movement of people away from their normal place of residence and here is the first problem. Whether it is purpose or the distance that forms the point of focus? In other words, of the two which one is the determining factor or the desideratum? The World Tourism Organisation (WTO) gave certain recommendations in this context in the United Nations Conference on International Travel and Tourism, held at Rome, in 1963\(^7\). It introduced the term visitor to describe 'any person visiting a country other than that in which he has his usual place of residence, for any reason than following an occupation, remunerated from within the country visited'. This definition was held to include two generalizations of visitors:

(a) Tourists, categorized as temporary visitors staying at least 24 hours with a purpose classified as leisure (recreation, sport, holiday, health, study or religion), or business, family, mission or meeting.

(b) Excursionists, classified as temporary visitors staying less than 24 hours, including cruise travelers but excluding travelers in transit.

Tourism is an activity of multidimensional, multifaceted nature involving many lives and assorted economic activities. In other words, it can be regarded as a whole range of individuals (hosts and guests), business, organizations and places (destinations) put together in some characteristic manner to produce a travel experience. To some extent, this is an observation on the Byzantine nature of tourism besides being symptomatic of its rawness and immaturity as a field of study. Though various attempts have been there to define tourism but only to provide for particular needs and situations.
Defining tourism technically for a specific purpose is relatively less problematic while defining it conceptually in a precise manner is somewhat complex, if not impossible. Holloway (1992)\(^8\) tries to define a tourist, in the context of 20\(^{th}\) century mass tourism, as 'someone who travels to see something different, and then complains when he finds things are not the same. It is a simple tourism that any attempt aimed at defining tourism and detailing its field of reference in all respect must take into account the different groups that enter into and are affected by this vast industry as their attitudes and objectivities are crucial to the development of a complete definition. McIntosh and Goeldner (1990)\(^9\) in the process of defining tourism have identified four different perspectives of tourism, viz, The Tourist, The business, The Government and the host community.

The Tourist—The tourist/visitor looks for diverse psychic and physical experiences and satisfactions from the tourism from the tourism activity. And the nature of these experiences will mostly find out the destinations chosen and the activities experienced and enjoyed or participated in. The businesses catering tourist goods and services—Business people behold tourism as an opening to make profit by furnishing goods and services demanded by the tourist market. The government and the host community or area—The government looks on tourism as a capital and megabucks factor in the economy. It outlooks-attitude bears upon the income and employment generation capabilities of this business for its citizens apart from the foreign exchange earnings from international tourism and the public/government revenue in the form of tax receipts from tourist expenditures, directly and/or indirectly.

The host community—Local resident most often consider tourism as a cultural and employment factor. It is primarily the effect of interaction between large numbers of international visitors as guests and the local residents as hosts which may be promising or unpromising or both that is of significance and interest to this group.

In the light of the above tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourist, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. Gilbert (1992)\(^{10}\) goes on to say that the use of term tourism has generated a range of complex meanings and these over time have come to be identified with the movement of people; a sector of the economy; an identifiable industry; services which need to be provided for the travelers.
Let us now examine the State of Andhra Pradesh, which hosted a variety of cultures, religions and traditions for thousands of years, continues to embrace all today. With a history dating back to a pre-Aryan era, Andhra Desa, as it was known for centuries. nurtured Vedic Philosophy and encouraged Jainism and Buddhism over two thousand years ago. The tradition continues with people belonging to various faiths, religious and casts coming together to make one vibrant state Andhra Pradesh. This is the land that gave the world such forms of art as Kalamkari, dance such as Kuchipudi, toys such as Kondapalli and diamonds such as the Kohinoor. From the ancient to the modern, from an old culture to a new civilization, the state has them all. People from all parts of the country and even from across the shores have made this their world\textsuperscript{11}. All types of tourism in Andhra Pradesh have registered phenomenal growth in the last decade ever since to Andhra Pradesh government decided to boost revenues from the tourism sector by projecting Andhra Pradesh as the ultimate tourist spot.

The reason why Andhra Pradesh has been doing well in all types of tourism is that Andhra Pradesh has always been known for its hospitality, uniqueness, and charm-attributes that have been attracting foreign travellers of Andhra Pradesh in hordes. The Andhra Pradesh Government, in order to boost tourism of various kinds in Andhra Pradesh has set up a Ministry of Tourism and Culture. This ministry recently launched a campaign called'Take Andhra Pradesh to the world and, Bring the World to Andhra Pradesh' order to encourage different types of tourism in Andhra Pradesh. As a result foreign tourists spent around US $ 15.4 billion during their trips to Andhra Pradesh in 2004. Being a state with tremendous diversity, Andhra Pradesh has a lot to offer in terms of tourism and related activities. The diversity that Andhra Pradesh is famous for, ensures that there is something to do for all tourists in Andhra Pradesh, no matter what their interests are in Andhra Pradesh varieties of Tourism forms are available whose brief details are given below starting with the pilgrimage tourism.

1. PILGRIMAGE TOURISM:

Pilgrimage is travel inspired by religious reasons towards holy places (elements of the geographic environment holy mountains, sites of revelations or the activities of the religious founders, shrines containing relics of saints or worshipped likeness, and so on). Such a trip can last several months. Special forms of this journey include the pilgrimages of the sick and dying. A pilgrim is one who journey to a sacred place, such as a holy shrine or a holy centre of his or her religion. In Andhra Pradesh there are so many pilgrim destinations such as temples, mosques and churches\textsuperscript{12}.\textsuperscript{12}
Some Pilgrim destinations in Andhra Pradesh: Ahobilam, Alampur, Annavaram, Antarvedi, Arasavalli, Armooor, Bapatla, Basar, Bhadrachalam, Bhimavaram, Biccavole, Dharmapuri, Draksharamam, Dwaraka Tirumala, Hemavati, Kaleshwaram, Kanipakam, Keesaragutta, Kolanupaka, Kondagattu, Lepakshi, Mahanandi, Mangalagiri, Manrralayam, Nandalur, Palampet, Ranagal, Parnasala, Punyagiri, Pushpagiri, Puttaparthi, Ramagiri, Ramathirtham, Ryali, Simhachalam, Srikalahasti, Srikurumam, Srisailam, Tirupathi, Vemulavada, Yadagirigutta, Yaganti, Srikakulam, Hamsala Divi, Palakblu (Pancharavas), Penugonda, Kotipalli, Samalkot, Palivela, Muktesvaram, Pithapuram, Kanaka Durga Tem; e-Vijayawada, Hanumakonda, Tripurantakam, Pushpagiri, Kadri, Gudimallam, Nellore, Movva, and Vontimitta. Built over a period more than 1000 years are attracting thousands of pilgrim Tourist from all over the state.

Islamic Centres for Pilgrimage in Andhra Pradesh: Deval Mask-Nizamabad, Rayal Mask-

Christianity is the third major religion of India. Although many of the present-day Christians embraced the religion in recent times.

2. HERITAGE TOURISM:

Tourism where heritage is the core product that is offered, heritage is the main motivating factor, Historic building, Monuments, traditional events and folklore practice. Tours taken up to the above is termed as Heritage Tourism. Forts, Palaces and other Historical buildings and performing Art forms are the Tourism products for Heritage Tourism. A few examples for it include. Forts Names

- Danthapuram
- Dharanikota
- Dhulikatta
- Bodhan
- Gandhari
- Kondaveedu

Srikakulam
Guntur
Karimnagar
Nizambad, near Bodhan
Adilabad, 5kms from Manchiryal
Guntur, near phirangipuram
3. **ECO-TOURISM:**

Tourism that consists of traveling to relatively undisturbed or uncontaminated natural areas with the specified object of studying, admiring and enjoying nature and its wild plants and animals as well as existing cultural manifestations (both of the past and present) found in these areas. Andhra Pradesh is blessed with nature's boundary and beauty with landscapes, hills, valleys, rivers, waterbodies, coasidines, caves and waterfalls. Anantagiri Hills, Araku Valley, Belum Caves, Borra Caves, Durgam Cheruvu, Ettipotala Water Falls, Horsley Hills, Hyderabad Botanical Gardens, 'Jungle Bells' Nature Camp-Tyda, Kailasanatha Kona, Kuntala Falls, Nagarjuna Sagar, Pillala Marri, 'Tiger Wilds' Farahabad Nature Camp, Timmamma Marri Manu are some of the places for Eco-Tourism activity.

4. **WILD LIFE- TOURISM:**

Wild Life takes into account all types of flora and fauna available in the biosphere uninterrupted by human beings. In a narrow sense, Wild Life includes airy animal that lives in a free condition in environment that provides a habitat. It includes Insects, Spiders, Reptiles, Fish, Amphibians, Birds and Animals. In Andhra Pradesh some of the areas where tourists can enjoy the wildlife and bird watching. Some Places: Nehru Zoological Park, Indhira Gandhi Zoo Park, Kawal Sanctuary, Pranahita Sanctuary, Sivaram, Eturunagaram, Pakhal Kinnerasani, Papikonda, Coringa, Kolleru, Krishna, Pocharam, Manjira, Nagarjuna Sagar-Srisailam, Rollapadu, Gundla Brahmeshwaram, Sri Lanka Malleswara, Nelapattu, Pulicat, Kaundinya, Sri Venkateswara, Kasu Brahmananda Reddy National Park, Mrugavani National Park, and Mahavir Harina Vanasthali National Park.

5. **BEACH-TOURISM:**

Beach means coastal line with sand patches. People visiting coastal areas to spend their time at the beaches is known as beach tourism, enjoying the sea water and sand, this type of tourism most enjoying the tourists. The sand soaped with golden sunshine is ideal for people to go to the natural areas. With a coastline extending almost 1000 kms and nine districts along the shore, Andhra Pradesh affords the best beaches in the country. Words cannot describe the beauty of the Andhra beaches and one has to be able to see and feel the romanticism involved. Some Beaches In Andhra Pradesh: Baruva, Kalingapatnam, Bandaruvari Palem, Bhimili, Mangamarri Peta, Rishikonda,
Ramakrishna, Lasons-Bay, Gangavaram, Uppada, Hope-Island, Annavaram, Antarvedi, Perupalem, Manginapudi, Surya Lanka, Vodarevu, Motupalli, Kottapatnam, Karedu, Ramayya PLtnam, Mypadu, Koduru, and Tupilipalem, are the best spots for Beach Tourism in the State. At Suryalanka near Bapatla, and Rishikonda APTDC has provided nice tourist facilities.\(^{16}\)

6. **WATER FALL-TOURISM:**

Away the nature based tourism visiting Water Fall Spots is known as Water Fall Tourism as a part of Nature based Tourism resources apart from Water Bodies, Water Falls also attract tourism. Some Places: Pochchera, Kuntala, Ettipotala, Ahobalam, Talakona, Kailasanatha Kona, Kapilathirtham, Akasa Ganga, Papanasanam, Kotta Guda, Thado Mada are the spots where tourists are taken for a trip. Among these it is only at Ettipotala that Andhra Pradesh Tourism have created tourist facilities such as accommodation, restaurant and dynamic lighting. Lambada Dance is the special attraction here.\(^{17}\)

7. **LEISURE AND RECREATION TOURISM:**

Recreation is considered as a pleasurable, socially sanctioned activity that restores the individual, concomitant with the experience of leisure. Leisure is a free time available to a person after work, sleep and household activities. In this free time, an individual can do whatever he likes to refresh his/her ideas. Hyderabad, Visakhapatnam, Tirupati, "Vijayawada, Warangal, Nagarjuna Sagar, Pillala Marri, Timmamma Marrimanu are the best and wonderful spots leisure and recreation tourism. Ramoji Film City, Pragathi Resorts, DJiola-ri-Dhani, Alankrutha Resorts, Dream Valley, Treasure Island, Run Way-9, Ocean Park, Celebrity Homes, Willow- Springs, Hyderabad Botanical Gardens, Durgam Cheruvu, Rishikonda, Bhavani Island, are attracting lot of Leisure tourists round the year.\(^{18}\)

8. **TRIBAL-TOURISM:**

Forms of tourism, in which the prime motivation of the tourist involves a desire to experience and interact with exotic ethnic peoples. Ethnic tourism more fundamentally involves placing local people themselves 'on stage' for the tourist to view, rather than simply serving a background player facilitating the experience. Rather than viewing historical monuments, natural wonders or even a local 'cultural milieu',
the ethnic tourist comes specifically to view other people whose ways of life differ greatly from that of back home. Areas of Telbal Arts, Dances, Folk Music include Adilabad, Nizamabad, Khammam, Warangal, Kuraool, Visakhapatnam and Vizayanagaram, and Srikakulam districts. The Araku Valley inhabited by the Savaras aid Samantas is an ideal location for Tribal Tourism.

9. RURAL - VILLAGE-TOURISM:

Rural Tourism uses the countryside as its resource. It is associated with the search by urban dwellers for tranquility and space for outdoor recreation rather than being specifically linked to nature. Rural tourism includes visits to national and state parks, heritage structures in rural areas, scenic drives and enjoyment of the rural landscapes. This form of tourism provides experience of rural lifestyle with tourism visiting villages and staying with local communities in order to understand and experience their way of living. This includes in traditional houses often visiting the people local family, tasting the typical village or local cuisine, watching their daily activities, experiencing their dance, music, Fairs and festivities and also handicrafts. Some Specialties in Rural Tourism—Bull-Fights, Road Side Village Tourism (Village Tourism on High ways), Village Sports. This form helps the local artisans to flourish and the rural beapes preserved.

10. BUSINESS - CONVENTION TOURISM:

This is emerged a new area in Tourism. Since Technology has been developing without leaps and bounds it has become inevitable to exchange views on the subjects and the experts will meet rendezvous on a designated date, and discussions and deliberations will be conducted and decisions will be taken. In order to exchange and convention tourism. All India commerce conference will be held every year at some designated destination and interested academicians will attend such meetings, etc. In order to share the latest knowledge, techniques, exchange of views among the intellectuals, leaders, business-men and professionals participate in these conferences, Languages, customs, countries and continents are not barriers to share and participate in the deliberations. Hitex and HICC, Taramathi Baradari and Hotel Marriot are the best venues for this type of Tourism in Hyderabad.
11. ADVENTURE TOURISM:

Adventure Tourism involves trips with the specific purpose or exploring a new experience, often involving perceived risk or controlled danger associated with personal challenges, in a natural environment or exotic setting. Adventure tourism involves the use of a destinations natural resource base. The topography and natural features of same countries and regions are especially well suited for this form of tourism. Places like Araku Valley, Anantagiri, Horsely Hills, Vrzag Beach are the areas to explore Adventure Tourism. At Horsely hills, and Kailasagiri Land based adventures and in HussainSagar, Hyderabad and Vishakhapatnam Beach water based Tourism activities are already launched.

12. HEALTH TOURISM:

In 1976 the World Health Organization (WHO) defined health as a complete state of physical, mental and social well-being, not just the obscene of disease or infirmity. ' Inspite of this longstanding definition, health in relation to tourism has been researched largely from the perspective of "tourist illnesses. Some research has explored the concept involving destinations with perceived health benefits, such as spas, and forms of special interest tourism in which the tourist is actively seeking improved health. Nature is having solutions and Andhra Pradesh system of medicine consists of Ayurveda, Unani and Sidda, Homeopathi which provide solace to the onerous and complex health problems'. Some Important Places for Health Care: Fish Medicine Hospitals, Institute of Nature Cure-Jubli Hills-Hyderbad, Shantigiri Ayurveda, Siddha Hospital-Hyderabad, Pragati Sparsh Ayurveda Spa Health Resort-Hyderabad, and Alankruta Resorts-Hyderabad.

13. MEDICAL TOURISM:

Tourists from all over the world have been throughout India to avail themselves of cost-effective but super quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of which it would have cost in developed nations such as USA and UK. It is expected that medical tourism in India will hold a value around US $ 2 billion by 2012. The City of Hyderabad attracts around 45% of medical tourism from foreign countries. Since there are many Hospitals offering world class health care at Appolo Hospitals, Care Hospitals, Image Hospitals, Global Hospitals, and KIMS, most of the clients from Emirates and other countries are visiting for this purpose.
14. SPIRITUAL TOURISM:

Using holy places and personalities to get relieved of this mental solace is known as spiritual tourism. Different religions have different places to serve as spiritual centres which turned in recent times as spiritual tourism centers. Ever since the down of civilization on the earth Man has been an ardent worshippers of the power which in the guiding spirit behind existence and extinction. All the desires in their world best ever this concept irrespective of the name of that particular God and his omnipresence. Spiritualism is part and parcel of human life. Some Important Spiritual Places: Satya Sai Baba's Prashanti Nilayam at Puttaparti, Ananthapur District, Ramakrishna Mutt, Jf K. Centre, Hyderabad, Rishi Valley, Horsely Hills, Vipassana Centre-Nagarjunasagar, Ananda Buddha Vihara-Hyderabad, Shivananda Murti Ashraman-Tagarapuvalasa, and Devipuram—Anakapalli are some of the spots for Spiritual Tourism.

15. ENDOGENOUS-TOURISM:

Endogenous Tourism identifies beautiful natural places of interest that may be relatively remote, and where tourists can appreciate the natural beauty and experience the rural or tribal way of life in small groups and in a controlled manner. Rather than offering typical restaurant food, endogenous tourism encourages and trains local families in basic hospitality so that urban tourists get a chance to taste local food prepared and served in the traditional way. Thus, rather than putting pressure on natural resources, and destroying local customs and traditions, endogenous tourism helps to preserve and protect them. In Andhra Pradesh UNDP has selected Pochampalli and Srikalahasthi for development of Endogenous Tourism.

16. CULTURAL TOURISM:

Cultural Tourism can be defined broadly as the commercialized manifestation of the human desiring to see how others live. It is basea" on satisfying the demand of the curious tourist to see other people in their 'authentic' environment and to view the physical manifestations of their lives as expressed in arts and crafts, music, ritual. literature, dance, food and drink, play, handicrafts, language and Cultural Tourism is that form of tourism whose object is, among other aims, the discovery of monuments and sites, it exerts on these last a very positive effect insofar as it contributes to satisfy its own ends-to their maintenance and protection. Thus form of tourism justifies in fact the efforts which said maintenance and protection demand! of the human community because of the socio-cultural and economic benefits which they bestow on|all the populations concerned.
Cultural tourism is thus gaining ground in the state as it has got many art forms both performing and handicrafts. The only drawback is that in remote areas where the rural entertains, cuisine, arts and crafts are there, no proper marketing strategies are taken up by the government. However, with private agencies initiatives, this particular form is developing. Cultural tourism is arguably the oldest of the "new" tourism phenomena. People are traveling for what we now call cultural tourism reasons since the days of the Unmans; it is just that they were never recognised as being a discrete group of travelers before. Visiting historic sites, cultural landmarks, attending special events and festivals, or visiting museums have always been a part of the total tourism experience. Indeed, all travel involves a cultural element. By its very nature, the art of traveling, removes tourists from their home culture and places them temporarily in a different cultural milieu, whether in an adjacent city or in a village halfway around the world. But cultural tourism is seen as offering something more or different both to the tourist and the community that hosts the tourist.

