

# LIBERALIZATION SYNDROME IN TRANSMUTING THE CASUAL SITES INTO CAPTIVATING DESTINATIONS, INDIA

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## ABSTRACT

*The rural and social geography of India has a unique character by virtue of its natural and cultural resources. Despite several invasions and foreign rulers who crafted their ethos and edifices onto this land, it remained undisturbed and verdant, and retained its native ethnicity. However, the 'liberalization syndrome' at the turn of the new millennium has had a profound effect in shaping a new economically vibrant India with incoming foreign investments, new infrastructure and increasing per capita income – all resulting in changing life styles, working patterns and family structures. These enigmatic changes, while phenomenally altering the socio-economic parameters by ushering in nouveau lifestyles and cross-cultural have also observed to have a significant impact in redefining the traditional role of Indian women with metamorphosed relations. The dispersions in the family structures are metaphorically demonstrated through the development of a social prism that is giving rise to various personality types and traits corresponding to different economic strata.*

*The relations between historical perspectives, demographic and literacy levels, and the different sectors of the economy with their supporting infrastructures are now being investigated. Studies have located the factors that have led to a transmutation of destinations in the wake of the 'liberalization syndrome'. The data is also being analyzed and interpreted vis-à-vis declining conjugal relationships with increasing incomes. These studies necessitated the author in reclassifying Burton four-phase classification to encompass three sector economies by including agriculture and service sectors in addition to industrial sector. These findings go on to show that a phenomenal rise in the income levels is the main cause attributable to the changing lifestyle and dispersion in the family structures in traditional Indian families consequent to the opening up of the economies. These studies further revealed that dwindling relationships led to a search for new attractions and services that resulted in a transmutation of casual destinations into captivating tourism attractions.*

**KEYWORDS:** Liberalization Syndrome, Lifestyles, Personality Types and Traits, Social Prism, Transmutation.

## INTRODUCTION

India forms a cozy world all by itself in the entire south Asia. The mighty Himalayas form a natural barrier in the north, and the Indian Ocean in the south, Bay of Bengal in the east and Arabian Sea in the west skirt the roughly triangular peninsula. India shares its boundary with Afghanistan and Pakistan in the west, China and Nepal in the north, and Bhutan, Myanmar and Bangladesh in the east. The fragile, but protected, archipelagos of Andaman and Nicobar in the Bay of Bengal and Lakshadweep in the Arabian Sea are also a part of Indian Territory. It is an ethnically unique region may be connected, by inferences through legends, to the pre-historical Vedic era of the Ramayana and the Mahabharata, and historically through the documented record of Megasthenes, the Greek ambassador in the court of Chandra Gupta Maurya (Dahlaquist and Allan 1996). The indigenous people of the subcontinent – the Dravidians – largely migrated to the peninsular south.

Presently India is the second most populous country after China with the population of over 120 million. The decadal demographic figures from 1950 to 2011, including the statistics for 2005, are presented in Table 1a,

along with the percentages of male/female literacy and the population living below the poverty line in the corresponding decades for analyzing socio-economic advancements.

| S. No | Year/Category | Population (in thousands) | Literacy Rate (%) |        | % of people below Poverty Line |
|-------|---------------|---------------------------|-------------------|--------|--------------------------------|
|       |               |                           | Male              | Female |                                |
| 1     | 1951          | 361088                    | 27.1              | 8.8    | 64                             |
| 2     | 1961          | 439235                    | 40.4              | 15.3   | 54.9                           |
| 3     | 1971          | 548160                    | 45.9              | 21.9   | 51.3                           |
| 4     | 1981          | 684329                    | 56.3              | 29.7   | 44.5                           |
| 5     | 1991          | 846302                    | 64.1              | 39.2   | 36                             |
| 6     | 2001          | 1027015                   | 75.2              | 53.6   | 30.1                           |
| 7     | 2005          | 1080264                   | 77.1              | 57.2   | 28.3                           |
| 8     | 2011          | 1210193                   | 82.1              | 65.1   | 26.1                           |

a. Percentage of Literacy Rates and People below poverty line, India

| S.No | Lifestyles  | Rural    |          | Urban    |          |
|------|---|----------|----------|----------|----------|
|      |   | 1998--99 | 2005--06 | 1998--99 | 2005--06 |
| 1    | Women Education (literacy rate)                         | 33       | 59.4     | 66.8     | 80.3     |
| 2    | Part played by the women in cash earnings               |          |          |          |          |
|      | · Mainly wife   | 36.5     | 21       | 57       | 33.1     |
|      | · Wife and Husband                                      | 25.3     | 57       | 24       | 55.2     |
|      | · Mainly husband  | 31       | 17.3     | 14.2     | 8        |
| 3    | Part played by the women in household purchases         |          |          |          |          |
|      | · Mainly wife   | 9.7      | 18.3     | 13.3     | 25.1     |
|      | · Wife and Husband                                      | 29.2     | 34.1     | 35.7     | 40.2     |
|      | · Mainly Husband  | 35.7     | 30.7     | 28.5     | 23.3     |
| 4    | Exposure of Women to elements of media, at least weekly |          |          |          |          |
|      | · Reads a newspaper/ magazine                           | 12.8     | 13.7     | 43.4     | 41.6     |
|      | · Watches Television                                    | 33.4     | 41.9     | 80.6     | 82       |
|      | · Listens to the Radio                                  | 33       | 27.3     | 46.3     | 31.7     |
|      | · Visits the Cinema theatre                             | 7.9      | 3.9      | 18.1     | 9.2      |
| 5    | Not regularly exposed to any media                      | 50.1     | 45.4     | 12.9     | 12.6     |

b. Characteristics of the Changing Lifestyles of Women in India

**Table 1:** Changing Profiles of Indian Demography and contribution of empowering Women

It can be observed from Table 1a that since independence, male literacy has trebled, while female literacy has raised six fold, attaining almost 65 percent literacy rate by the 2011. It is interesting to note the reduction in

the number of people living below the poverty line from 64 percent in 1950 to 26 percent in 2011 (Census, 2011) indicating that the people have been liberated from a meagre economy tending towards a substantial economy.

