

SOCIO ECONOMIC IMPACTS OF TOURISM DEVELOPMENT AT ANDHRA PRADESH

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Abstract

Tourism impacts refer to the clear effect of tourism activities on the society, economy, local government and other stakeholders etc. which are frequently classified as social, economic, environmental and political. Tourism has an impact on the living values of the host population particularly that of a developing economy. This research paper is about the social and economic impacts of tourism development at Andhra Pradesh. It aims to study the socio-economic impacts of tourism development on the local districts by comparing the socio-economic factors of tourism industry. The paper also highlights the role of the local area in the planning and development of tourism development in the region. The paper is mainly concentrated to examine the impacts of tourism development on different districts and to recognize the attitudes and perception of local communities towards tourism development in the Andhra Pradesh

Keywords: *Socio-economic impacts, tourism development, employment generation*

Introduction:

Tourism is measured as one of the fastest growing industries in global level (WTO, 2014). It has a capacity to generate both negative and positive impacts on the destination regions. Tourism development brings foreign currency inflows, infrastructure development, employment generation, regional development, income distribution through economic multiplier and it brings more the global context. Andhra Pradesh is the state of India. Along with tourism places such as heritage and cultural sites, pilgrimage/religious, Agri & Eco tourism and rural tourism /handicrafts, annually attracts millions of tourists making tourism one of the integral parts of the local economy. An evident problem in tourism development is the concentration of tourism economy in Andhra Pradesh rather than contributing it to tourist places which are located in rural areas. Therefore there is a need of evaluating socio-economic impacts of tourism development in the state. The present study brings forward some suggestions for the overall tourism development in Andhra Pradesh.

The importance of tourism can be considered as a major source of revenue and can play an important role in the economic development of Andhra Pradesh and widely seen as an important potential contributor to economic and social development in the world.

Tourism is also important to strategies for sustainable development and environmental analysis in areas with great landscape and cultural values. Tourism business is important to economies of the direct effect on employment, and society in terms of educational and cultural benefits.

The problems of declining conditions of skill for agricultural products and high levels of protection against manufactures, many developing districts have twisted to tourism as a possible different source of growth and constant resources for the development of this sector and thus, the sector has become a major economic activity with in developing states often contributing more foreign currency than traditional primary service exports.

Objectives:

- To study how tourism helps in employment generation, poverty alleviation and sustainable development in Andhra Pradesh
- To study the impact of tourism on social and economic activities of people in Andhra Pradesh.
- To analyze the positive and negative impacts of tourism in Andhra Pradesh.

Review of literature:

One of the highest growing industries and it is acting a very important role in economic growth of many countries in the world (Flecha and et al, 2010) Walpole & Goodwin (2000) documented tourism as a development tool which provides economic profit for multitude communities, including increased employment opportunities, improved socio-economic situation and greater market stability. In India in the year 2015, Travel & Tourism openly supported 23,454,500 jobs (5.5% of total employment). This is expected to increase by 4% in 2019.

Andhra Pradesh is known as a tourist destination which has a great tourism places such as heritage and cultural sites, pilgrimage/religious, Agri & eco tourism and rural tourism /handicrafts. According to the Tourism Development policy (2011), it is important to preserve the environment and wildlife and promote clean cities and townships. It must also be ensured that the highest profit of tourism is passed to the community and economic growth is supported through domestic value creation. Therefore, the Andhra Pradesh tourism industry has to think beyond traditional norms and be actually involved in product development to make the visits exciting for the tourists. Since one of the key objectives of tourism is economic development at the mass level, the Andhra Pradesh Tourism Development Corporation has been encouraging the industrialists to focus on getting the community involved in the value chain and new value creation. Similar initiatives like visits to district-based activities such as farming, handicrafts, festivals, religious and cultural programs, etc. are being promoted. Therefore, the study identifies the socio-economic impacts of tourism development of Andhra Pradesh.

