

**Tourism Development
In
Visakhapatnam Metropolitan
Region**

A DISSERTATION

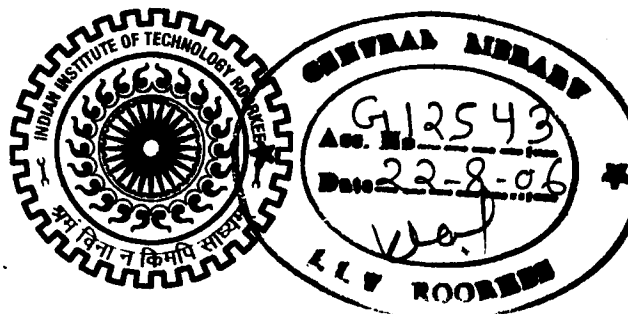
*Submitted in partial fulfillment of the
requirements for the award of the degree*

of

MASTER OF URBAN AND RURAL PLANNING

Submitted by

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JUNE, 2006

CANDIDATE'S DECLARATION

I hereby certify that the work which is being presented in the dissertation entitled "TOURISM DEVELOPMENT IN VISAKHAPATNAM METROPOLITAN REGION" in partial fulfillment of the requirement for the award of the degree of **MASTER OF URBAN AND RURAL PLANNING** submitted in the **Department of Architecture and Planning** of the institute is an authentic record of own work carried out during the period from August 2005 to May 2006 under the supervision of Prof. R.K.Jain.

The matter embodied in this dissertation has not been submitted by me for the award of any other degree.

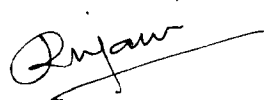
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ABSTRACT

Today, tourism has emerged as the second largest industry with an added advantage of being an instrument of economic development and employment generation for several regions at global level unlike agriculture and manufacturing, which are location specific, tourism can be developed almost anywhere, depending upon the availability of -- Pleasing weather, scenic attractions, historical and cultural factors, accessibility, amenities etc., and thus becomes an ideal tool for decentralized regional development. Visakhapatnam has everything to make a perfect tourist destination.

This dissertation aims to study the potential of Visakhapatnam as “Tourist Destination” and to develop tourism in Visakhapatnam Metropolitan Region at a regional level. For this the different types of tourist places and tourist attractions are identified, the future projection of tourist inflow, the type of tourists visiting the region and their requirements are surveyed to know the various aspects and the also existing conditions of the infrastructure are studied and the projection for future time period is made. The deficiency is calculated.

The proposals are given for tourism development which will promote inflow of tourists to the region simultaneously improving and creating new tourist attractions and then efforts towards the development and expansion of various services to the tourists, with respect to the physical and social infrastructure for the future time period are made.

The recommendations evolved from this research work will be very much useful especially for the development of tourism in VMR and with in the whole region in general.

CONTENTS

Certificate.....	i
Acknowledgement.....	ii
Abstract.....	iii
Contents.....	iv
List of Tables.....	vii
List of Figures	ix

CHAPTER-1: INTRODUCTION

1.1. INTRODUCTION.....	2
1.2. NEED FOR THE STUDY.....	5
1.3. AIMS	5
1.4. OBJECTIVES OF THE STUDY	5
1.5. SCOPE OF THE STUDY	6
1.6. LIMITATIONS OF THE STUDY	6
1.7. METHODOLOGY	6

CHAPTER-2: LITERATURE STUDY AND CASE STUDY

2.1 LITERATURE STUDY	9
2.1.1. Definitions of Tourism	9
2.1.2. The Basic Components of Tourism.....	11
2.1.3. Elements of Tourism	11
2.1.4. Tourist Attractions.....	11
2.1.5. Forms of tourism	12
2.1.6 Impacts of Tourism:	12
2.1.7. Tourism Promotion.....	13
2.1.8. Main types of Accommodations.....	14
2.1.9. Basic tourist infrastructure	156
2.1.10. Indian Scenario	16
2.2. CASE STUDIES.....	22
2.2.1. Study One: Kenya.....	22
2.2.2. Study Two: Indian	24

CHAPTER-3: STUDY AREA DESCRIPTION

3.1 DESCRIPTION OF THE REGION.....	39
3.2 ANCIENT HISTORY OF VISAKHAPATNAM.....	43
3.3 PHYSIOGRAPHY.....	43
3.4 CLIMATE.....	44
3.5 DEMOGRAPHY.....	45
3.6 ECONOMIC BASE.....	46
3.7. ENVIRONMENT.....	48
3.8 LANDUSE.....	50

CHAPTER-4 :POTENCIAL TOURIST ATTRACTIONS OF VMR

4.1.RELIGIOUS/SPIRITUAL PLACES.....	54
4.2.BUDDIST PLACES.....	58
4.3. HISTORICAL PLACES.....	61
4.4. BEACHES.....	65
4.5. RECREATIONAL SPOTS.....	69
4.6. CULTURAL TOURIST SPOTS:.....	72
4.7. ADVENTURE TOURIST SPOTS / ECO TOURISM.....	76
4.8. BUSINESS TOURISTS SPOTS.....	78
4.9 FESTIVALS CELEBRATED IN THE VMR.....	80
4.10. BUILDING/AREAS IDENTIFIED FOR HERITAGE CONSERVATION.....	81

CHAPTER-5 : ANALYSIS

5.1. TOURIST FLOW ANALYSIS.....	84
5.2. SEASONAL VARIATION.....	85
5.3. PERCENTAGE OF FOREIGN TOURIST%.....	87
5.4. ORIGIN OF TOURISTS.....	87
5.5. NUMBER OF VISITORS BASED ON NUMBER OF VISITS.....	88
5.6. DURATION OF STAY.....	88
5.7. ECONOMIC POSITION OF THE TOURISTS.....	88
5.8 AGE OF TOURISTS:.....	89

5.8 AGE OF TOURISTS:.....	89
5.9 TOURIST EXPENDITURE.....	89
5.10 MODE OF ARRIVAL	89
5.11 AWARENESS OF TOURIST SPOTS.....	89
5.12 INFRASTRUCTURE.....	92
5.12.1 Physical Infrastructure.....	91
5.12.2 Social Infrastructure.....	99
5.13 THE TOURIST INFRASTRUCTURE ASSESSMENT	101
5.14 PROBLEMS IDENTIFIED	102

CHAPTER- 6 : PROPOSALS

6.1. PROPOSALS	105
6.2. POLICIES & GUIDELINES.....	124
6.3. REGULATIONS	128
6.4 CONCLUSION	129
Annexure.....	A-R
References.....	S-U

LIST OF TABLES

Table no.	Title of table	Page No.
2.1	Rankings for India within World Countries List	18
2.2	Growth in Tourist Influx DNH	30
3.1	Administrative Divisions in the Region	41
3.2	Population Growth in VMR from 1961 – 2001	44
3.3	Occupation Structure in the Districts	47
3.4	Land Use	49
5.1	Tourist Inflow	83
5.2	Tourist Projections	83
5.3	Tourists arrivals compared to state and national level	84
5.4	Tourist influx in Visakhapatnam during – 2003	85
5.5	Tourist influx in Visakhapatnam during – 2004	85
5.6	Tourist influx in Visakhapatnam during –2005	86
5.7	Tourist Economic Position	87
5.8	Tourist Age Group	88
5.9	Tourist Expenditure per day	88
5.10	Transport Mode	88
5.11	Awareness levels of Hindu temples	89
5.12	Awareness levels of Beaches	89
5.13	Awareness Levels of Buddhist Shrines	89
5.14	Awareness Levels of Nature Spots	90
5.15	Awareness Levels of Places of Historical Interest	90
5.16	Awareness Levels of Recreational Spots	90
5.17	Water Sources in VMR	91
5.18	Water Demand, Supply and Deficiency	91
5.19	Existing Sewerage Disposal System	92
5.20	Lengths of Roads - 2003-2004	94
5.21	Andhra Pradesh State Road Transport Corporation	95
5.22	Tourist Circuits in the Region	96
5.23	Various Accommodations	99

5.24	Infrastructure Analysis	100
5.25	Rating the Tourist Spots	100
5.26	Rating the tourist infrastructure for the whole VMR	100
6.1	Facilities to be provided on Simhachalem hill	112
6.2	Proposed Sewerage Treatment Plant for VMR	119

LIST OF FIGURES

Figure no.	Title of Figure	Page No.
1.1	Methodology	7
2.1	Organizational Structure in India	20
2.2	Shimla Location Map	23
2.3	Process of Plan making	24
2.4	Narkanda Tourist Development Plan	28
3.1	Location Map of VMR	38
3.2	Five Major Centers of VMR	39
3.3	Administrative Divisions of VMR	40
3.4	Growth Rate of Population	45
3.5	Major Economic Activities	46
3.6	Occupational Structure	46
3.7	Ecological Sensitive Areas	48
3.8	Land Use % of VMR	50
3.9	Land Use Map of VMR	51
4.1	Buddhist and Religious Sites	56
4.2	Celebration of Visakha Utsav: Dhimsa Dance of tribals	79
4.3	Navy Day Celebrations	80
5.1	Projection of the tourists for 2011 and 2021.	83
5.2	Foreign Tourists %	86
5.3	Origin of Tourists	87
5.4	Number of visits of Tourists	87
5.5	Duration of Stay of Tourist	87
5.6	Mode of transport used	88
5.7	Existing sewerage treatment plant : Block 1	93
5.8	% of the various roads in the region	95
5.9	Distance of Tourist Places from Railway Station	97
5.10	Place of stay of tourists	99
5.11	Water Pollution by ships	102
6.1	Interface With Araku Valley & Borra Caves	104
6.2	Interface with tourist Attractions in Orissa	104

6.3	Trips to Andaman Islands by the cruise ships	105
6.4	Navy Day celebrations	106
6.5	Section of the Beach Road at the Proposed Subways	107
6.6	Hill top road from Simhachalem to Kailasa Giri	108
6.7	Ropeway connecting the Simhachalem Hill and Kailasa Hill.	109
6.8	Unloading Cargo in the Harbour	110
6.9	Conceptual Development Proposal	110
6.10	Haphazardous growth without any proper planning	111
6.11	Water Sources of VMR	118
6.12	Integrated Transport System of VMR 120	120

LIST OF SHEETS

Sheet no.	Title of Sheet
1.	Tourist Potential Spots of VMR
2.	Known and Unknown Tourist Spots
3.	Existing Circuit
4.	Proposed Circuit
5.	Existing and Proposed Beach Road for Beautification
6.	Existing Simhachalem Plan
7.	Proposed Simhachalem Plan\
8.	Proposals-1
9.	Proposals-2

Chapter-1
INTRODUCTION

1.1. INTRODUCTION

The Oxford dictionary gives the meaning of the word 'Tourism' as "a business of providing accommodation and services for tourists", who visits a place for pleasure. Now-a-days tourism is not a recreational activity, but also a social and economic activity. Tourism contributes in boosting up of various other sectors like communication, information etc., and also sets as arms for indigenious employment generations.

Travel and tourism are as old as mankind. They are essentially an expression of a human being's intrinsic need and search for interaction, experience, education and entertainment. One may travel to pursue social, religious or business commitments or for the pure joy of a holiday to a new destination, to "get away" from the humdrum and routine activities of day-to-day existence. Thus while in the past, people traveled for some specific purpose such as trade, pilgrimage or conquest, in the last few decades there has been a gradual shift in the impulse to travel for leisure, culture and for seeing new and unfamiliar places in home countries and alien lands.

1.1.1. Historical Perspective and Development of Tourism through Ages

Cultural tourism in India began long before commercial tourism, which had its birth in European countries. Aryans, for all their insatiable thirst for wander lust and available landscape tastes, made a thorough reconnaissance of country's geographical assets and erected temples and shrines wherever they came across a spot of more than usual physical attraction to be repeated by posterity as pilgrimage. Though the tirth concept (religious tourism) was quite comprehensive, it nevertheless, symbolized the twin spirit of religion and tourism. The ancient sages fixed the holy places of India in its four comers so as to promote travel through the length and breadth of the country and in the process get to know it.

Tourism in India may be reckoned over 2000 years old, though as an industry in the modern sense, it could, be organized only recently since 1956. This explains for tourism old and new. *The former takes its character from the religion whereas the latter is an economic or socio-economic activity*, born out of interaction of technological and sociological forces.

Though the country's overall backwardness has been a great deterrent to the promotion of tourism, yet her antiquity, historicity rich heritage of culture and religion, provide a sound base for the growth of tourism. These historic trends can briefly be studied in four phases of tourism development in this country.

- Tourism in ancient period
- Tourism in Medieval period.

- Tourism during British Rule.
- Tourism in the post independence period.

During the post independence era, particularly in the last two decades, travel has become a part of life. In the event of manifold increase in transportation facilities and over-all development in various walks of life on one hand and life security on the other, people have become fond of traveling. People travel both for business and pleasure. Even if they travel for business, they would like to combine it with some leisure, sightseeing and holiday activities. While on the one hand, modern city life has become more hectic and tense, increasing affluence and fixed hours of work have provided an urge and opportunity for travel and tourism. It is thus imperative that the tourist or travelers enjoys this experience and finds it "good value" for the money spent. Thus the tourist is the king-pin of the entire tourism scenario and the success story of any tourist destination would involve total professionalism, dedication and a welcome from the heart to provide a tourist with a truly memorable experience.

1.1.2. Role and Need for Tourism Development in National Development

The advantages of tourism to developing countries, are great since most of such, countries have large and growing populations and, few employment opportunities in industry. If such countries could attract sufficient investment in infrastructure and other tourist facilities the industry could become a major employer of labour.

Tourism also solves several other national objectives, if developed on mature and healthy lines; it stimulates economic development by providing employment (both direct and indirect through the multiplier effect), helps in removing regional imbalances, opens up backward and inaccessible areas, enhances ecology, fosters national integration and improves mutual understanding amongst people in different parts of the country and different nations of the globe. It thus vitally supplements other nation building activities, besides earning valuable foreign exchange for the country.

Today, tourism has emerged as *the second largest industry and an instrument of economic development and employment generation at global level*. Its international receipts totaled \$ 476 billion in the year 2000, and are likely to touch \$ 2000 billion by the year 2020*. Because of its multiplier effect it generates faster and at lesser cost more jobs than any other industry, which is a national priority. According to some studies, an investment of Rupees one million in this industry creates 47.9 jobs as compared to 44 by agriculture, 13.8 by transport and

* Projection of the World Travel and Tourism Council.

0.2 by railways for the same amount of money. Currently some 19 million persons are engaged in the tourism industry, which accounts for, about 6 per cent of total jobs in India.

Considering the significance of tourism, the Government of India drew a National Action Plan for Tourism in 1992, which included a set of strategies for attracting tourist arrivals with a view to increase foreign exchange earnings and generation of employment in the sector. The strategy during the Ninth Plan is to establish effective coordination with all relevant agencies. It is very encouraging to note that this plan has envisaged tourism development that ensures environmental protection and cultural preservation. A sum of about Five Thousand million has been approved as the budgetary support to this sector. This amount excludes Rs.3192.3 million generated by the ITDC through its internal resources and extra budgetary resources.

As a result of the sincere efforts, the figure for tourist arrivals has increased from 1.68 million in 1991 to 2.36 million in 1998. The foreign exchange earnings also doubled from US \$ 1,512.7 million in 1990 to US \$ 3,151.7 million in 1997. It is quite encouraging. However, in the global context, this amount is just 0.71 per cent of the total receipts from the tourism sector in the world; India's share of world tourist traffic has remained static at 0.38% for the last ten years, infact it has gone down 0.54% in 1992 to 0.38% in 2001. Tourists arriving during 1985-99 increased 134% in China compared to India it increased only 7%. There is no doubt, India has a multi-faceted range of tourist attractions which cannot be found together in any other country of this world—sun, sand {deserts and beaches} water (lakes, rivers, islands, seas and oceans) Snow (In Himalayan ranges), tropical forests, wild life's, National Parks and Game Sanctuaries and diverse religious and cultural traditions reflected in historical monuments, religious buildings. Besides the dress, customs, languages, food-habits and climate vary every few hundred kilometers, thus providing the country a vibrant tradition of variegated folklore, fine arts and crafts reflecting the spirit of each packet of the country.

While this is India's major strength, if not properly harnessed it can also become its biggest weakness. Moreover, there is a constraint of resources at any given point of time; financial, trained professional manpower to provide the services, and marketing skills to "sell" the finished product, at home and overseas. Thus the imperative needs to prioritize, to selectively develop area in a comprehensive fashion and to provide facilities of international standards to the foreign Tourists. Simultaneously the domestic base of tourists in India can never be ignored keeping in view its vast sustaining power spread over the year and the socio-economic and intellectual cultural dimensions of this sector; which act as a dynamic; integrating force in the Country. Developing tourism is essential for the following reasons:

- “*Absorption Capacity*” of an area without endangering the environment and causing stresses on infrastructure.
- Promotional aspects of tourism in India have sectorial approach in development; there is a need for adopting an integrated physical planning approach.
- Physical planning can provide the overall framework, thus leads to increase in tourism potential without injuriously affecting their environmental value.
- Conservation is an important issue in tourism development.

1.2. NEED FOR THE STUDY

An integrated tourism development plan aims at bringing about a total development of the region, in which the tourism activity becomes a catalyst. Tourism removes regional imbalances, opens up backward and inaccessible areas and enhances the ecology not only that but it is also an instrument of economic development and employment generation for several regions. Unlike agriculture and manufacturing which are location specific tourism can be developed, where the availability of pleasant weather, scenic attractions, historical and cultural factors, accessibility and amenities. Visakhapatnam has everything to make a perfect tourist destination. And there is a need to increase the tourism potential in the region.

1.3. AIM

The aim of the study is to study the potential of Visakhapatnam as “Tourist Destination” and to develop tourism in Visakhapatnam Metropolitan Region at a regional level.

1.4. OBJECTIVES OF THE STUDY

The major objective of the Present Study may briefly be spelled as follows:

1. To identify major tourist attractions of Visakhapatnam region and have an overview of the existing facilities for the tourists.
2. To access the existing infrastructure and to provide necessary infrastructure for the future demand in the region.
3. To develop tourist infrastructure to ameliorate the conditions of the region.
4. To preserve natural landscape, ecology and environment, conservation of historical monuments and pilgrimage centers, in and around the region.
5. To suggest proposals for development of tourism by increasing tourists inflow and

creating new tourist attractions and improving infrastructure facilities in the region.

1.5. SCOPE OF THE STUDY

The study focuses upon explorations *of potential of tourism* in the Visakhapatnam Metropolitan Region (VMR). Visakhapatnam provides varied tourism opportunities including eco-tourism and adventure tourism. Although, sufficient literature on tourism has been published *from time to time*, yet a systematic approach for delineation *of tourist regions* and investigations *of various regions* has remained a neglected area. Therefore, the present study is an attempt to make an appraisal *of potentials of tourism of the pretty of Visakhapatnam Metropolitan Region*. Thereafter, various regions will be identified in view *of the potentials and propensities thereof*. As the various regions have acquired a serious dimension from the point *of view of environmental degradation* a concentrated effort has been made to overview the entire gambit *of problems being confronted by it*.

1.6. LIMITATIONS OF THE STUDY

The study relies upon primary information and field observations to ensure a qualitative study on these issues, having direct bearing on tourism potential. In addition to this the study will take inputs from opinion of experts, personal observations etc.

The demographic and socio economic parameters, growth rates, sex ratio, literacy rates workforce structure etc information is based on secondary survey. The scope of the project depends on data available from primary and secondary sources.

Details of economic benefit, negative impacts on the region and recreational plan to the extent required for implementation is out of scope of the study.

1.7. METHODOLOGY

The methodology adopted for the assignment involved both primary and secondary information collection. Primary information included site visit for the purpose of comprehensive understanding of local issues. Visual survey was done for site conditions (topography, vegetation, climate and others). Meeting with officials (local, district and state), site in-charge and other relevant people were conducted to get insights about site, neighboring area / locations and market. Secondary information included collection of available data and other materials on demography, tourism, infrastructure, environment and other relevant aspects from various sources. Sources included dept of tourism, V.M.C, and V.U.D.A, and analyzing the available data, identifying problems and mention proposals. (Fig 1.1)

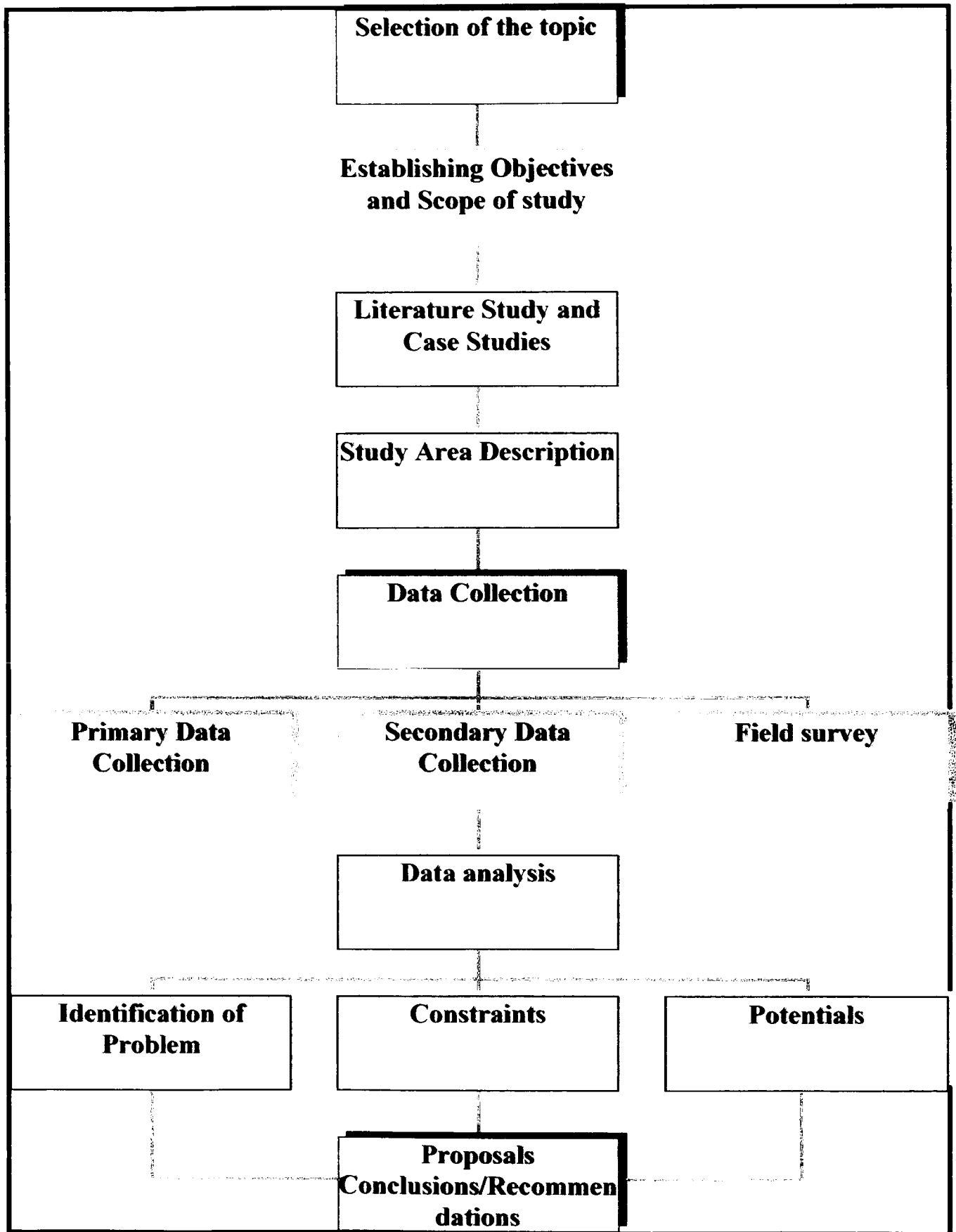


Fig 1.1 Methodology

Chapter-2

LITERATURE STUDY AND CASE STUDIES

background study required to carry out the research is given in this chapter. One national and two Indian case studies are mentioned. The inferences and concepts are taken used in the development of tourism in the VMR region.

2.1 LITERATURE STUDY

2.1.1. Definitions of Tourism

Tourism has been defined in different ways. It was the League of Nations which did pioneering work in defining terms for purposes of statistical measurements (1937). They defined the term "foreign tourist" as any person visiting a country, other than that in which he resides, for a period of at least 24 hours. Persons staying for less than that were to be treated as "excursionists".

The definition of foreign tourist followed in India on foreign passport, staying at least 24 hours in the country and the purpose of whose journey can be leisure, holiday, health, study, religion, sports, business, family, mission and meeting.

For convenience of understanding we may discuss these definitions under three separate headings - technical, conceptual and economic.

2.1.1.1 Technical Definition

Technical definitions are aimed at compiling international tourist statistics. The most widely used technical definition is one mentioned above and was recommended by IUOTO in 1968, and which was originally arrived at in the United Nations sponsored conference on travel and tourism in Rome, 1963.

2.1.1.2 Conceptual Definition

Conceptual definitions attempt to elucidate the essential nature of tourism as an activity. A few representative conceptual definitions are discussed below:

1.) According to L. J. Lickorish

Tourism embraces all movement of people outside their community for all purposes except migration or regular \ daily\ work. The most frequent reason for this movement is for holidays, but it will also include, for example, attendances at conferences and movement on sporadic or infrequent business purposes.

2.) Bukart and Medlik provide the following conceptual definition

Tourism denotes the temporary and short-term movement of people to destinations outside the places where they normally live and work and their activities at those destinations.

3.) Lastly, one cannot refrain from mentioning MacCannell's brilliant exposition of tourists as a new middle-class who is deployed throughout the world in search of experience and who

constitute the best model for modern man-in-general.

2.1.1.3 Economic Definition

Technical and conceptual definitions apart, tourism can be defined from a strictly economic standpoint as a business or an industry. By far, the most comprehensive understanding of tourism a business activity is found in Lundberg's, *The Tourist Business*.

1.) Considering tourism as an "umbrella concept", he presents a series of economically related businesses beginning from advertising and promotion, development of destination area, including development of condominiums, parks and shops; traveling agency and tour operation; travel modes - air, road, railway; business catering to vacationers like photography, gasoline stations; hospitality field hotels, motels, restaurants, and a host of other economic activities. Some of the segments of the tourist business are obvious although the economic importance of the segments depend upon the particular destination. There is also considerable permeability, i.e. spilling over into businesses not ordinarily identified as tourism.

2.1.1.4 Some Other Definitions

Leisure - It is essentially the time available to be individual when the discipline of work, sleep and other basic needs have been met.

Recreation: It covers any pursuits taken up during leisure time other than those to which people are normally committed. These highly committed pursuits include work on overtime, secondary work childcare and routine maintenance jobs in the households.

Visitors - He is a person visiting a country other than that in which he has his usual place of residence for a reason other than following an occupation remunerated from within the country visited.

Tourist - He is a temporary visitor staying at least 24 hrs or overnight in the country visited whose, journey has a definite purpose depending upon the definite purpose. The different tourists are grouped as follows:

Business Tourists: Those traveling for business purpose including participation in conference, seminar, exhibition etc.

Specific Tourists: Pilgrims, students and others whose motivation to travel is specific to particular needs.

Leisure Tourists: Those who visit places out of general interest and for pleasure taking holidays.

2.1.2. The Basic Components of Tourism

Tourism does not exist in isolation. It has certain basic components without which it cannot operate. Although tourism consists of various components three of these may be considered to be basic which are:

- a) Transport
- b) Locale
- c) Accommodation

Mode of **transport** is like a motor car, a coach, an aeroplane, a ship or a train which enables a traveler to reach his predetermined destination. The **locale** may include the holiday destination and what it offers to the tourists. The holiday destination may offer natural attractions like sunshine, scenic beauty or sporting facilities etc. **Accommodation** is essential for providing food and also rest.

2.1.3. Elements of Tourism

The elements are the fundamental attractions of tourism. These include:

- a) Pleasant weather
- b) Scenic attractions
- c) Historical and cultural factors
- d) Accessibility
- e) Amenities

2.1.4. Tourist Attractions

Since interests and tastes of tourists vary widely, they might choose from a wide range of attractions available at various destinations all over the world. Tourist demands are also very much susceptible to changes in fashion. Fashion is an important factor in the demand for various tourist attractions and amenities. The various attractions which are of significance in tourism are:

1. **Cultural:** sites and areas of archaeological interest, historical buildings and monuments, places of historical significance, museums, modern culture, political and educational

institutions, religious institutions.

2. **Traditions:** National festivals, arts and handicrafts, music, folklore, native life and customs.
3. **Scenic:** National parks, wildlife, flora and fauna, beach resorts, mountain resorts.
4. **Entertainment:** Participation and viewing sports, amusement and recreation parks, zone and oceanariums, cinemas and theatres, nightlife, cuisine.
5. **Other Attractions:** Climate, health resorts or spas, unique attractions.

2.1.5. Forms of tourism

Depending on the purpose of visit there are many types of tourism:

1. **SPIRITUAL TOURISM:** like visit of pilgrim centres
2. **CULTURAL TOURISM:** like visit of cultural center, museum, fine arts centers.
3. **BUSINESS TOURISM:** short form of urban tourism to fulfill the aim of business activity.
4. **HEALTH TOURISM:** like visit of hill station, water spring, and fountain for medical benefit.
5. **ADVENTURE TOURISM:** includes activities of thrills and excitement in natural setting like mountains, snow. River etc.
6. **SCIENCE TOURISM:** like visit of technological parks, science museum, planetarium etc.
7. **ECOTOURISM:** like visit of national parks, wildlife sanctuaries, sea beaches etc.

2.1.6 Impacts of Tourism:

A. Positive Impacts

1. Foreign exchange earnings
2. Contribution to government revenues
3. Employment generation
4. Stimulation of infrastructure investment
5. Contribution to local economies
6. Multiplier effect of tourism
7. Unquantifiable impacts (Social welfare of the country's inhabitants, public health; modification of behavioral patterns)

B. Negative Impacts of Tourism

1. Economic Impact

a. Leakage

i. Import leakage

ii. Export leakage

b. Enclave tourism ("all-inclusive" vacation packages)

c. Subsidized Infrastructure cost

d. Increase in prices of basic services and goods

e. Economic dependence of the local community on tourism

f. Seasonal character of jobs

2. Impact on Ecology and Environment

a. Historical sites

b. Coastal and marine areas

c. Mountain areas

d. Forest and wild life areas

3. Impact on Society and Culture

2.1.7. Tourism Promotion

As applied to tourism industry, the most important function of marketing is to bring awareness of the product in the minds of the consumers in market areas. Tourism promotion is one of the elements of marketing's mix and an important tool for marketing. The purpose of promotion is to influence the potential customers or trade intermediaries.

Systematic communication with actual and potential customers and with trade intermediaries bridging the gap between producers on the one hand and the consumer on other is also needed. The basic function of all tourist promotion activities is to have an effective communication with the consumer. The consumer must be aware of the existence of a tourist product. Some of the easily identifiable methods of creating awareness are *advertising, sales support and public relations*. These three marketing tools are used by any organization to inform the actual as well as the potential customer. The other methods to increase the tourist inflow can be conducting fairs exhibitions. (Technology tourism)

2.1.8. Main types of Accommodations

In terms of investment accommodation represents the most expansive facility in holiday resorts a 10% saving in the cost of hotel accommodation may for example be equal to the total recreation needed for other recreation sports and other facilities. Accommodation whether in hotels or rented units also represents the major sources of service for a resort and is the main contributor to the net income. In other cases capitalization and scale of accommodation units real estate properties is the key motivation for investment, a detailed survey of accommodation requirements and trends is therefore essential in the initial stages of resort planning as well as in determining design features of individual premises.

In most countries the requirements for various grades or classifications of hotels and other tourist accommodation are laid down in compulsory regulations or voluntary schemes. Registration or licensing and other conditions for financial help towards the cost of providing tourist hotels etc. Also included the services to be provided.

2.1.8.1. Hotels

Provide accommodation meals and refreshments for irregular periods of time and not necessarily by pre arrangement in practice resort hotels may be under contract may be accommodate specific groups (for example, for tour operations) may restrict meals to residents only and may remain open only during the holiday season.

2.1.8.2. Guesthouses

Guest houses are generally smaller private units offering exclusive accommodation and meals for residents for longer and regular period of time.

2.1.8.3. Motels and lodges

Motels and lodges are specifically sited and planned to provide convenient accommodation for the motorist. Meals are often available separately on an independent basis. While motels have evolved to serve transient needs many of the lodges and motor hotels sited in resort areas provide extensive facilities including self-catering for the holidaymaker.

2.1.8.4. Hotels Garnis

Similar establishment provides bed and breakfast or accommodation without meals. Bed and breakfast or self-catering accommodation may also be provided by owners of domestic properties.

2.1.8.5. Hostel accommodation

Hostel accommodation is generally provided for specific groups of users (young people, associations, pilgrims) and facilities are invariably shared. The accommodation may be basic (for economy) or provide dining, social and recreational services.

2.1.8.6. Condominiums

Condominiums are groupings of properties, which are individually owned but share common facilities (elevators, building, engineering services etc.) and communal areas (grounds, entrances, recreation facilities). Responsibilities for maintenance and security are also collective and these and other services - including leasing to vacationers - may be carried out by management associations or agencies.

2.1.8.7. Holiday villages

Holiday villages are essentially multiple units of accommodation individually grouped around central catering and recreational facilities. The accommodation units may provide self-catering as an alternative to inclusive meals, and are designed mainly for family or individual use. The villages are conceived as self-sufficient entities offering less than one management, all the facilities of a planned resort. Some holiday villages are built for social tourism, others (such as Club Mediterranean or Val tour) as commercial developments, they are usually distinct from the main holiday resorts but sometimes integrated for social tourism. Commercial holiday villages usually provide around 500 to 2000 beds (800 to 1000 being considered an optimum for centralized activities) and may be developed by phasing.

2.1.8.8. Individual housing

Individual housing units in resort areas include apartments, villas, chalets, marionettes and houses. The accommodation may be used as the main or second (holiday) home of the owner, leased on a short- or long-term basis to tourist agencies or managed as a condominium.

2.1.8.9. Camping sites

Camping sites, caravan sites are equipped with sanitary services, drainage and site works and may include restaurants or cafeteria, vehicle service stations, shops, indoor and outdoor recreation facilities and other features. Most resort sites are restricted to holiday season use, although permanent parking of caravans may be allowed under more stringent licensing conditions.

2.1.9. Basic tourist infrastructure

- | | |
|-----------------------------------|---|
| 1. Accommodation | 2. Catering |
| 3. Social and cultural recreation | 4. Shopping |
| 5. Roads and parking areas. | 6. External lighting, street furniture and utilities. |
| 7. Tourist information centre. | 8. Tour and travel operations. |
| 9. Banking and money exchange. | 10. Public safety. |
| 11. Medical care | 12. Post and telegraph communications. |

2.1.10. Indian Scenario**2.1.10.1. An Overview**

The tourism policy of India was evolved over a period of several years since 1949 and the inputs provided by various committees and working groups were incorporated in the policy documents of 1982.

Over the years, there has been a phenomenon increase in the tourism arrivals in India. The first attempt at compiling the foreign arrivals data, excluding the nations of Pakistan and Bangladesh was made in 1951 and the total tourist arrivals during that year (1951) were estimated at 16,829. By 1960 it exceeded 1,23,000 and registered an annual growth rate of 24.7%. The decade of 1961-1970 witnessed a low growth rate of about 8.6% and arrivals exceeded 2,80,000 by 1970. During the decade 1979-80 tourists' arrivals again received a fillip and exceeded a half a million by 1976. It thus took 25 years since 1951 for tourist arrivals to cross the half million mark. The average growth during decade 1971-80 was about 11.0%. The period 1981-90 registered wide fluctuations in growth rates, which ranged from -5.6% to 29.1%. Thus, out of a period of 10 years from 1976, the foreign tourists, arrivals doubled, crossing 1 million mark in 1986. Tempo in growth was maintained in 1989 with annual increase varying from 6.5% to 7.8%. The year 1990 however recorded a decline of 0.5% due to various national and international developments, including the gulf crises. The average growth rate during this decade was thus only 5.2%. The much heralded "visit India year 1991" woke up to see the active conflict in the gulf region with complete absence of tourist arrivals. The first three months of 1991 witnessed a declined ranging 19.5%-30.9% averaging an overall decline of 17.1% till the middle of 1991. The declining trend was however; arrested in second half of the year and overall decline during 1991 was confined to 7.1%. The average annual growth rate during the period of four decades from 1951 to 1991 was 11.3% as compared to growth rate of

7.3% in world tourist arrivals during the same period.

It is interesting to observe that till the 6th five-year plan, the actual expenditure in the central and state sectors on tourism was much less than the allocation of funds. It was only during the sixth and subsequently seventh five-year plan that the expenditure under central and state sectors allocated to tourism exceeded the allocated to tourism exceeded the allocation made. This clearly demonstrates that while on the one hand the will was lacking on the part of central and state governments to execute tourism development schemes with total commitment and enthusiasm, on the other hand the central and state sectors lacked the capacity to absorb funds purposefully and usefully within the government guidelines and approved procedures.

