

RURAL TOURISM IN TELANGANA STATE : A PROSPECTIVE

Kurumelli Geetha

Department of History & Tourism Management, Kakatiya University, Warangal-506009

E-Mail: kurimellygeetha@gmail.com

1. Introduction:

Tourism, practiced and experienced, in this 21st century had begun as a form of entertainment way back in the Roman period (3 BC to 3 AD). Since Romans were developing a systematic approach to many aspects of life such as travel, transport, politics, wayside accommodation, military, religion, games and even entertainment, the people of Roman kingdom were provided with organised services of livelihood both by the Political Administrators and by Individual organisers. The primary areas of entertainment were Spas, Saturnalias and Olympic Games. They covered the aspects of health, festival and Games. It was a pure form of recreation in the Roman Kingdom. It provided an experience of Tourism though they did not know the word Tourism. Etymologically the word Tourism was used first in 1811.

Experiences of these recreations improved the performances of services. In the Roman period, Romans travelled to various cities to participate or to observe sporting competitions and performing arts and events. Various modes of transport were used such as horses and carts. Spectator sports such as gladiatorial contests, sightseeing, and health oriented recreations in the form of bathing in spas (mineral springs) were popular entertainment activities in the Roman period which certainly gave the Romans the experience of tourism. Inns were the most common accommodation sector in Roman Empire. The first inns go back to the sixth century B.C. and the earliest inns were ventures by husband and wife teams. They provided large halls for travellers to make their own beds and sleep on the floor and provided modest wholesome food, entertainment and recreation. The entire service and recreation was provided by the husband and wife and his family.

Further to this tourism has got its focus on the sector based developments. These sector based tourism are becoming more appropriate for holistic developments of various regions on the worldwide. The sectors that are prominent in the 21st century are Rural, Health, Adventure, Environmental and MICE. In this study the focus is on rural tourism at Telangana State as a historical place of India.

Tourism, primarily, has been an evolution of travel from time immemorial. Travel, over the centuries has provided a conceptual framework for Tourism. This conceptual formation and the subsequent definitions are highlighted in this section.

2. Conceptual Framework:

The earliest reasons for Travel were military, trade, conquering new lands and Religion.⁸ Herodotus personally visited many areas of the world for making up the Persian Empire. Benjamin of Tudela, a Jewish scholar, started his journey from 1160 AD; he travelled thirteen year through, Europe, Persia and India, giving information on the Jewish communities. The most famous traveller, Marco polo (1275-1292 AD) travelled by land through central Asia, Gobi desert, Mongol empire from Tibet to Burma and southern India and his three-and-a half year sea voyage home after an extended stay of 17 years. The Venetian traders who were contemplating their own trips to China and the Far East made great service to the cause of Tourism through their voyages. Diaz, Gama and Columbus did wonderful voyages and explored new lands. Battuda (1304-1377 AD) beginning a pilgrimage to Mecca in 1326 AD, over the next 30 years covered most of the Islamic world.

These movements became a fascination for the rich and famous. Wealthy people have always travelled to distant parts of the world to see great buildings, works of art, learn new languages and experience new cultures and to taste different cuisines. Beginning from Thomas Cook, the organized tour not only became famous but also modern through the advent of Air- Travel. The invention of aeroplane by Wright Brothers facilitated the air travel. Air travel became commercial in 1919. In 1958 the air transport cost was reduced by the advent of jet travel. Tourism, which was budding in this manner, had a huge disturbance through the outbreak of World War II. The six year period of the world war-II paved the way for a sharp rise in technology but for of the nuclear age and the detonation of the nuclear bomb at Hiroshima in 1945.

3. Definitions of Tourism:

Tourism is a multifaceted and complex activity. It involves industry without smoke, education without classroom, integration without legislation and diplomacy without formality. According to early dictionary tourism is the metamorphosis of the word *trapesium* means to travel as movement across space.

Conceptually tourism arises from the movement of people to, and their stay in different destinations. In 1942 the

following definition of tourism by Swiss professors, Hunziker and Krapf, and adopted by the International Association of Scientific Experts on Tourism [AISET] aptly describes the concept of tourism. Tourism is the sum of phenomena and relationships arising from the travel and stay of Non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.