Cultural tourism began to be recognized as a distinct product category in the late 1970s when tourism marketers and tourism researchers realized that some people traveled specifically to gain a deeper understanding of the cultural or heritage of a destination. Initially, it was regarded as a specialized, niche activity that was thought to be pursued by a small number of better educated, more affluent tourists who were looking for something other than the standard sand, sun, and sea holiday. It is only since the fragmentation of the mass market in the 1990's that cultural tourism has been recognized for what it is: a high-profile, mass-market activity. Depending on the source and the destination, between 35 and 70 percent of international travelers are now considered cultural tourists (Richards 1996 Antolovic 1999). Based on these figures, as many as 240 million international journeys annually involve some element of cultural tourism. Today, arguably, cultural tourism has superseded ecotourism as the trendy tourism buzz word. It is not surprising, then, that destinations are clamoring to get on the proverbial cultural tourism bandwagon by promoting their cultural or heritage assets for tourist consumption, often without due consideration of the impact that tourism may have on them.
What is cultural tourism? Seems a simple question actually very difficult to answer because there are almost as many definitions or variations of definitions of cultural tourism as there are cultural tourists. The American chapter of ICOMOS, the International Council on Monuments and Sites, observed that "cultural tourism as a name means many things to many people and herein lies its strength and its weakness. A number of definitions of cultural tourism were reviewed when preparing this text that supports this assertion.

The tourism literature identifies the range of cultural tourism activities as including the use of such heritage assets as archaeological sites, museums, castles, palaces, historical buildings, famous buildings, ruins, art, sculpture, crafts, galleries, festivals, events, music and dance, folk arts, theatre, 'primitive cultures [sic],' subcultures, ethnic communities, churches, cathedrals and other things that represents people and their cultures (Richards 1996a; Goodrich 1997; Miller 1997; Jamieson 1994). Likewise, the array of cultural tourism products can include existing structures, modified facilities, and purpose-built attractions. The scale can vary from one building, to a cluster of buildings, a streetscape, a precinct within a community, an entire city or town, a region, or arguably to entire countries.

It is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray this nation and its people, reflecting the diversity and and charter of the United States. Garrison Keilior, in an address to the 1995 White House Conference on the Travel & Tourism, best described cultural tourism by saying, 'We need to think about Cultural Tourism because really there is no other kind of tourism. It's tourism is. People don't come to America for our airports, people don't come to America for our hotels, or the recreation facilities. They come for our culture; high culture, low culture, middle culture, right, left, real or imaged they come here to see America. Cultural Tourism is a form of Tourism whose definition has undergone number of changes from time to time worldwide. The following are the definitions available for adapting in research work.

Cultural Tourism is define "Travel for essentially cultural motivations, which may include travel for specific overpasses, for example, to attend festivals or to visit a sites or moments, or may be more broadly motivated by the desire to experience
cultural diversity or to immerse oneself in the culture of a region. Cultural Tourism "in recognized as a form of special interest tourism, where cultural forms the basis of either attracting tourists or motivating people to travel, other place it in a tourism systems context, recognizing that it involves interrelationships between people, places, and cultural heritage or define it in the context of the temporary movement of people. The World Tourism Organisation defines cultural tourism as 'movement of persons essentially for cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other events, visits to sites and monuments, study nature, folklore or art, and pilgrimages.

Jafari Jaffer presents a more acceptable definition in his most famous work 'culture is a social mechanism that shapes and guides people's thoughts values and beliefs and ultimately controls their behaviour. It is the collective programming of the mind which distinguishes the members of one human group from another, the interactive aggregate of common characteristics that influence a human group's response to the environment. Cultural Tourism can be defined broadly "It is based on satisfying the demand of the curious tourist to see another people in their "authentic" environment and to views the physical manifestations of their lives as expressed in arts and crafts, music, literature, dance, food and drink, lay, handicrafts language and ritual.

Tourism or Tourist culture is a vague concept that describes behaviours and institutions which can be observed at tourism destinations but which are not straightforwardly parts of the cultures of either the host society or the visiting tourists.

The exact nature of these new tourist cultures becomes clearer if one uses an analogy with the already well explored variety of tourist arts, [which are one aspect of this culture. The hosts traditional cultural productions are often modified for touristic consumption, typically for ethnic or cultural tourism. As such, tourism is a powerful force in exposing and modifying local and traditional cultural for the 'gaze'. It thrives on forms of heritage such as archaeology, building and landscape restoration, and local festivals. But in ethnic and cultural tourism, it is a conservative and hostage force which tends to freeze traditions in stereotypically recognizable forms.

Heritage is a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices of historic
development, forming the essence of diverse national, regional, indigenous and local identities and positive instrument for growth and change. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future.

**CULTURAL HERITAGE TOURISM:**

Cultural heritage tourism is based in the mosaic of places, traditions, art celebrations and experiences that portray this nation and its people, reflecting the diversity and character of the any region. Travelers who engage in cultural tourism activities visit the following:

1. Art galleries, theater and museum
2. Historic sites, and buildings
3. Cultural events, festivals and fairs
4. Ethnic communities and neighborhood and
5. Architectural and archaeological treasures

Cultural Tourism is linked to heritage through a collection of contributions of a culture, people or community, displaying the material evidence of its own identity through its cultural expressions. This link is unique and exceptional and constitutes a non renewable resource. Cultural heritage cannot become a consumer product nor can its relationship with the visitor be superficial. If the tourist is able to identify with the heritage, he can appreciate its value and the importance of preserving it and thus become an ally of museums.

**CULTURAL TOURISM IN ANDHRA PRADESH**

It is not accidentally that Andhra Pradesh is the core of civilizations and the cradle of religions, a cradle for cultural tourism. The cultural tourism grew in the state at outset of the pilgrims' trips to the holy places like Tirupati. The scripts of travelers and the earlier pilgrims are a comprehensive evidence and a thorough reference depicting all sorts of activities, namely, spiritual, intellectual, material, social and the traditions and customs in Andhra Pradesh in the past centuries. That implied that the motives of many pilgrims were cultural.
Andhra Pradesh is still, up till now, the central focus of attraction for pilgrims and visitors. That proves what it contains of religious places and archaeological sites were the destination of an intellectual who was eager to know history. Moreover, there are several and numerous ways to develop the cultural tourism in Andhra Pradesh None the less, tourism was still one targeted in the last decades. Yet the tourist utilities hadn't been developed nor the cultural environment had been exploited to attract new types of tourists beyond the religious tourism Due to occupation, the investors of the tourist sector could not well invest, in, Andhra Pradesh where the religious traces of tourism were maintained. Several tourists to the Andhra Pradesh territories ignore the nature of the local Community and they didn't know much about it\(^{34}\). The religious tourism to the holy places has been known long ago. It reached its climax during the three last decades, due to the remarkable surplus in the field of world tourism. Great part of it is classified, in the field of cultural tourism because tourist programs which were prepared for those pilgrims, included, in addition to visiting holy places, a visit for various monuments and historical features\(^{35}\). Sometimes, the local community participated in cultural ceremonies in the religious feasts and seasons. It was an important type of participation not only for its economic development but it also ensured an opportunity for ‘the Andhra people to introduce a true picture, for its history, civilization, society and heritage. In such programs, the tourist, not only prayed and worshiped, but he also visited the religious sites, and the historical and monumental places, and took part in the various festivals as well.

Nowadays, the religious tourism has become a mixed tourism because it ensures visiting both religious place- and cultural features. Several tour operators, which organize pilgrim trips to the holy places, incorporate in their programs, various cultural activities. Various types of pilgrims come to Andhra Pradesh because the religious places, for these religions, are available throughout the country. So, there should be appropriate programs for these cultural, religious and social diversity and provide services suitable for all the ages or the nature of each group; The religious tourism in Andhra Pradesh has a collective quality and takes place in all seasons\(^{36}\).
Components of the Cultural Tourism: In order to study the cultural policy in Andhra Pradesh and specify its role in activating and developing society, overlapping elements ought to be tailored, and to examine its possible development and conditions that should be provided so: is to realize that, the elements are

The following are the categories of it am destination in Andhra Pradesh is rich in Cultural past and events:

- Arts (performance and visual) Attractions
- Cycling/Walking trails/routes Events Festivals Folk events
  - Musical heritage Heritage sites Heritage trails History
- Literature related sites/trails Markets/Craft Fairs
- Museums & Galleries (although tourism is not their primary raison d'etre) Sports (including extreme sporte/activities) Venues & Theatres'
- Walks (guided, or self guided with a leaflet)

The tourist places, in Andhra Pradesh can be divided, nominated for political rise in the frame of cultural policy, into three kinds. The Andhra Pradesh Tourism policy 1998, is implemented it required land and necessary climate to develop tourist courses and religious sites and improve museum exhibition, preparing guides, developing ijeception utilities and linking them with monuments and museum exploiting the names of some famous, cities with to tourist background as; Circuits Hyderabad, Nagarjuna Sagar, Visakhapatnam, Vijayawada, Warangal and Tirupati, Andhra Pradesh people have the opportunity to support and maintain the cultural identity on the international tourist map through conferences, symposia, tourist, exhibitions, consolidating bilateral relations with various states, reviewing laws legislations and tourists regulations currently in practice renovates them, to comply with the age requisites, and the stage needs. The achievement of those efforts and programs help in the employment and interaction of culture with tourist movement mechanism.

The core of cultural tourism is directly related with entertainment and thought, as watching of the new civilized, herited and historic features, museums, theatres, bookshops, the economical, social and scientific establishments, different markets and
such things self-amusement through new observations and the change of routine, man has been familiarized with in his original homeland with a new climate, or extensive observation in the tourist areas, convey delight, happiness and relief to his soul and body, besides mental and thinking refreshing 39.

**Shapes of Cultural Tourism:** Andhra Pradesh tourism must witness a conversion from the traditional type to a new, -momentum where culture plays a significant role because the cultural tourism is the ideal field in creating integrity between culture and development. So, that should be accompanied with a change of the services offered to the tourist. In the past, interest was on the visit of the religious arches. Now, it is time to highlight the specialties of heritage, culture and civilization which many cities and parts are characterized. Through those specialties, tourist output may be promoted and developed. The cultural distinguished substance forwarded to tourists, is only a developing means of the tourist sector which may realize a comprehensive growth for the country. In order to achieve that, there ought to a set of available frameworks through which different cultural activities can be introduced; that helps to encourage cultural tourism as:40

1. **Innovating opportunities :** Cultural tourism, today, is no longer confined to the concept of historical wealth, but new elements have been introduced. Innovating occasions, exploiting certain circumstances, that realize the diversity of tourist output, to attract new categories of tourists and visitors to share in the occasions. It is possible to create several local occasions as; Deccan festival, Golconda festival, Rayalaseema Food and Dance festival.

2. **Revival of the old roads and pathways :** To revive the local and international remnant paths, which were used by pilgrims and merchants with all the pools, wells, khans, evidences, in old fashion and historic shapes, will certainly reinforce cultural tourism, as, religious courses, famous travelers routes, pilgrimage paths and old caravans. It is possible to open new tourist paths in all territories, whether on foot or by tourist vehicles. Revival of paths, aims at expanding the tourist circle, to include various areas, with different tourist constituents, which contribute m tourist developing operation, and promoting the arches, where the economic track passes through, The discovery of sites and the curiosity of other societies, were the impetus for the nineteenth century famous travelers in the state.
Alternative Tourism: It aims at creating an effective participation for special classes of the society in the cultural policy, also through ensuring more contacts and cooperation between Andhra Pradesh and tourists, through special programs, to a quaint them with the holy land, and its population. These new trends of the cultural tourism, aim at increasing the [Andhra Pradesh tourist sites, in the tourist programs providing the chances for the tourists to spend more time with the local people. That requires arranging meetings with the civil, political religious groups, and providing the chances to debate with tourists. The aims of these programs may be realized through various activities including the arrangement of tourist program to stay with local families especially in historic old villages and cities like; Warangal; Art as and others, or preparing travel stations under bedouin tents, or establishing traditional villages with designs, inspired from traditional architectural art. Movement among tourist places may be on foot or by traditional means like, Bullock Carts or bicycles. Number of cultural activities can be assigned including programs like 41:

- Field visits including on foot-trips to climbing mountains in Araku Valley.
- Visits to the most important monastic centers in Andhra Pradesh as; Nagarjuna konda & Amaravathi.
- To recognize the Andhra Pradesh community by visiting various villages and cities, taking part in cultural social activities, organizing meetings to talk about the current problems with new various groups.
- To participate in the informative religious festivals.
- To recognize the country life, and Bedouin life in Andhra Pradesh, through folklore and dance night, and recognize the Andhra Pradesh Cuisine, handicrafts, and popular music
- To take part in public religious seasons like; working in camps or participating in scout camps.

Cultural tourism plays an important role in developing the country through the rural tourism, where concentration is on the natural, and inherited human speciality of the country. The country is distinguished with human, natural, inherited, cultural surroundings, where all elements embrace, to display a unique tourist tableau. The traditional products or the weekly market which attract the tourist to such peasant areas, make it prettier 42
VISITING ARCHAEOLOGICAL SITES FOR CULTURAL TOURISM: The cultural tourist are more inclined to visit both cultural sites and cultural events. A site in Andhra Pradesh called Pandavula Gutta\textsuperscript{43}, there are a good number of rock shelters and natural caverns depicted with pre and protohistoric rock paintings. There are as many as 50 such rock art sites are discoverd in Andhra Pradesh among which only a few rock shelters like the ones at Palakondalu\textsuperscript{44} in Kadapa district; Kethavaram\textsuperscript{45} in Kurnool district are attracting tourists on a large scale. Next to the archaeological sites, cultural sites with monuments representing art and architecture represented by Temple and Gopuras serve as the products for Cultural Tourists. Temple located at Tirupati, Srisailam, Ahobilam, Bhadrachalam, Arasavalli, Annavaram, Lepakshi, Vemulawada, Yadagirigutta, Basara, Warangal (Bhadarakali), Gudimallam, Alampur, Hemavati and Ramappa, Temples are a few examples for cultural tourism centres\textsuperscript{45}.

TEMPLES AS A CULTURAL TOURISM PRODUCTS

\textit{Brahmanical Temples:} It is interesting to note that the beginnings of temple architecture were found at Nagarjunakonda. The temples that were found here were dedicated to Kartikeya, Ashtabhujaswamy, Kapotesvara and other deities. Such temples can also be seen at Mukhalingam and in the Srisailam project area. They are considered to be the earliest Hindu temples known to South India\textsuperscript{46}.

The secular buildings during the reign of the Satavahanas\textsuperscript{47} and the Bshavaku\textsuperscript{48} were gorgeous and storied with arched, rectangular and latticed windows. Their roofs were sometimes shaped after a wagonload, sometimes after a simple rectangular hut and sometimes with a circulor curvilinear top. Terraces and balconies also figured in these structures. There were separate entrances and exists with fine arched torana decorations. The entrances cut a boundary wall much in the same way as some modern high-class residential buildings.

There was temple and secular building activity during the short reign of the salankayanas\textsuperscript{49} whom succeeded the Ikshavakus \textsuperscript{227-309}, but little that is notable has survived. The Chitarrathaswami temple at Vendi and the Vishnugrahwaswami temple at Palur belonged to this period. The Vishnukundins\textsuperscript{50}, who succeeded the Salankayanas, encouraged rock-cut architectue, and the caves at Moghalrajapuram\textsuperscript{51} and Undavalli\textsuperscript{52} were excavated during this period. The facades at Moghalrajapuram show two pillars in
the center, two pilasters on either side or a dvarapalaka at the extreme end of each pilaster. The Undavalli caves are storied with steps from one to another, while there are couching lions guarding the entrances of the caves in the second storey. The rock-cut temples at Bhairavakonda near Udayagiri are excellent examples of this architecture with an open courtyard, a mandapa and a square garbhagriha. Each shrine has a fixed iconography scheme. These temples represent a mixture of Pallava and Chalukya architectural features and iconography. There is not much to say during the period of the Vakatakas except that they adopted many decorative architectural features of North India.

*The Eastern Chalukyan Temples:* The rule of the Eastern Chalukyas is significant for the development of temple architecture in coastal Andhra. The size of the early temples of the Eastern Chalukyas can be gauged from the colossal Dvarapalakas installed in them. Three prominent styles of architecture, namely, Nagara, Vesara and Dravidian, Flourished during their period. An Amalaka sikhara and a curvilinear tower were the marks of perfection in Vesara style. They constructed a number of temples and the most important of them were the aroma temples of Amaravati, Draksharama, Bhimavaram, Samalkot and Chebrolu. At Jammidoddi in Vijayawada, beautiful seated lion capitals of the pillars of a mandapa came to light and they indicate the type that was in existence at the time of the early Eastern Chalukyas. The next stage in the development of pillars can be seen in the Bhimeswara temple at Draksharama and Bhimavaram. The Bhimeswara temple is not only the biggest of all the aroma temples but also the most notable because of its historical association and wealth of inscriptions.

A fresh spirit and the introduction of some new elements mark the temples of the Chola period. The Pallava lion motif was replaced by a row of griffin heads which are characteristic of Chola architecture. The pillars are better proportioned and show a change of order. Their abacus was considerably expanded and combined with the lotus form underneath.

*The Eastern Ganga Temples* Who ruled over a portion of this State also, constructed several Saivite temples in the Kalinga style of architecture. The Mukhalingesvara temple, believed to have been constructed in the 9th century A.D., is one of the best-
preserved temples in the Kalinga style\textsuperscript{59}. Two such temples built in rekha pattern have come to light from Jayanti\textsuperscript{60} near Vizianagaram. They are said to have been constructed in the 10\textsuperscript{th} and 11\textsuperscript{th} centuries and they were dedicated to Siva and Parvati. They contain rich and beautiful floral architecture. Another temple with similar features was found at Saripalle in Vizianagaram district\textsuperscript{61}. There is a group of three temples at Mukhalingam and they are known as Golingeshwara, Rajaraj and Chandrasekhara. The central shrine of Golingeshvara has a lot of iconography on its niches and between pilasters, and it includes the figures of deities like Surya, Vishnu, Vayu and Agni. The mithuna motifs and the Surasundaris in Kudus in this temple remind us of the figures found in Orissa and Khajuraho\textsuperscript{62}.

\textbf{The Rashtra Kuta Temples (753-973)} During the rule of the Rashtra-kutas, an aggressive religious spirit pervaded the territory and the Buddhist viharas were converted into temples and new ones were built on a grand scale. The Rashtrakutas were favorable disposed to Jainism\textsuperscript{63}. Some of the temples at Bhavanasi Sangam, Gudem and Muchumani\textsuperscript{64} are said to have belonged\textsuperscript{65} to this period. Some are in the Dravidian style and some are in the Kadamba Nagara style. The temples having plain walls stepped pyramidal superstructure and square sikhara represent this style\textsuperscript{66}.

\textbf{The Western Chalukyan Temples (550-775)} Western Chalukyans of Kalyana were fond of architecture, and the buildings constructed by them were characterized by a breadth of vision, lotifness of spirit and superior craftsmanship. A majority of them are temples and they form a magnificent group. They exhibit a happy blend of the north and the South Indian styles. They exhibit a happy blend of the north and the South Indian styles. In this connection, the temples at Alampur\textsuperscript{66} in Mahabubnagar district deserve mention. Besides containing pleasing and refined features, these temples reveal the influence of the rock-hewn architecture of the Chalukyas of Badami. It is said mat at Kollipaka, one could dig and find a Linga and Nandi anywhere. At Panagal also, these Chalukyas erected a temple. The temples of mis period represented the Nagara style\textsuperscript{67}.

