



Full Length Research Article

TOURISM DEVELOPMENT IN VISAKHAPATNAM DISTRICT, ANDHRA PRADESH INDIA

¹Dr. Krishna Dorababu, K. and ^{2,*}Dr. Radhika, B.

¹Geography, School of Distance Education, Andhra University, Visakhapatnam, Andhra Pradesh

²Education, School of Distance Education, Andhra University, Visakhapatnam, Andhra Pradesh

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ABSTRACT

Tourism is important. It covers many aspects of our society. Tourism is one of the most developing and promising of the present time. Indiscriminate use of tourism endangers the environment. To safeguard a place from overuse, various world organizations like World Tourism Organization (WTO), The Commission on Sustainable Development (CSD) and the UN Convention on Biological Diversity (CBD) have come up with certain policies. The primary concerns of these international bodies are to help the member countries in establishing tourism carrying capacity, developing sustainable tourism practices and promoting the concept of ecotourism. Visakhapatnam is famous for its natural harbour, Ship building unit, Steel plant, Oil refineries, Dolphin's Nose Hills, and Ramakrishna beach. Rushikonda beach. It is also an industrial city in Andhra Pradesh.

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INTRODUCTION

Tourism is an economy that depends heavily on natural environment. Tourism is an economic activity of global significance. This economic activity has drawn the attention of governments, organizations in both the public and private sectors, and academics. This activity cuts across conventional sectors in the economy. It requires inputs of an economic, social, cultural and environmental nature. In this sense it is often described as being multi-faceted. Primarily the resources that are designed as tourism resources include landscape that have aesthetic appeal in terms of relief forms, bracing climate, mass of water, flora and faunal variety. It also depends on the cultural environment created by a particular group of people in a particular area.

There is current and growing concern about the impact that some forms of tourism developments are having on the environment. There are examples from almost every country in the world, where tourism development has been identified as being the main cause of environmental degradation.- Leonard J. Lickorish and Carson L. Jenkins (1997).

Indiscriminate use of misuse of any of these may lead not only to destruction of a thriving economy; it may cause irreparable loss of unique bio-diversity and tradition-rich culture in the long run.

***Corresponding author: Dr. Radhika, B.**

Assistant Professor in Education, School of Distance Education, Andhra University, Visakhapatnam, Andhra Pradesh.

To safeguard a place from imminent dangers arising out of overuse of tourism and to ensure proper upkeep of the existing resources, various World Organisation such as, World Tourism Organisation (WTO), The Commission on sustainable Development (CSD) and the UN Convention on Biological Diversity (CBD) etc., have proposed certain policies and guidelines. The countries or states that have recent entry in the industry can reap the benefits if these policies and guidelines are incorporated in planning for tourism from the beginning. It is well-known that, at present, tourism is one of the fast growing sectors in the world. Further the unique characteristic of tourism is that with less investment, it can generate more employment, when compared to agricultural and industrial sectors. In the experience of developing countries they have achieved much development in tourism sector. Many studies envisage that tourism development brings in multiplier effect, directly and indirectly, into business, transport and service sectors. As per the estimates of the World Tourism Organisation (WTO), Tourism activity is providing employment for about 213 million people and is generating 3 billions dollars of income. Moreover, 655 million dollars are according in the shape of taxes from tourism activity. Further, the same organisation estimates that the income generating from tourism sector will be crossing 7 billion dollars by 2015. Moreover, tourism is a service based industry and is also significantly responsible for the growth of service sector. According to the (WTO) estimates; an investment of one million rupees creates jobs for 89 persons in hotel and restaurant sectors, as a key component of tourism industry, as against 44.7 jobs in agriculture and 12.6 in manufacturing

industries. Moreover, the ratio of jobs provision in tourism sector further increases when it takes into account about ancillary services associated with hotels and restaurants and other relation services. Hence, some of the countries both developed and developing countries have given top priority for the development of tourism at grassroots level.

Study of the Area

Visakhapatnam district is one of the North Eastern Coastal Districts of Andhra Pradesh and it lies 170, 15' and 180, 30' of the North Latitudes and in between 810, 54' and 820, 30' of the Eastern Latitudes. The district is bounded on the north partly by the state of Orissa and Partly by Vizianagaram district, while on the Western side is East Godavari District, and the Bay of Bengal on the East. As per 2014 census, the total population of the district is about 42, 90,589 lakhs. Administratively, the district is divided into 4 revenue, which include the urban and rural mandals of Visakhapatnam. The total geographical area of the district is about 11,161 sq. km. Visakhapatnam is famous for its natural harbour, Ship building unit, Steel plant, Oil refineries, Dolphin's Nose Hills, and Ramakrishna beach, Rushikonda beach. It is also an industrial city in Andhra Pradesh. Bhimunipatnam is 30 km from Visakhapatnam and is famous for its natural sea port.

