

A Study On Tourism Development In Nellore District –With Reference To Andhra Pradesh State

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ABSTRACT

Tourism is the activities of societies traveling to and residing in places outside their usual atmosphere for not more than one successive year for relaxation, business and other commitments not related to the application of a movement waged from within the place stayed. Tourism is one of the growing industries in Andhra Pradesh. Its high growth and development rates, considerable amount of employment generation, infrastructure development actively affecting various sectors of economy which positively contributing to the social and economic development of the state. The tourism experience is different to what they can see or do at home and this includes experiencing the real life and lifestyle of the destinations they visit. Sustainable tourism is thoughtful tourism. It is "derived," not "contrived." A community involved in the planning and implementation of tourism has a more positive attitude, is more supportive and has better chance of making a profit than a population passively ruled - or overrun - by tourism. One of the core elements of sustainable tourism development is community development. This is giving the community the process and capacity to making decisions that consider the Long-term economy, ecology and equity of all communities. Nellore is a city in the Nellore district of the Indian state of Andhra Pradesh. It is located on the banks of the Penna River in Nellore mandal of Nellore revenue division. The city is the fourth most populous settlement of the state well known for its agriculture and aquaculture. The Andhra Pradesh Tourism Development Corporation is the state tourism department, responsible for maintaining, promoting and developing the tourism sector. Nellore is famous for scenic beaches, historic forts, temples, darghas, and bird and wildlife sanctuaries. The Telangana region has all the demanded high qualities for becoming a strong vacationer place with its country.

The 1998 tourism plan of Andhra Pradesh concentrates on financial development, employment creation, and poverty alleviation via environmental durability. It pays attention to demand edge and additionally on the vast untapped capacity of vacationer destinations such as ancestry tourism, this paper briefly provided a case study on Andhra Pradesh states towards development on Tourism.

Key words: Tourism, in Nellore District, Culture, Sustainability and Tourism influence

INTRODUCTION

Tourism will be by far the largest industry that the world has ever seen. The projections suggest great opportunities ahead which India has to catch up after being left behind in five decades and more. Given the enchanting diversity of destinations, the young population and available information technology, India has the potential of becoming the most favoured tourist destination in the new millennium thereby significantly

contributing to the economic growth and social and cultural development of the country. The World Tourism Organization defines Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another. From a country to another for performing a specific task, or it is a visit to a place or several places in the purpose of entertaining, which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, cultures, and history. Tourism as a whole is a booming industry and particularly offers a lot of varieties in terms of activities. The travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. Its contribution to the global Gross Domestic Product and employment has increased significantly. The Indian tourism industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India is a sun rise industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and host communities. Rising income levels and changing lifestyles, development of diverse tourism offerings and policy and regulatory support by the government are playing a pivotal role in shaping the travel and tourism sector in India. However, the sector is facing challenges such as lack of good quality tourism infrastructure, global concerns regarding health and safety of tourists, disparate passenger/road tax structures across various states and shortfall of adequately trained and skilled manpower.

SIGNIFICANCE OF TOURISM

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct. Effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism. The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, trains and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, restaurants, casinos, shopping malls, music venues, and theaters. This is in addition to goods bought by tourists, including souvenirs.

IMPORTANCE OF TOURISM

.The emergence of tourism as an important activity has brought into focus the need for harmonious relationship between the tourists and the providers of the tourist services. A number of problems of tourists have their roots in the absence of any standard norms regulating the trade. Once the standards of quality of services are laid down and revised periodically as per market exigencies, everyone would be clear about whether in a particular case the services were deficient or not. This will lead to an overall improvement in the quality of services and minimization of disputes between the tourists and the providers of services. The economic importance of tourism and the present stage of its development have also brought into sharper focus the need for appropriate central legislation to coordinate and control the activities of the industries on professional lines and ensure observance of high ethical standards commensurate with the needs/demands of an international activity. This is especially so because global tourism is becoming highly competitive in the neighboring destinations/countries

TOURISM IN ANDHRA PRADESH

Tourism as a phenomenon means the movement of people (both within and across the national borders). According to Wahab (1975) the anatomy of the tourism phenomenon, is basically composed of three elements, namely, man (the human element as the author of the act of tourism), space (the physical element to be necessarily covered by the act itself). And time (the temporal element which is consumed by the trip itself and the stay at the destination).

The concept of tourism is typified by (i) a movement of people to different destinations having two key elements: one, the journey and two, the stays, both of which come off not within but outside the normal area/place of domicile and work; (ii) the movement is primarily of a temporary nature and for relatively a short duration making it different from migration; (iii) it brings about activities dissimilar to those of the host population of the place visited; (iv) the prime purpose for participation in tourism is by and large recreation and certainly not the purpose of seeking permanent residence or employment remunerated from within the place visited and, finally (v) tourism, in an abstract sense, is basically a pleasure activity implying a use of readily disposable incomes and of free time of one's own free will. Tourism is usually defined as the movement of people away from their normal place of residence and here is the first problem. Whether it is purpose or the distance that forms the point of focus? In other words, of the two which one is the determining factor or the desideratum? The World Tourism Organization (WTO) gave certain recommendations in this context in the United Nations Conference on International Travel and Tourism, held at Rome, in 1963. It introduced the term visitor to describe 'any person visiting a country other than that in which he has his usual place of residence, for any reason than following