The uniqueness of the socio-cultural aspects of India is that the lifestyles followed here are non-competitive in nature with groups harmoniously sharing and pooling their resources within the family. The expanding economy has started to influence people's opinions, emotions and behaviour as multiple earning opportunities for individuals has led to financial independence. Socially, the lady of the Indian household who is usually noble and magnanimous in maintaining the harmony and providing traditional hospitality services (Bhargava Teja, 2010) without any intermission even unscheduled guest has to modify the core family values resulting from a liberalization syndrome. As a consequence, the nouveau personality types and traits that are emerging are built around individuals (Smith, 1989) and have given rise to a wide spectrum of family types no longer strictly conforming to the traditional hierarchical family structure. This significant transformation of relations has given rise to various push and pull factors (Crompton, 1979) as people have moved away from traditional relationships in their search for new locations; and this has significantly contributing to domestic tourism. The growing infrastructure has facilitated in attracting domestic and international visitors, transforming relatively unknown rural spots into captivating tourism destinations.

### LIBERALIZATION SYNDROME AND DISPERSIONS OF SOCIAL SYSTEMS

The economic reforms in India refers to the processes of liberalization, privatization and globalization that started in 1991 with an objective to transform the economic system from a socialist to a capitalist one, and ultimately achieve high economic growth and radically improve the lives of the people. The globalization policies included opening up of the economy for international trade and investment, deregulation, initiation of privatization, tax reforms, and inflation-controlling measures. As a part of liberalization, private enterprises have been allowed to establish and strengthen the service sector along with agriculture and industrial sectors by shifting dispensing with the 'license raj' system with its multiple controls and restrictions. All this resulted in an integration of Indian economy, society, and culture with a global network through communication, transportation, and trade giving rise to liberalized syndrome.

Initially, agriculture was the mainstay of the Indian economy, contributing significantly to the national income, particularly with the introduction of the Green Revolution during the nineteen-sixties. Later the government focussed on large-scale nationalization and strengthening of the manufacturing sector minimizing imports and attaining self sufficiency. However, through the process of liberalization that began in the eighties and attained formal form through the economic reforms of 1991, by allowing the service sector to play a more dynamic role in the economy by shifting the state's role from that of a regulator to that of a facilitator. The contribution of these three phases of the economy over the last sixty-five years or so is presented at decadal intervals in the Table 2 along with estimates of the per capita income and the Gross Domestic Product (GDP) (CSO, 2010).

| Years    | Major Sectors of Economy in Crores |          |         | Per-Capita Income (Rupees) | Total GDP (Crores) | Growth Rate of GDP |
|----------|------------------------------------|----------|---------|----------------------------|--------------------|--------------------|
|          | Agriculture                        | Industry | Service |                            |                    |                    |
| 1950--51 | 5080                               | 1056     | 3181    | 255                        | 9719               | 3.7                |
| 1960--61 | 7090                               | 2339     | 6134    | 359                        | 16512              | 3.3                |
| 1970--71 | 18192                              | 6088     | 17931   | 742                        | 42981              | 3.4                |
| 1980--81 | 47312                              | 22159    | 58550   | 1784                       | 132520             | 5.1                |
| 1990--91 | 150800                             | 86006    | 253472  | 5440                       | 515032             | 4.3                |
| 2000--01 | 449565                             | 300392   | 1083294 | 16688                      | 1925016            | 4.4                |

a. Decadal growth of Major sectors of Economy along with Per-Capita Income and Total GDP

| Years    | Major Sectors of Indian Economy in Crores |          |         | Per Capita Income (Rupees) | Total GDP (Crores) | Growth Rate (%) |           |
|----------|---|----------|---------|----------------------------|--------------------|-----------------|-----------|
|          | Agriculture                               | Industry | Service |                            |                    | GDP (National)  | GSDP (AP) |
| 2001--02 | 486617                                    | 315314   | 1200442 | 17782                      | 2097726            | 4.5             | 8.1       |
| 2002--03 | 472060                                    | 346029   | 1326053 | 18885                      | 2261415            | 7.7             | 4.2       |
| 2003--04 | 532342                                    | 388549   | 1496722 | 20871                      | 2538170            | 8.3             | 13.7      |
| 2004--05 | 552422                                    | 453603   | 1727008 | 23198                      | 2877701            | 9.3             | 11.4      |
| 2005--06 | 625636                                    | 519743   | 1976969 | 26003                      | 3282386            | 9.7             | 13.1      |
| 2006--07 | 686044                                    | 617648   | 2299212 | 29524                      | 3779384            | 9.1             | 15.6      |
| 2007--08 | 782597                                    | 705130   | 2639668 | 33283                      | 4320892            | 7.3             | 18.4      |
| 2008--09 | 861753                                    | 780405   | 3086132 | 37490                      | 4933183            | 5.9             | 13        |
| 2009--10 | 1004594                                   | 916356   | 3694362 | 44345                      | 5615312            | 8.2             | 18.5      |

**b.** Major sectors of Economy and their share of contribution Total GDP, Per Capita Income along with GDP,GSDP growth

**Table 2:** Share of Major sectors of Indian Economy along with GDP and Per Capita Income

It can be observed from Table 2a that agriculture and industry are maintaining steady growth while the service sector has grown exponentially during post-liberalization period, that is from 1991 onwards. It has also been observed that the per-capita income has grown eightfold from Rs. 5000 to Rs. 44176 during this period. The fruits of liberalization were evident, when India recorded its highest GDP growth rate of 9.7% in 2006 due to the major contribution of service sector, thereby becoming the second fastest growing economy in the world, next only to China. This structural change in the Indian economy prompted the author to take up detailed studies at annual intervals from 2001 onwards and along with GSDP of Andhra Pradesh (AP) is presented in Table 2b. It can be observed from Table that the AP has been contributing consistently to the national GDP during all these years.

