

Research Article

Impact of tourism in economic growth of Andhra Pradesh and Uttarakhand states of India

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Abstract

Tourism being the fastest growing industries of the world plays a vital role in the country's economic development. This industry employs both skilled and unskilled people. This industry is among the one industry promoting both national integration and international brotherhood. In the proposed research, to design a workable and easily adoptable tourism policy to bring positive changes in the following areas like Satisfaction to the tourists and Strong base on economic fundamentals. In India, The Uttrakhand and Andhra Pradesh Tourism states has consistently been the pace setters for fascinating substantial figure of tourists both internal and foreign .The proposed research is aimed to bring tourism as a main activity to boost the economy of the state, especially in uttrakhand. The hypothetical result will be providing the Awareness to Tourism in Andhra & Uttrakhand, suggest effective resource management in UK and Andhra and also helpful to increase a Tourism Development by providing awareness to Government ,Private Sector, NGO,s & Communities.

Keywords: *Tourism; Effective resource management; socio economic growth; adoptable tourism policy; Tourism industry*

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Introduction

Tourism has become a considerable growth engine in providing job opportunities, eliminating poverty and Infrastructural development. A forever shoot up of destinations and avenues have unfolded and infused in tourism turning it into be a crucial driver into socio economic development through various export revenues and enterprises. The International tourist arrivals are increasing by 3.3% a year from 2010 to 2030 to reach almost 1.8 billion according to the UNWTO long standing forecast tourism favoring 2030. (Source: UNWTO Barometer)

Tourism industry of India is reasonably important and growing swiftly. Tourism is second largest foreign exchange earner in India. As per World Travel & Tourism Council calculations it was found that INR 6.4 trillion or 6.6% of the nation's GDP in 2012 is generated by tourism industry alone along with 39.5 million jobs by having 7.7% of its total employment. This sector is forecasted to enlarge at an average annual rate of 7.9% from 2013 to 2023. This indicates India to be in the third rank among various countries with the fastened tourism industries over the next decade.

Uttarakhand tourism is the most notable chunk of the state's economy. 60% of the state GDP is associated with some part of the Uttarakhand tourism industry. The tourist count visits in Uttarakhand is considerably increasing.

Andhra Pradesh Tourism is always a leader in captivating substantial figure of tourists both internal and external, as it possess clearly, culturally, ecologic, and conscientiously wealthy and assorted variation of traveler terminus that are valuables of visible delicacy in which one can constantly inspect latest incidents of explorer fulfillment and gratify.

Research Objective

In this proposed research, to design a workable and easily adoptable tourism policy to bring positive changes in the following areas like Satisfaction to the tourists and Strong base on economic fundamentals. In India, The Utrtrakhand and AP Tourism is been a pacemaker in fascinating huge number of visitors from inland and foreign .The proposed research is aimed to bring tourism as a main activity to boost the economy of the state, especially in Uttarakhand. The hypothetical result will be providing the Awareness to Tourism in Andhra & Uttarakhand, suggest effective resource management in UK and Andhra and also helpful to increase a Tourism Development by providing awareness to Government, Private Sector, NGOs & Communities.

There are important objectives of the proposed research as:

1. Bring tourism as a main activity to boost the economy of the state.
2. Bring out USP of tourism in the states of Andhra Pradesh and Uttarakhand.

Methodology

India is one of the desired tourist destinations in Asia. Surrounded by the Himalayan ranges in the north and water on three sides (Arabian sea, Bay of Bengal and Indian Ocean), India

proffer a broad display of places to see and things to do. The charming backwaters, hill stations and landscapes make India a magnificent country such as presence of historical monuments, forts etc. add to the splendor of the country. They bring tourists from all over the world.

This industry provides a number of economic benefits. Some of them are given below.

1. Generation of employment opportunities. Being exceptionally labor-intensive the travel industry sets out business open doors both direct and indirect. It makes occupations explicitly in lodging industry, friendliness industry, administration area, amusement and transportation industry.

2. Acquires foreign trade without sending out anything substantial. The travel industry is viewed as 'invisible export' as it brings massive foreign trade profit without sending out anything unmistakable. Consistently countless vacationers visit India and different spots. They visit places; stay and shop in our country. This adds to a lot of foreign trade generation. In spite of worldwide downturn, Indian the travel industry became 6.9 % to around \$42 billion in the year 2010.

3. Prompts to balanced regional development and assists with expanding per capita income and way of life.

4. Encourages development of essential infrastructure conveniences. The travel industry helps and empowers infrastructure development by making way for dams, streets, network, airport enhancements, and whatever other movement that helps a vacationer in visiting a spot in a vastly improved way.