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 comprehensive evidence and a thorough reference depicting all sorts of activities, namely, spiritual, intellectual, material, social and the traditions and customs in Andhra Pradesh in the past centuries. That implied that the motives of many pilgrims were cultural. Andhra Pradesh is still, up till now, the central focus of attraction for pilgrims and visitors. That proves what it contains of religious places and archaeological sites were the destination of an intellectual who was eager to know history. Moreover, there are several and numerous ways to develop the cultural tourism in Andhra Pradesh None the less, tourism was still one targeted in the last decades. Yet the tourist utilities hadn't been developed nor the cultural environment had been exploited to attract new types of tourists beyond the religious tourism Due to occupation, the investors of the tourist sector could not well invest, in, Andhra Pradesh where the religious traces of tourism were maintained. Several tourists to the Andhra Pradesh territories ignore the nature of the local Community and they didn't know much about it.. Rising on the banks of the river Penna in Andhra Pradesh is the beautiful city of Nellore. The region is a cultural getaway that was once a part of many glorious empires that reigned supreme in India. Nellore carries the legacies of all these kingdoms with great pride. The ancient and majestic forts of Udayagiri and Venkatagiri are perfect examples of this. The city is also a center of many religions. Nellore is dotted with many temples known for their intricate and beautiful architecture as well as spiritual essence. Named as Vikrama Simhapuri in the past, Nellore is famous for its lush green paddy fields. Mother Nature has also blessed this land with many lakes, lagoons, and thick forests. The Pulicat Lake Bird Sanctuary and Nelapattu Bird Sanctuary attract hundreds of migratory birds, every year. What is truly interesting about this vibrant city is not just its natural beauty and historical significance, but also its importance in the technological advance of the country. The Sriharikota Launching Range is located in the district of Nellore and is the place from where ISRO (Indian Space Research Organization) launches most of its rockets. The

Krishnapattanam Port is the deepest port in India and handles 75 million tons of cargo, annually. The place has also become a center. The religious tourism to the holy places has been known long ago. It reached its climax during the three last decades, due to the remarkable surplus in the field of world tourism. Great part of it is classified, in the field of cultural tourism because tourist programs which were prepared for those pilgrims, included, in addition to visiting holy places, a visit for various monuments and historical features. Sometimes, the local community participated in cultural ceremonies in the religious feasts and seasons. It was an important type of participation not only for its economic development but it also ensured an opportunity for 'the Andhra people to introduce a true picture, for its history, civilization, society and heritage of learning, with the establishment of many schools and universities in the district.

TOURIST ATTRACTIONS IN NELLORE

Tourism assumes a pivotal role in the growth and development of all countries, particularly the developing ones, making a general positive impact on the social and economic circumstances for the desired places. Tourism had consistently been perceived as a gainful industry that emphatically adds to a nation's GDP, tax earnings, Citizens' personal satisfaction, environmental protection and generation of employment. Tourism has additionally demonstrated to be a developing source of income to the private segments just as a significant source of revenue to individuals, making different employment openings and adding to their individual welfare.

There are a number of temples and dargahs located in Nellore.

- Golagamudi Temple
- Jain Temple
- Jonnawada Templ
- Kasmur Dargah
- Narasimhakonda Templ
- Vedagiri Lakshminarasimha Swamy devasthanam Penchalakona Temple
- Rahamatulla Durgah Sri Mulasthaneswara Temple
- Sri Ranganayaka Swamy Temple
- Sri Venugopla Swamy Temple
- Sullurupet Temples
- Talpagiri Temple

TOURIST PLACES IN NELLORE, ANDHRA PRADESH, INDIA

1. PENCHALAKONA TEMPLE

The Penusila Lakshmi Narasimha Swamy Temple is located in the Penchalakona Valley at the foot of a hill. There is a representation of the Lord that is self-manifested (Swayambhu). On a man's body, two stones are entwined to form a lion's head. According to the temple's "Sthalapurana," or ancient tale, it was famous for the swami "Thapovan of Kanvamaharshi" who performed penance there. The temple hosts an annual festival, which is a major event in Penchalakona, that takes place during Vaisakha, the Hindu solar calendar month that begins in mid-April in Bengal, Nepal, and Punjab. It begins on Suddha Dwadasi and lasts for five days, from Suddha Dwadasi to Bahula Padyami. For Narasimhaswamy Jayanthi, devotees gather to commemorate the occasion. Venkatagiri For. Venkatagiri is a town in the Nellore district of Andhra Pradesh, India. Venkatagiri mandal's municipality and mandal headquarters. "Kali Mili" was

Venkatagiri's previous name. It is well-known for its cotton sarees made by handloom. Venkatagiri is known for its handlooms and culture. It was a tiny kingdom that became a part of the Indian Republic. Sri Ranganathaswamy Temple. Ranganatha Temple, located on the banks of the Pennar River, is one of Nellore's most revered temples. The temple has great religious significance and is one of the area's oldest temples, attracting a large number of devotees. The temple is also noted for its excellent carving and stunning architecture. Within the temple grounds, there are seven gold pots decorated with large mirrors. The complex's Addala Mandapam, or minor hall, is known for its intricate inlay work. It is also a significant part of the temple since it houses the idol of Lord Sri Ranganathswamy, the temple's presiding deity.