Today tourism has been widely recognized as a global industry. According to Robinson (1976) tourism is explained as a dynamic industry. Smith and Medlik (1988) accepted tourism as an industry. In 1955 Wahab says that any product whether tangible or intangible that serves to gratify certain human needs should be considered as an industrial product and that if a bond of product exists between various companies and organisation in a way that characterised their overall function for unity at their place in economic life then they should be considered as an industry. The tourism industry is much more complex than what is experienced out of it. There are many hundreds of operations that are influenced on the recurring needs of tourists at the destination.

4. Reviews of Literature :

J.S. Negi in the book, **Rural Tourism and Economic Growth** (New Delhi: 2007) have detailed about the basic concepts and definitions of Rural Tourism and the Economic impacts of rural tourism in the rural environment. He reports that the economic impact of rural tourism will help to improve quality of rural areas and also the rural communities. He defines that Rural Tourism is a multi-faceted and complex activity which includes everything from farm-based tourism to educational travel, health tourism, ethnic tourism and eco tourism.

Aurel Petru Darau, Mădălina Corneliu, Mihai Larian Brad, Eugeniu Avram, in their study, **The Concepts of Rural Tourism and AgriTourism**, (Romania:2010) analyses that the Agritourism is spatially placed in the rural environment. They also explain that the rural tourism and Agritourism are not only a touristic alternative but an essential factor of economic development of the rural environment at large and of agricultural exploitations in particular.

David Newsome, Susan A. Moore Ross, K. Dowling, in their book **Aspects of Tourism Natural Area Tourism**, (New Delhi: 2006), have detailed about the various types of natural areas and system of Tourism. They also explain about various nature based tourisms like adventure, wildlife, eco-tourism and their impacts on the Natural Environment. Management strategies and actions for natural areas and various case studies are discussed in this book.

Atul Shrivastava, in the book, **Nature Tourism**, (New Delhi: 2010), provides the details about the nature based tourism like Eco-tourism, adventure, special interest, wildlife and sustainable and nature tourism in the world scenario and the motivation of nature based tourism, the economic perspectives on nature tourism. He also details about the nature tourism practices in Indian states, emerging trends in tourism and the impacts of tourism on social, cultural, and environmental. He properly explains the eco-tourism definition and its practices and Rural Tourism in India and its meaning, the role of Indian Government and its planning strategies for promoting rural tourism.

As a competitive industry that requires the ability to constantly adapt to customers changing needs and desires as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism business. The industry is divided into different sectors. They are

- Transport
- Travel Services
- Accommodation
- Recreation and Entertainment

5. Tourism in Telangana:

Telangana State Tourism Development Corporation (TSTDC) is a state government agency which promotes tourism in Telangana, a state in the Southern region of India. Retired Director General of Police Pervaram Ramulu appointed as First chairman of Telangana State Tourism. Tourist attractions in Telangana include historical places, monuments, forts, waterfalls, forests and temples. Hyderabad, the state capital, ranked second best place in the world that one should see in 2015 which is published in the annual guide of 'Traveller' magazine of National Geographic.

Monuments:

Charminar, Golconda Fort, Qutb Shahi Tombs, Chowmahalla Palace, Falaknuma Palace and Bhongir Fort, are some of the monuments in the state.

Religious Tourism:

Kulpakji or Kolanupaka Temple: Kulpakji is a 2,000 years old Jain Temple at the village of Kolanupaka in Nalgonda district. This temple is one of the oldest temple in South India and considered famous for state of the art

architecture and sculptures. The image of Lord Rishabhanatha, carved of a green stone has been historically famous as "Manikyaswami" and The 130 centimetres (51 in) statue of Lord Mahaveer is made of a single piece of jade. It is said the Manikyasami image of Rishabhantha was originally worshipped by Mandodari, the wife of Ravana and it was brought here by the ruler Sankar of Kalyana The interior of the temple is made by red sand stone and white marble.

Yadagirigutta: Lord Vishnu (whose reincarnation is Lord Narasimha). The main deity is Lakshmi Narasimha Swamy. Located in Nalgonda District. In Ancient days Sri Yada Maharshi son of Sri Rushyashruna Maharshi with the Blessings of Anjaneya Swamy had performed great penance for Lord Narasimha Swamy. After securing blessing for his penance Lord Narasimha had come into existence in Five Avatharas called as Sri Jwala Narasimha, Sri Yogananda Narasimha, Sri Ugra Narasimha, Sri Gandaberunda Narasimha, Sri Lakshmi Narasimha. As such this is known as "Pancha Narasimha Kshetram"

Thousand Pillar Temple is one of the oldest temples of South India that was built by the kakatiya. It is believed that the Thousand Pillar Temple was built by King Rudra Deva in 1163 AD. The Thousand Pillar Temple is a specimen of the Kakatiyan style of architecture of the 12th century. There are one thousand pillars in the building and the temple, but no pillar obstructs a person in any point of the temple to see the god in the other temple.