2.1.10.2. Economic Impact

In 2004, India's travel & tourism is expected to generate INR 1846.3 bn (US\$38.8 bn) of economic activity (total demand). The industry's direct impact includes:

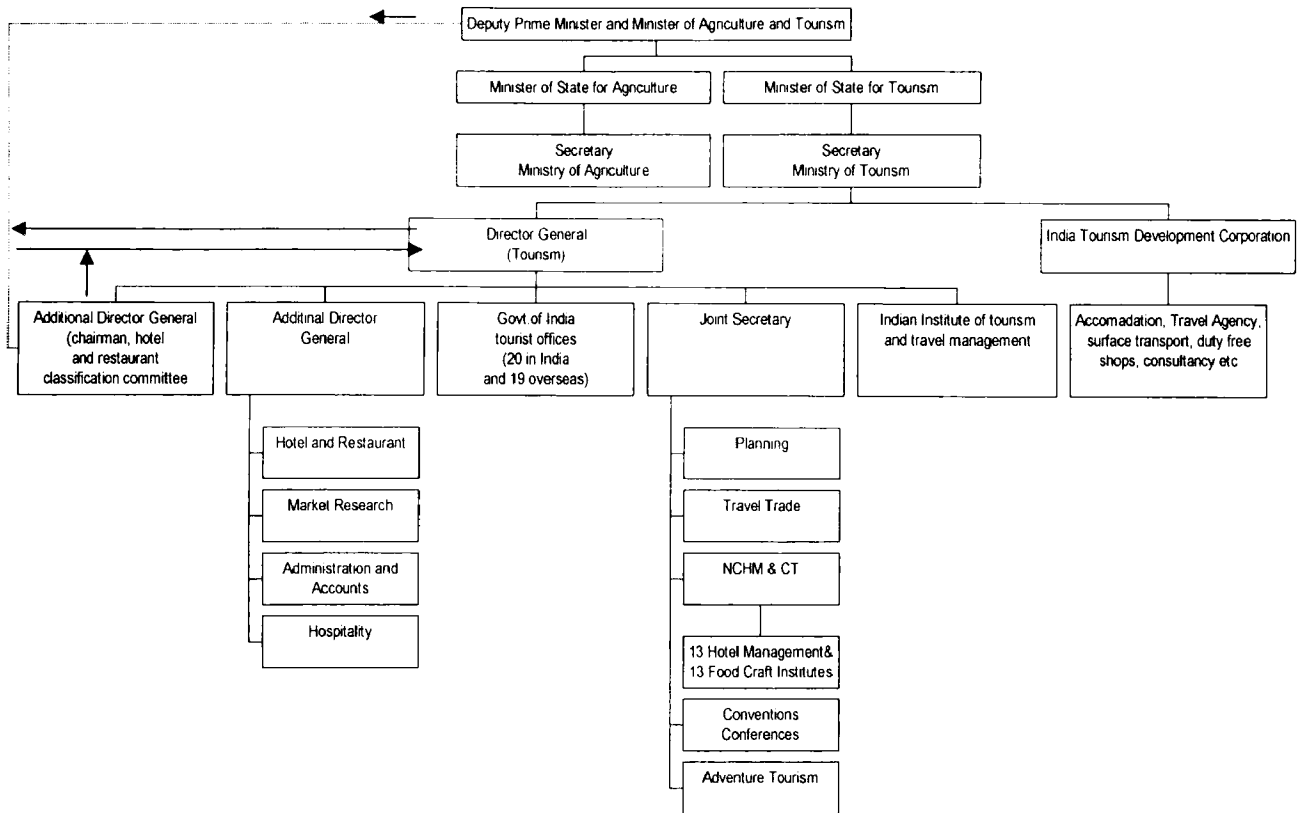
- ◆ 11,404,000 jobs representing 2.6% of total EMPLOYMENT.
- ◆ INR 618.4 bn (US\$13.0 bn) of GROSS DOMESTIC PRODUCT (GDP) equivalent to 2.0% of total GDP.

However, since travel & tourism touches all sectors of the economy, its real impact is even greater. India's travel & tourism economy directly and indirectly accounts for:

- ◆ 24,456,600 jobs representing 5.6% of total EMPLOYMENT.
- ◆ INR 1,477.4 bn (US\$31.1 bn) of GROSS DOMESTIC PRODUCT (GDP) equivalent to 4.9% of total GDP.
- ◆ INR 283.2 bn (US\$6.0 bn) of EXPORTS, SERVICES & MERCHANDISE or 6.7% of total Exports.
- ◆ INR 485.3 bn (US\$10.2 bn) of CAPITAL INVESTMENT or 7.2% of total investment.
- ◆ INR 36.0 bn (US\$0.8 bn) of GOVERNMENT EXPENDITURES or a 1.0% share.

TOURISM ORGANISATIONAL STRUCTURE IN INDIA

at
CENTRAL LEVEL



At State Level

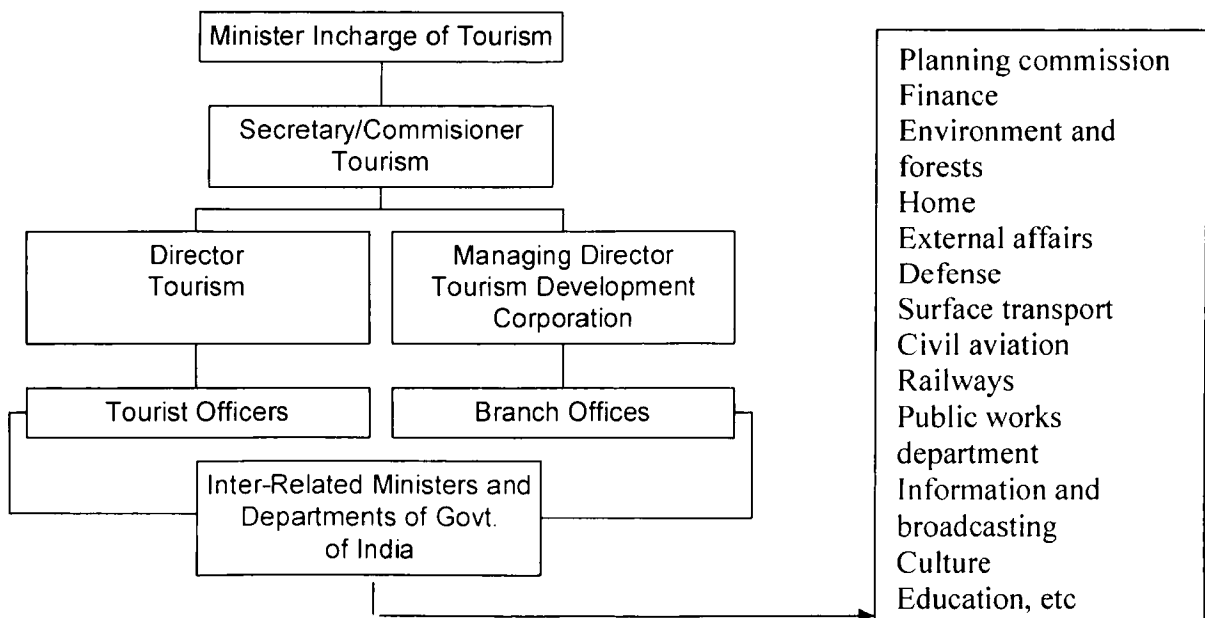


Fig 2.1 Organizational Structure in India

2.2. CASE STUDIES

2.2.1. Study One: Kenya

The Efficacy of Tourism as a Tool for Economic Development in Kenya

Introduction

This study provides an analysis concerning existing structural deficiencies and socio-economic factors which impact on the efficacy of tourism as a tool for long-term sustainable development in Kenya. It also presents policy-related suggestions on alternative tourism strategy, which can assist to ameliorate the social and environmental impacts of tourism development and enhance the efficacy of the industry in promoting long-term sustainable development.

Kenya provides a good example of an African country, which has embraced tourism as an important tool for socio-economic development. In the short-term, Third World countries in general, and Kenya in particular, viewed the development of tourism as a quick and reliable source of much sought after foreign exchange receipts, job creation and economic growth. Whereas in the long-term it is usually envisioned that tourism development will contribute to economic diversification and, in consequence, reduce excessive over-dependency on the exportation of conventional raw materials. This is due to the fact that because the consumption of tourism products occurs at the place of production (the destination) it has, through its various possible linkages and associations with other industries (i.e., transport, agriculture, fishery, forestry, construction, and handicraft), potential multiplier effects on the local, regional and national economy.

However, a critical evaluation of the evolution and development of tourism in Kenya indicates that the country's tourism industry faces socio-economic problems and structural deficiencies which reduce the industry's efficacy as a tool for local, regional and national sustainable development.

Tourism: Development in Kenya

The country's total tourism revenues increased from £27 million in 1970 to over £1 billion in the late 1980s, so that for the first time tourism earnings surpassed those from tea and coffee (Kenya's leading export crops). The total tourism earnings represented over 12% of the country's GDP and while the industry provided over 120,000 direct jobs for Kenyans during the late 1980s and early 1990s (Sinclair, 1990; Sindiga, 1996).

The researchers contend that, over the years, the economic benefits of tourism have been substantially overestimated and the industry's negative social and environmental impacts have, most often, been down played. In this regard, perhaps, the manner in which tourism is being developed in Kenya, as is the case with many other Third World countries particularly those in Africa, renders the industry incapable of promoting sustainable long-term social and economic development.

Discussion and Conclusion

For Kenya's tourism industry to contribute to long-term sustainable socio-economic development, an alternative tourism strategy is required to assist in ameliorating social, economic and environmental problems that seriously confront the industry. In this regard, the success of tourism development ought not to be measured just in terms of increased numbers of tourist arrivals and gross tourism revenues, but should also be evaluated according to how the industry is integrated into local and regional economy, and how the industry benefits local communities at the grassroots level. Thus, the main objectives of the new tourism strategy should include: enhancement of equitable distribution of the tourism revenues; increasing local participation in tourism decision making; reduction of the high leakage rates; increasing the multiplier effects of tourism; and minimization of the social and environmental impacts of tourism. The following principal elements can assist minimize the negative impacts of tourism, and enhance its efficacy in promoting long-term sustainable development.

First, tourism activities in the wildlife preserves and marine ecosystems should be appropriately planned, monitored and managed to ensure that they do not conflict with conservation and sustainable use of resources. The visitor carrying capacity of national parks and marine eco-systems should be determined and the number of tourists regulated to avoid overcrowding and the degradation of the natural beauty of the tourism resources. The park's visitor carrying capacity can be tabulated using empirical ecological data and social indicators, such as temporal and spatial distribution and density of flora and fauna in the park, territorial size of the park and physical terrain, visitor attitudes and behavior. Also, where possible, environmental impact assessment reports should be required before the construction of new tourist facilities and infrastructure. This is to ensure that tourism projects do not conflict with the principles of wild-life conservation and the sustainable use of tourism resources. Of particular importance, tourism facilities should not be situated on critical wildlife habitats, such as breeding and important feeding areas, near lagoons, sand beaches and coral reefs.

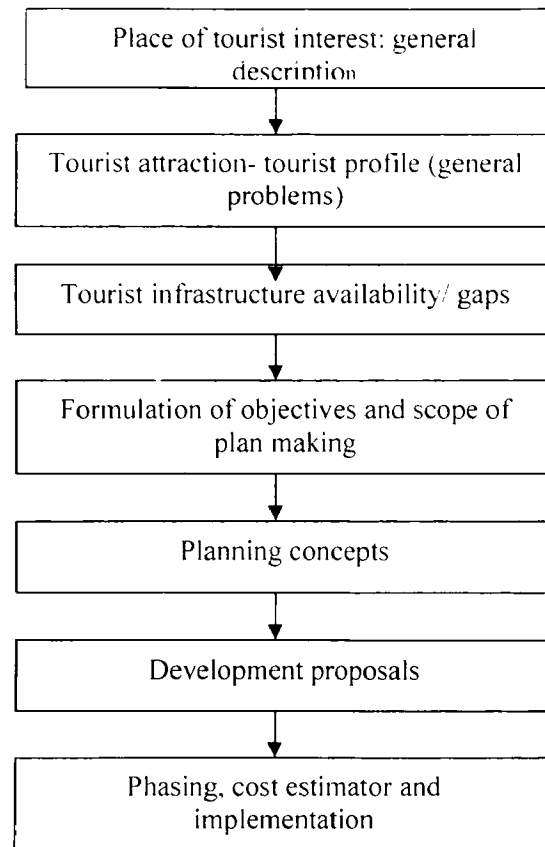


Fig 2.3 Process of Plan making

ACCESSIBILITY: Narkanda is well connected by road with settlements around. It provides linkages with Kinnor district, Kullu valley and towns surrounding.

PHYSICAL ENVIRONS: The highest point in Narkanda is 2766m. Hatu peak, the highest around the town, is at an altitude of 3203m.

SOCIO ECONOMIC CONDITIONS: Provisional population for 1991 is 687 persons. At present the town had about 1500 persons residing in it. Economic conditions -national highway and inflow of tourist seem to sustain the economy. It also has a police station, a post office, 2 health centers, 1 primary school. 1 trekking institute is also located in this town. NAC has recently built a market shed near the bus stand beside NH.

LAND USE: Total area of the town is 185.94 acres and about 150.74 acres of land is vacant of total extent of the town. Among other uses tourists related facilities to share major portion of the land.

GROWTH DYNAMICS: Like a typical hill town main developed area is along the NH though ridge talk has made it possible to extend beyond the road side on developable slopes. Main commercial activities are either on, a road parallel to NH turning towards North West from a Narkanda or on NH. Development has taken place southwest of main settlement on NH as it is

being exposed to sunshine. State highway leading to Khadralla and beyond has also facilitated development on ridge top falling on eastern side of the main town. Circuit house and the hotel run by state tourism Development Corporation are approachable from SH.

TOURIST ATTRACTION

Inflow of tourist depends upon the arrival of tourist in Shimla infact most of the tourist stations in Himachal Pradesh are accessible through Shimla which includes Narkanda as well. It is not only Narkanda alone which lures one to under take the journey, the way to Narkanda, which has a many tourist points on it. Starting from Shimla at a distance of 12km **wild flower hall** with its spectacular views remind tourists of grandeur of bygone era. It was constructed by Lord Kitchener to rival Viceroy's palace in Shimla. It is 60m higher than the town and at present is converted into a hostel.

Moving further towards Narkanda one is welcome by places of great natural wealth like **Kufri and Fagu**. Fagu is at a distance of 22km from Shimla and at an altitude of 2150 m, it provides beautiful view of **giri valley** surrounded by apple orchards. Himachal Pradesh tourism Development Corporation has a hotel. The place provides a comfortable halt for tourists before Narkanda tourist facilities are also available at **Theog and Matiyana**.

TOURIST ARRIVAL IN NARKAND and SHIMLA

Shimla is only city which shoots out tourists towards Narkanda. The plan estimated tourists in Shimla at a particular time as 40000 for 1981, 60000 for 1991 and 75000 for 2001 with growth rate of 100%. During 1990 the total 4,35,191 visited Shimla district. On an average more than 1300 tourists reach Shimla every day as envisaged in the development plan by the turn of the century on an average 2500 tourists are expected to visit Shimla everyday. Looking at the trend, one can estimate that at best 25-30 foreign tourists will be visited Shimla everyday i.e. say maximum up to 10000 per year by the turn of the century.

Tourists generally are brought to Narkanda by conducting sight seeing tours arranged by Himachal Pradesh tourism development corporation (HPTDC). Private taxis, too, ply between Shimla and Narkanda. HPTDC has been arranging a training programme since 1983 for skiers every winter for 10-15 days which also attracts tourists.

PLACES OF TOURIST INTEREST IN AND AROUND NARKANDA

Calm and quiet environment amidst thick forests, longer duration of snow cover during winter and availability of proper slopes and high peaks for skiing and trekking add to its attraction. A lake, named as **Tanu Jubbal**, at a distance of about 10km towards Kotgarh is also identified as a potential tourist spot. Going northward from Narkanda one slopes down to see the parallel to the river for quite a long distance giving a thrill of adventurism to the tourists.

GAPS IN TOURIST INFRASTRUCTURE

Gaps are observed in the provision of facilities in the following manner:

- Inadequate number of rooms for stay during nights.
- Journey time from Shimla is longer.
- Inadequate restaurants.
- No facility like dormitory or hostel for economy class tourists.
- No hostel for skiers who throng the town in winter.
- No good accommodation for foreign tourists.
- Marketing seems to be unorganized.
- No access to skiing slope and Hatu Peak. Other tourists spot also need better roads.
- No STD facilities.
- There could be a camping site for trekkers and other tourists who may like to reside in tents.
- With increasing tourist arrivals health facilities may require up gradation.
- Besides, viewing of Himalayas, the town could have a something of its own which would satisfy tourists staying overnights. It could be a landscaped area, park or a garden of high altitude trees.
- There is no cinema, club or indoor recreational facilities.

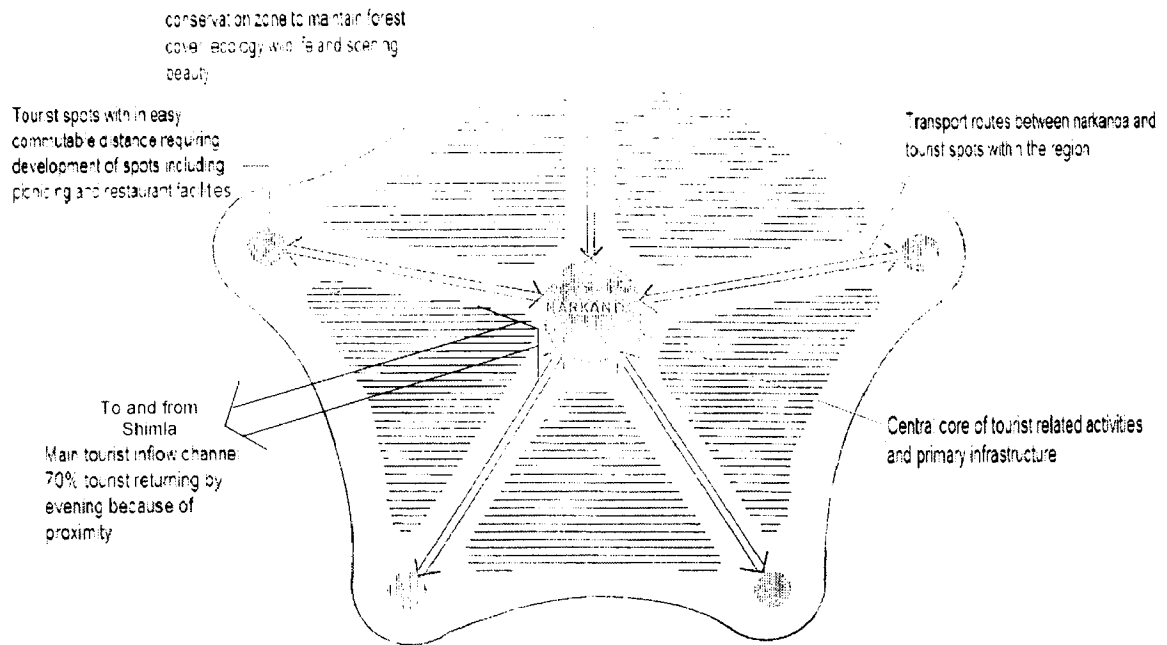
Primarily tourism development aims at promoting inflow of tourists at a particular place. It results into development, conservation and preservation particularly of archeological remains. Tourism brings about transformation of old buildings and sites into new tourist facilities, brings life to declining towns and at times relieves busy tourist places. Tourism development should not disturb or destroy these attributes of the town while encouraging tourists to visit the place.

CRITICAL AREAS OF DEVELOPMENT

- Number and Type of tourists and accommodation
- It has been estimated that nearly 70-75 tourists per day would be visiting Narkanda by 2001. The accommodation facilities are provided according to the affordability of the Indian tourists and only to the 30% of the tourists who would stay back in Narkanda.
- Tourist needs to be provided with more attractions but the town can offer only the weather and scenic beauty, skiing slope. The other attractions like Tanu Jubber Lake, Sutlej River View, High altitude sports complex and Bagi Area and Hatu peak should be developed and accessible.
- Improvement of the town, certain issues which would serve both town as well as tourists need to be taken care of.
- For concerted, comprehensive development conservation efforts close coordination of all the agencies is desired.

The tourists visit Narkanda for a day or so and then returned to Shimla. Primarily emphasis has been given to day tourism and which is too fed by better transport facilities between Narkanda and Shimla. For such tourists 5-6 points have been identified to be developed as tourists' spots. Location of these points has invited delineation of tourism development region. Specific projects thus have been identified which are at different levels like at the level of tourism development region and within area identified for developing a tourist complex. The major projects identified are like NH 22 between Shimla and Narkanda should be widened, natural environment should be saved and tourist infrastructure should be located so that it does not interfere with the life of town and it should benefit the people of the settlement.

PLANNING CONCEPT



NARKANDA TOURISM DEVELOPMENT PLAN: CONCEPT

Fig 2.4 Narkanda Tourist Development Plan

DEVELOPMENT PROPOSALS

1. The plan recommends for widening of the road to double the present width.
2. It is imperative to maintain the natural landscape and ecology to make the town more attractive tourist centre.
3. Enhancement of residential facilities for tourists in the town will add to its development in many ways.
4. The forest area should be increased and felling of trees to reclaim land for agriculture use should no longer be permitted.
5. The tourist spots Sutlej river view, Thanu Jubber Lake, Skiing slope, Hatu peak, Bagi area, Shilaru high altitude sports complex should be developed in an integrated way and with facilities like restaurants, kiosks etc.
6. Main infrastructure has to be developed in Narkanda but keeping in view the objectives of the plan.
7. The development proposals, i.e. the required projects have been carved out in the form of a tourist complex.

2.2.2.2. DADRA AND NAGAR HAVELI

LOCATION

It is located on the western coast of India near Mumbai – Ahmedabad Highway at a distance of 160 kms away from Mumbai, with an area of 491 sq km having 72 villages. It comprises of two enclaves viz “Dadra “ and “Nagar Haveli”. Silvassa, the capital of Dadra and Nagar Haveli is non statutory census town.

It has a hilly terrain especially towards the north-east and east where it is surrounded by ranges of Sahyadri mountains (Western Ghats). The terrain is intercepted by the river Daman Ganga and three tributaries. This UT has become a popular tourist resort not only for the people living in the surrounding states of Maharashtra and Gujarat but also for domestic and foreign tourists.

In the process of plan making the approach followed, identification of potential centres, framing policy guidelines for the development of tourism industry and preparation of layout plans for development of various sites in Silvassa by the administration of UT of Dadra and Nagar Haveli.

TOURISM SCENARIO

The tourism development began in the 6th five year plan by the Forest Department. The department kept in view the socio-economic factors and the cultural set up of the local people as well as the vast natural resources of the land and **promoted eco-tourism** in the territory which has become a password in the years of continued development.

The Union Territory being at the most affordable distance from Bombay and other highly industrialized cities like Surat, Baroda and Nasik, gave the needed fillip to its growth in the field of tourism promotion

The industrial boom around the UT and the other natural attractions further increased tourists and this magical land came to be known as “Little known Paradise”. Vanganga Lake, van-vihar Tourist Complex, vandhara Garden, Bindrabin Temple and Madhuban Dam provided rest of the setting and the territory carved a niche for itself as fast growing tourist centre of Western India. The available facilities, in past years would give a retrospect of the non-cumulative growth of tourism in the UT

Due to the Action Plan of the Govt. of India of receiving 5 million tourists by 1996-97, the tourism in Dadra & Nagar Haveli would get the boost and the U.T. Administration to meet the challenge of increasing tourist traffic , needs to provide necessary infrastructure i.e.

suitable/affordable accommodation (hotels), good restaurants, tourist villages along with provision of quick transport linkages, development of roads, avenue plantation, increase in water supply and electricity and development of new tourist and recreational spots.

TOURIST PROFILE

The Union Territory of Dadra & Nagar Haveli has a great potential to develop as tourist resort due to its lush green forests, huge water reservoir and peaceful environment which has the capacity to attract the tourists' both domestic and over seas.

Table 2.2: Growth in Tourist Influx in Dadra & Nagar Haveli

S no.	Year	No. of tourists	Growth rate
1.	1989	80,000	--
2	1990	1,00,000	25
3	1991	1,20,000	20
4	1996	2,25,000	Estimated
5	2001	3,50,000	Projected
6	2011	9,15,000	Projected

At present the total accommodation (AC/Non AC) available for the tourists through various Guest Houses/Hotels etc. is only of 150 beds(92 AC+58 Non AC).Hence it will be necessary to meet the growing demand.

POTENTIAL TOURIST SPOTS

Visits to the site and reconnaissance of the areas/spots have revealed that Dadra & Nagar Haveli has a number of sites which have great potential for development as tourist centers.

The spots which have already been developed for tourists are given below:

1. Van Ganga Garden at Dadra
2. Vandhara Garden at Silvassa
3. Children Park and Tribal Museum at Silvassa
4. Van Vihar Tourist complex at Chauda
5. VIP Guest House at Madhuban Dam
6. Forest Rest House at Khanvel
7. Piparia Garden

8. Deer Park at Khanvel

The Tourist spots which are being developed are given below:

1. Botanical Garden at Vasona
2. Lion Safari at Vasona
3. Tapovan Tourist Complex at Bindrabin
4. Tentage Complex at Dudhani
5. Rock Garden at Khanvel
6. Deer Park at Dapada

Tourist infrastructure/sites identified for future development to give boost for the tourism activities are given below:

1. Satmalia Garden & Wild Life sanctuary west of Madhuban Dam
2. Madhuban Dam Garden
3. Jungle resort & Tourist Complex at Luhari
4. Tourist Bungalow at Pati
5. Tourist complex at Kauncha
6. Tourist complex at Randha
7. Air strip for Vayudoot service at Naroli

Most of these tourist spots/sites are within 60 Kms from Silvassa which is the main town and capital of Union Territory of Dadra & Nagar Haveli. Majority of these spots are accessible by road which need improvement and proper avenue plantation.

TOURIST INFRASTRUCTURE

Hotels:

There are six hotels and one guest house catering to 150 beds, besides about 50 beds are available but more hotels are required. The additional requirement for 700 beds by 2001 and 2200 beds by 2011 would be there.

Tourist complex:

One each complex is proposed at different places which will provide conducive environment for stay and recreation to the tourists. The complex will have different types of accommodation such as deluxe and ordinary cottages with double beds, single bed and dormitory, etc. these will also have other facilities like restaurants, shopping arcade, convention

hall, post and telegraph office, bank, club, health club, museum, open air theatre, multi-purpose hall, camping ground etc. for making them self contained in all respects. Water sports such as river rafting and paddle boating, water skiing facilities for adventure tourism.

Paying guest accommodation:

This can go a long way in solving accommodation problems for tourists in short time and also helps the local residents to improve their economic status. Department of tourism may register such units and also ensure proper quality, standards and rates for the services to be provided by these units along with hotels through the tourist information outlets and brochures.

Restaurants/ coffee houses:

These should be encouraged by providing suitable sites on highways/ major roads and at all tourists' spots within the Silvassa town and UT.

Electric power, water supply and sewerage disposal:

Electric power is available and is not difficult to provide power at the potential tourist sites identified for development.

Water supply is through open wells and bore wells but after the construction of Daman Ganga Dam a huge water body has been created on the eastern side of Silvassa which can supply adequate water. The tube wells may be provided at new sites of tourist complexes.

No sewerage system at present and is discharged through septic tanks and soak pits. It is desirable to have regular sewerage system with treatment plant.

Transportation:

Bus service operates which connects different parts, the nearest rail head from the town. The bus service needs to be improved and more hired modes should be introduced to provide convenience to the traveling public and the tourists. Private bus services and conducted sight seeing tours should also be introduced. Bus shelters and bus depots should be suitably located. The proper car parking areas should be provided near all the tourist spots. An air strip for near naroli should be provided to facilitate movement of tourists.

PROBLEMS

Unauthorised Construction:

The general reconnaissance carried out during the visit revealed that with new developments, a large number of unauthorized structures have also come up along the roads and on the major crossings of the highways which are not only an eyesore but also cause traffic bottlenecks on main roads.

On the main Silvassa-Khanvel Highway unauthorized shops have sprung up right on the edge of the road at many places. Parking of vehicles on the roadsides also affects movement of traffic. In some cases rag-pickers have stacked their collection on the roadside thereby creating an ugly scene along the road. Accordingly a green buffer zone has been proposed along the major roads.

Industries & Tourism-An Interface:

The Administration of Dadra & Nagar Haveli has given Tax Holiday to attract industries for the economic upliftment of the territory. In absence of any Development Plan, these industries are coming up in unorganized and haphazard manner at different places without any consideration to planning/development norms/policies etc. with a result the structure have come up encroaching the right of way and distorting street scene.

Visual Pollution:

Dadra & Nagar Haveli has potentials to develop as major tourist places due to its scenic beauty and tranquil environment but the appearance of mushrooming industries at various places amidst greenery create an eye-sore for visitors who come to enjoy the lush green environment of the area.

PROPOSALS

Tourism is being promoted in the country with great enthusiasm through publicity and marketing efforts and thus there is a need to develop and promote fresh areas where both domestic and foreign tourists can visit and relax for some days. The department of Tourism is making efforts towards the development and expansion of tourism and provides various services to the tourists by way of transport, accommodation, catering, entertainment, shopping facilities, sports, cultural activities and arrangements for seminars etc.

- It is proposed to develop additional tourist infrastructure facilities and amenities as given below:

Recreational Use:

It is proposed to create both active and passive components of recreation within the Union Territory.

(a) Active Component:

(b) Passive Component

Active Component:

- (i) This shall comprise water sport activities like water rides, river rafting, water skiing, paddle boating and other water cruising in the Daman Ganga Reservoir. As water level decreases during summer season, certain area may be dredged to have light water activities during that period
- (ii) The beaches of the Daman Ganga Reservoir would be developed by landscaping near Dudhani and Kauncha so that picnic and other activities are scattered in the area in the organized manner near the spots/sites having fascinating views of the surroundings
- (iii) Some areas with in the territory may be developed for water and other activities.

Passive Component:

Some of the areas have been recommended for tourists as well as local inhabitants in various forms of garden and sanctuary.

- (i) Satmalia garden and Wild Life Sanctuary has been proposed to be developed near Rakholi on the down stream side of river Daman Ganga over an area of 78 ha.
- (ii) Madhuban Dam Garden has been proposed to be developed near Daman Ganga Dam over an area of 60 ha. It will have various types of water activities and musical fountain, etc.on the line of Brindhavan Garden in Mysore.
- (iii) Jungle Resorts has been proposed ay Luhari near proposed Tourist Complex
- (iv) Lion Safari at Vasona, Botanical Garden at Vasona and Deer Park at Dapada are already in the process of development. These will be integrated by providing proper linkages to attract the tourists.
- (v) Flora and Fauna of the territory shall be preserved which have attraction to the tourists/visitors.

- (vi) The Green Buffer along the major roads to various tourist spots in the territory would be provided by planting flowering /ornamental trees so that building or industries visible from the major roads could be camouflaged.

Institutional Components:

The institutional components are tourist information centre, museum, art gallery, open air theatre and convention hall, etc. which have been recommended in various tourist complexes. These also have shopping areas for handicraft and other essential goods along with restaurants, cafeteria and kiosks, etc.

Transportation:

The geometrics of the major roads may be improved to have better circulation of the traffic by widening one additional traffic lane.

Guidelines for Development

- To develop additional tourists sites/ spots along with accommodation like hotels, convenient transport, hygienic eating places and other tourist infrastructure etc. to meet their growing requirements.
- All encroachments, unauthorized structures and ugly hoardings coming along the roads, intersections and near tourist spots should be removed.
- The overall development of UT should take place in a planned and systematic manner through a DEVELOPMENT PLAN.
- Incentives for construction of hotels, restaurants and transportation facilities etc should be provided/ increased to boost the supporting and ancillary activities for the development of tourism.
- Widening and improvement of important roads, green buffers/ strips along both sides, avenue plantation with flowering / ornamental trees should be provided of major roads and buildings/ industries visible from major roads should be camouflaged.
- Adventure tourism such as water sports, river rafting, water skiing and trekking should be introduced. Water cruising facilities on the pattern of Goa should be introduced.
- Conducting sight seeing tours need to be introduced through special bus services and private taxis, auto rickshaws etc should be encouraged.
- Construction of an air strip should be expedited to facilitate movement of tourists by air.
- Improvement in telecommunication system should be carried out for the benefit of the tourists and general public.

- Present policy of encouraging setting up of industries in the unplanned manner in the UT should be reviewed and selective approach is followed so as to allow and encourage the development of tourism industry without affecting calm and peaceful environment. The industries should not be allowed in the tourism zones identified.

2.2.2.3. INFERENCES FROM THE INDIAN CASE STUDIES

- The growth of tourism is closely related to development of tourist spots and its infrastructural facilities and amenities.
- For tourism to contribute to long-term sustainable socio-economic development, policy and institutional mechanisms should be initiated which promote local involvement and participation in tourism project design, implementation and management.
- The concept of Tourist complex proposed which will provide conducive environment for stay and recreation to the tourists. The complex will have different types of accommodation, other facilities like restaurants, shopping arcade, convention hall, post and telegraph office, bank, club, health club, museum, open air theatre, multi-purpose hall, camping ground etc. for making them self contained in all respects.
- The Paying guest accommodation can solve accommodation problems for tourists and helps the local residents to improve their economic status.
- Providing facilities for adventure sports like skiing, water skiing, trekking etc, this would encourage the tourist inflow.
- For tourism to contribute to long-term sustainable socio-economic development, policy and institutional mechanisms should be initiated which promote local involvement and participation in tourism project design, implementation and management.

Chapter-3

STUDY AREA

In this chapter the general description of the whole region like the administration boundary, physiography, climate, demography, region economy and occupational structure are given.

3.1 DESCRIPTION OF THE REGION

Situated almost midway between Chennai in the south (762kms) and Kolkata in the north (879kms), this region occupies an important place in the development of modern Andhra Pradesh. In eastern side of the region is the Bay of Bengal, while in the north Srikakulam district, in the south East Godavari district of Andhra surrounds. In western side of the region lays the rest of Visakhapatnam District, which is surrounded by the state of Orissa in its extreme western limits. VMR consists of parts of two districts in Andhra Pradesh - Visakhapatnam and Vizianagaram. There are 292 settlements distributed in the parts of these two districts, within VMR.

The study area and its environs extend from $82^{\circ} 57' 37''$ to $83^{\circ} 28' 12''$ E longitude and $17^{\circ} 30' 15''$ to $18^{\circ} 11' 15''$ N Latitude.(Fig 3.1) There exists five major urban centers **Visakhapatnam, Gajuwaka, Anakapalli, and Bheemunipatnam in Visakhapatnam district and Vizianagaram in Vizianagaram district.**(Fig 3.2). The principal city in this region is Visakhapatnam, known as Vizag in short. The state capital of Hyderabad is 637 kms from the Vizag, well connected with road, railway and air. The total geographical area of the Visakhapatnam Metropolitan Region (VMR) is 1721 sq. km. comprising part of Visakhapatnam District (1418.10 sq. km.) and part of Vizianagaram District (302.90 sq. km.)