\textbf{The Kakatiyan Temples (1000-1323)}-Who succeeded the Western Chalukyas, inherited the architectural style of the latter. They introduced their own innovations and raised ai number of monuments. They expressed themselves best through the religious
art, which preserved the balance between architecture and sculpture. The most important temples of the period are at Palampet, Hanamkonda, Warangal fort and Panagal (Nalgonda district). The temple at Palampet, described as the brightest gem in the galaxy of the medieval Deccan temple architecture, was constructed by Recharla Rudra, a general of Kakatiya Ganapati. The figures in the temple are of a heterogeneous character comprising Gods, Goddesses, warriors, acrobats, musicians, mithuna pairs and dancing girls. The bracket-images of this temple are famous.

The Vijayanagara Temples (1336-1680) Which was established, mainly for the propagation of the Vedic dharma and Hindu religious ideals, encouraged temple building activity. The most striking characteristic is the design of the pillar shaft decorated with rearing horses and rampant hippocriphs. Many new adjuncts like shrines and halls were added. The Vijayanagara architecture fused various elements of Chalukya and Chola art, and produced extremely beautiful gopuras and mandapas. The most typical of them can be found at Tirupati, Tadipatri, Srikalahasti and Penukonda. Two temples at Tadipatri represent the Vijayanagara style. The temples at Lepakshi in Anantapur district and Somayapalem in Chittoor district are also of Vijayanagara times. A Distinct Indo-Persian Architectural Style

Came into use in the Deccan after the Establishment of the Bahmani dynasty in A. D. 1347. It was greatly influenced by the building art of Iran. During the period under review, religious architecture outweighed secular construction, and stress was also laid on the military architecture. Series of strong forts were constructed at strategic points of the kingdom. The earlier phase of the Bahmani style comprised both tombs and mosques. The general features of the tombs are a square structure on a plinth with sloping or battered walls, low flat domes, tall and narrow arched doorways, parapets and fluted turrets at comers.

The Qutub Shahi Monuments: Also, the Indo-Persian architecture continued. It was, however, influenced by the local traditions of building methods of ornamentation, and the Qutub Shahis had developed their own style of architecture which still manifests itself in the simplicity-cum-grandeur of arches and pillars, and symmetry of domes and minarets. The style is distinguishable from that of the Bahamanis and the contemporary dynasties. The building activity started during the period of Ibrahim Qutub Shah
reached an unprecedented level in the reign of Muhammad-Quli Qutub Shah. The Qutub Shahi buildings in general comprising large and spacious vulted halls, and colossal entrance arches like the Char Kaman and the great Charminar in Hyderabad indicate a remarkable skill in the structural field.

The mosques that were constructed during this period have flat roofs with vaulted ceiling and they are domocilies resting on the intersection of arches springing from the columns. There is also a shouldered variety. The Bala Hisar, Baradari of Golconda and Baradari of Bhongir are examples of this type. Mention can also be made of the Toli Masjid situated in the Sowkari Karwana in the vicinity of Hyderabad. It is a splendour in stone, which exhibits great engineering skill and architectural design and grandeur. It holds the eyes enthralled. It was built by Musa Khan. He was supervising the construction of the Mecca Masjid. In return for his services he was given one Dumri on every rupee spent in the construction of the Mecca Masjid. He constructed the Toli Masjid from the money, which thus accumulated. Therefore, Toli Masjid is also known as Dumri Masjid.

Also prevailed during the Qutub Shahi period and its chief characteristic features are the arch, the dome and the minaret. From the simple arch of the Jami Masjid built in the Golconda fort, the architecture advanced to the highly ornamental buildings of the new city founded by Muhammad-Quli Qutub Shah, became markedly prominent in the minarets of Charminar, in the Jamia Masjid of Hyderabad and, to a certain extent, in the panels of Darush-Shifa. The dome is not prominent in the buildings constructed in the new capital except Charminar ans Jamia Masjid. Another characteristics features of few buildings in the city is the use of enameled tiles of the most approved Persian pattern.

Temple and Cultural Tourism: The following are some of the some and attracting both Heritage and Cultural of the temples which bean historical and cultural significance burst from within and outside the country. They include.

**TIRUPATI**

Tirupati is a temple town in the Chittoor District of Andhra Pradesh, India. It is located in the foothills of Tirumala. The Venkateswara Temple, a sacred Hindu
Temple, Second richest religious Shrive after Vatican was built by Srikrishna Deva Raya atop the Tirumala hills. The temple has a magnificent dome and doorway plated with pure gold. Tirupati is located in the Southeastern part of Andhra Pradesh. The sacred Tirumala hills are located at an elevation of 860 m. One of the most important pilgrim centres in India, the temple draws millions of pilgrims annually and is believed to be the busiest pilgrimage centre in the world. Tirupati town itself, has several temples and is famous for its red wooden tags, copper and brass idols. Tirupati is the abode of the 'Kaliyuga' deity Lord Venkateswara, popularly known as Balaji. Tirupati has for centuries remained a destination devine and this feeling grows on once as one goes round the various temples and spots of natural beauty surrounding this major town.

Tourist places Around the Tirupati: Akasa Ganga Sila Toranam on Tirumala Hills, Kapila Thirtham at Tirupati, Alamelu Manga (Padamavathi Devi), Agestesvara svami Temple and Avinakshmhna temple at Narayanavanam, Vedanarayanasvami Temple at Nagalapuram, Prasannavenkatesvarasvami temple at Appalayagunta near Tiruchanur, Kalyana Srinivasasvami Temple at Srinvasamangapuram near Tirupati, Varasiddi Vinayakaswami temple at Kanipakam, Chittor, Siddesvara shrine at Talakona and also water falls. Temple at Tiruchanur, Narayana vanam, Nagulapuram Temples, Zoological Park, Pre-historic park, Venkateswara sanctuary, Chennagiri For, Talakona Water Falls and Kanipakam Temple and the other Places of Tourist Interest.

Srisailam - Kurnool District: The Nallamalai ranges of hills and forests extend all the way in to Kurnool district of Andhra Pradesh. Amidst the thick forests lies one of the most famous temples in South India, the Bramamba Mallikarjuna Swamy Temple at Srisailam, 235 km from Hyderabad. The approach to the temple at the top of a range of hills is through thick forests. On the Rishabgiri hill on the South bank of the River Krishna is the temple housing one of the 12 Jyothirlingas' in the country. Srisailam is also the Venue of an engineering marvel in the form of a hydro - electric project across the river Krishna and Reservoir created house crocodiles. In feet, the Srisailam wildlife sanctuary also known as Project Tiger comprises areas in five districts of the State and in home to tigers, panthers and several wild animals. The Chenchus, a tribe living in the Nallamalais are involved in Tourism activities as Local guides and pathfinders in the Forest areas.
**Ahobilam - Kurnool District:** The shrine of Lord Narasimha is situated about 70 km from Nandyal in Kurnool District. It is only here that all nine forms of the deity or "Nava Narasimha" (Javala Narasimha, Santa Narasimha-Lakshmi Narasimha, Yoga Narasimha, Ugra Narasimha, Krodha Narasimha, Karangi Narasimha, Chatavathra Narasimha, Pavana Narasimha, Bhargava Narasimha) are worshipped. There is a lower Ahobilam and an upper Ahobilam. The shrine at Upper Ahobilam is a 9 kms trek from the foot hills and the path passes through dense forests and beautiful dales interspersed by Silvery cascades.

**Bhadrachalam - Khammam District:** Bhadrachalam stands on the left bank of the Godavari, 290 kms from Hyderabad, in Khammam District comes high on the priority list, as this temple of Sitaramachandra Swamy is among the most famous temples in South India. Lakhs of devotees converge on the temple town during Sri Rama Navami, when a "Kalyanotsavam" is performed. Bhadrachalam takes its name from Bhadra, a sage, who attained his deliverance from Sri Rama. The annual Sri Rama Festival attracts a concourse of thousands of votaries from all over the country. The village is named after Bhadra as Bhadradri or Bhadrachalam. A trip on circuit to Perantlapalli on River Godavari offers a panoramic view of the Papikondalu ranges.

**Arasavalli – Srikakulam District:** In the northern-most district in North coastal Andhra is situated the only Sun Temple in the State. Some 3 kms from the district head quarters town of Srikakulam, the Surya Narayana Swamy temple attracts pilgrims from all over the country. The temple is constructed in such a manner that the rays of the rising sun fall directly at the feet of the deity twice a year. And these two days attract lakhs of pilgrims from all around. The Surya Jayanthi Day or Ratha Sapthami brings thousands of pilgrims to have a dip in the Pushkarini and for darshan of the Sun God. Srikakulam is connected by Rail and stands just a little off the National Highway. It is just over 100 km North of Visakhapatnam.

**Annavaram-East Godavari District:** Annavaram is 72 kms from Rajahmundry, 124 kms from Visakhapatnam and is a sacred pilgrimage center located on a hill top known as Ratnagiri. The presiding deity at Annavaram is Veeravenkata Satya Narayana Samy. It is believed that when Vrata is performed in the name of Satyanarayana Swamy by devotees, their wishes will be fulfilled. Main festival days are Bhishma Ekadasi (January-February) and Kalyanotsavam, Vyshakha Ekadasi (April - May) are important.
**Lepakshi-Anantapuram District:** Lepakshi is a religious centre with some of the finest temple architecture and mural paintings. Situated 480 kms from Hyderabad in Ananthapur District, the place is easily accessible from Tirupati. The place is connected with the legend of Lord Rama. It is widely believed that "Jatayu", the bird, who confronted Ravan. After a prolonged resistance, Jatayu fell at this place with both his wings cut by Ravana with perseverance, Jatayu held on until the arrival of Lord Rama to give the message of Ravana having passed this way. On arrival, Rama uttered the words "Lepakshi" meaning "Get up Bird!". Thus this place is named after Lepakshi. The famous veerabhadra temple and the monolithic Nandi is there.

**Vemulawada – Karimnagar District:** Vemulavada Raja Rajeshwara Temple is located 38 kms from Karimnagar at Vemulavada. This famous temple dedicated to Lord Raja Rajeshwara Swamy, draws pilgrims from far. Built by Chalukya Kings between the 50 A.D. & 93 A.D. the Complex houses several temples dedicated to deities like Sri Rama, Lakshmana, Goddess Lakshmi, Ganapati and Lord Padmanabha Swamy. Interesting there is a Muslim Dargah inside the temple complex where all devotees irrespective of Caste or Creed offer prayers. Mahasivaratri Festival and Kalyar otsavam celebrated during January-February, March respectively draw maximum crowds.

**Yadagirigutta-Ranga Reddy District:** 70 kms from Hyderabad, located on the way to Warangal from Hyderabad, Yadagirigutta is the abode of Srilakshmi Narasimha Swamy whose protective presence is felt by believes every where. This is known as Second Tirupati which attract its thousands of people. It is a important pilgrim centre.

**Basara-Adilabad District:** The famous Saraswati Temple of Basar is just 110 kms from Nanded and falls in Adilabad District of Andhra Pradesh. Basar is well connected by Rail and Road from Nanded. The temple is one of the two famous Saraswathi temples ia India. The other being in Kashmir. Thee is a marble image of Valmiki and his Samadhi near the temple. It is believed that this temple is one of the three temples constructed near the confluence of rvtanjira and Godavari river by Ashtrakutal. The image of Lakshmi stands beside Goddess Saraswati in the sanctue sanctiorium. Due to the presence of Saras wati, Lakshmi and Kali, Basar is considered the abode of the devine trinity. This temple attracts huge crowds. Special poojas and celebrations are held at the temple during Mahasiva rathri, beginning 15 days before (Vasantha Panchami in the months of February or March) and continuing 3 days after the festival. Devi Navaratri is celebrated for ten ways during Dasara.
**Gudimallam Temple-Chittor District:** 18 kms. from Tirupati in Chittor district. From Tirupati Gudimallam Temple is well connected by Bus and there are frequent buses from Tirupati. Private transport is available from Tirupati. In village 3kms. from Papanaidupete, an industrial village, and 8kms from Renigunta railway station by road. The place is famous for its structural temple complex dedicated to Parasuramswara with four parivara shrines. Etymologically the name of the village owes its origin to the elevated temple (Gudimallam) attributed by hoary antiquity. The linga of this temple is of very great significance from the point of art iconography. The figure of Siva is a master piece of creation and it is beautifully carved figure in life size, shown almost nude with no yagnopavita or third eye. The Khandaparasu emphasizes the vedik Agni, Rudra and the semi nude feature represents the Sisnadeva aspect. A globular vessel and the carcass of a goat upside down are held in his two hands. The moving posture indicates the Bishkatana aspect, while his oblique (Virupaksha) reveals him as a yogi: at the same time he is shown as standing on the shoulders of a Yaksha, Mayulaka, who is almost crushed by the load as in the case of Nataraja. The emper suggests a colourful combination of various aspects of the Lord (Bhakthi Bhava) into a single figure.  

**Alampur Temples – Mahaboob Nagar District:** 25 kms. from Kurnool city and is part of Mahaboob Nagardistrict. From Kurnool Alampur is well connected by Bus and there are frequent busses from Kurnool. Private transport is available from Kurnool. On the bend of the Tungabhadra river, in the village of Halampur (now called Alampur), in their original homeland, it is said, one of the Chalukyas began the Nava Brahma temples as a coeval of the shrines already built at Aihole, Badami and Pattadakal. One legend associates the name Nava Brahma with the traditional herbs, Bala, Kumara, Arka, Vira, Vishwa and Padma, said to have been used by Rasa Siddhas, though the herbs symbolic of the shrines called Garuda, Swarga and Taraka are not known. These temples bean to be built from Sixth century onwards, but the exact dates are difficult to establish. The Chalukyas remained the main patrons.  

**BUDDHIST SITES AND MONUMENTS**

Tourists visit various places for varieties of reasons. They expect a varied experience out of visiting different places and attractions among which the architectural edifices are important. The story about the growth of architecture in Andhra Pradesh is no less fascinating. The Satavahanas left a great legacy in the field of architecture
that excites our admiration. It speaks of a high civilization and abiding religious faith of the people. The artists of those times were alive to the social environment and reflected the sarjie in the art. Only religious art received encouragement and, so, this art was primarily devoted to divine service and flourished round the temple. But the traces of this art are no longer existent in the Deccan, for they were made mostly of mud. Bricks, bamboo and other perishable materials. The rock temples at Guntupalle near Eluru and Sankaram near Visakhapatnam are, however, assigned to the first few centuries of the Christian era. As the Satavahanas and the Ikshvakus patronized Buddhism, this area has several Buddhist monuments. They were divided into three types, namely, the Stupas, Chaityas and Viharas. Originally these structures were devoid of images but they were gradually included in them. The legends of Buddhism and the mythology of Hinduism provided inexhaustible material to the artists.

The Buddhist erected many Stupas from Salihundam near Srikakulam to Nellore, and among them, the Stupa at Amaravati in Guntur district was the biggest and the most famous monument. The Stupa at Bhattiprolu its a wheel-shaped Sariraka Stupa. It is the first example of this model and the later Stupas constructeaon these lines belonged to the later Satavahana period. The ruins of such Stupas came to light at Chandavaram, Ghantasala, Gudivada, Jaggayapeta, Goli and Nagarjunakonda. Some Chaityas were also in view at Kondapur in Medak district, Vihara is found at Sankaram near Vishakhaptnam, but it is rock hewn. And all these places and many more alongside today offer themselves as potential spots of tourist interest. Fortunately too, these places can be visited from major towns and cities in a circuit such sites as Ramathirtham, Simhachalam, Bhattiprolu, Buddhham, and Guntupalli are accessible from Vijayawada, while Phanigiri and Dhulikatta are close to the State cap tal-Hyderabad. The massive monolith of Buddha standing 17 metres high on what is known as the 'Rock of Gibraltar' in the Hussain Sagar lake. Hyderabad is a land mark in the Cultural Tourism of Hyderabad. The installation of the statue is a story by itself.

The monolith weighing over 320 tonnes was literally carted all the way from Raigiri in neighboring Nalgonda District, a distance of 60 km. The semi sculpted monolith was brought to Hyderabad on a special trailer with 200 wheels that took two full days for the journey. Most of the sites are maintained by the Archaeological Survey of India while the State Department of Archaeology looks after some of them. Andhra
Pradesh Tourism is making efforts to popularise the spots and provide travel and accommodation facility. There are even some Buddhist circuits offered by Andhra Pradesh Tourism to visit as many Buddhist sites as possible. There are museums at places like Nagarjuna konda, Guntur, Amaravati and Hyderabad that display various Buddhist antiquities and relics gathered during the course of excavations at the various sites. Andhra Pradesh seems to be a repository of enlightenment as far as Gautama the Buddha is concerned.

Amaravati, Anupu, Bavikonda, Bhattiprolu, Buddhham, Chandavaram, Dantapuram, Dhulikatta, Ghantasala, Goli, Guntupalli, Jaggayyapeta, Kondapur, Malkonda, Nagarjunakonda, Nelakonnapalli, Pavuralakonda, Ramathirtham, Sankaram, Salihundam, Thotlakonda, Phanigiri.

Rock-Cut Buddhist Caves: Monuments built over a period of time representing the built and religion heritage of any geographical region also serve as Tourist attractions not only to the people belonging to the Jaina Community but also to the Cultural and Heritage tourists. Jain Temples at Bhilwara, Mt. Abu, Satrunjaya, Prabhaspatan, Indore and Gwalior are attracting huge influx of tourists from the domestic sector. There are also sites and Monuments in South India particularly Sravanabelagola, Gadag in Karnataka, Panamalai and Jaina rock cut caves near Trichi in Tamilnadu are listed under the Tourist spots. In Andhra Pradesh there are considerable number of Jaina Monuments standing as testimonials to the ethos of the byegone era, now being converted into Tourist spots.

JAIN MONUMENTS: There are also some Jain sites in Andhra Pradesh that are attracting the tourists particularly religious and cultural tourists. These sites include Rock Cut Caves at Konakandla in Anantapur District, Brick Temples at Gollathagudi in Mahaboobnagar District; recently renovated famous Jain Temple at Kolanupaka in Nalgonda a District, Jain Temples at Hemavati, in Anantapur District and Yellakonda in Ranga Reddy District, the details of which are briefed here under. Next important sites include the Jain Centres which are culturally rich as one can find temples, caves, sculptures and museums that are attracting not only the majority of the Jain Community but also tourists.
ISLAMIC HERITAGE CENTRES AS A CULTURAL TOURISM PRODUCTS:

Charminar: The Charminar is as much the signature of Hyderabad as the Taj Mahal of Agra or the Eiffel Tower is the Paris. Mohammed Quli Qutub Shah, the founder of Hyderabad, built Charminar in 1591 at the centre of the original city layout. It was said to have been built as a charm to ward off a deadly epidemic raging at that time. Four graceful minarets soar to a height of 48.7 m above the ground. Charminar has 45 prayer spaces and a mosque in it. Visitors can view the architectural splendour inside the Charminar. The monument illuminated in the evenings and a pedestrianisation project around the monument is under implementation.

Mecca Masjid: At two hundred yards southwest of the Charminar is the Mecca Masjid, so named because the bricks were brought from Mecca to build the central arch. The Qutub Shahis never finished the building of the mosque, which was completed by Aurangzeb in 1694. Mecca Masjid is poetry in stone, with a hall measuring 67 m and soaring to a height of 54 m. Fifteen graceful arches-five to each of the three sides, support the roof. Towards the southern end of the mosque lie the marble graves of members of the Asaf Jahi dynasty.

