

# 31

## PROBLEMS OF MASS TOURISM

### 31.1 INTRODUCTION

In the first three lessons we have learnt about the evolution of tourism. i.e. from an early travel to modern tourist industry. We have seen its importance as a revenue earner and as a provider of employment in the host country. It also acts as a source of recreation and business opportunities for the incoming tourists. In this lesson you will learn problems created by massive numbers of tourists visiting our country and about their possible solutions.

### 31.2 OBJECTIVES

After studying this lesson you will be able to:

- infer the negative effects of tourism;
- discern the danger signals posed by hordes of incoming tourists;
- appreciate the application of strategies adopted for the development of healthy tourism in an area;
- evaluate the effect of proper planning for the promotion of tourism.

### 31.3 PROBLEMS OF MASS TOURISM

We will discuss these problems under three-head \_\_\_\_ (a) Effects in Environment  
(b) Effects in local economy (c) Effects on local cultures.

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### (A) Effects on environment

Environment remains a source of tourist attraction as long as it is not damaged beyond control. But it needs a greater care to protect all its components from the harmful effect of mass tourism.

The soil particles get compacted or dislodged under an unbearable pressure of pony traffic or of human feet. Heavier vehicular traffic creates ruts on asphalt or on the soil of tourist trails. A cloud of dust and stones rising behind the rush of vehicles especially in drier areas and the dry season is the result. The run-off of water or snow-melt from the rutted surface and from over the compacted soil increases. The valuable top soil from jungle tracks and along hill slopes once lost distracts the tourist. A greater run-off may even harm the roads and the foundations of buildings in the tourist area. The litter of non-degradable materials like plastics, tin or chemical pollutants are found scattered all over the sites, even on the high altitude camping grounds. The general tourists and the trekkers need to be told to keep their routes and destinations clean. An unmanageable rush of tourists to any open space in the wilderness kills the grasses. Hardier and less desirable species start replacing the original plant cover. The wild animals and the birds always move away to avoid human contact. If it is not possible for them to keep away, they may even die. The loss of ground shelter, bad quality of water, frequent dragging of silt from wetlands siting of wetlands and an excessive noise disturb the wild life. In Jawahar Lal Nehru's words "Man continues to be not only wild but more dangerous than any of the so-called wild animals inspite of our culture and civilisation." In early days the Rajas and the Mughal emperors killed and hunted many animals for the sake of their grandeur. It was followed by the game-loving British rulers till the second world war. The poor people also plundered the wilderness out of their compulsions. Thanks that the surviving wild animals have now been cared for by preserving their habitats.

A good quality and sufficient quantity of water is equally essential for keeping alive the tourist industry. The use of swimming pools, and of water required for washing, drinking, sewerage and sanitation go as on increasing as the number of tourists increases. The shortage and the pollution of water adds to the prevailing insanitary conditions and the diseases in densely populated country like India. An unregulated inflow of visitors to tourist places in the vicinity are so affected by such conditions that they may decide to keep away from them the next time. The debris kept lying for long as a result of any developmental activity, kitchen sewerage unless treated, garbage dumps, land fills and fuel spills distracts the tourists. A great quantity of fish raised in the polluted water bodies to meet an increasing demand in restaurants poses another problem. A greater use of air-conditioning and more of power generating units raises the temperatures because of the warm water discharged from them. Too much noise from any source like vehicles, night-clubs, restaurants, amusement parks, traffic terminals and carriage of heavy construction equipment, is the latest accompaniment of mass tourism.

How sensitive is the tourist industry to all the adverse changes in environment if it is not properly conserved is a moot question. It is aptly described that tourism =

nature's beauty+wild life+cultural attractions+ecology. All these are the components of one single and indivisible system. They need to be conserved in order to protect the very resource base of tourism from destruction.

Hotel complexes encroaching upon the margins of beautiful lakes in competition to occupy the attractive sites at places like Srinagar and Nainital are spoiling them by the addition of load of sediments. These are getting dirtier also by untreated sewerage and lakes are dwindling in their size. An example of the force of public awareness was evident at Goa where the people could halt the thoughtless developmental activities. It reminded of the days of the 'Chipko' movement's success in saving the destruction of forest trees. The Goanese wrote another success story by forcing to change the construction limit of the hotels to save their beaches and the ancient monuments. It was a conflict between the rich lobby of the hoteliers minding only their profits and the local people crying for the conservation of environment in the tourist state. The earlier limit of keeping all constructions at least 500 metres away from the beaches was not allowed to be extended to 200 metres as was proposed under the new rules.

Many of our ancient monuments are not looked after properly to retain their age-old attractions. Heavy rush of tourists day in and day out in Ajanta, Ellora and Elephanta caves is reported to be creating an excessive amount of humidity. It checks free circulation of air inside them. It has led to the deterioration of wall paintings and the rock frescoes. The choked sewers close to the popular tourist destination of Jaisalmer's fort town is a dirty sight. The temples and the statues of Hampi show a number of scars as a result of badly applied techniques of restoration. The vibrations caused by the taking off and the landing of aeroplanes at a runway too close to the Khajuraho temples are harming the sculptures. This air route was opened mostly for carrying the hordes of hurrying tourists. Even Jantar Mantar at Delhi is no longer functioning astronomically because the unchecked construction of sky scrapers around does not admit the required sunlight to its structures.

An example of people's indifference and also of State machinery is the construction of lavatory blocks on the grave of poet Zauq and a total neglect of Ghalib's haveli in the heart of Delhi. A stinking open air urinal is observed close to the site where the martyrs Bhagat Singh and Raj Guru met in front of Ferozeshah Kotla at the national capital of Delhi.