POPULAR TOURIST DESTINATIONS IN ANDHRA PRADESH**Pilgrimage/Religious**

Pilgrimage is the important destinations of tourist traffic and are a big source of profits and income flow. Although Andhra Pradesh has number of religious spots to visit, still there are some religious spots need to develop like Temples, Dargas & churches..

Temples

Lord Sri Venkateswara Swamy Temple is located in Tirumala hill station in Tirupati near Chittoor district, Lord Shiva Temple is situated in Srisailam, Goddess Kanaka Durga Temple is located at Vijayawada, Varasiddhi is sited in kanipakam, Srikalahasteeswara Temple is placed in srikalahasti , Sri Satyanarayana Swami Temple is to be found in Annavaram , Varaha Narasimha Swami Temple is situated in simhachalam, Lord Narasimha swamy Temple is located in Ahobilam, Sri Yagantiswami Temple at Yaganti is also Called as Uma Maheshwara Temple, Mahanandiswara Temple is to be found in Mahanandi, Sri Guru Raghavendra Swamy Temple is situated in Mantralayam , Veerabhadra swamy Temple is situated in Lepakshi.

Dargas

Bara Shaheed Dargah, Hazrat syed ahmed baba dargah, Hajrath Kwaja Peer Dargah and Syed Meera Mohiddin Shahkhadari Dargah is situated in Nellore, Kasmuru Dargah is located in kasumuru, Ameen Peer Dargah is to be found in kadapa.

Churches

The Jewett Memorial Baptist Church is placed in Ongole, Church of Christ is located in Narasaraopet, Kakinada Church of Christ is placed in Kakinada, St Pauls Cathedral and Messiah Fellowship

Church is presented in Vijayawada, L.E.F. Church is placed in Nellore, Tirupati and Vijayawada, Andhra Pradesh, Christ Lutheran Church is in Narsapur, Jaganmatha Church in Tirupati, Baptist Church - Downie Hall church and St. Joseph Cathedral church in Nellore, Andhra Pradesh.

AGRI & ECO TOURISM SPOTS TO VISIT IN ANDHRA PRADESH

There are beautiful hills and ridges, caves, & sanctuaries which offer a scenic escape from the hustle bustle of city life as they are amidst lush greenery, and offer much scope for recreation, tradition and adventure.

Nellapattu Bird Sanctuary and Pulicat Lake is placed in Nellore district, Kaundinya Wildlife Sanctuary is located in Chittoor, Gandhi Hill station is popular in Vijayawada, Horsley Hills and Nagari Hills is famous hill station in Chittoor, Araku Valley, VUDA Park are mostly visiting places in Vishakapatnam, Srisailem Tiger Reserve, Jagannatha Hill station and Rollapdu Sanctuary are the important visiting ecotourism places in Kurnool, Uppalapadu Nature Conservation Guntur, Kolleru Lake, Guntupalli Caves and Bhairava Kona Caves are in Prakasam, Veerapuramu Bird Sanctuary, Adarana Agri & Eco Tourism centers are the ecotourism places in Ananthapuramu.

BEACHES AND WATERFALLS

Kothapatnam Beach in Prakasam, Talakona Waterfall in Chittoor, Manginapudi Beach Machilipatnam, Manginapudi Beach Vijayawada, Kaviti (Uddanam) Beach, Mogadalapaadu Beaches, Sunnapagedda Waterfall, Mettu Guda Waterfall, Kalingapatnam Beach and Kusumi Waterfalls are the most famous places to visit in Srikakulam, Allavaram Beach Amalapuram, Voderevu Beach and Kothapatnam Beach are famous in Ongole, Rama Krishna Beach, Bheemunipatnam Beach in Vishakhapatnam, Somasila DAM, Mypad beach, Rampatnam beach, Thummalapenta beach and kotha koduru beach are famous in Nellore.