Qutub Shahi Tombs: The tombs of the legendary Qutub Shahi Kings lie about a kilometer away from Banjara Darwaza of the Golconda Fort. Planned and built by the Qutub Shahis themselves, these tombs are said to be the oldest historical monuments in Hyderabad. They form a large group and stand on a raised platform. The tombs are built in Persian, Pathan and Hindu architectural styles using grey granite, with stucco ornamentation, the only one of its kind in the world where an entire dynasty has been buried at one place. These are followed by Taramati Baradari, Chow Mahalla Complex, Purani Haveli Palace, Falaknuma Palace, Paigah tombs, Hazara Bal Mosque and Aminpur Darga in Kadapa.

FORTS AS CULTURAL TOURISM PRODUCTS

Forts as heritage structures are considered as Tourism Products for cultural tourists. The Andhra Pradesh State has many forts and fortifications details to die 4th Century AD. to 17 Century A.D. Each Fort has its own feature to attract Tourism. There are mud, stone and brick forts in Andhra Pradesh. The following is a brief account on select Forts of A. P, which include Bhongir, Medak, Warangal, Golkonda, Gandikota, Bobbili, Penugonda, Chandragiri, Udayagiri and Kondapalli, which are attracting considerable number of Tourists.
GOLCONDA FORT:

Hyderabad is well connected by Air, Rail & Road. The Fort is about 11 kms from Hyderabad Railway Station and about 16 km from Hyderabad bus station. Excellent private transport is available from all parts of the twin-cities.

The majestic ruins of Golconda fort stand as a backdrop to the sprawling city of Hyderabad. The Kakatiya Kings of Warangal built their original mud-and-brick fort on a hill in the year 1143. The hill derived its name Golconda from the Telugu words 'Golla' meaning 'shepherd' and 'Konda' meaning hill. It was ceded to the Bahamani kings of Gulbarga in 1364. In 1507 Quli Qutub-ul-Mulk declared Golconda an independent kingdom and in 1512 assumed the title of Sultan Quli Qutub Shah I. His capital, with Golconda fort as the seat of power, was named Muhammadanagar. The original mud-and-brick structure was strengthened and expanded during the next 62 years, during the reign of Muhammad Qutub Shah and his son, Muhammad Quli Qutub Shah. The walls and bastions were built of large blocks of masonry, some weighing several tons. The gates were studded with iron spikes and various other devices intended to prevent an onslaught by elephants. The fort's outermost walls traverse a circumference of nearly 7 kms., with 87 semicircular bastions and 8 huge gates. The majority of the population lived within the fort walls. The royal family and the more important nobles lived within a fortified inner portion. The king's apartments were on the highest point of the hill known as Bala Hissar. Still in evidence is the remarkable water supply system of concealed laminated earthen pipes, the larger pipes earning water to the gardens and baths, and the smaller ones, drinking water to the highest and more remote parts of the fort.

An ingenious signaling device was incorporated in the construction of the Golconda Fort. The buildings of the Bala Hissar (the royal apartments) were so designed that a handclap at the main entrance arch, for instance, was transmitted clearly to another point more than 30 to 40 metres away.

This is a favorite stopping place for tourists, who are invited to test this out, Golconda, once a flourishing market for precious stones, may have been the basis for the Arabian Nights stories about the valley of jewels. The famous Kohinoor diamonds, which now adorns the British crown, is said to have been mined at Kollur in Bijapur. Kollur, the world's first diamond mine, was in the jurisdiction of the Golconda rulers.
GANDIKOTA FORT: Located at a distance of 77 kms from Kadapa and 15 kms from Jammalamadugu, Kadapa is well connected by Rail & Road, Jammalamadugu is well connected by road from Kadapa and there are frequent buses from Kadapa. But, from Jammalamadugu to Gandikota there is no frequent public transport. Private transport is available from Kadapa. Gandikota is a small village (Lat. 14° 4 N. and Long. 78°16 S.) on the Right Bank of the river Pennar, in Jammalamadugu taluk of Kadapa district, Andhra Pradesh. Here lies the famous fort of Gandikota, which acquired its name obviously due to the gorge, formed between the Erramalai range of hills, also known as Gandikota hills and the river Pennar that flows at its foot, reducing its width to a mere 300 ft. situated amidst beautiful landscape and wild forests, it is endowed with great potentialities of natural strength. Surrounded by a deep valley and impassable hills, with massive boulders of red granite and the river Pennar that flows about 300 ft. Below on the west and northern sides, it affords strong natural defiance to the occupants of the Fort. Roughly if occupies an area of about 5 miles in circumference and is circular on plan.

UDAYAGIRI FORT: 78 kms from Nellore. Nellore is well connected by Rail & Road. Udayagiri is well connected by road from Nellore and there are frequent buses from Nellore, Private transport is also available from Nellore. Udayagiri is a small village and the headquarters of a taluk named after it, in Nellore district, Andhra Pradesh. It is famous for the great hill fort, perched on the hills of Kondayapalem situated nearby. It's strategically importance lies in the fact that it controlled the eastern frontier of the mighty Vijayanagara empire, and proved to be a bone of contention among the three super powers viz. The Rayas of Vijayanagar, the Bahmanis of Gulbarga and the Gajapatis of Orissa. The hills of Udayagiri on which lies the fort rise to a height of 3079 ft. above the sea level. Its geological formation is gneiss, with an upper deposit quartzes. The fortifications are in a fair state and the ascent is about five miles. It consists of eleven fortresses, 8 on the hill and 3 below.

There were eleven bastions, 12 guns, 23 gates, 12 granaries, and 8 pagodas. It covers an area of about seven miles in circumference, covering 10, 644. 79 acres in extent. Most of the hills are under thick forest system, grouped as reserve Forest and hence inaccessible. The fort is not visible from outside and appears to be both a Vana and Giridurga. The existing fortifications reveal only Islamic features.
**CHANDRAGIRI FORT:** 13 kms from Tirupati. Tirupati is well connected by Air, Rail & Road. From Tirupati Chandragiri is well connected by Bus and there are frequent buses from Tirupati. Private transport is also available from Tirupati. It is believed that Chandragiri was the headquarters of Vijayanagara Empire and capital from about 1592 A.D. The two structures called the Raja Mahal & Rani Mahal are constructed entirely of stone and brick, the former i.e. stone is used in place of wooden beams and are in the Indo-Seracenic Style. These Mahals seem to belong to the 16th or 17th century. The fort area has about 10 shrines, all in the Vijayanagara Style of architecture. The fort was probably raised during the period of Saluva Narasimha and the places and temples under Sri Krishna Devaraya and his successors. The fort stands on a huge rock, which is about 60 mts high.

**GOOTY FORT:** This place can be reached from Anantapur which is at a distance of 52 kms on the Kurnool Bangalore trunk Road. Ananthapur is well connected by Rail & Road. Gooty is well connected by road & Rail from Ananthapur and there are frequent buses from Ananthapur. Private transport is also available from Ananthapur. Gooty village is located on the slopes of a hill. Cultivable lands of black and red soil surround it.

The citadel is constructed on the western most periphery of the hillock. It is approached by pavenpath leading first to an outlying spur strongly fortified and known in earlier days as may be. The fortification includes walls connected by 14 gateways and a series of bastions. There are a number of wells. One of them is believed to have been connected with a stream at the foot of the hill. Thus, to explore the past and particularly the historical structures of a fortification as seat of power, the above sites offer some clues to the modern day Tourists. Museums are categorized according to the nature of their collections, and the more attractive they are to different audiences, the number of visitors they will be able to attract. Eager to learn about something completely new and original, tourists prefer to go those museums that are representative of the history, culture and traditions of the host country. Museums are the repositories of the cultural relics of an area. The various galleries of the Museums display artifacts/objects representing the history of mankind his life style technological and economic preferences and other anthropological matters. Hence people visit Museums are serving as Tourism Products Triumphant the World and Andhra Pradesh is not an exemption.
SELECT FAIRS AND FESTIVALS OF ANDHRA PRADESH

Andhra Pradesh celebrates varieties of festivals occurring in various seasons which reflect the cultural values of the people. Some festivals are religious, some of secular and some of pure cultural. The some of these festivals has been ide atifies by the Andhra Pradesh Tourism and conducting some events during these festivals to attract ourists both domestic and foreign. In this regard, Andhra Pradesh Tourism has made certain attempts to tie up with the South Zone cultural Centre, Tanjore for making arrangements at important tourist destinations to organize cultural evenings light and sound shows, craft bazaars, food plazas and fairs. Fairs and Festivals all round the year have borne fruits. These tourist promotion activities not only provide enjoyment to the tourists and exposes them to the vast cultural tradition of the state of Andhra Pradesh but also create employment, earn valuable foreign exchange and help in the socio-economic development of the region and environment. The Department of Tourism and Department of Culture, Government of Andhra Pradesh is making their festivals and fairs more attractive, to add colour to them so that more and more tourists can be attracted, both domestic and international

COMMON FESTIVAL CELEBRATED BY THE HINDUS

UGADI (Telugu New Year's Day): is celebrated on Chaitra Suddha Padyami (March - April) by every Hindu Andhra whether rich or poor. Panchanga Sravanam in the evening is universally observed by the rich and the poor a like in all towns and villages, Hindus gather in temples in towns and at the rachakarta or rachabanda (the village community platform) or the temple in the villages. The functions in towns during the night are the procession of Gods and Katha kalakshepams in the usual manner.

SRI RAMA NAVAMI : is celebrated on Chaitra Suddha Navami (March- April). Sri Rama, the Godking was born to Dasaratha, the king of Ayodhya on the ninth lunar day in the bright fortnight of the month of Chaitra (March—April) in the Punarvasu lunar asterism. On this occasion marriage is performed between the statues of Ram and Sita at Bhadrachalam, with great attention to detail and great splendor, by the temple priests. The chanting of the Vedas, the music of the wedding bells and the festivities make it a general public, the special invitees make it grand celebration. Apart from the general public, the special invitees include the Chief Minister and the entire Cabinet of the Government of Andhra Pradesh. In the olden days, the Qutub Shahi monarchs used to send pearls and jewellery as gifts for the new couple. For many devotees of Lord Rama, it's a lifetime desire to witness the marriage.
**VINAYAKA CHAVITI:** is a common Hindu festival celebrated by the rich and the poor of the Hindu community, the scale of celebrations depending on the social status of the family. This is celebrated on the fourth day of waxing moon in this month of Bhadrapadam (August-September). This festival is also known as Ganesha Chaviti. The significance of this festival at Hyderabad conducted by the Bhagyanagar Utsava Samiti lies in the longest procession of Idols of Ganesha the different shapes and sizes before they are immersed in the Hussain Sagar lake. Minimum 10,000 people participate in the event among which at least 75% are visitors from other areas of the country. This is one promoting Tourism at Hyderabad during the season. During the period the children play their own part. Every evening they dance round a group of gobbummalu decorated with pasupu, kumkum and a variety of flowers. They preserve each day's gobbummalu till the last clay. On the last day appalu prepared with the flour of the rice in the pits and jaggery are offered to Bodemma. Later the plank is taken in a procession and immersed in a river, tank or well. The fortnight's store of gobbummalu are also taken by children with the procession and immersed. 

**BATUKAMMA :** Batakamma is a festival of goddess of Gauri and Laxmi (both called by the name 'Batakamma') performed by women of all ages during the Dasara festival for ten days. Right from the preparation of the image of the goddess to its nimajjan (the withdrawing of the image by immersing it in waters), the rural women folk take great interest and perform the rites with devotional attention. It is very interesting to note that lakhs of people congregated at the Lakes and water bodies at the time of immersion of the Batukammamas. The grand gala of the Festival attracts not only relating of the residents at Warangal but also cultural tourists from different countries like Japan. This festival is celebrated only in Telangana Region of the State.

**DASARA:** is a festival of 10 days from Asviyuja Suddha Padyami to Dasami (September-October). It is believed that it is the anniversary of the clay when Bhagiratha the ancestor of Sri Rama brought down the river Ganga from Heaven. Dasarahara means removal of sins. Dasara or Vijaya Dasami is perhaps a corrupt form of the word Dasahara. The Kanakadurga temple in Vijayawada is a holy shrine that attracts pilgrims from all over the country. Come Dasara (September-October), the hill top becomes the centre-staged of festivities for nine nights called Navaratri. The temple is spectacularly decorated with flowers and lights. According to Hindu mythology
Goddess Durga, also called Kali Mata in North India, assumed the form of a ferocious deity to destroy demon Mahishasura. Thus she came to be called Mahishashura Mardhinj. Everyday Goddess Durga is worshipped in a different form and cultural programmes are organised! every night. On the last day of Dasara, she is worshipped as Mahishasura Mardhini, and the mythical episode of killing of Mahishasura is dramatically enacted.

**DEEPAVALI**: it is also called as Narka Chlpthurdasi it is celebrated on Asviyuja Bahula Chathurdasi (September-October). Dhanalakshmi puja copies off on the New Moon Day (Amavasya) of Asviyujam. All Hindus believe that Lord Krishna along with his consort Sathyabhama killed Narakasura and returned home early in the morning of this day. Being an occasion for rejoice, elders and youngsters get up early in the morning, take oil bath and celebrate the happy occasion with a display of fireworks. It is a day of festivity with special food preparations. There is display of fireworks in the night. In towns and villages, hundreds of lamps are lit on pials and compound walls of their houses. The merchant class particularly the Marwaris performs Dhanalakshmi puja in the night inviting friends and relatives. The Marwaris commence accounts of the year on that day. Both in towns and villages an atmosphere of festivity prevails in every With cleaning and white-washing the houses, purchasing famil new clothes for themselves and the added daughters and sons in laws are invited for the e fireworks are marked. This is an eagerly looked for d other mimicry afford entertainments.

**SANKRANTHI**: Makara Sankrati or Uttarayana Sankranti is the Sun's entrance into the sign Capricorns (Makara) which is identified with the Uttarayana or return of the Sun to the north or to the winter solstice. The festival marks the rerun i of the Sun to the northern hemisphere. It is observed from 13th to 15th January generally and for an additional day on the 16rh in the coastal districts of Andhra. It is also known as Fongal in Southen i India and is dedicated to the glorification of agriculture. In the coastal districts of Andhra it is the moist important festival.

Gangireddy, a colourfully decorated bull, comes dancing, swaying its head in tune with the music of its master. Girls compete with each other drawing exquisite patterns of Muggu on wet cow ground. Women make Gobbemmas, lumps dung topped with flowers, place them in front of blk thatched houses and dance around them to
tunes. Haridas, a man dressed like Narada walks singing around with a copper vessel over his head, devotional songs to the accompaniment of a race is on. Tambura. A fierce competition of bullock cart Men dressed as mythological characters and animals in blown up puppets forms mesmerizing the children. All of mis in a typical at coastal Andhra village recreated to the last details Shilparamam during the pongal week in January, celebrating Sankranti.

**MAHASIVARATRI** : Falls on the fourteenth day of the waning moon in Magham (January-February). Pilgrims observe jagarana attend the purana kalakshepam, Harikathas or dramas with Saiva themes. The next morning they break tieir fast after a bath and puja. During the second day also they desist from sleep. One general practice is Jhat this festival is observed not at their residences but at holy places, such as Srisailim, Mahankndi, Kalahasti, etc., at times hundreds of miles away from home with belief that those places are f mther sanctified during the period by the presence of Devathas that visit the centers to worship the presiding deity.

**KAMADHAHANAM or HOLI** : These two festivals clubbed together and celebrated all over Andhra Pradesh. It commences on Phalguna Siddha Triodashi and concludes on Padyami (February-March), though the actual Holi is celebrated dn the Full Moon Day. This festival is locally called as Kamuni Panduga, Kamanna Panduga or Kamanna Punnama. One legend which is current that all Christians in town and village. For the uneducated Harijan converts of the village, Christmas is perhaps a festival. Rich feasts of the year are held though they are not advanced enough to conceive the idea of 'Christmas Father' or a 'Christmas Tree'. But the missionaries and the local pastors are innovating, several methods of conversion on the Christmas day processions singing songs in Telugu, door to door personal invitation to one and all of the place to take part in the procession, enacting dramas of the life and teachings of severa of the Christian saints and arranging etc, about the saints are resorted to, to support their mission.

**Muslim Festivals** The Muslims of the state celebrate two important festivals viz., Ramzan and Moharram

**RAMZAN** : is an observance taken up and during the entire ninth month of Ramzan by all on the last day of the month they celeb in Gha- e-hira (a cave) in Mecca at his
fortieth through doing penance year is believed to have acquired Quran Gabriel. The observance of this express sent by Allah ijmonth is one of the five cardinal commands regarding it are given in practices in Islam and the Quran.

**MOHARRAM:** “The name of the first month of Muslim year is also the name given to the first ten days for the month observed by the Shiahs in commemoration of the the martyrdom of Hussein, the second son of Fatimah, the Prophet’s daughter, by Ali. A short account of this tragic event is necessary to understand the quaint ceremonies which are observed on this festival. The *Bhuti* (curd and cooked rice with condiments) brought from home is offered *fatihahas* at the river and distributed in small quantities to as many of those assembled as possible. After the immersion ceremony, the alams are wrapped ubckith and kept in ashur khanhs for 3 days. Though no vegetarian food is prohibited from 3 days, it is observed only for a day except by the shias. *Sherbath* is generally distributed. After the third day the alcms taken home and kept in safe custody for the next Moharram.

**TRIBAL AND FOLK FESTIVALS**

**Sammakka - Saralamma Jatara**

Medaram is a small village in the forest area of the Mulugu taluk of Warangal district. Hence Sammakka Jatara is celebrated once in two years on a very large-scale for three days before Magha. Sammakka is a tribal goddess and the patrons and priests are Koyas. All the tribals of Mulugu area and the thousands of other Hindus congregate there during the celebrations. There is no permanent idol of the deity. A Koya tribal boy who gets a vision before the goddess in the farm of vermilion caskets, one representing the main duty sammakka and the other her daughter Sarakka both tied to a piece of bamboo. This is installed on an earthen platform raised under a tree. Animals are sacrificed and vows are redeemed, intoxicants are widely used. Hundreds of people who are often possessed by the goddess come there dancing ecstatically throughout their journey. The special offering to the deity is jaggery which collects in huge piles. Those who fulfill vows offer jaggery equal to their weight and jaggery is distributed as prasadam. More lakh of people congregate every day.
**Hurmur in the Utnur taluk of Adilabad District**: is inhabited by Pradhans and Gonds. It has Akipen, Avul Pen, Masob located outside the habitation area. Akipen, the guardian deity of the village, is worshipped at the time of the sowing. It is represented by two small word pole with a white flag. While installing the deity, soma leaves are placed beneath it. The day for the festival and celebrated according to the convenience of the village elders. This deity is worshipped for the successful germination of see sacrificed and prayers are offered for a good harvest. The ceremony concludes by midday and the villagers afterwards. Avul Pen, also called Fochamma is worshipped in the month of Chaitra and Shravana toward of epidemics. A goat is its meat is distributed equally among all the households in the village. Newly-married couples worship the deity for married life. Masoba the boundary deity represented by a triangular stone is worshipped in the month of November. Soon after the harvest the villagers place a small quantity of their new crop before the idol and invoke the deity to bless them with prosperity eat only after the Puja is over. Bonalu. It is the annual Ashada Jatara Fe! tival held in the honour of Sri Ujjaini Mahakali in Hyderabad and other parts of Andhra Pradesh during which decorated pots known as ghatams are filled with flowers and installed in various important temples.140

**GOVERNMENT - TOURIST FACILITIES**

Basic infrastructure systems that serve both purposes include electrical, water, sewage, communications government services (such as police) and transportation. One of the early but still often heard arguments for increased tourism development is that this industry can be built on existing infrastructure. Often existing infrastructure is at capacity or in such poor condition that increasing use will lead to overload and system breakdown. An important task in development planning is to determine infrastructure capacity and expected demands before proceeding with physical development. Even in urban areas where the infrastructure, is often built with excess capacity. Infrastructure demands must be assessed to determine whether new development of the type proposed can be accommodated.141

Infrastructure technology has progressed from ground-based, systems to include satellite made possible by numerous satellites used for telecommunications. The relatively efficient air systems. Advanced telecommunication systems transportation, systems taken for framed today are expansion of the Internet and World Wide ane
tracking and worldwide-computerized reservation communicate with each other and to acquire utilizing microwaves for cellular telephones, and the new technology allows for the development of needed for decision-making. This type of need infrastructure bypassing two or three generations of old technology. This is especially important for developing countries. Often their systems are so old and inadequate that the cost of upgrading to the most modern technology would be commensurate with, or perhaps even less expensive, than, rep wiring existing; systems. This would be especially true with microwave telecommunications systems. Given this needed infrastructure investment some destinations, and hence their businesses, won't be better able to complete with those in the developed world.