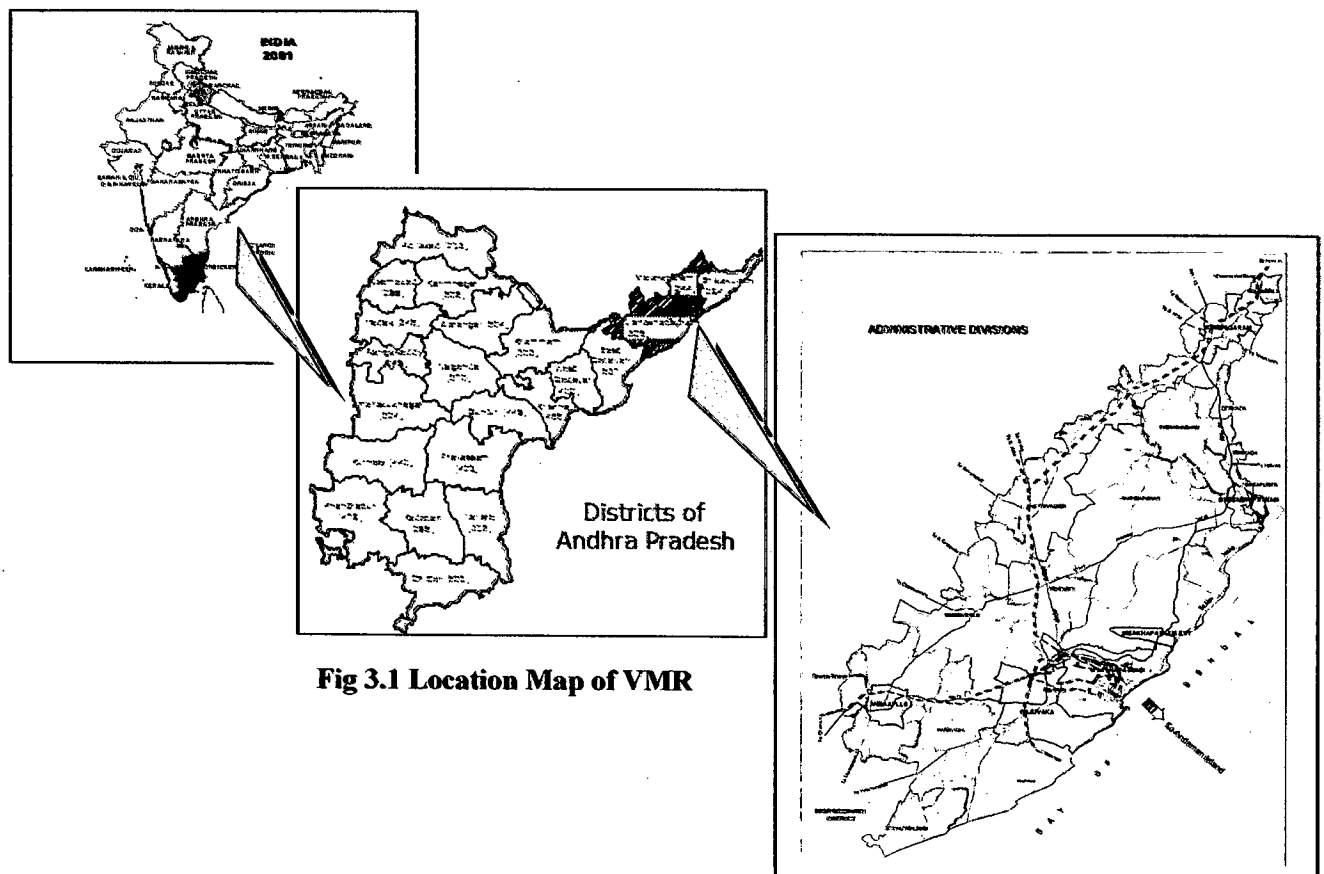


Fig 3.1 Location Map of VMR

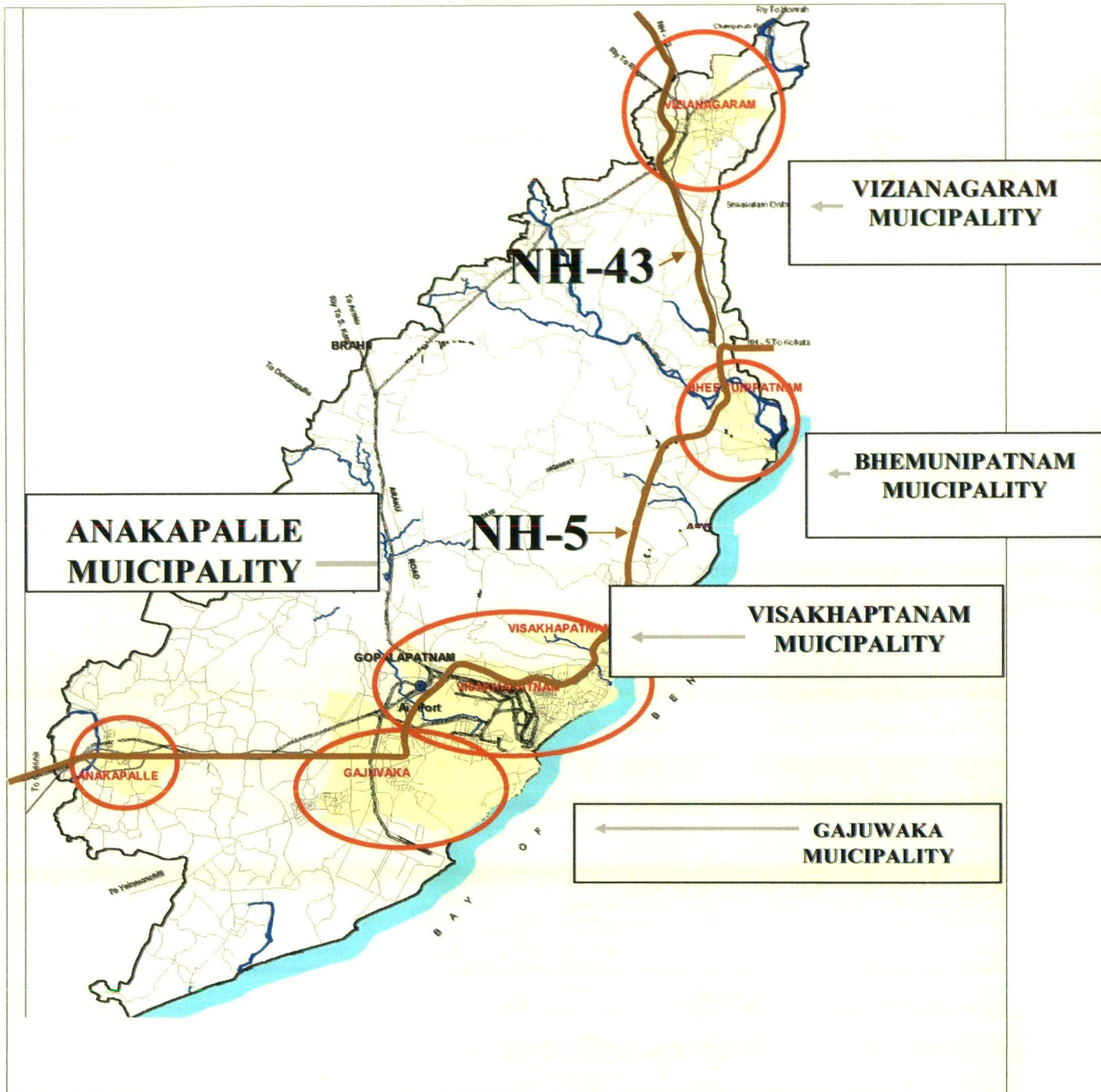


Fig 3.2 Five Major Centers of VMR

- TOTAL AREA OF VMR – 1721 SQ. KM.
- POPULATION 2001- 22 LAKH.
- 287 VILLAGES



Fig 3.3 Administrative Divisions of VMR

Table 3.1 Administrative Divisions in the Region

Sl. No.	Revenue Division	Mandals	Revenue Villages	Municipalities/MC
1	VISAKHAPATNAM	VISAKHAPATNAM(U)	-	1
		VISAKHAPATNAM(R)	13	-
2		ATCHUTAPURAM	34	-
		PARAVADA	24	-
3		PEDAGANTYADA	7	-
4		GAJUWAKA	18	1
5		CHINKADILI	-	-
6		BHEEMUNIPATNAM	25	1
7		PADMANABHAM	25	-
8		ANANDAPURAM	32	-
9		PENDURTHI	23	-
10		SABBAVARAM	34	-
11		ANAKAPALLI	34	1
12		KASIMKOTA	27	-
13		MUNAGAPAKA	28	-
14	VIZIANAGARAM	VIZIANAGARAM	-	
15		NELLIMERLA	-	
16		DENKADA	-	
17		JAMI	-	
18		BOGAPURAM	-	

3.2 ANCIENT HISTORY OF VISAKHAPATNAM

The city is named after the god of valor, Visakha, the son of Shiva and Parvati, who is also the ruler of the planet Mars and the god of war. Local legend has it that an Andhra king (9-11th century AD), on his way to Benares, rested there. So enchanted was he with the sheer beauty of the place that he ordered a temple to be built in honor of his family deity, Visakha.

. This region, formerly part of the great Kalinga Empire during 7th century that stretched up to the river Godavari, has also been mentioned in Hindu and Buddhist texts from the 5th and 6th centuries BC, as well as by Sanskrit grammarians, Panini and Katyayana in the 4th century BC. This city was ruled by several dynasties including famous Chankya's during 8th century, Rajahmundry Reddy kings, Cholas, Golkonda Nawabs etc. Archaeological sources, however, reveal that the temple was possibly built between the 11th and 12th centuries AD by the Chola king, Kulottunga

The antiquity of the region is evident in its mention in the Ramayana and Mahabharata. The former tells of the forests through which Rama travelled in search of his abducted wife. It was here, too, that Bheema defeated the demon Bakasura - the Pandava's huge stone club can be seen in the village of Uppalam, 40 kms away.

After independence this was the biggest district in the country, which was then divided into three districts viz. Srikakulam, Vijayanagaram and Visakhapatnam.

3.3 PHYSIOGRAPHY

The Visakhapatnam Metropolitan Region presents two distinct geographical divisions with contrasting ecological and topographical characteristics. A strip of land along the coast and the interior area called the Plains Division and the undulating area of the Eastern Ghats flanking it on the north and west called the Agency Division. The Agency tract mostly consists of the hilly regions, which run parallel to the coast from the northeast to the south-west. The other division is the Plains with altitude not exceeding 75 meters, watered and drained by several Rivers and rivulets.

3.3.1. SOIL

Red gravelly soil occupies most part of the region (45, percent), apart from coastal sandy soil, which stretches throughout the beach. The coastal sediments have low bearing capacity, high permeability and poor foundation characteristics.

3.3.2 ROCKS & MINERALS

The rock in the region is mostly unclassified crystalline category. It is mainly under gneisses division. Laterite and alluvium has a share of four percent each, in the region. The prominent minerals found in this region include atomic mineral and manganese. The region has deposits of Bauxite, Apatite (Rock Phosphate), Calcite, quartz, kankar and crystalline limestone. Manganese of high quality occurs at many places. Quartz is yet another mineral found mostly in Bheemunipatnam and surrounding areas. Good deposits of Vermiculite and clay are identified. Further granite, charnakites and khondalites useful building stone and road metal are also available in plenty and scattered all over the region. Among minor minerals small quantities of graphite and mica are produced in the region.

3.3.3 FLORA

Forests cover large area of the VMR and considerable port on of which constitutes reserved forest. A variety of forest types including, tropical moist mixed deciduous, tropical dry deciduous and dry evergreen species are found here. The forestry plays an important role in the economy of the district. Bamboos are common in this region and a good proportion of the forest revenue is derived from the Bamboo forests.

3.3.4 FAUNA

Fauna in the region is fairly abundant in the interior hilly region. Different kind of migratory birds like ducks and teals are seen in the region. Reptiles and different snake species are also found. The region is also famous for many kinds of fishes.

3.4 CLIMATE

The climate of the region is primarily tropical rainy and some parts in the tract fall under sub-humid type. Near coast, the temperature is moderate owing to moist sea breeze but gets drier and warmer towards the interior and cools down in the hilly areas.

The temperature lowers with the onset of the southwest monsoon falling to a mean minimum of 17.5° C in January, and rises till May recording a mean maximum of 34° C. The highest and lowest temperatures recorded over the plains are 44.40 C and 1:2.8° C respectively, The period from April to June is warmest, having unpleasant humidity. The temperature of hilly region is mostly around 20° C. The minimum temperature falls to 5° C during December and January.

3.5 DEMOGRAPHY

3.5.1. Population in the Visakhapatnam Metropolitan Region (VMR)

- The total population of Andhra Pradesh is 7.57 crore, as per 2001 Census. The state of Andhra Pradesh has registered very low rate of population growth i.e. 13.86 percent during 1991-01, compared to average all Indian growth rate of 21.34 percent during the same period. All south Indian states have shown this trend: Karnataka 17.25 per Tamil Nadu 11.19 percent and Kerala 9.42 percent.
- Population in Visakhapatnam Metropolitan Region (VMR) has increased from 9.90 lakh in 1971 to 22.02 lakh in 2001. There is decreasing decadal population growth rates; in the period 1971-81: 41.90 percent; in the period 1981-91: 33.90 percent and in the period 1991 – 2001- 17 percent. [Table 3.2]

Table 3.2: Population Growth in VMR from 1961 – 2001

Year	Population	Increase in Population	Decadal Growth rate in percent	Andhra Pradesh	Share of VMR in percent
1961	7,20,314	-	-	35,983,447	2.00
1971	9,90,443	2,70,129	37.5	43502708	2.28
1981	14,05,432	4,14,989	41.9	53549673	2.62
1991	18,82,000	4,76,568	33.9	66508008	2.82
2001	22,02,000	3,20,000	17.0	75727541	2.91

Source: Based on the Census of India. 2001.

- The share of population of VMR in Andhra Pradesh is steadily increasing since 1961. In the year 1961 it was 2 percent, which has increased to 2.82 percent in 1991, 2.91 percent in 2001. [Table 3.2]
- The Visakhapatnam Metropolitan region, which was half urban and half rural in 1961, has changed to three fourth urban and one fourth rural in 2001. The rural population in the region is almost static since 1981. The urban population annual growth rate in 1981 was 5.47 percent declined to 2.07 percent in 2001. The rural population growth rate that was 1 percent in 1981 is estimated to have declined to 0.15 percent in 2001. This indicates to an extent the shift of population from rural to urban areas.

- The decadal growth rate of last four decades indicates that the Visakhapatnam Urban Agglomeration (VUA) has the highest growth rate in the region followed by Vizianagaram, Bheemunipatnam and Anakapalli.

3.5.2. Projection of Population in Vmr

Basing on the past population growth rates and projections based on mathematical models, the population of VMR is expected to reach 34.49 lakh by 2021.(Fig 3.4)

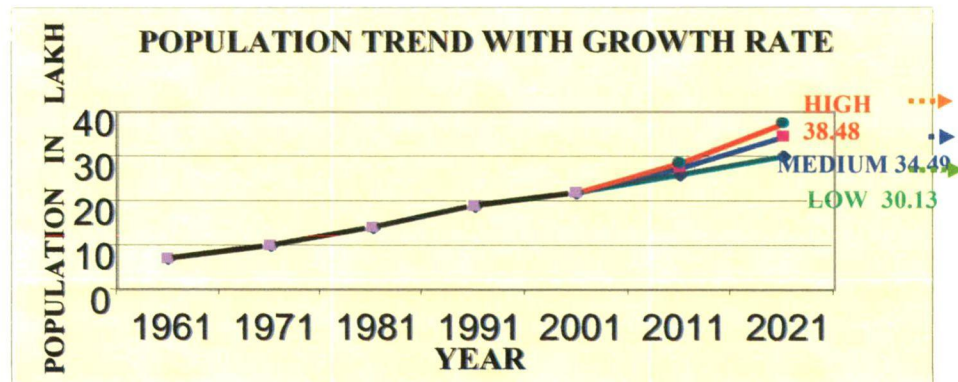


Fig 3.4 Growth Rate of Population

3.6 ECONOMIC BASE

3.6.1 Status of the State/Region Economy

Understanding of regional economic trends is necessary for formulation of appropriate regional development policy. For this purpose, the state of Andhra Pradesh has been divided into three regions viz. Telengana, Rayalaseema and Andhra. The Visakhapatnam Metropolitan Region (VMR) is a part of Andhra Region. The other districts in this Region are Srikakulam, East Godavari, West Godavari, Krishna, Gunture, Prakasm, and Nellore. Major economic activity in VMR is the Ports, Steel plant, other Industries, Forestry, Mining and Agriculture

The Andhra Region contributes between 43percent - 45percent share to the GSDP. The GDDP share of Vizianagaram and Visakhapatnam districts to the Andhra Region works out to around 5percent and 15percent respectively. The growth in the identified growth engines in Andhra Vision 2020 is to be accelerated in the two districts i.e. Vizianagaram and Visakhapatnam, the areas forming part of VMR.

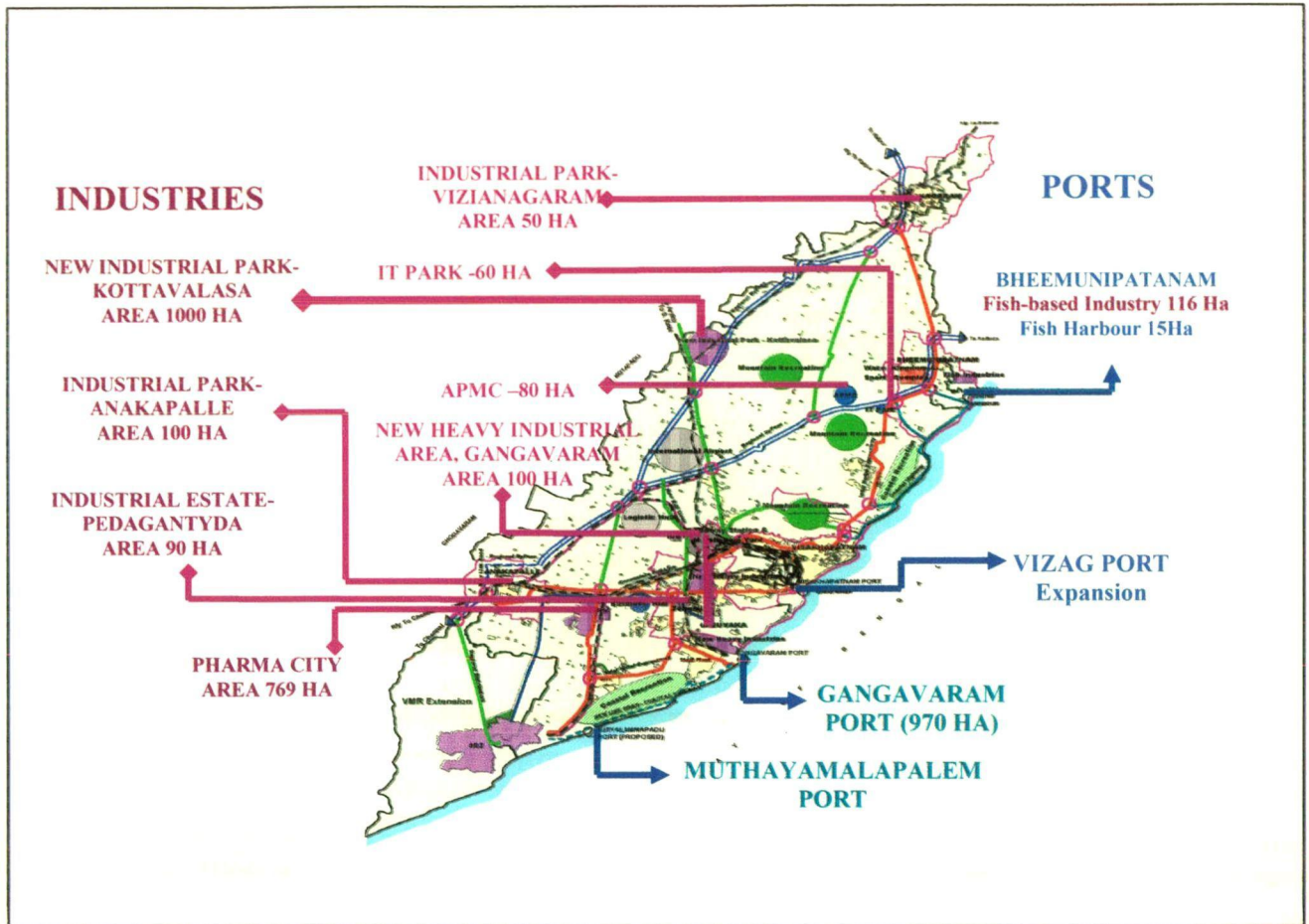


Fig 3.5 Major Economic Activities of VMR

3.6.2 Occupational Structure

The study of the occupational structure of the population of the region is an index of the economic base of that region. The relative occupational structure of different sectors of the economy helps in making realistic assessment of the requirement of land, services and facilities for the major users, which have to be provided in the development of the region.

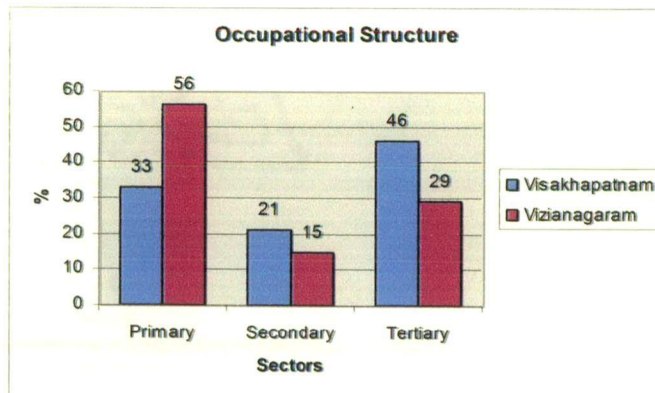


Fig 3.6 Occupational Structure

Table 3.3 Occupation Structure in the Districts

ACTIVITY	VISAKHAPATNAM	VIZIANAGARAM
Primary (agriculture, livestock., forestry, Fishing and Mining)	33	56
Secondary (Manufacturing,Electricity, Gas,Construction)	21	15
Tertiary (Trade,Hotel,Transport, communication, Financi.ng, Insurance, Real Estate)	46	29

3. 7. ENVIRONMENT

3.7.1. Water quality

a. Pollution in harbour: Rapid increase in industrial activity around the port area occurred and the port water became polluted. high concentration levels of chemical constituents in the inner harbor and their decreasing trend from inner to outer harbor and coastal waters indicate the impact of anthropogenic inputs in the inner harbor and their gradual dilution and dispersion into the coastal region.

b. Surface and ground water pollution: The sewage and solid waste is dumped into a number of water bodies. Ground water in the region has high concentrations of Huoride, nitrate, and Zinc which produces health problems.

3.7.2. Quarrying

Quarrying activity is the cause of depletion of the hills and forest and adversely affects the eco-system. With extensive quarrying, the particulate pollution levels generally become. Modification in local climate like increase in temperature and wind may also occur.

3.7.3. Seismicity

Earlier this region fell under seismic zone Category II, where earthquakes of magnitude 5.6 and above do not occur. But in recent, revised seismic map by National Geophysical

Research Institute, Hyderabad, the zone has been elevated to Category III which suggests that earthquakes of magnitude greater than 5.6 are possible.

3.7.4. Cyclone & Flood

The coast is exposed to tidal waves. Cyclones and severe cyclonic storms pass by VMR. Some areas are Hood prone. VMR is a very high damage risk zone which experiences wind speed of 180 km per hour.

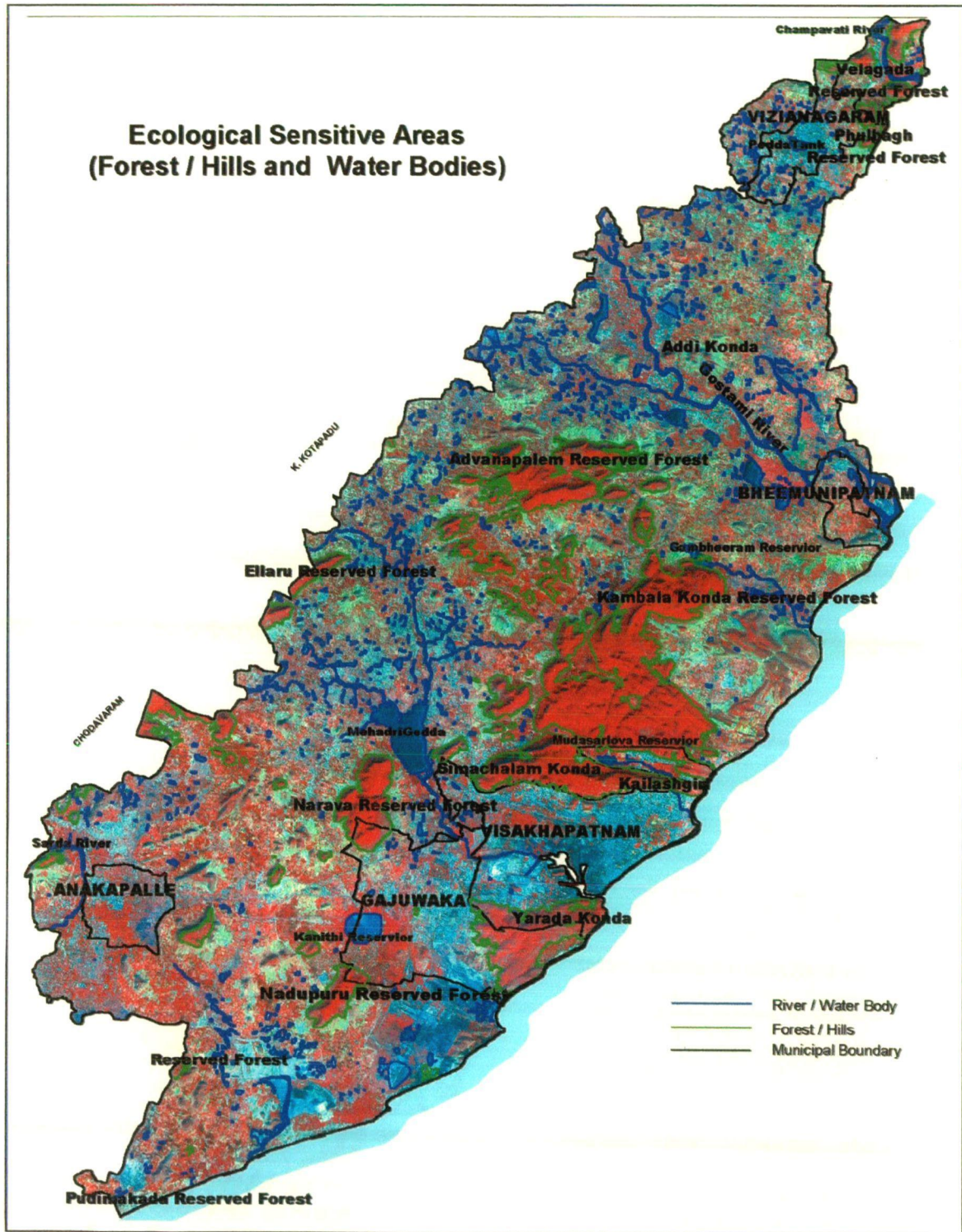


Fig 3.7 Ecological Sensitive Areas

3.8 LANDUSE

VMR though a highly urbanized region has 9.58 percent built-up area. Major part of it i.e. 51.98 percent of the land at present is under agriculture. The recreational land is showing a decrease of 226 ha. of land. Transportation use has increased which is a sign of development. The forest area is increased by 3412 ha during the five years, which is good sign towards the balanced growth. [Table 3.4]

Visakhapatnam has sprawl into a continuous built-up corridor spreading from the coast to the heart of the district. The area of this corridor is 7487 ha. The other striking feature of this growth is that lot of it is taking place on the hilly areas. Another important development, which has been taken place during the five years, is the development of NTPC in the southern most side of the study area. The area as has been seen from satellite image is 763 ha. which was 151 ha. in 1997. Near the Madhurwada and Rushikonda coastal area urban development is taking place at a fast pace. The area that was nearly 10 ha. in 1997 is increased to 47 ha.

Table 3.4: Land Use

S.No	Name	Area 2002 Based on satellite Imagery)	Percent of the Area
1	Built up Land	16601	9.58
2	Recreational / Open Space	253	1.46.
3	Transportation Communication	793	0.47
4	Agricultural Land	89712	51.98
5	Forest Land / Hills	21100	12.26
6	Waste Land	32203	18.77
7	Water Bodies	5397	3.13
8	River / Streams	1804	1.05
9	Others	1957	1.13
	Total	1,72,10	100

Source: Study of IRS Satellite Imagery 2002

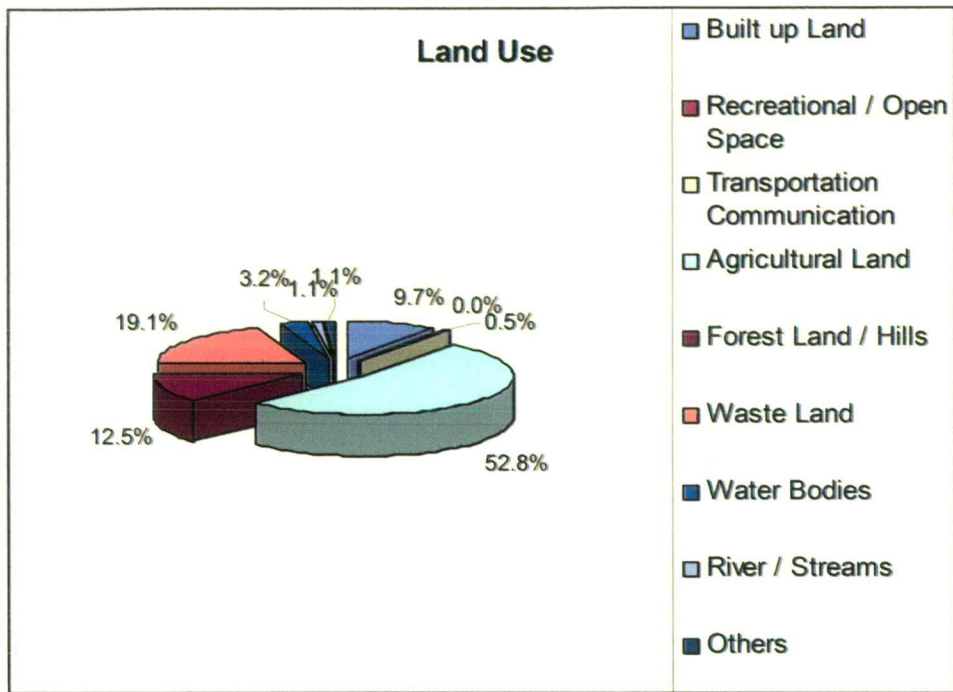
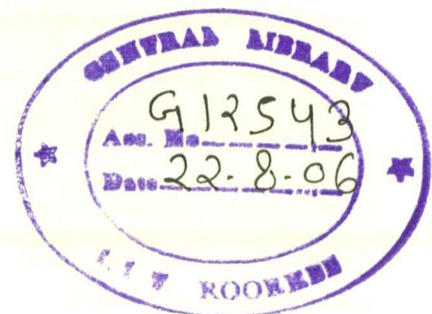


Fig 3.8 Land Use % of VMR



Chapter-4

POTENTIAL TOURIST ATTRACTIONS OF VISAKHAPATNAM METROPOLITAN REGION

BEAUTIFUL beaches and the vast blue sea, green-capped hills, breathtaking valleys, dense jungles and crystal clear cascades, million-year-old caves, a famous hill temple dating back to the 11th century, ancient Buddhist sites, the only submarine museum of the subcontinent, lush green parks, and salubrious climate - Visakhapatnam has everything to make a perfect tourist destination.

The different types of tourist places and tourist attractions are surveyed and categorized under various sub-heads are described in brief. VMR has tremendous potential for various types of tourist activities at many places spread all over the region. {Sheet no. 1}



- DUTCH CEMETERIES
- CEMETERY AT KUMMARAPALEM
- FLAGSTAFF CEMETERY
- OLD LIGHT HOUSE
- ST. PETERS CHURCH
- FORT
- PORT
- ERRAMATTI DIBBALU(GEO PARK)
- OCEAN VIEW-GUEST HOUSE
- CLOCK TOWER
- S.O.S. CHILDREN'S VILLAGE
- MOSQUE
- SAGAR SANGAMAM
- ANDHRA BAPTIST CHURCH
- ARDHODAYA-MAHODAYA
- MUNICIPAL OFFICE BUILDING
- FLAG STAFF(SIGNAL HOUSE)
- TEMPLE COMPLEX
- MANGAMARIPETA (BEACH) REEK



- RELIGIOUS/SPIRITUAL PLACES
- BUDDHIST SITES
- HISTORICAL PLACES
- RECREATIONAL SPOTS
- BEACHES
- CULTURAL TOURIST SPOTS
- ADVENTURE TOURIST SPOTS

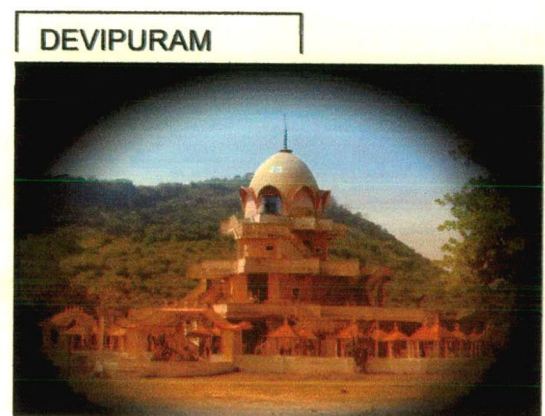
TOURIST SPOTS IN VISAKHAPATNM METROPOLITAN REGION

NOT TO SCALE

4.1. RELIGIOUS/SPIRITUAL PLACES

The sacred places and temple cities which hold tremendous potential for pilgrimage /spiritual/religious tourism in the region are:

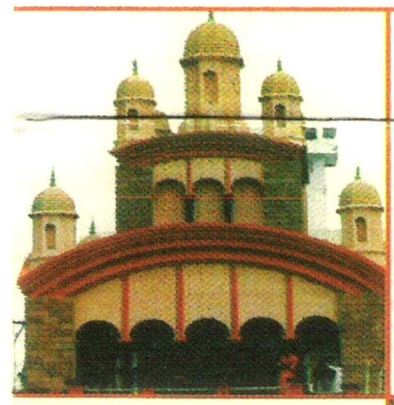
1. SIMHACHALAM
- 2.KALI TEMPLE
- 3.SAGAR DURGA TEMPLE
4. KANAKA MAHALAKSHMI TEMLE
5. SRI SATYANARAYANA SWAMY TEMPLE
6. PADMANABHAM
7. NARASIMHASWAMY TEMPLE
8. TEMPLE COMPLEX
- 9 APPIKONDA
10. PANCHADHARALA
11. UPMKA
12. DEVIPURAM



1. SIMHACHALAM

Simhachalam ('Hill of the Lion') is a well-known place of pilgrimage. Sri Varaha Lakshminarasimha temple at Simhachalam is one of the best-sculpted shrines in Andhra Pradesh. Simhachalam which rises to about 800 feet above sea level.

Simhachalam temple is known as the second richest temple (after Tirupathi) earning a revenue of Rs. 520 million. The origins of the temple are shrouded in mystery. An inscription dated as far back as 1908 AD of the chola king Kulothunga is testimony of its existence. With more than 252 inscriptions describing the antecedents of the temple, it is historically important.



2.KALI TEMPLE: Though small it is a beautiful temple constructed near the Ramakrishna mission beach, which is a place of huge gathering. People visit the Ramakrishna mission beach for recreation and also to visit this temple.

3.SAGAR DURGA TEMPLE: This is a temple which is on top of a hill adjacent to the channel of the sea. One has to travel in a launch to go to temple.

4.KANAKA MAHALAXSHMI TEMPLE: It is very famous temple of goddess Laxmi located in the old city area, people from near by places come during the month of January.

5.SRI SATYANARAYANA SWAMY TEMPLE: This temple is situated on hillock (sand hill) near Andhra Medical College, Visakhapatnam many people visit this temple to offer their devotion to god Sri Satyannaryana Swamy

6.PADMANABHAM : Padmanatham lies 16 kms. North West of Bheemunipatnam on the left bank of the Gosthani. Padmanabham is known in the local history as the place where the Raja of Vizianagaram was slain in AD 1794 in the fight with the East India Company's troops and

the spot is marked by a small memory erection. The Padmanabheswara Swamy temple of this place is one of the most important temples of the region. The presiding deity Padmanabha swamy is said to be the lord who readily responds to the desires of his devotees. On the top of the hill which overlooks the place is the shrine of Padmanabha and the Kalyanostavam of the diety celebrated annually during March-April draws a congregation of large number of devotees.

7. NARASIMHASWAMY TEMPLE: Religious structures comprise of the Narasimha Swamy Temple and a cluster of smaller temples situated in the heart of Bheemili .

8. TEMPLE COMPLEX: Cluster of temple, situated in the heart of Bheemili with historical and Puranic background. It is learnt that Bhimeswara Temple was constructed by Bhima, the. Choleswora Swamy Temple by Narasimha Chola, Chandrasekara. Balatripura Sundari Temple and Venugopala Swamy temple by Maratha kings and .Jagannadhaswamy temple by Sri Mindi Ramo Chandra Rao of Orissa in 1782. The Other temples of Vigneswara, Subrahmanyeswara, Dakshina Murthy, Kalabhairava, Chandeeswara are also the oldest in nature.

All these temples are situated at one place and gives pleasure to the devotees by attracting the tourists and visitors with its ancient sculpture and culture.

9. APPIKONDA: 18 kilometers from Visakhapatnam, Appikonda is also known as Kapilakonda. It has a Siva temple with a life size bull carved out of black stone. The temple contains inscriptions of the 12th Century AD, with a mention that this village was granted by a commander-in-chief of the Cholas for the maintenance of worship in the temple.

10. PANCHADHARALA: Situated at a distance of 24 kilometers from Anakapalli, Panchadharala derived its name from the five jets of water coming out of five fountains from a natural perennial spring. There is a Lingam on which are carved other lingams in 12 rows of 85 each and thus also known as the 'Kotilingam' (crore Lingams). There are several inscriptions found on the pillars of the mandapam in the temple.

11. UPMAKA: The village is located at a distance of one km. from Nakkapalli. On the hill near Upmaka there is a well known shrine of Lord Venkateswara is one of the important worship places for the devotees.

12. DEVIPURAM: Located about 35 km. from Visakhapatnam, it is a unique place set in a beautiful valley ringed by green hills amidst picturesque plantations is the abode of Sri Sahasrakshi Raja Rajeswari Devi. The divine forms of the mother as named in the Devi Khadgamala Stotram are potrayed here. Consecrated in 1994, Devipuram has been steadily attracting pilgrims and tourists.

