UNIT 1

History Outline of Andhra Pradesh

Structure

1.1 Introduction

1.2 Early History of Andhra Pradesh

1.3 Medieval History of Andhra Pradesh

1.4 Modern History of Andhra Pradesh

Learning Objectives

After studying this unit, the students will be able to understand

- Historic profile of Andhra Pradesh
- Early History of Andhra Pradesh
- Medieval History of Andhra Pradesh
- Modern History of Andhra Pradesh

1.1 Introduction

The state of Andhra Pradesh extends between 12.40 and 19.50 Latitudes and 76.45 to 84.50 longitudes and occupies the 5th place in India covering approximately 2,75,000 square kilometers in area. It is the 4th most populous. Drained by such mighty and perennial rivers as Vamsadhara, Godavary, Krishna, Pennar, and Swarnamukhi, etc. and possessing important geological rock and mineral formations, covered by alluvial soils, Andhra Pradesh was most congenial for the survival and sustenance of mankind from the pre-historic times.
The state is studded with several mountains and hills. The Mahendragiri in Srikakulam district, Balakonda range in Vizag district, are the important ones in the north coastal Andhra. The eastern ghats extending from the north of Orissa state to Tamilnadu merge with the Western Ghats in Nilgiris. The range of hills flanking the river Godavary in Khammam, East and West Godavary districts are known as Papikondalu.

The Eastern Ghats towards south of the river Krishna are known as Nallamalas and Yerramalas. The most important pilgrim centers situated on the Nallamalas are Srisailam, Ahobilam, and Tirumala. The Western Ghats popular as the Sahyadri range gets separated from the Ajanta hills, and pass through Adilabad district which are known as Nirmal Hills and Kerimeri Ghats. The hill range that passes through Karimnagar is known as Ramagiri hills. In the districts of Khammam and Warangal these are known as Kandikal hills. These are the hills gifted Andhra Pradesh by nature which are the sources of many rivers and rivulets and serve as agents causing fluctuations in climate and weather.

1.2 Early History of Andhra Pradesh

1.2.1 The Satavahanas

There are several references about an Andhra kingdom and a people called Andhras in the Sanskrit epics Mahabharata and Ramayana, Puranas, and Buddhist Jataka Tales. Rukmini from the Mahabharata hailed from Vidarbha, the Kingdom stretching through the Deccan Plateau, around the Vindhyas ranges which includes the present day Andhra, Maharashtra, Madhya Pradesh and Karnataka regions, including the little known, now apparently submerged archipelago in the Bay of Bengal. Rama in his exile is said to have lived in the forests around the present day Bhadrachalam in Andhra Pradesh.

Evidence for a flourishing kingdom in coastal Andhra Pradesh relates to the visit of Buddha to Amaravati in the Guntur district. Lord Buddha preached at Dharanikota and conducted Kalachakra ceremony, which takes the antiquity of Amaravati back to 500 BC. Taranatha, the Buddhist monk writes: “On the full moon of the month Caitra in the year following his enlightenment, at the great stupa of Dhanyakataka, the Buddha emanated the mandala of “The Glorious Lunar Mansions” (Kalachakra). The recorded history of Amaravati and nearby Dharanikota is from the 2nd century BC.

Around the Mauryan age, there is historical evidence of Andhra as a political power in the southeastern Deccan. Megasthenes, who visited the Court of Chandragupta Maurya (322-297 BC), mentioned that Andhras had 30 fortified towns and an army of a million infantry, 2000 cavalry and 1000 elephants.[5] Buddhist books reveal that Andhras established their kingdoms in the Godavari
Valley at that time. Asoka referred in his 13th rock edict (232 BC) that Andhra was under his rule.

The continuous political and cultural accounts of Andhra Pradesh commences with the rise of the Satavahanas as a political power. According to Matsya Purana there were 29 rulers of this dynasty. They ruled over the Andhra desa for about 456 years from the 2nd century BC to the 2nd century AD. According to an inscription at Nasik, it was under Gautamiputra Satakarni, the 23rd Satavahavana, the kingdom included most of the southern peninsula and some southern parts of present Indian states like Maharashtra, Orissa and MadhyaPradesh. The court language used by Satavahanas was Prakrit. Buddhism flourished throughout this age, and several Buddhist Stupas including Amaravati, Chaityas and Viharas were constructed during this time, although the kings followed Vedic religion.

The fall of the Satavahana Empire left Andhra in political chaos. Local rulers carved out small kingdoms for themselves. From AD 180-624, Ikshvaku, Brihatpalayana, Salankayana, Vishnukundina, Vakataka, Pallava, Ananda Gotrika, Kalinga and others ruled over parts of Andhra with small kingdoms. Most important among these small dynasties was the Ikshvaku. Nagarjunaka Konda was their capital and they patronized Buddhism, though they followed the Vedic ritualism. Sanskrit mostly replaced Prakrit as the language of the inscriptions.

1.2.2 The Ikshvakus of Nagarjunakonda

After the disintegration of the Satavahana Empire in the Deccan the Ikshvakus have succeeded in the Krishna valley choosing Vijayapuri as their capital. There were only four kings in the Ikshvaku line beginning with Chantamula, a valiant ruler who performed Agnihotra, Agnistoma, Aswamedha sacrifice, gifted lakhs of cows, ploughs, gold and brought the coastal Andhra and Telengana under his control. He was succeeded by Veerapurushadatta who relinquished Hindu faith and took to Buddhism. It was probably during his period that Nagarjunakonda became a celebrated center of Buddhism to which Buddhist from all parts of India, Ceylon, China and other places have flocked. Yahuvala Santamula and Rudrapurushadatta succeeded Veerapurushadatta. Though Ikshvakus have barely ruled for less than a century their contribution to Buddhist sculptural art and architecture is immense.

1.2.3 Patrons of Buddhism

Most of the inscriptions of the Andhra Ikshvaku period record either the construction of the Buddhist Viharas or the gifts made to them. All the donors and builders of the Viharas were the female members of the Ikshvaku royal
family. Although Santamula I is reported to have performed the Vedic sacrifices, nothing is known about the religious leanings of his successors.

This was the period during which Andhra became a flourishing centre of Buddhism and a place of pilgrimage for the Buddhists. The patrons were ladies from the royal household, the merchants and artisans and the people at large. The great stupas of Jagagayapeta, Nagarjunakonda and Ramireddipalle were built, repaired or extended during their reign. Buddhist pilgrims and scholars visited the Buddhist centre at Nagarjunakonda. The attraction for this Buddhist centre can be accounted for from the sea trade which was carried on between Lanka and the Ikshvakus though the ports situated on the mouths of the Krishna and the Godavari.

1.2.4 Pallavas

The Pallava Empire was an ancient South Indian kingdom. The Pallavas, feudatories of Andhra Satavahanas, became independent after the decline of that dynasty in Amaravati. Initially they ruled southern Andhra Pradesh, also known as Palnadu, situated in the Guntur district. Later they extended their rule to Tamil regions and established their capital at Kanchipuram around the 4th century. They rose in power during the reign of Mahendravarman I (571 – 630) and Narasimhavarman I (630 – 668) and dominated the southern Telugu and northern parts of Tamil region for about six hundred years until the end of the 9th century.

Pallavas are most noted for their patronage of Dravidian architecture, still seen today in Mahabalipuram. The Pallavas, who left behind magnificent sculptures and temples, established the foundations of classical Dravidian architecture. A Chinese traveller Huien Tsang visited Kanchipuram during Pallava rule and extolled their benign rule.

1.2.5 Vishnukundinas

The Vishnukundinas were a dynasty that ruled over the Deccan and South India. It played an important role in the history of the Deccan during the 5th and 6th centuries. According to Edward B. Eastwick, the Maharaja of Vizianagaram descends from the Maharajas of Udaipur and is of the Sisodia branch of the Gehlot tribe. A brother of the Maharaja of Udaipur migrated to Oudh in the 5th or 6th centuries, and relatives of this line migrated into the Deccan and settled at various times in Indra-Pala-Nagara in the Nalgonda district and in Vinukonda in the Guntur district. The early rulers of the dynasty were feudatory of the Vakatakas with whom they had marital alliances as well as with the Rashtrakutas.
In 529, a descendent, Madhava Varma, and four other clans gained independence and solidified their position by defeating the Salankayanas in coastal Andhra. They had different capitals such as Amaravati and Bezwada until they eventually settled into Vizianagaram. Over the centuries the other four clans served as feudatories to the Vizianagaram rulers as well as subsequent dynasties such as the Chalukyas. One of the forts later traditionally connected to Rajus is Kalidindi in Krishna district, which was under the Vishnukundin sway for a long time.

In 1512, the Maharaja of Vizianagaram was conquered by the Golkonda dynasty and was made Subahdar of the Northern Circars. The title was conferred by Emperor Aurangzeb, who gave him a two-edged sword (Zulfikar), which is still used in the coat-of-arms of the family. Maharaja Vijaya Rama Gajapati Raju III, in 1845 had several honors conferred on him by the British Government. Lord Northbrook conferred the title of His Highness. His son was born 31 December 1850 and a daughter was married to His Highness Maharaj Kumar Singh, cousin and heir apparent of H.H. Maharajah of Rewah. The Rajahs of Vizianagaram obtained the title of ‘Gajapathi’ after the battle of Nandapur, in the Northern Circars in the 16th century.

1.2.6 The chalukyas of badami

Region of Chalukyavishaya. The region comprising Mehaboobnagar, Kurnool and Cuddapah districts was included in the Hiranyarashtra that was subsequently known as Chalukya Vishaya, a territory owned by the Badami. Interestingly the region of Chalukya Vishaya is studded with several groups of temples having typical Rekhanagara (curvilinear) vimanas, similar ground plans and artistic embellishments. They are situated at Satyavolu, Panyam, Kadamalakalva, in Kurnool district, Kudalisangam and Alampur in Meohoobnagar district. One of the titles of the first Pulakesi being Satyasraya; we believe that Satyavolu in Kurnool district may be one of the early capitals of the Chalukyas.

The earliest member of the Chalukyan family known through inscriptions was Jayasimha, the grandfather of Pulakesi I. It is not clear how Jayasimha was related to Vishnudhvartana the legendary Chalukyan Prince who was brought up by Vishnubhatta Somayaji of Mudivemu Agrahara (in Cuddapah district) as recorded in the the legend of the mythical origin of the Chalukyas was narrated by Bilhana in his celebrated work Vikramankadeva Charitra and the same repeated in many inscriptions of the later Chalukyas, particularly the Nandampudi grant of Rajarajanarendra.
The early Chalukyas ruled Deccan for over 200 years. They were ardent Hindus in religion and built a large number of temples in their typical style of architecture as stated above the founder of the dynasty was Jayasimha who originally hailed from Chalukya Vishaya. Pulakesi 1, the son of Ranaraga started his rule independently of the Kadambas he collected a large army and captured Badami in 546 AD built a strong fort and made Badami his second capital. Later he performed an Aswamedha sacrifice and bore the title as Satyasraya.

He had another title of Ranavikrama. He was succeeded by his son Kirtivarma I in 566 AD who ruled for 30 years. He was a great warrior who conquered Anga, Vanga, Kalinga, Vattora, Magadha, Madra, Kerala, Ganga, Mushika, Pandya, Dravida, Chola, Anupa, Vaijayanti, Nala, Maurya [Konkan], Kadamba, and Kalachuri. In all the battles he fought he was ably assisted by his younger brother, Mangalesa who succeeded him in 596 due to Kirtivarma’s son Pulakesi 11, was still in infancy.

1.2.7 Eastern Chalukyas

Between 624 and 1323, a significant change came about in social, religious, linguistic and literary spheres of Andhra society. During this period the Telugu language, emerged as a literary medium subsuming the predominance of Prakrit and Sanskrit. As a result, Andhra achieved an identity and a distinction of its own.

The Eastern Chalukyas were a branch of the Chalukyas of Badami. Pulakesin II conquered Vengi (near Eluru) in 624 and installed his brother Kubja Vishnuvardhana (624-641) as its ruler. His dynasty, known as the Eastern Chalukyas, ruled for nearly four centuries in all. Vishnuvardhana extended his dominions up to Srikakulam in the north and Nellore in the south.

The Eastern Chalukyas occupied a prominent place in the history of Andhra Pradesh. Since the time of Gunaga Vijayaditya in 848, inscriptions show Telugu stanzas, culminating in the production of literary works in the coming centuries. Later in the 11th century, the Mahabharata was translated partly by the court poet Nannaya under the patronage of the then Eastern Chalukya ruler Rajaraja Narendra. Throughout this period and up to the 11th century, the Telugu language was written in old Telugu script. Al-Beruni (1000) referred to old Telugu script as “Andhri” in his “Kitab Al-Hind”. The emergence of the Telugu script from the old Telugu script started around the 11th century and culminated in the 19th century.

After a brief period of sovereignty under Gunaga Vijayaditya, the Vengi region again came under the Rashtrakuta rule and later the Kalyani Chalukya rule from the beginning of the 10th century to the 11th century, when the Cholas
managed to wrest control from the Chalukyas. However by 1118, with the defeat of the Kulottunga Chola at the hands of Vikramaditya VI of the Kalyani Chalukya dynasty and the victory of Hoysala ruler Vishnuvardhana over the Cholas at Talakad, Vengi once again came under Chalukya rule. The Kalyani Chalukya power itself went into decline after the death of Vikramaditya VI. By the end of the 12th century, their empire was split into several local kingdoms, namely the Hoysala Empire, the Kakatiya Kingdom and the Yadavas.

### 1.3 Medieval History of Andhra Pradesh

#### 1.3.1 Kakatiyas

The 12th and the 13th centuries saw the emergence of the Kakatiya dynasty. They were at first the feudatories of the Western Chalukyas of Kalyani, ruling over a small territory near Warangal. A ruler of this dynasty, Prola II (1110–1158) extended his sway to the south and declared his independence. His successor Rudra (1158–1195) pushed the kingdom to the east up to the Godavari delta. He built Warangal Fort to serve as a second capital and faced the invasions of the Seuna Yadavas of Devagiri.

The next ruler Mahadeva extended the kingdom to the coastal area. Ganapati Deva succeeded him in 1199. He was the greatest of the Kakatiyas and the first after the Satavahanas to bring almost the entire Telugu area under one unified empire. (Unlike Satavahanas, Kakatiyas are native Telugu kings who used Telugu as court language.) He put an end to the rule of the Velanati Cholas in 1210 and extended his empire till Anakapalle in the north. The most prominent ruler in this dynasty was Rani Rudrama Devi (1262–1289), one of the few queens in Indian history.

An able fighter and ruler Rudramba defended the kingdom from the Cholas and the Seuna Yadavas, earning their respect. She remains one of the few female powers of the South India for all time. On the death of Rudrama, her grandson Prataparudra, who was adopted by her as son and as heir apparent on the advice of her father Ganapatideva, ascended the throne at the beginning of the year 1290. Prataparudra had to fight battles throughout his reign against either the internal rebels or the external foes. Prataparudra expanded borders towards the west till Raichur and in the south till Ongole and Nallamala Hills, whilst introducing many administrative reforms, some of which were also later adopted in the Vijayanagar empire.

The Kakatiya dynasty faced Muslim onslaughts from 1310 and came under the control of the Delhi Sultanate in 1323. A brief period of 50 years of independence was enjoyed under Musunuri Nayaks who rebelled and liberated Telugu land from the rule of Delhi. Although short lived the Musunuri Nayaks...
rule was a watershed in the history of south India. Hakka (Harihara) and Bukka, who were previously treasury officers in the court of Prataparudra drew inspiration from them and consolidated Hindu opposition to Muslim invaders. Eventually, after the fall of the Kakatiyas in 1370, the Vijayanagara Empire, considered the last great Hindu and Telugu empire, swept across the Telugu land and the present day Karnataka (1336–1450). Small parts of Telugu region were under Reddys of Kondavidu and Rajahmundry and Recherla Velamas of Telangana, who were content to be vassals of Muslim kingdoms.

1.3.2 Reddy dynasty

The first of the Reddy clans came into prominence during the Kakatiya period. During this time the Reddys carved out for themselves feudal principalities. After the death of Pratapa Rudra II and the subsequent fall of the Kakatiya empire, the Reddy chiefs became independent and this led to the emergence of the Reddy kingdom.

The 19th century writer Edgar Thurston in his book, Castes and Tribes of Southern India stated that Reddys were the village chiefs and listed them under the section Kapu. The village chiefs were given the title “Reddy”.