Infrastructure improvements are generally very expensive undertakings and are deemed the responsibility of government. Because of *ibis*, government exerts a strong influence in the development of tourism. Government frequently uses the provision of infrastructure needs as an incentive to lure new businesses to an area. Significantly, the environmental impacts of a proposed development are increasingly considered before any government commitments are made for infrastructure development or improvements. The results of the impact assessment may help determine the amount of public funds, if any, will be made available for infrastructure development or may used to identify the particular type of infrastructure technology required to prevent undesirable impacts. Roads, railways lines, harbours, airport runways, water, electricity, other power supplies, sewerage disposal systems and other utilities to serve not only the local residents but also the tourist influx suitable accommodation, restaurants and passenger transport terminals form the superstructure of the region.

Adequate transportation infrastructure and access to tourism generating regions is one of the most important requisites is for the department of any destination, Chris Cooper² calls this phenomenon as 'chicken and egg' because the relationship between Tourism and Transportation is as such. The Andhra Pradesh Tourism as identified the need of extensive Transport network early as 1998 and in its Tourism policy-1998¹⁴² it clearly addressed for upgradation of the existing connectivity by air, rail and road. Budgetary allocations to this effect were also made in the subsequent, four years and now Andhra Pradesh is attracting a large no. of Tourists as per their expectation and Transported safely, quickly and comfortably. Cooper et al. opine that Transportation for
tourism is an essential element of the tourist product in two ways; it is the means to reach the destination and it is necessary as a means of movement at the destination. Increasingly, transport is viewed as part of leisure, the journey is at least as important as the destination it sells for some categories of visitor, the trip is therefore seen as an attraction in its own right and certainly part of the tourist experience. The views from the coach or the excitement of flying are both examples of the utility of travel. However, for the business traveler, transport may be seen as a necessary evil and is associated with a frictional element.

**In general, the visitor's mode of transport is affected by:**

1. Distance and time factors
2. Status and comfort
3. Safety and utility
4. Comparative price of services offered
5. Geographical position and isolation
6. Range of services offered; and
7. Level of competition between services

India, a destination for all seasons is attracting large number of tourists both from west and east. On realizing the fact that it is the responsibility of the Government to provide infrastructure at all the tourism destinations both nature based and culture based. Since tourism was given a priority for development, Government of India and various other state governments have geared their machinery for providing infrastructure facilities throughout the country. While providing, they have also taken various considerations such as that tourist from Middle East, European Countries, Central Asia and Far East. When compared to other countries, India is attracting tourists just for its cultural sites and events. Most of the historical sites and monuments serve as tourism products for the consumption of cultural tourist.

It is the case with cultural events also. Though they are not happening on permanent basis but even for a temporary period of a particular event like the Pushkarams and, Sammakka, Saralamma.
Jatara etc most of the tourists prefer safe transport, comfortable stay, hygienic food and branded tourist souvenirs. For this purpose local as government should rise to the occasion. Transportation plays a great role in attracting the tourists. Government of India with the private partnership modernizing and upgrade the existing Airports and also introduced low-cost ties are carriers with its open sky policy. These facilities maximum been used by the tourist and tourism in promoted indirectly. Surface transport also plays a significant role in the promotion of tourism in any part of the world. India after realizing these things had invested thousands of crores for development of surface transport throughtout India. State government also realized and decided to open up laying new roads and thus opening lessens known cultural sites and places to accessible\textsuperscript{145}.

Andhra Pradesh government as envisaged in its Vision 2020 and Tourism policy 2002 and 2006, many new tourism areas made available to the tourists. Coming to the accommodation sector like other state government is also providing tourism infrastructure at its six special tourism areas; at the same time it didn’t neglect the nook end corner of the state. At the major destinations private hotels are serving the visitors. In case of lesser known sites and monuments neither do not have any adequate facilities. In the recent past Andhra Pradesh Tourism, has in the state huge amount for construction of hotels at the prominent cultural tourism sites\textsuperscript{146}.

**AIR TRANSPORT** The majority of travelers by air are by definition visitors; diplomats, crew and the other categories which are excluded for the purpose of tourist statistics make up the remainder, Air travel is well as savings valuable work time when travel attractive because of its speed and range and, exists, such, as with island communities, air is increasingly for business visitors, it offers status asing on a long haul basis. Where geographical isolation the dominant and often the only reasonably fast means of travel. Air transport comprises both scheduled and chartered categories and, in same parts of the World, air taxis. Charter transport by air emerged in the 1950s in Europe and North America, transporting holiday visitors from the colder northern climates to the southern sun destinations of the Mediterranean and Florida the Caribbean respectively. Air travel was costly until recent times and it is affordable to even middle class traveler as the low cost carriers are many on Indian routes particularly for the domestic tourists\textsuperscript{147}.
**Bus Transport** : The Andhra Pradesh State Road Transport Corporation (APSRTC) provides 95 percent of bus services. It is a state-owned company which makes an annual profit of some Rs. 840. Lakhs. Not with standing this the government is reviewing the possibilities for privatizing the operation. APSRTC runs 18, 300 buses according to eight classes of service ranging from luxury A/C busses, which connect the main district and state towards to local and basic buses. Special buses are also laid on for religious festivals such as Tirupati, from major towns in Andhra Pradesh as well as from Tamilnadu and Karnataka. Buses serve all settlements and virtually all tourist attractions. There are numerous socially oriented fare concessions. Normal fares vary considerably depending on the class of bus traveled. A bus fare to Tirupati can cost up to US$ 5. 20 (Rs. 218. 40) and that for Visakhapatnam US $ 6. 00 (Rs. 252).

Travel times buses for Hyderabad-Tirupati (650 kms) are 12 to 14 hours and for Hyderabad-Visakhapatnam (640 kms) 15 hours. APSRTC also runs inter state services such as to Bangalore, Chennai, Mysore and Aurangabad. The Bus hub for the State is the twin cities, notably at the Golden Jubilee Bus Station in Secunderabad and the Imlibun Station has been recently built and is the source of Statewide and long distance services. It is reputed to be the largest station in South India with some 100, 000 people using it everyday. Additional investment is needed for new buses and particularly into exhaust emission improvements. Whilst buses are not the most numerous vehicles on the road (and apparently contribute only 10-15 per cent of traffic pollution), the improvement of exhaust emissions from buses would help to set an example for other vehicle owners in improving air quality standards.

The Andhra Pradesh State is crossed by a number of National High ways for which there is a programme of upgrading. State highways and major district roads are also being improved as part of the Andhra Pradesh Roads and Building Department's (APRBD) 'Core Network' programme. However, funding problems are likely to continue for local roads, which comprise 70 percent of the State's network, where the burden falls on the Panchayat Raj system with all the inherent difficulties of raising and collecting local revenue. The result is that condition of the road network deteriorates significantly at the local level. Highway infrastructure is also particularly affected by monsoon flooding and main roads are washed out, especially in the Godavari and Krishna River delta areas. The total cost of road improvements to accommodate the required levels of economic growth for Andhra Pradesh in 2020 is estimated to be US $ 19 billion.\(^{148}\)
Railway Transport: Railway services in Andhra Pradesh are operated by South Central Railways. The State is well covered by rail links and many tourist attractions are sensed by, or are close to, a railway station. Monsoon flooding can also disrupt railway journeys. State has the rail connectivity to all major cities of the Country for transportation of goods traffic such as Coal, Iron, Food grains, Fertilizers, Minerals, Petroleum and general merchandise. South Central Railway with Headquarters at Secunderabad and divisional headquarters at Secunderabad, Hyderabad, Guntakal, Vijayawada, Nanded and Guntur serving the area falling under Andhra Pradesh and Tamilnadu. Work Shops for maintenance of Locos, carriages and Wagons are at Lallaguda; Rayanapadu, Tirupati and Visakhapatnam division is falling under South Eastern Railways.

SEA PORTS: Andhra Pradesh is strategically located and is the Gateway to South East and Far East Asia. The 974 kilometers long coastline of Andhra Pradesh has thrown open numerous opportunities for the State to develop a number of ports along the coast. Visakhapatnam port is a prestigious port in the country for its largest cargo handling of more than 50 million tones per annum. The other ports are Kakainada, Krishnapatnam port, Gangavaram port are privatized and are under development. Nizampatnam port is open for privatization.

The Tourism Development and Management plan has identified short-term infrastructure projects estimated to require funding amounting to USS240 million. These projects are mainly public sector funded schemes that would support private sector tourism investment. Notwithstanding this, it is expected that all hotels will be built by the private sector who/that will also provide their own infrastructure elements as part of their development in respect of:

- Private access roads;
- On site generators to supplement existing mains electricity provision;

PRIVATE SECTOR INVESTMENT FOR TOURIST INFRASTRUCTURE

The Government of Andhra Pradesh intends to encourage private sector infrastructure investment into power generation and distribution, water supply for industry, airports, highways and roads, and telecommunications. The utilization or the private sector for infrastructure investment essentially comes in two forms: first, private
sector involvement in the construction and operation or infrastructure which, to date, has been undertaken principally in the telecommunications, road construction and electricity sectors; and second, the establishment of Government organizations to raise investment funding from the financial markets\textsuperscript{151}.

**Places of Tourist Interest** During this state Hyderabad the visitors can away varieties of forms of tourism that come under the cultural tourism some time overlapped with the eco-tourism, adventure tourism, and pilgrimage tourism. People can visit Macca Masjid, Charminar etc., Golconda, Islamic buildings, Falaknuma, High Court, Assembly, Paigah Tombs, Purani Haveli, Raymond Tomb, State Museum, Salarjung Museum, Nizam Museum, Birla Museum, Shilparamam, Ravindra Bharati, Buddha Purnima. Tankbund, Nehru Zoological Park, K. B. R. National Park, Harina Vanasthali, Kottaguda Botanical Gardens, Mrugavani, Hussain Sagar, Durgam Cheruvu, Ramoji Film City, Public Gardens, Necklace Road, N. T. R. Gardens, Lumbini Gardens, tourist also visit places which are located a little away from Hyderabad i.e. Keesaraguta, Chilkur, Anantha Giri, Bhongiri, and Shamirpet for Heritage, Cultural, Eco Rural and leisure pursuits. After the sightseeing is over the tourist want to have cultural performances of their entertainment component APTDC is organizing cultural shows occasionally at Taramati Baradari cultural complex and on its water fields\textsuperscript{152}.

**Shilparamam** Hidden amidst the mountains at Madhapur beyond Jubilee Hills near Hyderabad lies Shilparamam. This popular crafts village features artists and artisans from all over India\textsuperscript{153}.

**Lalitha Kala Thoranam** Located in the heart of the City, adjoining Public Gardens, the Lalitha Kala Thoranam is a veritable centre-stage of fine arts and performing arts. The open air auditorium built as a tribute to the glory and grandeur of Telugu Tradition-time after time, play host to cultural programmes of an astounding variety from film festivals to award presentation\textsuperscript{154}.

**Ravindra Bharathi** The Ravindra Bharathi originally was Government Organisation and was later made an autonomous body in 1963. At present Ravindra Bharathi is under the Administrative Control of the Cultural Affairs Department Government of Andhra Pradesh has appointed Secretary to look after the affairs of Ravindra Bharathi in November, 1996.
In recent years the cultural activity in the twin cities has picked up and there is a heavy demand. At present there is a programme every day at times two or more a day in this prestigious theatre. The common public is given an opportunity to enjoy the programmes in Ravindra Bharathi arranged by Department of Culture free of cost.

**Harihara Kala Bhavan-Thyagaraya Gana Sabha** In this hall regularly cultural programmes were arranged; and Tyagaraya Gana Sabha also serves music and dance and other cultural programmes. Apart from the above there are also certain cultural sources organized by Andhra Pradesh Tourism such as Tankbund Tamasha, Andhra Pradesh Formation Day, Republican Day etc., some Hoteliers are also arranging Folk, Tribal and Cultural dance performances occasionally in their lunching for the benefit of the tourist.

**Shopping:** Shopping is an important activity in tourism. Tourist whether they are an cultural tourism or eco tourism they would like to pickup local handicrafts from the outlets or the souvenir shops at various definitions to keep this memory of the visit cherished for ever. The historic city of Hyderabad is a shopper's delight. From the world pearls to traditional arts & crafts; from textiles of all the modern brands to ethnic wear the city offers an astounding variety in shopping. And what's more unlike many other cities, shopping in Hyderabad is not confined to any particular area. If you want to take home the delights of Hyderabad, take a stroll in many of its bazaars in the eveningM the city is bound to charm you with its warm touch and hearty glitter.\(^{158}\)

**VIJAYAWADA CIRCUIT** Vijayawada is situated on the banks of the river Krishna surrounded by hills. The 4014 feet Prakasham Barrage across the river has created a lake and its three irrigation canals flowing through the city add beauty to it. Besides being an important religious centre for Buddhists and Hindus, Vijayawada is also a centre of Andhra Culture. The Chalukyas of Kalyan and the great king Krisan Deva Raya once conquered this place, and the famous Chinese traveler Xuanzang (Huien-tsang) had visited this place in 639 when Buddhism was at its zenith in the region. The city is well connected to all parts of the country and Vijayawada Railway Station is one of the busiest Railway junctions in India. The regions around the city have fertile soil and are irrigated by the river.
**Transport: Rail** Vijayawada is well connected to every city in India.

**Road:** Vijayawada is well connected by road to Chennai, Hyderabad, Nellore and Visakhapatnam.

**Air:** Domestic flights connect Vijayawada by air to Hyderabad.

**Haritha Island Resort:** Bhavani Island is a 133 acre land expanse located on River Krishna. APTDC has its Resort here with 24 cottages dotting the water front, with individual lounge facility, sitout and extensive landscaping. 'Dwaipayani' a Restaurant-cum-Bar facing the River and a floating restaurant Amrapali' serving breakfast. The resort has a conference Hall 'Samagamam' that can accommodate 50 persons, Walkways and 120 seater twin-deck River Cruiser 'Bodhisiri'. Adult: Rs. 60/-, Child : Rs. 40/-, Accommodation : AC Suites (24) Rs. 2,000/-


**HOTELS IN VIJAYAWADA** D. V. Manor, Hotel Raj Towers, Swarna Palace, Grand Residence, Hotel Manorama, Hotel Srinivasa, Hotel Mamata, Hotel Ilapuram, Shanti Hotel, Hotel Abhilash, HOTle Kandhari Internatioanl, Krishna Residency, Haritha Berrh, Park, Quality Inn DV Manor, Srinias Hotel, Hotel Swapna Lodge, Sri Laxmi Vilas Modern Café

**Buddhist Sites** Undavelli; Bhattiprolu, Goli, Quntupalli, Ghantaala and ChinnaGanjam are some important Buddhist sites around Vijayawada. Many stupas and viharas were built during the Satavahana. Salivahana and Ikshavaku reign. The tourist who arrive at Vijayawada the made of transport according to the their preference will visit the following places. Kanaka Durga Temple St. Mary's Church (Gundala), Prakasam Barrage, Rajiv Gandhi Park, Gandhi Hill, Victoria Museum, Mogalaraja Puram Caves, Bhavani Island, Hazrat Bal Mosque, Undaalli Caves, Mangalagiri, Hinkar Thirth (Jain Temple Mangalagiri), Kondapalli Fort, VMC-Sibar Disnee Land Manginapudi Beach, Kuchipudi, Amaravati, Kolleru Lake.
**Boating** Andhra Pradesh Tourism arranges boating and water sports for pleasure, on river Krishna. A variety of boats are available for the pleasure ride. Vijayasiri is a twin-deck cruiser ideal for pleasure cruises, dinner parties and film shooting on the River Krishna. Vijayasiri: Seating capacity 100 people; Each Trip of 1 Hour (4 pm to 7 pm): Adult Rs. 50/-; Child: Rs. 30/-; River Cruise for 2 hours (11 am to 4 pm) : Adult Rs. 100/-, Child : Rs. 60/-. Special Hire per 2 hours (8 pm to 10 pm) Rs. 4500/-. For extra hour Rs. 1000/- Film Shootings per hour Rs. 2000/-. Vijayawada Durga Ghat & Motel Units (Boating Facilities): Deluxe Boat: Adult: Rs. 30/-, Child Rs. 20/-; Speed Boat (per Trip) Rs. 150/-; Bhavani Island and Back: Adult Rs. 40/-; Child Rs. 25/-. Transportation: Autos, Taxis, Buses and cycle Rickshaws are available round the clock.

**VISAKHAPATNAM CIRCUIT**

Visakhapatnam is a port city and the 2nd largest City of Andhra Pradesh. It is located on the eastern shore of India nestled among the Eastern Ghat Hill Ranges and facing the Bay of Bengal on the East. The city is about 650 km Northeast from Hyderabad. The City is home to several state owned heavy industries, has one of the country's largest ports and its oldest shipyard. It has the only natural harbor on the eastern coast of India. Vizag is primarily an industrial city, apart from being a Tourist Destination. It draws tourists to its unpeel beaches, nearby scenic Araku Valley and Borra case, the 11th century Simhachalam Temple, and ancient Buddhist sites spread across the area. The city boasts a submarine museum, the first of its kind in South East Asia, at Rama Krishna Beach. Visakhapatnam is also the headquarters of the Eastern Naval Command of the Indian Navy. Half a century ago a small fishing village, one would be amazed at the manner in which this port city with a natural harbor developed into one of the fastest growing cities in Asia. Vast stretches of beaches right next to the city on one side and undulating green hills on the other have made Vizag, as it is endearingly called, a tourist haven.

Accessing Visakhapatnam: Air Vizag is well connected to Hyderabad, Mumbai, and Chennai at Kolkata, Bangalore, Delhi and Raipur. Indian and all major domestic airlines operate daily flights.
**Rail:** Vizag is a major junction on the commercially important Chennai-Kolkata rail line. As such the city is well connected by rail with New Delhi, Chennai, Kolkata and Hyderabad.

**Road** Vizag is 700 km from Hyderabad and 350 km from Vijayawada. Regular bus services are available to Hyderabad. Vijayawada, Bhubaneshwar, Chennai, Tirupati and other major cities.

**Accommodation in Visakhapatnam** Vizag has excellent accommodation facilities to suit all pockets, from star to budget to economy hotels. Andhra Pradesh Tourism's Punnami Hotels at Visakhapatnam and Rishikonda offer excellent rooms.