The growth of the service sector during the post-liberalization period has resulted in the classification of different socio-economic strata depending on their levels of annual incomes (MGI, 2007) ranging from manual workers to highly skilled technical people. Depending on the industrial economy, earlier Burton (1955) proposed a four-phase classification for tourism participation. However, the author reclassified four phase economy to cover other two sectors viz., agriculture and service sector, along with industry making a three sector economy. As a consequence a division took place in the social strata into different categories of nouveau-riche with unique family structures and adaptation levels. An attempt is made to match these accompanying changes with the Big Five factors proposed by Lewis Goldberg (1993) and is presented in Table 3.

| S.No | Phases of Economy                | Max Contribution of GDP/ Year along with per capita income (rupees) | Structure of Family with Origin | Adaptation Levels to family | Big Five Factor (BFF) Personality Types and Traits               |
|------|----------------------------------|---|---------------------------------|-----------------------------|--|
| 1    | Agriculture upto 1970            | 42.3% in 1967<br>742  | Galaxy Social Norms             | Joyousness                  | • Extroversion Sociable, fun-loving, and affectionate            |
|      |                                  |   | Joint Consanguineous            | Warmth                      | • Conscientiousness Organized, careful and disciplined           |
| 2    | Agriculture & Industry upto 2000 | 52.4% in 1995<br>16688  | Extended Consanguineous         | Cordial                     | • Agreeableness Soft-hearted, trusting and helpful               |
|      |                                  |   | Nuclear Conjugal                | Irritation                  | • Demanding Imaginative, independent and interested in variety   |
| 3    | Services from 2000 onwards       | 64.5% in 2010<br>44345  | Neutron Conjugal                | Incongruity (Hostility)     | • Neuroticism<br>Neuroticism: anxious, insecure and self-pitying |

**a. Phases of Economy on Family Structures their Adaptation Levels**

| S.No | Item                                 | Socio-Economic Classes                     |  |   |   |  |
|------|--------------------------------------|--|--|---|---|--|
|      |                                      | Poor                                       | Lower Middle                               | Middle  | Upper Middle  | High Class   |
| 1    | Ranges of Annual Income (in rupees)  | Less than 90,000                           | 90,000 to 2,00,000                         | 2,00,000 to 5,00,000  | 5,00,000 to 10,00,000   | Greater than 10,00,000   |
| 2    | Classification of Category of people | Unskilled labourers and subsistent farmers | Semi skilled, Industrial & Service workers | Young College graduates, Middle Level Govt. Officials, Traders, Business people | Senior Govt. Officials, Managers of large business, Professionals, Rich farmers | High end Professionals, Politicians, Big agriculture land owners |

**b. Annual Income and Category of People of various Socio-Economic classes**

**Table 3:** Changing sectors of Economy and corresponding Economic Strata of the Society

It can be observed from Table 3a that the growing GDP and per capita income have a close correspondence with the emerging family structures and influence the adaptation levels – from a state of joyousness to that of incongruity relating to neutron families (Bhargava Teja, 2011). The division between the range of income and the corresponding working classes is presented in Table 3b to indicate the impact of the changing economy on middle, upper middle levels of social stratification. These observations led the author to investigate the role and contribution of otherwise household women to service sector economy and through their empowerment with higher levels of education and employment.