The Reddy dynasty (1325–1448) ruled some parts of the coastal Andhra Pradesh for over a hundred years. Reddys became independent after the death of Pratapa Rudra II and the subsequent fall of the Kakatiya Dynasty. Thus emerged the Reddy Kingdom. Prolaya Vema Reddy was the first king of the Reddy dynasty. The capital of the kingdom was Addanki which was moved to Kondavidu and subsequently to Rajahmundry. His reign was characterized by restoration of peace, patronage of arts and literature, and all round development. Errana, the translator of Ramayana, lived during this period.

Origins of Reddys: The Rashtrakutas and Reddys seem to share a similar origin, from the great “Rattas” or “Rathis” or “Rashtrikas” who ruled the Deccan from ancient times. The “Rathis” ruled over small principalities in the Deccan plateau before 200 BCE, before the Satavahanas and Mauryas. The word “Rathi” or “Ratti” is found under various forms such as Reddi, Ratta, Rashtrakuta, Rahtor, Rathaur. They left coins in northern Andhra Pradesh, Kurnool district, and near Pune. Coins were found in the levels between the megalithic to Satavahana periods in excavations. The usage of the word Reddy specifically was first seen in the inscriptions made during the Renati Chola period (7th century CE). Reddys are believed to be an offshoot of the Rashtrakuta dynasty. After the decline of the Rashtrakuta dynasty, the ruling clan broke off and settled in North and South India. Rashtrakutas were a Rajput clan. The settlers in the north are called Rathods/Rathores, and ruled Marwar in western Rajasthan, while the southern settlers were called Reddys.
1.3.3 Vijayanagar empire

Vijayanagara Empire, one of the greatest empires in the southern India, was founded by Harihara (Hakka) and Bukka, who either served as Treasury officers in the administration of Kakatiya dynasty or as Hoysala commanders. When Warangal fell in 1323, the two brothers were captured, taken to Delhi and converted to Islam. They were sent to the Deccan as governors of Kampili by the Delhi Sultanate with the hope that they would be able to deal with the local revolt and invasions by neighbouring Hindu kings.

Their first campaign was against the neighbouring Hoysala emperor, Veera Ballala III of Dwarasamudra. Later, the brothers reconverted to Hinduism under the influence of the sage Vidyaranya and proclaimed their independence from the Delhi Sultanate. However, this theory of conversion to Islam, wars against the Hoysalas and their reconversion to Hinduism has been rejected by other historians who claim the founders were Kannadigas and were stationed in the Tungabhadra region by Hoysala Veera Ballala III to fight the Muslim invasion.

Harihara I (reigned 1336–56) then established his new capital, Vijayanagar, in an easily defensible position south of the Tungabhadra River, where it came to symbolize the emerging medieval political culture of South India. The Vijayanagara empire reached its peak under Emperor Krishnadevaraya in the early part of 16th century. Telugu literature reached new heights during this time. Fine Vijayanagar monuments were built across South India including Lepakshi, Tirupathi and Sri Kalahasti in Andhra Pradesh. The largest and most famous ensemble of Vijayanagara monuments are at Hampi in modern Karnataka.

1.3.4 Mughal era

In 1323 the Delhi Sultan Ghiaz-ud-din Tughlaq sent a large army under Ulugh Khan to conquer the Telugu country and lay siege to Warangal. In 1347, an independent Muslim state, the Bahmani Sultanate, was established in south India by Ala-ud-Din Bahman Shah as a revolt against the Delhi Sultanate. By the end of the 15th century, the Bahmani rule was plagued with faction fights and there came into existence the five Shahi sultanates. Of these, it was the Qutb Shahi dynasty that played a significant and notable role in the history of Telugu land.

The Qutb Shahi dynasty held sway over the Andhra country for about two hundred years from the early part of the 16th century to the end of the 17th century. Sultan Quli Qutb Shah, the founder of the dynasty, served the Bahmanis faithfully and was appointed governor of Telangana in 1496. He declared independence after the death of his patron king, Mahmud Shah, in 1518. Aurangzeb, the Mughal emperor, in 1687 invaded Golconda and annexed it to his empire.
He appointed a Nizam (governor) and thus for about a period of 35 years this region was ruled by Mughal Nizams. Aurangzeb died in 1707 and the administrative machinery of the Mughal imperial regime began to crumble and it gradually lost control over the provinces. It enabled two foreign mercantile companies to consolidate themselves as political powers capable of subsequently playing decisive roles in shaping the destiny of the nation. They were the East India Company of England and the Compagnie des Indes Orientales of France.

1.4 Modern History of Andhra Pradesh

1.4.1 Beginning of colonial era

In 1753, a decree of Asif ad-Dawlah Mir Ali Salabat Jang, Subedar of Deccan conceded to General Bussy the paragons of Chicacole, Ellore, Rajahmundry etc. with an annual revenue Rs.200,000 for the maintenance of the French troops in the Subah in recognition of the help of these Circars amounted up to 1 million Rupees per year. Bussy helped Salabat Jang to be the Subedar of Deccan. The agreement made between the French and Salabat Jang in Aurangabad bears the signature of Said Loukshur, Minister of Salabat Jang. Yanam acquired considerable importance during the occupation of the Northern Circars by the French.

Another important event in the history was the war between the French and the English fought at Chandurthi (now is in Gollaprolu mandal) in East Godavari district in 1758 in which the French were defeated by the combined armies of British and Maharaja Ananda Gajapathi Raju-2 of Vizianagram. Salabat Jang made a treaty with British and gave the Northern Circars under a firman to the English. Later, Nizam rebelled against the English. A second treaty was the result of war and Northern Circars remained permanently under the control of the British. After 1760 the French lost hold in South India, especially on Northern Circars. In 1765, Lord Robert Clive, the then existing Chief and Council at Vizagapatam obtained from the Mughal emperor Shah Alam a grant of the five Circars. In 1792, the British got the complete supremacy, when they defeated Maharaja Vijaya Rama Gajapathi Raju of Vizianagaram.

1.4.2 Madras presidency

Then Northern Circars became part of the British Madras Presidency. Eventually that region emerged as Coastal Andhra region. Later, the Nizam had ceded 5 territories (Datta Madalalu) to British which eventually emerged as Rayalaseema region. The Nizams retained control of the interior provinces as the Princely state of Hyderabad, acknowledging British rule in return for local autonomy.
The provinces were at the time governed in a feudal manner, with Zamindars in areas such as Kulla and other parts of the Godavari acting as lords under the Nizam. The feudal or zamindari system was removed after independence.

1.4.3 Post-independence

India became independent from the United Kingdom in 1947. The Muslim Nizam of Hyderabad wanted to retain his independence from India, he was forced to accede his state to India in 1948 as the Hyderabad State. When India became independent, the Telugu-speaking people (although Urdu is spoken in some parts of Hyderabad and in few other districts of Telangana) were distributed in about 22 districts, 9 of them in the Telangana region of Nizam’s Dominions (Hyderabad State) and 12 in the Madras Presidency and one in French controlled Yanam. Andhra State was the first state in India that has been formed on a purely linguistic basis by carving it out from Madras Province in 1953. Andhra State was later merged with Telugu speaking area of Hyderabad (Telangana) to create Andhra Pradesh state in 1956. In 1954, Yanam was liberated and it was merged with Puducherry in 1963.

1.4.4 Madras manade movement

However, in 1953, Telugu speakers of Madras Presidency wanted Madras as the capital of Andhra state including the famous slogan “Madras Manade” (Madras is ours) before Tirupati was included in Andhra Pradesh. Madras at that time was an indivisible mixture of Tamil and Telugu cultures. It was difficult to determine who should possess it. Panagal Raja, Chief Minister of the Madras Presidency, in the early 1920s said that the Cooum River should be kept as a boundary, giving the northern portion to the Andhras and the southern portion to the Tamils. In 1928, Sir C. Sankaran Nair sent a report to the Central Council discussing why Madras does not belong to the Tamils. But finally, it was decided that Madras would remain in the Tamil region. According to the JPC report, (Jawahar Lal Nehru, Bhogaraju Pattabhi Sitaramayya, C. Rajagopalachari) Telugu people should leave Madras for Tamils if they want a new state.

1.4.5 Creation of Andhra State

In an effort to protect the interests of the Telugu people of Madras state, Amarajeevi Potti Srimanamu attempted to force the Madras Presidency government to listen to public demands for the separation of Telugu speaking districts (Rayalaseema and Coastal Andhra) from Madras Presidency to form the Andhra state. He went on a lengthy fast, and only stopped when Prime Minister Jawaharlal Nehru promised to form Andhra state. However, there was
no movement on the issue for a long time. He started fasting again for attaining statehood for Andhra in Maharshi Bulusu Sambamurthy’s house in Madras on 19 October 1952. It started off without fanfare but steadily caught people’s imagination despite the disavowal of the fast by the Andhra Congress committee.

The government of the day however did not make a clear statement about the formation of a new state despite several strikes and demonstrations by Telugu people. On the midnight of 15 December (i.e. early 16 December 1952), Potti Sriramulu died and laid down his life trying to achieve his objective.

In his death procession, people shouted slogans praising his sacrifice. When the procession reached Mount Road, thousands of people joined and raised slogans hailing Sriramulu. Later, they went into a frenzy and resorted to destruction of public property. The news spread like wildfire and created an uproar among the people in far off places like Vizianagaram, Visakhapatnam, Vijayawada, Eluru, Guntur, Tenali, Ongole and Nellore. Seven people were killed in police firing in Anakapalle and Vijayawada. The popular agitation continued for three to four days disrupting normal life in Madras and Andhra regions. On 19 December 1952, the Prime Minister of the country Jawaharlal Nehru made an announcement about formation of a separate state for Telugu speaking people of Madras Presidency.

1.4.6 Merger of telangana and Andhra

In December 1953, the States Reorganization Commission was appointed to prepare for the creation of states on linguistic lines. The commission, due to public demand, recommended disintegration of Hyderabad state and to merge Marathi speaking region with Bombay state and Kannada speaking region with Mysore state. The States Reorganisation Commission (SRC) was not in favour of an immediate merger of Telugu speaking Telangana region of Hyderabad state with Andhra state, despite their common language. Para 378 of the SRC report said “One of the principal causes of opposition of Vishalandhra also seems to be the apprehension felt by the educationally backward people of Telangana that they may be swamped and exploited by the more advanced people of the coastal areas.”

The Chief Minister of Hyderabad State, Burgula Ramakrishna Rao, expressed his view that a majority of Telangana people were against the merger. He supported the Congress party’s central leadership decision to merge Telangana and Andhra despite opposition in Telangana. Andhra state assembly passed a resolution on 25 November 1955 to provide safeguards to Telangana. The resolution said, “Assembly would further like to assure the people in Telangana that the development of that area would be deemed to be special charge, and
that certain priorities and special protection will be given for the improvement of that area, such as reservation in services and educational institutions on the basis of population and irrigational development. “Telangana leaders did not believe the safeguards would work. With lobbying from Andhra Congress leaders and with pressure from the Central leadership of Congress party, an agreement was reached between Telangana leaders and Andhra leaders on 20 February 1956 to merge Telangana and Andhra with promises to safeguard Telangana’s interests. Andhra state and Telangana was merged to form Andhra Pradesh state on 1 November 1956 after providing safeguards to Telangana in the form of Gentlemen’s agreement.

1.4.7 Separate telangana movement

There have several movements to invalidate the merger of Telangana and Andhra, major ones occurring in 1969, 1972 and 2000s onwards. The Telangana movement gained momentum over decades becoming a widespread political demand of creating a new state from the Telangana region of Andhra Pradesh.

Proponents of a separate Telangana state feel that the agreements, plans, and assurances from the legislature and Lok Sabha over the last fifty years have not been honoured, and as a consequence Telangana has remained neglected, exploited, and backward. They allege that the experiment of Andhra Pradesh to remain as one state has proven to be a futile exercise and that separation is the best solution.

On 9 December 2009, Government of India announced process of formation of Telangana state. Due to objections raised in Coastal Andhra and Rayalaseema regions immediately after the announcement, and due to the agitation in those regions for 14 days, the decision to form to new state was put on hold on 23 December 2009. The movement continues in Hyderabad and other districts of Telangana.

Summary

The recorded history of Andhra Pradesh can be traced to the period of Assaka Maha-Janapada (700–300) BCE located between the rivers of Godavari and Manjira in the present day telangana region, succeeded by the Satavahana Empire. Accounts of people in the region as descendants of Vishawamitra are littered in all versions of Ramayana, Mahabharata, Puranas and Buddhist literature.

The Satavahana Empire that followed the Maha-Janapada period built the great city of Amaravathi and reached its zenith under Satakarni. They were
instrumental in ushering in the era of Ashokan Buddhism in Andhra. At the end of Satavahana Empire, a divided Telugu region was ruled by many of the Satavahana feudatories. The Andhra Ikshvakus ruled the eastern Andhra country along the Krishna river during the later half of the 2nd century.

The Pallavas extended their rule from southern Andhra to Tamil regions and established their capital at Kanchipuram around the 4th century. They rose in power during the reign of Mahendravarman I (571 – 630) and Narasimhavarman I (630 – 668) and dominated the southern Telugu and northern parts of Tamil region until the end of the 9th century.

Between 624 and 1323, a significant change came about in social, religious, linguistic and literary spheres of Andhra society. The Kakatiya dynasty emerged as the largest state which brought the entire Telugu land under one unified rule. During this period, the Telugu language emerged as a literary medium subsuming the predominance of Prakrit and Sanskrit with the contributions of Nannaya. The Chalukya Chola dynasty ruled the Cholas from 1070 until the demise of the empire in the second half of the 13th century. In 1323, the Delhi Sultan Ghiyath al-Din Tughluq, sent a large army under Ulugh Khan to conquer the Telugu country and lay siege to Warangal.

The end of the Kakatiya dynasty started the next era under the competing influences of Turkic kingdoms ruling Delhi, Chalukya Chola dynasty ruling the south and the sultanate of central India (Persio-Tajik). The struggle for Andhra ended with the dramatic victories of Musunuri Nayaks over the Turkic Delhi Sultanate allowing for the emergence of the next era of independent Telugu way of life under the Vijayanagara Empire ruled by Krishnadevaraya.

The retreat of the Delhi Sultanate from the south after battles with Musunuri Nayaks allowed for an independent Muslim state, the Bahmani Sultanate to be established in central India by Ala-ud-Din Bahman Shah as a revolt against the Delhi Sultanate. The tolerant Qutb Shahi dynasty of the Bahmani Sultanate held sway over the Andhra country after the demise of the Vijayanagara Empire and patronized Telugu way of life for about two hundred years from the early part of the 16th century to the end of the 17th century.

The arrival of Europeans notably the French under Bussy and English under Robert Clive ended another era of Andhra history. In 1765, Lord Robert Clive, the then existing Chief and Council at Vishakapatnam obtained from the Mughal emperor Shah Alam a grant of the five Circars. In 1792 the British got the complete supremacy, when they defeated Maharaja Vijaya Rama Gajapathi Raju of Vizianagaram.
The foundation for modern Andhra was laid by Indian independence struggle under Mohandas Gandhi. The struggle for an independent state by Potti Sriramulu, and social reform movements by Tanguturi Prakasam Panthulu and Kandukuri Veeresalingam Pantulu started of the building of this next era. A fully democratic society with two stable political parties, modern science and economics emerged under the Chief Ministership of N. T. Rama Rao.

India became independent from the United Kingdom in 1947. The Muslim Nizam of Hyderabad wanted to retain his independence from India, he was forced accede his kingdom to India in 1948 as the Hyderabad State. Andhra State was the first state in India that has been formed on a mainly linguistic basis by carving it out from Madras Presidency in 1953. Andhra State was later merged with Telugu speaking area of Hyderabad state to create Andhra Pradesh state in 1956.

**Short Answer Type Questions**

1. Write timeline of Andhra Pradesh History.
2. Write about Kakatiya Dynasty.
3. Write your views on colonial era.
4. Write short note on medieval history of Andhra Pradesh.
5. Write short note on Mughals.

**Long Answer Type Questions**

1. Write a detailed note on Andhra Pradesh History.
2. Discuss in detail about medieval kingdoms of Andhra Pradesh.
3. Write a detailed note on modern history of Andhra Pradesh.
Structure

2.1 Tourist flows to the state
2.2 Tourism attractions of the state
2.3 Types and forms of tourism in Andhra Pradesh

Learning Objectives

After studying this unit, the students will be able to

• Study of tourist flows and statistics in Andhra Pradesh
• Know the tourist attractions of Andhra Pradesh
• Types and Forms of Tourism that offers Andhra Pradesh

2.1 Tourist Flows to the State

The state of Andhra Pradesh is one of the most popular tourism destinations in India. The state, promoted as “Koh-i-noor of India”, has a variety of attractions including beaches, hills, wildlife, forests and temples. The state has a rich cultural heritage and is known for its rich history, architecture and culture. The rich religious abode of Lord Venkateshwara draws millions of tourists. The key to tourism success in Andhra Pradesh has been its sustained marketing efforts and creation of new tourism products.