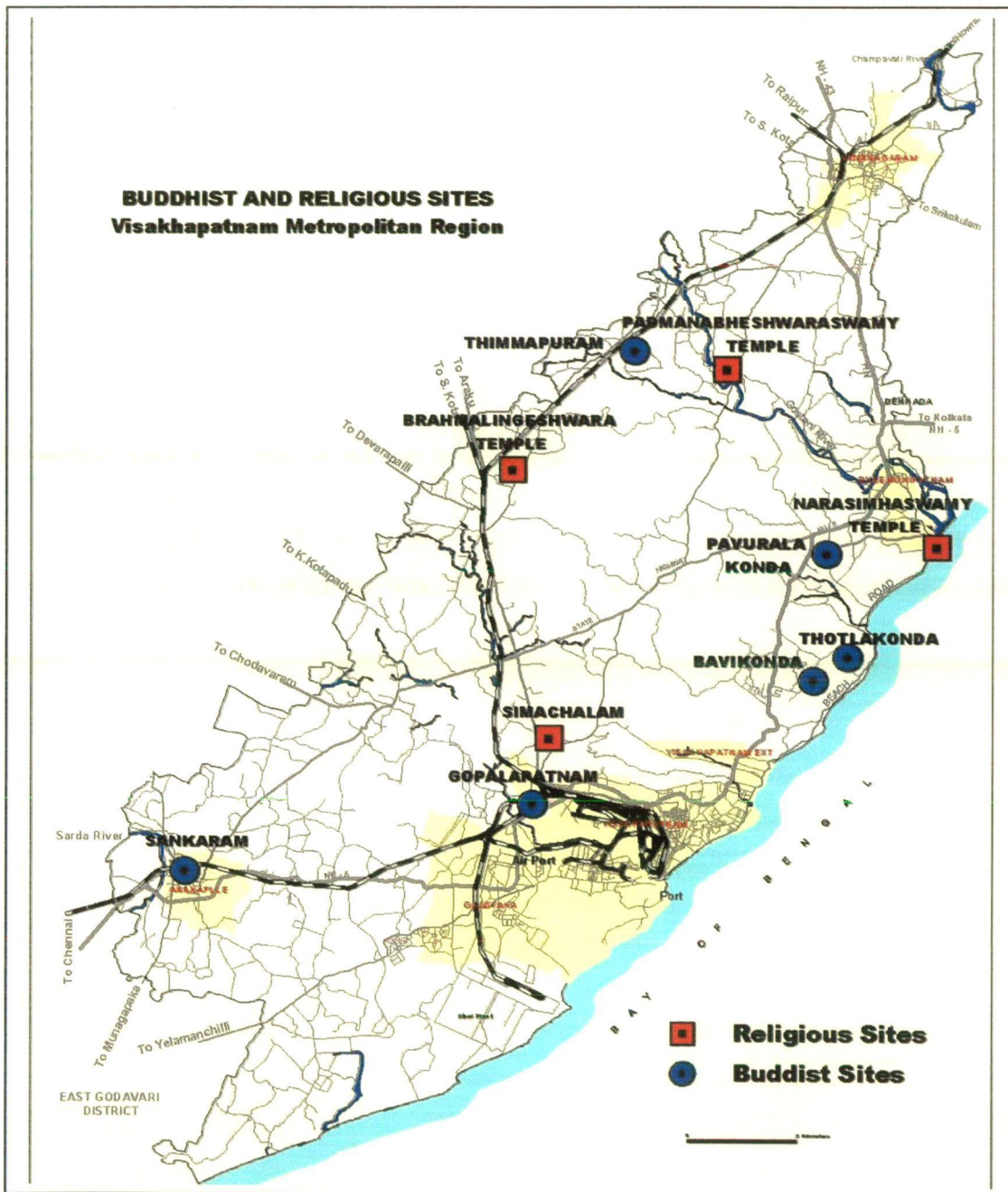
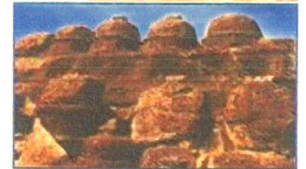


Fig 4.1 Buddhist and Religious Sites

4.2. BUDDHIST PLACES

Places of heritage with Buddhist antiquity and architecture which fascinates religious tourists and as well as tourists interested in archeology. (Fig 4.1)

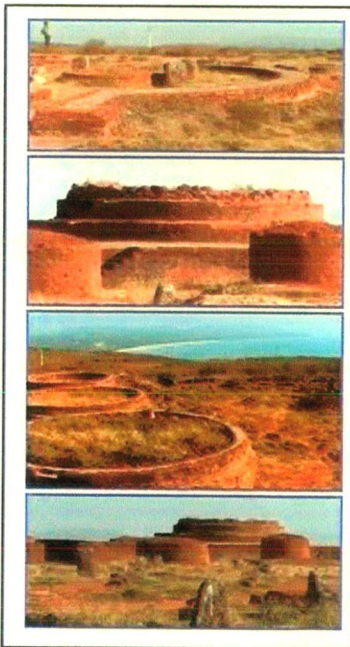
1. THOTALAKONDA
2. BAVIKONDA
3. PAVURALLAKONDA
4. SANKARAM
5. THIMMAPURAM
6. GOPALAPATNAM.



THOTALAKOND



SANKARAM



BAVIKONDA

1. THOTLAKONDA: The name Totlakonda has been derived from the presence of rock cut throughs hewn in the bed rock of various shapes, sizes with 4 to 8 steps in the hillock by which water has been drawn for drinking water purpose. Thotlakonda lies about 15 Km. from Visakhapatnam in beach road located 128 meters high above sea level. The archaeological excavations reveals antiquities like Maha stupa Viharas, Votive stupas, Chaitya Gruhas, pillared hall, congregation halls, tiles, finials Buddapadas, Eppatra pieces, engraved with Brahmelipi recovered from the site of Mangamaripeta hill and reflects the Kalinga and Andhaka schools of Buddhism.

2. BAVIKONDA: Situated 20 kilometers from Visakhapatnam city, Bavikonda is a site found a decade back on a hill. Religious structures, stupas, chaityagrihas, the congregation hall, platforms, viharas and kitchen-cum- store complexes are found here. The entire complex comprises 26 structures belonging to three phases. The artifacts recovered here include Roman coins and Satavahana coins apart from pottery dating back to 3rd century BC to 2nd century AD.

3. PAVURALAKONDA: Pavuralakonda (the Hill of Pigeons) is a local name of the hillock lying to the west of Bhimli. It is located about 24 kilometers from Visakhapatnam. This Buddhist settlement was noticed by the Department of Archaeology, Government of Andhra Pradesh, in the year 1991. Basing on pottery and Brahmi inscription encountered at the site, they have assigned the settlements from 1st century B.C. to 2nd century A.D. Situated at a height of 168 m above sea level; it covers an area of 10 to 12 acres in extent. It is situated at a very imposing position and commands a panoramic view of the curved coastline with a crescent shaped valley and is flanked by a chain of hills on the Southwest and Northwest. Nearly 16 rock cut cisterns for impounding rainwater are noticed over the hillock.

4. SANKARAM: Pavuralakonda (the Hill of Pigeons) is a local name of the hillock lying to the west of Bhimli. It is located about 24 kilometers from Visakhapatnam. This Buddhist settlement was noticed by the Department of Archaeology, Government of Andhra Pradesh, in the year 1991. Basing on pottery and Brahmi inscription encountered at the site, they have assigned the settlements from 1st century B.C. to 2nd century A.D. Situated at a height of 168 m above sea level; it covers an area of 10 to 12 acres in extent. It is situated at a very imposing position and commands a panoramic view of the curved coastline with a crescent shaped valley and is flanked by a chain of hills on the Southwest and Northwest. Nearly 16 rock cut cisterns for

impounding rainwater are noticed over the hillock. Unique Buddhist monuments are found on the two hillocks near the village called Sankaram near Anakapalli. There are three chaityas at three different places carved out on the rocks in the hills. On the eastern side of the hills is a rock cut temple with numerous Buddhist sculptures and a life-size statue of Buddha. These historic monuments are of great interest to tourists.

5. COMPLEX AT THIMMAPURAM: Barikonda hill is located northwest of Timmapuram village dated first century BC. to third century A.D. It has a Buddhist site with a excavations comprising of a Mahastupa, eight Stupas, three Chaitya Grihas, three Viharas, two congregation halls, two mandapas and three water storage rock-cut tanks.

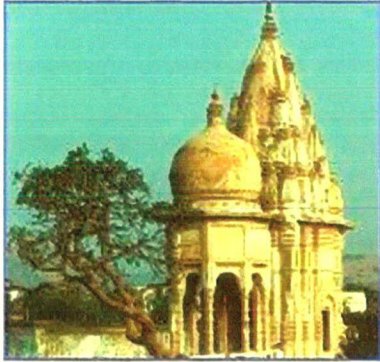
6. GOPALAPATNAM : Gopalapatnam is situated on the left bank of river Thandava in Payakaraopeta Mandal of Visakhapatnam district. It lies about 10 Km. south of Tuni railway station in course of exploration in and around the village stone veneered stupas, Brick built stupas, viharas, tile and early historic pottery were noticed in side the village, as also on the hill ranges, locally known as 'Budhikonda', 'Seethammakonda', 'Burolametta' and 'Veerulametta'. The entire village appears to have been built on ancient habitation.

4.3. HISTORICAL PLACES

Historical structures belonging to the Dutch and British rule prevalent in the VMR can be promoted as interesting tourist sites. Most of these are in and around Bheemunipatnam.

1. KURAPAM TOMB
2. IMPORTANT DUTCH CEMETERIES:
 - CEMETERY AT KUMMARAPALEM BHEEMUNIPATNAM
 - FLAGSTAFF CEMETERY
3. OLD LIGHT HOUSE
4. CLOCK TOWER
5. ST. PETERS CHURCH
6. FORT
7. PORT
8. MOSQUE
9. ANDHRA BAPTIST CHURCH
10. MUNICIPAL OFFICE BUILDING
11. FLAG STAFF (SIGNAL HOUSE)
12. PORT BUILDING
13. POTNURU
14. VIZIANAGARAM FORT
15. CLOCK TOWER

1. KURAPAM TOMB: The 100 year old Tomb near beach was built in memory of Rani of Kurapam. Its architectural style is spectacular with an amalgamation of the sikara and the dome in the same monument the structure has carvings of the Acanthus leaf, daities and floral motifs.



2. IMPORTANT DUTCH CEMETERIES:

- **Cemetery at Kummarapalem Bheemunipatnam**

It is a Protected monument under Section 4 of the Andhra Pradesh Ancient and Historical Monuments & Archaeological Sites & Remains Act. There are in all 39 graves, 15 of them with stone cappings with inscriptions in Dutch language' denoting the name, age, occupation, date of birth of inhabitant.

- **Flagstaff Cemetery**

This cemetery located by the beach takes its name from the signal staff that stands next to it. Although it dates back to 1762, it is still in use being shared by both St.Peters and Roman Catholic Churches. There are relatively few Dutch graves in this cemetery, the majority being British and a number of French graves. There are some tombs of pyramid shape with gray stone or granite panel set in with inscriptions carved. The pyramid graves are monuments of tourist attraction.

3. OLD LIGHT HOUSE : This was the first of eight light houses built along the coast between Cocanada and Srikakulam to help the seaborne trade. The structure has remained unchanged except for the replacement of the older light in 1903. The light of the 12-meter high circular tower is visible up too a distance of 11 miles at sea during clear weather. The balcony has steel railing around the glass panels for easier maintenance.

4. CLOCK TOWER: It is one of the first public buildings in Bheemunipatnam constructed by the Municipal administration through its own efforts. The clock tower has Gothic embellishments and buttresses resembling that of a English village church.

5. ST. PETERS CHURCH: This Church was consecrated in honour of St.Peter in 1864. It consists of a nave, 2 aisles and a baptistery at the west end of the Church. The height of the bell tower is 62 ft. A vestry and an organ chamber flank the chancel. The 25' high walls have a teakwood frame supporting a tiled roof.

6. FORT: Bheemunipatnam has a Fort and Factory built in Seventeenth century AD. The Dutch resided here till 1825. A flagstaff bastion is the only remains of the fort along with some brickwork. The fort was a rectangular construction, about 135 yards from east to west and 145 yards from north to south, containing a circular bastion at each corner and the ruins of some "ammunition godowns" and of the mint.

7. PORT: The port was transferred to the East India Company after Dutch left in 1325. The old port has not been in use since 1933.

8. MOSQUE: The Mosque which was built 125 years ago is a great feast to the eyes of the Muslims. The spacious prayer hall is a unique one. The Hindu Temples, Christian Churches and Muslim Mosque at one place make this place a specimen to the National integration.

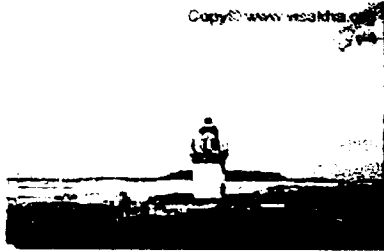
9. ANDHRA BAPTIST CHURCH: One of the oldest Churches of its kinds was constructed during 1884-87. Recently it celebrated its platinum Jubilee after its completion of 125 years. Still it appears to be a new one with its glorious architecture.

10. MUNICIPAL OFFICE BUILDING: In the civic History also Bheemunipatnam has a pride place being the Second, Municipality of the Country and first in Andhra Pradesh. The building was constructed in 1861 with Madras tiled roof just near the Sea shore. The serene atmosphere which offers till today stands as a testimony to the authorities of that period.

11. PORT BUILDING: The Dutch arrived here in 1624, and after many battles with locals started business and constructed a Port in 1628. It was a flourished port till 1940, exporting spices jingly and its oil, hides etc., and cotton twist and yarns etc., was imported through this

Port. To look after the business they constructed a building opposite to the Municipal office, which is the oldest and magnificent one and standing to the witness of its past glory.

12. FLAG STAFF (SIGNAL HOUSE): Constructed during the glorious period of the port. It gives signal to the fishermen on the sea about the intensity of the waves during Cyclones etc. It is a worth seeing location to the Visitors.



13. POTNURU: The importance of *Potnuru* becomes evident during the period of reign of later Gangas over the district. After the transfer of the capital from Mukhalingam to Cuttack, the Ganga ruler Bhanudeva-I felt the necessity of establishing an outpost in the southern region of their empire. Thus he made Potnuru their seat of viceroyalty. Potnuru retained its importance during the days of Gajapathis. Krishnadevaraya, the great king of Vizianagar conquered Orissa about 1515 A.D. choose this place to plant the pillar of victory recounting the conquest.

14. VIZIANAGARAM FORT: Raja Vijaya Ramaraju constructed the fort at Vizianagaram in 1713. It measures about 250 yards each side surrounded by a moat & housing a big basion at each corner.

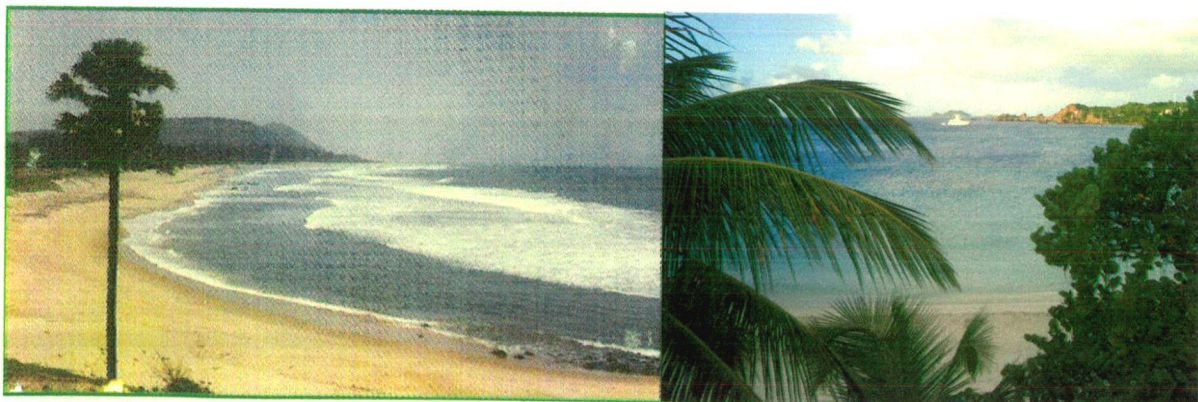
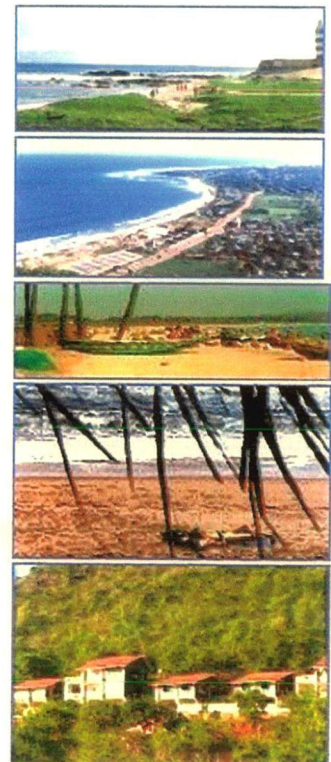
15. CLOCK TOWER: One of the oldest clock tower in South having unique shape was constructed way back in 1885. It is an architectural specimen and located in the heart of the city.

4.4. BEACHES

VMR coastline provides numerous beautiful, each with its own characteristics on account of the physical features. The long coastal stretch between Vizag and Bheemili presents ideal locations for beach resorts with aqua sports like windsurfing angling fishing etc. for domestic and foreign tourists. The Coastal regulation zones designated “no development” areas are the principal constraint to this opportunity.

Places:

1. RAMAKRISHNA MISSION BEACH
2. LAWSON’S BAY
3. YARADA BEACH
4. GANGAVARAM BEACH
5. MUTYALAMPALEM BEACH AND CREEK
6. RUSHIKONDA BEACH
7. JODUGULLAPALEM BEACH
8. BHIMUNIPATNAM BEACH
9. MANGAMARIPETA (BEACH) CREEK
10. PUDIMAKA

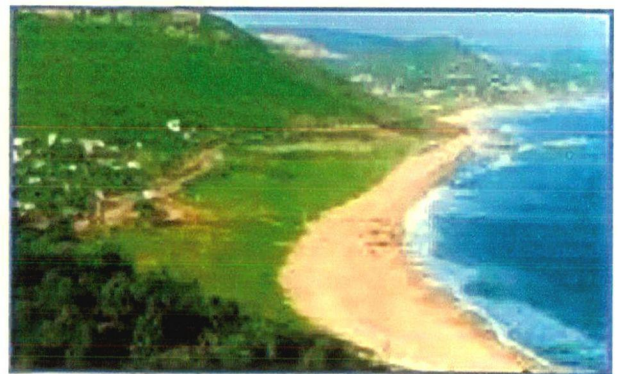


1. RAMAKRISHNA MISSION BEACH: A place for leisure and relaxation, Ramakrishna Mission Beach is a natural beauty. There is an imposing Kali Temple near this beach. The aquarium here is an added attraction. Plans are on to upgrade this into an Oceanarium. Giving historic insights of the past is the Visakha Museum.



2. LAWSON'S BAY: Visakhapatnam City boasts of several beaches and Lawson's Bay is an ideal spot for swimming and surfing. The shallow waters of the Bay are crystal clear and proven to be the safest areas to bathe.

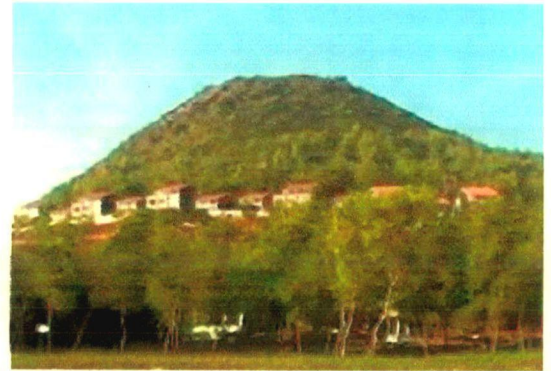
3. YARADA BEACH: The Yarada Valley is surrounded by hills and the beach is an enchanting seashore with lovely rocks and the soft pebbles spread across the beach is fabulous with its exotic blend of golden sands and the lush green stretch of hills is a picturesque landscape for tourists.



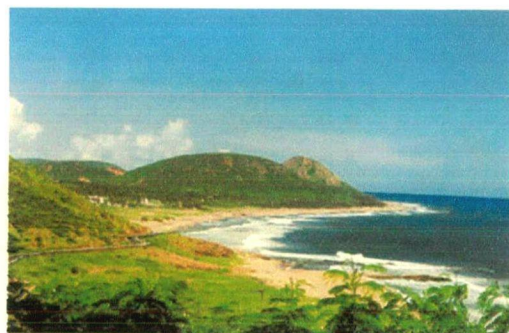
4. GANGAVARAM BEACH: Gangavaram Beach is situated very closely to the Steel Plant and on account of its beautiful location attracts number of tourists and film makers.

5. MUTYALAMPALEM BEACH AND CREEK: The small hill by name Syamala Konda and Seashore in front of the beach is attractive and beautiful and in the middle of the stretch between the seashore and the hill is a stream flows through the shore into the sea is in L shape and is worth seeing and interesting which is a decent serene and peaceful place.

6. RUSHIKONDA BEACH: Eight kilometers from Visakhapatnam with clean golden beaches; Rushikonda makes an ideal place for swimming, water skiing and wind surfing, in picturesque settings. To provide comfortable accommodation facilities to tourists, APTDC's 'Punnami' Beach Resort has elegant cottages with a conference hall overlooking the beach, which is also catered by a bar & restaurant.



7. JODUGULLAPALEM BEACH: A beautiful beach towards the north Kailasa hill. Since it is very close to the village, jodugullapalem is being used as the place for public toilets. Specific measures should be taken to curtail such practices and as well as for the development of beach.



8. BHIMUNIPATNAM BEACH: 24 kilometers from Visakhapatnam at the mouth of River Gosthani, Bheemunipatnam beach forms an ideal spot for swimming and water sports. The remains of a Dutch settlement with a ruined fort, armory and Dutch cemetery dating back to the 17th Century are preserved here.

9. MANGAMARIPETA (BEACH) CREEK: The creek is an ideal spot for developing water sports.

10. PUDIMAKA: It is in Achyutapuram Mandal. It is a virgin beach and it should be developed. The people from Anakapalli , Yelamanchali and surrounding places used t visit this beach on week ends and festive days especially on sivaratri day.



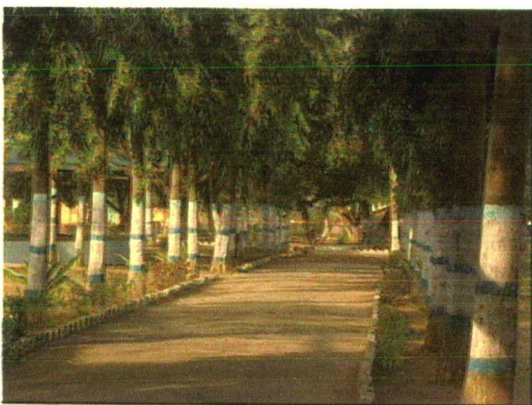
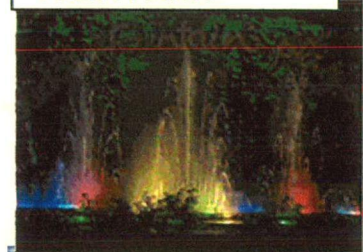
4.5. RECREATIONAL SPOTS

Recreational areas include amusement parks, theme parks, boating sites, museums, art galleries, park and gardens, theatres, exhibitions, shopping areas in the region.

Places:

1. KAILASA HILLS
2. VUDA PARK
3. LUMBINI PARK
4. SHIVAJI PARK
5. TENNETI PARK
6. KAARTEEKA VANAM
7. INDIRA GANDHI ZOOLOGICAL PARK
8. DOLPHINS NOSE
9. MUDASARLOVA

VUDA PARK



MUDASARLOVA



KAILASA HILLS

1. KAILASA HILLS: A picturesque hill overlooking the sea. Kailasa Hill is nature's gift. Of the 100 acres available on the hilltop, 50 acres on the seaside have been developed into a beautiful park. This lush green park has a panoramic sea view, and a serene atmosphere, making it an outstanding tourist spot.

2. VUDA PARK: With a Musical Fountain, Boating facility and a Skating Rink, the VUDA (Visakhapatnam Urban Development Authority) Park also has facilities like pleasure rides on horses and camels and a well-equipped gymnasium.



3. LUMBINI PARK: Lumbini Park is located on the beautiful beach road with the Buddha Statue in the middle of the park and is gifted with idyllic sylvan hills on one side and the blue sea on the other is a great attraction to the tourist public.

4. SHIVAJI PARK: Shivaji park is a big park situated near Pedawaltair. Many people visit this place in the evenings.

5. TENNETI PARK: It is a park developed by VUDA on the sea ward side of the Kailasa hill seating arrangements for the visitors were made. A snack bar has been opened for visitors.

6. KAARTEEKA VANAM: This is a theme park developed by VUDA situated on the Vizag-Bheemili road with full of landscaping, traditional food court, check dams, amphi theatre etc.,

7. INDIRA GANDHI ZOOLOGICAL PARK: This is the second Zoo Park in the state after Hyderabad. This Zoo is the largest in terms of area with an encompassing 450 acres full of exotic species of animals and birds amidst rolling landscapes of natural habitat. Half of this has been allotted for a deer park. The other 300 types of specimens are allowed to move freely in a natural environment and a huge enclosure forms the Crocodile Park.



8. DOLPHINS NOSE: A conspicuous landmark in Vizag, Dolphin's Nose is a huge rocky headland 174 meters high and 358 meters above sea level, jutting out into the sea, resembling the shape of dolphin. The powerful beacon of the lighthouse set on a rock at sea directs ships 65 Kilometers away.

9. MUDASARLOVA: A valley framed by hills, Mudasarlova is situated 10 kilometers from the city in a picturesque valley amongst hills is a scenic 18-hole golf course. It has a lake that supplies drinking water to the city and also makes a good picnic spot. It is one of the oldest courses in the country, which the municipal corporation has leased it to a club for a period of 99 years.



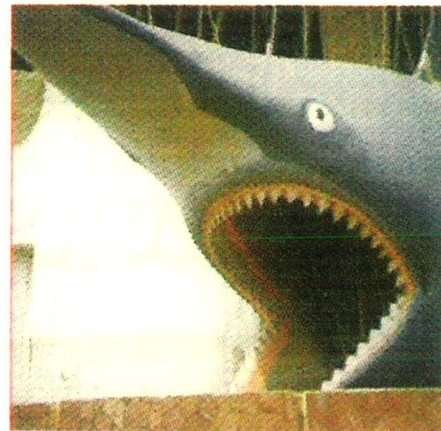
4.6. CULTURAL TOURIST SPOTS:

Places:

1. RAMAKRISHNA MISSION
2. ROSS HILL
3. VICTORY AT SEA
4. SUBMARINE MUSEUM
5. VISAKHA MUSEUM
6. JAATARA (URBAN HAAT)
7. AQUARIUM
8. SHANTI ASHRAM
9. S. O. S. CHILDREN'S VILLAGE
10. OCEAN VIEW - GUEST HOUSE



VICTORY AT SEA



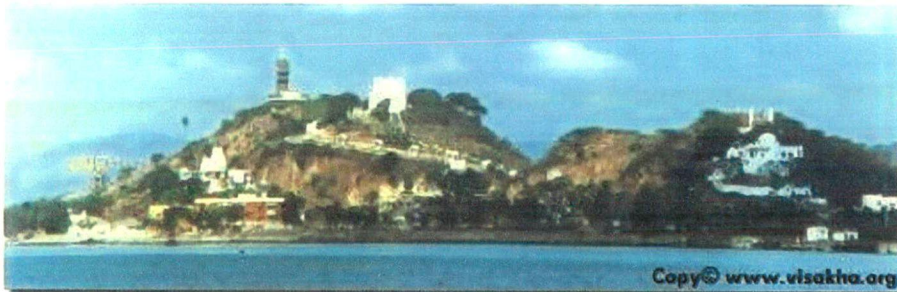
AQUARIUM



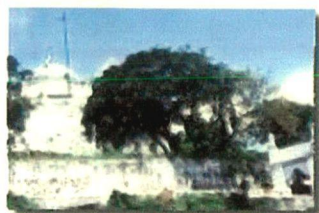
RAMAKRISHNA MISSION

1. RAMAKRISHNA MISSION: The Ramakrishna Mission Ashram has been constructed in 1938 overlooking in the Sea presenting the panoramic view of the rising sun. The Ashram conducts spiritual retreats for the devoties and also providing services in Educational, Cultural, Medical, Relief and Rehabilitation to the poor and needy.

2. ROSS HILL: The famous Ross Hill on the seashore is a place enveloping for three religions viz., Dargakonda has a mosque and a shrine of a muslim sage Lashaque Madina and Sri Venkateswara Konda has a temple which was built by Capt. Blackmoor in 1886 and the third shrine is a holy place for Christians where Lord Velanganimata abode on top



The first, Ross Hill, named after a certain Monsieur Ross who built a house on it in 1864, it has now been converted into a chapel **Mother Mary's Church**. The pathway to the shrine strewn with Catholic icon. From Ross Hill there were excellent views of the ship building yard



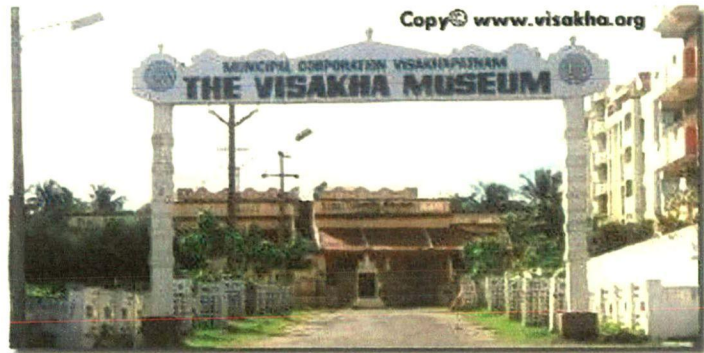
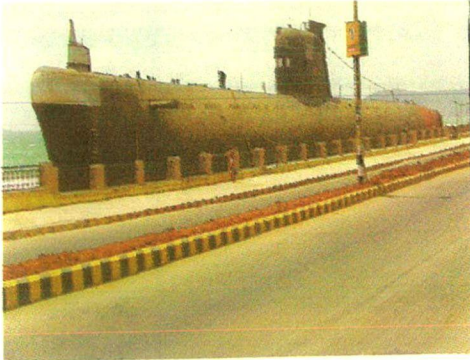
The second, Darga Pahad,, has the tomb of the **Muslim saint, Sayed Ali Medina alias Ishak Medina**, visited by Hindu and Muslim devotees alike. Attached to this is a mosque.



Sri Venkateswara Konda, the third hillock, has a temple dedicated to the Lord. It is believed to have been built by an Englishman, Captain Blackmoor, in the 19th century. From this hillock you can see the port channel, which was the entrance of the inner harbor for ships and liners.

3. VICTORY AT SEA: This War Memorial (Victory at Sea) was built in 1996 by Eastern Naval Command to Commemorate the Indian Navy Victory at Sea in 1971. The beautiful landscape and coloured fountain around the monument is further beautiful by the elegant war tanker Ajanta and War Flight.

4. SUBMARINE MUSEUM: Kurusura and originally decommissioned submarine is located on the sands of the R.K.Beach is developed into a museum. This project is jointly taken up by the NSDR and Eastern Naval Command. The estimated cost is around 2.55 crore and it is the first of its kind in Asia and second in the world and is opened for public.



5. VISAKHA MUSEUM: The Visakha Museum was opened in 1991 to preserve the house collections from the cultural and social heritage of the city of the Visakhapatnam.

6. JAATARA (URBAN HAAT): This project has been developed by tourism department located from 12 km from the city situated on the National Highway at Madhurwada in a total area of 25 acres. It consists of an excellent Amphi theatre, food courts, parking place and pre-fabric stalls and also there is a provision to accommodate another 100 more temporary stalls in an open area with beautiful lake includes boating facility for the visitors.

7. AQUARIUM: The aquarium near Ramakrishna beach is being run by Visakhapatnam Municipal Corporation and is an added attraction to R.K.Beach. In future it may be upgraded into an oceanarium.

8. SHANTI ASHRAM: Meditate and refresh yourself in the quiet and peaceful ambience of this ashram. A place where you feel rejuvenated and strengthened after spending some time. The calm and serene atmosphere will cool your body, soul and give you tranquility. It makes a lot of difference to our busy lives.

9. S. O. S. CHILDREN'S VILLAGE: The first Soul our lives Children's village of Andhra Pradesh, established in 1998 in Bheemunipatnam, Children who lost their parents are provided

with a parallel family order with a loving and caring mother. For every 10 children a home with all modern comforts and beautiful garden and environment is no parallel, even to the rich families for children. It is a heaven on the earth for Children. The creation of the homes, maintenance of gardens, educational facilities for children are worth seeing to the visitors.

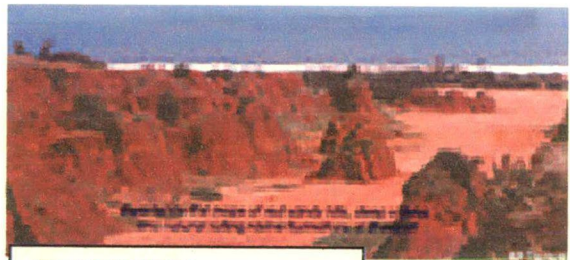
10. OCEAN VIEW - GUEST HOUSE: This is an immense valuable feather in the cultural & architectural cap of Bheemunipatnam; It is also reminder of the past glory of the town. Originally it was the Imperial Bank building initially, later it was acquired by the management of Chittivalasa Jute Mills in 1955 and maintained by them without spoiling its elegance and beauty. The view from this building gives immense pleasure to the visitors.

4.7. ADVENTURE TOURIST SPOTS / ECO TOURISM

The places where nature based tourism can be developed including adventure tourism activities like mountaineering, trekking, biking, kayaking etc.

Places:

1. GEO PARK (ERRAMATTI DIBBALU)
2. ARDHODAYA - MAHODAYA
3. SAGAR SANGAMAM
4. JUNGLE TRAIL
5. KONDAKARLA
6. ETIKOPPAKA
7. RAIWADA WATER RESERVOIR



GEO PARK



JUNGLE TRAIL

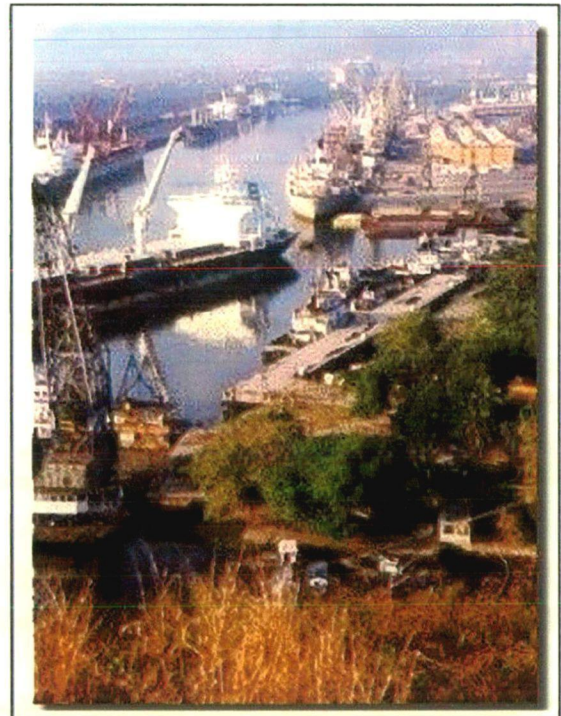
- 1. GEO PARK (ERRAMATTI DIBBALU):** The Red sand dunes lies on the way to Bheemili are absolutely suitable to develop a Geo Park and is an ideal spot for film shooting.
- 2. ARDHODAYA – MAHODAYA:** Gosthani River into the Bay of Bengal near Bheemunipatnam makes this place a Pilgrim center. The sacred Ardhodaya and Mahodaya days occur once in 12 and 50 years respectively. According to Shruthi, Lord Ugra Narasimha is stated to have discarded his ugrarupa in Ardhodaya which falls in Pushyamasa and turned into the present peaceful form of Narayanarupa in Mahodaya. Pilgrims take bath at the confluence to atone their sins, Lakhs of people assemble here during these days.
- 3. SAGAR SANGAMAM:** Bhima the second of Pandavas is stated to have taken a holy bath at this place of confluence of river Gosthani into Bay of Bengal after he has killed the demon. Bakasura, to atone for his 'sin' committed in the guise of a Brahmin. This place attracts many tourists & Pilgrims all the time and became a sacred place and worth seeking location.
- 4. JUNGLE TRAIL:** Vizag may be known as the "Beach City" but a lesser-known fact is that this place is a trekker's paradise with a vast forest range. To give the visitors to a real feel of the forest, this area is developed on three acres of forestland amidst thick vegetation. Take a delightful trek through the sylvan woods of the Eastern Ghats and experience the feeling of adventure.
- 5. KONDAKARLA:** Situated in Achyutapuram mandal, 48 kms. from Visakhapatnam, Kondakarla is famous for its natural lake attracting migratory birds in summer.
- 6. ETIKOPPAKA:** Situated on the left bank of river Varaha 20 kilometers to the south of Yellamanchili, Etikoppaka is famous for the toys made with the light Ankudu wood.
- 7. RAIWADA WATER RESERVOIR:** Water Reservoir is constructed on river Sarada near Devarapalli village which is about 60 km from Visakhapatnam city. The Reservoir is constructed adjacent to a hill and having a panoramic view. The project is being connected by a pucca road for vehicular movement. The reservoir can be used for boat hire by constructing a Jetty.

4.8. BUSINESS TOURISTS SPOTS

VMR being a hub for various industries such as iron, steel, glass, cement, jute, textiles, and information technology etc., which can be visited and can attract tourists, some of them are identified under this head:

Places:

1. STEEL PLANT.
2. OUTER HARBOUR
3. FISHING HARBOUR
4. MACHKUND



1. OUTER HARBOUR: Capable of handling huge cargo vessels, it is terminal point of the mechanical ore handling plant has a loading capacity of one tonne of ore every alternative second. This was commissioned in 1976 and is capable of receiving vessels of 1, 00,000 tonnes D.W.T. it is India's deepest and mechanical harbour.

2. FISHING HARBOUR: Situated by the side of the outer harbour, is a harbour with arrivals and departures of fishing trawlers. The fishing harbour, built at a cost of Rs 4 crores was opened in 1978. it is modern fishing harbour in the country and provides accomadation for 15 trawlers and 150 mechanized boats.

3. MACHKUND: At Machkund there is anhydro-electric scheme which is a joint venture between the states of Andhra Pradesh and Orissa. These two states share the capital outlay and power benefits in the ratio of 70:30 respectively. The scheme harnesses the waters of Machkund River (a sub-tributary of river godavari) which forms the boundary line between the two states. The power house is located at a distance of 192 km from Visakhapatnam.