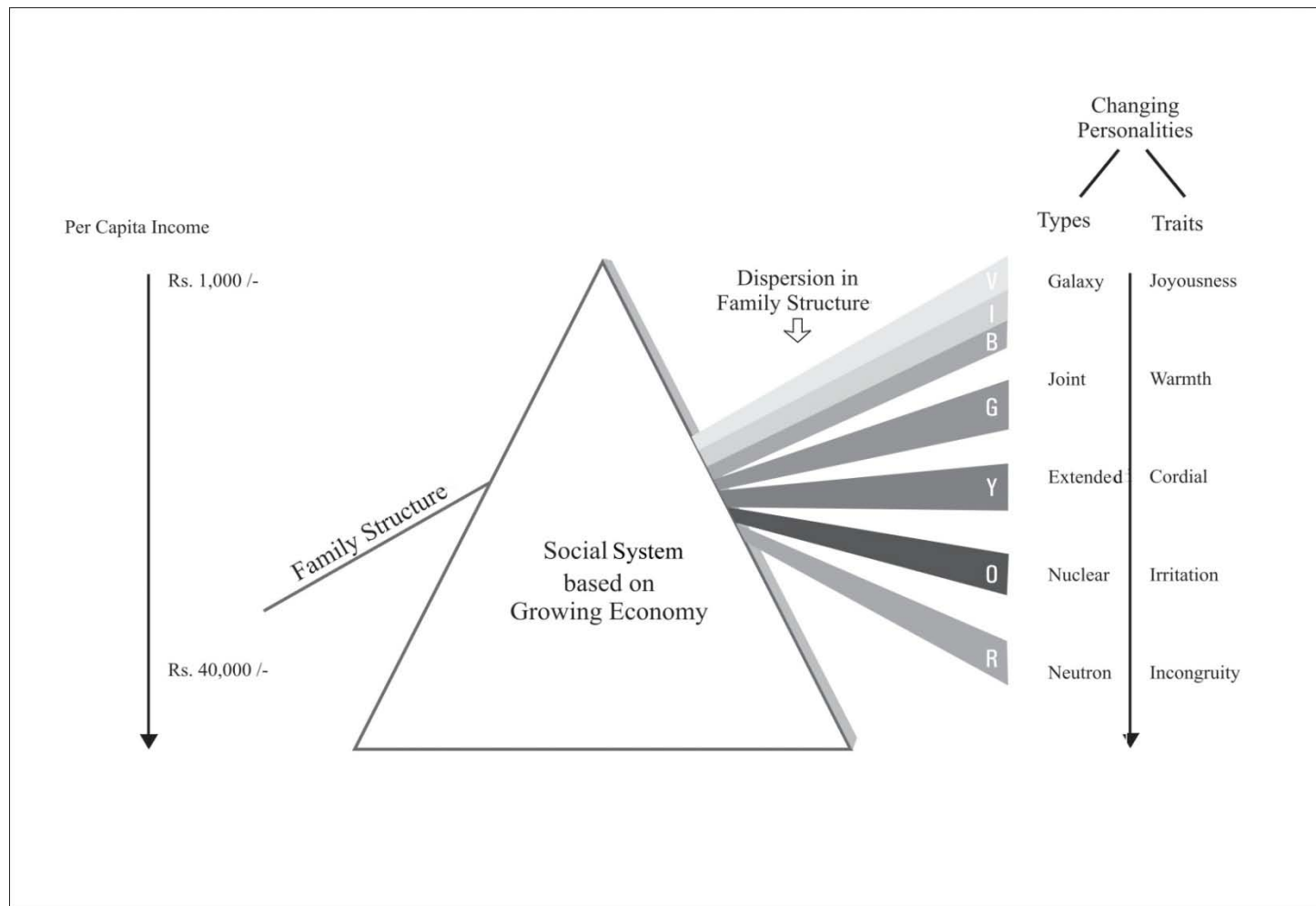
## EVOLUTION OF NOUVEAU SOCIAL GEOGRAPHY

Pro-women fiscal policies with increasing work participation and equal access on the professional front have gained momentum (Planning Commission, 2007) during post liberalization period. The empowerment of women emanating from relatively fast pace of economic growth and changing roles in society has provided them opportunities to acquire financial independence. As a result, women constitute 45 percent of the workforce of the Indian IT industry. NASSCOM (2009) confirmed through its findings that the participation of the women workers has risen by almost 18 percent while technicians are occupying 50 percent in IT and IT-enabled services (ITES). It is observed from the earlier section that the rising female literacy rate has increased the per capita income of both urban and rural women and enabled them to secure lucrative jobs.

These factors have been studied by the National Family Health Survey (2000 & 2007) through a UNICEF-sponsored project that assesses the contribution of the women in moving out of the poverty line. The data pertaining to literacy, earnings, decision making and media exposure are systematically codified and presented in the Table 1b in the earlier section. Care is taken while analyzing the data to draw a special distinction between rural and urban women to identify the differences (if any). The analysis of the data is presented in the following paragraphs.

It can be observed from Table 1b that the change in women's lifestyles is primarily determined by their cash earnings and household purchases that correspond with the level of media exposure and literacy. Further, it is interesting to observe from the data that the rate of individual decision-making is higher among women than among men. The analysis revealed that both the rural and urban women have started playing a primordial role in decision-making process as can be clearly deciphered from the increase in the percentage of joint decision-making by wife and husband together, stated in Table 1b.

The significance of the fast pace of economic growth, the resulting impact on the lifestyles of the households alongside influencing the traditional base of the family structures is metaphorically compared to that of light passing through a prism and giving rise to a colour spectrum. The conceptual diagram of the social prism based on economy is presented in Figure 1 by representing rising per capita income and personality types and traits, and their adaptation levels on the either side of the prism.



**Figure 1:** Dispersion of Family Structures through a Social Prism

It is interesting to observe in Figure 1 that low per capita income is relating to violet and indigo (shades of blue) are cool colours and are metaphorically ascribed to harmony and tranquillity existing in the ancient Indian families. By extending the analogy to green, yellow, orange and red colours which correspond to joint, extended, nuclear and neutron family types with rising per capita income (arrow shown on the left), with simultaneous fall of personality traits to the level of incongruity (arrow shown on right). It can be further observed from the figure that the degree of these traits is falling from joyousness through warmth, cordial, irritation ultimately to incongruity. It is pertinent to note that red colour is corresponds with higher per capita income resulting in the neutron family which has high energy. The scattering of social spectrum is a consequence of the liberalization syndrome that is transmuting the social geography which in turn is observed to have a profound effect on the choice of the destinations.

## NEW PARADIGM IN THE CASUAL DESTINATIONS

Andhra Pradesh (AP) is a like a mini India and is selected here for detailed analysis since it presents itself all magical geographical features in its variety making it a typical state representing the entire India. It is considered to be the link between the North and South India occupying an area of 2,75,000 sq.kms, and standing as fourth

largest state in India. The state has a unique distinction to be the first state formed on the linguistic basis in India on 1 November 1956. The geographical map of the state along with India (Inset) is presented in Figure 2.