**Some of the Hotels in Visakhapatnam** Dolphin Hotel, Daba Gardens, Green Park Hotel, Hotel Daspalla, Hotel Meghalaya, Taj Residency, The Park, Welcome Group Grand Bay Hotel Sri Syam, Hotel Sri Satya, Hotel Sri Kanya, Hotel Srinivas, Hotel Swagat, Hotel Uplands, Hotel Mahalaxmi, Hotel Manorama, Hotel Prashant, Hotel Purna, Hotel Sarovar, Hotel Sri Ganesh, Hotel Srilekha Residency, Hotel Sri Simhachalam, Hotel Srisudha, Hotel Sudha, Hotel Vinod.

**Entertainment in Visakhapatnam:** Mayuri Dance and Dhimsa Dance.

**Shopping:** Visakhapatnam is the fastest growing port city in India with global projects coming up in its vicinity, like the Special Economic Zone, Pharma City, Apparel Park to mention a few. As a port city Vizag is a virtual shoppers paradise. Some handicrafts that are unique to the region are the Budhiti art which creates strikingly novel and beautiful shapes out of alloy. Etikoppala Lacquer Crafts unique to this region. Lacquer craft is the application lac on wood. The lac bangles are the most famous red bottles and containers are also available in unique shapes, sizes and shades.

**TIRUPATI CIRCUIT** Tirupati is a temple town in the Chittor district of Andhra Pradesh, India. It is located in the foot hills of Tirumala. The Venkateshwara temple, a sacred Hindu temple, second richest religious shrine after Vatican, was built by Sri Krishna Deva Raya atop the Tirumala Hills.
Air: Regular Flights operate from Chennai, Delhi, Bangalore, Hyderabad, Thiruvanantha puram and Visakhapatnam to Tirupati. The office of Indian Airlines Office is located at 746-F, Tirumala Bypass Road.

Rail: Tirupati is just hours by rail from Chennai and Banglore. Two daily intercity trains connect Chennai and Tirupati. Four Daily Trains from Hyderabad also means good connectivity with Hyderabad from which the journey takes 12-14 hours. During the return journey train booking can be made from Tirumala also at the South Central Railway counter there.

Road: Regular bus services are available from Chennai, Hyderabad and Bangalore to Tirupati. Tirumala is just 26 km by Ghat Road from Tirupati. Frequent bus service is available between Tirupati and Tirumala. People traveling from Hyderabad, Vijayawada, Chennai, Visakhatapnam and Bangalore, can actually buy link tickets to Tirumala. Taxis can also be hired easily to travel to Tirumala.

Accommodation : Haritha Srinivasam: Suite (12) Rs. 1100/- A/c Room (8) Rs. 900/- Non A/c Room (120) Rs. 400/-. Most modern Restaurant & a Reservation Counter are located here.


Free Accommodation
(1) Sri Kodanda Rama Dharmasala, (2) Sri Govindraja Dharmashala, (3) Sri Venkateswara Dharmasala.

Places To Visit Around Tirupati
FOOD in Tirupati


Shopping in Tirupati

Shopping in Tirupati is an exhilarating experience. The choice of wood carvings, Stone carving articles is enthralling. Moreover there are an array of items for worship and other curious related to the temple town of Tirumala, which attract the pilgrim shoppers. The famous Dharmavaram Sarees are available in the village of that name that lies in Anantaur district near Tirupati\textsuperscript{161}.

GROWTH OF TOURISM IN ANDHRA PRADESH

Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year. The World Tourism Organization estimated (WTO, 2007) that there were 842 million international travellers in 2006 (this amounts to almost 12 per cent of the world’s population). Although some of this activity may comprise the same travellers involved in more than one journey per year and hence the precise scale of tourism as an industry is in some doubt (Leiper, 1999); tens of millions of people globally work directly in the industry and many more are employed indirectly. Hundreds of millions of people are on the receiving end of tourism activity as they live in what are termed destination areas, in supposed ‘host’ populations. Millions of dollars are spent each year on advertising and promoting holidays and tourism products.

For much of recorded history, travel was difficult, uncomfortable, expensive and frequently dangerous (Williams, 1998). Yet journeys were undertaken and this implies some strong motivating factors. However, it is only in the last 150 years, as travel has become more affordable and less difficult, that some of those who travelled were prepared to openly admit that pleasure was one of the motivations for their journeys\textsuperscript{162}.

Tourism is a study of man (sic) away from his usual habitat, of the industry which responds to his needs and the impacts that both he and the industry have for the host socio-cultural, economic and physical environments.
GROWTH AND DEVELOPMENT OF INTERNATIONAL TOURISM

International tourism is leaving one’s country to tour another country. Many more people in many countries travel to another countries than people visiting their own countries International. Tourism is more important than domestic tourism in warmer places. International tourism will continue to record the average growth rate of four percent in coming years. With the development of e-commerce, tourism products and services have become one of the most traded items on the internet. These products and services are made available on internet through manufactures, intermediaries, suppliers or distributors. Sometimes tourism providers sell their products and services directly to the ultimate consumers such as hotels, airlines, other travel agents etc. improvements in the technological development makes possible air-ship hotels, solar powered airplanes etc, in the year 2009, an undersea hotels such as hydropolis was opened in Dubai costing Rs.2,250 crore.

Tourism is the world's largest income earner and was worth $500 billion in 2007. Tourism has become a popular global leisure activity. In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007.

The graph above shows the last 60 years of tourist growth, increasing from just tens of millions in 1950 to 694 million in 2004. The other massive trend is the continued dominance of Europe as a destination, but also the massive growth in numbers to East Asia and the Americas.
It generates huge amounts of wealth for countries and generates jobs at countries of all stages of development. The reliance on tourism as a source of income varies across the globe and can be measured as a percentage of countries GDP. Most Caribbean countries get at least half of their GDP from tourism and France, Spain, the USA, China, Italy and the UK are the most visited countries\(^3\). This can be seen below;

![International tourist arrivals in 2009 (millions)](image)

In addition, it can be seen that many MEDCs also dominate the income earned by tourism;

![Tourist Income in 2009 (Billions of US $)](image)

Tourism has grown massively as an industry over the past century for a variety of reasons

Advances in travel technology - There are a wider range of ways to travel as a
tourist and these methods are widely available. You can be a tourist using a car, a boat and most importantly an airplane. Motorways have linked places together, whilst Budget airlines such as Easyjet and Ryanair have brought prices down and increased traffic volumes. Holiday entitlement in many rich nations has increased over the past century. This means that people can take more holidays during the year and swells the number of tourists. People have more disposable income now - this is income that people have to spend on themselves. This is partly because of salary rises and partly because the price for essential goods such as food and clothing has fallen. Many families now have 2 income earners rather than one; they have fewer kids and often have a car. All of these factors increase the likelihood of people becoming tourists. The availability and type of holiday has increased - mass tourism and package holidays have opened up markets to huge numbers of people. Extreme and ecological tourism are also becoming popular, further swelling the choice. The Media - Extensive coverage of holiday types has increased the demand to travel. Most newspapers have a "holiday" section, whilst TV shows can show people the enormous choice on offer - shows such as Ray Mears and 71 degrees north can promote extreme tourism for example, whilst "Benidorm" promotes (?) mass tourism. Gap years have also been pushed by the media and are popular. Tourism industry has contributed enormously in the flourishing graph of India's economy by attracting a huge number of both foreign and domestic tourists traveling for professional as well as holiday purpose.

The tourism industry in India witnessed a stupendous growth in 2006. The growth in the inflows in India's tourism industry is calculated both in terms of business and vacations. The number of foreign tourists arriving from all over the world rose from 0.37 percent to 0.53 percent as has been stated by UN World Tourism Organization (UNWTO) in the year 2006. This remarkable growth in the graph of tourism industry in India popularized the entire South Asia as one of the most spectacular tourist terminal. Indian tourism industry contributes to around 5.9 percent of the country's GDP and it provides employment to around 41.8 million of inhabitants. Some of the most significant features of India's tourism industry or the Role of Tourism Industry in India GDP have been listed below:
The percentage of foreign tourists in India has increased by 12.4 percent in one year, that is, from 2006 to 2007. In 2006, Indian tourist industry witnessed a growth of 14.3 percent, which reached around 3.89 million in 2007. The foreign tourists arrival led to a robust growth in the foreign exchange earnings that increased from USD 5.03 billion during January-October 2006 to USD 6.32 billion during January-October 2007, which is apparently a 25.6 percent rise. Deeming the growing rate of the tourists arrival in the country, the Indian tourism industry designed a wide spectrum of holiday packages and cheaper airfares to attract more tourists. Nonetheless, the outgoing graph of tourism industry in India is in no way lagging behind from the inbound one. People traveling from India to abroad or states within India have increased by 25 percent. The United Nations World Tourism Organization (UNWTO) has estimated the outgoing tourists to reach around 50 million by the year 2020. According to the European Travel Commission, the average expenditure per trip of Indian tourists traveling abroad has increased from USD 611 in 2000 to USD 822 in 2006 The booming success of Indian tourism industry has led to a drastic change in the hospitality department as well. The increase in the ratio of tourists resulted in the increase of room rates and also setting up of a wide range of hotels and other residing areas.

A number of international hotels such as the Hilton, Accor, Marriott International, Berggruen Hotels, Cabana Hotels, Premier Travel Inn (PTI) and Inter Continental Hotels groups have professed about making some large-scale investments to append 65,000 additional rooms to suffice the needs. India is most likely to set up forty hotels of global brands by 2011. The hospitality segment in India is assumed to reach USD 11.41 billion in the coming two years.

**Following are the few benefits ensured by the tourism industry in India GDP in order to boost up the GDP of India:**

The Indian tourism industry offers online booking system, one of the basic proofs of technological advancement in this sector. These online bookings are applicable for booking the air tickets via Internet by logging on to the website and also booking the hotel room of the place to be visited The online tourism industry has accounted for a turn over of USD 800 million which is apparently 14 percent of the entire travel and tourism industry The Role of Tourism Industry in India GDP also features medical tourism that includes traditional therapies like yoga, meditation, ayurveda, allopathy and other conventional systems of medicines is currently estimated at USD 333 million and is most likely to reach USD 2.2 billion by the year 2012.
Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is major source of income for many countries, and affects the economy of both the source and host countries, in some cases it is of vital importance.

Tourism suffered as a result of a strong economic slowdown of the late-2000s recession, between the second half of 2008 and the end of 2009, and the outbreak of the H1N1 influenza virus. It than slowly recovered, with international tourist arrivals surpassed the milestone 1 billion tourists globally for first time in history in 2012. International tourism receipts (the travel item of the balance of payments) grew to US$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010. In 2012, China became the largest spender in international tourism globally with US$102 billion, surpassing Germany and United States. China and emerging markets significantly increase their spending over the past decade, with Russia and Brazil as noteworthy examples.

Significance of Tourism

Tourism is an important, even vital, source of income for many countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations."

Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also
creates opportunities for employment in the service sector of the economy associated with tourism. The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs, hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

The Ministry of Tourism in any country seeks ways to promote and develop tourism in the country\textsuperscript{171}.

\textit{Tourism Industry Growth} in any country is prone to the changing economic conditions. In the event when a country is passing through a low phase or an individual's job is at stake, not many people choose to travel. This poses a limitation in the spending power of the individuals. People under these circumstances tend to settle for low budget restaurants, hotels or opt for amusement parks and nearby places.

\textit{Tourism is a rapidly growing industry and has far-reaching economic and environmental impact across the world.}

\textbf{The growth of tourism}

In 2010, 940 million people were recorded as arriving in a country from abroad because of tourism. This is worth $919 billion dollars, making tourism one of the world's largest industries. (Source: World Tourism Organization (UNWTO))
Growth in tourism measured by international arrivals

Tourism is also one of the world's fastest-growing industries. In 2010, the Middle East and Asia had the greatest growth of tourists. Europe still has the greatest number of tourists - nearly 500 million in 2010 \(^{172}\).

### International Tourist Arrivals (in millions)

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</thead>
<tbody>
<tr>
<td>Europe</td>
<td>261.5</td>
<td>304.1</td>
<td>385.6</td>
<td>439.4</td>
<td>485.2</td>
<td>461.5</td>
<td>476.6</td>
</tr>
<tr>
<td>Asia and the pacific</td>
<td>55.8</td>
<td>82.0</td>
<td>110.1</td>
<td>153.6</td>
<td>184.1</td>
<td>180.9</td>
<td>203.8</td>
</tr>
<tr>
<td>Americas</td>
<td>92.8</td>
<td>109.0</td>
<td>128.2</td>
<td>133.3</td>
<td>147.8</td>
<td>140.6</td>
<td>149.8</td>
</tr>
<tr>
<td>Africa</td>
<td>14.8</td>
<td>18.9</td>
<td>26.5</td>
<td>35.4</td>
<td>44.4</td>
<td>46.0</td>
<td>49.5</td>
</tr>
<tr>
<td>Middle east</td>
<td>9.6</td>
<td>13.7</td>
<td>24.1</td>
<td>36.3</td>
<td>55.2</td>
<td>52.9</td>
<td>60.3</td>
</tr>
</tbody>
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### Tourism market growth in 2010 (compared to 2009)

<table>
<thead>
<tr>
<th>Region</th>
<th>% change</th>
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<tbody>
<tr>
<td>Europe</td>
<td>3.3%</td>
</tr>
<tr>
<td>Asia and the pacific</td>
<td>12.7%</td>
</tr>
<tr>
<td>Americas</td>
<td>6.4%</td>
</tr>
<tr>
<td>Africa</td>
<td>7.3%</td>
</tr>
<tr>
<td>Middle east</td>
<td>14.1%</td>
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</table>

The tourism industry therefore is very important to economic growth as well as the environment.

Tourism can help a country's economy and infrastructure. For example it provides jobs. Some countries such as the Caribbean have tourism as their main source of income. Coming to the Indian scenario G.O.I. has identified tourism has a growth engine. G.O.I. has taken many policy major such as Tourism Policy, 1982, Tourism Action Plan – 1992, and Tourism Policies, 1997 and 2002. These plans identified new
forms of tourism products for taking advantage of the emerging markets Business Tourism, health tourism, rural tourism, pilgrims tourism, adventure tourism and sustainable tourism and some of the new products devised for changing demand \(^{173}\). Tourism will expand greatly in future mainly due to the revolution that is taking place on both the demand and supply side. The changing population structure, improvement in living standard, more disposable income, fewer working hours and long leisure time, better educated people, ageing population and more curious youth in developing the counties, all fuel the tourism industry growth. The arrival of a large number of customers, better educated and more sophisticated will compel the tourist industry to launch new products and brands and uninvents traditional markets. The established traditional destinations founded on sun-sea-sand products will have to re-engineer their products. They must diversify and improve the criteria for destinations and qualities of their traditional offers. Alongside beach tourism, the tourism sector will register a steady development of new products based on natural rural business, leisure and art and culture. Thus the study of new markets and emerging markets and necessity of diversified products are the basis of our strategy, which can enhance and sustain, existing and capture new markets. In India, adventure tourism and nature tourism have been identified as the largest segment of global and domestic tourism. The geographical diversity makes India as a heaven for adventures. MICE tourism is a fast emerging sector; especially after the liberalization of the Indian Economy and Indian tourism industry is equipped with al facilities to welcome business tourism. Sustainable tourism is a new concept, which says that the tourism development should meet the needs of the present without compromising the ability of future generation to meet this needs \(^{174}\).

India tourism by launching to important campaigns namely viz., “Athithi Devo Bhava” and “Incredible India” started attracting more number of people from abroad. This trend further lead to explore new tourism products that facilitated to offer new tourism form to satisfied various tourists Thus new forms of tourism such as nature tourism, Eco-tourism, Health tourism, Rural tourism and MICE Tourism accordingly the respective ‘State departments of tourism’ have also realized the importance of the new tourism products and started operating new tourism destinations and activities. Andhra Pradesh is also acting wisely and raising to the occasion. The Indian government began promoting tourism in 1956 with the inauguration of several multi-
year plans. Most of these targeted specific projects and did not involve an overall strategy. It was not until the 1980s that government proposed integrating national, state and private tourism entities into one national policy promoting growth. A tourism finance corporation was established in 1989 to help finance projects, including catering and hotel management institutes to train hospitality-industry staff.

**Facts**

Although hit by the worldwide recession in 2008 and 2009, India tourism grew, but at rates less than the 10 percent growth experienced from 1990 to the mid-2000s. While domestic tourism has driven those numbers, Indian Data, a firm that tracks economic statistics for several industries, predicts India will become a top world-wide tourist destination due to a global shift from Europe to Asia as favored destinations. The company also predicts domestic tourism will increase due to the country's overall economic growth. Tourism is the second largest earner of foreign exchange.

**Promotion**

The Indian government has aggressively promoted tourism, particularly in North America and Europe. The "Incredible India" slogan promotes various aspects of the country, and is seen in print and television ads. India maintains tourist offices throughout India, as well as almost 20 other countries. Government rules have been liberalized to make it easier to obtain licenses for tourism-related industries, and foreign investors can invest more freely in tourist infrastructure, such as hotels, which has led to a building boom.

**Types**

While visits to the Taj Mahal, Jaipur and Delhi continue as top tourist draws, India offers several other options that fuel tourism growth. Adventure tourism such as visits to wildlife preserves, and white-water river rafting are growing in popularity. One adventure takes visitors on the Ganges River as it spills out of the Himalayas. Spiritual tourism relating to Hindu sects and health retreats featuring yoga are other options. Medical tourism, a new segment, offers Western-style medical treatment at a fraction of the cost in the West.
Considerations

While India tourism has grown over the past two decades, India's infrastructure still lacks the sophistication of North America and Europe. New hotels spring up frequently in the major cities to keep up with demand, but capacity often falls short. As a result, newer hotels can be expensive. Ground transportation between major cities and tourist sites can be crowded and uncomfortable, particularly in a bus or car via a pothole-filled road. While fine for the adventurous, those less inclined may opt for a good tour operator who can minimize these discomforts.

In short it can be said that Butler's contribution represents a schematisation of both the typical development of tourist activities and the level of exploitation of resources that constitute the foundations on which those activities are based. This schematisation implies that the uncontrolled development of tourism usually cannot be sustained. Only by ensuring that tourism does not reach those levels that fall into the critical "zone" of carrying capacity, can the long term durability of tourism be guaranteed. In fact Butler writes: "These observations suggest that a change of behaviour is required by those people who are responsible for the planning, development and running of tourist areas. Tourist attractions are not infinite and eternal, but they must be seen and treated as finite resources that are non-renewable."

The fundamental contribution of endogenous growth models is that they allow us to abandon the usual implications of the theory of traditional growth (that held that the long term dynamics of an economy depended solely on exogenous factors)" , leading to the absorption of the specific contribution of certain production sectors to economic growth in a comprehensive model that highlights the importance of factors such as technological progress and human capital, which are recognised as having an endogenous component. Empirical evidence suggests that technological progress and high rates of accumulation of human capital are "typical products" of the manufacturing sector whose development is linked to the permanence of a non-decreasing growth rate in the per-capita GDP of industrialised economies. Since its inclusion among the so-called "stylised facts" regarding growth identified by Nicholas Kaldor (and subsequently discussed in the 1986 article by Paul Romer, one of the contributors to the new theory of growth), this evidence has now been corroborated by the numerous studies made of this subject."
The theoretical contributions of Romer (1990) and those summarised and developed by Grossman and Helpman (1991), together with those empirical papers that examine the factors that determine the growth rate of production, lead to the conclusion that it is precisely the endogenous component of technological progress of the manufacturing sector that ensures a non-decreasing long term growth rate in the entire economy.