It is being reported every other day that the world famous Taj at Agra is no longer as glimmering a site for the tourists as it used to be. Some say it is because of its age or of the material used in its construction. Others are blaming the thousands of industrial units and Mathura Oil refinery throwing their pollutants in the air around the monuments. The riverside of Yamuna is as much a dirty gutter as many of our other rivers near the cities are turning to be. A 10,500 sq.km area surrounding the Taj right upto Bharatpur bird sanctuary and Firozabad glass factories is now called 'Taj Trapezium', earmarked for closing of factories, laying a green belt around and shifting of busy highways crossing the zone. In fact the physical environment's use is shared by the village cultivators, industries, local residents and about 14000 trucks passing the roads every day. Unless the whole environment is saved from

further deterioration, no single step taken in isolation to care for the Taj will help. People's cooperation needs to be sought first by improving their unhealthy living and working conditions both in Agra and its suburbs. A part of the big income we earn from tourism can easily be spared to give the facelift. The clash of interest among different users of the land of the trapezium is to be resolved as a first step. The fees charged from the visitors to the monuments are reportedly very low as compared to such sites elsewhere in the world. They need to be increased to raise financial resources.

Delhi's problems of air pollution caused by an uncontrolled increase in the number of petroleum using vehicles and a number of gutters adding factory garbage and untreated sewage to the waters of Yamuna river are too well known to be explained. The poor cyclists have virtually been pushed down the main roads. Most of the scooters and private cars are purchased as status symbols by the neo-rich middle class people. Moreover, these are being used even for covering short distances. It seems as if people have stopped walking with their feet on the ground. These are not only badly affecting the health of the people but also the facades of the largest numbers of monuments in this centuries old city. It is difficult to keep the external appearance of the buildings shining.

Tourism is rightly described as an industry without chimneys, letting off smoke or pollutants. Yet the above examples show how the increasing pollution of air, water and the land in the tourist regions are undermining the very resource base of tourism. The mere check on inflow of tourists will not solve the problem unless and until the awareness on the part of local population and administration to protect their own environment is adequately raised.

- \* All components of environment, the soil, flora, fauna, water along with monuments of heritage tourism need to be protected from the adverse impact of large-scale tourism.
- \* Only a few examples of ancient monuments bring home their deteriorating environmental conditions caused by our neglect and the influx of tourists.

### **(b) Effects on Local Economy**

An unregulated rush of visitors to areas of tourist interest puts a great pressure on local resources. The first effect of tourism is in the transfer of money from one region to another through the travel of tourists. This in itself is a welcome development. However, flow of money into a relatively less developed tourist region raises new issues such as rise in the price of land in greater demand for construction of hotels. The prices of the daily needs especially of perishable goods like milk, vegetables and the fruits shoot up. A rise in the wages of labour occupied in the service of tourists creates its shortage for the construction or repairing of houses of the local people and for agricultural operations. If a large number of working persons are constantly coming into a few tourist destinations, unemploy-

ment problem may not be solved despite the creation of new jobs in the region.

Even a modest rush of tourists during the short peak season to mountain resorts puts a great strain on local supply of water and electricity. The provision of package tours by a separate fleet of buses fails to meet the increasing demands of the visitors in a developing country like India. It creates crowding in ordinary buses meant for carrying the native people. The sharing of many of these amenities by the local people and the tourists leads to the suffering of the former by short supplies and higher costs. The gains in employment may result in loss of social welfare for the local residents in such a situation. Rising prices of land may force out small lands owners. The farming population may start declining slowly by the shifting of manpower to popular tourist spots to pick up jobs there. The productivity of agricultural land is likely to get lowered in the affected region. These and many others are essentially problems of transitional nature. However, they call for a humane approach and careful handling on the part of local administration. The matching of massive numbers of tourists with the carrying capacity of major tourist resorts in terms of growth of facilities needs prior planning. The tourist resources, even unused ones, are perishable if the pressure of tourist traffic on local economy is not kept within its limits.

- \* Even a modest but unregulated rush of tourists raises the wages of labour, prices of land and of articles of daily use in the tourist region.
- \* More demand and less supply of water and power, shared by both the tourists and the local residents, creates shortages—the worse sufferers are always the indigenous people.
- \* Tourist carrying capacity of a resort needs to be matched to the growing tourist traffic to check such problems.

### **(C) Effects on Local Cultures**

Economic benefits of tourism are always welcomed in less developed countries like India. But its social effects are not easy to digest. They arouse reaction among the people living in the tourist regions. It is the result of the clash of two different sets of values. It was said by no less a person than Gandhiji that nations live neither on democracy alone nor on economic growth. They must retain a sense of their own identity by keeping alive the pride in their heritage. Needless to say that since Independence of India, a greater care has been taken by our people to revive their arts and cultures in a bid to sharpen the identities of different regions of the country.

Here comes International tourism which has produced a five star culture at the top end of its market. This crosses its limits when there is a talk to take over the popular town of Mahabalipuram near Chennai for converting it into an wholesale tourist place. The International agencies considered to develop it as one out of world's ten highly valued tourist centres. It appeared if the proposal comes through it would

virtually ask the local people to move out. It would have paved the way giving full freedom to foreigners including their females to lie and more freely on its beaches. This sort of the fashion craze does not fit in with Indian customs. By accepting it as an international tourist town, the expected clash of cultures between the visitors and the locals could have been avoided in one stroke. Those who were the proposers or the supporters started telling that it will boost income earned from recreative tourism. But there were others calling it a cultural coloniser coming back to an Independent India. Such culture clashes at different stages are reported from a number of other tourist resorts in the country.

