



ECONOMIC VIABILITY AND DEVELOPMENT OF INDIAN TOURISM WITH REFERENCE TO TELANGANA

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Abstract

Telangana state is a newly formed 29th state in India in which many water-based tourist destinations prevailed. As per TSTDC, almost 50 percent of tourist destinations are come under this category in Telangana state. Tourists are the customers in the tourism market. Unlike another market, customers in tourism market are of two types. They are domestic and foreign customers. Among these two, attraction of foreign tourist is a lofty task for the tourism organizations. The rationale for a separate treatment of services marketing centres on the existence of a number of characteristics of services which are consistently cited in the literature: intangibility, inseparability of production and consumption, heterogeneity, and perishability. In this day and age tourism has emerged as one of the fastest growing service industry in the world, in India and also in Telangana and registers its importance in not only developing the country and state economically but also in providing a source of income, employment, and it also brings needed infrastructural improvements which may help in regional development. It may also help in socio-cultural linkages at the national and international level.

Key words: Telangana Tourism, Indian Tourism, Economic, Foreign customers

Introduction

Tourism today is one of the very fast growing industries throughout the world. Tourism allows us to escape from our normal, humdrum lives. The human animal needs change to attain optimum levels of achievements in all enterprises. Tourism provides that change. Leisure and tourism came into vogue as dimensions of life in the 19th and 20th century. It is one of the growth sectors of the global economy. Nature-based tourism encompasses a broad spectrum of activities and enterprises. We live in a world of constant change; a world that continually moves and progresses to higher levels of comfort and wellbeing. Tourism seems to be the most sought-after economic business today and its social activities of attracting and serving visitors earn new or basic income for fostering community as a whole.

Tourism is often viewed as a new wave of economic opportunity and acknowledged as a global economic drive. It is largely responsible for the transfer of wealth from one nation to another and re-distribution of income, leading to a gross increase in wealth-income to the lower community



of the tourism region. The degree of benefit from tourism largely depends upon the level of self-sufficiency of the economy of the hosting region. The infusion of new wealth through overseas visitors is equivalent to the export earnings from any other international trade.

Indian Tourism industry is contributing nearly 6.1 percent to the Gross National Product (GNP), providing employment to over 27 million people directly and indirectly representing 5.7 percent of the total employment in the country. Tourism industry has grown substantially in the last three decades in India. The central and state Governments are aiming at positioning tourism as a major generator of economic growth and harnessing its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner.

India is one of the cheapest tourism destinations and has a lot to offer like natural beauty, adventure sports, indigenous culture and so on. Tourism has been recognized as a core sector of Indian economy and the government is taking all initiatives to develop the sector. This tourism sector in India is making a major contribution to the growth of national economy and it has recorded a double digit growth in a number of foreign tourist arrivals and foreign exchange earnings in the recent past.

Tourism, today, is the most vibrant tertiary sector (3rd sector) that exercises a strong hold on the economy. The Travel and Tourism Competitiveness Report (2021) ranked Tourism in India sixth in terms of price competitiveness and 54 in terms of safety and security. The WTTC is of the opinion that India's competitive advantage lies in its mystical attractions with its ancient civilization and culture. The country has much to offer with attractions ranging from the world's highest mountains, vast coastline with excellent beaches, rich tropical forests, captivating wildlife, desert safari, lagoons, backwaters, ancient majestic monuments, forts and palaces, diverse culture, colorful folk arts, unique hospitality and so forth.

DIFFERENCES BETWEEN TOURISM MARKETING AND OTHER SERVICES

The marketing of services dependent much on interdependence of Marketing, Operations, and Human Resources. The differences between tourism marketing and other services are, (1) principal products provided by tourism businesses are recreational experiences and hospitality, (2) instead of moving product to the customer, the customer must travel to the product (area/community), (3) travel is a significant portion of the time and money spent in association with recreational and tourism experiences, (4) is a major factor in people's decisions on whether or not to visit your business or community.

TOURISM IN TELANGANA



Telangana is the 29th state of India, formed on the 2nd of June 2014. The state has an area of 1,14,840 Sq Km and has a population of 3,52,86,757. The Telangana region was part of the Hyderabad state from Sept 17th 1948 to Nov 1st 1956, until it was merged with Andhra state to form the Andhra Pradesh state. After decades of movement for a separate State, Telangana was created by passing the AP State Reorganization Bill 2014 in both houses of Parliament. Telangana is surrounded by Maharashtra and Chhattisgarh in the North, Karnataka in the West and Andhra Pradesh in the South and East directions. Major cities of the state include Hyderabad, Warangal, Nizamabad and Karimnagar.

IT & Panchayat Raj Minister Sri KT Rama Rao received the India Today State of States 2015 Special Jury Award for Inclusive Development from Union Home Minister Sri Rajnath Singh in New Delhi on November 06, 2015. Telangana won the Award in Best Infrastructure category last year. Telangana State Tourism Development Corporation (TSTDC) is a state government agency which promotes tourism in Telangana, a state in the Southern region of India. Retired Director general of Police Pervaram Ramulu appointed as First chairman of Telangana State Tourism. Tourist attractions in Telangana include historical places, monuments, forts, water falls, forests and temples. Hyderabad, the state capital, ranked second best place in the world that one should see in 2015 which is published in the annual guide of 'Traveler' magazine of National Geographic.

MAJOR TOURIST DESTINATIONS IN TELANGANA:

CITY TOURS: Hyderabad and Warangal are the largest cities with many tourist places.