ARTS AND HANDICRAFTS

Showcase arts, crafts, sculpture, handloom, textiles and other skills that have core competence to develop as distinct economic and tourist destinations exploiting local special talent and resources. Budithi Brassware is famous in Srikakulam district, Durgi Stone Craft is seen in Macherla, Guntur District, Veena Manufacturing is famous in Vizianagaram district, Kondapalli Toys, Dasaavataarala bommalu are prepared in Vijayawada, Kalamkaari work designs are famous in Sri Kaalahasti and Machilipatnam, Warangal carpets are famous in Warangal, Etikoppaaka toys and lakka bommalu is mostly prepared in Visakhapatnam, Dharmavaram Silk sarees are famous in Dharmavaram, leather Puppet & paintings are seen in Ananthapuramu district.

SOCIO-ECONOMIC IMPACTS OF TOURISM:

Host and traveller are equally gets profit economically due to commercial enterprise activities. That they changes economic flow directly or indirectly and developing countries are concentrating on economic improvement through commercial enterprise. However with this vast economic changes positive and negative impacts are seen. Socio-economic development is an outlined as associate individual's assets, education level and degree of urbanization. The earliest work on commercial enterprise impacts has been done by Matheson and Wall (1982) They outlined impact as "the sort of modified human behaviour that stems from interactions between agents of amendment and sub-systems on that they impose". dependable with them, economic and social impacts of business enterprise are the ways that during which industrial enterprise is causative to changes in worth systems, individual behaviour, family relationships, individual lifestyles, protection levels, artistic expressions, ancient ceremonies and community organisations. commercial enterprise impacts are not exclusively in terms of economic impacts, jobs, and assessments however they're broad and regular power areas on the future side those unremarkably related to commercial enterprise. That aims for optimum property growth within the Andhra Pradesh. Promotion of commercial enterprise would bring several direct profit like employment

opportunities in commercial enterprise and cordial reception sector, development of personal enterprise, improved commonplace of living, social level and improved quality of life, higher education and coaching, property environmental changes, exchange earnings and indirect edges like infrastructure development – power, water, sanitation, hospitals, roads, etc., marketplace for native turn out, economic level because of financial gain multiplier factor impact to the individuals.

POSITIVE IMPACT OF TOURISM

- Tourism plays a main role in encouraging the institution of recent tiny and medium enterprises and develops the active businesses for the tourism development.
- The tourism enterprises will be characterised into four main suppliers i.e. transportation, accommodation, food and potable services, and crafts and searching things.
- The native voters and entrepreneurs have experiences to develop their little businesses to place up purchasable repast, cafe, meals, fruits, sweets, handicraft, wood carving, pottery, accommodation etc.
- Some with high economic resources combined tourism information started with agency, building services, nature pursuit, and handicraft outlets etc.
- Some are able in foreign partnerships that had a lot of information and network in overseas link. Further, the tourism entrepreneurs create their space for the lot of development.
- tourism tends to support the event of various styles of infrastructure that profits the host society, together with the range of transports, health care services, and sports centre.
- tourism business also can maintain peace and strength in developing state like province by providing jobs, generating financial gain & diversifying the economic system.
- the little districts of the state will extremely promote from tourism development and economically backward areas contain high scenic beauty and cultural attractions.
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NEGATIVE IMPACTS OF TOURISM

- Tourism damages the original way of life, culture and values of traditions.
- Andhra Pradesh exposure to western life style and technologies has created a several social problems.
- It definitely changed people's daily lives and rapid tourism development contributed to number of crime rates and introduced drinking, gambling, prostitution, actions and self-control.
- Some dangerous experiences with exposed travellers have brought about open anger towards tourists.
- Andhra Pradesh has paid for a high price for its tourism industry in the form of overcrowding, pollution and a high cost of living style.
- Through the generation of local peoples and the host people of tourists have many illegal activities have generated.
- Tourism activities effect the careless in the centre of the public.
- In most modern tourist projects has always been a difference of land use and environmental damage through hotel construction and waste removal.
- Environmental pollution is highly increasing.
- Beaches give particular effect for fear in the polluted waters can direct to serious illness among bathers.
- An area of scenic beauty attracts greater number of tourist, so some of the natural landscape is lost to tourist development.
- The countryside retreats before the growth of hotels and other amenities which sprang up to provide for the tourist's needs, with the result that the site is no longer seen as scenic and the tourists move on to find somewhere more peaceful as well as beautiful.