**Figure 2:** Transmuting Destinations of AP

It can be observed from the Figure-2 that the state comprises three major regions, viz. Northern Circars or Coastal Andhra, Rayalaseema or Ceded districts and Telangana. It can be further observed that the state is bounded by Chhattisgarh and Orissa in the north, Karnataka and Tamil Nadu in the south and Maharashtra in the west. Every region has its own distinct geography, history and culture on one side and nature's beauty comprising mountains, valleys, hills, islands, pristine beaches, forest and wildlife on the other. In addition to the above significant features it has a long and beautiful coastline stretching over 1000 kms across nine of its twenty-three districts. Two major perennial river systems viz. Krishna and Godavari are flowing in the state fed by the south-west monsoons which are joining the Bay of Bengal, while Tungabhadra and Pennar (tributaries of the Krishna) along with many other small rivers and rivulets are of an ephemeral nature.

Detailed analyses are carried out on the historical perspective of ancient rulers who have crafted their ethos and edifices that influenced the culture, tradition and lifestyle of the region, starting from its pre-historic times. The data pertaining to these rulers and eras, and their specific contributions, are systematically analyzed and presented in Table-4.

| S.No | Dynasties                                | Name of the Kings                      | Timeline                    | Significant Contribution  |
|------|--|--|-----------------------------|---|
| 1    | Raghuvamsha Dynasty and Kuru Dynasty and | Srirama, Yudhisthira, Dhritarashtra    | Pre-historic Vedic Era      | Upholding Piety with Moral and Ethical Principles denoted by Ramayana and Mahabharata |
| 2    | Mauryan Dynasty                          | Chandra Gupta Maurya, Ashoka The Great | 32 –185 B.C.E               | Choultrys and tree shelters to waysides   |
| 3    | Andhra Dynasty                           | Satavahana or Satakarni                | 230 BCE to 220 CE           | Satavahanas are credited for establishing peace in the country                        |
| 4    | Cholas dynasty                           | Vijayalaya Chola                       | 300 B.C.E                   | Excellence in art, religion and literature  |
| 5    | Pallavas dynasty                         | Mahendravarman                         | 571--630 CE                 | Transition from rock-cut architecture to stone temples.                               |
| 6    | Chalukyas                                | Pulakesi                               | 543--753 CE                 | Fusion of cultures  |
| 7    | Kakatiyas                                | Rani Rudrama Devi, Prataparudra        | 13 <sup>th</sup> Century CE | Hindu rulers who encouraged literature, art and architecture                          |
| 8    | Vijayanagara Kings                       | Krishna Deva Raya                      | 1336 to 1646 CE             | Promotion of Indian Values and Systems  |
| 9    | Qutb Shahis                              | Sultan Quli Qutb-ul-Mulk               | 1518 to 1687 CE             | Forts, Fortifications, Dance, Music   |
| 10   | Mughal                                   | Akbar, Aurangzeb                       | 1526--1858 CE               | Cuisine , Art and Culture   |
| 11   | Britishers                               | William King George                    | 1858--1947 CE               | Contributed to literature, irrigation and health sciences                             |

**Table 4:** Various dynasties that ruled the state of Andhra Pradesh

It can be observed from the Table that the pre historic Vedic era started with Ramayana and Mahabharata represented by Sri Rama, Yudhisthira, Dhritarashtra. The state is considered to be an integral part of the empire of Ashoka, the great Mauryan king of 3<sup>rd</sup> century BCE. Andhra Dynasty came into existence during the period of the Satavahana or Satakarni kings (between 230 BCE to 220 CE), where tradition and culture of the region greatly flourished. Although the period following the end of the Chola dynasty, was marked by a tripartite power struggle between the Chalukyas, Pandyas and Pallavas, peninsular India also witnessed a significant contribution to the temple architecture. Later, the full-fledged Hindu kingdom of Vijayanagara was established during 13<sup>th</sup> century. Art, culture, music and religion flourished under the *rayas* of Vijayanagar. So immense was the wealth of Vijayanagara that people are believed to have purchased precious stones from the roadside.

The state has an attractive landscape with a varying topography making the destination of all seasons for tourism. It has a pleasant climate with mild winters and warm summers with the temperature varying between 20

and 40°C during summer and between 10 and 32°C during winter. The rural areas provide an opportunity for various activities like bird-watching, camping, bullock-cart rides, trekking and boating amidst the verdant landscape. These attractions can be broadly classified into natural and cultural categories (Weaver, 2000), though presently there is no system to do so yet. However, the author attempted to classify them (Bhargava Teja, 2009) under recreation and non recreation categories to help business tourism realize its full potential. The details of recreation and non-recreation tourism comprising these two classifications for the state of AP are presented in Table 5.