Given a similar picture, in which the manufacturing sector is the dynamic element of economies (and momentarily limiting the observations made here to the production side), specialisation in an activity that does not belong to this sector, such as tourism, can only be profitable in the long term if the tendency for increasing production in the industrial sector is evenly reflected in the entire economic system. For this reason the question of infra- and inter-industry "spillovers" of stocks and of knowledge flow has catalysed the attention of recent developments in the theory of international commerce and economic growth, with the aim of identifying under what conditions a uniform growth independent of historical-geographical specificities and production specialisation is possible. Romer (1990) implicitly assumes that human capital can easily be used also at an international level while Krugman's "learning by doing" model (1987) this result remains the same even when the transmission of knowledge is only partially possible, as long as there is a decreasing accumulation rate of knowledge stock (without introducing the hypothesis of the constancy of that rate which characterizes endogenous growth models).

The year 2004-05 saw tourism emerging as one of the major sectors for growth of the Indian economy; the foreign exchange earnings increased from Rs. 16,429 crore to 21,828 crore. In 2006, the tourism industry registered a growth rate of 17.3% in foreign tourist arrivals, which has been the highest in last 10 years. Foreign exchange earnings grew at an even higher rate 30.2%. India’s tourism industry is thriving due to an increase in the arrival of foreign and greater than before travel by Indians to domestic and abroad destinations. The visitors are pouring in from all over the world: Europe, Africa, Southeast Asia and Australia. At the same time, the number of Indians traveling has also increased. Some tourists come from the Middle East to witness the drenching monsoon rains in India, a phenomenon never seen in desert climates.
Domestic tourists are also fueling the industry’s revival. Many of them escape from the summer heat in the plains to resorts in the Himalayan Mountains. One of the major beneficiaries last year was Kashmir, where a cease-fire between India and Pakistan has reduced violence, if not completely, at least enough to help revive the state’s sagging tourism industry[^182].

The Indian tourism industry showed a tremendous growth of 8.9 percent which is almost double as what was expected to be around 4-5 percent in 2011 by the United Nations World Trade Organization (UNWTO). India also did well as compared to the other Asian countries as more than 6.29 million tourists visited India last in 2011. The growth is the sign that India is regaining its position as the most favored Asian tourist destination. The growth percentage of 8.9 was lower than 2010’s growth rate of 11.8 but still the total number of tourist of 6.29 million was greater then last year’s 5.78 million. The global slowdown and the travel advisories issued at the end of the year were some accountable factors but still not strong enough to hinder the growth of the Indian tourism industry. In fact, the last month of the year, December proved to be a great month for the tourism in India as roughly 715,000 foreign tourists visited India in December of 2011 as compared to 680,000 tourists visited in the same month of 2010. The growth percentage in December was about 5.2 percent comparing to 4.7 per cent in November.

The growth is expected to increase steadily in 2012. The coming months of 2012 are going to be very busy for various travel agency in India as more and more international tourists will be coming in to see the colorful India.visit: ercotravels.com[^183]

Socio-economic factors like income, mobility, age, education and cost are crucial in the evolution of demand. Together with leisure, these are responsible for determining the growth of international tourism. The most comprehensive list of factors influencing the growth of tourism, however, comes from Louis Erdi of the Swiss Federal University. The list includes;

i. Greater affluence and more leisure for an increasing number of people particularly, in the developed countries.

ii. The emancipation of the young, and the relatively higher wages they possess (when they have no family responsibilities), enabling them to travel[^184].
Transport facilities, especially air, very much better and cheaper and there is a high rate of car ownership. An enormous growth in international business, necessitating travel. Package tours allow people, not used to making their own arrangements, to travel with an easy mind and are good value because of bulk buying of transport and hotel accommodation. Relief from adverse climatic conditions in the home country may be found abroad. Travel has become a status symbol. Conferences and business meeting are proliferating. Better education has interested a large section of the public in cultural tourism. World exhibitions and trade fairs have becomes very popular. Publicity has become more and more aggressive, whetting the appetite of even those most unwilling to travel. Ideological pressure groups (Political, Cultural, Scientific, etc.) organise more and more annual conventions and conferences, etc\textsuperscript{185}.

**Factors**

1. **Travel Motivations**: Without people’s motivation to travel, there would be no tourist industry. The prospective traveler’s selection of a destination is sometimes likened to a trip to travel supermarket, where the shopper walks in and selects the destination from any one of the thousands of choice.

Although, there are hundreds of thousands circumscribed by a number of factors. These include time, attitude, family responsibilities, finance, education, physical health and well-being. The basic question of motivation as applicable in different fields can similarly be applied to travel. Why do some people travel and not others? Why one particular member in a family takes to travel while, others do ‘not? Why in a particular country or a region, more people engage in tourism activity than in another? The answers to all these questions have been explained in the preceding paragraphs. Several studies concerning psychology and motivation for tourism have shown that individuals normally travel for more than one reason. Tourism is the outcome of a combination of motives or motivators.

Travel Motivators can be defined as those factors that create a person’s desire to travel. Motivators are the internal psychological influences affecting individual’s choices. Motivations operate on individuals travel purchase choices within the framework already set by the determinants of demand. Several attempts have been made to study as to why people wish to travel or become tourists. McIntosh has stated that basic travel motivators may be grouped into following three broad categories\textsuperscript{186}.
(i) Physical Motivators:

These are related to physical relaxation and rest, sporting activities and specific medical treatment. The entire above are concerned with the individual’s bodily health and well-being.

(ii) Interpersonal Motivators:

These are related to a desire to visit and meet relatives, friends or forge new friendships or simply to escape from the routine of everyday life.

(iii) Status and Prestige Motivators:

These are identified with the needs of personal esteem and personal development. These motivators also relate to travel for business or professional interests, for the purpose of education or pursuit of hobbies. Motivations for travel cover a broad range of human behaviour and experiences. Breaking down and elaborating these will give reasons as to why more and more people engage in tourism. The breakdown of broad categories would include the following sub categories:

2. Pleasure:

Getting away from the routine of everyday life is perhaps the most important motive of all in recent times. The individual desire and need for pure pleasure is very strong. An individual likes to have fun excitement and a good time whenever possible. The significance of the pleasure factor is widely utilized by travel agents and tour operators who are astute psychologists when it comes to selling tours. Various brochures and folders particularly emphasise the pleasure aspect of holidays and travel.

3. Relaxation, Rest and Recreation:

Industrialisation and urbanisation has created great pressures on modern living. The stress and strain of modern city life has made it more necessary than ever before for people to get away from all this and relax in an atmosphere which is more peaceful and healthy. Relaxation is very essential to keep the body and mind healthy. There may be various forms of relaxation and rest. To some, it is secured by a change in the environment. Others seek relaxation in seeing new places, meeting strangers and seeking new experiences.
4. **Health:**

The development of spas during the Roman Empire was the result of people’s desire to seek good health. The subsequent establishment of many sanatoria in Switzerland was the result of an awareness of the various benefits of good health. These sanatoria laid the foundations for future resort developments. Many travel to spas, and clinics for curative baths and medical treatment. In some countries is given to spa treatment. In the Russian federation along the Black Sea coast and in the foothills of the Caucasus, there are numerous world-famous sanatoria where every year millions of Russian citizens and international tourists come and avail of the facilities.

5. **Participation in Sports:**

There has been an increasing participation in a wide variety of sporting activities such as mountaineering, walking, skiing, sailing, fishing, sunbathing, trekking, surf-riding, etc. More and more people these days are taking holidays involving physical activities. In recent years there has been a big increase in sporting holidays. The visitor goes to places primarily to indulge in a sporting activity to which all their energies are directed.

6. **Curiosity and Culture:**

An increasing number of people are visiting different lands, especially those places having important historical or cultural associations with ancient past or those places holding special art festivals, music festivals, theatre and other cultural events of importance. Curiosity has been one of the major reasons for tourism. There has always been curiosity in man about foreign lands, people and places. In the present day world, technological developments in the area of mass media have made it possible for people to read, see and hear about different places. The increasing interest shown by many in architecture, art, music, literature, folklore, dance, paintings and sports, in other people’s culture or in archaeological and historical remains and monuments, is but another aspect of man’s curiosity to seek more knowledge. This curiosity has been stimulated by pore education. International events like Olympic Games, Asian Games, national celebrations, exhibitions, special festivals, etc. attract thousands of tourists.
7. Ethnic and Family:

This includes visiting one’s relatives and friends, meeting new people and seeking new friendships. A large number of people make travel for interpersonal reasons. There is considerable travel by people wanting to visit friends and relatives. A large number of Americans visit European countries in order to see their families or because, they feel they are visiting their homeland. Every year thousands of people visit India for ethnic reasons. Many friendships have been made as a result of holiday acquaintances.

8. Spiritual and Religious:

Travel for spiritual reasons has been taking place since a long time. Visiting religious places has been one of the earliest motivators of travel. A large number of people have been making pilgrimages to religious or holy places. This practice is widespread in many parts of the world. In the Christian world, for instance, a visit to Jerusalem or the Vatican is considered to a great act of faith. In India there are many pilgrimage centres and holy places of all the major religions of the world where every year a large number of pilgrims from all over the world congregate.

9. Status and Prestige:

This relates to ego needs and personal development. Many people undertake travel with a view to talk about it to their relations and friends. They like to impress them by relating their experiences in the various places visited. They also travel because, they think it is fashionable to do so and, perhaps, show that they can afford to do it. ‘Foreign tour’ is a magic world and people like to mention it to their friends and other acquaintances.

10. Professional or Business:

Attending conventions and conferences related to the professions, industry or commerce or to some organisation to which the individual belongs has become very popular. The ‘convention travel’ has made great strides in recent times. Many countries, in order to attract more tourists, have established grand convention complexes where all kinds of modern facilities are provided for business meetings, seminars and conventions. Large hotels also provide facilities for conventions as a large number of peoples travel for business and professional reasons. Conventions and
conferences associated with education, commerce, industry, politics and various professions are increasingly being held in various parts of the world. Although, some topple travel strictly for business purposes, the majority link business travel with pleasure.

Tracing the history of travel over the centuries, it is quite evident that the main motives for travel have not changed much. These have remained the same in form. Only the scope and the intensity have changed. The principal motives continue to be the same. While wanderlust in ancient times manifested itself in the exploration and search of the unknown, today it has the same purpose with a different angle. Similarly, sun lust in the past was associated with pleasure travel of the Romans; today it manifests itself in exotic holidays around the beaches and the holiday village. Among the most favoured tourist destinations in India are Kerala for its scenic beauty, Agra for Taj Mahal, Khujraho for its sculptures and temples, Goa for its beaches and some pilgrimages.

Interestingly, the growth has come even as global tourism has dropped, due to the September 11 terrorist attacks in the United States, the outbreak of Severe Acute Respiratory Syndrome in East Asia, and the Iraq war. Even the disastrous tsunami didn’t affect India’s tourism industry, as tourist arrivals in India rose 23.5% in December 2004 and tourist arrivals crossed the 3 million mark for the first time in 2004. The disaster was expected to have a negative impact on India’s tourism in terms of large-scale cancellations of tourists to India, but nothing of that sort was seen. There could be several reasons for the buoyancy in the Indian tourism industry. First, the upward trend observed in the growth rate of Indian economy has raised middle class incomes, prompting more people to spend money on vacations abroad or at home. Also, India is booming in the information technology industry and has become the IT center. The aggressive advertising campaign “Incredible India” by the government has also contributed to changing India’s image from that of a land of snake charmers to one sparking new interest among overseas travelers.
Recently, Indian government adopted a multi-pronged approach for promotion of tourism, which includes new mechanism for speedy implementation of tourism projects, development of integrated tourism circuits and rural destinations, special capacity building in the unorganized hospitality sector and new marketing strategy\textsuperscript{192}. 

A nation wide campaign, for creating awareness about the effects of tourism and preservation of our rich heritage and culture, cleanliness and warm hospitality through a process of training and orientation was launched during 2004-05. The aim was to rebuild that sense of responsibility towards tourists among Indians and re-enforces the confidence of foreign tourist towards India as a preferred holiday destination. More than 6500 taxi drivers, restaurant owners and guides trained under the programme.

Government also took several other initiatives to promote Indian tourism industry and increased the plan allocation for tourism i.e. from Rs 325 crore in 2003-04 to Rs. 500 crore in 2004-05. Road shows in key source markets of Europe, ‘Incredible India’ campaign on prominent TV channels and in magazines across the world were among the few steps taken to advertise Indian tourism. In addition, a task force was set up to promote India as prominent health tourism destination. However, in order to attract more visitors, India still needs to upgrade its airports, roads and other infrastructure to global standards. Even with the recent surge, tourist arrivals are just a mere percentage of those in such popular Asian destinations like Bangkok and Thailand. Let’s hope that the coming years bring in a lot more tourists to the country\textsuperscript{193}.

Modern tourism developed largely as a result of urbanization in India and as well as Andhra Pradesh. Prior to this, societal divisions, responsibilities and allegiances led to the great majority of people in India and as well as Andhra Pradesh being born in small communities and living and dying in these same tightly focused relatively small communities. These people worked the land and were tied to this by seasonal demands for labour input and social relationships that required service to a landowner and quite possibly the established church. Such people had little leisure time and what they had was often linked to family responsibilities. Recreation was largely a spiritual activity that took place through the church, although festivals and religious holidays provided a few opportunities for leisure pursuits. However, the great majority of people lacked the
ability or desire to travel away from their birthplace (Mason, 1990). Frequent travel was confined to the small elite, the ruling class made up of large landowners, church leaders and monarchs and their entourage. For the majority of the masses, the only possibility of long-distance travel was likely to be linked to a pilgrimage, a religious crusade or time spent as a mercenary.

When urban settlements expanded from about 1980 in Andhra Pradesh, the old bond to land and landowners was broken. Large numbers of people left their place of birth and moved to these rapidly growing settlements. Here, by 1800, employment opportunities were in factories, where for the first time workers received wages and despite long hours of work had both time and money to engage in leisure activities. Gradually, with the change in living environment and working relationships came new attitudes to life. Recreation was increasingly viewed as an important part of life and this could involve physical as well as mental activity.

**TOURISM IN ANDHRA PRADESH**

Andhra Pradesh offers a homogeneous blending of ancient and modern northern and southern, multi-lingual and multiracial cultures. The history of the state is as old as second century B.C. when the satavahanas established the first everindependent Andhra kingdom. The Ikshvakas, the Pallavas, the Chalukyas, the Kakatiyas and the Asaf Jahis enriched the Andhra history and culture with monuments, temples, mosques, arts, crafts, dance and customs.

Andhra Pradesh is popularity known as the granary of south India. The lush green fields naturally irrigated by 34 rivers both major and minor – the Krishna and the Godavari provide the scenio beauty while the centres of heritage entice the tourists to visit the state again and again. A single example is tirupati, the abode of Lord Sri Venkateswara where pilgrims from all parts of the country throng for the glimpse of the Lord Venkateswara also known as Balaji. For the tourist the state provides all kinds of attractions like waterfalls, lakes, forests, hills and coastline, while the hospitable and cosmopolitan Andhra people make him feel at home.
TOURIST ATTRACTIONS

The capital city of Hyderabad itself has a long history over 400 years founded by Quli Qutab shah in 1591, the city offers a variety of attractions like the Charminar and its nearby Macca Masjid, the Salarjung Museum, one of the largest one man collections of antiques and artifacts in the world and the impregnable Golconda Fort with its wonderful acoustics. Warangal city is equally famous as the seat of Kakatiyas Empire during the 11th -13th centuries.

The exquisitely carved Ramappa temple near Warangal is famous as the “brightest star of the galaxy of medieval temples of the Deccan”, Another important pilgrim tourist place is Tirupathi where the famous Lord Sri Venkateswara on Tirumala hills is the presiding deity and lakhs of people from all over the country everyday have his darshan, it is one of the oldest temples in the India and was patronized and worshiped by Pallavas, Cholas, Pandyas and Vijayanagara Kings.

The Horsely hills enroute to Tirupathi at an altitude of 1265m (or) 4312 feet is a famous summer resort in the district, the state has a number of wild life Sanctuaries like Pakhal, Pulicot lake, Nelapattu, Etturnagaram, Manzira, Kinnerasani and Sri Sailam.

REQUIREMENT OF NECESSARY STEPS TO DEVELOP TOURISM IN ANDHRA PRADESH

Tourism can be developed with a motivation to generate resource to the state revenue and to offer employment opportunities to the local residents. The following are some of the important steps which are likely to make tourism in Andhra Pradesh a vibrant and sustainable project. It is essential to start with a correct perception about the role of tourism in the economic development of the state. To increase the room capacity or develop eco-tourism centres to cater to the needs of tourists. Tourism is a service industry and therefore the quality of the service makes substantial differences in the demand for the tourism product. Human resource development should be an important part of the future strategy for tourism development in the state, it must also be in tune with the objective of employment generation through tourism. To develop more attractive tourist destinations for which adequate potentials exist in the state.
The state should prepare an ecology map of the possible tourism destinations and zones. The nature of tourism planning will depend on the degree of fragility of the ecosystem. Area which is very fragile may even be closed to mass tourism and developed only for special interest group tourism like adventure tourism. To pay increased attention to other infrastructural aspects such as development and modernization of airports and roads and the development of water sports. To integrate and involve the private sector, this implies a system of formalized cooperation between the government and private sectors where the partners share responsibilities, resources, risks and rewards. That is the integration of the private sector dealing in tourism with the Andhra Pradesh tourism development corporation of the state. Some of the areas where such partnership can be meaningful are:

**Financing of new infrastructure;**
- Evolving a modern focuses, comprehensive and intensive marketing collaboration;

**Collaborating in human resources development;**
- Sharing development, beautification and maintenance of various tourism products;
- Participating in the preservation of the heritage; and
- To develop the concept of single window system where all the information and data of tourist centres in the state can be made available through database to the tourists at various tourist information centres and with the registered tourist agents.
- To catch up with the new idea of eco-tourism which has worked wonders in Nepal and Sikkim which have a terrain and environment similar to Andhra Pradesh.
- To integrate the planning and development of tourism with each tourist area having a development authority, master plans for appropriate number of years for each place or spot can be prepared and while doing so the carrying capacity of various centres need to be determined and detailed urban planning with land use planning need to be undertaken.
Thus, the future strategy, naturally, will have to be multi-pronged but well-coordinated, integrated and comprehensive; the strategy should focus on sectors that have high employment and income generating capabilities and have strong backward and forward inter-sectorial linkages. Therefore, the investment portfolio should consist of projects which require the least government resources and which have the highest multiplier effect on income and employment. Investments which have higher dispersal effects on income and employment and which create more income locally should get priority in the planning process.

**Andhra Pradesh** 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. Andhra Pradesh is the top tourist destination in India.[1] The weather is mostly tropical. June to September are the monsoon months and travel is not advised during this time. November to January are the best time to visit.

Tourism Minister Vatti Vasantha Kumar, on Saturday, said that Andhra Pradesh has registered an 8% growth in tourism despite various agitations witnessed in the state. Talking to media persons after releasing a Tourism diary and a 2012 calendar of AP Tourism Development Corporation at his chambers in the Secretariat, the minister said that 15 crore visitors, both domestic and foreign, visited the state this year.