Bhadrachalam Temple is a temple to Lord Rama in the town of Bhadrachalam in Khammam district. It is situated on the banks of the river Godavari. This is the place where Kancherla Gopanna (1620–1680) wrote his devotional songs dedicated to Lord Rama. Sri Rama Navami, a celebration of the Marriage of Lord Rama and Sita, is celebrated here every year. Government of Telangana sends pearls for the event.

Sri Raja Rajeshwara temple, Vemulawada is a site of pilgrimage for both Hindu (particularly devotees of Vishnu and Shiva) and Muslim worshippers. Built by Chalukya Kings between AD 750 and 975, the complex is named for its presiding deity Sri Raja Rajeswara Swamy, an incarnation of Lord Shiva. It houses several temples dedicated to other deities including Sri Rama, Lakshmana, Lakshmi, Ganapathy, Lord Padmanabha Swamy and Lord Bhimeshwara. This Shrine is popularly known as 'Dakshina Kasi' and also as "Harihara Kshetram" for their being two Vaisnava Temples in main Temple complex i.e., Sri Anantha Padmanabha Swamy Temple & Sri Seetharama Chandra Swamy Temple The complex also contains a 400-year-old mosque which stands as an ample evidence for religious tolerance .The temple is located in Karimnagar District.

Ramappa Temple: An inscription in the temple dates it to the year 1213 and said to have been built by a General Recherla Rudra, during the period of the Kakatiya ruler Ganapati Deva.

Birla Mandir, Hyderabad: Built on a 280 feet (85 m) high hillock called Naubath Pahad on a 13 acres (53,000 m²) plot in Hyderabad

Basara: Gnana Saraswati Temple (Goddess of Knowledge) is located on the banks of the river Godavari in Adilabad District

Nelakondapalli: Nelakondapalli is famous for Birthplace of Bhakta Ramadasu (Sri Ramadas) who built the Sita Ramachandraswamy temple at Bhadrachalam, Nelakondapally is famous for 'Budha Stupa', South India's biggest budha stupa located at Nelakondapally, It is Shariraka stupa (built on body part of Lord Bhudha) in 3rd century B.C.

Mecca Masjid, is one of the oldest mosques in Hyderabad, Telangana in India, And it is one of the largest Mosques in India. Makkah Masjid is a listed heritage building in the old city of Hyderabad, close to the historic landmarks of Chowmahalla Palace, Laad Bazaar, and Charminar. Muhammad Quli Qutb Shah, the fifth ruler of the Qutb Shahi dynasty, commissioned bricks to be made from the soil brought from Mecca, the holiest site of Islam, and used them in the construction of the central arch of the mosque, thus giving the mosque its name. It formed the centerpiece around which the city was planned by Muhammad Quli Qutub Shah.

Medak Church at Medak in Telangana, India, is the largest church in Telangana and has been the cathedral church of the Diocese of Medak of the Church of South India since 1947. Originally built by British Wesleyan Methodists, it was consecrated on 25 December 1924. The Medak diocese is the single largest diocese in Asia and the second in the world after the Vatican. The church was built under the stewardship of the Methodist Christian, the Reverend Charles Walker Posnett, who was driven by the motto *My best for my Lord*. Charles Posnett had arrived in Secunderabad in 1895, and after first ministering among British soldiers at Trimullghery, had launched into the villages and had reached Medak village in 1896.

Water falls

Kuntala Waterfall, located in Kuntala, Adilabad district, at 45 metres (148 ft), is the biggest in the state. There are other interesting waterfalls in Telangana state.

Rural Tourism:

Tourists nowadays are shifting their interest of travel to explore and experience the destination and to have firsthand knowledge of the local people, their cuisine and actual way of living. It can be a variant of eco tourism. Any village can be tourist attraction. Agriculture is becoming highly mechanized and therefore requires less manual labor. The concept of rural tourism has been developed for showcasing the art, crafts, and culture of rural life and for creating gainful employment in villages with tourism potential. Rural tourism is located in agricultural landscapes and is characterized by enjoyment of a tamed – nature or highly modified landscape. It is about the land uses and human cultures that the interaction between humans and the land have created.