Andhra Pradesh attracted around 156,072,409 tourists with around 155,749,584 domestic tourists & 322,825 international tourists in 2010. The state ranked first with highest domestic tourist inflow compared to other states
Table 2.1 Trends in Tourist Arrivals

<table>
<thead>
<tr>
<th>Category</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>93,529,554</td>
<td>111,715,376</td>
<td>127,933,333</td>
<td>132,684,906</td>
<td>157,489,927</td>
<td>155,749,584</td>
</tr>
<tr>
<td>Growth rate</td>
<td>-</td>
<td>19%</td>
<td>15%</td>
<td>4%</td>
<td>19%</td>
<td>-1%</td>
</tr>
<tr>
<td>CAGR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8.87% over the 5 year period 2005 - 10</td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>560024</td>
<td>669617</td>
<td>769724</td>
<td>789180</td>
<td>795173</td>
<td>322825</td>
</tr>
<tr>
<td>Growth rate</td>
<td>20%</td>
<td>15%</td>
<td>3%</td>
<td>1%</td>
<td>-59%</td>
<td></td>
</tr>
<tr>
<td>CAGR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-8.77% over the 5 year period 2005 - 10</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>94,089,578</td>
<td>112,384,993</td>
<td>128,703,057</td>
<td>133,474,086</td>
<td>158,285,100</td>
<td>156,072,409</td>
</tr>
<tr>
<td>Growth rate</td>
<td>19%</td>
<td>15%</td>
<td>4%</td>
<td>19%</td>
<td>-1%</td>
<td></td>
</tr>
<tr>
<td>CAGR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8.8% over the 5 year period 2005 - 10</td>
<td></td>
</tr>
</tbody>
</table>
As per the tourist information from Department of Tourism, Andhra Pradesh is one of the major tourist destinations in the country.

- Total number of tourist / visitor arrivals in the state of Andhra Pradesh during the period 2009-2010 was 156,072,409.
- Out of the total number of visitors, domestic tourists in Andhra Pradesh accounted for 99.79% (155,749,584).
- Total number of foreign tourist arrivals in Andhra Pradesh during the period 2009-2010 was (3,22,825).
- Foreign tourists in Andhra Pradesh accounted for only 0.21% of the total tourists/ visitors to the state.

2.2 Tourist attractions of the state

The state of Andhra Pradesh is one of the most popular tourism destinations in India. The state, promoted as “The Essence of Incredible India”, has a variety of attractions including beaches, hills, wildlife, forests and temples. The rich religious abode of Lord Venkateshwara at Tirupati draws millions of tourists. The state has a rich cultural heritage and is known for its rich history, architecture and culture. The State has numerous tourist attractions ranging from unspoiled beaches, forests & wildlife; ancient cave temples, forts, monuments & pilgrimage centers; along with a rich tradition of festivals, arts & culture. Some of the major tourist destinations are as follows:

Beaches: Andhra Pradesh with its second largest coastline boasts of some of the beautiful and pristine beaches like Ramakrishna beach popularly known as R.K. Beach, Lawson’s Bay, Rushikonda (Vizag), Bheemunipatnam, Kakinada Uppada Road Beach, Kalingapatnam, Kottapatnam, Krishnaapatnam, Machilipatnam, Moyupalle, Maipadu, Perulapalem, Suryalanka, Vodarevu.

Pilgrimage & Heritage sites: Andhra Pradesh has many religious sites and pilgrimage places for different faiths. The rich religious abode Lord Venkateswara at Tirupati attracts millions of tourists from all over India and the world. Many other prominent temples in and around Tirupati are Govindaraja Swamy temple, Alamemangapuram, Srikalahasti, Kaneepakam, Srinivasa Mangapuram.

Nestled in the Nallamala hills of Srisailam is the abode of Mallikarjuna and Bhamaram which is one of the Jyothir lingas and Astadasa Shakti Peetam in Andhra Pradesh. The prominent Pancharama Kshetras of Lord Shiva, are located at Amarama at Amaravati, Draksharama at Draksharamam, Somarama at
Bhimavaram, Ksheerarama at Narsapuram in West Godavari District and Kumararama located at Samarlakota in East Godavari district.

The other major prominent pilgrimages in Andhra Pradesh are Simhachalam in Visakhapatnam, Bhadrachalam temple of Lord Rama in Khammam District, Kanaka Durga Temple in Vijayawada, Annavaram and many other temples in the following locations like: Hyderbad, Ranga Reddy, Medak, Warangal, Karimnagar, Adilabad, Khammam, Anantapur, Nalgonda, Krishna, East Godavari, Nellore, Rajahmundry, Visakhapatnam, Guntur, Mahabubnagar, Prakasam, Chittoor, Kurnool.

Nature, Wildlife Reserves & Sanctuaries: These sanctuaries and forests are home to many rare species of flora and fauna. Some of the major sanctuaries and forests in Andhra Pradesh are Nelapattu Bird Sanctuary, Pulicat Lake, Telineelapuram bird Sanctuary, Rollapadu Sanctuary, Nagarjunasagar-Srisailam Sanctuary, Kolleru Lake, Kavval Reserve Forest, Coringa Forest, Uppalapadu Bird Sanctuary, Kinnerasani Bird Sanctuary etc. The state has some of the tranquil and beautiful destinations like Araku, Tyda, Anantagiri, Borracaves, Kondakarla, Chitrakote Tirathgarh waterfalls, Kuntala Water Falls, Belum caves, Papi Hills, Hope island, Rampachodavaram, Rosesly Hills etc.

Buddhist Circuit: Andhra Pradesh’s close links with Buddhism is borne out of the fact that the state has several Buddhist sites which are rich with Buddhist Monasteries, Chaityas, Viharas, Mahachaityas, and Sculptures. The prominent Buddhist sites in Andhra Pradesh are Nagarjunakonda, Anupa, Amaravathi, Thotlakonda, Bavikonda, Sankaram, Jagayyapeta, Bhattiprolu, Chandavaram, Ghantasala, Pavuralakonda, Ramatirtham, Salihundam, Dantapuram, Dhulikatta & Ananda Buddha Vihara.

Forts: There are many forts in the state of Andhra Pradesh. Most of these forts are associated with the great rulers like Emperor Ashoka, Chalukyas, Kakatiyas, Vizianagaram Kings, Qutub Shahis, Mughals, Asaf Jahis etc. Some of the major forts are listed below:

2.3 Types and forms of tourism in Andhra Pradesh

2.3.1 Religious 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
on her religion. In Andhra Pradesh there are so many pilgrim destinations such as temples, mosques and churches.

**Major Pilgrimage destinations in Andhra Pradesh:** Ahobilam, Alampur, Annavaram, Antarvedi, Arasavalli, Basar, Bhadrachalam, Bhimavaram, Draksharamam, Dwaraka Tirumala, Hemavati, Kaleshwaram, Kanipakam, Keesaragutta, Kolanupaka, Lepakshi, Mahanandi, Mangalagiri, Mantralayam, Palampet, Panagal, Parnasala, Punyagiri, Pushpagiri, Puttaparthi, Ramagiri, Ramathirtham, Simhachalam, Srikalahasti, Srikuram, Srisailam, Tirupathi, Veputlava, Yadagirigutta, Yaganti, Srikakulam, Hamsala Divi, Palakollu (Pancharamas), Penugonda, Kotipalli, Samalkot, Palivela, Muktesvaram, Pithapuram, Kanaka Durga Temple–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 Pilgrimage Centers in Andhra Pradesh:** Deval Mosque-Nizamabad, Royel Mosque – Rajahmundry, Macca Masjid, Jama Masjid – Hazarat Bal Masjid – Vijayawada, Raha Matbad Masjid – Nellore and Darga-Kazipet, are some of the holy places where most of the Muslim population of the State visit during the festive occasions.

**Churches in Andhra Pradesh:** Include Medak Church, and the churches at Phirangi puram and Gunadala. Marya Matha-Sagar; and Dornakal Church. Christianity is the third major religion of India. Although many of the present-day Christians embraced the religion in recent times.

**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 like dances, crafts, music are the Tourism products for Heritage Tourism. A few examples for it include Golconda Fort, Kakatiya Forts and temples, Palaces like Falaknuma, Chowmahalla, Nizam Palace in Hyderabad.

**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, coastlines, caves and waterfalls.

![Horsley Hills, Chittoor](image)

**Fig 2.1 Eco-Tourism**

**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 any 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. Major spots in Andhra Pradesh are Nehru Zoological Park, Indhra Gandhi Zoo Park, Kawal Sanctuary, Pranahita Sanctuary, Sivaram, Eturunagaram, Pakhal (Palchal), Kinnersani, 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.

**Beach – Tourism Or Coastal Tourism**

Beach means coastal line with sand patches. People visiting coastal areas to spend their time at the beaches are 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. Major Beaches of Andhra Pradesh are Baruva, Kalingapatnam, Bandaruvare Palem, Bhimili, Mangamarri Peta, Rishikonda, Ramakrishna, Lasons-Bay, Gangavaram, Uppada, Hope-Island, Annavaram, Antarvedi, Peruupalem, Manginapudi, Surya Lanka, Vodarevu, Motupalli, Kottapattam, Karedu, Ramayya Patnam, 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.

Fig 2.2 Beach – Tourism Or Coastal Tourism

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. 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.
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, Dhola-ri-Dhani, Alankruta 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.

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 Tribal Arts, Dances, and Folk Music include Adilabad, Nizamabad, Khammam, Warangal, Kurnool,
Visakhapatnam and Vizayanagaram, and Srikakulam districts, Mannnanur in Mahaboobnagar district. The Araku Valley inhabited by the Savaras and Samantas is an ideal location for Tribal Tourism.

Rural 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. Pochampally in Nalgionda district and Srikalahasti in Chittoor district are well known rural tourism places in Andhra Pradesh.

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.

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. Because of the good convention infrastructure many events are taking place in Hyderabad and it is considered as Convention or MICE capital of India.

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, Vizag 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.

**Health Tourism**

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**


**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, L V Prasad Eye Institute, Yashoda Hospital, Care Hospitals, Image Hospitals, Global Hospitals, and KIMS in Hyderabad, Andhra Pradesh is attracting medical tourist across the globe. Most of the patients are from Middle East and African countries, there are few patients coming from US, UK and other developed countries.

**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 centre which turned in recent time as a 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 omni presence. Spiritualism is part and parcel of human life

**Some Important Spiritual Places**

Satya Sai Baba’s – Prashanti Nilayam at Puttaparti, Ananthapur District, Ramakrishna Mutt, J.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.

**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.

**Cultural Tourism**

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.

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.

**Table : 2.2 Tourism Festivals of Andhra Pradesh**

<table>
<thead>
<tr>
<th>S.no</th>
<th>Name of the Festival</th>
<th>Venue for Festivals</th>
<th>Dates &amp; Days Fixed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>International Kite Festival</td>
<td>Hyderabad</td>
<td>14th to 16th January, every year</td>
</tr>
<tr>
<td>2.</td>
<td>Kakatiya Festival</td>
<td>Warangal</td>
<td>3rd Friday, Saturday &amp; Sunday of February every year.</td>
</tr>
<tr>
<td>3.</td>
<td>Chalukya Festival combining with Flower Festival</td>
<td>Rajahmundry</td>
<td>2nd Friday, Saturday &amp; Sunday of February of every year.</td>
</tr>
<tr>
<td>4.</td>
<td>Deccan Festival</td>
<td>Hyderabad</td>
<td>2nd Friday, Saturday &amp; Sunday of February of every year</td>
</tr>
<tr>
<td>5.</td>
<td>Lumbini Festival</td>
<td>Nagarjuna Sagar</td>
<td>28th, 29th &amp; 30th of Mayor or to coincide with Buddha Purnima</td>
</tr>
<tr>
<td>6.</td>
<td>Visakha Utsav Rishikonda Beach Festival</td>
<td>Visakhapatnam</td>
<td>2nd Friday to Sunday of October in every year</td>
</tr>
<tr>
<td>7.</td>
<td>Vijayanagara Festival Rayalseema Food and Dance Festival</td>
<td>Chandragiri</td>
<td>3rd Friday, Saturday &amp; Sunday of October in every year to coincide to Brahmotsav.</td>
</tr>
<tr>
<td>8.</td>
<td>Festival of A.P. Formation day Celebrations</td>
<td>Hyderabad</td>
<td>November 1st to 7th of every year</td>
</tr>
<tr>
<td>9.</td>
<td>Sathavahana Festival Amaravathi</td>
<td>Guntur / Amaravathi</td>
<td>2nd Friday, Saturday &amp; Sunday November every year</td>
</tr>
<tr>
<td>10.</td>
<td>All India Level Girijan Festival &amp; Artists Camp</td>
<td>Arukuvalley / Borra</td>
<td>2nd Friday, Saturday &amp; Sunday December every year</td>
</tr>
</tbody>
</table>
There are famous Buddhist circuits in Andhra Pradesh Tourism to visit as many Buddhist sites as possible. There are museums at places like Nagarjunakonda, 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.

Some Other Important Buddhist Sites In Andhra Pradesh

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

Summary

Andhra Pradesh attracted around 156,072,409 tourists with around 155,749,584 domestic tourists and 322,825 international tourists in 2010. The state ranked first with highest domestic tourist inflow compared to other states in the country as per 2009 India tourist statistics, Govt. of India.

The state of Andhra Pradesh is one of the most popular tourism destinations in India. The state, promoted as “The Essence of Incredible India”, has a variety of attractions including beaches, hills, wildlife, forests and temples. The state has a rich cultural and natural heritage and is known for its rich history.
architecture and culture and natural diversity. The State has numerous tourist attractions ranging from unspoiled beaches, forests & wildlife; ancient cave temples, forts, monuments & pilgrimage centers; along with a rich tradition of festivals, arts & culture. Some of the major tourist destinations are as follows.

**Short Answer Type Questions**

1. Mention tourist flows to Andhra Pradesh.

2. Write major of tourist attractions in Andhra Pradesh.

3. What are the different types and forms in the state?

**Long Answer Type Questions**

1. Write a detailed note tourism statistics of Andhra Pradesh.

2. Explain major tourist attractions in the state.

3. Write an essay on types of tourist spots in Andhra Pradesh.
Structure

3.0 Introduction

3.1 Tourist spots in Andhra Pradesh

Learning Objectives

After studying this unit, the students will be able to

- Tourist destinations in Andhra Pradesh
- Types of tourist destinations of Andhra Pradesh
- Importance and uniqueness of the destinations in Andhra Pradesh

3.0 Introduction

There are dream destinations and then there is Andhra Pradesh. A state that offers everything from amazing beaches to serene lakes, dense forests and wildlife, delectable seafood to rich biryani. The state has a rich cultural heritage and is known for its rich history, architecture and culture. Sanctuaries, shopping zones to theme parks. Andhra Pradesh is the top tourist destination in India. The weather is mostly tropical. June to September is the monsoon months and travel is not advised during this time. November to January is the best time to visit.

Hyderabad also known as The City of Nizams and The City of Pearls, Hyderabad is today one of the most developed cities in the country and a modern hub of information technology, ITES, and biotechnology and most importantly MICE capital of India.
Hyderabad is known for its rich history, culture and architecture representing its unique character as a meeting point for North and South India, and also its multilingual culture.

### 3.1 Tourist Spots in Andhra Pradesh

#### Religious Destinations

**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 divine 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**

![Fig 3.1 Tourist places Around the Tirupati](image-url)
Akasa Ganga Sila Toranam on Tirumala Hills, Kapila Thirtham at Tirupati, Alamelu Manga Temple at Tiruchanur, Narayana vanam, Nagulapuram Temples, Zoological Park, Pre-historic park, Venkateswara sanctuary, Chanragiri Fort, Talakona Water Falls and Kanipakam Temple and the other Places of Tourist Interest.

**Srisailam**

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 Bramaramba Mallikarjuna Swamy Temple at Srisailam, 235 km from Hyderabad. The approach to the temple a 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 fact, 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**

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” are worshipped. There is a lower Ahobilam and un 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**

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 Srirama 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.
Lepakshi

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.

Yadagirigutta

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 attracts thousands of people. It is a important pilgrim centre.

