



A Study on Scope and Possibilities of Sustainable Tourism Development in the State of Telangana

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ABSTRACT

The aim of study is to provide knowledge about possibilities of sustainable tourism development in the state of Telangana and how it helps to explore the employment opportunities and government initiatives for tourism development in Telangana. Sustainable development in tourism is concerned with acknowledging economic, social and environmental development aspects, catering for the current needs of society without damaging the well-being of future generations. This paper focuses on the sustainable development of Tourism in Telangana. A multi-faceted tourist destination of Telangana state. The potentials of wildlife and eco-tourism in Telangana. This study was done by collecting data from numerous secondary data sources. It concludes the lack of advertisement sources, proper marketing, unavailable information about most of the tourist places, underdevelopment of various locations with regards to education, digital communication, transportation which comes in the way for exploration of cultural places.

Keywords: Tourism, Global Economy, Diverse Landscapes, Sustainable Development

1. Introduction

The tourism sector is economically important for any country and more so for developing countries. Tourism brings money to the cities and countries, provides jobs for residents, brings growth to the region by way of improvement in infrastructure facilities and is an important source of foreign exchange earnings. Tourism ability to generate revenue to preserve, build and maintain national heritage, local culture, craft, textiles as well as customs and traditions, fairs and festivals, architecture is well established.

The United Nations World Tourism Organization (UNWTO) defines Sustainable Tourism as 'Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities'. The German Forum on Environment and Development elaborates that 'Sustainable Tourism has to meet social, cultural, ecological and economic requirements. Sustainable tourism holds a long-term view, for present and future generations, ethically and socially just and culturally adapted, ecologically viable and economically sensible and productive'. A fundamental trait of the tourism sector is its ability to link the economic, social, cultural and environmental aspects of sustainability and to act as a driving force for their mutual enhancement. This is because tourism as an economic activity is highly dependent on the presence of intact environments, rich cultures and welcoming host communities. However, the impact of tourism goes beyond the tangible economic effects of revenue and foreign exchange earnings. It also has non-economic and intangible effects including changes in value systems, individual behavior, family relationships, collective life styles, moral conduct, creative expressions, traditional ceremonies and community organization. Culture preservation, natural resource management, waste management.

2. Review Papers

[1] M. Rajeev, December 10, 2017, "Telangana Districts Register Huge Tourist Inflow In 2015, 2016" The Hindu Newspaper mentioned that trains crossing the Godavari river bridge as devotees participate in Pushkarams at Mancherla in Telangana in 2015 .[2] Yasa Selman & Osman Uzun and Pinar Gultekin (Turkey-2017) the study focused on the local people's participation in the development of Eco-tourism in Turkey using the SEM model. The study concluded that it is possible to use SEM as a method for solving problems related to ecotourism management with local people. It will also be possible to obtain guidance on how the ecotourism sector should develop with different stakeholders in different land use policies and how it is likely to develop in future years. The authors used five dimensions like 'ecotourism activities, ecotourism resources and ecotourism development and management strategies'. (3) N. Kencana and T. Manutami (Indonesia-2017) the study was directed to observe the effect of local community participation and visitor's satisfaction on ecotourism in Indonesia using Structural Equation Model (SEM). The author explained the relationship between community participation, ecotourism sustainability, tourist satisfaction and the economic benefits of the local peoples. The sustainability of ecotourism was significantly affected by local community participation and tourist's attraction is the ultimate factor to keep ecotourism in Indonesia..[4] Ashish Nag (2013) , mentioned that the Ministry of Tourism in any country seeks ways to promote and develop tourism in the country. Tourism Industry Growth in any country is prone to the changing economic conditions. In the event when a country is passing through a low phase or an individual's job is at stake, not many people choose to travel. [5] Anu Shree Banerjee (2014) stated that the major issues that are restraining the industry from achieving high economic value are shortage of qualified personnel, shortage of tourism training institutes, shortage of well qualified trainers, working conditions for the employees. Policies which can help the employees to work in a supportive environment are also a point of concern. The paper is an attempt to judge the work done by the HRD team of the tourism industry with special reference to Jet Airways India Ltd. This in turn can enhance their capabilities and motivate them to work more effectively.

3. Research Methodology

Research is a process in which the researcher wishes to find out the end result for a given problem and that the solution helps in future course of action. The research has been defined as a careful investigation or enquiry especially through search for new facts in any branch of knowledge. The procedure using which researchers go about their work of describing, explaining and predicting phenomena, it is called methodology. Methods comprise the procedures used for generating, collecting and evaluating data. Methods are the way of obtaining information useful for assessing explanation.

Research Design

SECONDARY DATA: the secondary data are those which are already collected by someone for some purpose and are valuable for the present study. secondary data, was collected from the books, journals, magazines, websites and other such sources.

4. Conclusion:

In conclusion, we can say that tourism is a very productive activity both for the tourist and the government. As they support each other simultaneously. Also, the government should consider improving the conditions of the country as a greater number of tourists visit their country. The main responsibilities of sustainable tourism include: Protecting the environment, natural resources, and wildlife. Providing socio-economic benefits for communities who live in tourist destinations. Conserving cultural heritage and creating authentic tourist experiences

5. Suggestion

Considering the fact that Telangana is the youngest State of the country, the progress of the State in every sector is impressive and the Tourism sector is also recording positive growth in number of FTAs, DTAs and foreign exchange earnings. The Department of Tourism and Culture is actively promoting the tourists' attractions in the State, and is implementing many new projects to attract the tourists. The sector is identified as one of the focus sectors in industrial policy and promotion of the State considering the fact that the sector can create job opportunities and livelihood to the local population. The government of Telangana is making great efforts to promote the tourism industry in the State. Keeping in view the importance of the sector in the contribution to GDP, employment, livelihood and regional development, following few suggestions are made for furthering the growth of the sector in Telangana:

Tourism should not be promoted as just sightseeing spots; they need to be promoted as "destination experiences". Steps should be taken to make the tour replete with guides, activities for the children, interactivity for the tourists with culture of the place, organizing cultural activities (dances and other art forms) culinary points etc. These activities leave the tourists with the experience of involvement and give them the urge to visit the place again and again.

'Create better infrastructure' is a generic statement. But it is critical to build good roads and approach points to tourist destinations. For foreign and domestic tourists alike, a bumpy ride with potholes to reach an exotic destination leaves them with a bitter experience and does no good. Some of the

suggestions that are critical for tourism promotion are - Train travel packages; Easy bus connections and safe car hire services; Good freeways and highways; Clean and safe accommodation facilities; Maintenance of quality of food.

Telangana is a land of variety of arts mostly confined to villages and rural areas. There needs to be a specific campaign of promotion for bringing the arts and crafts of Telangana into limelight. Introducing 'Rural Packages' and presenting to the World the arts and crafts will not only create visibility and business for the tourism sector but will also have visibility impact for the State of Telangana

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