

“A STUDY OF CENTRAL SECTOR SCHEMES FOR THE DEVELOPMENT OF TOURISM INFRASTRUCTURE IN ANDHRA PRADESH (2014-2023).”

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Abstract

India is well known for its rich cultural heritage and diversity. India is divided into different States, and all of the States are endowed with ancient cultural heritage and natural beauty that has always been an attractive tourist destination. Thus India has great potential to become one of the leading tourism destinations in the world. All the Indian states have their fantastic tourism slogans to promote the state. Andhra Pradesh is a land of abundant Tourism potential. The Ministry of Tourism is the nodal agency to formulate national policies and programs for developing and promoting of tourism in the country. Some new schemes were launched in the financial year 2014-15 to 2021-23. The flagship schemes like *Swadesh Darshan*- Integrated Development of Tourist Circuits on specific themes, development of Iconic Tourist Destinations and National Mission for Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD). Ministry of Tourism has developed thematic tourist circuits under the *Swadesh Darshan* scheme. The main focus of this paper is to present important Govt. of India schemes under the implementation of The Ministry of Tourism i.e., *Swadesh Darshan* 2.0, PRASAD, how far implementation/completion stipulated time and how the benefit to promoting the tourism industry, and also how the Ministry of Tourism had been benefited in the area of policy making for infrastructure tourism development in Andhra Pradesh. Post-bifurcation in 2014, the Andhra Pradesh government brought the tourism sector into the limelight declaring it as one of the growth engines and spelt out a grandiose plan to give the much-needed push to the hitherto neglected sector.

Keywords: *Ministry of Tourism, Schemes, Implementation, Andhra Pradesh.*

Introduction

From ‘the land of the rising sun’ to ‘*the incredible state of India*’ and from ‘*heaven on earth*’ to ‘*God’s own country*’, every part of India has its unique essence and culture. India tourism has the tagline ‘*Incredible India!*’ along with slogan “*Atithi Devo Bhava*”. All the Indian states have their own amazing tourism slogans to promote the state. The state of Andhra Pradesh slogan and tagline is “*The Essence of Incredible India*”. Andhra Pradesh is a land of abundant Tourism potential. With the second longest coastline in the country-974 kilometers, a rich spiritual and cultural heritage, ancient and historical religious places, serene valleys and hills, its national parks, bird sanctuaries, caves, airports, Seaports, etc., the state of Andhra Pradesh holds vast tourism potential. Though, Andhra Pradesh has made significant strides in development of tourism, the true tourism potential of the State is yet to be explored. This paper will be very useful to examine how the central government schemes are being implemented at the state level.

The objectives of this paper are A Study of Central Sector Schemes for the Development of Tourism Infrastructure in Andhra Pradesh (2014-2023) delineated below.

- a) To promote and develop tourism infrastructure through the central sector schemes in the state of Andhra Pradesh during the period of 2014 to 2023.
- b) To study the each scheme under the Socio, cultural and economic development of threat areas.
- c) Analysis to an improvement of Tourist infrastructure in the state of Andhra Pradesh after the completion of schemes.
- d) To the study preservation of national heritage and environment development of national tourism.
- e) To describe an increase in Andhra Pradesh share in India and world tourism after implementation/completion of central sector schemes.

The all schemes under the sanction of Andhra Pradesh tourism infrastructure development aims to promote develop and harness the potential of tourism in India.

The Ministry of Tourism is the nodal agency to formulate national policies and programs for the developing and promoting of tourism in the country. Augmentation of quality tourism infrastructure throughout the country is a key area of functioning of the Ministry of Tourism. Some new schemes have been launched in the financial year 2014-15 to 2021-23, including significant works, *Swadesh Darshan* - Integrated Development of Tourist Circuits on specific

themes and National Mission for Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASHAD).

(A) Integrated Development of Tourist Circuits around specific themes (*Swadesh Darshan*):

The Ministry of Tourism had launched the *Swadesh Darshan* Scheme in 2015 and sanctioned nearly 76 projects under the scheme to date. Under the scheme, fifteen thematic tourism circuits have been identified for infrastructure development. The Ministry of Tourism has now revamped its *Swadesh Darshan* scheme as *Swadesh Darshan 2.0* (SD 2.0) to develop a sustainable and responsible destination-centrist approach. The Scheme Vision to develop sustainable and responsible tourism destinations in the country and mission to create a robust framework for integrated development of tourism destinations in partnership with the state/UT's and local governments for promoting sustainable and responsible tourism in the country. The Scheme is 100% centrally funded. The funds shall be sanctioned and released to the Implementing Agency as per the guidelines of the Scheme and in conformity with the General financial Rules and the directions issued by the Finance from time to time.