Basara

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 in 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 Manjira and Godavari river by Ashtrakutal. The image of Lakshmi stands beside Goddess Saraswati in the sancture sanctiorium. Due to the presence of Saraswati, 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 days during Dasara.

Alampur Temples

25 kms. from Kurnool city and is part of Mahaboob Nagar district. 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.

Ramappa Temple

Ramappa temple at Palampet village is 70 kms from Warangal and about 200 kms from Hyderabad. The Ramalingeshwara temple, popularly known as Ramappa temple, is a classic example of Kakatiyan architecture. The construction of the temple dates back to 1213 A.D. Originally it comprised of three structures but only one is presently intact. The Shivalaya stands majestically on a six-feet high star shaped platform. This temple is famous for its rich, intricate sculpture covered walls, pillars, brackets and ceiling.

Buddhist 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. 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 is a wheel-shaped Sariraka Stupa. It is the first example of this model and the later Stupas constructed on these lines belonged to the later Satavahana period. The ruins of such Stupas came to light at Chandavaram, Ghantasala, Gudivada, Jaggayyapeta, Goli and Nagarjunakonda. Some Chaityas were also in view at Kondapur in Medak district, Vihara is found at Sankaram near Vishakhapatnam, but it is rock hewn. 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 landmark in the Cultural Tourism of Hyderabad. ‘The installation of the statue is a story by itself.

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.

Some other Important Buddhist Sites In Andhra Pradesh

Fig 3.3 Buddhist Sites in Andhra Pradesh
Amaravati, Anupu, Bavikonda, Bhattiprolu, Buddhham, Chandavaram, Dantapuram, Dhulikatta, Ghantasala, Goli, Guntupalli, Jaggayyapeta, Kondapur, Malkonda, Nagarjunakonda, Nelakondapalli, Pavuralakonda, Ramathirtham, Sankaram, Salihundam, Thotlakonda, Phanigiri.

Caves

Moghalrajapuram, Undavalli, Sankaram, Pandavula Metta.: Monuments built over a period 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 religions and cultural tourists. These sites includes 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.

Kulpak A Jain Tirtha - Kshetra (Aleru Mandal, Nalgonda District)

Kollipaka, modern Kulpak in Aleru Mandal of Nalgonda District is a live Jain-Kshetra in Andhra Pradesh. The village, Kollipaka is variously mentioned in the inscriptions as Kolanupaka, Kollipakkai, and also Kollipakeya. The Jaina Vestiges found in Kulpak inform us that it rose to prominence as a Jain Tirthakshetra since the time of Rashtrakutas, as the AKUNURU grant records the gift given to the basadi at Kollipaka while Sankaragana was ruling over Kollipaka – raja (i.e. 9th century AD.). From then on it continued to receive patronage from the Rashtrakutas and their successors. During the period of the Chalukyas of Kalyana, it became a flourishing pilgrim centre for the Jains. Here about 20 small and big inscriptions and sculptures have been found. The present Savite Mathas and the temples of Somesvara and Bhavannarayana were originally Jain shrines for there are some Jain sculptures carved on the pillars of the corridors and manstambhas infront of them.
The present Adinatha temple at Kulpak which is the main Itentre of attraction for Jains coming from all over India, is the same mentioned in the above record. But the present temple had undergone several repairs in recent years. Thus, Kulpak though destroyed by the Cholas, did not lose us importance as a living Jain-Kshetra. Still it continues to attract Jain devotees, from various places.

**Medak Church**

The awe inspiring Church of Medak, which can accommodate about 5000 people, is considered one of the finest churches in the world. The stained glass windows, depicting stories from the Holy Bible, are a great attraction. Medak is about 100 kms. from Hyderabad. Regular bus services are available from Hyderabad. While private accommodation is available in Medak town.

**Forts**

The Andhra Pradesh State has many forts and fortifications details to the 4th Century A.D. to 17th Century A.D. Each Fort has it 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.

**Bhongir Fort**

Bhongir fort is 48 kms. from Hyderabad in Nalgonda district. Hyderabad is well connected by Air, Rail & Road. From Hyderabad Bhongir is well connected by Bus and there are frequent buses from Hyderabad. Private transport is also available from Hyderabad. Bhuvanagiri or Bhongir exemplifies marvelous engineering and architectural skills. According to legend, a Hindu king was surveying the Raigir (a town next to Bhongir) area for an ideal place to build his fort. He chanced upon meeting a shepherd Bonaiah and his wife Giramma. Upon learning the king’s intention to build a fort, the shepherd couple suggested the hilltop. They then displayed exemplary courage and initiative by clearing the dense shrubs and creepers and trees by burning them to show that piece of clean hilltop. Impressed by this act, the king is said to have decided to name the hill Bhongir after the names of the couple.
The Fort in fact is said to have been finally completed by the sixth king of Kalyani Chalukyas, Tribhuvanamalla Vikramaditya in the 12th century according to some historians and came to be known as Tribhuvanagiri, and over time the town that grew around it came to be known as Bhongir. It came under the control of the Padma Nayakas, Bahmani dynasty, Qutub Shahis and Asaf Jahis. It was during the time of Abdullah Hasan Tana Shah’s troops that the Golconda fort fell to the Mughals. In the same year the Bhongir fort was seized by Sarwaipapada and once again came under the occupation of the Asaf Jahis. A long line of the Asaf Jahis ruled it for two centuries. With the country shaking off the foreign yoke, and monarchies ceasing to exist. Bhongir fort minus its royal custodians fell into a state of ruins.

![Bhongir Fort](image)

**Fig 3.4 Bhongir Fort**

**Warangal Fort**

Warangal is well connected by Rail & Road. The Fort is about 1.5 kms from Warangal railway station. Excellent private transport is available from all parts of the city. In the Period of Kakatiyas, we were renowned about their glory and grandeur of their ruling. In the 12th century, the emergence of new dynasty of the Kakatiyas with Orugallu (Warangal), and expanded the King Son of the coastal Andhra, Annexed Vast expire of neighbor territories or velanati Nellore, Cuddapah and Kurnool. More than 323 years, they were ruled and developed Art and Literature, temples cultural, religious tenacity of new trends.
Chandragiri Fort

Fig 3.5 Warangal Fort

Fig 3.6 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. 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.

**Bobbili Fort**

120 kms from Visakhapatnam and 60 kms from Vizianagaram from Visakhapatnam Bobbili is well connected by Bus and there are frequent buses from both Visakhapatnam and Vizianagaram. Bobbili is situated at a distance of 65 kms. from Vizianagaram. The earlier name of this town was Peddapuli (Tiger). Due to the efflux of time, it gradually changed to Pebbuli, Bebbuli and finally Bobbili. Bobbili is associated with the historic battle of Bobbili between the zamindar of Vizianagaram, Vijayarama Raju aided by the French on one side and the Raja of Bobbili, Gopalakrishna Rangarao on the other. The battle of Bobbili was fought on January 24, 1757. The land of Bobbili is famous for heroism, darkness and courage.

Architecture (of the fort of 1957) The fort is very small one just two hundred yards in square, with a tower in each of its angles. Its wall was only 22 feet high and the rampart within was just built of tempered-clay in several layers. Judging from us structure even according to old standards of Fort-construction, it was of no real value for a battle. Bobbili is famous for the manufacture of Veenas, (musical instruments) and well known one of the important towns where fine arts flourished.

**Museums & Galleries In Andhra Pradesh**

Some Museums in Andhra Pradesh are located at Alampur, Amaravati, Anantapur, Chandragiri, Kadapa, Guntur, Hyderabad, Kakinada, Karimnagar, Kolanupaka, Kurnool, Madanapalle, Mahaboobnagar, Mylavaram, Nagarjunakonda, Nalgonda, Rajahmundry, Tirupati, Vijayawada, Krishna, Vishakhapatnam and Warangal. There are altogether 35 Museums are there in Andhra Pradesh whose particulars are provided on alphabetical list.
Alampur: Mahaboob Nagar District

Sculptures and inscriptions of Western Chalukyas and Kakatiya period are on display.

Amaravati: Archaeological Museum, Amravati, Guntur:

Sculptures from the Amravati Stupas and few sculptures from Gummadidurru, Ramireddi palle, Alluru and Lingarajapalli and Buddhist antiquities are on display. The outer railing of the Stupa and a model of Amaravati Stupa.

Archaeological Museum, Raja Mahal, Chandragiri, Dist

Bronze images, stone sculptures and architectural fragments, copper plates: coins, manuscripts, charts, maps, etc,

Baudhasree Archaeological Museum, Opposite A.C. College, Guntur

Mainly Buddhist sculptures and inscriptions relating to early historic and medieval period, material from Buddhist sites, bronze images, copper plates, palm leaf manuscripts, coins, wood earnings, Thankas.

Salar Jung Museum, Hyderabad

It is a National Museum administration by Central Government. Founders Gallery, Indian miniatures, bronzes, textiles, Bidri ware, arms and armour, ivory, jade, modern art, manuscripts, carpets, western paintings, porcelain, glass, marble statues, docks. Far Eastern (Chinese and Japanese), porcelain, lacquer work, Embroidery, enamel objects and children’s Museum Library and manuscript section, Biannual Research Journal, Guide Book, Hand Book of jade collection, picture postcards, folders, leaflets, catalogue of Persian and Arabic manuscripts Lectures. (This is a museum of national importance, well known for us art collections and objects of common interval a very popular museum)

Archaeological Museum, Mahboob Nagar

Prehistoric artifacts, contemporary arts, miniature paintings, manuscripts, chinaware, coins, bronzes, arms and weapons, inscriptions on stone sculptures belonging to Eastern Chalukya, Western Chalukya and Rashtrakuta Kakatiya periods.

Archaeological Museum, Nagarjunakonda, P.O. Vijayapuri South, Guntur Dist

Excavated material, from early Stone ages to medieval times including beautiful stone sculptures, inscriptions, relic caskets, jewellery, etc.
Eco, Adventure and Nature Tourism destinations

**Horsley Hills**

Horsley Hills is a famous summer hill resort in Andhra Pradesh, about 140 km from Bangalore, India and 144 km from Tirupathi. Madanapalle is the closest town near the hills. The major tourist attractions here include the Mallamma temple and the Rishi Valley School. Horsely Hills is the departure point for the Koundinya Wildlife Sanctuary located 87 km away. The narrow road to Horsely Hills is very scenic. It is surrounded throughout its entire length with dense growths of eucalyptus, jacaranda, allamanda and gulmohar trees. The major tourist places around Horsely hills are Lake Gangotri, Highview seeing place, Gaalibanda, Environmental park and the Horsley Hills Museum. Horsley Hills is also one of the few places to offer Zorbing in India. But it requires a prior reservation a day before and is normally offered on a group package of minimum 20. Other adventure sports conducted are Rapelling and Trekking.

**Pulicat Lake**

Pulicat Lake is the second largest brackish water lagoon in India, spread over the two states of Andhra Pradesh and Tamil Nadu, adjacent to the Bay of Bengal. It extends over 600 sq km in Andhra Pradesh and is a bird watchers paradise. Migratory water birds and other birds like Flamingos, Painted Storks, Egrets, Grey Pelican, Grey Herons, Pintails, Black winged Stilts, Shovelers, Terns etc., visit this lake during winter. This lake is connected to the National Highway, and is only 80 km from Chennai. It is near the Sriharikota Atomic Missile Range (S.H.A.R), Nellore.

![Fig 3.7 Pulicat Lake](image)
Nelapattu Bird Sanctuary

Nelapattu is a small village in Nellore district, Andhra Pradesh, India. It is within 10 km of the town of Sullurpeta. It is best known for the Nelapattu Bird Sanctuary. Nelapattu bird sanctuary is one of the largest Pelicanary in South East Asia with more than 1500 Pelicans and other birds visiting every year.

The big fresh water tank of Nelapattu Bird Sanctuary, the presence of good number of “Barringtonia Acutangula” trees which can tolerate inundation for long periods in the tank bed and fore shore areas make this sanctuary a haven for a broad spectrum of bird species for both breeding and roosting. It is a breeding ground for some of the rare and endangered species like Grey Pelicans, Open-billed Storks, Little Cormorants, Spoonbills, White Ibis, Night Herons, etc. A wide variety of birds, like Egrets, Tern, Ducks, Waders etc., also rest here.

There is an Environmental Education Centre in the Sanctuary with a Museum, Library and Auditorium with Audio Visual Equipment for screening of slides, films etc, on wild life. Watch towers are also available to watch the birds at the Sanctuary.

Kolleru Lake

Kolleru Lake is a 2nd largest freshwater lake located in Andhra Pradesh state, India. Kolleru is located between Krishna and Godavari delta. Kolleru spans into two districts - Krishna and West Godavari. The lake serves as a natural flood-balancing reservoir for these two rivers. The lake is fed directly by water from the seasonal Budameru and Tammileru streams, and is connected to the Krishna and Godavari systems by over 68 in-flowing drains and channels. this lake is a major tourist attraction.
Many birds migrate here in winter, such as Siberian crane, ibises, and painted storks. The lake was an important habitat for an estimated 20 million resident and migratory birds, including the Grey or Spot-billed Pelican (Pelecanus philippensis). The lake was declared as a wildlife sanctuary in November 1999 under India’s Wildlife Protection Act of 1972.

**Bhavani Island**

A beautiful estuary island in the Krishna river. Bhavani Island is located near the Prakasam Barrage. A marvelous picnic spot, Bhavani Island has nicely maintained swimming pools and facilities for enjoying amazing boat rides in Krishna River. Andhra Pradesh Tourism Development Corporation makes very good arrangements of boats for boating and is available from the place known as Durga ghat. The island is a great place for some fun water sports. Fishing is also on offer. Ride to the island by boat is very pleasing.

**Tourist spots in Hyderabad**

**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 the 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 Ibrahim 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.

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 48.7m 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.

Fig 3.10 Charminar

Mecca Masjid

Fig 3.11 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 67m and soaring to a height of 54m. 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, Paigta tombs and Hazarat Bal Mosque.

Sports and Leisure

The Hyderabad Golf Association (HGA) : The Hyderabad Golf Association (HGA), a non-profit society, was formed in 1992 with the objective of building a golf course to meet international standards. This facility would be
accessible to all civilian residents of the twin cities of Hyderabad and Secunderabad as also visiting golfers from India and abroad. It would also be an added attraction to the social infrastructure of the city, which was becoming a major tourist, business and industrial destination. The site comprises of the former municipal garbage dump and an area within the ‘Naya Quila’ – a component of the Golconda fort complex. The project is a joint venture development between the AP Tourism Development Corporation Ltd (a Govt. of A.P. undertaking) and HGA.

HGA has a modern clubhouse & well-maintained and manicured 18-hole, 4525 yard, Par 66 course with the fastest greens in the twin cities. 2 of the greens are repeated. These along with a floodlit driving range, pro shop & adequate training & practice facilities– has enabled HGA to become the top golfing destination in the city. With a rapidly growing golf membership & a program that is encouraging more and more youngsters to take up the game, the golfing traffic at the course has seen exponential growth.

**Boulder Hills Golf & Country**

In the world of sports, there’s nothing more elegant than a great game of golf. For many aficionados, this is not a leisurely pursuit but a higher calling; a lifelong obsession of chasing perfection. Golf courses around the world reflect this passion for the game. The best among them combine natural beauty with a crafty layout, creating a magnificent atmosphere. Boulder Hills in Hyderabad is one such world-class golf course. Designed by Peter Harradine, this 18-hole championship course is a joint project by Emaar Properties, MGF and Andhra Pradesh Infrastructure Corporation. Indeed, Boulder Hills is lot more than just a great golf course. It boasts of some of the finest venues as well – whether you are celebrating a grand wedding or a private get-together, there’s no better place to play host.

Boulder Hills is blessed by Mother Nature with huge rocks and majestic boulders providing natural coulisses, back drops and hazard. The course meanders through a spectacular scenery. Ten of the eighteen holes have elevated tees and the par threes are designed in such a way that players see all of the hole in front of them. Large expanse of greens maximise pin positions and add great visual appeal. Truly wow-class. Truly inspiring.

**Theme Parks**

**Ramoji Film City**

The sprawling 1666-acre Ramoji Film City, set up by Ramoji Group in 1996 in Hyderabad, is the land of million dreams, where comprehensive and world-class filmmaking facilities await dream merchants for a celluloid journey.
Certified by the Guinness World Records as the world’s largest film studio complex, at Ramoji Film City a filmmaker can walk with a script and walk out with film. The massive dreamscape vibrant with flamboyant locales, picturesque avenues, make-believe sets and outstanding film-making infrastructure make it as filmmakers’ paradise.