The adverse social effects of mass tourism are the result of encounters between the visiting guest-tourists and the local hosts. Such encounters take place in three possible ways :

- i. Where tourists purchase goods or services which are offered to them as commodities in the market, many persons in the host region are frustrated because they do not share the economic benefits earned from the sale of these services. Hostility offered to the tourists is just a technique of selling a set of goods or services at best of the prices. The reception to the tourists isn't traditional but is purely commercial. Its style does no longer reflect the personal lives of the locals.
- ii. Where tourists and the hosts are face to face with each other much more directly, such contacts often lead to taking an uncalled for photo of local families including the females. It raises doubts because of the ignorance of tourists about the lifestyles, aspirations or social practices of the hosts. A local person in such a contact is generally treated as an object of curiosity. Sometimes tourist' free entry in temples, festivities or ceremonies without observing the required decorum causes irritation. It is likely that frequent visits or longer stays of tourists may eliminate such suspicions.
- iii. Where the encounter between the two is side by side for seeking or exchanging information and ideas, such a contact is the least harmful as it aims primarily at mutual understanding of each others cultures.

Generally the standard of living of the people of a tourist region in the host country like India is lower as compared to the region from which it draws the tourists. Obviously the average tourist from abroad spends or consumes in a week what two or three locals may be eating in an entire year. It is the great differences between the behavior pattern of the two which is the beginning of the alienation of local people from their own traditions. it is a behavior of a lavish society in the midst of a society of want or poverty. This situation creates a rift between members of rich and poor societies at the two ends.

The incoming tourists arouse new desires among the local youth particularly among the young girls to come out of their home-bound traditional lives. The elders of the local society lose their control over the young ones. The youngsters starts imitating the lifestyle of the tourist visitors. By staying in hotels, the tourists get a very rare opportunity to participate or observe the lifestyle of the local people from

close quarters. Today's mass tourism generates an holiday atmosphere because the visitors are mainly pleasure seekers. An all time free mixing between the males and the females of the guests and their scantily dressed young ladies attracts particularly the local males. In course of time there is a change in the local youth's pattern of consumption, styles or eating out in hotels and new aspirations to enjoy life as the tourists do. The presence of tourists weakens the hold of their own family traditions in course of time. Even a large part of what the youngsters earn from their services to the tourists is spent in their own pleasures without bringing any benefit to their needy families. This change is called the phenomenon of 'cultural alienation' of the local youth. Such a negative impact of tourism is greater in a small sized area with a lower density of population and a lower level of development.

This is the situation we meet in our islands, in remote and small valleys in the mountains. Such effects are relatively lesser in a large sized tourist region with higher density of population, a better infrastructure or where a large fraction of people is employed in this industry. The reason being that the contacts between tourists and the hosts become more frequent arousing little suspicion in a large and a developed tourist resort. At the same time the cultural gaps or unhealthy social changes may gradually disappear with higher educational levels of the local residents. The host area may not be harmed by the negative effects of large-scale tourism when there is a wider distribution of wealth and skills among the local population and their traditions become flexible.

- \* The encounters between foreign tourists and the local people is a clash between two sets of cultures observed at a number of tourist resorts.
- \* There is only a commercial relation between the tourists and their hosts just as is between the sellers and buyers of goods and services in the market.
- \* Treating local people as objects of curiosity by the tourists causes irritation among the former.
- \* Tourists are generally members of a high consumption society of pleasure-seekers landing in the midst of a society suffering from wants.
- \* Youths of the host area suffer from cultural alienation by imitating the behavior pattern of the tourists and losing the hold of their family traditions. It is the major negative impact of mass tourism, more harmful in the stages of its early growth.

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### INTEXT QUESTIONS 31.1

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1. Tick the correct word in the following statements.
    - i. Birds and aquatic animals are disturbed if wetlands/forests are filled up or dredged.
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- ii. An over ten thousand sq.km protected area around the Taj is now called a Taj circuit/Taj trapezium.
- iii. More the tourist traffic in an area, lesser/greater becomes its tourist carrying capacity if there is a slower growth of facilities for tourism.
2. Cite three major negative impacts of mass tourism on the local youth alienating them from their own cultures.
3. What are the tourist activities during the following types of encounters between them and the hosts :-
- i. Face to face encounter. ii. A buyer-seller encounter
- iii. A side by side encounter.
4. Answer the following questions very briefly :
- i. Why was Mahabalipuram chosen to be declared a wholesale tourist town?
- ii. Why do local residents suffer the most from shortage of water and electric supply and by the rise of prices with the arrival of a large number of tourists ?
- iii. What affects badly the temple sculpture at Khajuraho?
- iv. How is tourists' rush the cause of deterioration of fresco paintings on walls inside the Ajanta caves?
- v. Why do hoteliers try to illegally encroach upon lake and beach sides for construction of hotels?
- vi. How have high pollution levels affected the ancient buildings at Delhi?
5. Match correctly the pairs given in the following columns :

| COLUMN ONE                              | COLUMN TWO   |
|---|--|
| i. Ruts formed on asphalt surface       | a. Clash of interest                                 |
| ii. Hardier grasses replacing cover.    | b. Tourist hotels and original plant camping ground. |
| iii. Untreated sewage, garbage traffic. | c. Heavy vehicular tourist and litter.               |
| iv. Land shared by a number of users    | d. Mass tourism.                                     |
| v. A new coloniser coming back to India | e. Unbearable trampling by human feet.               |

### 31.4 THE PLANNING OF STRATEGIES

The prospects for future expansion of tourism in India are limitless. We have already outlined India's advantages and attractions for developing an all-purpose tourism

When a large number of tourists are prepared to pay for our goods and services which we can provide them, a market relation develops. This relationship has now developed in case of tourism to such an extent that the term "tourist mart" is used for today's growth of tourism.

In early travels of individual explorers or drift tourists there was an intense relationship between the visitors and the hosts. But the current mass tourism mostly in the form of large groups is organised as all-inclusive package tours by certain institutions on commercial basis. For this reason these are the days of an "Institutionalised tourism". Such a package tour is pre-planned by a travel organisation for members of the group. It covers a large circuit in a hectic travel in the shortest time. It offers a sort of protective environment to the tourists by taking care of all their needs. But it leaves no freedom of movement for the individual members to travel or stay as they like, taking their own time or opting for a particular type of activities.