| S.No | Attractions                         | Class of the Site and Nearest Location  | Significance of the Site   |
|------|-------------------------------------|---|--|
| I    | <b>Nature Based</b><br>• Topography | <b>Mountains:</b> Eastern Ghats<br>Nallamala Hills (Srisaillam) ,<br>Horsely Hills (Tirupati), Talakona Hills(Tirupati), Tyda, Paderu (Vizag) | Ropeway (Srisaillam), Rappelling (Talakona,Tirupati) Trekking (Tyda,Paderu) for adventure tourism  |
|      |                                     | <b>Valleys:</b> Araku (Vizag) nestling the Eastern Ghats  | Valley altitude is between 600 and 900 meters above sea level  |
|      |                                     | <b>Caves:</b> Borra (Vizag), Belum caves (Kurnool)  | One million year old Borra caves are considered as deepest caves in India.   |
|      |                                     | <b>Beaches:</b> Bheemli, Rishikonda (Vizag), Uppada(Kakinada)<br>Manginapudi (Machilipatnam)  | Wind Surfing, Swimming, Boating, Sailing (Vizag)   |
|      | • Hydrology                         | <b>Waterfalls:</b> Kuntala (Adilabad), Talakona (Tirupati)  | Kuntala with a height of 45 meters is the highest waterfall in the AP  |
|      |                                     | <b>Lakes:</b><br><br>Kolleru,<br><br>Pulicot,<br><br>Hussain sagar  | Kolleru Lake is a Veritable treat for international bird watchers.<br>Pulicot Lake is the second largest brackish water lake or lagoon in India.<br>Hussain sagar lake is only inland water body offering Para sailing, Water skiing, Cruising in India. |
|      |                                     | <b>Islands:</b> Bhavani, Hamsaladivi (Vijayawada)   | Bhavani island is an attractive tourist spot and a River Front Resort and some good adventure and fun sports   |
|      | • Wildlife                          | Nelapattu bird Sanctuary (Nellore), Nehru Zoological Park (Hyderabad),  | The largest Pelicanary in South East Asia with more than 1500 Pelicans.<br>Nehru Zoological Park also known as Hyderabad zoo spread an area of 380 (150ha)   |
|      | • Vegetation                        | <b>Forest:</b> Nalla malla (Kurnool)  | One of the largest stretches of undisturbed forest in South India apart from the Western Ghats.  |
| II   | <b>Culture attractions</b>          | <b>Forts:</b>   | The Golconda fort was built on 1143 A.D, on natural rock formations that are 2500  |

|  |   |   |  |
|--|---|---|--|
|  | <ul style="list-style-type: none"> <li>• Historical</li> </ul>                                | <p>Golconda (Hyderabad),</p> <p>Bhongir (Nalgonda),</p> <p>Kondapalli (Vijayawada)</p>  | <p>million years old.</p> <p>Bhongir Fort at elevation of 430 metres was built by the Chalukya ruler during 12<sup>th</sup> century.</p> <p>Kondapalli and Kondaveedu forts were built by Prolaya Vema Reddy during the 14<sup>th</sup> century.</p>   |
|  |   | <p><b>Buddhist circuits:</b> Nagarjuna Konda, Amarvathi (Guntur), Totlakonda, Bavakonda Shankaram (Vizag)</p>   | <p>Out of the 18 sects of Indian Buddhism nine are based in AP.</p>  |
|  |   | <p><b>Museums:</b> Salar Jung (Hyderabad),</p>  | <p>Salar Jung museum is largest single man's antique collection dating back to 1<sup>st</sup> century A.D</p>  |
|  | <ul style="list-style-type: none"> <li>• Religious</li> </ul>                                 | <p><b>Temple:</b></p> <p>Balaji (Tirupati),</p> <p><b>Jain Temple:</b></p> <p>Kolanupaka (Nalgonda)</p> <p><b>Mosques:</b></p> <p>Mecca (Hyderabad)</p> <p><b>Church:</b></p> <p>Medak,</p> | <p>The Balaji temple is the richest and the most visited place of worship in the world.</p> <p>The Jain shrine is more than 2000 years old</p> <p>Mecca Masjid which is second largest in India and the seventh largest in the world</p> <p>The Medak church, the single largest diocese in Asia and second largest in the world after the Vatican</p> |
|  | Religious Cont...   | <p><b>Spiritual Centre:</b> Satya Sai Baba Puttaparthi (Anantapur)</p>  | <p>Puttaparthi is residence of the world renowned notable spiritual teacher Sathya Sai Baba.</p>   |
|  | <ul style="list-style-type: none"> <li>• Performing Applied Arts &amp; Handicrafts</li> </ul> | <p><b>Dances:</b> Kuchupudi, Andhra Natyam, Perini Shivatandavam</p>  | <p>Kuchipudi has its origin 16<sup>th</sup> century and his world acknowledged by Guinness book of records (is a Classical Indian dance form from Andhra Pradesh popular all over south India)</p>   |
|  |   | <p><b>Art Gallery:</b></p> <p>Shilparamam(Hyderabad)</p>  | <p>Shilparamam is set amidst gardens, cascading waterfalls and natural rock heights showcasing a plethora of artistic ethos</p>  |
|  |   | <p><b>Handicrafts:</b> Soft Wooden toys (Kondapalli)</p> <p>Nirmal (Adilabad)</p>   | <p>Bidriware of 14<sup>th</sup> century Iran bequeathed to India, the intricate Silver filigree work.</p>  |

|     |                                   |   |  |
|-----|-----------------------------------|---|--|
|     |                                   | Carpets: Eluru<br>Vegetable colors: Kalamkari,<br>Bidriware: Filigree work (Karimnagar)   |  |
|     | • Health                          | <b>Hospitals chains:</b> Corporate chains at Hyderabad, Rajahmundry, Tirupati, Vizag, Vijayawada in addition to superspeciality public sector hospitals SIMS (Tirupati), NIMS (Hyderabad),<br><b>Yoga Centers:</b> Nature Cure (Hyderabad),<br><b>Ayurveda:</b> Venkateshwara Ayurveda Nilayam (Chintaluru) | Healthcare tourism at hospitals in Hyderabad makes it possible to save up to 80% (as compared to US/UK)<br><br>Established in 1925 and 1st GMP & ISO certified Ayurvedic Company in Andhra Pradesh |
|     | • Traditional Fairs and Festivals | <b>Utsav:</b> International Kite Festival (Hyderabad)<br><b>Festivals:</b> Ganesh Chaturti, Ramzan, Christmas   | The International Kite Festival at Hyderabad is organized by the Andhra Pradesh Tourist Development Corporation (APTDC).   |
| III | Business                          | Hi-tech City, HITEX, CII Sohrabji Godrej Green Business Center, (Hyderabad) Steel City (Vizag), Canal City (Vijayawada), Cultural City (Warangal)   | Representing about 15 per cent of the total IT / software exports from India earning fourth largest revenue to the state of AP   |