4.9 FESTIVALS CELEBRATED IN THE VMR

1. VISAKHA UTSAV

The tourism festival is celebrated every year as an annual feature, essentially to focus on the rich cultural heritage of the area as well as the achievements in different fields. Utsav is also an exposition on the resource endowment and the infrastructure facilities that are available, proposed and planned to enable rapid industrialization and development. It is a window on the enormous tourism potential of the region. It is all about the greatness and glory of Visakhapatnam and its environs.

The festival reflects the cultural heritage of the area through cultural programmes and heritage tours on all the days of the Utsav, at different local points. The cultural programmes covered native music, folk dances, music and drama.

Sight-seeing tours were organised to give an expose on the places of tourist interest. An exhibition cum sale of handicrafts is organised with the objective of promoting traditional handicrafts. Items of historical interests, paintings and sculptures from the department of Archaeology, working models from the Andhra University were also exhibited. Indian Navy, Vizag Port Trust, The VUDA, Indian Railways and major Industries set up their stalls. In addition to these, local trade & commercial organizations, some of the State Government offices also set up their exhibition stalls to exhibit and publicize their products and services.



Fig 4.2 Celebration of Visakha Utsav: Dhimsa Dance of tribals

2. NAVY DAY

This is a mela which is celebrated by the Indian Navy. The Indian Navy has three commands out of which The Eastern Naval Command's headquarter is at Visakhapatnam and is also home to the submarine arm of the Indian Navy.

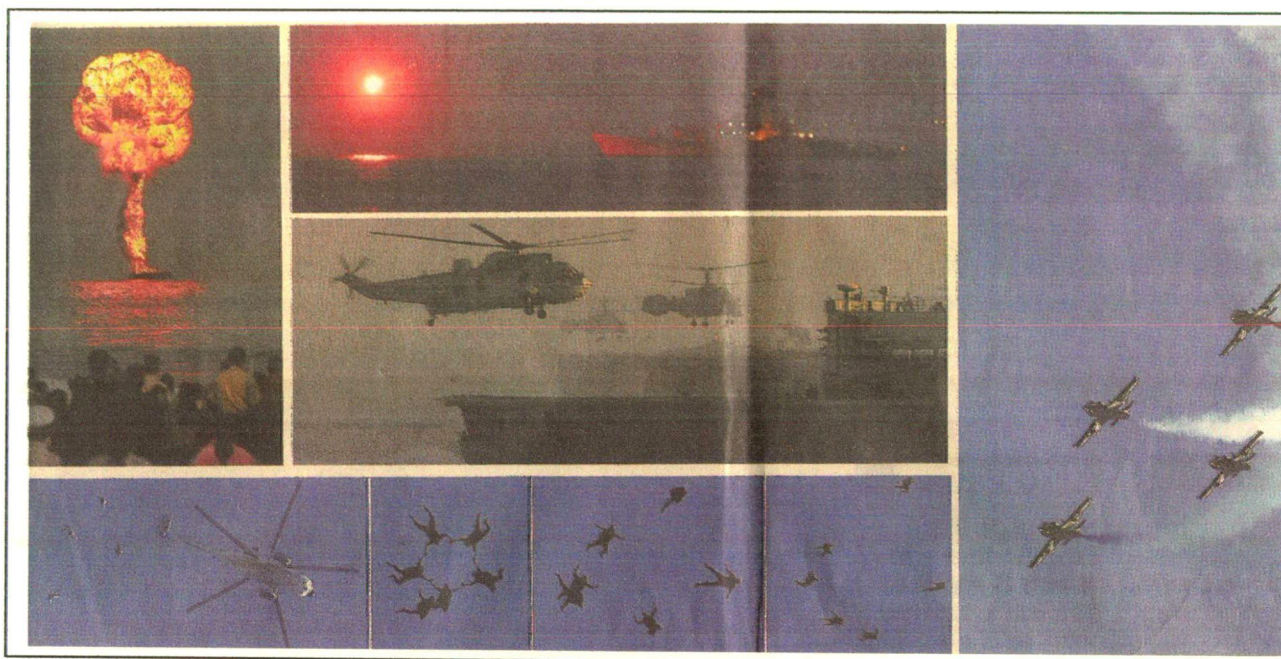


Fig 4.3 Navy Day Celebration

3. SIMHACHACHALEM CHANDANA UTSAVAM

On every third day of the bright half in the month of Visakha (April/ May), the sandal paste which covers the image is removed, rest of the year it is covered with sandal paste, thousands of pilgrims gather at the temple for darshan on this day.

4.10. BUILDING/AREAS IDENTIFIED FOR HERITAGE CONSERVATION

Heritage sites which are identified in Visakhapatnam and Gajuwaka for conservation are the following:

Town hall

Masnic lodge

St.allois School

Victoria status

KGH (king George hospital)

Calloctrate
District court
Hawa mahal (old visakha women collage)
Old bungalow
Rail way guest house
Rani chandramathi Devi hospital
Kurupam monuments
Kali temple
Kanakamahalakshmi temple
Simhachalam temple
Bavikonda
Thotalakonda
Visakha museum building
Queen Mary's school
Christian cemetery (near jagadamba)
Waltair club building
Jaganadha swami temple
Siva temple (Jagadamba junction)
Circuit house
Appikonda
Church on hilltop
Kottavadhi dargah church
Kottavadhi church
Venketeshwara temple
Andhra University Campus.

Chapter-5

ANALYSIS

Tourist space only becomes a reality after economic and social agents decide to use it for tourist consumption. The future growth of tourism is based on past trends in tourist arrivals that cover the time period.

In the process of developing tourism of a region the other important aspect is to know about the future projection of tourist inflow, the type of tourists visiting the region and their requirements. So a sample survey of 100 tourists is conducted to know the various aspects.

The infrastructure is divided into two kinds-physical infrastructure and social infrastructure. The existing conditions of the infrastructure are studied and the projection for future time period is made. The deficiency is calculated and the proposals are given for the future time period.

5.1. TOURIST FLOW ANALYSIS

The tourists arrivals in the region from 1997 are taken and the projections for the year 2011 and 2021 are made. The tourists are expected to reach 9 million by 2011 and 51 million by 2021 year. [Table 5.2]

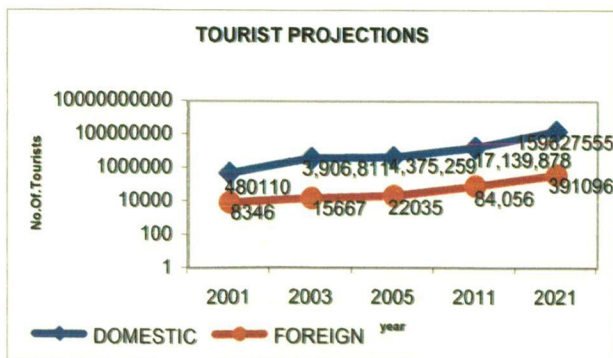
Table 5.1 Tourist Inflow

S no.	Year	Domestic	Foreign	Total
1	1997	5,06,507	5,596	5,12,103
2	1998	3,29,482	6,222	3,35,704
3	1999	5,16,101	9,966	5,76,067
4	2000	4,46,566	10,986	4,57,522
5	2001	4,80,110	8,346	4,88,456
6	2002	6,34,235	5,138	6,39,373
7	2003	2166405	58671	2225076
8	2004	3537980	17412	3555392

Source: Tourism dept. AP

Table 5.2: Tourist Projections

YEAR	No.Of.Tourists	
	DOMESTIC	FOREIGN
2001	480110	8346
2003	2166405	58671
2005	4,375,259	22035
2011	9,075,500	44,661
2021	51,040,512	2,51,185



Projection: $P_n = P (1+r/100)^n$

Fig5.1 Projection of the tourists for 2011 and 2021.

The share of tourists of VMR in Andhra Pradesh is only 1%. [Table 5.3]

Table 5.3 Tourists arrivals compared to state and national level

Year	VMR			A.P			INDIA (crores)		
	Domestic	Inter- national	Total	Domestic	Inter- national	Total	Domestic	Inter- national	Total
2001	4,80,110	8,346	4,88,456	52,600,000	67,147	52,667,147	23.64	0.54	24.18
2002	6,34,235	5,138	6,39,373	63,300,000	2,10,310	63,510,310	26.96	0.52	27.48
2003	2166405	58671	2225076	74,100,000	4,79,318	74,579,318	30.9	0.67	31.57
2004	3537980	17412	3555392	89,400,000	5,01,019	89,901,019	-	-	-

Source: Tourism dept. AP

5.2. SEASONAL VARIATION

There is a huge impact by Visakha Utsav which is held generally in December or January, during which the influx is very large. This impact is both on Indian and foreign tourists [Table 5.4]. For Indian tourists, Vacation time for schools and, Annual Utsav in Simhachalam (May), show a huge tourist inflow. For Foreign tourists- winter is the most preferred time.

From 1996 onwards, there is a great change in the tourists inflow. This is because of the government intervention and policies like.

- Conducting Visakha Utsav etc.
- Coming up with tour packages at district and state level.
- Advertising in news papers,
- Putting up sub divisional offices in all important locations,
- Providing more infrastructure / amenities for development etc.

Table 5.4 Tourist influx in Visakhapatnam during January to December- 2003

S no.	Month	Domestic	Foreign	Total
1	January	331295	5507	336802
2	February	378720	4902	383622
3	March	272033	3443	275476
4	April	285632	4121	289753
5	May	143745	5400	149145
6	June	102023	5713	107736
7	July	102000	2467	104467
8	August	102294	1996	104290
9	September	106383	5957	112340
10	October	105220	5892	111112
11	November	117138	6559	123697
12	December	119899	6714	126613
	Total	2166405	58671	2225076

Source: Tourism dept. AP

Table 5.5 Tourist influx in Visakhapatnam during January to December- 2004

S no.	Month	Domestic	Foreign	Total
1	January	326784	1644	328428
2	February	269468	1781	271249
3	March	254420	1210	255630
4	April	254700	1041	255741
5	May	327371	2288	329659
6	June	273265	1164	274429
7	July	204184	885	205069
8	August	229816	740	230556
9	September	201758	943	202701
10	October	383197	2295	385492
11	November	360971	1227	362198
12	December	452046	2194	454240
	Total	3537980	17412	3555392

Source: Tourism dept. AP

Table 5.6 Tourist influx in Visakhapatnam during January to August- 2005

S no.	Month	Domestic	Foreign	Total
1	January	332921	1723	334644
2	February	287311	1564	288875
3	March	356339	866	357205
4	April	366294	993	367287
5	May	388498	713	389211
6	June	378228	859	379087
7	July	209514	721	210235
8	August	378535	1309	379844

Source: Tourism dept. AP

5.3. PERCENTAGE OF FOREIGN TOURIST: The % share of foreign tourists is less than 1%.

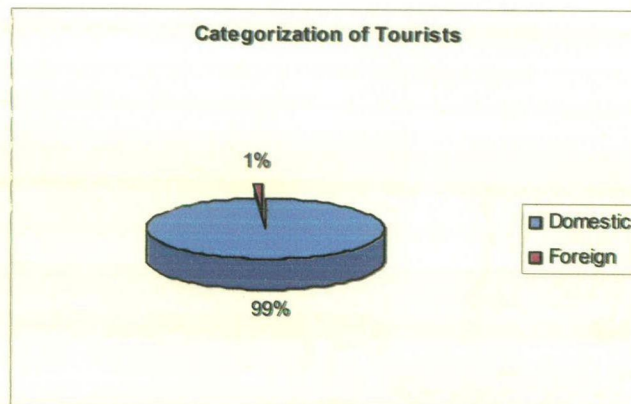


Fig: 5.2 Foreign Tourists %

5.4. ORIGIN OF TOURISTS: The physical distance is the main reason for the tourist influx from neighboring states. The majority of the visitors from Orissa come to Simhachalam.

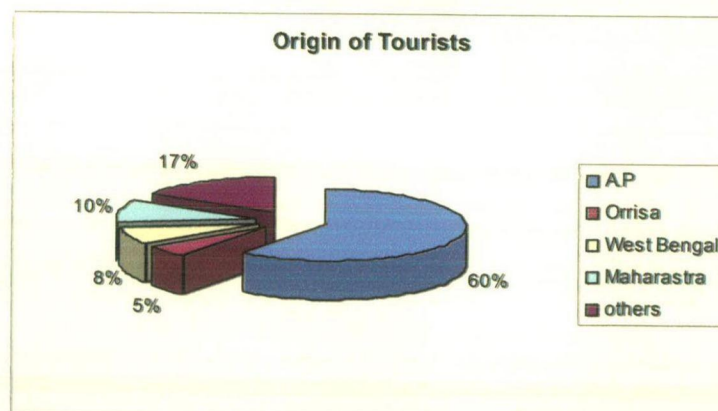


Fig: 5.3 Origin of Tourists

5.5. NUMBER OF VISITORS BASED ON NUMBER OF VISITS

This shows that a person who comes for first time will be compelled to come again and again. In general a visitor who is visiting for

1. The first time would try to cover all the famous places.
2. The second time they try to visit the places he likes the most.
3. Then onwards they visit the places they have not gone before.

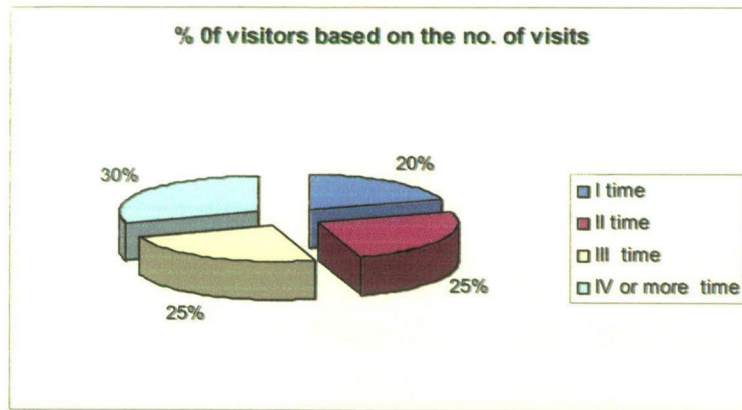


Fig: 5.4 Number of visits of Tourists

5.6. DURATION OF STAY: This shows that most of the tourists come for 2 -3 days.

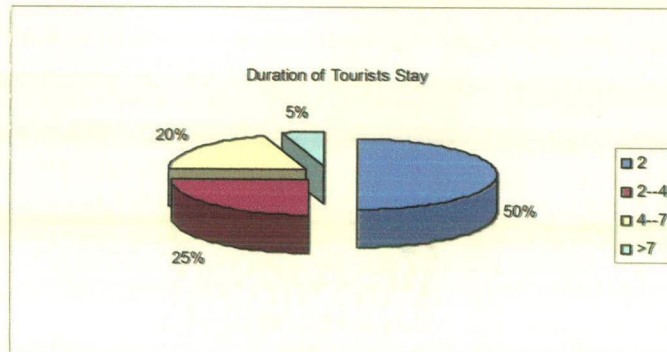


Fig: 5.5 Duration of Stay of Tourist

5.7. ECONOMIC POSITION OF THE TOURISTS:

Table 5.7 Tourist Economic Position

S.NO.	CLASS OF THE PEOPLE	% OF PEOPLE
1.	Lower income	30
2.	Middle income	60
3.	High income	10

5.8 AGE OF TOURISTS:

Table 5.8 Tourist Age Group

Sl no.	Age	% of Tourists
1.	0-15	6
2.	15-30	30
3.	30-50	40
4.	Above 50	24

5.9 TOURIST EXPENDITURE: Average per capita per day tourist expenditure is Rs.875

Table 5.9 Tourist Expenditure per day

S.no.	Expenditure pattern	Amount (Rs.)
1	ACCOMODATION	300
2	FOOD	250
3	SHOPPING	100
4	TRAVEL	150
5	ENTERTAINMENT	50
6	MISCELLANEOUS	25
7	TOTAL	875

5.10 MODE OF ARRIVAL:

Table 5.10 Transport Mode

MODE OF TRANSPORT	NO.OF.TOURISTS	
	Urban	Rural
JOURNEY TYPE		
BUS	65	72
RAIL	25	11
OTHERS	10	17

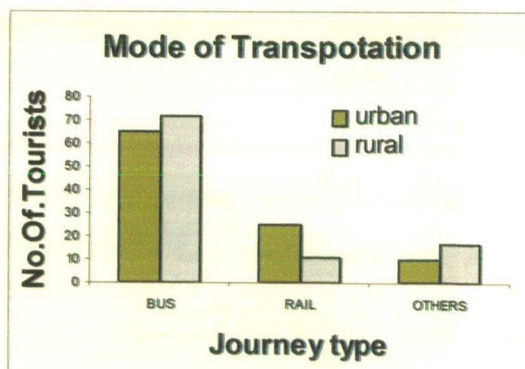


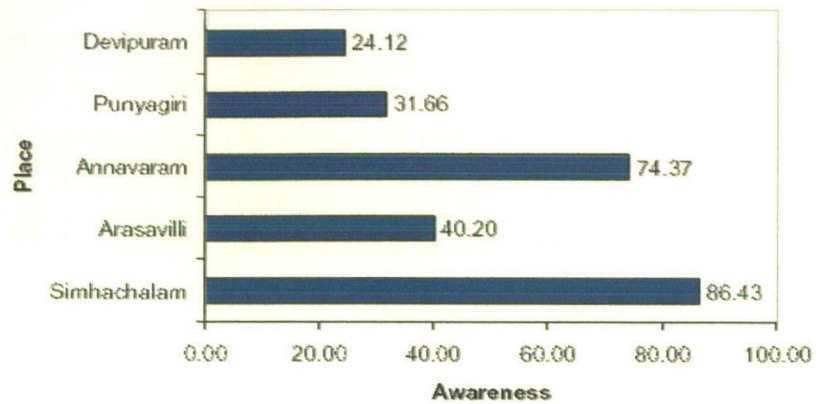
Fig: 5.6 Mode of transport used

5.11 AWARENESS OF TOURIST SPOTS: The percentage of tourists who know about the various tourist spots in the region is surveyed through a sample hundred tourists and found that more than 65 percent of the places are less known and visited by less than 50 percent of the tourists. [Table 5.11-Table 5.16]

RELIGIOUS SPOTS

Table 5.11 Awareness level of Temples.

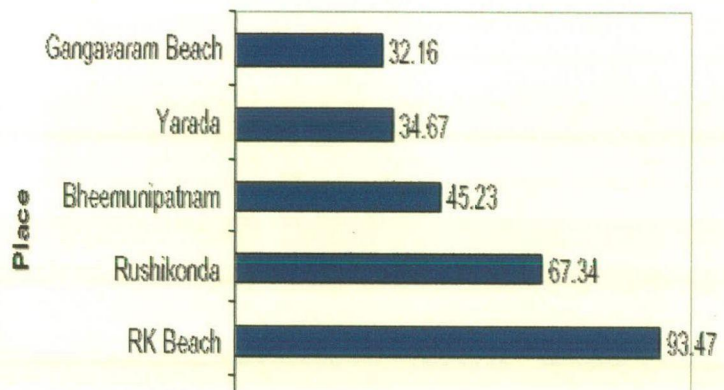
Place	Awareness %
Simhachalam	86.43
Arasavilli	40.20
Annavaram	74.37
Punyagiri	31.66
Devipuram	24.12



BEACH SPOTS

Table 5.12 Awareness level of Beaches.

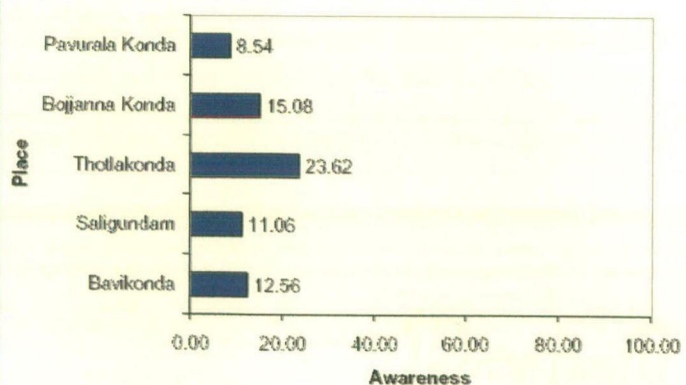
Place	Awareness
Gangavaram	32.16
Yarada	34.67
Kailasagiri	90.45
Rushikonda Beach	67.34
RK Beach	93.47



BUDDHIST SHRINES

Table 5.13 Awareness level of Buddhist Shrines

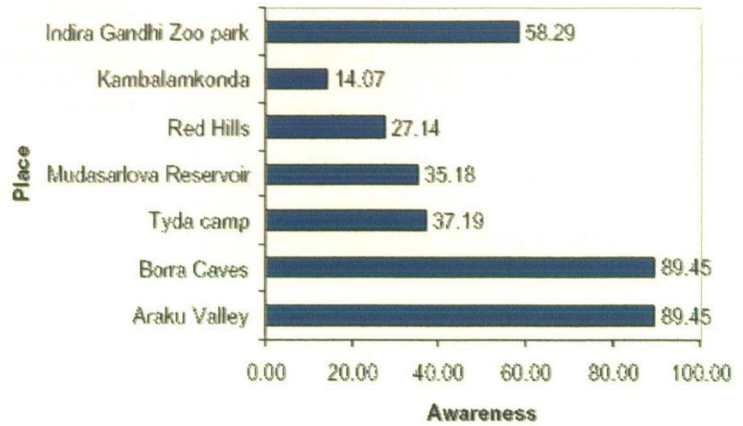
Place	Awariness %
Pavurala Konda	8.54
Bojjanna Konda	15.08
Thotlakonda	23.62
Bavikonda	12.56



NATURE SPOTS

Table 5.14 Awareness level of Nature Spots

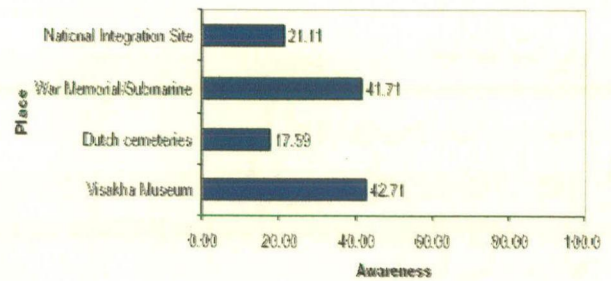
Place	Awareness (%)
Araku Valley	89.45
Mudasarlova Reservoir	35.18
Red Hills	27.14
Kambalamkonda	14.07
Indira Gandhi Zoo park	58.29



HISTORICAL SPOTS

Table 5.15 Awareness level of Places of Historical Interest

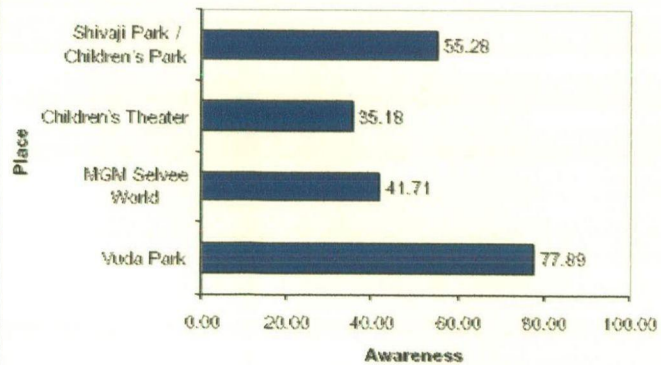
Place	Awareness (%)
Visakha Museum	42.71
Dutch cemeteries	17.59
War Memorial/ Submarine	41.71
National Integration Site	21.11



RECREATIONAL SPOTS

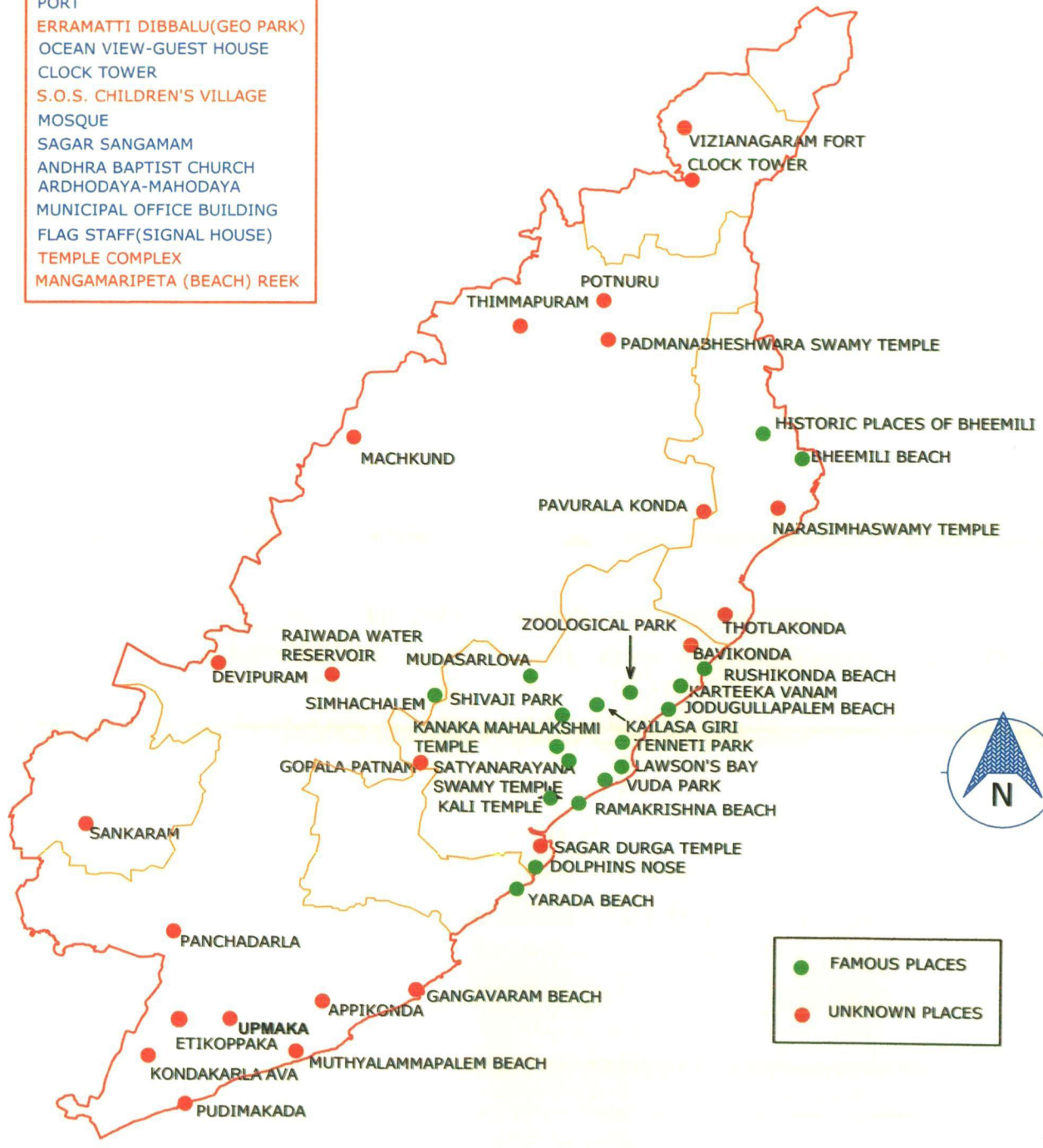
Table 5.16 Awareness level of Recreational Spots

Place	Awareness (%)
Vuda Park	77.89
MGM Selvee	41.71
Children's Theater	35.18
Shivaji Park / Children's Park	55.28



PLACES OF BHEEMILI

- DUTCH CEMETERIES**
- OLD LIGHT HOUSE
- ST. PETERS CHURCH
- FORT
- PORT
- ERRAMATTI DIBBALU(GEO PARK)**
- OCEAN VIEW-GUEST HOUSE
- CLOCK TOWER
- S.O.S. CHILDREN'S VILLAGE**
- MOSQUE
- SAGAR SANGAMAM
- ANDHRA BAPTIST CHURCH
- ARDHODAYA-MAHODAYA
- MUNICIPAL OFFICE BUILDING
- FLAG STAFF(SIGNAL HOUSE)
- TEMPLE COMPLEX**
- MANGAMARIPETA (BEACH) REEK**



TOURIST SPOTS IN VISAKHAPATNM METROPOLITAN REGION

5.12 INFRASTRUCTURE

5.12.1 Physical Infrastructure

1. WATER SUPPLY

Existing condition:

Table 5.17 Water Sources in VMR

Name of the Source	Capacity in MLD	Daily drawl in MLD
Meghadri Gedda Reservoir	45.5	41
Thatipudi Reservoir	45.5	41
Gosthani Reservoir	19.1	16.38
Mudasarolova Reservoir	2.72	1.82
Raiwada Reservoir and Yeleru canals	68.2	68.2
Yeleru Left Main Canal		273
Gambheeram Gedda *		8.2
Total		441.4

Source: VMC

- Other Source of drinking water for rural areas are wells, tube wells & tanks

Table 5.18 Water Demand, Supply and Deficiency

URBAN AGGLOMERATION AND MUNICIPALITY	DOMESTIC DEMAND(MLD)	INDUSTRIAL PORT DEMAND (MLD)	TOURISM (MLD)	TOTAL DEMAND (MLD)	TOTAL SUPPLY (MLD)	DEFICIENCY (MLD)
TOTAL	287.5	352	6.5	607	512.5	131.5

Source: MASTER PLAN 2021

Projections and Deficiency

- Considering the hotel occupancy rates and of tourist arrivals per day. Assuming that there is floating population of 15000 in a day. As per the standards the present water supply with respect to demand for 2001 shows that there is deficiency of 131.5 MLD in supply in the region. [Table 5.18]

- Water demand projection for 2021 is 1804 MLD including Domestic demand (614 MLD), New Economic Projects, Existing industries & ports and the rural areas. The deficiency is 571.5 MLD

2. SEWARAGE

Existing Condition:

The sewerage generation from domestic use in the year 2001 is 243 MLD and the sewerage generation for industrial and port areas is 301 MLD.

Table 5.19 Existing Sewerage Disposal System

Name of the Municipality	Sewerage disposal system and Treatment Plants
<i>Visakhapatnam</i>	Visakhapatnam has partially sewerage disposal system at present. VMC has prepared a scheme for sewerage treatment for a population of 15 lakh to be executed by 2016. There are 2 treatment plants (Sewage Farm Block - I & 'Appughar'. Existing capacity of STP is 240 MLD
<i>Vizianagaram</i>	All untreated sewage is let into: i) Pedda Tank, ii) to the drain leading to fields by the sides of municipal waste iii) to gedda in Desanapeta Sullage which flows into pedda tank get stagnant during the month of October to November. Proposal exists to have underground drainage and to tre
<i>Anakapalli</i>	No sewage treatment plant exists. Underground sewerage is not available. The sewage from the urban complex is let into the irrigation canals where it gets diluted and ultimately led to the agricultural fields.
<i>Gajuwaka</i>	There is no sewage system. The untreated sewage is let into (i) Chakali Gedda and (ii) Nadupur Gedda.
<i>Bheemunipatnam</i>	There is no sewerage system in the old town as a result; the overall sanitary condition is very poor. The liquid wastes are let into (i) Gosthani River, (ii) Chittivalasa Big Tank, (iii) Chillapeta Tank and (iv) sea.



Fig 5.7: Existing sewerage treatment plant : Block 1

Projections and Deficiency

Sewage Generation projected for the year 2021 is 1327 MLD which includes Domestic demand (311 MLD), new economic projects, Existing industries & ports and the rural areas.

Existing capacity of STP is 240 MLD, so there is a deficiency of 1087 MLD.

3. SOLID WASTE

Existing Condition:

At present there is generation of 579.89 tonnes of solid waste per day. The dumping site in Kappulupada presently only 5 ha is used.

Projections and Deficiency

Solid Waste generation projected for 2021 per Day is 7085 Mt/Day including Domestic demand, new economic projects.

4. POWER SUPPLY

Existing Condition:

The power generation in the two power stations (Machkund Hydro Electric Project and upper Sileru Hydro Electric Project) is 1106 MW.

Projections and Deficiency

The projected power demand for the settlements in VMR is estimated to be 811 MW and the total power demand for the economic project is 604 MW for the year 2021.

- There are 21 railway stations.

Airways:

- The Airport at Visakhapatnam is small in size and handled passenger traffic of 2, 45, 155 and cargo traffic of 1186 tonne as in 1997-98.
- Airport is located to the west of the city centre with good access via NH5 dual carriage way to the main beachfront hotels, roughly 12 kms away.
- There are four flights a week, operated by Indian Airlines, to Bhubaneshwar and Mumbai, three per to Delhi, Chennai and Kolkatta and six per week to Hyderabad.
- Airport does not have night landing facilities. The runway also cannot accommodate international flights.

Seaways:

- Visakhapatnam Port is a major port in the region. The other small ports are Gangavaram Port, Bheemunipatnam Port and Muthyalammalem Port. All these are mainly concentrated in handling cargo only.

Tourist Circuits.

According to master plan Visakhapatnam metropolitan region has been divided into four tourism circuits. [Table 5.22] {Sheet no. 3}

Table 5.22 Tourist Circuits in the Region

TOURIST CIRCUIT	TOURIST PLACE	DISTANCE (in kms from city)
CIRCUIT-1. (visakhapatnam)	Ramakrishna beach	8
	Rishikonda beach	
	Gangavaram beach	
	Yarada beach	
	Simhachalam	16
	Dolphins nose	
	Dunes of red earth	
	Vuda park	
	Lumbini park	
	Appikonda	18
	Indira gandhi zoo	
	Kailasahills	



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5. TRANSPORT SYSTEM

VMR is endowed with a good transport system. There are about three million vehicles on road.

Roads:

- The VMR road system comprises of two National Highways (NH-5 & NH-43) running through the region Anakapalli-Anandapuram Road (SR), Araku Road, Parawada-Sabbhavaram Road, Beach Road are other important roads in the region. The region is on the Golden Quadrilateral of NHDP. There are number of Major District Roads criss-crossing the region.
- Of the 374 villages-300 (80percent) are connected by a road.
- Road access to Visakhapatnam from Hyderabad is via the NH5 and NH9; it is also well connected to Kolkatta (15 hours) and Chennai (17 hours).

Table 5.20 Lengths of Roads - 2003-2004

Sl. No.	ITEM	Cement concrete	Black top	Metalled	Un-Metalled	Total
I	National Highways	-	134.28	-	-	134.28
II	Roads & Buildings					
1	State Highways	-	268.25	-	-	268.25
	NH within town limits	0.60	8.45	-	-	9.05
2	Major District Roads	7.05	1196.03	14.57	-	1217.65
3	Other District Roads	10.70	314.56	253.58	79.31	658.15
III	Zilla Parishad					
1	Major District Roads	-	-	-	-	-
2	Other District Roads	-	-	-	-	-
IV	Mandal Parishad Roads	-	-	-	-	-
V	Village Roads	155.68	656.90	1448.28	2934.68	5195.54
	TOTAL:	174.03	2578.47	1716.426	3013.99	7482.92

Source: 1) Superintending Engineer, R&B, Visakhapatnam.

2) Dy. Executive Engineer, NH-5, Visakhapatnam/Tuni

3) Executive Engineer, (P.R), Visakhapatnam, Narsipatnam And Paderu

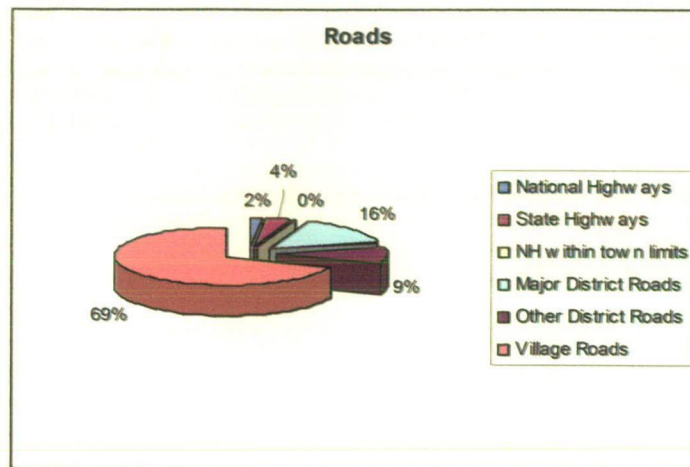


Fig 5.8: % of the various roads in the region

- Buses are important modes enabling movement of passengers to and *from* VMR. The average fleet size of Visakhapatnam Division of APSRTC is 776 in seven depots. It operated 8439 trips and carried 4.15 length passengers per day.
- There are eight main bus stations and six mandal bus stations in Visakhapatnam Division

Table 5.21 Andhra Pradesh State Road Transport Corporation

Sl. No.	ITEM	Unit	2002-2003	2003-2004
1	Average No. of Buses in use	No.	824	824
2	Route	(KMS)	884.55	880.13
3	Buses Operated	'000	819	790
4	Passengers carried per day	KM. (in lakhs)	8.98	5.05

Source: Divisional Manager, A.P.S.R.T.C., Visakhapatnam

Railways:

- The Railways in VMR, though not very extensive, play an important role in moving passengers and important commodities to and fro.
- The total length of railways in VMR is 116.5 km. In 2001-2002, 16.02 million passengers.