A changeover is complete from gradual to mass rapid tourism, from exploratory travels to commercial and purely recreative touring, from individual or family tours to all-inclusive package tours planned by concerned organisations. It is a turning point in the history of travel promotion.

In view of such sea changes in all aspects of touring, its planning has become imperative for laying down goals, choices and the strategies for its promotion suiting a country like India.

Detailed surveys about the character of the area, its tourist potential and scope for development of tourist resources is the first task. Then we must have an idea about the present number of tourists and a forecast of the expected numbers in near future. We must identify possible attractions we can add to prolong their stay. Expected changes in the attitudes and interests of our customers also need to be investigated. This data can help us to assess the carrying capacity of the tourist centre for the maximum numbers.

Next are the tasks to assess the provision of basic essential services that tourists would need, the sources of investment, private or public, to provide for them. The promotion of travel-tourism on right lines cannot be planned without estimating the amenities to be made available at right time and in right places. These are the two important side questions before the planners. The development of tourism will have to be fitted in the overall goals of our plans for national and regional development.

Should the tourist industry i.e. the promotion of travel, be treated in the same way as other industries? The seasonal nature of jobs that tourism generally offers results in the waste of resources and efforts for only a part of the year. There is the need to search out some sort of alternate sources of employment to absorb the workforce during off-season.

The rate of growth of employment in tourism must be weighed against its contribution to our foreign exchange reserve. We must examine the sort of push it is likely to provide to all the related sectors of economy. We must see that the region is possibly not left depending solely on the income earned or jobs offered by promotion of tourism notwithstanding the great advantages of selling our tourist attraction. These are a number of crises occurring from time to time causing a sudden decline in the arrivals of tourists. People can look to tourism to eke out their living

only if it is promoted on more sustainable basis.

A tourist region is not suitable for the location of heavy industries or those emitting dust, fumes or noise. A case in point is the establishment of a number of cement manufacturing plants based on limestone reserves in Himachal Pradesh some years back. The consequences proved fatal making it difficult to keep the atmosphere healthy and the environs attractive for tourism. But small-scale manufacturing can be successfully introduced to provide alternate jobs in the off-season of tourism. Besides, the conservation of environmental attractions, job opportunities in small-scale industry can go a long way to develop sustainable tourism in a primarily tourist region. Efforts to encourage winter tourism in high-altitude areas in the tourists states of Jammu & Kashmir and Himachal Pradesh can also reduce the span of off-season at the same time.

A hard decision may be required in regard to the promotion of slow or an area-selective type of mass tourism to let it not develop rapidly anywhere and everywhere. A gradual growth of tourism and a slow promotion of travel for tourists would be a better remedy. It is a strategy to regulate the movement of tourists by seeing that their numbers must not exceed the carrying capacity of particular resorts at a point of time. It can reduce the pressure on local resources and on social amenities required by the local people. Mass tourism is the order of the day. Still its planned, and not necessarily a rapid development, can also check our cultural legacy from getting harmed. It will protect our youth from cultural alienation as well.

It will be necessary to consider the stage reached by a specific tourist destination to plan its further growth or halt its encroachments or consider to rejuvenate its earlier appeal. The estimates of tourists carrying capacity for a resort will have to be a regular feature of planning for all sectors of tourism.

The informal sector of tourist accommodation is largely untouched in our country. Keeping tourists as paid guests in family homes arranged under a local monitoring agency in popular tourist areas can relieve the pressure on provision of accommodation in hotels. The provision of low-budget hostels or holiday homes run on traditional lines can also be made for foreign tourists just as for the domestic tourists.

The important task ahead is to make our own people accept tourism as an instrument of development and of national integration. Besides the much talked about cultural alienation introduced by the influx of foreign tourists, the positive aspects need to be brought home to them. The community awareness of attractions in the local areas can create a sense of pride among the people. It can prepare them to revitalize their heritage and revive their handicrafts, folk arts, dances and recreations of the common people. All these do arouse the interest of incoming visitors if presented in the right manner. They can go a long way to promote their travelling to such areas.

A three-point strategy summed up by one word "AIM" has been suggested to realise the full potential of travel and tourism. In AIM 'A' stands for 'Awareness' for tourism within the community, its potential and role as an instrument for promoting economic development and social change. We as hosts must be aware of our identity and the guest tourist must be accorded a good welcome. 'I' stands for toning up the 'Infrastructure' because travel to an area needs to be backed up by

providing adequate and easy transport, accommodation and other amenities. 'M' stands for an awareness for 'Marketing' of regional or local attractions of the landscape, its heritage and varied services to the tourists. Tourism is rightly described as an extremely complex product. It needs the combined efforts of numerous agencies to create marketing tools for the industry's special needs.

Old buildings or palaces once the abode of Maharajas or Nawabs require a little renovation by way of repairing their old charms. Besides holding attraction, they can be included in the list of accommodation of all type of tourist, this sort of indigenous accommodation can be offered as a hotel if it is highly luxurious as has been done by some erstwhile native rulers. Middle-level tourists may be accepted as paying guests by the families-the idea yet not taken seriously by our people. The lodges or old 'havelis' as are found in Jaipur area of Rajasthan can be renovated for their stay. These types of accommodations will have an ethnic touch not seen in modern hotels. It is a good alternative that way.

The trained travel guides, travel agents and the entire personnel for hotel management are known as "professional intermediaries". These are the part and parcel of any travel promotion programme. They will be a great source of supplying information to the group of tourists about the attractions of new areas of their interest. In years to come, we may need a greater number of interpreters for foreign tourists speaking different languages. The scope for this new avenue of employment will increase.

During the training, all these professionals must be made aware of the planned programmes adopted for a wider spread of tourists and for keeping alive their moods by choosing new forms and new tourist centres. The training organisation would also help in telling about the steps taken to reduce competition between similar types of tourist activities promoted in different tourist regions.