**Table 5:** The Details of Natural, Cultural and Business Tourism along with Location Details and Significance of the Site

It can be observed from Table 5 that nature tourism covers mountains, valleys, caves and beaches and have been classified with details and significance of their location. The waterfalls at Kuntala near Adilabad, and Talakona in Chittor offer enchanting locations for enjoying the nature's beauty. Kolleru is the largest lake in India and a veritable treat for bird watchers along with Pulicat and Hussain Sagar. The latter is an inland water body where a seventy-two feet high monolithic statue of the Buddha, weighing 350 tonnes is installed. Bhavani Island in Vijayawada is one of the large river island spread across an area of around 133 acres on the Krishna and Hamsaladevi is an island where one branch of the river meets the Bay of Bengal. The Nehru Zoological Park stands out with over a hundred species of birds, animals and reptiles. The largest stretch of undisturbed vegetative cover in south India (apart from the Western Ghats) is found in the Nallamala forest. Further, it can be observed from Table 5 that cultural attractions comprise historical monuments, religious destinations along with performing and applied arts and handicrafts. In addition, medical tourism, fairs and festivals are also included under this category.

Stimulated by these attractions and supported by the services provided by a well-knit network of tourism infrastructures, making the burgeoning service sector started attracting a large number of domestic and foreign visitors. The data pertaining to the domestic and foreign visitors to AP alongside the neighbouring states of Karnataka, Maharashtra, Tamil Nadu and Kerala are presented in Table 6 a & b. Care is taken to collect the data pertaining to forts and Buddhist monuments in the state for detailed studies.

| S<br>N | State          | 2006         |          | 2007         |          | 2008         |          | 2009         |          | 2010         |          |
|--------|----------------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|
|        |                | Domesti<br>c | Foreign  | Domesti<br>c | Foreign  | Domesti<br>c | Foreign  | Domesti<br>c | Foreign  | Domesti<br>c | Foreign  |
| 1      | Andhra Pradesh | 111715376    | 669617   | 127933333    | 769724   | 132684906    | 789180   | 157489927    | 795173   | 155789584    | 771536   |
| 2      | Karnataka      | 36195907     | 505524   | 37825953     | 534563   | 12797937     | 174040   | 32701647     | 229733   | 38202077     | 256984   |
| 3      | Maharashtra    | 16880348     | 1712302  | 19243597     | 1933189  | 20553360     | 2056913  | 23739130     | 1999320  | 48465492     | 5083126  |
| 4      | Tamil Nadu     | 58340008     | 1319509  | 71034651     | 1753103  | 98285121     | 2029410  | 115755800    | 2369050  | 111637104    | 2804687  |
| 5      | Kerala         | 6271724      | 428534   | 6642941      | 515808   | 7591250      | 598929   | 7789378      | 548737   | 8654126      | 659265   |
| 6      | India          | 462310177    | 11747914 | 526564364    | 13267273 | 562982298    | 14112590 | 650038673    | 13717522 | 740214297    | 17852777 |

a. Domestic and Foreign Visitors in Andhra Pradesh and Adjoining States along with India

| S.<br>No | Place   | 2007     |         | 2008     |         | 2009     |         |
|----------|---|----------|---------|----------|---------|----------|---------|
|          |   | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign |
| 1        | Golconda fort                                     | 263381   | 6750    | 1241638  | 18021   | 1222409  | 15731   |
| 2        | Charminar   | 292387   | 4085    | 1401424  | 12049   | 1317737  | 11321   |
| 3        | Ruined Buddhist stupa & Remains ,<br>Amaravathi   | 4954     | 413     | 17952    | 458     | 15197    | 300     |
| 4        | Hill of Nagarjunakonda                            | 29454    | 632     | 116068   | 925     | 76960    | 562     |
| 5        | Fort Raja & Rani Mahal, Chandragiri               | 24903    | 58      | 85741    | 116     | 83430    | 133     |
| 6        | Group of Buddisht Monuments,<br>Guntupalli        | 2353     | 5       | 18184    | 68      | 20228    | 27      |
| 7        | Four Storeyed Rock Cut Hindu Temple,<br>Undavelli | 8145     | 220     | 28999    | 330     | 38532    | 374     |
| 8        | Warangal Fort                                     | 4495     | 136     | 91607    | 393     | 151675   | 298     |

b. Domestic and Foreign Visitors in forts and Buddhist circuits of Andhra Pradesh

**Table 6:** State/Place wise Domestic and Foreign Visitors in India

It will be observed from Table 6a that the number of foreign visitors to the state has consistently increased from the year 2007. It is further noticed that the domestic visitors are far outnumber the foreign visitors. Further, the comparison of these visitors to AP with adjoining states reveals two important aspects. Firstly, foreigners visiting Hyderabad are not visiting the other parts of AP, though there are very important natural and cultural attractions. Secondly, the number of foreigners visiting the adjoining states like Maharashtra and Tamil Nadu reveal that they are not visiting AP though many important locations and attractions are found across the Rice Bowl of India.