5. The travel industry advances related enterprises like handicrafts, spices, coir, materials, pearls, gems and outfitting merchandise.

6. With the dynamic contribution of private business people and new tourism related business will come up.

7. Produces income for the public authority and stake holders (private players). The public authority charges different types of duty that is called government income. The pay created through these charges is the public income. The benefit acquired by a merchant, by selling things like local artifacts, handicraft things, and so on, to the tourists is called private income.

The Social and Cultural benefits of Tourism

Additionally to the economic advantages raised above tourism provides definite social and cultural benefits. Some of these advantages are as follows:

1. Foster social mobility. Respite and relaxation activities generate social strength of people.

2. Develop universal brotherhood, international comprehension and world peace.

3. Smooth maintenance of many dissipating arts.

4. Encourages crusade to holy places.

5. Boost up urbanization in the host region.

6. Save regional architectural conventional, regional anomaly, the lineal heritage and cultural environment.
 7. Conserve classical monuments and historical sites.
 8. Aid interchange of cultural values.
 9. Tourism is an awesome system for cultural conversation. It also stirs up societal advance as tourists learn to show regard, forbearance and love for each other when they visit latest places.
 10. Tourism assists in describing history, art, beauty and culture of our country.
 11. Divergent people visiting any country take alluring cultural conception along with them and extend those opinions to others while visiting other places of the world. Likewise, the local competence, languages and art get a broad subjection through tourism.
- a. To highlight the tourism resources of UK & AP
 - b. To describe the tourism sector in UK & AP
 - c. To clarify the contribution of NGO, private sector, government, community in UK & AP

Tourism in Uttarakhand

Uttarakhand tourism is the most notable segment of the state's wealth. 60% of the state is linked with at minimum some part of the Uttarakhand tourism industry. The sum up of tourist visits in Uttarakhand is noticeably enlarging.

This hilly state has two regions Garhwal, in the West and Kumaon, in the east. Both the regions are neighborhood besides soaring snow shielded mountaintop, alluring basins, massive even grasslands or rocky meadows, attractive vicinity, robust sacred rivers and an immense diversification of ample and tropical flora and fauna.

The chardhams – Yamunotri, Gangotri, Kedarnath and Badrinath are familiar with all over lakhs of believers come upon to visit the holy sites every year. The chardams is shown in figure1. Haridwar is one of the seven dedicated conurbation in India recline in the massif of Shivalik ranges, lokpal, piran kaliyar, hemkund Sahib, Nanakmatta and Meetha Reetha Sahib and very hallowed and dedicated place overtake by lakhs of pilgrims coming from all over the world.



Figure 1: Holistic pilgrim place of utharakhand- Chardham

There are around 152 predominant tourist regions to look in on here in Uttarakhand. Some of the notable Uttarakhand pilgrim places are Mussoorie the empress of prominence, Almora the Switzerland of India, Nainital the lake district, Ranikhet the sovereign fields, Bageshwar the homeland of the lion, Chamoli and Uttarkashi and so on.

Uttarakhand is a heaven of happening sport visitors; they may select hiking in Bhagirathi, Nanda devi, Gaumukh, Milam, Pindari, Sahastratal, Khatling, Kafni and Chowkhamba. The visitors also relish fascinating smooth heights completely protected with avalanche, alpine meadows, glaciers, exuberant green jungles and attractive vicinity along with the elation of the happening frisk.

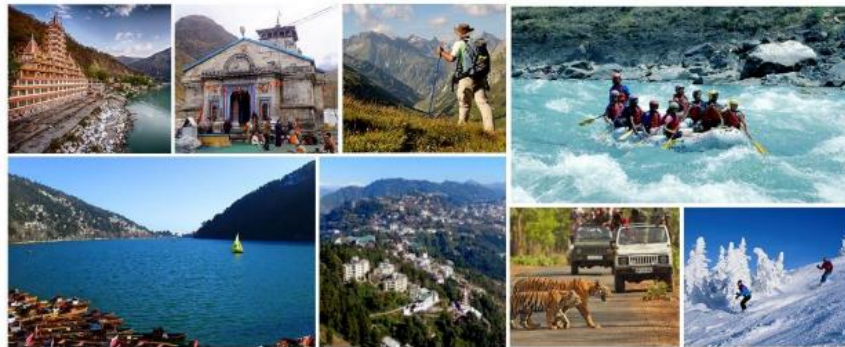


Figure 2: Tourism spots of Uttarakhand

In Uttarakhand, resorting of slogging and snowboarding, visitors might select from Mundali, Auli, Dayara bugyal and Munsyari as shown in figure 2. Water Sports like aero sports, hand gliding, bungee jumping, rafting, Boating, Angling, and Paragliding in Nainital and Pithoragarh, Rishikesh being the Yoga Capital of the world.