Among the 15 crore visitors, 7.5 lakh visitors came from abroad. He also said that the state has a lot of potential for tourism. According to the minister, the private sector could play a crucial role in the growth of tourism to Andhra Pradesh. He added that the government was giving top priority to the development of the tourism industry under the Public Private Partnership mode. Vasantha Kumar told the press that the government has proposed a Rs. 2,000 crore plan to develop the tourism industry, with financial backing from the Centre, in the next 5 years. "The proposals have been submitted to the Centre in this regard," he said. The minister said that the government would appoint a committee to look into the regularization of contract employees and outsourced employees in the tourism sector. He said that the government would take a final decision on the issue, based on the committee's report. (INN)
Tourism has been recognized as smokeless industry pertaining to the people, transporting them to designated destinations, putting them comfortably as their packets permit, entertaining them and sending them with sweet memories. Travel and tourism has acquired importance over a period of time next to oil industry, tourism has the potentially to earn an enormous volume of foreign exchange, generate employment, and promote traditional values and customs, besides providing a dependable market for indigenous traders and crafts. In this way, tourism has assumed a new character of a big business, and therefore, is considered one of the fastest growing industries in the world. It is a service industry, it does not produce goods but renders services to various classes of people\(^{198}\).

It is a complex aggregation of many industries such as transport and communication which provides connectivity to travelers, hotels and restaurants which provide shelter and food, small scale industries which cater to various needs of the tourists. Tourism is developing rapidly all over the world and has its impacts on social, cultural and economic set up of different countries. As tourism has assumed a new dimension, it becomes essential to make an in-depth study of various aspects related to it. Travel and tourism has acquired importance over a period of time next to oil industry. Realizing the importance of tourism both the union government and the government of Andhra Pradesh have started taking necessary steps to develop this vast potential area. Tourism has been recognized as smokeless industry pertaining to the people, transporting them to a designated destination, putting them comfortably as their pockets permit, entertaining them and sending them back with sweet memories.

**RECENT DEVELOPMENT IN INTERNATIONAL TOURISM**

The term tourism and travel are sometimes used interchangeably. In this framework, travel has similar meaning to the tourism, but implies a more purposeful journey. International travel for short breaks is common in Europe. Tourists have high level of disposable income, leisure time, stylish tastes and preferences. Therefore, now there is a demand for better quality products and services, which has resulted in market for beach vacations; people wanting more focused sides, resorts, family-oriented holidays or niche market – targeted destination hotels. According to the latest statistics on tourism in India released by ministry of tourism, the number of domestic tourist visits to the states and union territories was 1,036 million in 2012 as compared to 865
million in 2011 and 748 million in 2010. The top ten states in terms of number of
domestic tourist visits during 2012, were Andhra Pradesh (about 207 million), Tamil
Nadu (184 million), Uttar Pradesh (168 million), Karnataka (94 million), Maharashtra
(66 million), Madhya Pradesh (53 million), Rajasthan (about 29 million), Uttarakhand (about 27 million), Gujarat (24 million) and West Bengal (23 million). The contribution of these states was about 85% to the total number of
domestic tourist visits during 2012. On the other hand, the number of foreign tourist
visits to states and union territories registered a growth of 6% during the year 2012 over
2011 as compared to a growth of 8.9% in 2011 over 2010. The number of foreign
tourist visits to the states/union territories was about 21 million in 2012 as compared to
about 20 million in 2011 and 18 million in 2010\textsuperscript{199}.

In A.P, economic growth improved significantly in the last two and half decades
particularly in the post-reform period. However, the exclusion problems have not been
seriously addressed by the government programmes and strategies. The experience of
the economic reforms in the last 15 years indicate while there have been improvements
in economic growth, foreign exchange, IT revolution, export growth etc, the income
distribution has been unequal and only some sections of the population benefitted more
from higher growth and prosperity. Exclusion continued in terms of low agriculture
growth with increasing visibility in farmers' suicides, low quality employment growth,
inadequate development of women and children, concentration of poverty and low
human development both geographically and in terms of social categories, increase in
rural urban divides and regional disparities (Dev, 2006). There is now some consensus
that we should follow policies which improve inclusiveness. The Approach Paper of
the 11th Five Year Plan advocates faster and more inclusive growth. The vision of the
Andhra Pradesh Government, as declared its policy, is to make it a destination state,
given the array of natural resources and the traditional hospitality of its people. Taking
Andhra Pradesh to the World, and bringing the World to Andhra Pradesh is the ultimate
aim. A.P. Tourism, has kept abreast of the rapid developments and with the searing
pace set by the State Government to make it the ideal destination in the country. Over
the past 4 years, by which time the 1998, Tourism Policy of the State Government
started showing results, faster growth in the sector has been achieved. Andhra Pradesh
is among the first in the country to have an exclusive policy for tourism, a sphere that
can generate overall growth and create employment opportunities. Creation of multi-disciplined Project Monitoring Unit (PMU) is another first for Andhra Pradesh. This unit acts as a catalyst in the fast-changing scenario of tourism. It is the generate the ideas, identifier of projects, selector of investors and monitor of the implementation process.

Tourism is an important sector of the economy and contributes significantly in the country’s GDP as well as Foreign Exchange Earnings (FEE). With its backward and forward linkages with other sectors of the economy, like transport, construction, handicrafts, manufacturing, horticulture, agriculture, etc., tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity. In the year 2010, the tourism sector witnessed substantial growth as compared to 2009. The Foreign Tourist Arrivals (FTA) in India during 2010 were 5.58 million as compared to the FTAs of 5.17 million during 2009, showing a growth of 8.1%. The growth rate during 2009 over 2008 was (-) 2.2%. FEE from tourism during 2010 were `64889 crore as compared to `54960 crore during 2009, registering a growth rate of 18.1%. The growth rate in FEE from tourism during 2009 over 2008 was 8.3%. Infrastructure development holds the key to India’s sustained growth in the tourism sector. Therefore, Ministry of Tourism made consistent efforts to develop quality tourism infrastructure at tourist destinations and circuits. To focus on development of infrastructure at places of national and international importance, the Ministry, through its scheme of providing financial assistance to the State Governments administrations, has identified 38 mega tourism projects, out of which 26 have been sanctioned till 4th February, 2011. These mega projects are a judicious mix of culture, heritage, spiritual and eco-tourism in order to give tourists a holistic perspective.

In line with the Government’s emphasis on convergence and synergy with the programmes of the various Ministries, Ministry of Tourism also took an initiative to interact with other State Government Ministries, such as Railways, Civil Aviation, Road Transport & Highways, Food Processing and Urban Development, and also the concerned State Governments to achieve convergence so that the impact of investment at the identified destinations is maximized. The Ministry has identified 24 destinations/circuits in Andhra Pradesh, based on their tourism potential, to be covered.
in the first phase of this initiative. The Ministry is also working with States to give emphasis on construction and upkeep of wayside amenities along highways/roads leading to tourist destinations, cleanliness at the tourism sites and development of tourism projects in backward areas. Ministry of Tourism actively interacts with the State Governments to identify sites for development of tourism infrastructure. At the insistence of the Ministry to put in place effective monitoring mechanism/strategies for tourism infrastructure projects, State Level Monitoring Committees have been set up by all States. This is supplemented by inspection of tourism projects in the States by the officials of Ministry of Tourism. Tourism has become the world’s largest industry, generating wealth and employment while opening the minds of both visitors and the visited to different ways of life. Worldwide, the industry employs around 200 million people. Tourism as an instrument of economic development will have even greater importance in the future. There are grounds for optimism about what tourism can mean for poor nations in the 21st century. The World Tourism Organisation acknowledges that tourism is the fastest growing economic sector, bringing foreign exchange earnings to countries and creating jobs.

**Current Scenario of Andhra Pradesh Tourism:**

Andhra Pradesh tourism has grown rapidly since 1999 at an annual rate of 14%. This has primarily been due to the significant measures taken by the G.O.A.P. in the areas of infrastructure, regulation and promotion. Key objectives such as the Imax Theatre, Snowdom – Theme Park, Shilparamam – Craft and Convention Centre in Hyderabad, beach resorts in Vizag and the ropeway project and visitor centre in Tirupati are efforts that have been responsible for this growth. Despite these efforts, other than Tirupati in Andhra Pradesh, which is the most popular pilgrimage destination in the country. No other destination in A.P. in considered a top tourist destination. This situation is clearly due to the fact that A.P. does not have a coherent image in the mind of the leisure tourist, unlike successful destinations like Kerala, Goa and Rajasthan which have created brands of their states. In addition, the lack of air connectivity and suitable accommodation along with a fragmented promotional effort have accentuated the problem. However, Andhra Pradesh has great potential in several dimensions. Hyderabad, primarily as a culture destination, Vizag, primarily as a beach destination and Tirupati as a religious destination have the potential to be world-class tourist hubs. We believe that if this potential is fully harnessed the state can quadruple its contribution from tourism.
**Resources for Tourism:**

A destination’s attractiveness for tourism depends on the coming together of a number of key attributes to constitute a total tourism product which offers satisfying and satisfactory experiences to its market segments. These attributes include:

- Natural features (coastal / marine, inland topography, flora and fauna);
- Cultural features (heritage expressed through legends, buildings, events, art, music and dance);
- Built features (tourist accommodation, tours and recreational facilities, urban environments);
- Infrastructure and amenities (transport, utilities, communications, shopping, comfort amenities);
- Efficient service (trained in technical, linguistic and social skills);
- Good information (through tourist information centres, printed materials, maps, sign posts);
- A welcoming environment (with a host population aware of the value of, and with strongly positive attitudes towards, tourism and tourists).

Having these attributes in not in itself a guarantee of success. A destination must be perceived in the market place as being an attractive place to visit destination image is crucial.

**Background:**

Tourism has grown at an accelerated pace over the last few decades and forecasts indicate an ever faster rate of growth into the new millennium, with Asia and Pacific becoming the second most important tourism destination of the World by 2020. One of the pillars of the tourism industry has been mankind’s inherent desire to see and learn about the cultural identify of different parts of the World. In domestic tourism, cultural heritage stimulates national pride in one’s history. In international tourism, cultural heritage stimulates a respect and understanding of other cultures and, as a consequence, promotes peace and understanding\textsuperscript{203}.

The Asia – Pacific continent in the most diverse in terms of cultural heritage. It has been the birth place of all the World’s major religions – Budhism, Christinaity, Hinduism, Islam and Judaism – and a great many of its minor ones. The interchange of
cultures over thousands of years has resulted in some of the best historical monuments and a plethora of religious and cultural mix. Famed for archaeological rarities of immense beauty such as Angkorwat, Brobudur, the Great wall, and the Taj Mahal, Asia undoubtedly form an extremely attractive and diversified tourism product which has something to offer to tourists from all walks of life. Aware of the wealth and diversity of culture to be found in Asia, and realizing that Asia would become a leading tourism destination in the near future, tourism planners and tourists alike are learning to beware of mass and unplanned tourism and strive for sustainable tourism development. Cultural heritage attractions are, by nature, unique and fragile. Therefore, it is fundamental that tourism authorities study how best to develop these cultural heritage sites while protecting and preserving them for the long term. If not, irreparable and irreversible damage can be done to the very heart of Asia’s cultural identity. It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education with necessary infrastructural support so as to meet and create sufficient manpower to meet the needs of hospitality & tourism industry. There are 33 functional Institutes of Hotel Management (IHMs) comprising 21 Central IHMs and 12 State IHMs. Additionally, there are 6 Food Craft Institutes (FCIs). These Institutes were set up as autonomous societies with specific mandate to impart/conduct hospitality education/training in hospitality skills. The A.P tourism industry, in tandem with global trends, is experiencing a period of strong growth, driven by the burgeoning Indian middle class, growth in high-spending foreign tourists, and coordinated government campaigns to promote ‘Kohinoor of India.’ The industry is substantial and vibrant, and it is credited with contributing substantial foreign exchange to the nation.

This is illustrated by the fact that during 2010-11, India as a whole earned in excess of $20 billion from tourists. Further, tourism has the highest employment potential as it can generate 78 jobs for an investment of Rs 1 million, while the agriculture and manufacturing sectors generate only 45 and 18 jobs, respectively, for the same investment. The industry also helps in the growth of other sectors as diverse as horticulture, handicrafts, agriculture, construction and even poultry.
Andhra Pradesh is a tourist paradise, promoted by the state’s tourism department. It is rich in culture and heritage. There is a wide array of ancient sculptured temples, scenic hill ranges, unexplored forests and endless beaches. The wild life, caves and museums continue to fascinate visitors over the years. With more than 500 tourist locations, the second largest coastline in the country, historical locations that date back over a 1000 years, and pilgrimage centres of every religion of India, Andhra Pradesh is the top tourist destination in the country, followed by Uttar Pradesh and Tamil Nadu. Among the most favoured tourist destinations in Andhra Pradesh are Tirupathi for devotees of Lord Venkateshwara, Visakhapatnam for its natural scenic beauty, and Hyderabad for medical and heritage tourism.

Andhra Pradesh is the fifth largest state in India, but ranks first in attracting tourists. The state attracts as many as 127 million of the 527 million domestic tourists every year, though the majority of the tourists to the state visit the Tirupathi temple in Chittoor district. Hyderabad, the state capital, is the second most-visited destination owing to its IT establishment, convention facilities, heritage and medical tourism. Less than 20 per cent of the domestic tourists visit other tourist destinations in the state despite the fascinating attractions like endless beaches, picturesque hill stations, unexplored forests, wildlife sanctuaries, ancient sculptured temples and Buddhist centres. The state is also lagging behind when it comes to attracting tourists from abroad and the foreign exchange they bring, compared to other states like Gujarat, Rajasthan and the neighbouring Tamil Nadu. Around 700,000 foreign tourists visit the state annually, bringing in a meager $30 million in foreign exchange, while the country as a whole earns in excess of $20 billion. This shows that immense potential exists for tourism in Andhra Pradesh.

**Government initiatives**

The Government of Andhra Pradesh has adopted a multipronged approach for promotion of tourism, which includes attracting investments for new tourism projects, developing irrigation projects as tourist spots, identifying and developing new tourism projects, etc. The government has succeeded in attracting investments worth Rs 17 billion for 12 projects, including five major ones, involving investments in excess of Rs 1 billion. Mahalakshmi Indus-Parks Ltd has made a proposal for an eco-tourism project near Vikarabad with an investment of Rs 3.68 billion. Vaishnavi Infraventures and
Resorts has proposed setting up of a mythology-based theme park at a project cost of Rs 3.65 billion, near Tirupathi, while Varsha Hill Fort Palace has proposed setting up of a Rs 3 billion hotel project in the city. The government also plans to develop ten irrigation projects at locations such as Dindi, Gundlakamma and Yeleru in coastal AP; at Jurala, Kaddock, Sri Ram sagar, Cheeta Kodur and Aswarapall in the Telangana region; and at Brahma sagar and the Velligallu reservoirs in the Rayalaseema region, as part of new tourism policy. Already the AP Tourism Development Corporation (APTDC) has provided a 22-seat deluxe boat for trips in the Paddagadda reservoir at Parvatipuram in Srikakulam district.

A project worth another Rs 500 million, including the Buddhavanam project near Nagarjuna Sagar, is in the pipeline. The government has also identified 21 new places for development of tourism including five in East Godavari district. As part of this, APTDC has proposed to develop eco-tourism at the Coringa forest area with an estimated cost of Rs 62.5 million, wherein the central government’s contribution would to Rs 52.5 million, with Rs 10 million from the AP government. Proposals have also been made for the development of a ‘Fun City’ at the old airport in Hyderabad, as it will add to the entertainment facilities at the High-Tech, Bio-tech and Knowledge City ventures in that area. The department is confident of making rapid strides in the sector, going by the projects it has taken up. With all these measures, the Andhra Pradesh Tourism Development Corporation has targeted a turnover of Rs 1.50 billion during 2011-12 against the Rs 1.25 billion in the previous year.

What the industry needs

Though the government has initiated a slew of measures to promote tourism, fate of some of the multi-million tourism projects is in limbo according to certain industry sources. Apprehensions are being being expressed about whether these projects would take off at all, since granting of the infrastructure status to the tourism sector is still pending. The industry needs infra-structure status without which the new tourism projects mentioned earlier cannot be taken up. This is because the tourism industry is treated on par with real estate, constraining banks from giving loans beyond a certain limit. If the government grants infrastructure status, it will enable faster financial closure of the projects and will enable developers to get smoother access to loans from financial institutions, and banks in particular. The entrepreneurs who
venture into the sector can avail certain tax benefits along the lines of those extended to infrastructure projects. The Confederation of Indian Industry (CII) is pursuing the issue with the central government, as it is imperative to give a fillip to the tourism sector, which is the highest employment generator. The CII is also pressurising the central government to make the leave travel concessions given to employees as tax deductible. This will ensure that corporate houses will be more liberal in giving the incentive to their staff, which, in turn, will give a fillip to domestic tourism.

Besides these initiatives, new tourism circuits are to be developed on a war footing. The CII, after a thorough study of the tourism potential in Andhra Pradesh, felt the need for the development of certain tourism circuits such as Vizag-Bhimili-Araku-Borra Caves; Hyderabad-Nagarjuna Sagar-Srisailam; Vijayawada-Amaravathi-Chirala; and Rajahmundry-Papikondalu-Bhadradchalam, in view of their potential to attract significantly higher number of tourists. Above all, the AP Tourism Development Corporation, in coordination with the state government, has to organise travel and tourism expose in different parts of the country to create awareness among the general public about the various tourist destinations in AP. The state prides itself on being one of the sought after destinations for IT and other high-technology areas like biotechnology. It, however, is faced with a paradox when it comes to tourism, where most visitors head only to Tirupathi. In order to tap the huge tourism potential in AP.

The government has to lay emphasis on the following areas: large-scale involvement of the private sector at the strategic planning stage along with the public-sector and government bodies; large-scale investment in infrastructure; granting infrastructure status to tourism sector, and human resource development programmes through active participation of the private sector. Implementation of these measures will help in generating employment opportunities besides increasing the revenue to the state government considerably. The tourism tagline for Andhra Pradesh is, “The Essence of Incredible India.”

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the state. Some of the areas where such partnership can be meaningful are: Financing of new infrastructure; Evolving a modern focuses, comprehensive and intensive marketing collaboration; Collaborating in human resources development; Sharing development, beautification and maintenance of various tourism products\textsuperscript{208};

Participating in the preservation of the heritage; and to develop the concept of single window system where all the information and data of tourist centres in the state can be made available through data base to the tourists at various tourist information centres and with the registered tourist agents.

To catch up with the new idea of eco-tourism which has worked wonders in Nepal and Sikkim which have a terrain and environment similar to Andhra Pradesh. To integrate the planning and development of tourism with each tourist area having a development authority, master plans for appropriate number of years for each place or spot can be prepared and while doing so the carrying capacity of various centres need to be determined and detailed urban planning with land use planning need to be undertaken.

Thus, the future strategy, naturally, will have to be multi-pronged but well-coordinated, integrated and comprehensive; the strategy should focus on sectors that have high employment and income generating capabilities and have strong backward and forward inter-sectorial linkages. Therefore, the investment portfolio should consist of projects which require the least government resources and which have the highest multiplier effect on income and employment. Investments which have higher dispersal effects on income and employment and which create more income locally should get priority in the planning process\textsuperscript{209}. 

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