Facilities for Tourism Development :

Destination revealed that Public services and infrastructure are suitable in Andhra Pradesh, but poor condition in some villages. Major problem observed in that destinations is absence of basic cleanliness which make that villages unclean and therefore tourists avoid to visit these nearby villages and they don't know some attractions present there. On the priority basis, proper cleanliness management must be done.

There is also an urgent need to strengthen the accessibility not only till the attraction but also in adjoining villages and in rural areas. According to the expert opinion, air and rail connectivity of the state should be enhanced with the tourist destinations of India. Special buses for tourists, online booking facilities for transport services etc. will make tourists travel easy and comfortable. Local administration should take the leading role in the development.

Tourism Training for each official should be given. The post of Special tourism officer in every village (district tourism officer on the lines of district health officer) should be created who will be responsible for the tourism development. Tourism stakeholders, NGOs, self help group and locals should join hands together on the issues of cleanliness, awareness, medical aid etc. Public Private Partnership (PPP) can play important role. Development of rural tourism, Bed & breakfast scheme can boost the local economy.

Another area which needs improvement is additional facilities at destinations including ATMs, internet, Wi-Fi, and other modern communication facilities which will make these destinations of world class quality.

- ❖ There is need of Medical aid, hospitals (government and private) near the attractions to prevent mishaps. The study reveals that insufficient government planning policies and regulations of the tourism industry with insufficient knowledge and skills of the tour operators are the major barriers in delivering the expected benefits to the local area.
- ❖ The poverty has become a major barrier to get the advantages of the tourism development in the rural areas; the community does not have sufficient knowledge, skills and capacity to involve in tourism development activities.
- ❖ Therefore, the local districts do not sufficiently benefit financially from tourism development, despite numerous advantages are available in the area through the initiatives of central, regional and local governments, private business and other NGOs.
- ❖ It is suggested that the government should adopt proper policies and planning, promote community awareness and education, support community empowerment and build the capacities of locals to get the available benefits and advantages of tourism development..
- ❖ The government authorities need to have a proper dialog with the local community to get their active participation for tourism development activities also need to empower the community through capacity development in order to extract the benefits of tourism development being the developers and controllers of the tourism industry in the area.
- ❖ Further, it has become an important condition to provide financial supports and incentive to encourage the area to move forward with tourism. The active involvement of local community will ensure to have economically, socio culturally and environmentally sustainable tourism industry in the area.
- ❖ It is proposed to apply the small scale tourism project through people's participation along with the government monitoring. However, it is necessary to develop a proper mechanism to get the society participation; an ideal one is to form.
- ❖ The government and other responsible organizations should involve in empowering the areas to form. The medium and large scale development projects are needed to implement as public and private partnerships projects, then the government will be able to manage the wishes of the business sector and the interests of the local areas of the destination.

RESEARCH METHODOLOGY

The present study includes both primary and secondary data. Both quantitative and qualitative methods of data collection will be used. The present study is a try to find out the impact of tourism industry on various socio and economic dimensions of India. Tourism industry is an important sector in the generation of employment, development of infrastructure, foreign exchange earnings, encourages of the rural economies particularly in remote and backward areas earnings and is included

among the top export sectors. For this study data and information has been collected with the help of Books, Magazines, Newspapers, Research Articles, Research Journals, E-Journals, UNWTO Report, Report of Tourism, Report of World Travel and Tourism Council.

CONCLUSION

The study exposed that the tourism is broadly accepted by the majority of the local people actively involving in tourism related effective activities. As a result of that, the local area people is motivated to be with the tourism industry either starting their self or small scale businesses or supply labour for the tourism establishments. I hope my study will help for further development for socio-economic in tourism industry.

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