SHEET NO. 3



legend

- circuit-1
- circuit-2
- circuit-3
- circuit-4

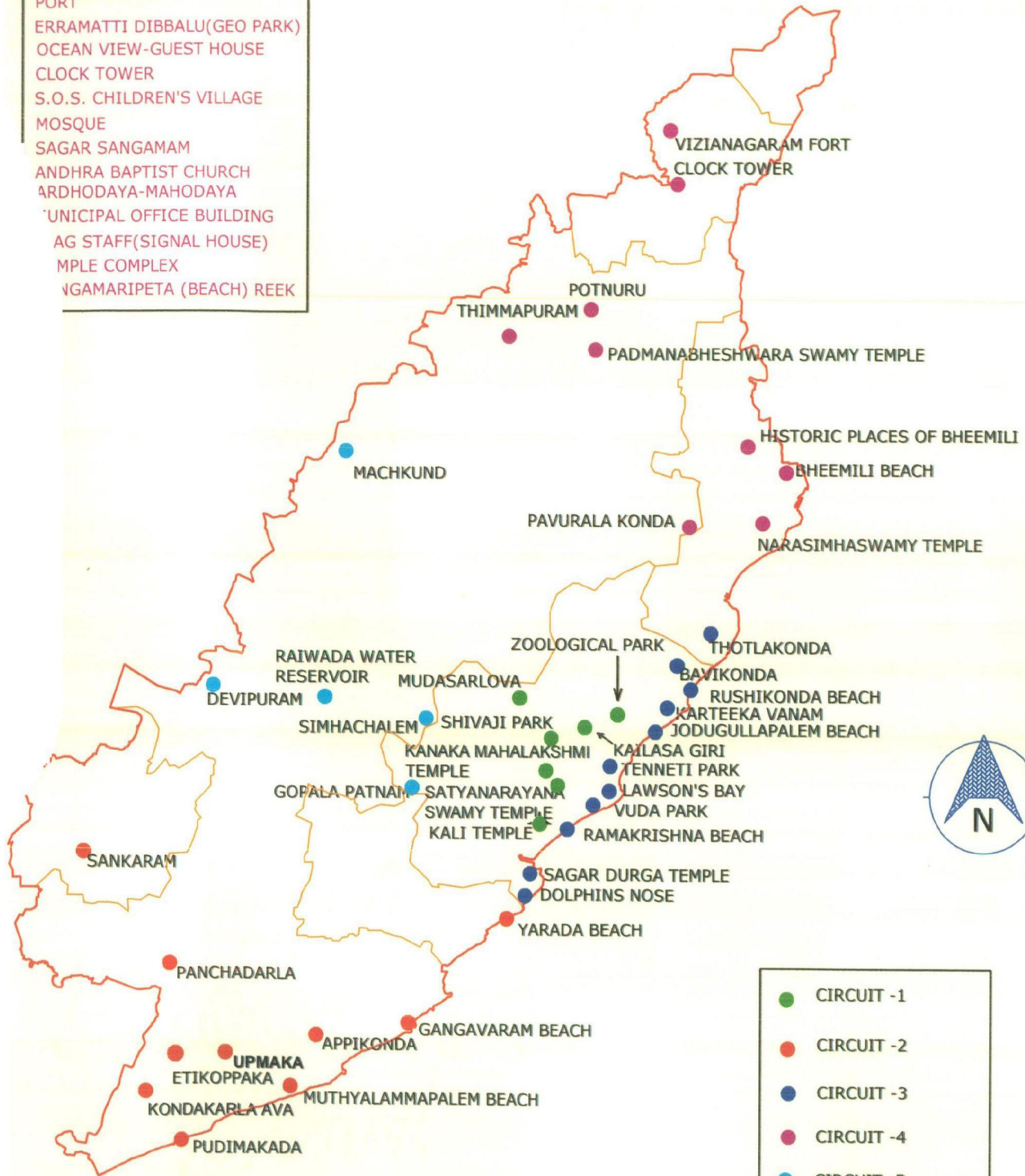


EXISTING CIRCUIT MAP

NOT TO SCALE

PLACES OF BHEEMILI

- DUTCH CEMETERIES
- OLD LIGHT HOUSE
- ST. PETERS CHURCH
- FORT
- PORT
- ERRAMATTI DIBBALU(GEO PARK)
- OCEAN VIEW-GUEST HOUSE
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- MOSQUE
- SAGAR SANGAMAM
- ANDHRA BAPTIST CHURCH
- ARDHODAYA-MAHODAYA
- MUNICIPAL OFFICE BUILDING
- AG STAFF(SIGNAL HOUSE)
- TEMPLE COMPLEX
- CHANGAMARIPETA (BEACH) REEK



TOURIST CIRCUITS PROPOSED FOR VMR

NOT TO SCALE

- There are 21 railway stations.

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	Dolphins nose	
	Dunes of red earth	
	Vuda park	
	Lumbini park	
	Appikonda	18
	Indira gandhi zoo	
	Kailasahills	

	Mudasarlova	10
CIRCUIT-2. (bheemli)	Bheemli beach	
	Dutch cemetery	
	St.peters church	
	Clock tower	
	Gautam boat club	
	Silver sands	25
	CIRCUIT-3 (buddhist plases)	Thotalakonda
Pavurallakonda		24
Bavikonda		15
Sankaram		41
CIRCUIT-4. (araku)	Chaparai	15
	Matsya gndam	90
	Tyda	75
	Borra caves	90

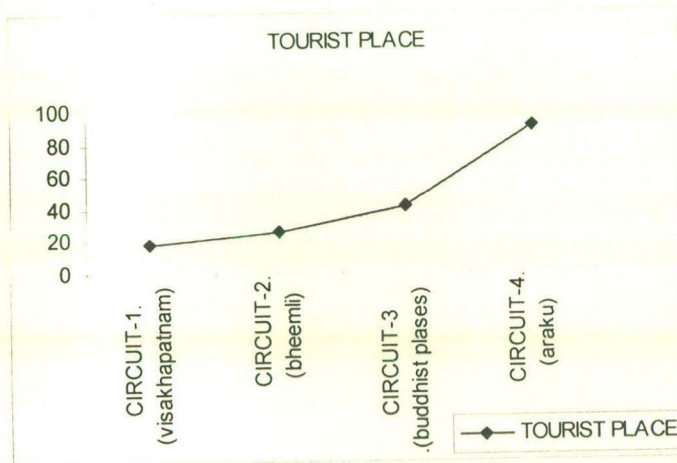


Fig 5.9: Distance of Tourist Places from Railway Station

The Andhra Pradesh Tourism Development Corporation Limited. conducts certain tours and packages

- **City Tour**

Tour: Places Covered One Day City Tour (Daily)

Timings: 8:30 AM to 6:30 PM Everyday

Tariff: Adults Rs. 180/-, Children Rs. 150/-

Places Covered: Simhachalam Temple, Zoo Park, Totlakonda, Boating at Port, R.K. Beach, Visakha Museum, Submarine Museum, Kailasagiri & Sivaji Park

- **Araku - Borra Caves by Road**(by Hi-Tech Video Coach Bus)
Tour: One Day Conducted Tour including Lunch on Sunday, Tuesday, Thursday and Saturday
Timings: 7:00 AM to 9:00 PM Everyday
Tariff: Adults Rs. 260/= (Child: Rs. 125 for Children)
Places Covered: Tyda Railway Tunnel, Damuku View Point, Borra Caves, Anantagiri Coffee Plantation, Padmapuram Gardens, Tribal Museum

- **Araku - Borra Caves by Rail Cum Road**
Tour: One Day Packaged Tour including Breakfast, Lunch and Evening Tea Tour
Starting Point: Visakhapatnam Railway Station
Timings: 6:30 AM to 9:00 PM
Tariff: Adults & Children Rs. 250/= (No Ticket for Children between 5 years)
Places Covered: Tyada Railway Tunnel, Tribal Museum, Borra Caves, Anantagiri Coffee Plantation, Padmavati Gardens, Araku Valley
Entertainment: Tribal Dhimsa Dance at Araku Valley

- **Vizag - Kailash Hills - Bheemili - Simhachalam**
Tour: Half-day conducted Tour (Daily)
Timings: 8:00 AM to 1:00 PM & 2:00 PM to 7:00 PM Everyday with a minimum of 25 members
Tariff: Adults Rs. 125/, Children Rs. 90/= (No ticket for children below 5 years.

5.12.2 Social Infrastructure

1. ACCOMMODATION

There are various kinds of accommodation in the region. At present the total number of beds is only 4,716. If the total number of tourists per day is approx. 15000 then 20% of the tourists go for private accommodation so then there is sufficient number of beds. [Table 5.23]

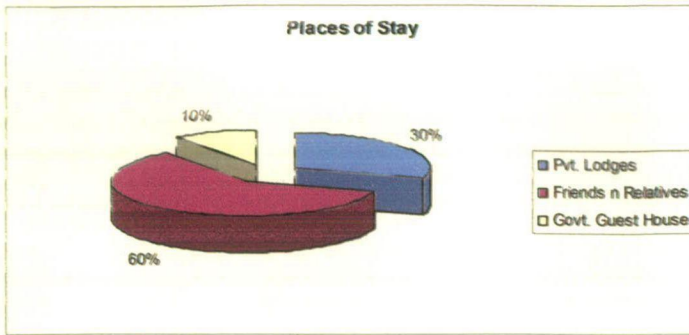


Fig 5.10: Place of Stay of tourists

Source: sample survey of 100 tourists

Table 5.23 Various Accommodations

SL NO.	Type Of Accommodation	NO.OF BEDS
1.	4 STAR AND 5STAR HOTELS	1552
2	3 STAR HOTELS	1890
3	GUESTHOUSES	65
4	MOTELS AND LODGES	890
5	HOSTEL	150
6	HOLIDAY VILLAGES	25
7.	RESORT	74
8.	PAYING GUESTS	70
	TOTAL	4716

Services/facilities provided in the hotels

Deluxe rooms , suites with AC, cottages ,Conference Hall ,Multi-cuisine Restaurant & Bar , Gymnasium ,with steam bath, Health Club & Fitness Center , Swimming Pool , Children's Play Area , Indoor Games , Billards/Cardrooms , 1 Maximum, 2 extra persons are allowed in the rooms.

It is observed that 60% of the tourists stay in their relative's houses, 10 % in Govt. Guest Houses and only 20% in private lodges and hotels etc.

Projections and Deficiency

There would be 44,712 beds deficient by 2021, if 20 % of the population stays in private accommodation.

2. CATERING:

Good eating joints are available. There are all varieties of food is available. South Indian, North Indian, Continental Dishes are available. The various ranges of restaurants, coffee houses, bars, snack bars are there to suit different spending groups are available.

3. RECREATION

There are lots of recreation spots like cinema, multipurpose halls, open air theatre, botanical gardens, facilities for festivals and exhibitions, zoological parks and fun fairs.

4. SHOPPING

There are no specific commercial facilities or shopping places where the local produce is available. There is no permanent centre where the exhibition and sale of traditional handicrafts is organized.

5. MEDICAL FACILITIES

Health facilities are concentrated in five municipal areas. In the rural areas government has provided health facilities in the form of Public Health Centers and Govt. dispensaries. Presently for the VMR population as a whole the hospitals available are @1.25 beds per 1000 population. Existing Hospitals in 2001 is 2768 (In 13 Hospitals).

There is a deficiency of 14,232 beds.

6. TOURIST INFORMATION CENTRE.

There is only one tourist information centre in the bus station of Visakhapatnam. No centre is there in airport or railway station.

5.13 The Tourist Infrastructure Assessment for the Individual Locations and for the Whole Region

From the surveys, the infra structure provisions in each tourist spot is quantified by the rating them as 1-very poor: 2-poor: 3-average: 4-good: 5-very good.

Table 5.24. Infrastructure Analysis

Quantification of the Infrastructure at the tourist spots.

Tourists Destinations	Infrastructure														
	Pucca Approach Road	Public Transport Facility	Signage	Drinking water	Toilets	Electricity	Accommodation	Restaurants/Catering	Recreational facilities	Conservation	Electronic Communication facilities	Shopping Facilities	Other facilities(guides,parking)	Security	Average
RELIGIOUS/SPIRITUAL SPOTS															
1. SIMHACHALAM	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2.KALI TEMPLE	5	5	4	4	3	4	5	5	5	5	4	3	4	4	4.29
3.SAGAR DURGA TEMPLE	3	4	1	2	2	2	4	2	2	3	1	1	2	1	2.14
4.KANAKA MAHALAKSHMI	5	5	4	4	2	4	5	5	0	5	4	4	2	4	3.79
5.SRI SATYANARAYANA SV	5	5	4	4	2	4	5	5	0	5	5	4	4	4	4
6.PADMANABHAM	5	5	4	4	3	3	3	3	0	3	3	2	4	3	3.21
7.NARASIMHASWAMY TEM	5	5	4	2	2	3	3	3	1	3	2	3	4	3	3.07
8.TEMPLE COMPLEX	5	5	4	4	3	3	2	3	0	2	3	2	2	3	2.93
9 .APPIKONDA	5	4	1	2	2	3	3	3	3	3	3	2	3	2	2.79
10. PANCHADHARALA	5	4	3	1	1	3	1	1	1	2	1	1	2	2	2
11. UPMKA	5	4	3	3	2	2	4	4	1	2	2	2	2	2	2.71
12. DEVIPURAM	5	4	3	3	3	3	3	3	3	4	3	3	3	2	3.21
ARCHAEOLOGICAL SPOTS															
1.THOTALAKONDA	5	4	3	2	2	4	5	3	5	5	2	1	4	1	3.29
2.BAVIKONDA	5	4	3	2	2	1	5	1	3	4	1	1	2	1	2.5
3.PAVURALLAKONDA	5	5	4	4	2	3	1	2	4	3	4	3		1	3.15
4.SANKARAM	4	2	2	1	1	1	1	1	3	4	1	1	3	1	1.86
5.THIMMAPURAM	4	3	3	2	4	4	5	4	4	4	3	2	3	1	3.29
6.GOPALAPATNAM.	5	5	2	2	1	5	5	4	3	4	4	2	3	3	3.43
HISTORICAL SPOTS															
1. KURAPAM TOMB	5	5	2	1	2	4	4	4	3	3	2	3	3	3	3.14
2.IMPORTANT DUTCH CEMETERIES: CEMETERY AT KUMMARAI	5	5	3	2	2	3	4	3	1	2	1	3	4	3	2.93

2. ROSS HILL	5	5	3	4	3	4	5	4	3	3	3	2	3	4	3.64
3. VICTORY AT SEA	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4. SUBMARINE MUSEUM	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5. VISAKHA MUSEUM	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6. JAATARA (URBAN HAA	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
7. AQUARIUM	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
8. SHANTI ASHRAM	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
9. S. O. S. CHILDREN'S VIL	5	5	3	4	4	4	2	1	3	3	2	1	4	4	3.21
10. OCEAN VIEW - GUEST	5	5	3	4	3	3	3	3	2	4	2	2	3	2	3.14

**ADVENTURE
TOURISM/ECO TOURIST
SPOTS**

1. GEO PARK (ERRAMATTI I	5	5	4	1	1	1	4	1	4	4	1	1	3	1	2.57
2. ARDHODAYA - MAHODA	5	5	4	3	3	4	4	3	5	4	3	2	3	3	3.64
3. SAGAR SANGAMAM	5	5	4	3	3	4	4	3	5	4	3	2	3	3	3.64
4. JUNGLE TRAIL	5	5	4	3	3	4	4	3	5	4	3	2	3	3	3.64
5. KONDAKARLA	5	4	3	1	1	2	1	1	3	2	1	2	3	3	2.29
6. ETIKOPPAKA	5	5	4	4	4	4	1	2	3	4	2	4	3	3	3.43
7. RAIWADA WATER RESER	5	5	3	3	3	4	3	3	2	3	2	2	2	1	2.93

BUSINESS SPOTS

1. STEEL PLANT.	5	5	3	4	3	5	3	3	5	5	4	2	5	5	4.07
2. OUTER HABOUR	5	5	3	4	3	5	3	3	5	5	4	2	5	5	4.07
3. FISHING HARBOUR	5	5	3	4	3	5	3	3	5	5	4	2	5	5	4.07
4. MACHKUND	5	5	4	4	4	4	1	2	1	3	4	2	3	4	3.29

Average	4.9	5	4	3.3	3	4	4	3	3	4	3	2.7	3.5	3
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LEGEND

EXCELLENT	5
GOOD	4
AVERAGE	3
POOR	2
VERY POOR	1

Initially all the factors have been quantified and ranked accordingly ,which gives the capability of eac location to attract tourists. The place with lower rank has a potential for development and vice versa.

Table 5.25 Rating the Tourist Spots

Tourist Spots	Rating the Infrastructure Facilities
RELIGIOUS/SPIRITUAL SPOTS	
1. SIMHACHALAM	
2.KALI TEMPLE	
3.SAGAR DURGA TEMPLE	
4.KANAKA MAHALAKSHMI TEMLE	
5.SRI SATYANARAYANA SWAMY TEMPLE	
6.PADMANABHAM	
7.NARASIMHASWAMY TEMPLE	
8.TEMPLE COMPLEX	
9 .APPIKONDA	
10. PANCHADHARALA	
11. UPMKA	
12. DEVIPURAM	
ARCHAEOLOGICAL SPOTS	
1. THOTALAKONDA	
2. BAVIKONDA	
3. PAVURALLAKONDA	
4. SANKARAM	
5. THIMMAPURAM	
6. GOPALAPATNAM.	
HISTORICAL SPOTS	
1. KURAPAM TOMB	
2. <i>IMPORTANT DUTCH CEMETERIES:</i>	
CEMETERY AT KUMMARAPALEM BHEEMUNIPATNAM	
FLAGSTAFF CEMETERY	
3. OLD LIGHT HOUSE	
4. CLOCK TOWER	
5. ST. PETERS CHURCH	
6. FORT	
7. PORT	
8. MOSQUE	
9. ANDHRA BAPTIST CHURCH	
10. MUNICIPAL OFFICE BUILDING	
11. FLAG STAFF (SIGNAL HOUSE)	
12. PORT BUILDING	
13. POTNURU	
14. VIZIANAGARAM FORT	
15. CLOCK TOWER	

BEACHES

1. RAMAKRISHNA MISSION BEACH
2. LAWSON'S BAY
3. YARADA BEACH
4. GANGAVARAM BEACH
5. MUTYALAMPALEM BEACH AND CREEK
6. RUSHIKONDA BEACH
7. JODUGULLAPALEM BEACH
8. BHIMUNIPATNAM BEACH
9. MANGAMARIPETA (BEACH)CREEK
10. PUDIMAKA

RECREATIONAL SPOTS

1. KAILASA HILLS
2. VUDA PARK
3. LUMBINI PARK
4. SHIVAJI PARK
5. TENNETI PARK
6. KAARTEEKA VANAM
7. INDIRA GANDHI ZOOLOGICAL PARK
8. DOLPHINS NOSE
9. MUDASARLOVA

CULTURAL SPOTS

1. RAMAKRISHNA MISSION
2. ROSS HILL
3. VICTORY AT SEA
4. SUBMARINE MUSEUM
5. VISAKHA MUSEUM
6. JAATARA (URBAN HAAT)
7. AQUARIUM
8. SHANTI ASHRAM
9. S. O. S. CHILDREN'S VILLAGE
10. OCEAN VIEW - GUEST HOUSE

ADVENTURE TOURISM/ECO TOURIST SPOTS

1. GEO PARK (ERRAMATTI DIBBALU)
2. ARDHODAYA - MAHODAYA
3. SAGAR SANGAMAM
4. JUNGLE TRAIL
5. KONDAKARLA
6. ETIKOPPAKA
7. RAIWADA WATER RESERVOIR

BUSINESS SPOTS

- 1. STEEL PLANT.
- 2. OUTER HARBOUR
- 3. FISHING HARBOUR
- 4. MACHKUND

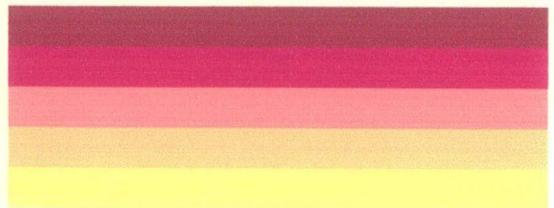


Table 5.26. Rating the tourist infrastructure for the whole VMR

Infrastructure	RATING THE INFRASTRUCTURE
Pucca Approach Road	EXCELLENT
Transport Facility	GOOD
Signage	AVERAGE
Drinking water	POOR
Toilets	VERY POOR
Electricity	EXCELLENT
Shelter/Accomadation	GOOD
Hotels/Catering	AVERAGE
Recreational facilities	POOR
Well conserved	EXCELLENT
Communication facilities	GOOD
ShoppingFacilities	AVERAGE
Security	POOR
Other Facilities(guides,parking)	AVERAGE

LEGEND

- EXCELLENT
- GOOD
- AVERAGE
- POOR
- VERY POOR



c. Water pollution

- Fisherman –clean fishing nets within the beach areas earmarked as tourist areas.
- The city sewage is being flushed out into the harbour.
- The pollution is due to
 1. Oil used by ships
 2. Sewage and sullage
 3. Chemicals from industries.

**Fig 5.11 Water Pollution by ships**

Chapter-6

PROPOSALS

The proposals are mainly given for three things. Primarily tourism development proposals aims at promoting inflow of tourists to the region simultaneously improving and creating new tourist attractions and then efforts towards the development and expansion of various services to the tourists by way of transport, accommodation, catering, entertainment, shopping facilities, sports, cultural activities and arrangements for seminars etc.

6.1. PROPOSALS

a. For Promoting Inflow of Tourists

1. Interface for Development of circuits outside VMR:

i. The circuits should be developed to attract tourists who come to visit Araku and Borra Caves can be attracted here.



Fig 6.1 Interface with Araku Valley & Borra Caves

ii. There are Buddhist sites in Orissa, so the tourists can be attracted to the Buddhist sites in the VMR by developing them and providing the required infrastructure.

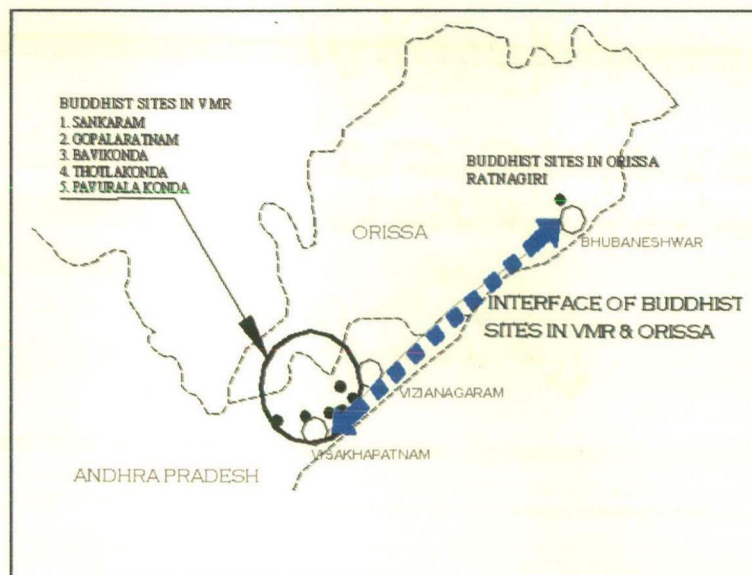


Fig6.2: Interface with tourist Attractions in Orissa, specially Buddhist sites

iii. The Bheemunipatnam harbour can be developed for TRANS-REGIONAL TOURISM. The tour packages can be planned through seaways to Andaman and Nicobar Islands. This can

attract tourists who come to Andaman from all over the country and outside to explore VMR so. (Fig 6.3)

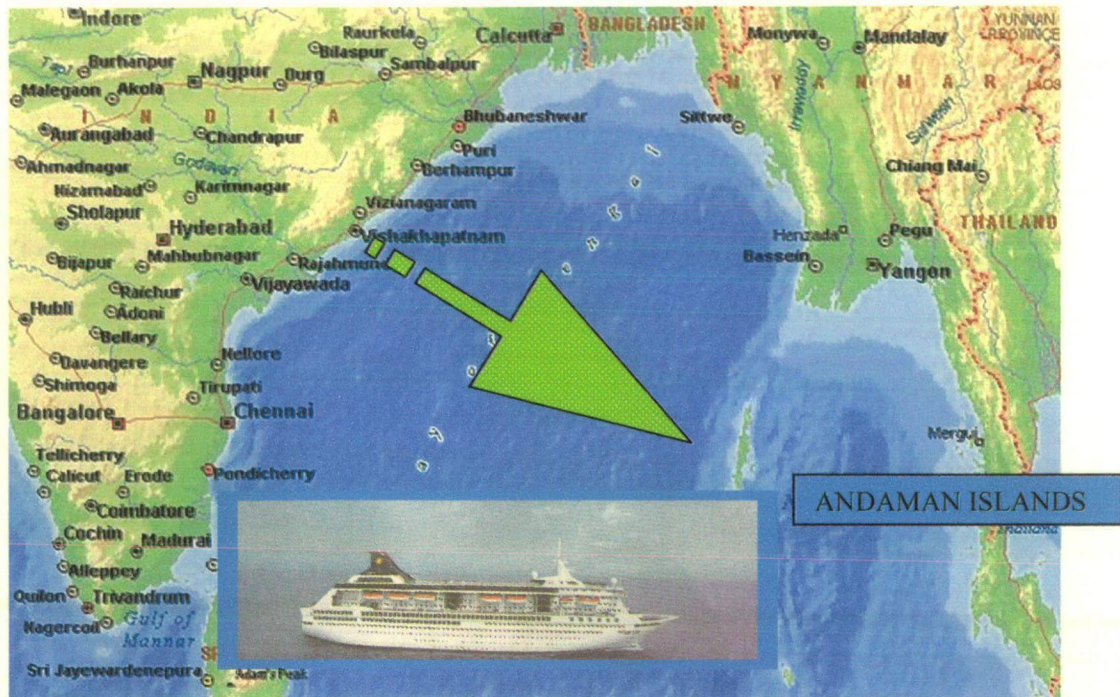


Fig 6.3: Trips to Andaman Islands by the cruise ships can be arranged

2. Tourism Promotion

The purpose of promotion is to influence the potential customers or trade intermediaries. Some of the easily identifiable methods of creating awareness are advertising, sales support and public relations. These three marketing tools can be used to inform the actual as well as the potential customer.

- ADVERTISING
- SALES SUPPORT
- PUBLIC RELATIONS

3. Technology Tourism

Fairs and exhibition can be held by the industries in order to increase their business and at the same time to encourage a large number of foreign guests. People taking part in these exhibitions belong to high spending group. Before they pack up their show they make it a point to visit at least a few places of tourist interest. So developing exhibition grounds of international standards can be one option.

Similarly conducting international level sports competitions, which gathers people from different countries would also increase the tourists inflow.

4. Tourism Festivals

- The festivals which can attract tourists should be given importance and celebrated at a large scale.
- Continue conducting special events like Visakha Utsav at a large scale.
- NAVY DAY celebrations should be made very grandly every year giving publicity throughout the country.
- The festivals Chaitra and Mukma Devi are most important festivals overlap Visakha Utsav with these would increase tourist arrivals to Araku Valley.

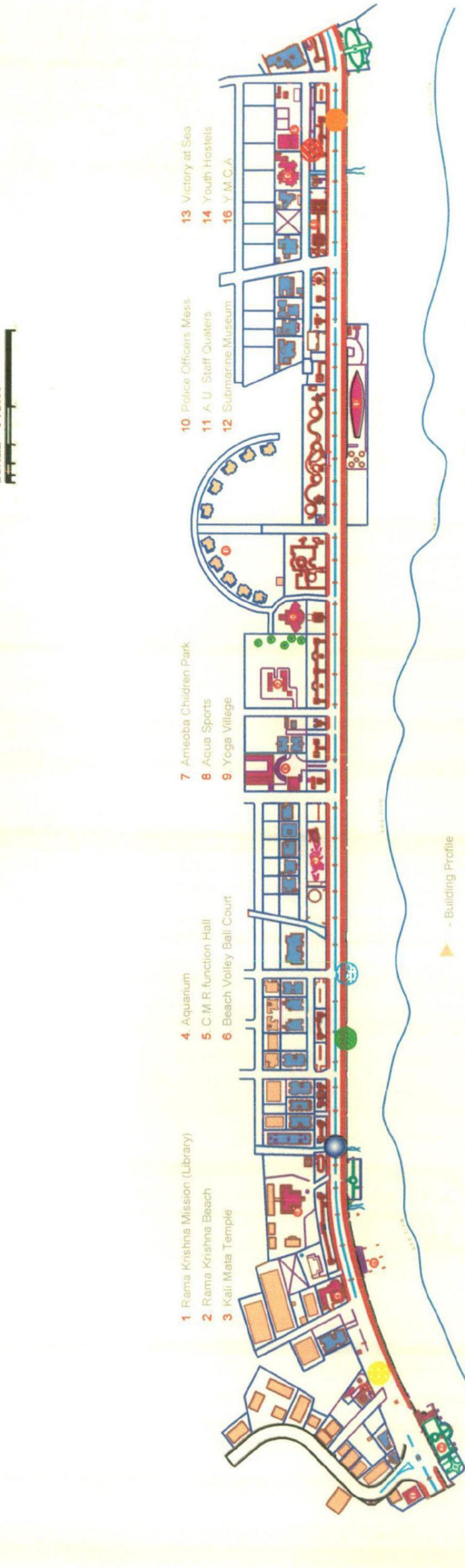
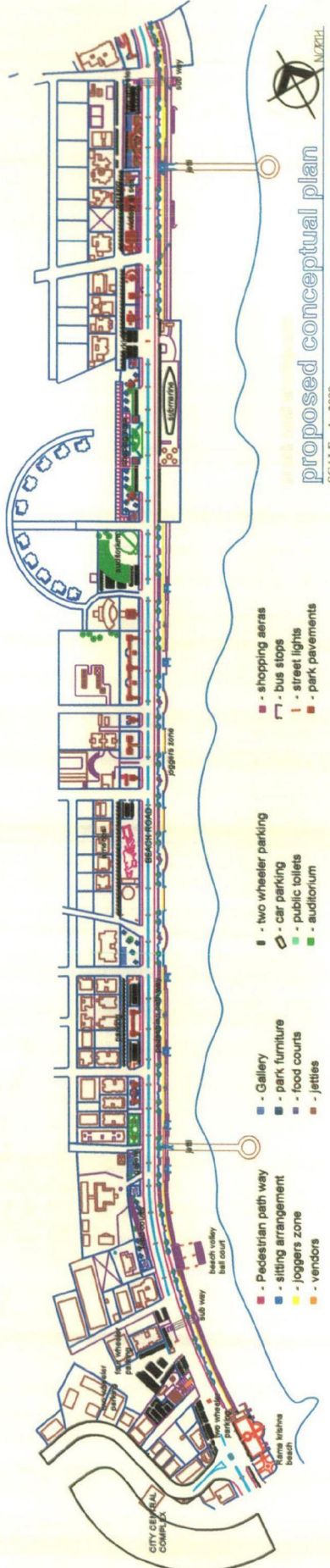


Fig 6.4 Navy Day celebrations

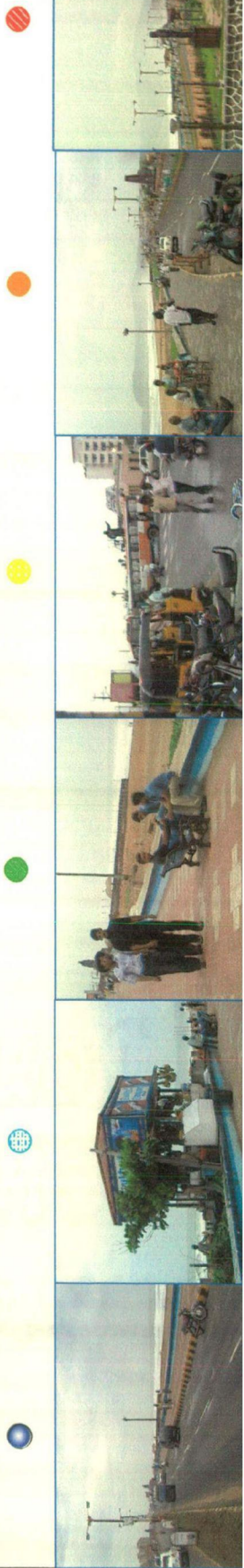
b. Tourist Attractions

1. **Waterfront development:** The 27 Km stretch of rugged and awesomely beautiful coastline between Vizag and Bheemili winds along its length and is flanked on one side by the majestic hills and on the other by the Bay of Bengal coast. Most of the visitors come to Visakhapatnam for its beaches. So there is lot of scope for development. So it is proposed to develop that whole stretch. (Sheet no.5)

SHEET NO. 5



Beach Road Photographs



- **Beach road beautification:** The stretch should be widened and improved by beautifying it with green buffers/ strips along both sides, avenue plantation with flowering / ornamental trees should be provided.
- The adequate parking space should be provided towards the other side of the road and subways to go to the beach at intermediate junctions, so the traffic flow is not disturbed. (Fig. 6.5)

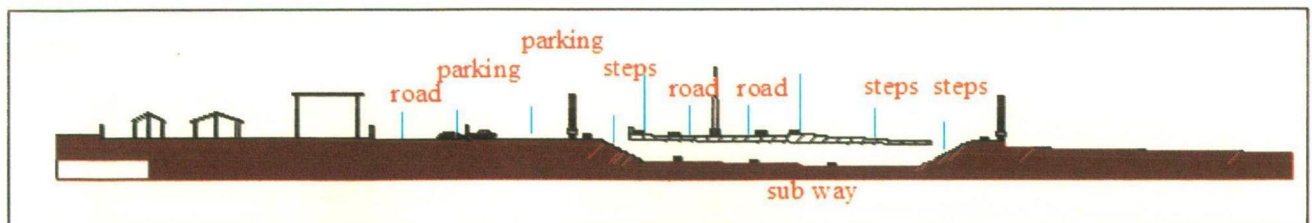


Fig 6.5: Section of the Beach Road at the Proposed Subways

- Street furniture like the seating arrangement and landscape elements are to be built which adds beauty to the place.
- The beaches should be developed by landscaping so that picnic and other activities are scattered in the area in the organized manner near the spots/sites having fascinating views of the surroundings.
- The rides on the beach road (with open top buses, chariots, horses, camels etc) should be introduced so that the tourist would enjoy the fabulous sea view as well as the attractions on the beach road side.
- Boating facilities can be provided in the sea by adopting safety measures.
- Water cruising facilities on the pattern of Goa should be introduced.
- A city centre complex is proposed in the existing fisherman colony.
- To disallow people to go into the sea in Ramakrishna Beach as the action of sea is very rough in this part of the coast.

2. Adventure tourism

- This shall comprise of such as **water sport activities** like water rides, water rafting, water skiing, paddle boating Row Boating, Sail boats, Windsurfing, Speed Boats etc., and other water cruising in the Goksthani River near Bheemili. Snorkeling, one can enjoy the under-water marine life and view the rarest varieties of corals. As water level

decreases during summer season, certain area may be dredged to have light water activities during that period and also in Yarada Beach as it is not very deep.

- **Trekking** should be introduced.
- **Para gliding** can be introduced from top of Kaisagiri Hill.
- **Mountain biking.**

3. Long Drive On Hilltop:

Road from Simhachalam Devasthanam to NH 5 and also connecting the NH 5 at Venkojipalem to Kailasa hilltop.

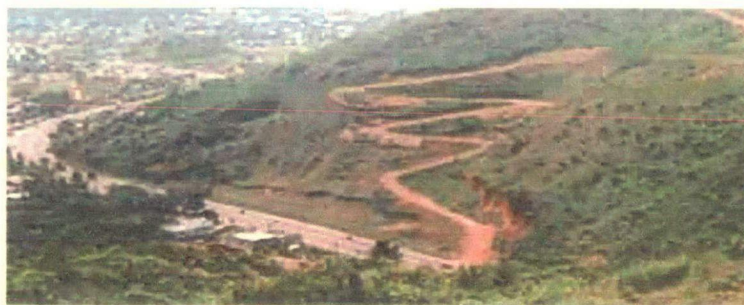


Fig6.6: Hill top road from Simhachalem to Kailasa Giri.

The VUDA conducted a reconnoiter survey of Simhachalam Hill starting from Simhachalam Hill to Hanumanthawaka i.e., up to N.H 5, joining at Kailasa Hill. There is a feasibility to form a 40 ' wide road from Simhachalam temple to NH 5. The total length of the road from Simhachalam temple to the hilltop touching NH 5 is 11.30 kms. This route (11.60 kms) apart from being the shortest distance from the city offers a unique experience traversing the hill range entirely (with a rise of up to 350 mts. above sea level), offering a panoramic view of the city on one side and lush green valleys on the other side apart from glimpses of the beach in between. It also enables one to have a feel of traveling in the jungle and wilderness. This will go in a long way in developing the Simhachalam Temple Complex. The estimated road formation cost would be Rs.5.72 crores.

So know from Kailasa hilltop to N.H.5 at Venkojipalem, the length of road would be 1.5 kms. The formation cost is estimated to be Rs.76 lakhs. The above estimates include cross drainage works; protection works, including tender variation rates. The above works can be taken up in co-ordination with the VMC and R&B Department and Simhachalam devasthanam. So know the total length of road 12.80 kms. At an estimated cost of 6.5 crores.

Development of parks and view points on top of the Simhachalam Hill all along the Hill Top road is proposed at a later phase.

4. Ropeway Connecting Kailasagiri Hill and Simhachalam Hill

Features

1. First of its kind in the State.
2. Connecting the tourism destinations of Kailasagiri hill and Simhachalam hills.
3. Total probable outlay: Rs. 2.00 crores.
4. Proposed to be taken on a BOT basis.

With a view of promoting tourism, it is proposed to establish a Ropeway from Kailasa Hill to Simhachalam hill range across the NH 5 so that pilgrims coming to Simhachalam Temple can visit the beach via Kailasa Hill. Economically also, it would not cost more than, what is cost's flows by the road. The present 2 hr. journey can be reduced to a minute memorable journey.

A religious-cum-recreational circuit is thus proposed to be created. A proper scientific study has to be conducted initially, to establish the Ropeway. The Government land available on the Simhachalam hilltop has to be alienated by the concerned authority before implementing the proposal. The work on the feasibility study can start as soon as the lands are alienated and handed over in advance to VUDA.