MONUMENTS :

CHARMINAR: built in 1591 CE, is a monument and mosque located in Hyderabad, Telangana, India. The landmark has become a global icon of Hyderabad, listed among the most recognized structures of India. The Charminar is on the east bank of Musi river. To the northeast lies the Laad Bazaar and in the west end lies the granite-made richly ornamented Makkah Masjid. The English name is a transliteration and combination of the Urdu words Chār and Minar, translating to "Four Towers"; the eponymous towers are ornate minarets attached and supported by four grand arches.

GOLCONDA FORT: Once abandoned by Qutub Shahis, Golconda Fort is one of the most magnificent fortress complexes in India. Seated on a hill on one side and spiraling fort on the other, its location and internal design made it one of the strongest forts in India.

QUTB SHAHI TOMB: Home to various Tombs dedicated to Rulers of Qutub Shahi dynasty, located at Shaikpet, near Golconda Fort. These are an example of Deccan architecture with large minarets, huge domes, delicate marble designs and multiple inner

RELIGIOUS TOURISM



YADAGIRIGUTTA: Lord Vishnu (whose reincarnation is Lord Narasimha). The main deity is Lakshmi Narasimha Swamy. Located in Nalgonda District. In Ancient days Sri Yada Maharshi son of Sri Rushyashruna Maharshi with the Blessings of Anjaneya Swamy had performed great penance for Lord Narasimha Swamy. After securing blessing for his penance Lord Narasimha had come into existence in Five Avatharas called as Sri Jwala Narasimha, Sri Yogananda Narasimha, Sri Ugra Narasimha, Sri Gandaberunda Narasimha, Sri Lakshmi Narasimha. As such this is known as "Pancha Narasimha Kshetram".

THOUSAND PILLAR TEMPLE: is one of the oldest temples of South India that was built by the kakatiya. It is believed that the Thousand Pillar Temple was built by King Rudra Deva in 1163 AD. The Thousand Pillar Temple is a specimen of the Kakatiyan style of architecture of the 12th century. There are one thousand pillars in the building and the temple, but no pillar obstructs a person in any point of the temple to see the god in the other temple.

BHADRACHALAM TEMPLE: is a temple to Lord Rama in the town of Bhadrachalam in Khammam district. It is situated on the banks of the river Godavari. This is the place where Kancherla Gopanna (1620–1680) wrote his devotional songs dedicated to Lord Rama. Sri Rama Navami, a celebration of the Marriage of Lord Rama and Sita, is celebrated here every year. Government of Andhra Pradesh sends pearls for the event.

METHODS AND MATERIALS

The present study is an endeavor to find out the impact tourism industry on various economic dimensions and parameters of Indian economy. In India Tourism industry is an important instrument in the generation of employment, development of infrastructure, foreign exchange earnings, uplift of the rural economies particularly in remote and backward areas earnings and is included among the top export sectors. As a result remarkable funds are allocated in this software tertiary activity so that it may act as an important instrument to foster economic growth. For the present study the required secondary data has been collected from various old research papers, journals, books internet, some of the governmental data etc. The data has also been taken from various documents such as books, newsletters, reports, magazines, journals, newspaper, internet, as well as from existing literature to understand the importance to understand how tourism plays its role in different directions for the overall development of Indian economy. After this, pertinent statistical tools have been used to find out the necessary required results.

The Tourism industry of India has immense potential to reap economic benefits, if this precious fruitful resource is utilized effectively and efficiently. It has a potential to provide employment to skilled and unskilled labour force of the country. Through its strong backward and forward linkages it generates employment in different sectors of the economy both directly and indirectly.

If these linkages are strengthened these will act as a positive instrument for economic growth and development and will help in inclusive growth, which is one of the important objective of five year plans. These linkages will develop with the passage of time depending up on variety of factors, such as the availability of finance, the diversity and maturity of the local economy or the quality of locally produced goods. The travel and tourism industry contains these four elements that enable it to be a dynamic market force for sustainability in the future. It has the capacity to increase exports, bring in capital investment, boost economies GDP and create employment.

Foreign Tourist Arrivals in India (Millions)

Year	FTAs in India	Percentage Change
	(In Millions)	over the Previous Year
2005	2.73	3.08
2006	2.36	-0.7
2007	2.48	5.02
2008	2.65	6.7
2009	2.54	-4.2
2010	2.38	-6
2011	2.73	14.3
2012	3.46	26.8
2013	3.92	13.3
2014	4.45	13.5
2015	5.08	14.3
2016	5.28	4
2017	5.11	-3.3
2018	5.78	11.8
2019	6.29	8.9

Domestic Tourist visits

Years	Domestic Tourists visits (millions)	Percentage (%) change
2005	190	13
2006	220	15

2007	236	7
2008	269	14
2009	309	14
2010	366	18
2011	391	7
2012	462	18
2013	526	13
2014	562	6
2015	669	18
2016	74	11
2017	850	13

The above table shows that the Domestic tourists arrivals shows an uninterrupted increase from 190.67million tourists in 2005 to 366.27million in 2010.The arrivals further shows a continuous increase from 391million in2011and reached 850.86 million in2017. The table reveals that no doubt there is fluctuation in the percentage in tourist arrivals from one period to another period but there is no negative percentage growth from 2005 to 2017,which is a positive indication of bright future of tourism industry.

Conclusion

The study identified that both domestic and foreign tourist's pre-visit behavior is different on water tourism product. If we compare the foreign tourists with domestic tourists their source of information, motivating factors, preferable time to visit and mode of transportations are completely distinct. It is probable that their nationality, working conditions, office holidays, mode of entertainment and distance would be the reasons for variations. Therefore, it is concluded that all the tourism organization including TSTDC must recognize the foreign and domestic tourists as separate customers regarding attracting them and there is a need to formulate separate tourism strategies in order to attract both of them.

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