



DEPARTMENT OF HISTORY

SRI Y.N COLLEGE (AUTONOMOUS) NARSAPUR

(Affiliated to AdikaviNannayya University)

Thrice Accredited by NAAC at 'A' Grade with a CGPA of 3.40

Recognized by UGC as 'College with Potential for Excellence'

S SOMA SEKHAR M.A, M.Phil

"Tourist Potentiality in the West Godavari District: Andhra Pradesh"

Award of the Degree M.Phil in History

According to UGC XIIth plan Guidelines I relieved from my institution (Sri.Y.N. College) in the academic year 2016-17, and joined in the dept. of History & Archaeology at Acharya Nagarjuna University, Guntur, as FDP Scholar for one year. After the duration period is completed I relieved on 5 A.N. of 26-05-2017 to my parent institution. Later on 26-10-2018, I submitted my M.Phil thesis entitled, **"Tourism Potentiality in the West Godavari District of Andhra Pradesh" to Acharya Nagarjuna University, Guntur.** The university declared the M.Phil degree with 'A' Grade on 16-12- 2019.

Tourist Potentiality in the West Godavari District: Andhra Pradesh

Award of the Degree M.Phil in History

Submitted by

Mr. S. Soma Sekhar, M.A.,

Research Scholar

Under the Guidance of

Dr. S. Murali Mohan



DEPARTMENT OF HISTORY AND ARCHAEOLOGY

Acharya Nagarjuna University

Nagarjuna Nagar,

GUNTUR-522510

Andhra Pradesh, India.

Thesis of the M.Phil

Tourist Potentiality in the West Godavari District: Andhra Pradesh

Man's search for food and shelter and his curiosity for things around gave birth to travel. Travel led to tourism. Tourism is the activity of tourists and those who deal with them. Tourism is not a single industry, but an aggregate of many components. As a means of education and cultural exchange, tourism is an excellent instrument for the promotion of national integration and international understanding friendship and peace.

The growth of tourism is closely related to the age and speed of travel, economic growth and political developments. It grows gradually over the years as earlier and foster ways of travel became available.

Growth and Structure of Tourism in Andhra Pradesh

Andhra Pradesh tourism resources are vast. Its historic and cultural mosaic is unique. The monuments, sculptures and paintings of Andhra Pradesh bear testimony to the national concept for harmony and diversities to be reflected in a composite whole. The geographical features of Andhra Pradesh are both colourful and varied.

Andhra Pradesh offers a homogenous blending of ancient, modern; northern and southern, multi-lingual cultures. The history of the state is as old as second century B.C. The Satavahanas established the first ever Independent Andhra kingdom. The Ikshvakus, the Pallavas, the Chalukyas, enriched the Andhra history and culture with monuments, temple, mosque, arts, crafts, dance and customs.

A.P. is popularly known as the granary of South India. The lush green fields naturally irrigated by 34 rivers both major and minor – the Krishna and the Godavari provide the scenic beauty while the centres of heritage inspire the tourist to visit the state again and again.

Chapter – I: Introduction

The importance of tourism in Andhra Pradesh has been recognized very late and tourism was a part of the information and public relations dept. till May 1974, when it was separated and established as Dept. of Tourism. In 1980, the state Travel & Tourism Development Corporation was unveiled. Tourism has become an officially recognised industry since 1985 and certain types

of hotels have been extended concessions and subsidies. In 1990, a seventeen member tourism board was formed to advise the govt. about the development of tourism in the state. In 1994, the govt. of A.P. announced its tourism policy declaring certain places special tourist centres.

Tourism Policy (1992)

In collaboration with the Government of India's National Tourist Action Plan of May, 1992, the Government of Andhra Pradesh formulated the first ever tourism policy of the state. According to their, the tourist places in the state were divided into three zones.

1. Gateway (Tirupati Zone)
2. The Sunny South (Visakhapatnam Zone)
3. The Adventure Zone.

Need of the study

Now a day's Union Government and Government of Andhra Pradesh are showing much interest towards tourism by taking many projects for the development and initiation to tourism. Tourism has been recognized as smokeless industry pertaining to people, transporting them to a designated putting them, comfortably as them pocket permits. Entering them and sending them back with sweet memories. This problem has been chosen with view to study tourism development in the west Godavari region of Andhra Pradesh.

West Godavari

West Godavari district is one of the 13 districts in the Indian state of Andhra Pradesh. The district is situated in Coastal Andhra region of the state. Eluru is the administrative headquarters of the district. As of 2011 census of India, it has an area of 7,742 km² (2,989 sq. miles) and a population of 3,936,966. It is bounded by Krishna district on the west, East Godavari district on the east, Bay of Bengal on the south and the state of Telangana on the north.

Historical Background

Eluru was a part of the Buddhist kingdom of Vengi. The Eastern Chalukyas ruled coastal Andhra from A.D. 700 to 1200, with Vengi, near Pedavegi village, as their capital. Historical evidences are found at the villages, Pedavegi and Guntupalli (Jilakarragudem), Eluru then became a part of the Kalinga Empire until 1471 A.D. Later it fell into the hands of the Gajapathis. In 1515 A.D. Sri Krishnadevaraya captured it. After the fall of the Vijayanagara Kingdom, it was taken by the Sultan of Golconda, Qutub Shah. In 1925, West Godavari District was formed with Eluru as its Headquarters and all the district offices and regional offices were set up in Eluru city. West Godavari district was formed from old *Godavari district* in the year 1925. The Godavari district was renamed as East Godavari district and the new district is named as West Godavari district.

For the State of Andhra Pradesh, the following three circuits have been identified for integrated development.