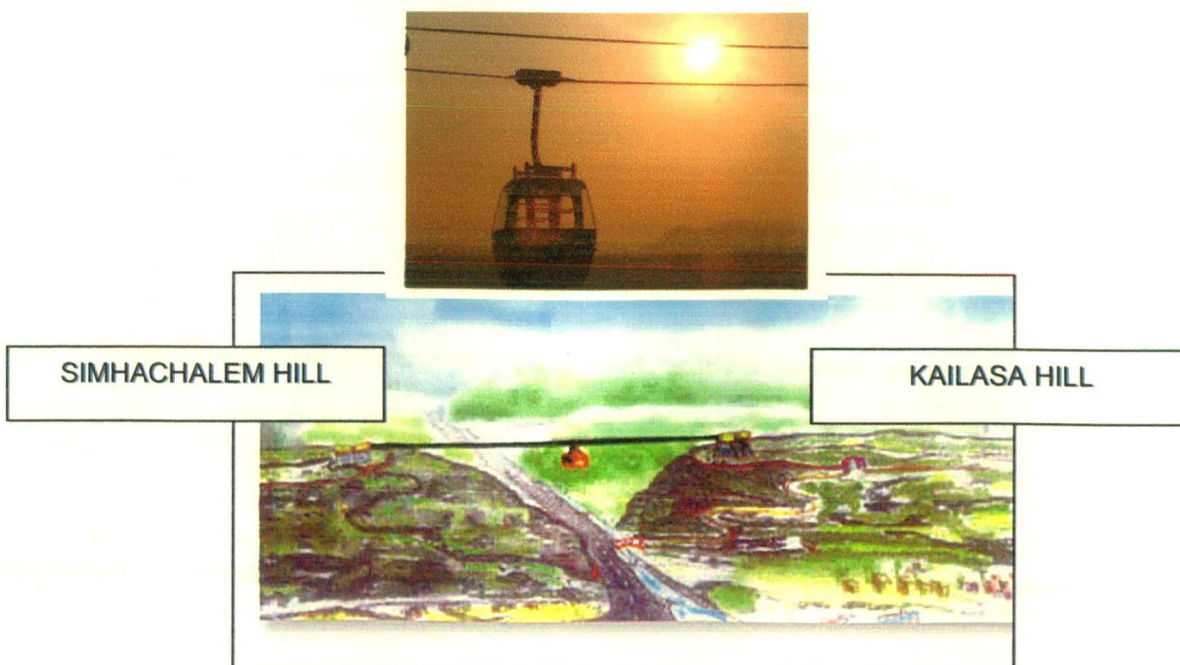


Fig6.7: Ropeway connecting the Simhachalem Hill and Kailasa Hill.

5. Industries Visits: THE APTDC can take permission from some of the industries like Steel Plant Port Trust and Shipyard to allow limited number of tourists to visit these areas. Once in every two days during non working hours the tourists can go and know the activities going on.

The cargo handling in Port Trust, Steel making process, the ships coming in and going out of the harbour can attract many tourists. The tourists can be allowed to board the ships in the harbour. Certain percentage can be paid to the industries. And private participation can be encouraged.

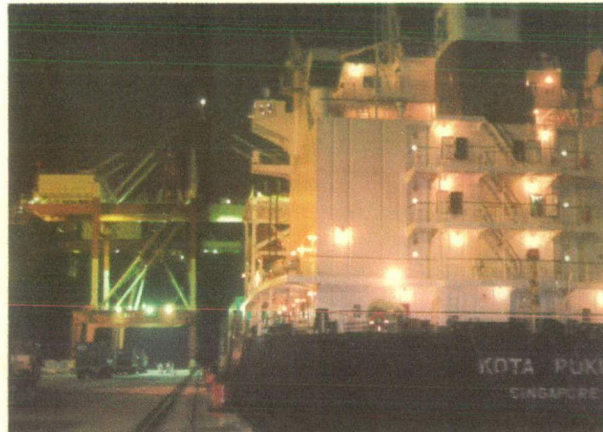


Fig 6.8: Unloading Cargo In The Harbour

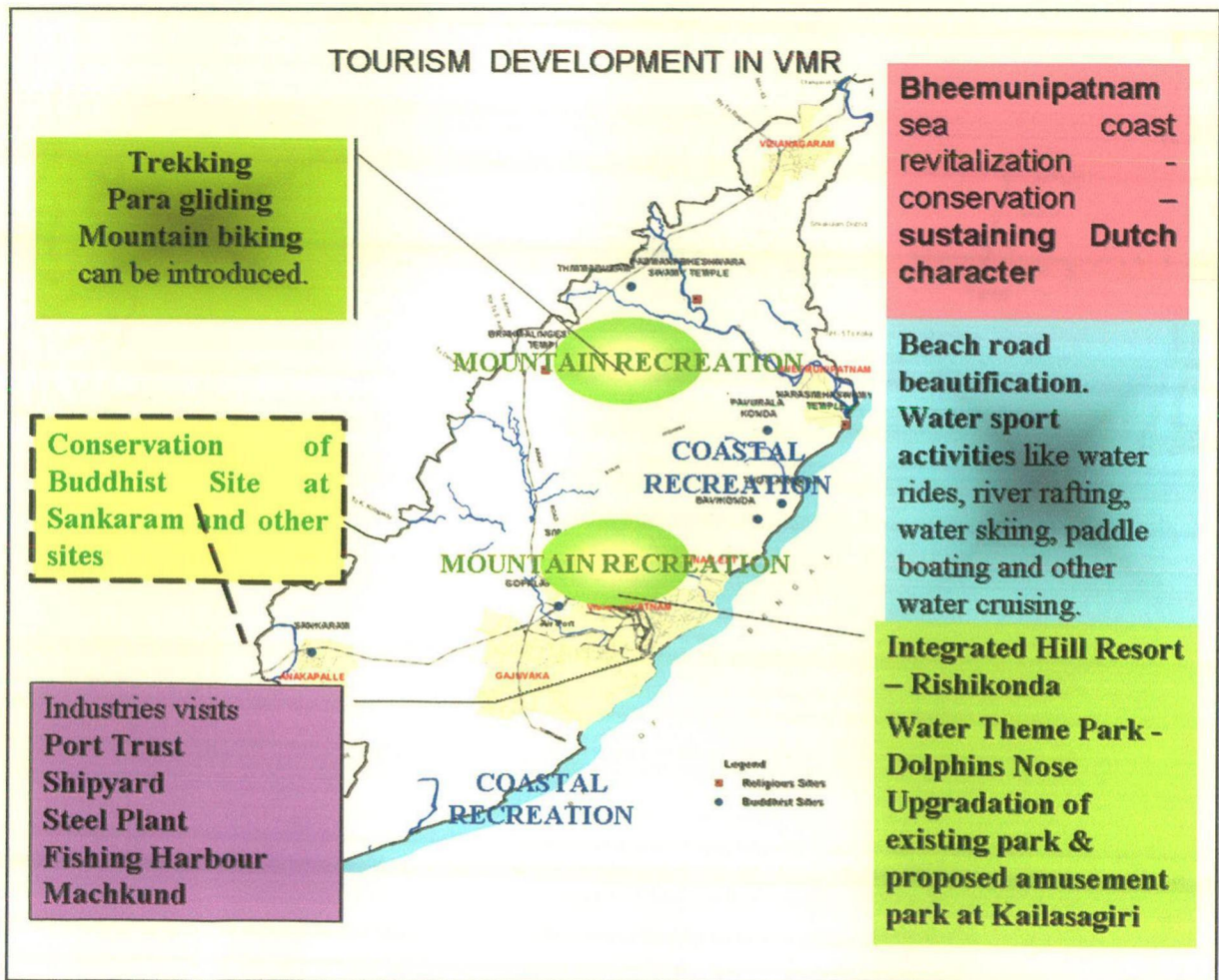


Fig 6.9: Conceptual Development Proposal

PROPOSALS AT INDIVIDUAL TOURISTS SPOTS

i. RELIGIOUS/SPIRITUAL PLACES

Simhachalam

- One of the most exquisitely sculpted shrines of Andhra Pradesh which exhibits close affinity with medieval Orissan Nagara Style art and also Tamilnadu's Dravidia style.
- Lack of awareness among the user of space, the visitor, in specific. They need education and guidance about the inherent values of the place.
- Awareness and understanding of the values will proceed and foster consecutive usage and will bring about a well planned pilgrim activity and non-exploitation of the pilgrims.
- Simhachalem is under development pressure, which directs this place to a path, if it tread along this it will loose all the elements, all the ingredients that capture the essence and spirit of the 'place' that was Simhachalem.

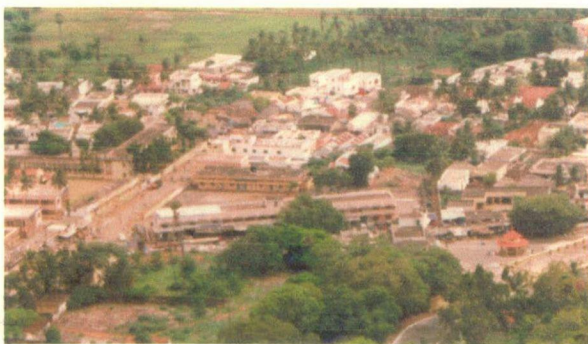
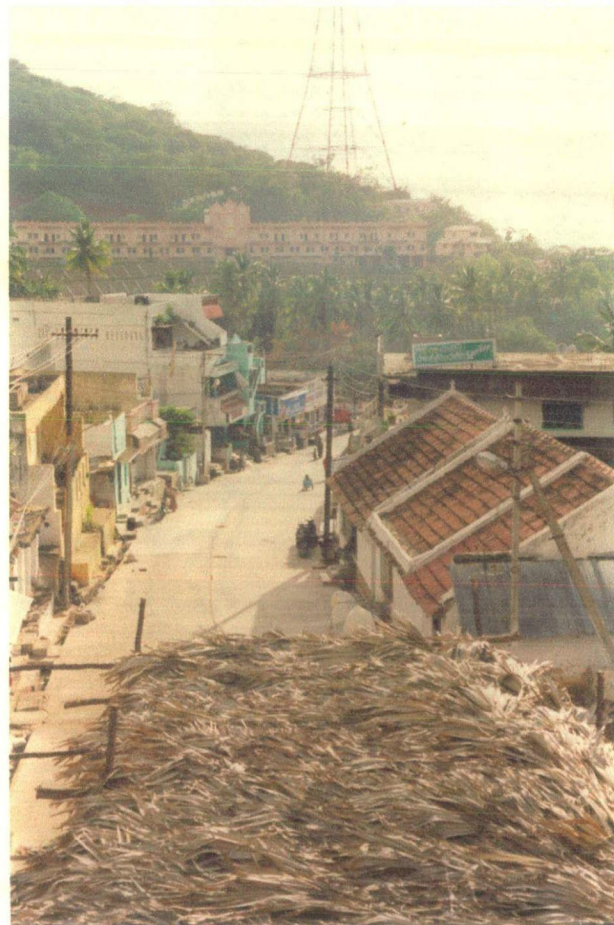


Fig: 6.10 Haphazardous growth without any proper planning

Tourist arrivals are Locals-30%, Non-locals-70%, Daily- 3000, Peak day-8000; Festive days-70,000. The requirements which are lacking and needed by the various kinds of tourists are given below Table 6.1. Site for these requirements are shown on Sheet no.6 &7.

Table 6.1: Facilities to be provided on Simhachalem hill

REQUIREMENTS	AREA (sq.m.)	FELT
Choultry for 100 people	1000	Depending upon the potential of non-locals coming to the temple from near by states therefore the need of choultry is required.
Dormitory block for 500 people	2500	The Orrissan people are the main draw for the temple that comes in large number, therefore the need of dormitory block is required.
VIP block 50 suites	2000	The Raja's are the trustees of the temple &also who maintain this temple.
Guest rooms(100)	3500	For the pilgrims from near by places.
Change Rooms/Rest rooms		To suit the middle income group.
Security quarters for 4 people	600	In need of temple security.
Museum/Info center/library/Meditation	950	To know the past glory & history of the temple.
Administration	500	
Bhojanasala for 500 people	600	
Community hall 1000 people	1120	
Food courts		
Amphitheatre		
Curio shops(50)	320	
Parking (150-2 wheelers, 4-wheelers,3 buses)	900	
Landscaping/resting places public amenities		A large open space for the crowd to gather and developing the same for daily recreational use.
Proper signage or elements (unifying elements)		the activity pockets be accessed and reached safely

EXISTING PLAN, SIMHACHALEM

SHEET NO. 6



- To channelise the traffic leading to temple-the idea behind this is to analyse the movements of people (pilgrims, local people and tourists) into the site and developing strategies, which help in smooth traffic flow.
- To open up the space and restrict the scale of commercialization i.e the scale of the commercial shops must be reduced to the local needs and not for the locals-residents.

Sagar Durga Temple, Balighattam, Panchadharala, Appikonda, Upmaka, Padmanabham Narasimhaswamy Temple , Temple Complex And Devipuram: These places belong to ancient period and attractive but are being visited only by localities, historians and archeologists. They have very little infrastructure facilities and development of the place is going at a very slow pace. So basic amenities like approach road, drinking water, toilets etc., should be provided in the first phase.

Kali Temple, Kanaka Mahalakshmi Temple, Sri Satyanarayana Swamy Temple: Since these are in the city area they have good infrastructure. Cleanliness should be maintained in the temple complexes. Proper space for the shops should be provided so that they do not encroach and create congestion on the road.

ii. BUDDHIST PLACES

- Dating back to 2 century AD in Sankaram, Bavi, Thotla and Povurala Konda Agglomeration, has good scope for development.
- Firstly, they don't have an access road properly, which is worth developing.
- High influx of Buddhists and monks are expected to visit these places because of their historical import.
- Along with this comes the finance for development. And in future this is sure to attract a large part of tourists. The relics are to be conserved.
- No, structure to come up within 100 mts of the relic.
- The excavation give way to many artifacts, which are to be preserved in the museum.
- Other facilities like tourist shop and information centre to be developed.
- To make them as a centre of cultural and historical importance along with their religious importance.
- Near ness to the city and their elevated position with a view overlooking the sea are best characters for developing it as a recreational area.

iii. HISTORICAL PLACES

- There is no proper signage i.e. the importance of the places are not mentioned anywhere at most of the places. Infrastructure like toilets and drinking water is not available.
- Bheemili is a blend of Dutch, British & Indian cultures. As most of the historical structures belong to the Dutch and British rule and archaeological importance and socio-historic context, they should be conserved by 'The Indian National Trust for Arts and Culture' (INTACH).
- Access roads; simple provision of drainage channels are required at regular intervals along the 5 Km road west of Bheemili. This would prevent the damage of roads because of floods.
- Presently area under Government for development is 200 acres.
- The present Dutch Village to be conserved, which gives a special identity to this place.
- The present Fishermen's village and their fish market are to be made more organized.
- Developing of this beach (left part of River Gostani), should not have green lawns, which is not possible to maintain.
- This should be left to nature, with only temporary shelters developed on the coast.
- Area right of the river is best suitable for developing resorts and water sports.
 - 150 acre site.
 - 100 acre site which does not fall in CRZ.
- A golf course is also appropriate here.
- The site is 5 Kms away from N.H., and is 1/2 Km away from Bheemili town and is totally isolated.
- The surrounding area is an agricultural area and so urbanisation is also not a threat.
- This 4 Km of beach from can be developed with parks.
- Appropriate road network is to be developed.
- At the initial stage, the resorts can be developed for accommodating 500 visitors.
- The present guest house being operated by A.P. tourism is under utilised.
- But this may need to be developed with more rooms in future, which could only be said after developing the resorts.

iv. BEACHES

Problems:

- The proximity to the city is very important for effective development of a particular recreational area but at the same time have a threat from urbanization.
- Even though R.K.Beach is the most popular beach, because of the proximity to the city, lack of place for development is a drawback.
- Care to be taken that the infrastructure built for tourism development is not misused by others and to prevent anti social elements and activities.
- Beaches like Yarada, **Mutyalampalem**, **Gangavaram**, **Jodugullapalem** **Mangamaripeta** and Pudimaka lack good infrastructure and access to the places are poor. One has to pass through the slum area before reaching some of these beaches.

Proposals:

Lawson's Bay Beach

- This is totally being under utilised even when it is close to city, because of squatter settlements.
- VUDA has to take over / discourage development of privately owned lands.
- This would surely be a recreational park for near by Waltair Community.
- Much of the taken over land will serve for future.
- This is best suitable for water sports, like sail boats, wind surfing etc. and safety measures should be taken like provision of nets, to prevent people from going into deep sea.

Rushikonda

- A beach at the base of hillock, which is having only 2 mts high water, when one walks 1/4th km into the sea is the best place for developing active water based activities, like creating play zones / areas in water with the precautions.
- Temporary structure needed for Restaurant & Visitor service
- The present 15 cottages should be made into executive suits.

Other beaches

These have limited growth. Small provision for parking, changing and shower facilities, with refreshment outlets, can be made.

v. KAILASAGIRI

Parking problems: Top of the hill only limited parking space is available for the tourists. In front this much of space is not sufficient for tourists because compare with other tourist spots awareness tourists flow of Kailasagiri tourist spot is more and access to the town.

Water supply: Only one tap is providing for the tourists on the Kailasa hill. No other source on the hill. This is the major problem in the summer season.

Proposals:

- The 350 acre hill with a hill top area of 100 acre has been still partially developed (25 acre)
- The place which got huge investments has been widely developed with concrete and steel structures.
- The access road should have places / platforms for turning and giving way for vehicles.
- The huge popularity can be further more enhanced by developing the remaining land, with
 - A 3 star hotel and Restaurant towards east
 - Extension includes proposed giant wheel and toy train etc.
 - Energy park
- Requires more security since it becomes deserted by night.
- Introducing sports like Paragliding.

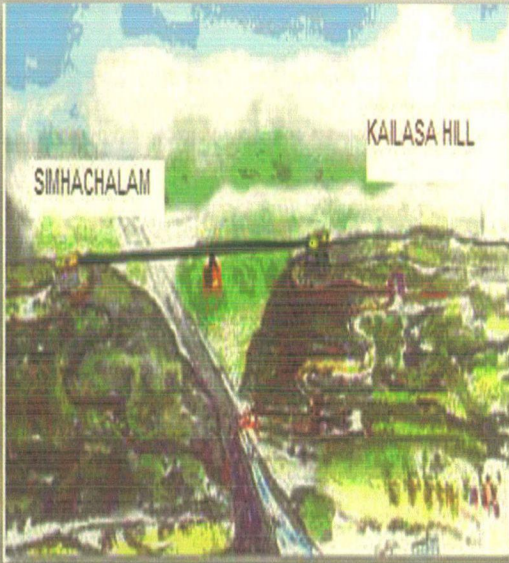
VUDA Park

- Firstly, the bushes and trees should be cut in an intelligent ways, to prevent, antisocial elements and activities.
- Next, the active zone is to be extended to the sea coast and items in the park should be maintained properly.
- Presently, the parking is not sufficient, which is causing problems and this can easily be developed in the adjacent place.
- Museums, yoga village, YMCA are also in its vicinity.

Dolphins Nose: This can be developed in a similar way as Kailashgiri in a later stage depending upon the prospects in Kailashgiri. Has 10 acres land for development.

Mudasarlova: has threat from urbanisation and the 15 acre government land needs fencing for future development.

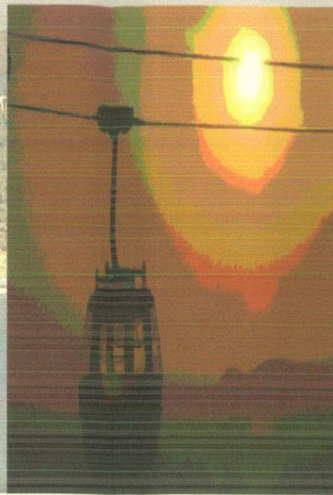
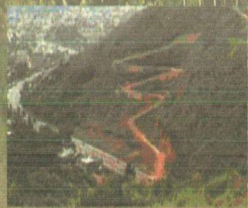
PROPOSALS



ROPEWAY AND HILL TOP ROAD CONNECTING SIMHACHALEM HILL AND KAILASA HILL

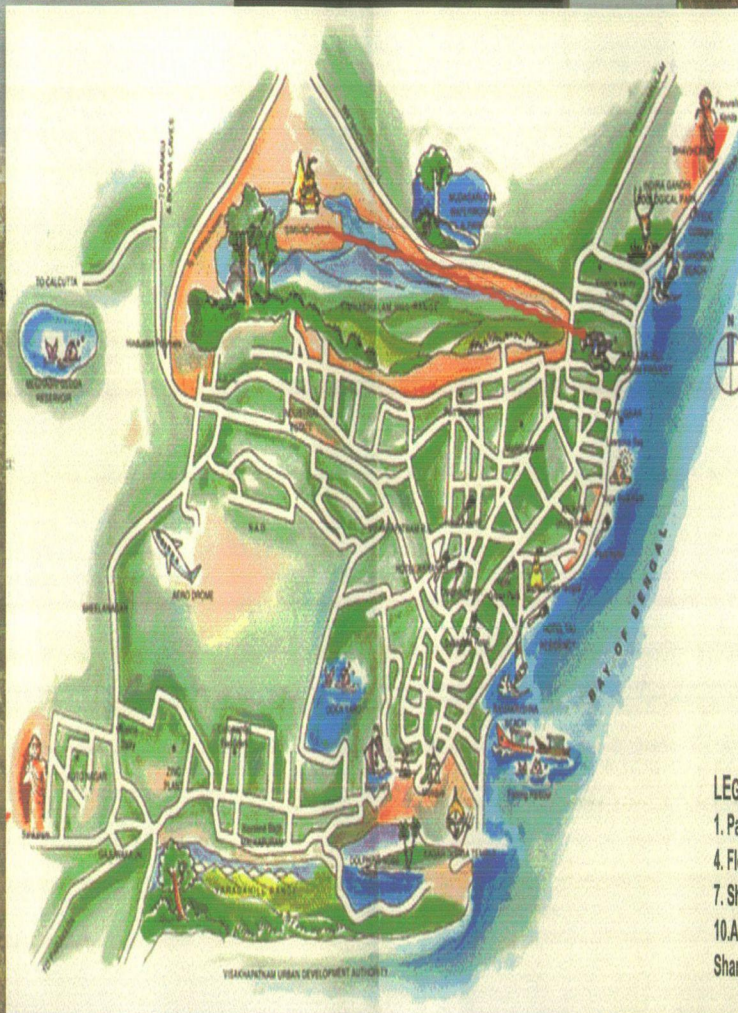
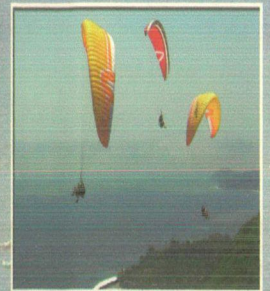
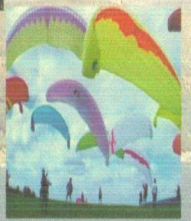
Features

1. First of its kind in the State.
2. Connecting the tourism destinations of Kailasa sagiri hill and Simhachalam hills.
3. Total probable outlay: Rs. 2.00 crores.
4. Proposed to be taken on a BOT basis.



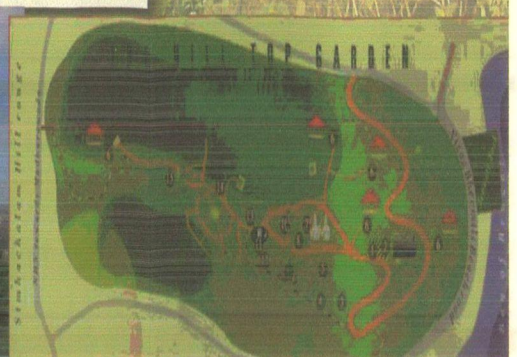
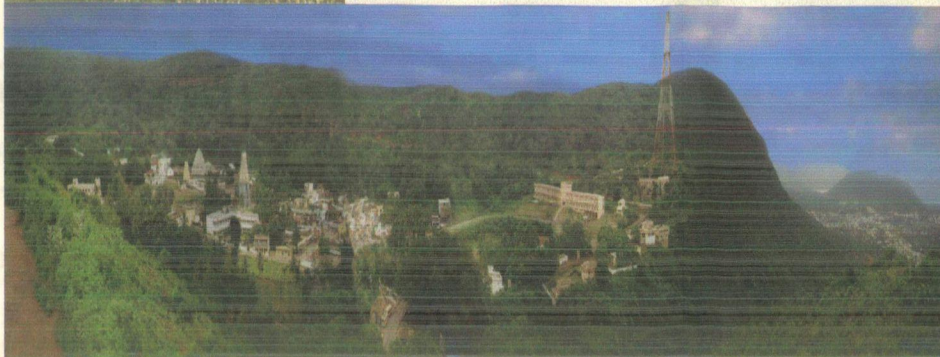
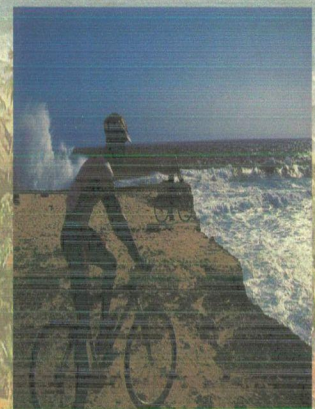
ADVENTURE TOURISM

- Trekking should be introduced.
- Para gliding
- Mountain biking.



LEGEND:

- | | | |
|-------------------|-------------------------|-----------------------|
| 1. Parking | 2. Titanic View Point | 3. Children Play Park |
| 4. Floral Clock | 5. Gliding Point | 6. View Points |
| 7. Shiva Parvathi | 8. Food Courts | 9. Landscape Gardens |
| 10. Art Gallery | 11. Shanku Chakra Naama | 12. Conference Hall |
| Shanti Ashram | 14. Jungle Trail | |



PROPOSALS



Snorkeling
One can enjoy the under-water marine life and view the rarest varieties of corals by snorkeling

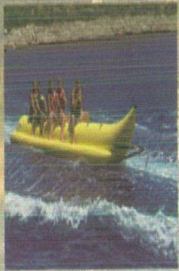


Water sport activities like water rides, water rafting, water skiing, Sail boats, Windsurfing, Speed Boats etc, and safe water sports like Paddle Boats, Row Boats



Water cruising facilities on the pattern of Goa should be introduced.

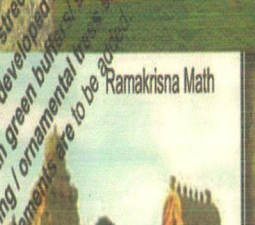
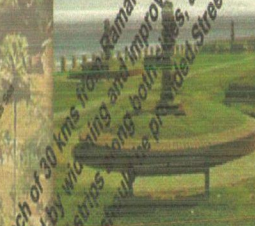
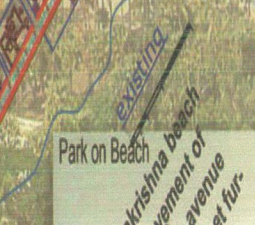
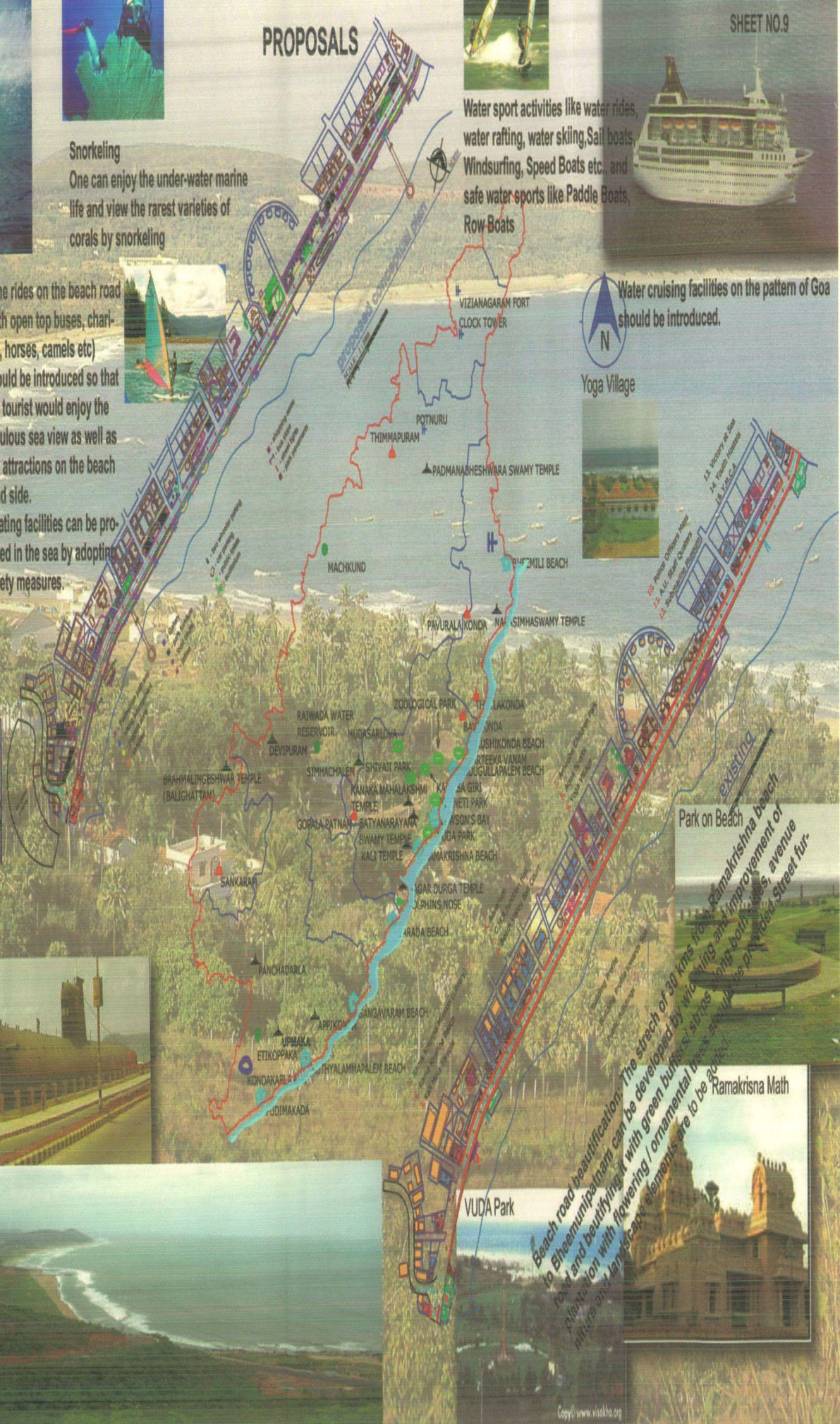
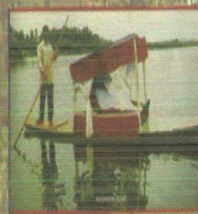
Yoga Village



The rides on the beach road (with open top buses, chariots, horses, camels etc) should be introduced so that the tourist would enjoy the fabulous sea view as well as the attractions on the beach road side.



Boating facilities can be provided in the sea by adopting safety measures.



Beach road beautification - The stretch of 30 kms from to Etheemuniapuram can be developed by widening and beautifying it with green belts & strips plantation with flowering / ornamental trees, shrubs, flowers and landscape elements are to be provided.

Park on Beach
Ramakrishna beach
improvement of
along beach roads, avenue
the on VUDA Street fur-

Ramakrishna Math

VUDA Park



C. Infrastructure Development

1. *Water supply*

- Water sources are perennial water from River Godavari, presently a scheme is being worked out by the government and the municipal authorities.
- To cater to the present and future needs of the people, New water supply strategies should be developed like
 1. Main Sources of Water-Supply for the region to be Godavari - supply 810 MLD of water from Godavari river through Yeleru Left Main Canal.
 2. Yeleru left main canal is to be rehabilitated to reduce the losses, with additional supply of 273 MLD.
 3. To stress on the importance of rainwater harvesting during monsoons in man made storages – mainly in Coastal Areas.
 4. Building an integrated regional water grid, to cover the whole region for sustainable and efficient water supply system.
 5. Watershed Management Plan for selected area in each basin is to be prepared.
 6. Places in remote locations may have to be independently provided with facility of water supply.

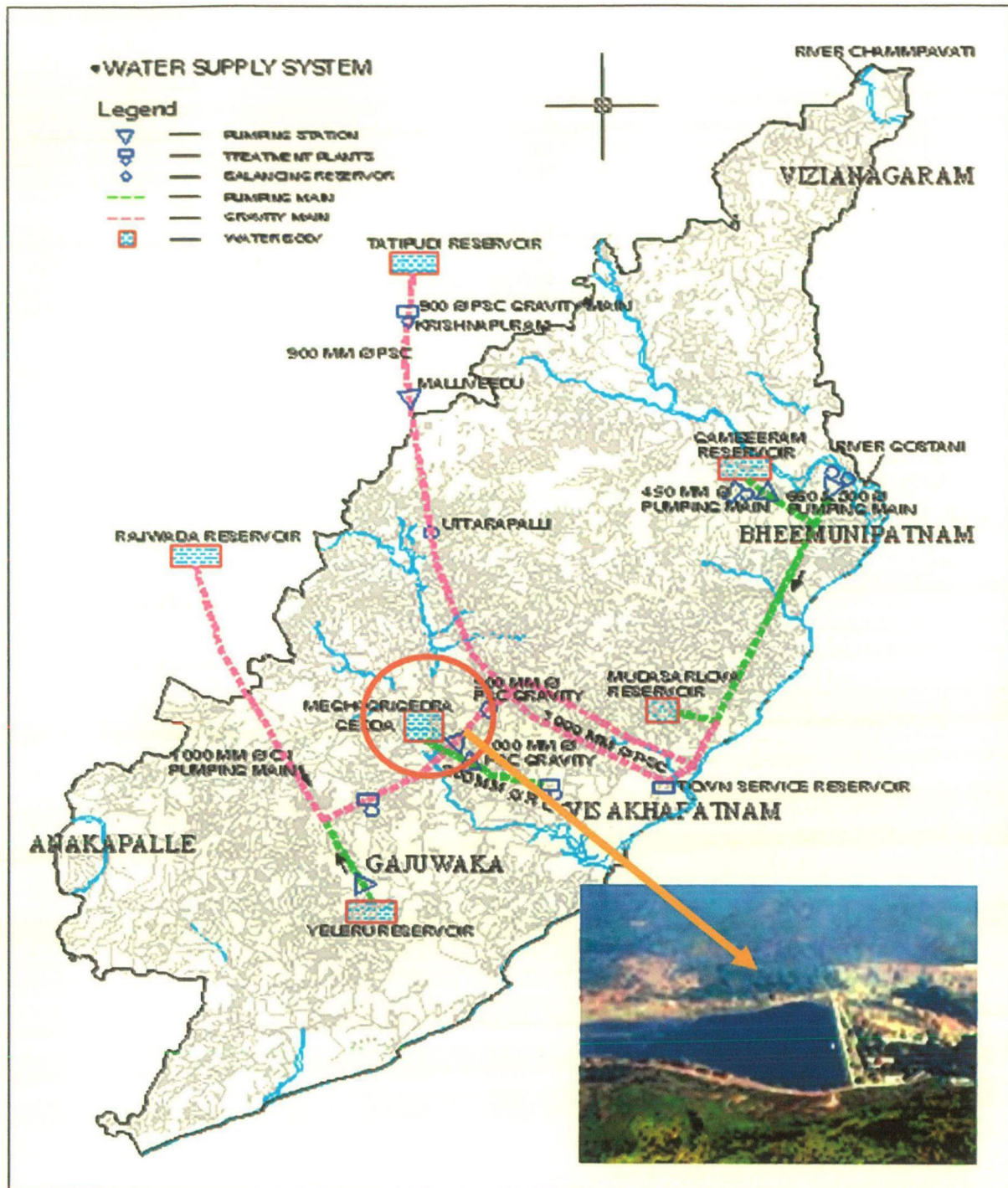


Fig 6.11 Water Sources of VMR

2. Sewerage

- Sewerage Treatment Plants should be located in Visakhapatnam or the existing capacity of STP should be augmented for additional 71 MLD.
- For the remaining areas the sewerage system is required and by discussing with the experts the following sites are proposed for additional STP.[Table 6.2]

Table 6.2 Proposed Sewerage Treatment Plant for VMR

Zone	Additional Proposed Nos.	Area(HA)
Visakhapatnam Gajuwaka Zone	2 (Port area and Narava in Visakhapatnam.)	12
	1 (Near the Marshalling Yard in Gajuwaka)	
	12 in the new towns	
Vizianagaram	1 (Along the river Champavati towards the eastern side of the proposed Knowledge Hub..)	3
Anakapalle	1 (Vummalada village in the outskirts of south-west of the Zonal area)	1
Bheemunipatnam	1 (Near to the proposed fishing harbour.)	1

- Major industries have their own treatment plant; augmentation is required for additional industrial estates. Common Effluent Treatment Plants (CEPT) are required for industrial estates.

3. Solid waste management

- The dumping sites in Kappulupada presently only 5 ha is used should be extended to 45 ha. Akkireddypalem is to be extended by 8 ha (Gajuwaka) in Visakhapatnam.

4. Power Supply

- It is expected that in the near future there will be no power problem in the VMR region because, apart from the available power, two new 500 MW power stations has been commissioned but in the perspective period upto 2021 additional power generation would be required to meet the power demand of 1415 MW.