Along with these attractions services are also being provided where the accommodation plays a key role in making the destinations captive. It is estimated that the accommodation sector worldwide earns 33 percent of the total expenditure in a trip (Cooper et al, 2005) and playing a key role in promoting tourism. Accordingly surveys are carried out to collect the data pertaining to growth of different types of accommodation such as 5 star and 7 star

deluxe hotels, budget hotels, heritage hotels and government guest houses existing in AP which are codified and presented in Table 7.

| S.No | Category           | Total No. of Hotels | Total No. of Rooms | Tariff Range | Remarks   |
|------|--------------------|---------------------|--------------------|--------------|---|
| 1    | 7 Star             | 3                   | 1500               | ---          | These 7 star hotels are under proposal in Hyderabad   |
| 2    | 5 Star Deluxe      | 6                   | 1200               | 12000-30000  | These 5 star deluxe hotels are also under proposal in Hyderabad   |
| 3    | 5 Star             | 16                  | 5125               | 6000-25000   | 13 hotels are located in Hyderabad in which 6 hotels are under proposal with 3500 room capacity and remaining 3 hotels are located in located Visakhapatnam                             |
| 4    | 4 Star             | 17                  | 2378               | 4000-12000   | Out of this 17 hotels, 9 are located in Hyderabad in which 2 are under proposal which have 1600 room capacity and remaining 8 hotels are located mostly in Visakhapatnam and Vijayawada |
| 5    | 3 Star             | 65                  | 5911               | 2600-9500    | There are total 18 hotels in Hyderabad including 6 proposal's which provide 1800 rooms and remaining 13 hotels arc around Andhra Pradesh  |
| 6    | Heritage           | 1                   | 54                 | ----         | This hotel is located in Hyderabad with historical significance.  |
| 7    | Luxury             | 18                  | 864                | 800-1200     | These luxury hotels around Andhra Pradesh serve certain class of people in between star and budget category   |
| 8    | Budget             | 545                 | 17525              | 500-1200     | Approximately 200 hotels are located in Hyderabad rest of the hotels are in rest of the Andhra Pradesh  |
| 9    | Govt. Guest Houses | 8                   | 370                | ---          | These guest houses mostly serve to Government officials sometimes to the common citizens.   |

**Table-7:** Detailed Analysis of Existing and Proposed Hotels in AP

It can be observed from the table that the new proposals include 5 star deluxe to 7 star hotels in Hyderabad indicating the growing needs and demand. It is interesting to observe that Visakhapatnam and Vijayawada occupy second position in allocation of 5 and 4 star categories, without any new proposals, or up-gradation of the existing facilities. However budget hotels seem to be the increasing trend both in the metros and the rest of AP. The detailed analysis of the availability of hotels in A.P revealed that a majority of hotels exist in metros, class I and class II cities with increasing preference to the budget hotels. The growing influx of foreign visitors on the one hand one side and multiple earning opportunities for individuals along with empowerment of women and diminishing adaptation levels within the core families in the domestic sector on the other contributed to the growth of the hospitality sector in a big way.

## CONCLUSIONS

The major sector of economy is found initially agriculture in India that contributed 42% to the share of GDP, and yielding per-capita income of Rs.740. Subsequently during 1970, the Industrial base was created along with the agrarian economy for attaining self sufficiency giving rise the per-capita income to Rs. 16000 with 52% share of contribution to GDP. However the impact of Liberalized Syndrome during post 2000 yielded abnormal rise in the income levels by the contribution of the service sector to Rs 44,375 (2010) and contributing 64% to share of the GDP. Systematic surveys are carried out regarding different sectors of economy, per-capita income and GDP along with population and literacy rates are analyzed. These results have shifted the focus from agriculture to industry and ultimately to services and the increasing contribution in that direction resulted in a modification the earlier Burton four-phase classification covering all three sectors of economy for tourism participation. The steep rise in the per capita income over a short period led to the alteration of the social geography. The impact on the social geography is attributed primarily with major share of contribution of service sector economy with the empowerment of women.

Detailed studies were carried out for analyzing the impact of liberalization syndrome in transmuting the family structures by deviating from traditional ethos with increasing incomes. The enigmatic changes in the Indian economy with diminishing relationships reshaped the nature-gifted casual sites by transforming them to tourist destinations by shifting the preferences towards new attractions and services. People started moving in search of these new areas for leisure and recreation, engineered by business tourism consequent to large scale physical infrastructure facility to support visitors and growing outside hospitalities.

A conceptual diagram is designed and developed by the author for categorizing these structures metaphorically from galaxy families which eventually transformed to neutron families with higher growth of per capita income. These studies goes to show that the adaptation levels within the family structures began dispersing and are observed to be transforming from joyousness to warmth, leading to incongruity.

These socio-economic transformations are further detailed by selecting a role model state of AP for investigating the changes in the tourism and hospitality patterns on the one side and natural geography on the other. The development of the economic infrastructure in conjunction with physical infrastructure had a profound impact in consistently increasing the presence of foreign visitors from 11 million to 17 million within the short span of five years. Simultaneously, the accommodation sector also grew fourfold with a proliferation of hotels, in the process giving a new look to the hospitality industry.

These studies revealed the causes attributed to the changes in the social geography with the changed role of women to career activities and forcefully shifting them from household social hospitality to outside paid hospitalities. The findings go on to show that a sharp shift from service sector economy within a decade has had a profound effect on traditional family structures in diminishing conjugal relationships and pushing the people in search of new locations. All these factors contributed in transforming natural and cultural locations in India from their casual state to very attractive captivating destinations.

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