Every year, the studios attracts over a million tourists, and the complex creates revenues in billions of rupees. Located at the entrance of the film city are the 5-star hotel, Tara and a 7-star hotel, Sitara for the film production units as well as for tourists. Once inside, there is Hawa Mahal, an intricate miniature Golconda Fort, which is on a hilltop from which one can have a Bird’s-eye view of the whole studio. The Film City provides honeymoon packages and banquet halls for corporate retreats and conventions. The vintage Film City coaches shuttle visitors around the studios on a guided tour. There are several settings in the studios which lead the visitors from streets of the Mauryan Empire or the Mughal Empire or even the American Old West. There’s also the famous Hollywood sign displayed on the hills at the studios.

**Snow World**

Snow World is an amusement park located in Hyderabad, Andhra Pradesh (India) within an area of about 2 acres (0.81 ha). Located beside Indira Park and along the Hussain Sagar lake, the park was inaugurated on January 28, 2004. Two-hundred tonnes of artificial snow was laid on the layered flooring which was specially prepared to avoid seepage or melting. Every day, the top layer of snow is cleaned and an additional two to three tonnes of snow, which is generated within the facility, is used to top the snow spread. The artificial snow is made using a patented technology from Australia. The water used is filtered four times before utilizing it to make snow such that even if children consume it, they will not be harmed.

The park can accommodate a total of 2,400 visitors in a day. Every visitor gets acclimatised to lower temperatures in a step-wise manner, 20 °C (68 °F), then 0 °C, and then a sub zero temperature. This method is approved internationally. In addition, visitors are given protective clothing and a steaming cup of soup to help them acclimatize to the temperature change. The internal area, also called as the Cryo Zone, maintains a constant temperature of - 5 °C. For 1 hour, a maximum of 300 visitors at a time can explore the different facilities such as kids snow play area, snow wars, snow tube slide, sleigh slide, ice-bumping cars, merry-go-round and an ice skating rink.
Shilparamam

Shilparamam is an arts and crafts village located in Madhapur, Hyderabad. Shilparamam is a crafts village, conceived in the year 1992, is situated just about few kilometers from Hyderabad city. Sprawling over 65 acres (260,000 m2) of land in the hi-tech hub city of India, Shilparamam gives a scenic ambience of tradition and cultural heritage. For promotion and preservation of Indian arts and crafts and to motivate the artisans, the state government established this platform. Enchanting the blend of arts and artifact, epitomizing the true legacy with the diverse natural beauty of rural India; Shilparamam is tribute to Andhra Pradesh. Exhibiting the rustic richness and creativity of Hyderabad, it has captivated the imagination of visitors.

The lush and serene environment of Shilparamam is sculpted with woodwork, jewellery, cloths and local crafts of each region of the country. Showcasing a plethora of artistic ethos, Shilparamam is set amidst gardens, cascading waterfalls and natural rock heights.

Fig 3.13 Shilparamam

Rural Tourism Destinations

Pochampally: Pochampally, a village in Andhra Pradesh is today renowned worldwide for its beautiful weaves. The world knows this quaint town for its spectacular Ikkats. Spread over a charming part of the Deccan plateau,
Pochampally is the largest centre for Ikkat. Tucked amid the beautiful hills, this is a result of the Bhoodan movement by Acharya Vinoba Bhave (1951) wherein land was donated by the erstwhile zamindars towards community welfare. Hence the name ‘Bhoodan Pochampally’, which is in fact the first village to be created by this movement. The place has been declared a Model Village due to its cleanliness and civic amenities.

**Cheriyal village**

Cheriyal Nakash Artisans make traditional intricate Scroll Paintings and beautiful hand-made Sawdust Masks and Dolls. Cheriyal Scroll paintings in their miniature form are available as Wall Frames in many State-owned Art Galleries. Cheriyal village located in Jangaon Taluka, 85 Kms from Warangal district and 100 Kms from Hyderabad, near to Karimnagar highway in Andhra Pradesh. Cheriyal Nakash artists have a very prominent art form up their sleeves. The Nakash artists have been identified by the rulers of the Kakatiya era and the Nizams, 400 years ago for their delicate artistry.

Originally known for Sawdust Mask & Toy Making and Scroll Painting skill, these Nakash artists have become popular across the world as – The Cheriyal Painting Artisans. Shri. Dhanalakota Venkatramiah traditionally used this art form to paint scrolls which illustrate the history and the culture of certain section of people in the rural areas of Warangal. It is a unique depiction of how the caste system evolved and how people respect and follow certain rituals drawn not only from the history but also from mythology. The art is now being practiced by the successors of Shri. D. Venkatramiah’s Family. Nakash artisans worship their work, no wonder each such Scroll painting is prepared with a rare dedication towards keeping the art form alive The Nakash Artisans of Cheriyal

**Pembarthi**

Pembarthi is synonymous for Sheet Metal Brass engraving and Brass artifacts. Pembarthi village in Warangal District of Andhra Pradesh, about 100 kms from Hyderabad. The sheet metal work adorned the chariots of the kings and the idols of the Gods. With the increasing number of temples during the Kakatiya rule the Pembarthi sheet metal work flourished and gained popularity. However, the subsequent Muslim influences resulted in the entry of the sheet-metal wares into the house holds in the forms of ‘Paandans’ (small boxes for carrying beetle nuts), ‘Ittar’ pots (scent containers), vases, hanging metal lamps (Jhummars or Chandeliers), plaques and mementos etc. Pembarthi artifacts demonstrate a mixture of both the cultures, therefore the art wears a secular look.
The Viswakarma Brass, Copper and Silver Co-operative Society has a handicrafts showroom in Pembarthi. India, the cradle of culture and civilization has been the rich source and origin of traditional arts and crafts that have endured for centuries, remaining authentic, innovative and ever creative, prized for their exquisite mastery and precious antiquity. Along with the extraordinary wealth and diversity of styles in the form of artistic expressions, each area or region in India has specialized crafts depending on the availability of natural materials such as wood and metal. Traditional crafts have a long history because of their inherent value, perfection of design and the distinctive style that is unique to each particular region. One such ancient art is the Warangal district of Andhra Pradesh.

Beaches

The Ramakrishna Beach

The Ramakrishna Mission Beach is one of the most popular beach parks in Visakhapatnam (Vizag), Andhra Pradesh. It gets its name from the Ramakrishna Mission ashrama across the Beach Road from the park. The beach is best known for the INS Kursura Submarine Museum, which preserves the Kalvari class submarine. The Ramakrishna Mission Beach, or RK Beach as it is commonly called, is one of the best known beaches and tourist spots in Vizag, attracting a large number of visitors. Swimming, sun bathing and beach volleyball are popular activities on the beach. An aquarium, the Kali temple, Visakha Museum, roadside restaurants offering seafood are other attractions. The best known attraction is the INS Kursura Submarine Museum, which preserves the eponymous submarine for public display and access on the beach.

Suryalanka Beach

Suryalanka Beach is situated at a distance of 8.5 kilometers from the town of Bapatla, in Guntur district. The natural beauty of the beach and its closeness to the town attracts tourists who often return to the calmness of the sea for the weekend. The shore of the beach is wide and spacious. The Suryalanka Beach overlooks the crystal blue waters of the Bay of Bengal. It’s the only nearest beach from Hyderabad in Andhra Pradesh and quite spoken about. But it is a small and beautiful beach.

Andhra Pradesh Tourism and Development Corporation, they have a Haritha Beach Resort set-up over there which is the only one available. If anyone is unlucky to get an accommodation which means they can still get a hotel or a lodge booked in Bapatla town and have to commute all the way to the beach for fun. APTDC has built-up 10 A.C. rooms with a restaurant and camp fire facility.
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.

The best time of the year to visit Andhra Pradesh is during the winter months (November to February), when the climate is pleasant 13°-33°C. Summers (March to May) are quite hot with the mercury rising up to 20°-41°C. Monsoons (June to October) are sultry yet fun for those who enjoy rains.

The City of Nizams and The City of Pearls, Hyderabad is today one of the most developed cities in the country with modern tourism infrastructure and super structure and centre for local traditions in art, literature, architecture and cuisine. Hyderabad is a popular tourist destination with many places of interest, including Chowmahalla Palace, Charminar and Golconda fort. It has several museums such as Salar Jung Museum, Nizam Museum, and AP State Archaeology Museum as well as bazaars such as Laad Bazar, Madina Circle, Begum Bazaar and Sultan Bazaar, dating from the Qutb Shahi and Nizam era. Hyderabadi biriyani and Hyderabadi haleem are examples of distinctive culinary products of the city. City is also regarded as MICE capital of India.

Tirumala is the abode of Lord Venkateshwar located atop Seshachala hills often called as “Yaelu Malai” or “Yaedu Kondalu” (seven hills). The temple of Lord Venkateshwara is the richest Hindu temple and the most visited religious center (of any faith) in the world.

Visakhapatnam (also known as Vizag and Waltair) is the second largest city in Andhra Pradesh and is located on the eastern shore of India in the state of Andhra Pradesh. Tourists are attracted by its unspoilt beaches, nearby scenic Araku Valley and Borra caves, the 11th-century Simhachalam temple and ancient Buddhist sites like Totlakonda & Bavikonda spread across the area. The city boasts a submarine museum, the first of its kind in South Asia, at Rama Krishna Beach. Vizag is well connected with daily flights from Hyderabad, Chennai, Delhi, Mumbai, Bangalore, Tirupati, and Bhopal.

Short Answer Type Questions

1. Write important tourist spots in Andhra Pradesh.
2. Name some important tourist spots in Hyderabad.
3. Write a note on Beaches of Andhra Pradesh.
Long Answer Type Questions

1. Write a detailed note on popular tourist spots of Andhra Pradesh.

2. Discuss in detail about religious spots of Andhra Pradesh.

3. Write a detailed note on popular forts of Andhra Pradesh.

4. Explain in detail on tourist spots of Hyderabad.
4.0 Introduction

Tourism has been a major social phenomenon from time immemorial. Motivated by the natural urge of every human being for new experiences, adventure, education and entertainment, these also include social, cultural and business interests.

Travel for pilgrimage and learning has been an integral part of Indian culture and thus several centuries of learning and religious worship developed all over the State. This gave further impetus to the mass movement of people from one place to another. Development of traditional industries and trade created yet another stream of travellers. Several trading routes were established and
traders started frequenting the centres of trade from distant places. The State Government gave due consideration to these travelers and created many wayside facilities like inns, sarais, and caravans at all National Highways and at major pilgrimage centers for their benefit. Thus, Andhra Pradesh has been experiencing a massive movement of domestic tourists for several years.

Citizens now demand more meaningful involvement and more responsible and sustainable tourism practices. Local communities and Non Government Organizations today have a very important voice in the way in which tourism is developed and resources allocated. It is this more responsible and sustainable tourism that the Government of Andhra Pradesh wishes to develop and promote. Tourism provides entrepreneurial opportunities for small operators, can foster balanced development and empower rural communities, youth and women, and can dynamise other sectors of the economy.

The Tourism Industry includes everything that a traveler does on a trip—eat, sleep, party, attend a conference, rent a car, take a taxi, shop, change foreign currency etc. It means that all of the economic activities of farmers, fishermen, cooks, shopkeepers, bartenders, tour guides, banks, hotels, carnival bands, entertainers, electricians, customs, immigration and literally every job that impacts directly or indirectly on tourism are all part of the tourism value chain. For specialist events, sports, and weddings the value chain is even greater. It is clear that the tourism industry is far-reaching and is indeed everybody’s business.

It is also important to recognize that the travel and tourism industry is global, highly competitive and unstable. State Government must be able to continuously undertake our research and market intelligence, anticipate change, be prepared and not be caught off guard in the management of the industry.

The emergence of a large ‘urban middle class’ coupled with better transport and communication facilities has created a new class of holiday and leisure tourists in contemporary Andhra Pradesh. Domestic tourism is one of the most vibrant expressions of Andhra Pradesh. The average Citizen is also an avid sightseer and can travel hundreds of miles to different environments. Domestic tourism was confined to lower spectrum of spending and so did not figure in hotel and restaurant receipts.

Now the domestic tourist demand is shifting to expansive tourist resorts, hotels and resorts. As the rich domestic tourist will look after himself, there is a need to make domestic tourism reach within the capacity of the lower middle class and millions of pilgrims and devotees. It should be the job of the state governments, travel agencies and tour operators and other agencies to work out packages which they could conveniently afford.
4.1 Impacts of Tourism

Tourism is a major growth engine for economic development in providing employment and eradication of poverty. 10.7% of the total “workforce in the world is contributed today by the tourism industry. It has currently provided employment to 212 million persons generating an income of 655 billion dollars. The size of the industry is more than 7 trillion dollars now.

India is fast emerging as an important tourism destination in the World. International arrivals touched 5 million per year for the first time last year. The campaign “Incredible India” which showcases the best that India has to offer to the tourists has now attracted worldwide attention. The proactive policies of the Government of India are responsible for ensuring that tourism enjoys an important priority among all the States.

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

While the supreme position of Andhra Pradesh in the area of domestic visitors is indeed heartening, more detailed microanalysis reveals certain causes for concern. Close to 75% of the domestic arrivals is confined to the famous temple of Lord Venkateshwara at Tirumala. This number is growing every year significantly, but besides marginal growth in arrivals at two other destinations __ Hyderabad and Visakhapatnam __ the arrival figures at most other destinations are either static or even deteriorating in some cases.

Andhra Pradesh has tremendous potential to become one of the foremost states in the tourism map of the country. Practically everything that people who visit India to see and experience can be seen and experienced in Andhra Pradesh alone. It is not an exaggeration to say that Andhra Pradesh is the essence of Incredible India. Andhra Pradesh has a very rich heritage, monuments, forts, palaces, nature, hills, wildlife, beaches, mighty rivers, beautiful water bodies, holy pilgrim centers for all religions, a strong Buddhist tradition, and festivals, besides items of modern entertainment, an exquisite cuisine, fascinating handicrafts and textiles, etc.
The Department of Tourism commissioned a study by Price Waterhouse Coopers in 2009 regarding the potential of tourism in the State. The study revealed that there is enough potential in the state to reach the figures of 327.62 million domestic tourist arrivals and 1.86 million international tourist arrivals by 2015. Similarly, the State can target 611.88 million domestic tourist arrivals and 3.73 million international tourist arrivals by 2020.

This can be possible if the state continues to maintain 24 to 25% share of the domestic tourism market and 14 to 15% share of the international tourism market in the country. In order to do so, the State needs to mobilize a cumulative investment of Rs.311,799 crores upto 2020 in Tourism infrastructure (hotels, resorts, etc), basic infrastructure, marketing and promotion, human resources development, and others. It is expected that while the State Government will make priority investment in the critical gap areas, a major chunk of the required investment will be forthcoming from the private sector.

**Existing status and deficiencies in the tourism sector in Andhra Pradesh**

An assessment of the present status of the Tourism scenario in the State of Andhra Pradesh reveals a number of deficiencies that can be enumerated as follows:

1. A number of subsidies and other incentives have been mentioned in successive tourism policy documents, but they have not been implemented properly, and thereby desired levels of private investment have not been stimulated.

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

3. The State has not taken up any sustained promotional campaign because of which awareness about the richness and diversity of its tourist attractions is by and large lacking.

4. There is very limited ownership of tourist destinations and tourism products by local bodies and local communities.

5. The developments initiated by the private sector are limited and confined mostly to large cities. Whatever little has been done by the private sector has also happened in parallel without much integration with Government priorities and efforts.

6. The large coastline of close to 1000 kms. has not been fully exploited by the State as has been done in other States like Kerala, Karnataka, Maharashtra and Goa.
7. A large number of business travelers who come to the State, particularly to Hyderabad and Visakhapatnam due to the rapid emergence of knowledge based industries in these cities, have not been motivated sufficiently to extend their stay for tourism purposes.

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

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

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

Involvement of the private sector

The focus of the Government of Andhra Pradesh in the last decade or so has been in providing the required tourism infrastructure at all the prime destinations. In the National Tourism Awards of 2009 given by the Ministry of Tourism, Government of India, Andhra Pradesh got the award for the best state for tourism infrastructure. In this regard, it will be fair assessment to say that 90 - 95% of the basic infrastructure is in place at all the tourism destinations of the State. The destinations are easily accessible now through well laid roads, through both public and private transportation and have other required amenities like accommodation units, functional toilets, eateries etc.

