

# TOURISM OPPORTUNITIES-CASE STUDY OF SIDHESWARAM IN UDAYAGIRI MANDAL OF SPSR NELLORE DISTRICT.

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## Abstract:

Traveling and Tourism has been an integral part of Indian Culture & Tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. Today tourism is the largest service industry in India, with a contribution of 6.23% to the National GDP and providing 8.78% of the total employment. India witnesses' more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many *World Heritage Sites*, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The objective of the paper is to throw light on some of the historically important places, which are not included in the important places of tourism and the way the neglected places of historical importance came to lime light with the interference of the local philanthropists/social workers/devotees, and to emphasize the role of the Govt., to accelerate the growth of tourism.

Key Words: Traveling and Tourism.

## INTRODUCTION

Traveling and Tourism has been an integral part of Indian Culture & Tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. Today tourism is the largest service industry in India, with a contribution of 6.23% to the National GDP and providing 8.78% of the total employment. India witnesses' more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "*Incredible India*" campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many *World Heritage Sites*, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi are expected to significantly boost tourism in India further.

Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by *Future Brand*, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years.

**Future Prospects:** According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC) and its strategic partner Oxford Economics in March 2009:

- The demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world.
- India's travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 by 2019.
- Capital investment in India's travel and tourism sector is expected to grow at 8.8 per cent between 2010 and 2019.
- The report forecasts India to get capital investment worth US\$ 94.5 billion in the travel and tourism sector in 2019.
- India is projected to become the fifth fastest growing business travel destination from 2010-2019 with an estimated real growth rate of 7.6 per cent.

### **IMPACT OF TOURISM IN INDIA:**

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

## **POSITIVE IMPACTS:**

**1. Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

**2. Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.

**3. Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

**4. Developing Infrastructure:** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

**5. Promoting Peace and Stability:** Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

**6. Direct Financial Contributions:** Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

**7. Contributions to Government Revenues:** The Indian government through the tourism department also collect money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and

fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

**8. Improved Environmental Management and Planning:** Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

**9. Raising Environmental Awareness:** Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.

**10. Protection and Preservation of Environment:** Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.



**Foreign tourist arrivals by year:**

Foreign tourist arrivals in India (1997-2014)

Year	Number (millions)	% change
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2








Foreign exchange earnings from tourism in India (1997-2014)

Year	Amount (US\$ million)	% change	Amount (₹ crores)	% change
1997	2,889	2.0	10,511	4.6
1998	2948	2.0	12,150	15.6
1999	3009	2.1	12,951	6.6
2000	3460	15	15,626	20.7
2001	3198	-7.6	15,083	-3.5
2002	3103	-3.0	15,064	-0.1
2003	4463	43.8	20,729	37.6
2004	6,170	38.2	27,944	34.8
2005	7,493	21.4	33,123	18.5
2006	8,634	15.2	39,025	17.8
2007	10,729	24.3	44,360	13.7
2008	11,832	10.3	51,294	15.6
2009	11136	-5.9	53,700	4.7
2010	14,193	27.5	64,889	20.8
2011	16,564	16.7	77,591	19.6
2012	17,737	7.1	94,487	21.8
2013	18,445	4.0	1,07,671	14

2014 20,236 9.7 1,23,320 14.5

## Foreign tourist arrivals by source country

Source countries for foreign tourist arrivals in India in 2014

Rank	Country	Number	Share in %
1	 <a href="#">United States</a>	1,118,983	14.57
2	 <a href="#">Bangladesh</a>	942,562	12.27
3	 <a href="#">United Kingdom</a>	838,860	10.92
4	 <a href="#">Sri Lanka</a>	301,601	3.93
5	 <a href="#">Russia</a>	269,832	3.51
6	 <a href="#">Canada</a>	268,485	3.50
7	 <a href="#">Malaysia</a>	262,026	3.41
8	 <a href="#">France</a>	246,101	3.20
9	 <a href="#">Australia</a>	239,762	3.12
10	 <a href="#">Germany</a>	239,106	3.11
Total of top 10		4,727,318	61.56
Other countries		2,951,781	38.44
Grand total		7,679,099	100

## Foreign and domestic tourist visits by State

Share of top 10 states/[UTs](#) of India in number of foreign tourist visits in 2013

Rank	State/Union Territory	Number	Share in %
1	Maharashtra	4,156,343	20.8
2	Tamil Nadu	3,990,490	20.0
3	Delhi	2,301,395	11.5
4	Uttar Pradesh	2,054,420	10.3
5	Rajasthan	1,437,162	7.2
6	West Bengal	1,245,230	6.2
7	Kerala	858,143	4.3
8	Bihar	765,835	3.8
9	Karnataka	636,378	3.2
10	Goa	492,322	2.5
Total of top 10 states		17,937,718	89.9
Others		2,013,308	10.1
Total		19,951,026	100

Share of top 10 states/UTs of India in number of domestic tourist visits in 2011 (provisional)<sup>[21]</sup>

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

### **Objective of the paper:**

The objective of the paper is to throw light on some of the historically important places, which are not included in the important places of tourism and the way the neglected places of historical importance came to lime light with the interference of the local philanthropists/social workers/devotees, and to emphasize the role of the Govt., to accelerate the growth of tourism. **Sidheswaram in the past:**

The place Sidheswaram is located in Udayagiri Mandal of SPSR Nellore district between Udayagiri and Sitaramapuram in the very thick forest, 8 kms away from the main road. It belongs to 13<sup>th</sup> Century AD, where lord Siva temple is located. Words are inadequate to describe the beauty of the nature, particularly water flowing from the hill. Great rishis said to have chosen this place for their meditation/worship/prayers. The water flowing from the hill drenching lord shiva, and then flows down. Some five years ago, this place was not known to anybody. The temple was in dilapidated condition, and it was inaccessible to the public. The forest is very thick, and a living place for wild animals. There was no proper road to this place. Only during important festivals like sivarathri, some people from the neighboring villages, used to visit this place.

### **Sidheswaram at Present:**

Sidheswaram has become a busy place with the pilgrims coming from all over the state. The kshetram is adopted by the organizers of Bhagavan Kashinayana, a great godman of this region, particularly one by Shri Ramachandrareddy swamy, a staunch disciple of Bhagavan Kashinayana, from Nandyal of Kurnool district. He, with his followers started renovating the temple and started nityannadanam activity. Hundreds, thousands of devotees go over there to see the beauty of the nature and worship the presiding deity lord Shiva and Ammavaru, besides Bhagavan Kashinayana temple. We get sumptuous food even at the mid night. It is wonder, beyond the comprehension of the people, how the food is prepared and served to the coming devotees, in the midst of the forest. Once, there was no proper road, the way was with big boulders. Now tar road was laid, and place is easily accessible to all. Buildings are raised, provision is provided for people to stay for days together. Electrification is done to this remote temple. This was all made possible only with the intervention of God man Shri Ramachandra Reddy swamy and his disciples. This can be taken as a model for tourism development. There are many places, like this, in all over India, which remain neglected for centuries. A special drive and initiative is required by the Govt., in providing necessary infrastructure to this places, and wide publicity also to be given, to make them more popular places for the visit of the pilgrims. Once the Govt., starts the development of the historical places, they can achieve the sustainable development, which would contribute a lot for the regional as well as the national development.

### **Conclusion:**

Traveling and Tourism has been an integral part of Indian Culture & Tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many *World Heritage Sites*, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. Through this article we should know some of the historically important places, which are not included in the important places of tourism and the way the neglected places of historical importance came to lime light with the interference of the local philanthropists/social workers/devotees, and to emphasize the role of the Govt., to accelerate the growth of tourism



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