2. MYPADU BEACH :

Mypadu Beach, on India's west coast, is a mesmerising beach with clean seawater and golden brown sand. It is located about 25 kilometres from Nellore, Andhra Pradesh, on the magnificent Bay of Bengal's coast. One can take a long, relaxing walk along the beach or sit in the sand, contemplating life or simply taking in the scenery.

3. NELLAPATTU SANCTUARY

The Nelapattu Bird Sanctuary in the Nellore District is a bird watcher's dream come true. This beautiful sanctuary is located near the village of Nelapattu and is approximately 459 hectares in size. Sensitive plant communities such as the Barringtonia swamp forests and the southern dry evergreen scrub, which are important breeding sites for spot-billed pelicans, can also be found in the sanctuary. In addition to the spot-billed pelican, other birds that breed at the sanctuary include white ibis, openbill stork, night heron, and little cormorant. There are 189 different species of birds at the Nelapattu Bird Sanctuary, with 50 of them being migratory. Migratory birds include the common teal, shoveler, Spot-billed duck, grey heron, black-winged stilt, and garganey gadwall. The Indian government declared it as a sanctuary in 1997. Sri Raja Rajeswari Temple. In 1965, Sri Sri Arul Jyothi Nagaraja Murthy Peetadhipathi of Sri Raja Rajeswari Peetam in Tamil Nadu's Arcot district travelled to Vijayawada. He grew tired and went to Durgamitta to rest. He felt the presence of Goddess Rajarajeswari Devi in the land opposite him while resting, and he asked the locals to build a temple on the same land. In the same year, Mr. Ratnaswamy Mudaliar obtained permission from the then Collector and began construction on the temple. The authority was handed over to the Endowment department in 1985. ISKCON Nellore, Sri Sri Radha Shyamasundar Temple.

4. KANDALERU DAM

In the Indian state of Andhra Pradesh, the Kandaleru Dam is an irrigation project constructed on the Kandaleru River in Rapur Mandal, Nellore district. The project is part of the Telugu Ganga project, which brings drinking water to Chennai from the Krishna River's Srisailem reservoir. The reservoir at Kandaleru is primarily fed by a link canal from the Somasila Dam. Irrigation is provided by the Telugu Ganga project.

5. PULICAT LAKE

After Chilika Lake, Pulicat Lagoon is India's second largest brackish water lagoon. Pulicat Lagoon, with a surface area of 759 square kilometres, is India's second largest brackish water body (293 sq mi). During the October to December season in the Tirupati Region, the lagoon is one of three significant wetlands that attract northeast monsoon rain clouds. According to the Andhra Pradesh Forest Department, the lagoon is made up of the following areas, totaling 759 square kilometres (293 square miles): 1) Lake Pulicat (Tamil Nadu-TN & Andhra Pradesh-AP) 2) Wetland/Marshy Land Area (AP) 3) Venadu Forest Reserve (AP) 4) Reserve Forest of Pernadu (AP) The Sriharikota Link Road cut through the lagoon in the middle, dividing the water body into lagoon and marshy land. The Pulicat Lake Bird Sanctuary is located

within the lagoon. The Satish Dhawan Space Centre is located on the barrier island of Sriharikota, which separates the lagoon from the Bay of Bengal. The lagoon is located in the Andhra Pradesh district of Nellore.

In India tourism is booming sector which attracts large number of tourists, but the place when tourism suffers is that it has no particular law. Tourism has benefited the society to a large extent by giving employment to lots of people, but it has also affected the society and environment in the negative way. In many places tourists can be seen creating nuisance in tourist places, they pollute the environment, scribble on walls of monuments thus damaging the public property and bringing bad name to their native country or state. The travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. Its contribution to the global Gross Domestic Product and employment has increased significantly. The Indian tourism industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India is a sun rise industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and host communities. India is a tourism product which is unparalleled in its beauty, uniqueness, rich culture and history has been aggressively pursuing the promotion of tourism both internationally as well as in the domestic market. With increasing tourist inflows over the past few years, it is a significant contributor to Indian economy as well. Rising income levels and changing lifestyles, development of diverse tourism offerings and policy and regulatory support by the government are playing a pivotal role in shaping the travel and tourism sector in India.

CONCLUSION

Tourism gives numerous advantageous economic impacts to any nation or locality which gets a consistent progression of tourists. Universal guests are a significant source of remote income in Nellore district. The spending of both foreign and domestic tourists creates a falling impact of cash inflow in the district through the economy by means of multiplier impact. Undertakings are animated and new openings made together adding to expanded government revenue along with local revenue. The role of the local network is generally significant in tourism development of any states. The achievement of the tourism relies on how much financial advantages that are moved to the local community and the amount they are engaged with the management and organization of tourism in their general vicinity.

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