A modern day traveler however looks forward to a variety of activities so that his time can be engaged in an interesting way over a prolonged period of time. Many of the tourism destinations in Andhra Pradesh today do not provide much diversity of activities. There is an opportunity for new tourism products to be introduced at various destinations so that a comprehensive range of attractions can be offered to the tourists, who normally travel in family groups. This area is fertile for the private sector to make the required investment. Government investment has already created a market and in many cases even deepened the market sufficiently for the private sector to find the opportunity for investing attractive enough.

The right model for developing additional tourism products in the present times is through “Public Private Partnership” (PPP). PPPs enable the public
sector to benefit from commercial dynamism, the ability to raise finances in an environment of budgetary restrictions, innovations and efficiencies, harnessed through the introduction of private sector investors who contribute their own capital, skills and experience. The PPP model is now commonly followed across many sectors and has also been tried out to a limited extent in the tourism sector in the State.

Wherever it has been managed successfully, it has been able to yield very good results. Many benefits of PPP in the tourism sector have also been seen viz., acceleration of infrastructure provision, faster implementation of tourism project, better performance of the product at a reduced cost, improved quality in service, Value for Money, and a genuine partnership building. It can be safely concluded that the development of tourism in best possible if created jointly by the Government and the Private Sector in which the Government is the enabler and the Private Sector is the dominant partner.

For a Public Private Partnership to successfully culminate, it is important that clear parameters between both the parties on planning of respective roles, identification of benefits to each other and establishing long-term commitment of both partners is clearly spelt out. Experience has shown that the best role that the State Government can perform is to provide overall policy support, create nucleus infrastructure in the initial stages of development to demonstrate the potential of the area, introduce regulatory measures to ensure social, cultural and environmental sustainability and to ensure complete involvement and ownership of the local community in the tourism initiatives. In this context and framework, the appropriate role of the private sector is to build and manage the required tourist facilities in places of tourist interest, to undertake manpower development for achieving excellence in quality of services and to participate in the promotion and marketing.

Andhra Pradesh leads the country in the number of PPPs, and the highest number of tourism projects, by far, in India is also being implemented in the state. There are 216 PPP projects currently undertaken. Andhra Pradesh has state legislation governing their PPP sector. The Andhra Pradesh Infrastructure Development Enabling Act 2001 set up a comprehensive infrastructure development framework. Under the definition of “State Support”, the Andhra Pradesh government offers, to all projects covered under the Act, “land necessary for the Project”. Further, “Government owned land will be provided at concessional lease charges”, with exemption on stamp and duty charges.

There are currently nine Budget Hotel projects, 27 Entertainment Centre projects, and one Tourism Amenity project listed by the state Government under implementation. These include several high-end projects.
• 6 Health Spas or Health Resorts
• 1 Five-star Hotel
• 4 Beach Resorts
• 2 Golf Courses

**Special Economic Zones**

Andhra Pradesh has the highest number of SEZ’s of any state in India. Under the Special Economic Zone Act 2005, there are a total of 109 SEZs formally approved, 6 approved in principle, and a further 75 notified as

### 4.2 Andhra Pradesh Culture

Andhra’s cultural history can be summarized under the sections of Art, Architecture, Literature, Cuisine, Clothing and Religion/Philosophy.

#### 4.2.1 Art

Annamayya, TyagaRaja, Kuchipudi summarize the rich artistic traditions of Andhra Pradesh. Contributions of Annamacharya and Tyagaraja to the “grammar of sound” made Telugu language the preferred language of composition for Carnatic Music and made Andhra Pradesh the mother of all modern music. Their influence not only on Carnatic but global classical music and the organisation of sound as a medium of emotional resonance has no parallel in human history. Kuchipudi as a refinement of the ancient Tamil art of Bharathanatyam, and in the context of the unique religious and cultural traditions of Andhra Pradesh stands on par with all the great global traditions of Classical Dance.

#### 4.2.2 Architecture

There are three distinct and rich architectural traditions in Andhra Pradesh. The first traces back to the building of the legendary city of Amaravathi under Satavahanas. This unique style of architecture emphasizes the use of intricate and abstract sculpture with inspiration from religious themes. The second tradition draws on the enormous granite and lime stone reserves of the region and is reflected in the various temples and forts built over a very long period of time. The Temples and the ruins of Warangal stand as examples to this tradition. The third tradition is the Hyderabad tradition, that emerged as fusion of local artistry with the rich Persian architectural traditions and tastes of the various nizams of Hyderabad. Charminar and the countless palaces of Hyderabad exemplify this genre of architecture.
4.2.3 Literature

As a recognized ancient language, Telugu has a rich and deep literary culture. Nannaya, Tikkana, Yerrapragada, Srinatha, Pothana, Molla_(poet), and Tarikonda_Venkamamba made Telugu language “The Italian of the East” - lingua franca for religious, musical composition and philosophy. The contributions of Charles_Phillip_Brown, Gurram_Jashuva, Sri_Sri_(writer) and Viswanatha_Satyanarayana made Telugu a vibrant and evolving modern language. The contributions of various Telugu/Tamil/Sanskrit grammarians to the formalization of English Grammar gave Telugu Literary traditions a truly global reach.

4.2.4 Cuisine

Andhra Pradesh culinary traditions are some of the richest in the world. Bandhar Laddu, Avakaya, Gongura, Pulusu, pappu charu, jonna kudu, bobbattu, kaza, arisa etc. draw on unique spices and rich fruit and vegetable harvests of the region. Various sauces and ancient bread making techniques that use a very diverse and rich variety of pulses are a testament to ancient Telugu culinary innovation. It is rumored that Roman king Nero lamented Romans paying more to the Chilli farmers of Andhra Pradesh than to Roman treasury as taxes during the effort to rebuild Rome after the great fire.

It is documented that he banned all imports from Andhra Pradesh during Rome rebuilding era. Andhra Pradesh spice traders and their ancient global trading traditions are considered the precursors to modern option-and-derivatives pricing models for commodities. Rich wine making traditions are evident in the Thati kallu and Etha Kallu produced by the region to this day. Modern innovations to Telugu cuisine happened as a fusion of the spicy culture of Telugus and oven/hearth traditions of Persian cooking to form the modern Hyderabadi Biriyani tradition.

4.2.5 Clothing/Fashion

Andhra Pradesh is home to some of the finest historical cloth making/fashion and dying traditions of the world. Its rich cotton production, with its innovative plant dye extraction history stand next to its diamond mining, perl harvesting and jewellery traditions to form an impressive fashion tradition that has stood the test of time. The ancient Golconda mine is the mother of the numerous legendary gems such as the Koh-i-Noor and Hope_Diamond. Andhra Pradesh had a virtual monopoly in the global jewellery industry till 1826 (founding of the diamond mines in Rhodisia - Africa) and eight of the 10 most valuable jewellery pieces on earth today trace their history back to Andhra Pradesh.
Voni (half saree), Sarees made in Kalamkari, Bidri, Nirmal paintings, fascinating weaves from Pochampalli, Gadwal, Venkatagiri are the result of this time tested (3000 year) fashion tradition. Vaddana, Aravanke, Kasula haram, buttalu and various standard gold jewellery designs are fine examples of this continuously evolving ancient tradition.

### 4.2.6 Religion and Philosophy

These contributions can be classified into four distinct eras. Ancient Buddhist traditions of Andhra Pradesh, Medieval Hindu traditions, Modern Islamic-Hindu fusion traditions and the currently emerging Hindu-Christian fusion traditions. Dharanikota, Nagarjuna Konda monasteries and the associated literary contributions stand as a testaments to Andhra Pradesh’s central role in the evolution of Ashokan Buddhism. Tirupathi, the associated religious traditions of Lord Venkateswara as a personification of the merger of various Shivite and Vaishavite Hindu traditions stands as a testament to the rich and progressive religious-philosophical schools of Andhra Pradesh.

The contributions of Andhra Religious traditions to Bakthi Movement (Fusion movement for Islamic, Hindu and Buddhist Traditions) inspired numerous world renowned modern secular philosophers like Jiddu Krishnamurti to draw on this rich and progressive intellectual tradition of religion and philosophy. A living history of this rich tradition is daily visible in the lives of the people.

### 4.2.7 Dance

Jayapa Senani (Jayapa Nayudu) is the first person who wrote about the dances prevalent in Andhra Pradesh. Both Desi and Margi forms of dances have been included in his Sanskrit treatise ‘Nritya Ratnavali’. It contains eight chapters. Folk dance forms like Perani, Prenkhana, Suddha Nartana, Carcari, Rasaka, Danda Rasaka, Shiva Priya, Kanduka Nartana, Bhandika Nrityam, Carana Nrityam, Chindu, Gondali and Kolatam are described. In the first chapter the author deals with discussion of the differences between Marga and Desi, Tandava and lasya, Natya and Nritta. In the 2nd and 3rd chapters he deals with Angi-kabhinaya, Caris, Sthanakas and Mandalas. In the 4th Chapter Karnas, angaharas and recakas are described. In following chapters he described the local dance forms i.e. desi nritya. In the last chapter he deals with art and practice of dance.

Classical dance in Andhra can be performed by both men and women; however women tend to learn it more often. Kuchipudi is the state’s best-known classical dance forms of Andhra Pradesh. The various dance forms that existed through the states’ history are Chenchu Bhagotham, Kuchipudi, Bhamakalapam, Burrakatha, Veeranatyam, Butta bommalu, Dappu, Tappeta Gullu, Lambadi, Bonalu, Dhimsa, and Kolattam.
4.2.8 Music

The state has a rich musical heritage. Many legends of the Carnatic music including Trinity of Carnatic music (Thyagaraja, Muthuswami Dikshitar and Syama Sastri) were of Telugu descent. Other great composers include Annamacharya, Kshetrayya, and Bhadrachala Ramadasu. Folk songs are also popular in the rural areas of the state.

4.2.9 Religion

Andhra Pradesh is home to Hindu saints of all castes. An important figure is, Sant Yogi Potuluri Veerabrahmam was a Viswa Brahmin that even had a Brahmin, Sudhra, Harijan and Muslim disciples. Fisherman Raghu was also a Sudra. Sant Kakkayya was a chura (cobbler) Harijan saint.

Several important Hindu modern-day saints are from Andhra Pradesh. These include Nimbarka who founded Dvaitadvaita, Mother Meera who advocated Indian independence and Aurobindo Mission, Sri Sathya Sai Baba and Swami Sundara Chaitanyanandaji.

Pilgrimages in Andhra Pradesh: Tirupati or Tirumala is a very important pilgrimage for Hindus throughout India. It is the richest pilgrimage center in the World. Its main temple is dedicated to the god Venkateswara. Simhachalam is another very popular pilgrimage of national importance. Simhachalam is said in mythology to be the abode of the savior-god Narasimha, who rescued Prahlada from abusive father Hiranyakasipu.

Srisailam is another center is national importance. It is dedicated mainly to Lord Shiva. It is one of the locations of the various Jyothirlingams. The Skanda Purana has a chapter called “Srisaila Kandam” dedicated to it, which points to the ancient origin. This is confirmed also by the fact that Tamil saints of the past millennia have sung praises of this temple. It is said that Adi Sankara visited this temple and at that time he composed his “Sivananda Lahiri”. Shiva’s sacred bull Vrishabha is said to have performed penance at the Mahakali temple till Shiva and Parvati appeared before him as Mallikarjuna and Brahmaramba. The temple is one of the 12 hallowed jyotirlingas; Lord Rama himself installed the Sahasralinga, while the Pandavas lodged the Panchapandava lingas in the temple courtyard.

4.2.10 Cultural institutions

Andhra Pradesh has many museums, including the Archaeological Museum at Amaravati near Guntur City that features relics of nearby ancient sites, the Salar Jung Museum in Hyderabad, which features a varied collection of sculptures, paintings, and religious artifacts, the Visakha Museum in
Visakhapatnam, which displays the history of the pre-Independence Madras Presidency in a rehabilitated Dutch bungalow and Victoria Jubilee Museum in Vijayawada, which has a nice collection of ancient sculptures, paintings, idols, weapons, cutlery, and inscriptions.

Summary

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

While the supreme position of Andhra Pradesh in the area of domestic visitors is indeed heartening, more detailed microanalysis reveals certain causes for concern. Close to 75% of the domestic arrivals is confined to the famous temple of Lord Venkateshwara at Tirumala. This number is growing every year significantly, but besides marginal growth in arrivals at two other destinations – Hyderabad and Visakhapatnam – the arrival figures at most other destinations are either static or even deteriorating in some cases.

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

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

Short Answer Type Questions

1. Write impacts of Tourism.
2. Write about Andhra Pradesh culture.
3. Write your views on Tourism development.

Long Answer Type Questions

1. Write a detailed note on Andhra Pradesh Culture.
2. Discuss in detail about development of tourism in Andhra Pradesh.
Structure

5.1 Tourist Accommodation
5.2 Transportation
5.3 Super structure

Learning Objectives

After studying this unit, the students will be able to

• Different types of accommodation units in the state
• Different types and status of transportation at major destinations
• Shopping malls other basic amenities

5.1 Tourist Accommodation

Tourism infrastructure especially hotels, restaurants, other accommodation units and hospitality services are playing an important role in the development of tourism in Andhra Pradesh. In Hyderabad, there are all the major international hotel chains like Taj, Accor, Hilton, Marriot etc, and ranges from budget hotels to five star hotels. State government is providing tourism infrastructure at 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, have in the state huge amounts for construction of hotels at the prominent cultural tourism sites.
It can be observed from the following that as per the latest available estimates, there are 138 major hotels available in the state which provides 9323 rooms. An increase in total number of hotels and number of rooms can also be observed from previous year estimates mentioned in table below:

**Table : 5.1 Tourist Accommodation in Andhra Pradesh**

<table>
<thead>
<tr>
<th>Hotels Categories</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Hotels</td>
<td>No. of Rooms</td>
</tr>
<tr>
<td>5 Star Deluxe</td>
<td>5</td>
<td>1021</td>
</tr>
<tr>
<td>5 Star</td>
<td>6</td>
<td>991</td>
</tr>
<tr>
<td>4 Star</td>
<td>7</td>
<td>580</td>
</tr>
<tr>
<td>3 Star</td>
<td>73</td>
<td>4346</td>
</tr>
<tr>
<td>2 Star</td>
<td>7</td>
<td>250</td>
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<tr>
<td>1 Star</td>
<td>2</td>
<td>49</td>
</tr>
<tr>
<td>Apartment Hotel</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Time share resort</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Heritage</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Unclassified</td>
<td>1</td>
<td>135</td>
</tr>
<tr>
<td>Silver &amp; Gold</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Guest house</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>101</td>
<td>7390</td>
</tr>
</tbody>
</table>

Besides, APTDC has also set up 50 Haritha Hotels and 3 tourist complexes, which provide quality accommodation to the tourists at affordable rates. APTDC complexes are presently operational at the following locations: Haritha Srinivasam complex at Tirupati, Haritha Tourist Complex at Kurnool and Sai Aramam Tourist Complex at Puttaparthi.

**APTDC Haritha hotels are presently operational in the following locations**

Hyderabad, Vikarabad, Keesaragutta, Yadigiri Gutta, Ettipotala, Nagarjuna Sagar, Nacharam, Basara, Ramappa, Kailasanathakona, Nellore, Horesely Hills, Talakona, Kuppam, Puttur, Tirupati, Tirumala, Vizag, Rushikonda, Araku, Ananthagiri, Tyda, Puttaparthi, Mahanandi, Srisailam, Belum caves,
Kadapa, Ahobilam, Dornala, Katarupally, Dindi, Vijayawada, Surya Lanka, Bhadrachalam and Dwaraka Tirumala.

5.2 Transportation

Transportation plays a great role in attracting the tourists. Government of India with the private partnership modernizing and upgrading the existing Airports and also introduced low-cost carriers with its open sky policy. These facilities are 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. Andhra Pradesh after realizing these things had invested thousands of crores for development of surface transport. State government decided to open up laying new roads and thus opening lessens known cultural sites and places to accessible.

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

Table: 5.2 Transport Infrastructure Status in state

<table>
<thead>
<tr>
<th>Linkages</th>
<th>Length / Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Highway</td>
<td>4,472 km</td>
</tr>
<tr>
<td>State Highways</td>
<td>55,796 km</td>
</tr>
<tr>
<td>Major District Roads</td>
<td>101,484 km</td>
</tr>
<tr>
<td>All Roads</td>
<td>1,92,725.5 km</td>
</tr>
<tr>
<td>Railway</td>
<td>5,085 km</td>
</tr>
<tr>
<td>International Airports</td>
<td>Hyderabad (Rajiv Gandhi International Airport)</td>
</tr>
<tr>
<td>Domestic Airports</td>
<td>8 (Visakhapatnam, Tirupati, Rajahmundry, Warangal, Puttaparth, Vijayawada, Donakonda and Kadapa)</td>
</tr>
<tr>
<td>Upcoming Airports</td>
<td>8</td>
</tr>
<tr>
<td>Major Ports</td>
<td>1 (Visakhapatnam)</td>
</tr>
<tr>
<td>Minor Ports</td>
<td>7 (Kakinada, Machilipatnam, Kalingapatnam, Vadarevu Bhimunipatnam, Narsapuram and Krishnapatnam)</td>
</tr>
</tbody>
</table>
5.2.1 Roadways

Roads are one of the basic modes of transportation system and also an important priority sector of infrastructure. Road transport is important for the movement of agricultural products both raw as well as finished material.