- \* The turning point in the history of travel promotion is the changeover from gradual to mass and rapid tourism, from early exploratory and individual travels to commercial, purely recreative and all-inclusive package tours.
- \* Any sound planning of strategies for tourism need a sequence of steps. They pertain to the study of the tourist resources in an are, numbers of tourists expected, assessment of basic services required by them and the possible sources of investment.
- \* Tourism is to be developed on a sustainable basis to provide work in small-scale industries for absorbing the workforce during the off-season and during slack periods occurring on any account.
- \* An are-selective, gradual type of tourism of all possible forms is a sound strategy to minimise the influx of tourist traffic. It help in avoiding the negative impact and also in matching the number of tourists with the carrying capacity of a resort.
- \* The word 'AIM' sums up the three-point strategy, meaning 'Awareness among people, 'Infrastructure' favouring tourism and facilities for 'Marketing' of natural attractions, the heritage and the services.

### 31.5 APPLICATION OF THE STRATEGIES — A CASE STUDY

The adoption of the strategies for promotion of tourism including its travel part are yet in the discussion stage in our country. They must fit in the general approaches being adopted for regional development. As this bigger task is yet not complete, a few of our states have so far picked up only some of the suggested measures. A travel package along selected tourist circuits joining important wayside places of tourist interest has been adopted by many states in western half of India. There are other states which are attending to divert tourists to new forms of adventure tourism in remote and rugged tracts. It doubly benefits because there are no motor ways or even the hotel complexes in many such areas.

Still we have reasons to select Andhra Pradesh as a model case study giving an initial idea in the direction of the adoption of these strategies.

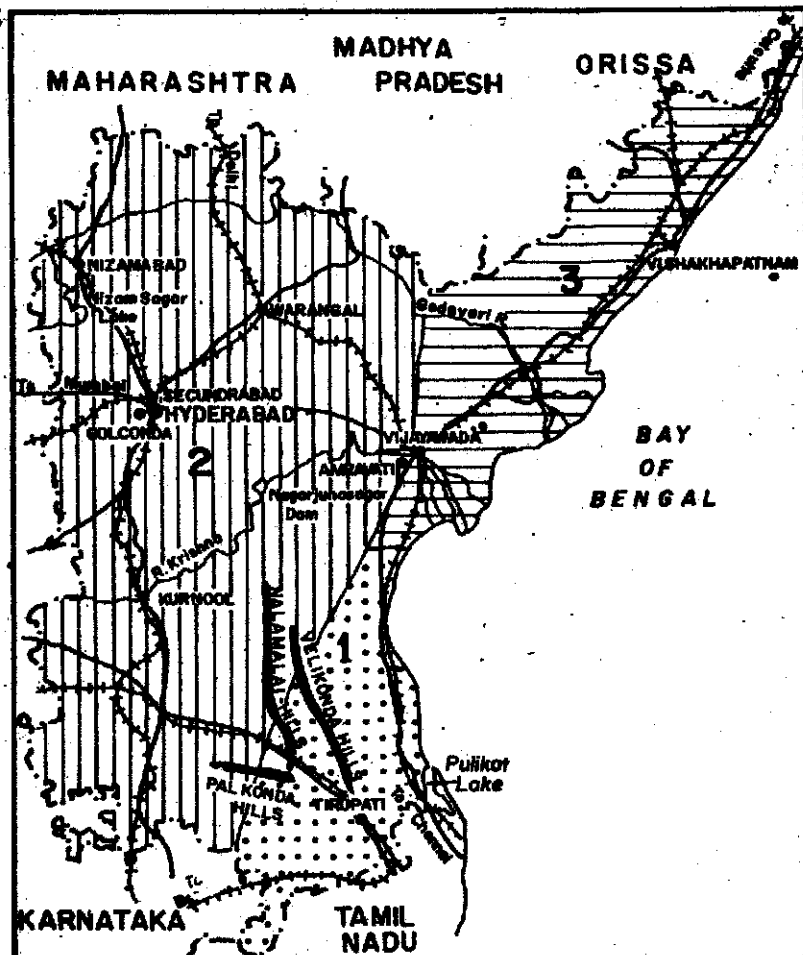
Firstly, Andhra Pradesh represents a homogenous blending of ancient, modern, northern and southern, multilingual and multi-racial cultures. The state can cash on these locational and historical advantages for promotion of travel-tourism. The state's history goes back to second century B.C. when the first independent Andhra kingdom was established. The Mughals and the Asaf Jahi dynasties have left their own marks prior to the independence of India. The capital at Hyderabad is over 400 years old and Secunderabad is its new twin city nearby. It reminds of the twin cities of old Delhi and New Delhi. Like Delhi, it still retains the impressions of a mixture of Hindu-Muslim cultures. Besides Telugu, Urdu is widely spoken or understood by the people, especially in Telangana i.e. in and around Hyderabad. In many ways it forms a cultural enclave of North India in the heart of Indian peninsula on these grounds. It has many centuries old Jain and Buddhist monuments and the caves of pre-historic man. These are found scattered all over the interior zone of the state. It has the remnants of 17th century rich settlement and Independent India's first Shipyard at the natural port of Visakhapatnam and a major multi-purpose project on Krishna river. The very name of this project brings to our mind the great Buddhist thinker Nagarjuna. Obviously the region has been adding to its attractions and the heritage by building the Nizamsagar to the north of Hyderabad and Hussain Sagar lake between the twin cities. Its standing witness are the Char Minar, mosques and the museum at Hyderabad. A diversity of attractions have helped in adopting a variety of measures to develop a multi-form tourism. Over and above, the tourist places are easily accessible firstly because Hyderabad occupies a central position with reference to its location. Secondly the places of tourist interest are not too far from each other. The plateau surface and the coastal plain have favoured the provision of all types of tour with the transport routes. The state capital is well-connected metros of India in all the four directions.