5. Transport Systems

- The Bheemunipatnam port can be developed for TRANS-REGIONAL TOURISM. Trips to Andaman Islands by the cruise ships.
- A new international airport in 1762 ha is proposed between Kotavalasa and Boduvalasa.(Fig 6.12)
- **Tourist Circuits:** the circuits are prepared so that the maximum number of tourists can visit and the existing infrastructure is optimally utilized. {Sheet no. 4}

- The roads are in good condition but certain roads where the tourists flow is more should be developed like the Simhachalem Road. The beach road should be cleanly maintained.
- The beach road that stretches from Ramakrishna beach to Bheemunipatnam should be developed. The plan recommends for widening and improvement of the road and beautification of the beach road by creating green buffers/ strips along both sides, avenue plantation with flowering / ornamental trees should be provided. And buildings/ industries visible from major roads should be camouflaged.
- Parking is one of the most inevitable demands for all tourist activities. Access roads leading to the car parking should be one lane edge with insurmountable obstacles to avoid wild parking in the tourist spots. Enough space for parking the tourist buses should also be provided in order to avoid congestion of the roads.

6. **Accommodation:** The required rooms can be carved out in the form of a **tourist complex near Bheemili and Vizianagram**. The complex will have different types of accommodation, other facilities like restaurants, shopping arcade, convention hall, post and telegraph office, bank, club, health club, museum, open air theatre, multi-purpose hall, camping ground etc. for making them self contained in all respects.

7. In Simhachalem a Dormitory block for 600 people, VIP block 50 suites and 100 Guest rooms should be constructed to solve the problem of accommodation.

8. Enhancement of residential facilities for tourists in the future adds to development in many ways. Rather than permanent structures **CAMPING SITES** can be arranged during peak periods. Camps are just the right choice for the nature-lovers who wish to enjoy the sun, sea and the pristine beauty of nature by spending quiet holidays right on the beach. Tents can be provided on hire at moderate rates.

9. More food joints with Chinese, Tandoori Dishes and **Sea Foods**, which are very famous in this region, are proposed on the beach stretch.

10. The tourist spots should be developed in an integrated way and with facilities like restaurants, kiosks etc.

11. Flora and Fauna of the region shall be preserved which have attraction to the tourists/visitors. Collective facilities should be deliberately arranged to extend their animation along axes through out the tourist complex, to generate interests and invite participation, to enable one activity to lead to others and be attractive to the onlookers.

12. The institutional components are tourist information centre, museum, art gallery, open air theatre and convention hall, etc. which have been recommended in various tourist complexes. These also have shopping areas for handicraft and other essential goods along with restaurants, cafeteria and kiosks, etc.

13. Improvement in telecommunication system should be carried out for the benefit of the tourists and general public in the remote areas.

14. Provision of information centers and displaying of guide maps at strategic locations would improve public awareness. Information centers should be provided at the airport and railway station.

15. The ATM outlets are to be provided in atleast one important tourist spot in each circuit proposed like the Beach Stretch, Bheemili, Simhachalem Hill and at Yerada Beach and at shopping areas in Jagdambha R.T.C. Complex, Railway Station and Airport.

16. At VMR level the provision of hospitals is envisaged @ 5 beds per 1000 population thus there is need of reservation for additional number of hospitals. An additional of 14,232 by 2021 is proposed and a total of 17,000 by 2021 to cater to the needs of the people.

17 Shopping should be a pleasure. It should provide an extension to recreation, an atmosphere of bustling activity, opportunities to meet people in informal interesting surroundings. The commercial facilities at the tourist centers are quite different from other places. A craft village to promote arts and crafts by exhibiting them is proposed on the **Beach road and Bheemili**. Here the wooden decorative items prepared in Etikoppaka, the items made of shells and the local arts can be exhibited and sold. Societies can be formed and arrangements can be made for exporting.

6.2. GENERAL POLICY GUIDELINES

Tourism should be developed as a major engine of economic growth and we should harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural development. To achieve the above we must

- Focus on domestic tourism as a major driver of tourism growth. Visakhapatnam should be developed as global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of Visakhapatnam as a destination.
- Advertise in all media about Visakhapatnam as a favorite tourist destination, making all information/ bookings etc., available to tourists online. Setting of rapid action cell which maintains communication with all areas of tourist interest, which can help a lot in bring down the accident and crime rates.
- Events like Visakha Utsav should be given special attention.
- Private sector should be encouraged to play a proactive role and government should act as facilitator and catalyst, encouraging public private partnerships.
- Ensure that all stakeholders, including government agencies and local planning authorities, are involved in the development and implementation of tourism. Encourage development of networks for the exchange of views and information.
- Involve all primary stakeholders in the development and implementation of tourism plans, in order to enhance their success.
- Encourage development of partnerships with primary stakeholders to give them ownership shares in projects and a shared responsibility for success.
- Maintain a balance with other economic activities and natural resource uses in the area, and take into account all environmental costs and benefits.
- Maximise economic, social and environmental benefits from tourism and minimise its adverse effects, through effective coordination and management of development.
- Adopt integrated management approaches that cover all economic activities in an area, including tourism.
- Use integrated management approaches to carry out restoration programmes effectively in areas that have been damaged or degraded by past activities.

- Incentives for construction of hotels, restaurants and transportation facilities etc should be provided/ increased to boost the supporting and ancillary activities for the development of tourism. {Appendix 2}
- Incentives of private investment in tourism development
 - Priority status
 - Interest subsidy
 - Capital subsidy
 - Concessional customs duty
 - Tax exemption
 - Import essential goods
 - Export promotional capital goods scheme
 - Liberalised exchange rate management scheme.
 - Assistance for development of international tourism.
 - Investment facilitation cell.
- Participation of the local people should be encouraged by giving the benefits incentives at grass-root level.
- Integrated tourism circuits based on unique ethnic characteristic, heritage and culture in partnership with private sector and other agencies should be developed.
- Fisherman should be shifted to the hatcheries zone and they should not be allowed to clean fishing nets within the beach areas earmarked as tourist areas.
- Segregation and Treatment of Solid Waste and Discouraging open defecation. Use of Sulabha Shouchalayas should encouraged.
- Provision of Electrostatic Precipitation for smoke generating industries
- Establish Environment Monitoring Cell for conduct Environment Survey (Air quality and Noise levels) at regular intervals and establish ambient air quality and noise levels and identify critical locations.
- Identify and implement no vehicle movement areas (pedestrian plazas/streets etc) and prescribe CNG as the fuel for Public Transport vehicles (buses/auto rickshaw/taxis etc)

6.4. REGULATIONS

The concerned authorities at the State level, in accordance with the following norms shall regulate the development or construction activities in different categories of CRZ area. {Appendix-1}

CRZ – I No new construction shall be permitted within 500 m of the High Tide Line. Construction of Dispensaries, public rain shelters, Jetties, Roads etc., temporary camping sites for tourists can be provided.

CRZ – II Restricted construction on the land ward side of the existing authorized constructions. Reconstruction of the authorized buildings to be permitted subject with the existing FSI/FAR norms and change in the existing use. The design and construction of buildings shall be consistent with the surrounding landscape and local architectural style.

CRZ –III Area up to 200 m from HTL is “No Development Zone” Development between 200 m to 500 m. Developments of vacant land between 200 m and 500 m of high Tide Line in designated areas of CRZ-III with prior approval of MOEF permitted for construction o hotels/ beach resorts for temporal occupation of tourists.

The constructions permitted are such as fishing villages and goathans. Building permission for such constructions will be subject to the conditions that the local dwelling units shall not exceed 33 % of the plot size; the overall height of construction shall not exceed 9 m and construction shall not be more than 2 floors.

6.5 CONCLUSION

The VMR has been studied and analyzed at regional level and at individual location level in all angles. The problems and potentials have been identified. By quantifying with the help of attributes and the proposals are given accordingly. The proposals were made covering even minor aspects which needs only a small capital for rectification but helps development in big way.

The proposals are given for tourism development on three aspects:

1. Proposals for increasing the inflow of tourists into the region.
2. Proposals for creating new tourist attractions and proposals at individual locations.
3. Proposals for filling the gaps in the infrastructure. Tourist circuits are developed for effective utilization.

Provision of circuits and other facilities to the tourists facilitate effective utilization of time and money of tourists and will enable to visit even the remote sites scattered in the region, not only that but also optimum utilization of the infrastructure at the tourist spots which otherwise would not be possible.

Provision and improvement various infrastructure facilities will add to the convenience of the tourists and provide better safety and security to the tourists and also in the economic development of the region. Provision of adventure sports, theme parks, fishing and other facilities attract a higher number and variety of tourists.

The tourism development in the VMR results into development, conservation and preservation particularly of archeological remains. Also brings about transformation of old buildings and sites into new tourist facilities, brings life to declining towns, at times relieves busy tourist places and also plays important role in the economic development of the region.

Appendix-I

COSTAL REGULATORY ZONE (CRZ)

The ministry of environment with the following stipulations has prepared a costal regulation zone plan under the statutory plan:

- CRZ – I** No new construction except those requiring sea front.
- CRZ – II** Restricted construction on the land ward side of the existing authorized constructions.
- CRZ –III** Area up to 200 m from HTL is “No Development Zone” Development between 200 m to 500 m.

The major industries in VMR under CRZ in Visakhapatnam district are petroleum and allied industries, iron and steel engineering, shrimp and pawn culture, shipping and cement.

The other areas which are ecologically sensitive and have been included in **CRZ – I** are reserve forests, mangroves, shelter belt plantations of casuarinas, areas of outstanding natural beauty /heritage /historical sites, areas close to breeding and spawning grounds of fish and other marine life and entire area between LTL and HTL.

Appendix-II

VISION 2020 - TOURISM IN ANDHRA PRADESH

Vision 2020 of Andhra Pradesh Government envisages that the state will be a leading tourism destination offering a wide variety of experiences to its visitors. The state will offer all high quality amenities ensuring a pleasurable Stay. Andhra Pradesh is to achieve this ambitious vision by capitalizing on its *wide* spectrum of tourism locations ranging from historical and religious sites to natural attractions like beaches.

Visakhapatnam has been identified as a Special Tourism Area along with Hyderabad, Tirupati and Nagarjuna Sagar. Destinations envisaged to be developed are :

- Buddhist religious sites in addition to Nagarjuna Konda to attract Japanese and other Buddhism devotees.
- Beach resorts on the northeastern coastline close to Visakhapatnam.
- Business destinations such as Visakhapatnam with other tourist activities such as beaches.

In order to ensure that tourists feel welcome in the state, the following need to be provided:

- Basic amenities such as Clean Public Toilets, freely available telecommunication services, tourist information centres, conveniently located banks and currency exchange centres, STD booths, internet access centres, Fast food-joints among other services
- Quality Hotels, local transportation, taxi services, entertainment & shopping centres
- Abundance of skilled service enterprises and people providing the above services.
- Tourist locations should be clean and well maintained.
- Tourist friendly attitude should be developed.
- Improving and expanding arterial roads, uninterrupted power and water supply in tourist locations.

STATE PROFILE OF ANDHRA PRADESH

TOURISM POLICY

Objectives

- To position tourism as a major growth engine and to harness it's direct and multiplier effect for employment generation, economic growth and poverty alleviation in the state of Andhra Pradesh in an environmentally sustainable manner.
- To position Andhra Pradesh as the destination state of India and take advantage of the burgeoning travel and trade market on the demand side and vast untapped potential in heritage, pilgrimage, conventions and beach tourism on the supply side.
- To acknowledge the primacy of the role of the private sector with the government working as the facilitator and the catalyst.

To bring into effect a co-operative endeavor of both public and private sectors on one hand and between and among different sectors of the government on the other.

- To reap the benefit of the increasing inter-relatedness of the world, which allows capital to move freely across countries and travellers, to cross borders for the benefit of the common man seeking wholesome, memorable and pleasurable experiences?
- To position tourist and tourism-friendly policies as a showcase to demonstrate the attractiveness of Andhra Pradesh as a destination as well as a fast developing business hub.

The reform process has been in motion since 1991. Currently, India's near-complete integration with the global economy is witnessing:

- An upsurge with private capital in the forefront and government playing the crucial role of facilitator and catalyst.
- A fresh and meaningful look at the opportunities of travel, hospitality and leisure market which are growing rapidly.
- There is a growing realisation that private investment should play a larger part in the constructive co-operation between private and public sectors in tourism development. Besides, when a market for leisure and tourism exists, there is a need for affirmative action to tap the market.

Tourism was declared as an industry in the state as far back as 1986, duly extending benefits and concessions to investors. In 1994, special tourist centers were notified and an incentive subsidy, tax concessions and electricity rebates were offered. The State Tourism Policy was documented and released in 1994.

Aims of Tourism Policy

For Andhra Pradesh to make use of tourism as a growth platform, it is necessary that the state moves in a clear direction, consolidates its comparative advantages to help it realise its tourism potential to the fullest. It is in this context that the Tourism Policy has to be viewed and evaluated.

The main aim of the Tourism Policy is to serve as a guiding force to translate Andhra Pradesh's tourism potential into reality, highlight attractive destinations and make Andhra Pradesh a tourist-friendly place where tourists experience higher quality leisure and desire to return. Tourism Policy is the ideal instrument for social and economic change. This Policy is meant to provide a direction for programmes to be organised in order to help realise the growth of annual

international tourist traffic from the existing 94,000 arrivals recorded during 1997 to 2.8 million and annual domestic tourist traffic from 37 million in 1997 to 66 million by 2020. It builds upon the:

- Convention and heritage tourism of Hyderabad.
- Consolidation of pilgrim tourism in Andhra Pradesh.
- Development of the Buddhist circuit and leisure tourism around Nagarjunasagar and other Buddhist sites.
- Hitherto untapped potential of beach tourism on the coast.
- This takes place in the context of secondary attractions blossoming rather than remaining in oblivion.

Tourism is to be developed in the integrated matrix of international, domestic and local tourism without ignoring one for the other. While we think globally, envision the best, position ourselves to take advantage of the wanderlust of international tourists, we should concurrently develop destinations for domestic tourism and create ample opportunity for local recreation. Three varieties of tourism, i.e. international, domestic and local, are like concentric circles and not hierarchically designated items of diminishing importance. International tourism grows on the back of domestic tourism. The initial burst of growth in arrivals and infrastructure will have to be in domestic tourism before international travellers decide to flock in. This approach also ensures that host and guest population conflicts do not occur without adequate preparation. Local tourism spreads the economic impact of tourism a lot more liberally than confining it to few islands of prosperity.

SWOT ANALYSIS

Strengths:

Attractive natural diversity

Strong private sector

Large domestic tourism market

Political commitment to tourism development

Acknowledgement of the private-public partnership by the state.

Weakness:

Limited market segmentation

Lack of awareness about Andhra Pradesh's tourist potential

Principal gateways being outside the state

Lack of awareness about potential for employment and economic development

Opportunities:

A burgeoning travel and trade market on the demand side.

Vast untapped potential in heritage, pilgrimage, conventions and beach tourism on the supply side.

Being a late starter, Andhra Pradesh can formulate a product which is participative, responsible and sustainable and safeguard against the potential negative effect of tourism. We stand a better chance of avoiding the pitfalls of others.

Harness the energy of the private sector.

Can position itself now as it is not locked into any image problems.

Threats:

Competition from existing and future destinations.

Under provision of infrastructure.

Tourism investment can become the victim of seasonality factors which threaten several destinations.

Numbers can swamp the quality, wherein the multiplier could be much less

STRATEGY

A. Andhra Pradesh Unlimited:

On balance, our advantage lies in configuring a new tourism space co-extensive with new economic space for our tourism product. This will be in-sync with the idea of a destination and a hub. Geography should not limit the potential of Andhra Pradesh. By being a destination as well as a hub, Andhra Pradesh Unlimited can offer:

Collective attraction with other destinations. If access to the golden triangle is provided, a well-rounded heritage offer of Agra, Jaipur, Delhi with Andhra Pradesh heritage and leisure can be delivered to tourists.

While competition among destinations within India is inevitable, this strategy allows co-existence of destinations in a unique packaging. Co-operation emerges out of this principle.

Borderless functioning of this type expands the tourism space from the state to beyond.

Wherever synergies and complementarities exist, the new tourism space enables packaging for

co-operation. We see synergies with Maldives, Sri Lanka and Kerala. That is because their tourism products are different from ours and will complement each other while we compete with them in the first domain.

The Second aspect of this strategy is that all levels of Government become players in tourism development. They could be Districts, Municipalities or Urban Development Authorities. But all players share the same brand name to have the advantage of :

- Economies of scale and scope.
- Common benchmark.
- Leveraging budgetary outlays.

B. Participative and Responsible Tourism:

Tourism destinations have successfully used tourism to encourage other sectors of the economy and to generate new and innovative employment opportunities. In Jamaica, Jamaicans teach tourists to speak Jamaican and dance reggae. Local live entertainment is the norm in most hotels. In Barbados, hair-braiding, one of the most profitable activities, takes place in the informal sector.

Given its potential for spinning benefits for all, particularly people in backward areas, it is necessary that the kind of tourism we develop is a participative product. Local house owners offer a paying guest or pension kind of accommodation. The host population provides guides and leisure services such as boating, horse-cart rides and sale of handicrafts. Unless the host population sees itself as a winner, the efficacy of tourism still remains under-exploited. And this does not happen automatically as the services continue to miss acceptable benchmarks and tourists do not return.

One of the strategic moves here is to create participative tourism where local communities participate and gain while transferring unique experience to the visitors. Without this participative flavour, tourism will remain cold, distant and elitist, which neither the visitors want nor is it in the interest of the host population. Tourism that Andhra Pradesh wants to develop will take on board:

- Paying guest accommodation.
- Taxi services.
- Township experiences.
- Traditional entertainment (dance, music, theatre).

- Florists.
- Hair salons and crafts shops and other than direct service providers such as tour operators, travel agencies, tour guides and indirect services such as laundry services, porter services, construction services, maintenance services etc.

This product admits to Responsible Tourism.

- Responsible Tourism implies the tourism industry's responsibility to its environment and to development of sustainable tourism.
- Responsibility of the Government and business to involve the local communities that are in close proximity to the tourism plant and attractions through the development of meaningful economic linkages.
- Responsibility to respect, invest in and promote the local culture.
- Responsibility to visitors by ensuring their safety, security and health.
- Responsibility of the tourists to respect local culture, creating low impact wherever necessary.

C. Re-formulating the Product:

There is a need for redefining tourism. Given the volatile nature of destination marketing on one hand and the central location of Andhra Pradesh on the other, the policy visualises development of Andhra Pradesh as a destination and hub. This means Andhra Pradesh will have to stay nimble, remain outward-oriented and forward-looking. Concentration on Special Tourism Areas, consolidation of pilgrim tourism, culture and heritage tourism and 'Sun, Sea and Surf' should provide some of the strategic initiatives. Andhra Pradesh will have to work around its strengths while working towards the market segmentation which is fast growing. Hence, leisure should provide the underpinning at most destinations. The core mass of a reformulated product should be provided by:

- Infrastructure.
- Quality man power.
- Tourist-friendly state and tourism-friendly policies.
- Clean and hygienic environment.
- Interlaced with technology, seamless travel, on-line booking and hassle-free travel, the product will be further enhanced. A reformulated product such as this will provide the

state's much needed brand equity. Front movers achieve the best, and no where else is it more true than in tourism.

D. Creating a Champion:

We need Tourism Andhra Pradesh to be a champion and for both individuals and companies to operate in an environment to grow into champions. Passion for Excellence and Commitment to being the Best must be harnessed for the purpose.

The State Tourism Promotion Board (STPB) has become a one stop agency for decision making, clearances and incentivisation for the private sector and for evolving policy. STPB has gained from the partnership with the private sector. The vision is that this one-stop-non-stop agency will grow into a champion by transforming the Department of Tourism from a bureaucratic arm into a managerial arm. This champion will be in a position to nurture champions in the form of companies and individuals, create a strong branding, focused targeting of market segments and providing a benchmark for others. Relative strengths of both the private and public sector will be brought into play here. This institution will be nimble, outward-oriented and forward-looking as is needed in an experience industry like tourism.

E. Trading off between numbers and quality:

Experience shows that the number of tourists alone is no guarantee for the multiplier effect that we are looking for. Tirupati sees tourist arrivals of nearly 18 million every year, but the average stay of a tourist is 2 ½ days and average expenditure is Rs.146/- per day.

As part of the Policy, it is imperative that we target the kind of tourists we require in Andhra Pradesh. To harness the economic benefit of tourism and to avoid environmental strain, we need high-value domestic or foreign tourists. Hence, this policy deliberately attempts to capture value rather than numbers. Present domestic tourism will grow up to 64 million by the year 2020 and foreign tourist figures will rise up to 2.8 million. If the intention is to create 5 million jobs, this is a policy choice one has to opt for.

General Features and Approach

The main aim of the Tourism Policy is to give a clear direction and guidance for the various activities and programmes to be drawn up for the effective and successful development of tourism. Various concessions and incentives to entrepreneurs in tourism-related activities form the bedrock of this initiative.

Taxation and Incentives for Private Investment in Tourism

Taxation and tax rates contemplated now are driven more by long term perspectives. Attempts have been made to make a link between travel and tourism, economic growth and jobs.

Taxation rates are meant to promote growth of travel, hospitality, and leisure market, increase the tax base rather than simply hiking tax rates and turning down the demand. Incentives are as much for triggering off investment as they are to increase competitiveness and to reduce discriminatory taxes (about which the customer has no knowledge), unfair taxes (in relation to other goods and services). This is an admission of the flow-through effect of tourism which creates jobs across the economy and eliminates taxation and incentive principles which are barriers to growth.

Infrastructure Development

For accelerated and appropriate development, tourism necessarily requires large scale development of infrastructure and concomitant funds. Investment by the Government as well as the private sector need stepping up. It is a hassle-free and friendly atmosphere that facilitates investment decisions. Predictability and reasonableness of the tax regime trigger off investments. Towards this objective of creating an investment-friendly atmosphere:

- Taxation has been rationalised towards intelligent taxation.
- Taxation has been made predictable with the Government's declared position that tax rates for tourism sector will not be revised after the budget.
- Incentives have been increased and expanded to cover a larger number and variety of projects.
- A sunset law has been put for some of the tax reliefs and incentives.
- Andhra Pradesh will engage professional consultants of international standing to inventorize, prepare project profiles and prioritise investment areas. Thus, all tourist destinations within the state will be surveyed and action plans prepared. Arrangements will be made to furnish a complete destination information package to every potential investor.

Incentives

- a. TAX HOLIDAY ON SALES TAX**
- b. INVESTMENT SUBSIDY FOR ALL TOURISM VENTURES**
- c. REBATE ON ELECTRICITY CHARGES**

CONCESSIONS AVAILABLE FROM NOW ONWARDS

- a. INVESTMENT SUBSIDY**
- b. INVESTMENT SUBSIDY FOR HERITAGE HOTELS**
- c. LUXURY TAX**
- d. SALES TAX**
- e. ROAD TAX**
- f. SPECIAL PROJECTS**
- g. ENERGY**

Special Tourism Areas

The State Government may decide to focus on tourism promotion and development in a few areas which have good potential for both tourism and investment inflow to take advantage of economies of scale. In this context, some important tourist centres/areas have been identified and an integrated action plan prepared for developing them through public and private investment. Both Central and State Governments will make special efforts for the development of tourism in these areas.

The Government of Andhra Pradesh have designated the following areas as Special Tourism Areas (STA) on the basis of their touristic endowment, availability of land and other infrastructure facilities. The scope of STAs have undergone changes after some STAs (Tirupati and Hyderabad) were entrusted to consultants to study, with reference to market survey, possible ways of exploiting the economics of scale and scope. Based on this experience, STAs originally planned will undergo changes based on market data, core competencies of a set of attractions and evolving market scenarios. The STAs are:

- Nagarjunasagar and surrounding areas under Buddhist Heritage.
- Hyderabad and surrounding areas of historic interest.

- Heritage Centres in Warangal.
- Beaches in the North Andhra Coast, Visakhapatnam, Araku Valley and Borra Caves.
- Tirupati and surrounding areas
- Incentives and concessions in these areas will be restricted to the list of notified places, subject to additions and deletions from time to time. The integrated action plan for all the special tourism areas identified above will include the following :
 - Sizeable tracts of Government land will be made available on either sale, lease or treated as Joint Sector Ventures for the purpose of private investment.
 - Basic infrastructure for communications, transport, municipal services etc. will be made available or, where already available, will be strengthened on priority as per the consultancy report or otherwise.
 - The APTTDC/Tourism Department, will act as a catalyst in the Special Tourism Areas and provide all necessary assistance and information for setting up tourism projects, including an escort service to the investors.
 - *NTAs will also get similar treatment.

Approaches

The direction of tourism promotion will have to be:

- Concentrated in some thrust areas which already show high tourist arrivals.
- Concentration on the STAs which hold the greatest potential.
- Massive building of infrastructure by private investment though some public investments will have to signal the direction.
- Investment following market research and professional consultancy report on attractions or a set of attractions.
- Synergy of private-public partnership to be exploited.
- Trade and private sector having a larger role in advising on tourism promotion and both the public and the private sector working in tandem.
- The State Government may add or delete STAs by notification from time to time. The State Government may also notify new areas as NTAs. This has been necessitated by completion of several major and medium irrigation projects, which are an ideal location for leisure tourism.

Institutional Arrangements

The State Tourism Promotion Committee (STPC) has been set up to monitor the activities and development of tourism including those in the Special Tourism Areas with the following terms of reference.

- To examine the feasibility of the tourism projects to be set up in the Special Tourism Areas.
- To periodically monitor the implementation and progress of projects and the release of concessions being applied for.
- To examine the recommendations of Shore Area Development Authority on the projects falling within the Coastal Zone Regulation Areas. And to suggest measures to facilitate early clearances from the Ministry of Environment, Government of India, and other bodies.
- to examine the possibility of bridging the gaps in basic infrastructure such as repairs or strengthening the existing road network, improved water supply etc.,
- To recommend to the Government of India wherever surface transport, civil aviation or railway networks need further expansion and strengthening.
- To work as the single window for clearances of tourism-related projects.

The Government of India and/or the Tourism Finance Corporation of India may give the following assistance for the development of the Special Tourism Areas:

Financial Support for development of core infrastructure.

- Setting up of a Tourism Development Fund for providing equity support for capital intensive projects.
- Exemption from specified central taxes and incentives in the form of capital subsidy and interest subsidy for the development of tourism projects.
- India Investment Centres, Embassies, Government of India tourist offices abroad should give wide publicity for foreign investors in the Special Tourism Areas.
- Assistance in the provision of certain important infrastructure requirements such as railways, airports etc.,

- STPC will facilitate smooth functioning of the State Tourism Promotion Board. This committee is entrusted with the following responsibilities:
 - STPC is the one-stop decision making point for tourism-related issues which obviates lengthy inter-departmental consultation.
 - To scrutinise the tourism projects and to finalise/incorporate the views of various departments connected with the projects as the case may be and to place the issue before STPB for their consideration and approval of the project.

The State Tourism Promotion Board (STPB) has been constituted as an organisational structure to achieve speed in decision making concerning Tourism Projects. STPB looks at :

- Enlarged public led action.
- Accelerated development of tourism.
- Tourism Projects in the private sector.
- Monitoring and review of project implementation.
- Policy decisions on uni or multi-sectoral issues.

STPB is the apex decision making authority of the state. Decisions of the STPB are converted to Government Order by respective departments without circulating files.

District Tourism Promotion Councils (DTPC)

Tourism development for domestic and largely local tourism will be decentralised as much as possible. The administrative set-up at the district levels in the form of District Tourism Promotion Councils (DTPC) which have been put in place and will become the driver of tourism growth. Local funds will be leveraged with State Government contribution. However, emphasis will have to be given to investment which will have the most immediate impact and on planning for their sustainable use after completion. District Tourism Promotion Councils will have members from both public and private sectors. The Member Secretary will be drawn from either of the sectors. In due course, DTPC will have a facilitation centre having an on-line booking facility and virtual tours of tourist destinations. DTPC will disseminate information regarding district attractions through brochures and other publicity materials. There will be technical back stopping arrangement from the state level and guidance for cloning privatisation.

Tactical Intervention

Strategically it is imperative that Hyderabad is developed as a transit hub for international flights by taking advantage of its central location. Towards this objective, a green field international airport should be constructed at Hyderabad. Visakhapatnam should have international connectivity in due course. Without this infrastructure, arriving at a figure of 2.8 million international tourists is well high impossible. Upscaling aviation infrastructure is critical to changing gateways from outside the state. Conference and convention traffic account for 55% of tourist arrivals in Hyderabad. Improving the facility for conventions will enhance the comparative advantage of the city. A convention centre with a capacity over 5000 seat capacity will enable Hyderabad to bring in tourist traffic. Similarly, a convention facility should be promoted at Visakhapatnam. This is also a critical infrastructure for achieving the Vision 2020 targets.

One of the most important duties of the Tourism Department is the dissemination of relevant information at the right time. While strengthening the existing information centres at Delhi, new centres will have to be set up in places like Calcutta, Agra, Goa, Jaipur, and Ahmedabad, Mumbai with the help of the trade. Appointment of a General Sales Agent is contemplated. A joint promotional strategy by the various states and with Maldives and Sri Lanka in the international market will go a long way to promote Andhra Pradesh as an important destination.

A wide array of HRD institutions should be encouraged in the private sector as tourism is a service industry and trained manpower contributes to the competitiveness of tourism product.

Short Term Strategies

Andhra Pradesh already has a fairly sizeable domestic clientele (37 million), with many domestic travellers booking into hotels at various places of historic, religious and commercial interest every month. In order to improve visitor perception and the quality of service being provided to domestic tourists, the Policy lists certain crucial areas which need improvement. They have been identified as 'thrust' areas. With the introduction of these short term measures, there should be a considerable improvement in the quality of services and goods offered.

ACTION POINTS

1. Tourism Registration Act

2. Protection of Historical Monuments

3. Tourist Friendliness

4. Safety and Security of Tourists

5. Metered Taxis

6. Fairs and Festivals

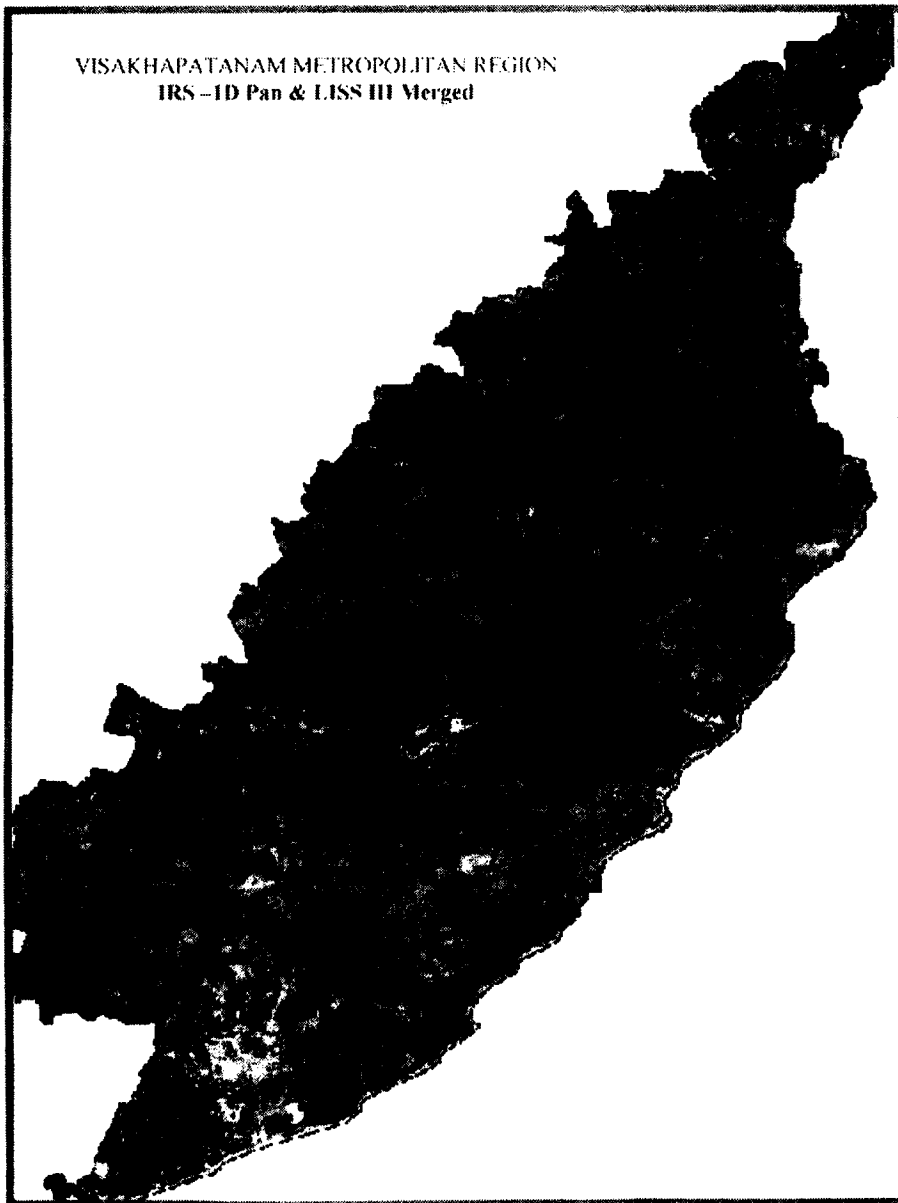
7. Grading of Hotels and Restaurants

8. Setting up of Hotels/Restaurants/Lodging Facilities at Religious Places

9. Training of Tourist Guides and other Personnel

Appendix-III

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Appendix-IV

PROPOSALS OF MASTER PLAN 2020- TOURISM CONSERVATION OF HERITAGE STRUCTURES

Following areas are termed as special conservation areas with the idea that the detailed conservation plan for the area should be prepared:

- i) Vizag Old Town
- ii) Dutch Heritage *Area* in Bheemunipatnam
- iii) Buddhist Archaeological Sites including surrounding areas

- Funds for heritage conservation: Endowment funds could be created for upkeep and maintenance of conservation sites
- The corporate sector should be involved in preserving heritage sites that are prime tourism resources.
- Create awareness about the benefits of heritage preservation and tourism development among the local community through imaginative Programme of education and information.

Recreation and Tourism Projects (Coastal and Mountain based tourism in VMR)

i) Major Business and Convention Centre and Exhibition Area:

This site is proposed to provide various supporting activities to mega industries of VMR like Business & Trading center, exhibition ground, conference halls, hotels, show rooms, etc. This will also have amphitheatres, seminar hall, auditorium, museum and folk village, etc. for performing art. The site is proposed on National Highway and will provide excellent

connectivity to other parts of state. This business cum exhibition centre will have an area of 203 ha on rapidly developing Gajuwaka. Anakapalli corridor. This will also have amphitheatres, seminar halls, auditorium, museum and spaces for performing arts.

Sports Complex

A major State level sports complex in 400 ha. is proposed on National highway no. 5 near Bheemunipatnam. This sports complex will accommodate stadium, gymkhanas, hostel, training & coaching centre, sports institution, quarters, golf club, swimming pools etc. The comparatively plain site is abutting the regional bypass and is in a tranquil environment.

ji) Coast Based Tourism Site:

Two sites are proposed under this category are:

(a) Area between Bheemunipatnam - Rishikonda measuring 2,464 ha long coastal belt with dense greenery & hillocks. The historical sites viz. Thotlakonda, Rishikonda, Bavikonda are part of this belt. The site is suitable for development of resorts, hotels, parks, boating, fishing and other tour related activities.

(b) Cheepurupalli - Gangavaram: This stretch with an area of 2233 ha has long sandy beach with good continental shelf. This will promote tourism and also protect the coastal area from encroachment of industries .A small harbour is also to be developed near Muthayyalapalem by the state government.

iii) Mountain & forest based Tourism:'

The locations identified are Kailashgiri hills and Simhachalam hills these would provide for pilgrim tourism. Areas are identified for resorts, guest houses, dormitories, commercial spaces, naturally formed amphitheatres, worshipping grounds, open spaces for lectures, home theatre, ropeways, parking areas etc.

VMR is bestowed by nature with thick forest. These forests to be protected but can be sensitively used for encouraging tourism activities. There are two sites identified for such development. (1) near Indira Gandhi National Park and (ii) near Padmanabham The forest based tourism will comprise of camping sites, pedestrian paths, zoo, botanical garden, sites for forest based industries like honey park, cottage & handicraft village. The total area identified is 5771 ha.

Projects by the Tourism Department

Projects already identified by the Tourism Department and taken up in VMR

1. Proposed Development Plan for Bheemunipatnam (Area - 25 acres)- Sea Coast Township Revitalisation Conserving and sustaining Dutch character.
2. Proposed Fish Market on Beach, Bheemunipatnam(Area - 1acre)-Market using Fabric.Tensile Structures to promote local fishing culture with tourism .
3. Proposed upgradation of Narasimhaswamy Temple Restoration & Expansion of Temple precinct, Development of Landscape & Ceremonial path
4. Upgradation of existing park & proposed amusement park at Kailasagiri- Area - 50 acres Upgradation of 50 acre park & Proposed 50 acre park.
5. Proposed Water Theme Park - Dolphins Nose -Water Theme Park.
6. East Point Golf Course, Visakhapatnam (Area – 100acres)*Golf* Club as recreational centre for Vizag City.
7. Integrated Hill Resort, Rishikonda .
8. City Centre, Visakhapatnam.
9. Buddhist Site at Thotlakonda (Area - 5 acres)- Development of Buddhist site as unique hilltop heritage destination in Andhra Pradesh State.
10. Buddhist Site at San karam- (Area - 5 acres) -Stupa, contemplation pavilions, display platforms, office, Buddhist museum, pavilion, restaurants and shops.
11. Proposed promenade along Beach Road, Ramakrishna Beach
Landscaped pathways and parks with street furniture.

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