The motorcar and coaches dominate Road Transport. Indeed, the car is almost the perfect tool for providing door-to-door flexibility, giving views of the landscape and a means of transporting recreational equipment. High ways and Roadways facilitate to move to different destinations in a quicker pace.

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

National High Ways

The national high ways that cross the State include

- NH 4 from Chittor to Bangalore;
- NH 5 from Chennai to Calcutta that serves the eastern coastal part of the State; NH 6 runs north wards from Bheemunipatnam via Orissa, Madhya Pradesh and Maharashtra States to Nizamabad through the north western part of Andhra Pradesh;
- NH 7 from Nagpur in Maharashtra State that run along the western side of Andhra Pradesh via Hyderabad to Bangalore;
- NH 8 from Kurnool to Chittor; and
- NH 9 from Vijayawada via Hyderabad that runs westwards to Mumbai.

Taxi Services and Tourist Coaches

Andhra Pradesh Tourism Development Corporation itself having number of coaches and conducting regular tours to all the major destinations in Andhra Pradesh. There are many private cabs/taxis in Hyderabad. Taxi firms, principally in the twin cities, operate on the basis of hiring out vehicles. The major hotels and the Dept of Tourism also provide vehicles. There are Auto-Rickshaws for hire (with meters) in the urban areas and cycle rickshaws available in rural areas.
5.2.2 Railways

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. The 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.

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

There is one international airport and eight domestic airports (4 under operation) in Andhra Pradesh. Hyderabad International Airport, also known as Rajiv Gandhi International Airport, is the international airport for the city of Hyderabad. It is the largest airport in the state and one of the busiest airports nationwide and one of the well managed airport in the world. The domestic airports in the state are at Visakhapatnam, Tirupati, Rajahmundry, Warangal, Puttaparthi, Vijayawada, Donakonda and Kadapa.

The Government also has plans to start airports in eight other cities in Andhra Pradesh which are: Guntur, Ongole, Nellore, Warangal, Kadapa, Tadepalligudem, Kurnool, Karimnagar, Ramagundam and Kothagudem.

New Rajiv Gandhi International Airport at Shamshabad is developed under Public Private Partnership in 5,449 acres of land with an approximated project cost of Rs. 1,427 crores. New Hyderabad International Airport named as Rajiv Gandhi International Airport, Hyderabad is the first green field Airport in the country. It is designed to handle 5 million passengers per annum with 4.2 kms run way, the longest in the country.

International Air lines Operating from Hyderabad: Lufthansa Airlines, Air India, KLM Air lines, Singapore Airlines, Malaysian Airlines, Emirates Airlines, Qatar Airlines, Oman Airlines, Indian Airlines, Saudi Airlines, Srilanka Airlines.

Air India operates international flights from Hyderabad to Muscat, Kuwait, and Singapore. Most air serves to and within Andhra Pradesh are provided by Indian Airlines, although there are some privately run flights principally with Jet Airways. Two other airports in the state, Visakhapatnam and Tirupati, have domestic airlines to other major cities in India.

5.2.4 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.

5.3 Super structure

Shopping is an important activity in tourism. Tourists 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 evening. The city is bound to charm you with its warm touch and hearty glitter.

Pearls & Jewellery


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.

Summary

The Andhra Pradesh Tourism as identified the need of extensive Transport network early as 1998 and in its Tourism policy-1998 it clearly addressed for up gradation 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.
There are wide ranges of accommodation types for tourists in Andhra Pradesh such as Hotels, Guest Houses, Youth Hostels and Paying Guest accommodation. Among the hotels 5, 4 and 3 star categories at Hyderabad, Visakhapatnam, Tirupati and Vijayawada where as in other cities like Waranagal there are many Budget Hotels. Apart from these, Andhra Pradesh Tourism Development Corporation is providing world class Hotel services through its Punnami Haritha Charter at various destinations.

**Short Answer Type Questions**

1. Write international chain hotels in Andhra Pradesh History.
2. Write about accommodation facilities in Hyderabad.
3. Explain about road transportation in Andhra Pradesh.
4. Write about super structure of tourism.

**Long Answer Type Questions**

1. Write a detailed note on transportation in Andhra Pradesh History.
2. Discuss in detail about tourism infrastructure in Andhra Pradesh.
3. Write a detailed note on shopping in Hyderabad.
UNIT 6

Tourism Planning and Policy of Andhra Pradesh

Structure

6.0 Introduction

6.1 State level agencies associated with tourism
6.2 Tourism related festivals
6.3 Tourism planning and policy

Learning Objectives

After studying this unit, the students will be able to

• About Institutional role and importance in the tourism development
• Role and functions of Andhra Pradesh Tourism Development Corporation
• Promotional activities
• Tourism policy

6.0 Introduction

Andhra Pradesh’s tourism resources are immense. Its historic and cultural mosaic is unique. The monuments, sculptures and paintings of Andhra Pradesh bear testimony to the national ethos for harmony and diversities to be reflected in a composite whole. The geographical features of Andhra Pradesh are both colourful and varied. The lofty mountains inspire human spirit to divine heights and offer opportunities for a whole range of adventure sports.
Some of the beaches in Andhra Pradesh are the best in India with an irresistible combination of the sun, sand and sea. The wealth of eco-system consisting of biosphere reserves, mangroves, coral reefs, deserts, mountains and forest along with the flora and fauna provide enormous potential for eco-tourism. Above all Andhra Pradesh is a state of numerous fairs and festivals as well as Art and Handicrafts which represent the mythical like styles of Andhra Pradesh society. These attractions of Andhra Pradesh hold virtually an unlimited potential for tourism development.

Tourism requires good and decent transport and accommodation facilities. In other words transport and accommodation facilities constitute a vital and fundamental part of tourist supply. Transport and accommodation facilities lead to economic development, social contacts and commercial activities. Hence, in the promotion of tourism of all the constituents of the tourist industry.

In the case of tourism product, the basic raw materials would be the country’s natural beauty, climate, history, culture and the people. Other aspects would be the existing facilities necessary for comfortable living such as water supply, electricity, roads, transport, communication and other essentials. In other words the tourist product can be seen as a composite product, as the sun total of state’s tourist attractions transport, accommodation and of entertainment which hopefully result in consumer satisfaction. The tourist product can be entirely a man-made one or nature’s creation improved upon by man.

The Government institutions like Departments of Tourism Government of Andhra Pradesh and Andhra Pradesh Tourism Development Corporation are playing important role in planning and development, creating infrastructure, promoting the destinations in the state. The private tour and travel agencies are taking initiative in the promotion of Cultural, Heritage and Rural Tourism by developing packages for all segments of pilgrims. The local involvement of the people various villages are playing a very productive role in the promotion of Cultural, Heritage and Rural Tourism. It will act as a source of employment and income generation for the locals which will improve the standard of living of these people. The involvement of N.G.O’s in this endeavour is another very important component.

As part of promoting tourism the Government of Andhra Pradesh has invited World Tourism Organisation officials and entrusted the job of conducting a survey, preparation of Management Plans, and steps to be takes for the development of tourism in the State. They have prepared a detailed report entitled Master Management Plan for Tourism Development in Andhra Pradesh in 2001, published by Department of Tourism, Hyderabad. The report while carrying information on various destinations of Andhra Pradesh also includes a separate section on the Tourism potential of the Andhra Pradesh.
Andhra Pradesh government as envisaged in its Vision 2020’ and Tourism Policy 2002 and 2006, many new tourism areas made available to the tourists.

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

6.1 State Level Agencies Associated with Tourism

Andhra Pradesh Tourism Development Corporation (APTDC) is a body of the Government of Andhra Pradesh responsible for development of tourism in the state. APTDC was incorporated in 1976 and carries out commercial operations with a focus on creation of tourism infrastructure and products. The information centres provide information on various historical and religious sites, APTDC complexes (for tourist accommodation) at different locations as well as information about festivals and fairs celebrations in the state. The State Tourism Department, in addition to the Tourism Director Office in Hyderabad, has opened Tourism information centers at Chennai, New Delhi, Bangalore, Goa, Mumbai and Kolkata.

Besides, APTDC has also set up several tourist complexes and 53 Haritha Hotels, which provide quality accommodation to the tourists at affordable rates.

6.1.1 Activities of Andhra Pradesh Tourism Development Corporation Limited

Andhra Pradesh Tourism Development Corporation is a Government Undertaking incorporated in the year 1976, it-continues to register significant growth, since 1999-2000 with a focus on the creation of tourism infrastructure and products. The corporation has constructed over a hundred tourism properties in the state and effectively runs and maintains them through an attractive pricing policy. The corporation had a phenomenal growth in turnover from 14.67 crores in 2002-2003 catering to 1.47 million tourists to Rs. 89.50 crores catering to 5,35 million tourists during 2006-2007.

APTDC continues to strive for promotion of new tourism products such as Eco-Tourism, Beach Tourism and Cruise Tourism. During last year 6 new Eco-Tourism destinations have been promoted as novel initiative under community based Eco-Tourism. The River Cruise tourism to Pattiseema and Papikondalu on river Godavari has become immensely popular.

Currently the corporation runs a chain of 54 hotels in prime locations fostering homely ambience, an impressive fleet of 120 busses that connect to
important tourism locations within and outside the state. The corporation runs Sound & Light shows, owns and operates water fleet of 115 boats making River & Lake cruise tourism at an affordable reality.

While the primary focus remains to aggressively develop world-class tourism infrastructure, APTDC runs a chain of 54 hotels with 1100 rooms, a fleet of 120 buses that cater to varied tour packages; a water fleet with 115 boats that provide pleasure cruise and river cruise.

The activities of the corporation can be classified broadly into the following:

- Tourism Infrastructure development
- Hotels & Catering Units
- Guided & Package Tours
- Leisure Cruises & Pleasure Boating;
- Sound & Light Shows
- Eco-Tourism

The Corporation develops tourism infrastructure and package development for overall development of tourism in the State. The Corporation involved in many areas of development i.e. hotels, resorts, wayside amenities, tourist package and water sport etc, recently, it has ventured into new tourism related fields like, Heritage, Pilgrimage and Eco-Tourism etc.

For providing Tourist infrastructure the Andhra Pradesh Tourism Development (Corporation is taking the entire responsibility as for as the Tourist Transport, accommodation and other facilities. The following are the brief details of APTDC.

Hotels & catering

APTDC has developed a chain of hotels and restaurants providing quality accommodation and food at important locations.

- Total number of hotels - 45
- Number of Rooms - 793
- Total Bed Strength - 1784
- Occupancy Ratio - 62%
Transport fleet

- 147 Hi-Tech & Air conditioned Conches (Including 35 No’s Volvo Clematises)
- 38 Tour Packages
- Customized Tour Packages arranged as per request
- Fleet operated through a network of
- Tour Promotion Agents (26)
- Authorized Booking Agents (150)
- Central Reservation Offices & Information Counters (28)

Water fleet

- APTDC owns the largest water fleet - about 115 small and big boats
- Developed new Tourism avenues on water bodies & rivers
- Luxury Cruse and Parasailing operating at Hussain Sagar.
- Houseboats at Konaseemaa project, near Rajahmundry
- Sea Cruise from Fishing Harbor Point, Visakhapatnam
- Godavari River Cruise (Rajahmundry Papikondalu)
- Krishna River (cruise — Bhavani Island)

Sound and light show

Sound and Light Shows are operated by the APTDC, at

- Golconda Fort
- Chandragiri fort
- Amaravati (To be commissioned shortly)

Nature tourism projects

Ettipotala aterfalls

- Belum Craves,
- Borra Craves, Visakhapatnam Dist.
Tours for eco-treks are planned in the following package Tours

- Bangalore-Horsely Hills-Talakona
- Bangalore-Hognekkal-Nanyal-Kuppam
- Visakhapatnam-Rajahmundry-Maredumalli
- Vijayawada-Rajahrnundry-Marcdumaili
- Nagarjunasagar-Etthipothala-Gadisela
- Hyderabad-Icrisat (Campus For Bird Watching, Boating, Angling)

Awards and recognition

- Best State for Infrastructure Development for Promotion of Tourism, 2006-2007
- Konaseema Mouse Boats bagged the national ward in 2005,
- Implementation of Belum Caves bagged the national award in 2002.
- Illumination system at Borra Caves,
- Ettipotala Waterfalls is provided with state of an dynamic illumination.
- Durgam Cheruvu Lake in Hyderabad has been conserved and developed as a Lake Resort with in the twin cities.
- Jungle Bells at Tyda, Visakhapatnam Dist, is one of the most innovative concepts of nature-based tourism.
- Bhavani Island is the first Island resort in the State commissioned by the Corporation.

APTDC package tours

To make travel hassle free and more comfortable. APTDC” has designed a number of Tourists Packages to varied destination covering temples, hill resorts, and heritage site both in and outside the state through its modern transport fleet of over 130 buses. APTDC was the first corporation on the country to introduce Volvo coaches that has set a new level in the tourism travel. The Transport fleet is supported by a chain of central reservation offices in Hyderabad, Bangalore, Chennai and Calcutta supported in a network of tour promotion agents. APTDC also enters into strategic alliance with major tour operators. The tours connect major hubs such as Chennai, Bangalore, Shirdi, Tirupati, Selam, a making south India a seamless travel destination.
APTDC’S haritha hotel chain

APTDC has developed the “Haritha Hotel Chain” located in important tourist centers and provides the right ambience and she qualify a tourist truly deserves. All APTDC hotels provide for a restaurant, AC and non-AC accommodation and in major locations a swimming pool. APTDC has a strategic arrangement with Shantinagar Ayurvedic Clinic of Kerala, which provides wellness Ayurvedic treatment. APTDC’s transport fleet services most locations.

<table>
<thead>
<tr>
<th>Total number of hotels</th>
<th>54</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Rooms</td>
<td>1100</td>
</tr>
<tr>
<td>Total Bed strength</td>
<td>2200</td>
</tr>
</tbody>
</table>

Important place where hotels & resort are located includes Hyderabad, Vijayawada, Visakhapatnam, jungle Bells, Araku Valley, Rishikonda, Basara, Bhadrachalam, Warangal, Tirupati, Horsley Hills, Kuppam, Yadagirigutta, Kurnool, Dwarka Tirumala, Sriskailam, Nagarjuna Sagar. In addition new hotels are in the stage of completion at Kadapa, Dindi, Nellore, Expansion at Rishikonda and Araku resorts.

APTDC wayside amenities

To provide better facilities to highway travelers the corporation has built wayside amenities along the highways at Suryapet, Alankanpalli, Pragnapur, Lepakshi, Srikalahasti, Kamareddy, Srikakulam and Itchapuram. In addition new wayside amenities are planned to be provided at Tallada, Nirmal, Singarayakonda and Annavaram. All way side amenities have a standard type design and are run by APTDC trained staff.

APTDC amenities at the special tourism areas

For the convenience of tour operators, Andhra Pradesh tourism has devised Six Tourism Areas from where tours could be organized. These are known as Special Tourism Areas, which include Hyderabad, Nagarjuna Sagar, Vijayawada, Visakhapatnam, Tirupati and Warangal for the convenience of tour operators these centers are also called as tourism circuits, viz, Hyderabad Circuit, Nagarjuna Sagar Circuit, Vijayawada Circuit, Visakhapatnam Circuit, Tirupati Circuit and Warangal Circuit.

The Hyderabad Circuit includes Hyderabad, RangaReddy and Medak districts. Nagarjuna Sagar Circuit includes Nalgonda and Mahaboobnagar districts. Vijayawada Circuit includes Krishna, West Godavari, East Godavari, Guntur and Prakasam districts. The Visakhapatnam Circuit includes Visakhapatnam, Vijayawada and Srikakulam districts. Tirupati Circuit includes
The Warangal Circuit covers the district of Warangal, Karimnagar, Khammam, Nizambad and Adilabad districts.