Old Duch Constructions and Buddhist Monastery Ruins. Simhachalam lies in the outskirts of main city. It is famous for the Sri Varha Narasimha Swamy temple. Araku Valley is 112 km away from Visakhapatnam. It is famous for the scenic beauty it offers to the travellers by train or road. The area of the valley is roughly 36 km and the altitude is between 600 and 900 meters above sea level. It is renowned for its association with the Tribal culture&customs. Thotlakonda lies to the north of Visakhapatnam which consists of a Buddhist Monastic Complex remnants and rock cut cisterns on the hilltop at Mangamaripeta. Bavikonda is another famous Hilltop Buddhist Monastic Complex remnant site near to Thotlakonda along the beach road to Bhimili from Visakhapatnam. Gudilova is famous for the temple of Lord shiva and Lord Ranganatha swamy located on a small hillock between two big hills in outskirts of Visaka city along the Eastern Ghats; it is a natural picnic spot also.

Located on the state highway of Pendurthi and 7 km from Anandapuram of Visakhapatnam. The Borra Caves, also called Borra Guhalu (in Telugu language "Borra" means something that has bored into the ground and "guhalu" means caves), are located on the East Coast of India, in the Ananthagiri hills of the Araku valley. The Kondakarla Ava, One of the largest freshwater lake in the country and cradled in the foothills of the Eastern Ghats, the lake Konda Karla-Ava is situated at 50 kilometres from Visakhapatnam on Sankaram (Buddhist place)-Etikoppaka (Craft Village)- Kondakarla Ava Circuit.

Kondakarla Ava is the second largest fresh water lake in the state. It has been recognized as Eco Tourism destination. Kondakarla Ava is home to an array of flora and fauna. As Soon as you enter Kondakarla Ava the scenic beauty takes you over. The tranquil waters of a lake surrounded by coconut trees on one side and green hills all around provide a great escape from the air and sound pollutions. It was a popular holiday resort of the Vizianagaram Maharajas and the British in the pre-independence times.

Table 1. Flow of Tourists in Visakhapatnam District

Year	National	International	Total
2008	31,46,092	28,964	40,01,538
2009	40,01,538	21,607	40,23,145
2010	52,62,218	17,775	52,79,993
2011	51,39,627	28,677	51,68,304
2012	52,73,228	53,859	53,27,087
2013	67,00,675	57,476	67,58,151
2014	67,82,784	54,272	68,37,056

MATERIALS AND METHODS

The data pertaining to names of tourist places, importance of places, special features of places, facilities available in these places, etc are obtained from the department of Tourism and related organisation in the study area. Based on this information, the status of potentials is determined in various tourists' places in the study area. Similarly, the flows of tourists are in various places also determined in the study area. A specific survey will be carried out in the study for all the major tourist centers located in the study area. The surveys cover various representatives of organisation, officials at tourist places, tourists, business people and administrative staff. The information collected in this survey deals with facilities available in the centers, status of the facilities, inconvenience that faced in the stay, present transport facilities available at the tourist centers for visiting tourist places in respective regions, safety aspects, problems etc., and suggestions for the improvement of the overall situation. Based on this information, the study identifies the problems and bottlenecks in various spheres that exist in various tourist centres located in the study area. After a critical integration of the data, the feasible and amicable strategies, packages and action programmers are formulated in various spheres for the popularisation of the tourist centers, as also to help achieve an optimum development in the tourism sector at grassroots level in the study area.

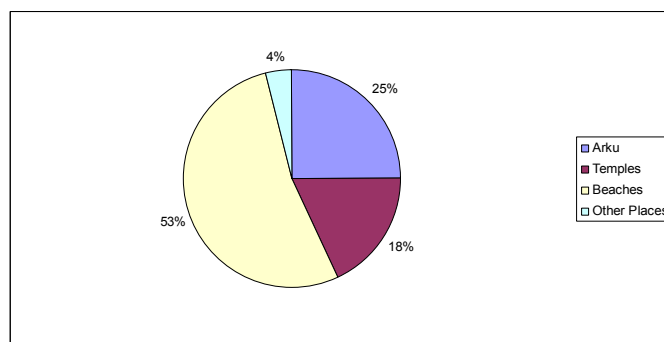


Figure 1. Visitors of Tourism

Conclusion

The recent bifurcation of Andhra Pradesh in to two states – Andhra Pradesh and Telangana made the government of Andhra Pradesh to choose the city of Visakhapatnam and also the district of Visakhapatnam and part of East Godavari district as potential places for tourism. The Visakhapatnam city is found be a place of choice for not only of our national tourists but also by international tourists as the Visakhapatnam Port and Visakha Steel Plant involved in international relations and marketing. This city is a major city between Kolkata of West Bengal and Chennai of Tamil Nadu on the East Coast of India. Since mid 1990s, the city became famous for health tourism where, the patients from Orissa, Bihar, and

Chattisgarh and also from Jharkhand are seeking health services in this city. Besides these, this city is also famous for the oldest University (Andhra University) in the state and second oldest in the erstwhile combined Andhra Pradesh State. With the establishment of new private universities along with Andhra University and Andhra Medical colleges, the Academic activities are bound to increase and encourage many academic seminars and conferences to this city. The above mentioned tourist reasons and also because of other qualities of this city, the national government has selected Visakhapatnam to become a Smart City. In coming Days Visakhapatnam district is bound play a key role in Indian Tourism. Because they have identified nearly 150 new tourism places in the district. There are elevated places like Mountain hills and low temperature seasonal places like Lambasingi (0 degree temperature) in the winter season near Narsipatnam. Government of Andhra Pradesh was planning to provide transport and accommodation and other arrangements.

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