Gandhiji was no tourist of the type observed today. But for some reasons even he wrote in "Young India" of 16th June, 1927, "I would like to be in Andhra Desh not for a few days but for amonth or two next year...I would like to visit Andhra early next year and combine rest with work." "Young India" was the paper he used to edit himself in those years. Combining rest with work is an accepted phase of current tourism. Andhra Pradesh seemed to carry a tourist appeal for him as well. The

state has attempted to lay down sound strategies for promotion of tourism in the light of what we have discussed in first half of this lesson.

The state was a late starter in recognising the importance of its attractions for development of tourism. It established the Department of Travel and Tourism as late as in 1974. It took another eleven years to declare travel-tourism as an industry. In May, 1994 the first ever policy on tourism was laid down by declaring certain places of special tourist interest. It has made headway in attracting private investment in tourist sector. A 15 years' perspective plan for developing tourism including all infrastructural needs has been finalised.

The sequence of these steps has been followed by placing tourism within a regional and zonal framework for its sound organisation. The state is divided into following four zones in order to categorise its tourist places spatially i.e. within a geographical setting;



1. Gateway Zone or the Southern Tirupati Zone.
2. Central Heritage Zone in the Interior or the Hyderabad Zone
3. Sunny Northern Zone or the Vishakhapatnam Zone

Fig. 31.1 Tourist Zones of Andhra Pradesh

- 1 Gateway zone or the southern Tirupati zone.
- 2 Central Heritage zone in the interior or the Hyderabad zone.
- 3 Sunny northern zone or the Vishakhapatnam zone.
- 4 The adventure zone.

There is a further three-fold classification of all tourist places falling in each zone by labelling them as heritage centres, resting places and the places of worship. The criteria for the first scheme of division is geographical zonation of the places from the viewpoint of tourism. The second scheme pertains to their functional activities. Both schemes would lay down strategies for regulating the tourist traffic in the four zones and further for sorting out different types of resorts in each. It seems likely because the state is thinking of organising package tours, providing transport and accommodation for wayside visits to sites worth visiting along pre-planned tourist circuits.

Besides, an action plan to organise nine types of festivals in different parts of the state and at different times has been worked out. A festival at places of tourist interest in all the four zones is likely to be a nucleus for major congregation of the visitors. Presumably there will be festivals for attracting pilgrims, for leisure-lovers, for other liking recreative or adventure sports and for enjoying seasonal rhythms. The plan will avoid the harmful effects of large-scale mass tourism by checking overcrowding at tourist centres. The state is proceeding cautiously and seems to be opting for developing a gradual and an area-selective multi-activity type of tourism. Pilgrim tourism is its priority area both for the domestic and international tourists.

(i) TIRUPATI ZONE is rightly named the gateway zone because the largest numbers of pilgrims and tourists visit this richest Hindu temple. For over thirteen centuries the naturally-formed two metres high idol of Lord Vankateswara is seen by an average of 25,000 people per day. Vaishnavi Devi in the north and Tirupati in the south are the two centres of domestic Hindu pilgrims visiting them throughout the year from all parts of the country. In 1996, out of 2.3 million domestic tourists in India, 1.5 million were the pilgrims. The trend justifies the efforts to treat Tirupati as a gateway zone for the home tourists. The antiquity, rich frescoes, wealth of gold and jewels bestowed by old kings, the sculptures and also the natural charms around this 860 metres high peak of Tirumala hills in southeastern corner are its major attractions. There are waterfalls, tanks, forests around and 1265 metres high summer resort enroute the eleven km ascending way from the base at Tirupati town.

(ii) THE CENTRAL OR THE INTERIOR ZONE lies in north-central part midway between the upper courses of Godavari and Krishna rivers. It has several Buddhist monuments, temples as well as ruins of the stupas and the viharas at Amravati along Krishna river in its eastern part near Vijayawada and at Nagarjunkonda in the centre. To their west is the medieval town of Hyderabad along the beaches of Musi river and the fort of Golconda close by. Truly called an heritage zone because it has the Buddhist monuments of archaeological interest including many

still held sacred by the devotees. There are mosques the famous Mecca Masjid, ancient Hindu temples, Hussain sagar and Nizam Sagar lakes, arches, palaces and forts of later periods in its environs. The huge Salar Jung museum containing the collections of a single art loving individual is by itself the prized attraction of the city. Hyderabad is specially famous for its artisanship, the pearl work and a number of handicrafts. Dharmavaram in the southwest is known for Dharmavaram sarees all over the country.

(iii) THE NORTHERN VISAKAPATNAM ZONE achieves significance because of fine site of the natural port of Visakhapatnam along the Bay of Bengal. It extends southwards covering the deltas of the rivers Godavari and Krishna. It is indeed the evergreen granary of south India. Sandwiched between the two deltas of the Godavari and Krishna lies the fresh water lake of Koluru claimed to be one of the largest in Asia. It holds every potential to attract a large number of tourists in general and those who are interested in fishing in particular provided it is saved from on going process of silting. Hardly 32 km from the sea, it is already a highly inviting birds sanctuary. Two beautiful beaches matching those of Goa make it a seaside sunny zone of sandy stretches most suited to rest and recreation tourism. It forms a base to pay visits to the nearby ancient temples on hillocks and the pre-historic caves in the Araku valley inhabited by a number of tribes. In the sphere of performing arts, besides the tribal folk dances of Araku valley, the state is renowned for its Kuchipudi dance. The town of Kuchipudi is a two hours drive from Vijaywada, and is the home of the yogi saint who was the originator of this dance. Among a few beautiful caves in the formation of dolomite in Araku valley one has been electrified to watch their interiors. These are the great attractions because tourists can easily reach there by road.