### 6.2 Tourism Related Festivals

Government of India and state Department of Tourism as laid down in their tourism policies conduct certain festivals to promote tourism, in order to provide an opportunity to the stakeholders to market Hotel, Resort and other destinations and services. These festivals serve as an ideal platforms to promote Tourism in the State.

Andhra Pradesh Tourism has launched the following Tourism related festivals, viz., International Kite Festival, Kakatiya Festival, All India Arts-and Crafts Festival, Deccan Festival, Lumbini Festival, Vishakha Utsav, The Vijayanagara Festival, All India Girijan Festival, BuddhaJayanthi

**International kite festival at shilparamam, madhapur, hyderabad (14-16 January)**

With kites of all shapes, sizes and colours, people take part in this gala event and compete with international kite flying champions, filling the skies of Hyderabad with high flying colours.

**Kakatiya festival at arangal (January)**

Warangal has always been the crucible that blended the most exclusive of arts. Held in this historic place, the Kakatiya Festival brings the most distinguished artists from the various parts of the country, in an attempt to celebrate the glory of a great past.

**All India arts – and crafts festival at shilparamam, madhapur, hyderabad (March)**

Andhra Pradesh Tourism has been organizing Annual Arts & Crafts Melas to breather life into languishing art forms. During these Melas, craft persons from across the country come to display their exclusive creations. Buyers come and pick up objects directly from the makers with out having to deal with middlemen.

**Deccan festival/hyderabad festival at Qutub Shahi Tombs, hyderabad (April)**

This festival brings the choicest talents from the fields of Music, Dance and Theatre. Ghazals, Mushairas, Qawwalis, Classical Dances and Music, reverberate in the air of Hyderabad. The Deccan festival essentially mirrors the glorious Qutub Shahi epoch.
Lumbini festival at hyderabad (April or at the time of Buddha Poornima every year)

Hyderabad, the capital city of Andhra Pradesh hosts the biggest monolithic Buddha statue. And Nagarjuna Sagar is the place that abounds with historic uniqueness and amazes with modernity. Conducted in these two places, this festival tries to retell the unforgettable yore of age-old Buddhist heritage. With exclusive cultural programmes and enchanting dances, the Festival attracts tourists and Buddhists from all over the world. The places echo with the messages of the Buddha and Acharya Nagarjuna.

Visakha utsav & rishikonda beach festival at visakhapatnam (December)

On the golden beaches of Visakhapatnam, this festival brings an inimitable blend of folk and classical dances and music. At this Festival, the people are in for a treat at their Craft Bazars, Exhibition stalls and Food Courts.

The vijayanagar festival at chandragiri (October)

The historic Chandragiri fort, near Tirupati, (where a sound & Fight show is held daily) stands testimony to the grandeur of the Vijayanagar rulers. This festival coincided with the annual Brahmotsavam at the Tirumala temple. The visitors who witness the most repute musicians and dancers perform embark on a journey into the past. Through the Rayalseema Food Festival which is also held at the same time, the most traditional delicacies of the region are brought forth exclusively for the government’s delight.

All India girijan festival and artist’s camp at araku valley (November)

Through this Festival, Andhra Pradesh Tourism brings forth the spellbindings talents of the Girijans and the Tribes. In Araku, Andhra Pradesh Tourism showcases the crafts of the tribes who create magic with their hands.

Buddha jayanthi

The birth, enlightenment and the attainment of ‘Nirvana’ of Lord Buddha is celebrated on ‘Buddha Poornima’. Special events are held at such centers at Nagarjunakonda, Amaravati and more recently the Hussain Sagar Lake in the heart of Hyderabad where a massive monolith of The Buddha stands.

Mahavir jayanthi

The birth anniversary of Lord Mahavira is celebrated by the Jain community by taking out processions and performing special pujas at temples like the ones at Kolanupaka in Nalgonda district, Mangalagiri of Guntur district and in the State Capital of Hyderabad, where thousands of devotees including
women and children participate. This is Andhra Pradesh, where numerous faiths and religious beliefs coexist and people celebrate each festival with fervour.

6.3 Tourism Planning and Policy

Tourism Policy 2006

2006 tourism policy is investor-friendly but with an emphasis on developing even villages and minor towns as tourist attractions in Andhra Pradesh Government.

Aimed at generating employment and revenue apart from ensuring economic growth and poverty-alleviation, the policy was approved by the Cabinet at its meeting. It will involve local bodies for the first time in designing and implementing the tourism projects. The policy also seeks to develop orchards near highways and encourage tourism near archaeological sites on the countryside. To meet manpower needs of the proposed rural tourist spots, training will be imparted to guides, taxi drivers and hospitality staff.

Incentives: Investors will be offered various incentives including 20 per cent subsidy on investment subject to a maximum of Rs. 20 lakh, single-window clearance, land allotment on lease for 33 years and more and total reimbursement of stamp duty paid for registration of land or building. Land use regulations will be relaxed wherever required.

Tourism Policy 2010

Andhra Pradesh tourism policy 2010 an introduction

The last Tourism Policy followed in Andhra Pradesh dates back to 1998. Though it was meant to be replaced by an updated policy after 5 years, i.e., in 2004, this could not happen. Between 1998 and today, there is a sea change in the nature of tourism activities, priorities and organization, and also in the investment culture and norms. Newer ways of engaging the private sector has come into being. A policy should reflect these new and emerging trends and should be updated to provide competitiveness to the state. With the new tourism policy, the state of Andhra Pradesh should expect to benefit in the following ways:

1. Position the state competitively for attracting private sector investments in Tourism and Hospitality sectors

2. To promote inbound tourism in all potential destinations of the state, and not just to few destinations like Tirupati, Hyderabad, Visakhapatnam, Puttaparthi, etc.
3. To target the incentives to the private sector better as per the State government’s priorities in terms of geographical areas and tourism products.

4. To maximize the potential of Hyderabad city to promote new tourism products.

5. To give adequate focus to Aam Aadmi Tourism, Rural Tourism, Ecotourism, Adventure tourism and Safe and Responsible tourism.

6. To focus on maximum generation of employment in the sector by development of Human Resources through capacity building.

Incentives and concessions for eligible tourism products

The following tourism products will be eligible for receiving state support

1. Hotels & Serviced apartments
2. Resorts
3) Heritage Hotels
4. Wellness Centres (spa/yoga/naturopathy/etc.)
5. Amusement Parks
6. Entertainment centres (aquarium/ Indoor rides/ Snow world/etc.)
7. Permanent exhibition complexes
8. Ropeways
9. Convention Centres
10. Wayside Amenities
11. Water Sports
12. Golf Courses
13. Wildlife safaris
14. Luxury Tourist Trains
15. Sea/ River Cruises
16. Ecotourism Centers
17. Rural Tourism products, and
18. Adventure Tourism products
Tourism circuits

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

Aam aadmi tourism

The State Government is concerned with the fact that Tourism is considered an elitist activity not meant for the common man. Welfare of the common man or the Aam Aadmi is the utmost priority for the Government. There is no reason that the common man should be deprived of enjoying the tourist attractions and opportunities present in the State. However, this intent can only become reality if tourism activities are conducted at affordable rates. The Government will therefore through its own agencies create facilities for the common man at popular tourist destinations. These include cost effective accommodation units like dormitories, low cost restaurants, no frill tour packages and so on.

Home stay and bed and breakfast scheme

Andhra Pradesh is one of the major tourist destinations in the country with more than 150 million tourists per year visiting the State. In future, due to sustained promotional activity and improvement of tourist infrastructure, there is expectation of upsurge in tourist arrivals in the State, both domestic and international. The state has lot of well-constructed houses, having surplus rooms, which can be converted into tourist accommodation with reasonable improvements to suit the requirement of tourists. Department of Tourism will take steps to identify such units, which will be termed as “Home Stays” to bring tourists and host families together. This will not only provide a reasonable accommodation to tourist but also will be a source of disseminating our cultural heritage to our guests.
Promotion and marketing efforts

It is pointed out earlier that though Andhra Pradesh receives the maximum number of domestic tourists, a large majority is concentrated only to a few destinations. Andhra Pradesh is also not among the top ten states in terms of international visitors arrivals. Two main reasons can be identified for the above phenomenon. The first one is the lack of adequate awareness about the richness and diversity of tourism destinations that Andhra Pradesh has to offer to the visitors. The second and more important reason is the lack of confidence a visitor feels about the hassle free manner in which he will be able to organize his touring to different destinations in the State. If Andhra Pradesh has to become the foremost State in the tourism map of the country, it is absolutely essential that these two deficiencies be overcome expeditiously.

It is required that the State Government focuses on a sustained promotion campaign which highlights the uniqueness of the State and the novel tourism experiences the visitor will receive here. The promotional campaign will be targeted on different stakeholders like tour agents, business travelers, leisure travelers, and other groups and individuals having specific tourism interests. The promotion campaign will be taken up utilizing a mix of Media options, both at various centers of origin and also at different destinations in the State.

It will be required to carry out this activity in highly professional manner. Suitable agencies having the requisite background will be invited to partner with the State Government in launching this campaign. Direct marketing through participation in Road shows and Trade Fairs will also be restored to extensively since these give the best opportunity for direct Business-to-Business (B2B) transactions. The Government will identify the Fairs and other events, which will give the best exposure to the state at the beginning of every year, and follow an annual calendar of activities to derive the best returns.

Support to MICE tourism and medical tourism

Andhra Pradesh, particularly Hyderabad, also enjoys competitive advantage over other Indian States in terms of Medical Tourism and MICE Tourism. The presence of the best Airport in the country, the presence of the best Convention Centre in the country, the presence of the best Exhibition facility in the country, the presence of hotels at par with the best, very good urban infrastructure, moderate climate, and attractive tourist destinations can help position Hyderabad as the most preferred destination for MICE Tourism. As Hyderabad enjoys the presence of highest caliber medical specializations and expertise, it can also be promoted as a major center for Medical Tourism.
MICE Tourism and Medical Tourism require the coming together of both the concerned Government Agencies and the private stakeholders on a common platform. Only in such an eventuality can the strengths of each player be synergized and maximum advantage for the city can be reaped. Government will endeavor to create appropriate organizational structures, preferably in the form of societies, to establish this common platform. The constituted society can hereafter take up all the required activities necessary for harmoniously organizing MICE Tourism and Medical Tourism respectively. The Government will also become the main driver behind these Societies by infusing the required capital in its corpus and by engaging experienced professionals to manage these Societies.

**Film tourism**

One opportunity that presents itself before Andhra Pradesh to take up an innovative tourism activity is in the area of Film Tourism. The State of Andhra Pradesh has a rich variety of locations which can become attractive for outdoor film shooting. In addition, Hyderabad has got a number of film studios which provide latest facilities. Hyderabad has also got state of the art post production facilities in the form of animation studios, dubbing labs, etc. The Government will promote Film Tourism by creating a single window cell which will perform the following two functions.

1. Promote various destinations and facilities of the state suitable for film making before film producers throughout the country

2. Organize a package of services to film units on payment basis which will include all permissions and clearances, accommodation, transport, catering, security, etc.

**Heli tourism**

In tune with the priority accorded by Ministry of Tourism, Government of India, the State Government will also promote Heli Tourism within the State. For this purpose, feasibility of various destinations to be linked with Heli services will be studied, and opportunity will be provided to the private sector agencies having requisite qualifications to operate the services. The State Government will play a catalytic role in organizing and promoting Heli Tourism.

**Development of human resources through capacity building**

The Tourism Sector has become globalized today mainly due to the information explosion and the ease and affordability of travel from one place to another. The modern tourist today is well familiar with the international standards and benchmarks and tends to feel disappointed if his expectations are not met
Tourism and Travel Techniques

during any particular tourism experience. There is also a high element of competitiveness between Countries and between the States of a Country for attracting visitors. In such a context it is very essential that tourism activities are organized with utmost professionalism by highly trained and skilled manpower.

It should be the prime responsibility of the Government to directly initiate suitable capacity building efforts to turn out the required manpower. As a part of Government’s efforts, both the institutions available in the Government sector like National Institute of Tourism & Hospitality Management (NITHM), Institutes of Hotel Management and Catering Technology (IHMCT), Food & Catering Technology Institutes (FCTI), and similar Institutions running in the private sector should be adequately funded and supported so they are able to attract the best faculty and students who can jointly raise the professional standards in this industry.

Safe, responsible and honourable tourism

While tourism is responsible for turning around the economies of a number of Countries and regions, it has led to certain unwanted consequences. One of the more serious adverse effects is in the form of degradation of the environment. Many cases are also witnessed in which exploitation of tourists by the locals and vice-versa takes place. In its effort to become one of the foremost States on the tourist map of the Country, the Government will not turn a blind eye in ensuring adequate safeguards for the protection of the environment and the dignity of the tourists and the locals. Sufficient restrictions will be put into place to limit tourism activities in ecologically sensitive areas. A detailed implementation plan to ensure that these regulations do not remain on paper will be worked out.

From the social angle, it will be ensured that all the major tourism destinations/products will be provided with facilities for the persons with disabilities, the elderly, and those who have temporary mobility problems. The Government will take the help of experts to train the Engineering staff in creating such facilities with accessibility to all.

Similarly, positioning of sufficient number of tourist police at locations that are visited commonly by the tourists will be the responsibility of the Government. The Tourist police will have proper sensitization about the special requirements of the tourists and they will play a proactive role in ensuring that the visitors get an enjoyable experience during their visit.

Ministry of Tourism, Government of India has finalized a Code of Conduct for Safe and Honorable tourism to be adopted by all the major stakeholders like Hotels, Tour Operators, Cab drivers and other hospitality linked services. The code will entail adopting guidelines that will ensure ethical
business practices protecting women and children. This includes training of personnel, awareness drives, ethical marketing and business practices and regulation of usage of official equipment to prevent human trafficking and pornography. With the growth of the Tourism industry there are also negative aspects to the growth evident from the child sex tourism and prostitution on rise in major tourism destinations and pilgrim places.

To ensure safe and honorable tourism, the Government of Andhra Pradesh on the lines of Government of India will also adopt a code of conduct. This will be implemented in coordination with the Women and Child Welfare Department, Home Department and NGOs.

Rural tourism

Rural tourism aims to provide the discerning traveller with a multitude of distinctive, first-hand experiences in an interactive, informative and organic setting in rural Andhra Pradesh. Community based rural tourism is envisaged to provide sustainable livelihoods and strengthen rural economy through the preservation and promotion of rural craft, culture, heritage and environment in their natural forms by offering an enhanced choice to visitors seeking a unique experience, thus increasing awareness and exposure to rural way of life across the state while improving the quality of life of the village communities, encouraging gender equity and community ownership through an equal partnership between hosts and tourists leading to overall holistic development through tourism.

Summary

The Government institutions like Departments of Tourism Government of Andhra Pradesh and Andhra Pradesh Tourism Development Corporation are playing important role in planning and development, creating infrastructure, promoting the destinations in the state. The private tour and travel agencies are taking initiative in the promotion of Cultural, Heritage and Rural Tourism by developing packages for all segments of pilgrims. The local involvement of the people various villages are playing a very productive role in the promotion of Cultural, Heritage and Rural Tourism, It will act as a source of employment and income generation for the locals which will improve the standard of living of these people. The involvement of N.G.O’s in this endeavour is another very important component.

Andhra Pradesh Tourism Development Corporation (APTDC) is a body of the Government of Andhra Pradesh responsible for development of tourism in the state. APTDC was incorporated in 1976 and carries out commercial operations with a focus on creation of tourism infrastructure and products. The information centres provide information on various historical and religious sites,
APTDC complexes (for tourist accommodation) at different locations as well as information about festivals and fairs celebrations in the state.

Government of India and state Department of Tourism as laid down in their tourism policies conduct certain festivals to promote tourism, in order to provide an opportunity to the stakeholders to market Hotel, Resort and other destinations and services. These festivals serve as an ideal platforms to promote Tourism in the State.

Andhra Pradesh Tourism has launched the following Tourism related festivals, viz., International Kite Festival, Kakatiya Festival, All India Arts-and Crafts Festival, Deccan Festival, Lumbini Festival, Vishakha Utsav, The Vijayanagara Festival, All India Girijan Festival, BuddhaJayanthi

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**Short Answer Type Questions**

1. Name some important stakeholders of tourism development in Andhra Pradesh.

2. Write about Andhra Pradesh Tourism Development Corporation.

3. Write major promotional activities of Andhra Pradesh Tourism.

**Long Answer Type Questions**

1. Write a detailed note on Andhra Pradesh Tourism Development Corporation.

2. Discuss in detail about Andhra Pradesh Tourism Policy 2010.

3. Write a detailed note on tourism planning and policy of Andhra Pradesh.