Circuit 1 Visakhapatnam - Vizianagaram – Srikakulam.

Circuit 2 Chittoor - Nellore - Kadapa – Anantapur.

Circuit 3 East Godavari - West Godavari – Krishna – Guntur.

Objectives of Study

1. To identify the potential tourist circuits/destinations in the Study area west Godavari in Andhra Pradesh.
2. Assess the existing infrastructure – basic and tourism related for the Circuits/destinations.
3. Perceptions and opinions of Tourists: Problems & Prospects
4. Identify infrastructural projects to be initiated by Centre/State/Private sector.

Methodology and Data Sources

1. The process of evaluation has been attempted through scientifically prepared questionnaires and conducting interviews.
2. The researcher to be visit numerous tourist centres, studied the working nature and collecting information from the concerned about particular problem if any.
3. Information regarding the tourist activities of the past in the west Godavari region were gathered mainly from various gazetteers issued from time to time, the annual

administration reports of the Tourism Development of Andhra Pradesh. The annual reports, newspapers, articles and various tourism newsletters, brochures of the district, were also used for the present investigation and study.

Chapter – II: Tourist Potentiality and Prosperity in the study area West Godavari District

1. Temple Tourism : Bhimavaram- Dwaraka Tirumala- Palacole- Pattism-Juttiga- Natta Rameswaram-Penugonda- Pedavegi-Achanta etc.,
2. Buddhist sites.
3. Jaina sites.
4. Fairs and Festivals.
5. Handicrafts.

Chapter – III: Assessing the existing infrastructure facilities

Following infrastructure has been examined to assess the requirements and deficiencies:

1. Modes of Transport- airways, roadways and railways and access thereto
2. Road network
3. Utilities-power, water facility, etc
4. Accommodation
5. Way side amenities
6. Maintenance and management of built heritage/tourist attractions.

On the basis of observation survey, discussions with local community and other stakeholders, gaps have been identified. Based on these gaps as well as site potential, sustainable projects have been proposed along with the indicative block costs.

Chapter – IV: Perceptions and opinions of Tourists: Problems & Prospects

Perceptions and opinions

- Eco-tourism is gaining popularity
- A lot of unidentified tourist attractions
- Long beach to develop beach resorts
- Increasing the middle class peoples income
- Rural tourism is developing by giving priority for Handicrafts and its marketing, for this the Shilpharamams are well suited for its marketing.

Problems

- Lack of administration in the tourism department
- In sufficient of transport facilities
- Lack of funds for its developments
- Lack of information about some tourist attractions
- In adequacy of marketing, in one word, we can say zero marketing
- In sufficient infrastructure
- In ability staff/ contract system in the recruitment of employees they will not feel responsibility
On their duties
- Overcrowding tourist's inflow in famous tourist attractions.

Chapter – V: Suggestions and Conclusion

Services of professional agencies to be utilized for Media Planning, Production of creative and Publicity material. Road Shows to be organized in other states in collaboration with the stakeholders, showcasing the potential of the state. Participation in Travel Marts and Exhibitions in the country for promoting tourism. Organization of important events like State Tourism Awards, workshops, seminars, etc. on various tourism related themes. Finally the Synopsis concludes the Tourism Potentiality in West Godavari District of Andhra Pradesh.

* * *

ACHARYA NAGARJUNA UNIVERSITY

The National Assessment and Accreditation Council (NAAC) Awarded ANU as 'A' Grade University

Dr. P.V.KRISHNA
Co-ordinator, Research Cell.


Ref. No.ANU/RC/M.Phil./History/
SSS/878/Jan. 2019.



Nagarjunanagar - 522 510
Guntur District
Andhra Pradesh, India
Date: 16-12-2019.

NOTIFICATION

It is hereby notified that the Vice - Chancellor on the recommendations of the Examiners, appointed to adjudicate the M.Phil. Dissertation entitled, **TOURIST POTENTIALITY IN THE WEST GODAVARI DISTRICT - ANDHRA PRADESH** submitted by **Soma Sekhar Siripurapu** under the guidance of **Dr. S. Murali Mohan** has ordered that he/she be declared qualified for the award of the Degree of **Master of Philosophy (M.Phil.)** in **History** with **"A"** Grade in Faculty of **Social Sciences**.


CO-ORDINATOR
RESEARCH CELL

To
Soma Sekhar Siripurapu
Research Scholar
Department of History & Archaeology
Acharya Nagarjuna University.

Copies to:
The Adjudicators (2)

1. Dr. Subrat Kumar Acharya, Associate Professor, Ravenshaw University, Cuttack, Odisha.
2. Dr. Thallpally Manohar, Department of History & Tourism Management, University College, Kakatiya University.

Dr. S. Murali Mohan, Research Director, Department of History & Archaeology, ANU.
The Head, Department of History & Archaeology, ANU.
The Principal, University College of Arts, Commerce & Law, ANU.
The Finance Officer, ANU.
The Librarian, Association of Indian Universities, AIU House, 16 Kotla Marg, New Delhi.
The Director, Information and Library Network Centre, An Inter University Centre of
University Grants Commission, Infocity, Gandhinagar - 382 007.
The Librarian, A.M. Library, University College, ANU.
The Chief Editor, University Newsletter, ANU Campus.
The Coordinator, NAAC, ANU Campus.
P.A. to Vice-Chancellor, P.A. to Rector and P.A. to Registrar, ANU.
The Editors, Andhra Prabha, Andhra Jyothi, Andhra Boomi, Sakshi, Eenadu, Vaartha,
The Indian Express, for favour of publication as NEWS ITEM.