(iv) THE ADVENTURE ZONE covers the whole state, choosing sites for rock climbing along the hills of Eastern Ghats, surfing along sea shore, boating and rafting in Nagarjunsagar and Hussain Sagar reservoirs and in the two major rivers—the Krishna and the Godavari passing through the state. A variety of all these attractions, not easily apparent to a casual observer, is widespread. It makes it possible to monitor the distribution of tourists in such a way that all parts of the state benefit equally from this industry.

Taking note of it, the state has launched a major publicity drive to attract tourists from the Buddhist countries like Japan, Thailand, Singapore, Indonesia and others in this part of the world. Several Buddhist sites are now renovated, a museum of Buddhist art and sculpture and a Research centre have come up close to the modern temple of Nagarjunsagar dam. It is tradition with the newly-wed young Buddhists to spend a part of their time immediately after marriage in Bhuddist centres. This customary practice can be capitalised upon if a pilgrimage centre such as this has an added charm of being a picturesque man-made lake.

Thus such sites have double the appeal for these couples. It is a better strategy to bank more upon the arrival of these tourist-pilgrims from our neighbouring countries. In terms of earnings, a Japanese in 15 days' stay spends about Rs.500/-per day against Rs.360/-per day spent by a European tourist in 25 days' stay in the

region. In other words, by combining tourism with devotion, a Japanese pays us more than the European in the first 15 days's stay.

The European tourist pays more than the Japanese but over a stay lasting for 25 days. Although 6.2% of total tourists are so far coming from countries like Japan and from Southeast Asian region, it is likely that they would invest in the renovation of Buddhist sites as they are doing in the case of Ajanta-Ellora caves. The Japanese are the leading investors for such a purpose. They will do what they are undertaking for the upkeep of Bodh Gaya's temples in Bihar. Again it is an example of a selective approach adopted to attract specific types of tourists considered of greater advantage.

The temple town of Tirupati is a big draw attracting domestic tourists all the year round. Against an average yearly number of 50,000 foreign visitors to Andhra Pradesh in the last three years, the average yearly number of domestic tourists or the pilgrims of over 9 million (excluding additional numbers on festival days) came to pay their homage to the temple.

The State Government earmarked a token sum of rupees ten lakhs to develop the Buddhist places in 1994-95 in addition to the construction of low-budget yatri niwas inns at Vishakhapatnam and Tirupati. It adds to a vast network of guest houses being already run by the Tirumala Trust.

The travel promotion strategies were supported by four times increase in the state funds allocated in years 1991-92 and 1993-94. But the allocation was cut down by one third in 1994-95 followed by another cut in 1995-96. The cause for this decline in budget allocations is not clear. The State could set apart a part of rupees six crores earned every year as foreign exchange. Probably the amount was spent to repair the losses suffered on account of frequent cyclonic storms and the floods or because of the introduction of subsidised sale of rice and the prohibition of wine. In fact no strategy for the promotion of tourism can work in isolation from other needs of the regional development. The limits of the overall development of related sectors of economy cannot be bypassed.

- \* Andhra Pradesh makes a suitable choice to study the application of strategies for the development of tourism on planned basis because it represents a blending of a variety of areas, periods of history and languages. It is easily accessible because of its locational advantage and favourable relief features.
- \* The State is divided into four geographic zones and a three-fold classification of tourist resorts in each to cash on a large variety of region's tourist attraction.
- \* The State adopts an area-selective and multi-form gradual development of tourism concentrating upon pilgrims' traffic from within and outside the country.

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**INTEXT QUESTIONS 31.2**

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1. Define the following in one sentence each:
  - i. Tourist mart
  - ii. Sustainable tourism
  - iii. Cultural enclave
2. Suggest a suitable term carrying the equivalent meaning for each of the following:
  - i. Tours organised by a commercial organisation.
  - ii. A strategy worked out for diverting massive numbers of tourists to a variety of tourist centres according to the interests of tourists.
  - iii. Travel, guides, travel agents and hotel managers.
  - iv. Tourism planned for specific attractions of particular areas.
  - v. Tour programmes organised by a Travel Agency for taking care of all needs of the tourists.
  - vi. Accommodation offered in family homes of the host area.
3. State the major form of tourism and other attractions associated with each of the following places:
  - (i) Tirupati (ii) Vishakapatnam (iii) Hyderabad
4. What are the tourist attractions in the following areas of Andhra Pradesh?
  - (i) For Japanese in the Central Zone. (ii) Araku Valley (iii) Kuchipudi (iv) Dharmavaram.
5. What are the three advantages of community awareness for attracting tourists?
6. Name the strategies adopted for development of tourism by the state of Andhra Pradesh in the following years: 1974, 1985, 1994.

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**WHAT YOU HAVE LEARNT**

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You have seen the adverse effects of uncontrolled tourist influx on environment, on local economy and on the social life of the people of tourist area. The encounters between the tourists and the local residents do raise a number of problems. The changed nature of today's tourism has brought in many new developments. A careful planning of tourism requires an adoption of a sequence of steps like a detailed survey of the area and measures to develop a healthy and sustainable tourism. A policy to undertake a slow and area-selective tourism is found more suitable to fully exploit the potential and to avoid its adverse effects.

The value of community awareness of the attractions of local area, strengthening of infrastructure and of marketing the advantages of its landscape and heritage cannot be denied.

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The case study of Andhra Pradesh is a suitable example for illustrating the adoption of strategies for development of tourism. The state has attempted to make the best of its tourist attractions by fitting them within a long term policy frame.