Uttarakhand has an affluent of tropical plant life and fauna and is trivial site wildlife and eco tourism. The lush green forests ample here with birch, oak, pine, rhododendron, and juniper trees.

Uttarakhand is also plentiful in wildlife tourism and various animal species such as tigers, elephants and varieties of deer such as musk deer and the barking deer etc which are seen in the wild life reserve national parks.

They are numerous national parks and sanctuaries such as Rajaji national park, Corbett national park, Nanda devi wild life sanctuary, Govind wild life sanctuary, Binsar wild life sanctuary, Kedarnath wild life sanctuary, Assan barrage and Chilla. Uttarakhand is also known for the avifauna, with over 400 species of birds found here.

Tourism in Andhra Pradesh

Andhra Pradesh Tourism has constantly been the pacemaker in captivating largest number of inland and foreign tourists as it possess a ecological, religiously, naturally and culturally wealthy and multiple change of visitor terminus which are valuables of vision as they serve people in steadily investigating of current happening of tourist charm and gratification.



Figure 3: Historical places of Andhrapradesh

Andhra Pradesh state possesses the enlarged eastern seashore and with a stream of Buddha Period renowned, habitation and carry numerous endowment sites embellished with primitive richness, the fortress, castles and architectural mastery erect by the former Royal hegemony and its virtuous Emperors as shown in figure 3. The splendid mansions and locale, memorials, stately structures and shrine constructed by royals contemplate the skill and artisanship, construction and civilization that derived on land.

Existent of magnificent hills, ridges, barrage, and basins with the impressive dingle, resorts, caves, hill stations, sanctuaries, meadows, tranquil lake waters, swirling beach waves, virgin forests and national parks which a tourist can delight to ones heart's fulfilled. The holistic places of Andhrapradesh are shown in figure 4.



Figure 4: Holistic places of Andhrapradesh

Important Temples and holy places of journey are the considerable terminus of visitor congestion and are a huge origin of income flow. Archives and valuables of archaeological houses which have distinct passages expose renowned and breathtaking gatherings of heirloom, artifacts, defense and an extensive scope of objects that signify old day's culture and sensation of the territory.

Afterwards evolution are hi-tech centers, recreation parks, world prominent cine city, amusement islands, creativity worlds, golf track and water sports grounds validating sportive venture, adventure parks for cruising ventures, trekking and safari as part of experience and cruise tourism.

Countryside tourism given specified drive to display case of handloom, crafts, arts, sculpture, textiles and other expertise in village positions which have crucial proficiency in evolve as

recognizable lucrative and tourist landing place make use of neighborhood special strength and assets. Environmental robustness have a presumed extensive significant of developing eco-tourism projects as per acceptance after assessing the ground conditions and attentiveness of numerous partners on an extended basis agreeable with the local attributes.

Tourism ascribed to health, study, wellness, medical services, and science centers for guidance motive is fattening remarkably generating contemporary centers of significance and also the focal point of observation.

Results and discussion

Andhra Pradesh Tourism firmly maintain the diligence potentiality in improving the prudence, in producing better jobs with a multi-sectoral spread, launch open myriad stake chances, locating new historic verity and comprehension, presenting to the treasurer as well as in serving national unification, international kinship and consonance. The following table 1 outlines the portion of top 10 states/UTs of India in number of national tourist visits (provisional).

Table 1: Share of top 10 states/UTs of India in number of internal tourist visits (provisional)

Rank	State/Union Territory	Number	Share in %
1	Uttar Pradesh	155,430,364	18.3
2	Andhra Pradesh	153,119,816	18.0
3	Tamil Nadu	137,512,991	16.2
4	Karnataka	84,107,390	9.9
5	Maharashtra	55,333,467	6.5
6	Madhya Pradesh	44,119,820	5.2
7	Rajasthan	27,137,323	3.2
8	Uttarakhand	25,946,254	3.0
9	West Bengal	22,256,968	2.6
10	Gujarat	21,017,478	2.5
Total of top 10 states		725,981,871	85.3
Others		124,874,769	14.7
Total		850,856,640	100

Significance:

Uttarakhand being a newly created state in the year 2000 has huge potential for domestic as well as international tourism. The potential is to be harnessed in a way that it boosts the economy of the state, proving to be one of the major revenue generators. At the same time, care should be taken that in the name of “tourism”, the exploitation of natural resources is carried out in an un-scientific manner. There is every need to develop tourism industry in the new born state of the country keeping the “sustainable tourism” concept in mind.