These dimensions of tourism does not stop here, it gets evolved as the interests of tourists moves from one to another. This can be referred as trends; this is presented in the following section as tourism trends

Tourism is in a stage of revolutionary change and a new tourism is emerging fast, tourism that promises flexibility, segmentation and diagonal integration. The types of tourism are driven by information technologies and changing consumer requirements. This can be broadly referred as Tourism Trends.

Travel for the pure pleasure of it has sparked tourism and it has been one of the rich practices since ancient times. Europe's spas, in addition to being health centres, were also social centers, with balls, picnics, plays, and concerts. Modern tourism involves a universal access to Travel for individuals in the western world with destinations on an international scale competing for these tourists. Speed, comfort and value for money are the bases for gaining and maintaining market share in the highly competitive tourist market.

Modern tourism involves many different types each that in turn have had an impact on the transport means. Transportation is considered to be the prolific factor in the advancement of human civilization and is the basic backbone of modern tourism. Today tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole. The World Tourism council estimates that travel and tourism provides employment for more than 100 million people world-wide and is responsible for over 7% of worldwide.

The industrial atmosphere of the urban life provides sophistication, sound finance and safe livelihood, yet there is no solace for the soul as the life in the urban background has distanced itself from Mother Nature. Hence, in the modern world, there is ample chance among every weary city dweller to turn to rural walks of life on a given opportunity. Working on this aspect this study has formulated the following objectives.

References:

1. A.k. Bhatia, The Business of Tourism, Concepts and Strategies, Sterling Publishers Pvt.,Ltd., New Delhi,2011, p4
2. AAnurag Fadia, Modern Tourism-Issues and Challenges, CyberTech publications, New Delhi, 2010, p16
3. Atul Shrivastva, Nature Tourism, Centrum press, New Delhi, 2010, p139
4. David Newsome, Susan A.Moore, Ross K.Dowling, Aspects of Tourism: Natural Area Tourism, Viva Books Pvt., Ltd., New Delhi, 2006, p15
5. Dr.K.Venugopal, Modern Tourism Concepts, Ankit publishing house, New Delhi, 2012, p230
6. G.A.H.Rizvi, Tourism in Recent Global Scenario, Cyber Tech publications, New Delhi, 2008, p16
7. J.P.Sankar, Tourism Management, Anmol Publications Pvt., Ltd., New Delhi, 2006, p2
8. Krishan K. Kamra , Mohinder Chand, Basics of Tourism Theory Operations and Practice, Kanishka Publishers and Distributors, New Delhi, 2007, p5
9. Lalita Sharma, Travel Agency & Tour Operation, Concepts and Principles, Centrum Press, New Delhi, 2010, p1
10. M.A.Khan, Introduction to Tourism, Anmol Publications Pvt., Ltd., New Delhi, 2005, p18
11. Meena Thakur, Modern Trends of Tourism, Omega Publications, New Delhi, 2008, p2
12. Mohinder chand, Travel Agency Management, An Introductory Text, Anmol Publications Pvt., Ltd., New Delhi,2007, p4
13. N.Jayabalan, An Introduction to Tourism, Atlantic Publishers and Distributors, New Delhi, 2001, p21
14. Pran Nath Seth, Successful Tourism: Fundamentals of Tourism, Vol-I, Sterling Publishers Pvt.,Ltd., New Delhi,2008, p41 Ratandeep Singh, Tourism Today: Volume – I Dynamics of Tourism, Kanishka Publishers & Distributions, New Delhi, 2000, p67
15. Sir A.H. James Murray, A New English Dictionary on Historical Principles, Vol X, Part I, Oxford, London
16. Sudhir Andrews, Food and Beverage Training Manual, Tata mac- Graw Hill Publishing Company Limited, New Delhi, 2006, pXiii (1)
17. Sunetra Roday, Archana Biwal, Vandana Joshi, Tourism Operation and Management, Oxford University Press, New Delhi, 2009, p31
18. Vijayakumar, Indian Tourism Industry in 21st century, Sonali Publications, New Delhi, 2009, p67