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## TERMINAL QUESTIONS

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1. Give reasons for the following statements :
2. Tourist industry is without chimneys emitting pollutants yet it suffers from the harmful effects of pollutants.
  - ii. An excessive number of tourist arrivals raises the price level and creates shortages in tourist resorts.
  - iii. Taj Mahal cannot be saved from deterioration without looking to the needs and cooperation of the local people.
  - iv. Beach tourism has culturally alienated the local youth.
  - v. Tirupati is the gateway to Andhra Pradesh's tourists.
  - vi. Model of tourism adopted by Andhra Pradesh is area selective and people-specific.
2. Point out the nature of change between old and modern tourism with reference to its organisation.
3. Discuss the advantages and disadvantages of package tours.
4. What are the attractions of Andhra Pradesh and of the Tirumala hills for the tourists?
5. Prepare a list of questions or headings of the data for survey to develop tourism in an area.
6. Explain what for the term 'AIM' stands for.
7. Discuss briefly the regional approach adopted by Andhra Pradesh for development of tourism.
8. Enumerate the differences in behaviour patterns interests- and consumption levels of tourists and local residents in the following columns: Take help of one example given in both the columns. You may use your own words.

### INCOMING TOURISTS

### LOCAL RESIDENTS

- |   |  |
|---|--|
| i. Spending lavishly in hotels and recreations. | a. Imitating the life style of tourists. |
| ii. _____                                       | b. _____                                 |
| iii. _____                                      | c. _____                                 |
| iv. _____                                       | d. _____                                 |

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**CHECK YOUR ANSWERS**

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**INTEXT QUESTIONS 31.1**

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**31.1**

1. (i) Wetlands. (ii) Taj trapezium. (iii) Lesser
2. (i) Foreign tourists including their females to lie and more freely. This fashion craze does not fit in with our culture. (ii) Lack of observing the decorum where required. (iii) Spending of money only for seeking pleasures is copied by the local youth. It finally alienates them from their own cultures.
3. (i) Entering people's homes without seeking permission, taking photos of females and entering temples without observing decorum in their ignorance about its need.  
(ii) Tourists purchase the services and goods offered by the hosts and the latter offer them on purely commercial basis. Hospitality offered is not traditional but sold just like any other commodity.  
(iii) Exchange of information or ideas for knowing each other's cultures takes place in this harmless encounter.
4. (i) In order to give full freedom to foreigners without any clash with the local people. The tourists stay as a sort of new cultural colonisers re-entering India.  
(ii) A tourist influx and the local residents have to share the same amenities and essential commodities. Their limited supplies, generally lagging behind, cannot cope with the great increase in demand. An obvious rise in prices may not affect the tourists but the local people suffer the most.  
(iii) Vibrations by landing and taking off of aeroplanes from a runway closer to the temples.  
(iv) It checks free circulation of air inside the caves and creates excessive humidity.  
(v) They encroach for taking hold of attractive sites in competition with each other to reap greater profits by attracting more tourists to their hotels.  
(vi) Pollutants in air added greatly by the rising use of petroleum products are not good to keep up the shine of the external appearance i.e. facade of the ancient buildings.
5. (i) With c; (ii) With e; (iii) With b; (iv) With a; (v) With d.

**31.2**

1. i. Tourist mart is a market relation which develops with a large number of
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tourists prepared to pay for the services which we provide.

- ii. A tourism which aims to provide the people alternate sources of eking out their living during off-season by reducing its span or by creating jobs in suitable small-scale industry.
  - iii. Cultural enclave is a packet of distinctive culture in the midst of a large area of different culture.
2.
    - i. Institutionalised tourism
    - ii. Carrying capacity
    - iii. Professional intermediaries
    - iv. Area-selective tourism
    - v. Package tours
    - vi. Paid guest/ paying guest.
3.
    - i. Tirupati: pilgrim tourism; has 13 centuries old two metres high naturally formed idol held sacred by Hindu pilgrims. It is also a gateway to many natural charms of the Tirumala hills.
    - ii. Vishakhapatnam: sea scape tourism full (beaches) and it being a base to visit nearby caves, ancient temples on the hillocks and the shipyard at its fine port.
    - iii. Hyderabad; cultural tourism; is an old medieval city with Golconda fort nearby, a number of mosques, ancient monuments and its reputation for many of its handicrafts. It has the famous Salar Jung museum and the Hussain Sagar lake.
  4.
    - (i) Buddhist monuments, museum, a Research centre, sculptures and Nagarjunasagar's landscape attract particularly the newlyweds from Buddhist countries like Japan. They visit to pay their homage as devotees and enjoy their stay around the lake.
    - (ii) Known for a number of tribal folk dances and electrified cause.
    - (iii) Being the home of a yogi saint, the originator of Kuchipudi dance, it is the source of attraction for art lovers.
    - (iv) Southwest of Hyderabad, it is particularly known for its sarees all over the country.
  5.
    - (i) A sense of pride among the local people for their landscape, (ii) Its cultural heritage, (iii) Artisanship (iv) The handicrafts.
  6.
    - (i) A separate Department of Travel & Tourism was established in 1974; (ii) Tourism was declared as an industry in 1985; (iii) A 15-years perspective plan was drawn in 1994 to develop special places for tourism.
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## TERMINAL QUESTIONS

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1.
    - i. Refer to last para under 35.3
    - ii. Refer to para 2 under 35.4
    - iii. Refer to last para under 35.3
    - iv. Refer to first para under 35.6
    - v. Refer to discussion under 35.6
    - vi. Refer to para 5 under 35.7
  2. Refer to para one under 35.6
  3. Refer to para two under 35.6
  4. Refer to paras 1 to 3 under 35.7
  5. Refer to para 3 under 35.6
  6. Refer to last one para under 35.6
  7. Refer to para 4 under 35.7
  8.
    - i. \_\_\_\_\_ a. Already answered.
    - ii. Purchaser of goods and services b. Receiving and dealing with visitors on commercial basis.
    - iii. Treating locals as objects b. Suspicious for visitors' of curiosity lack of decorum.
    - iv. Stay as mere pleasure d. Local youth get culturally Séekers alienated.
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