As per the statistics available, the portion of Uttarakhand to the total tourist in India (domestic tourist) has grown up in past few years while in instance of foreign tourist, the extension is almost slack. It can also be noticed that the tourist flow in the state, both domestic and foreign, has appeared a considerable increase in past 2-3 years which is depicted in the table 2.

Table 2: Tourist entry in the State (The Domestic and Foreign tourist arrival in Uttarakhand) compared to that of arrival of tourists in the country.

	Dome stic 2008	For eign 200 8	Dom estic 2009	For eign 200 9	Dom estic 2010	For eign 201 0
Uttara khand	20546 323	999 10	2193 4567	106 470	3020 6030	127 258
All India	56298 2298	141 125 90	6500 3867 3	137 175 22	7402 1429 7	178 527 77
% growth Uttara khand	-	-	6.8	6.6	37.7	19.5
% growth All India	-	-	15.5	-2.8	10.7	24.2
Share Ukhan d:India	3.6	0.7	3.4	0.8	4.1	0.7

However, it is felt amongst academic circles and many other interest groups that the real potential of Uttarakhand tourism is not realised. It is also felt that the intervention of the tourism department of Uttarakhand is well below the expectations of the technical experts in the field. There is a need to envision the huge inflow of revenue due to the proper implementation of various tourism projects. In all the tourism policy of the state of Uttarakhand needs to be redrafted and it should benefit the people of Uttarakhand at large.

The reason for comparison with another state is simple. There should be a bench-mark; there should be an indicator to check. Uttarakhand and Andhra Pradesh share a few similarities. What I propose from the comparison is to learn from the experience and expertise of other state and to emulate the processes to enhance the tourism in the deficit state.

This can be better explained by an example. Uttarakhand is named as “dev-bhoomi”; there are numerous places of tourist interest especially in the sector of religious tourism. The intervention of the state is seriously lacking in this field. There is department to look after the shrines, temples etc. though there are boards comprising of few members, their vision and scope is limited. The state need not regulate the religious affairs, but the tourist activities can be streamlined. The famous kedarnath disaster has taken thousands of lives of people and the

reason for the huge death toll is also due to the improper controls and non-intervention of the government, amongst the other reasons.

There is no department like the ENDOWMENTS department in the State of Andhra Pradesh. Due to the positive intervention of the government through endowments department, economy of the state can be boosted, alongside creation of useful assets to the public. Religious tourism can be a boon to the society at large if it is organised properly.

Tirupati is a famous shrine in Andhra Pradesh. Tirumala balaji temple is visited by lakhs of devotees every month. In Uttarakhand, Hardwar is a religious town. River Ganges and shrines of religious importance are in Hardwar. This town is also visited by lakhs of tourists every month.

Tirumala Tirupati Devasthanam (TTD) board takes care of the various activities in the balaji temple. It now maintains educational institutions, charitable hospitals and does many other philanthropic activities. Employment generation and asset creation is a regular phenomenon in this case. Hardwar's tourism strikingly lacks in all these attributes. Tourists visiting Tirumala and Hardwar do not show any discrimination in spending their money. But the impact of their spending is different in these two places. In-depth study should be made to know the reasons for this pattern in both the states.

Conclusion

The endowment of national tourists and tourism to the Indian economy has endured largely unacknowledged. Domestic tourist visits have been heightening at amaze swiftness in current decades. There are almost 220 million domestic tourist visits in 2000. The number has been growing nearly nine-fold to 1.82 billion in 2018. A considerable amount of this is holy tourism.

Out of 136 countries group, India was ranked 40th in the index of tourism competitiveness and 55th in international openness, 112th in readiness of communication and information technology, 110th in tourist service infra, 114th in security and safety, 104th in hygiene and health and 89th in business environment. As per WEF rank India is in 104th with regard to prioritization of both tourism and travel.

On the practical side, the possibility for expanding tourism is increasing tourism is cosmic. The proposed research is aimed to bring tourism as a main activity to boost the economy of the state, especially in uttrakhand. The hypothetical result analysis is providing the awareness to Tourism in Andhra & Uttrakhand.

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