While the core component of the Scheme is to fund tourism and allied infrastructure and tourism services, the larger objective of the scheme is to accelerate growth of domestic tourism in the country. A comprehensive portal on *Swadesh Darshan* Scheme should be set up, which will serve the Central, State and district authorities to monitor the progress of the scheme and various objectives. The state Government has a crucial role in the successful implementation of the project and then promoting the destination to attract tourists. Development of tourism is primarily the responsibility of the concerned State Government/UT Administration.

Table I: Details of Projects Sanctioned under the *Swadesh Darshan 2.0* Schemes in Andhra Pradesh:

Sl. No.	Thematic Circuit	Sanctioned Year	Project Name	Approved Amount (crore)	Remarks/Progress
1	Coastal Circuit	2014-15	“Development of Kakinada Hope Island, Konaseema (Andhra Pradesh) as world-class coastal & Eco tourism circuit.”	67.84	Completed

2.	Coastal Circuit	2015-16	Development of Nellore – Pulikat Lake – Ubbilamadugu waterfalls – Nelapattu – Kothakoduru – Mypadu – Ramateertham – Iskapalli,	49.55	Completed
3.	Buddhist Circuit	2017-18	Development of Buddhist Circuit: Shalihundam-Thotlakonda-Bavikonda-Bojjanakonda-Amaravati-Anupu.	52.34	Completed

The components sanctioned under the projects include a waterfront promenade, Approach Roads, Tourists Facilitation/Reception centers, Handicraft Display center, seating plaza, landscaping, pathways, floating jetty, parking, directional sign ages, solar lighting, watch tower, etc., among other basic tourist amenities like CCTV surveillance equipment and Wi-Fi facilities, public conveniences, etc. The scheme is under implementation. The physical progress of work under the project is approximately 90 percent completed.

(B) Pilgrimage Rejuvenation and Spiritual Heritage and Augmentation Drive (PRASHAD):

PRASHAD scheme offers a tremendous opportunity to undertake infrastructure developments at the important pilgrimage and heritage destinations/cities in an inclusive, integrated and sustainable manner that focuses on livelihoods, skills, cleanliness, security, accessibility, and service delivery. This scheme one of the main objective is promote heritage in the form heritage structures especially under integrated tourism development of heritage city, local arts, culture, handicrafts, cuisine, etc., to generate livelihood in the identified places. The centers of pilgrimage are well established and spread across all geography of the country. Selection of these pilgrimage centers for the scheme is based on following parameters and shall be yearly reviewed.

Cultural, historical and heritage importance of the destination is important criteria in destination selection. The heritage value is dependent on the architectural style of main shrine, whether it is listed State archaeological department's monument or ASI monument. Cultural value is more the no of faiths/sects/sub-sects covered by the particular pilgrimage destination. Some destinations might cover more than one religion. Considering these aspects

destinations shall be divided in to three categories for its importance like high, medium and low.

Based on the proposals received, MoT has approved 46 projects across the country including 03 projects in the state of Andhra Pradesh under PRASHAD Scheme, details of which is annexed.

Table2: Funds Allocated under Progress PRASHAD Scheme in Andhra Pradesh:

Sl. No.	Name of the Project	Implementing Agency	Year of Sanction	Amount sanction (Crore)	Physical Progress (%)	Remarks
1.	Development of Amaravati Town, Guntur district as a Tourist Destination.	Andhra Pradesh Tourism Development Corporation Ltd.	2015-16	27.77	98%	Completed
2.	Development of Srisailam Temple	-do-	2017-18	43.08	95%	Completed
3.	Sri Varaha Lakshmi Narasimha Swami Vari Devasthanam at Simhachalam in Vishakapatnam district.	-do-	2022-23	54.04	0%	To be fund released
Total				124.89		

Under PRASHAD scheme consideration of the Ministry of Tourism has received two proposals viz. “Development of Sri Veera Venkata Satyanarayana Swamy Temple”, Annavaram, Kakinada District and “Development of Vedagiri Lakshmi Narasimhaswamy Temple”, Nellore District.

Tourist Circuit is defined as a route on which at least three major tourist destinations which are not in the same town, village or city and not separated by a long distance as well. Tourist circuits should have well-defined entry and exit points. So, a tourist who enters should get motivated to visit most of the places identified in the circuit. Now, theme-based tourist circuits are circuits around specific themes such as religion, culture, ethnicity, niche,

etc. A theme-based circuit can be confined to a state or can also be a regional circuit covering more than one state or Union territory.

Coastal Circuit:

Coastal circuit aims to strengthen India's position as the land of "Sun, Sea and Surf". The long coastline of India (7,517 KM) is spread over States; Andhra Pradesh has second longest coastal line among the states of India. Extending between the Kolleru Lake and Pulicat Lake, the Andhra coast forms a basin area for the Krishna and the Godavari rivers. Coastal circuit scheme implemented one of the project is Development of Kakinada Hope Island, Konaseema as world-class coastal and Eco tourism circuit in 2014-15. Another Coastal Circuit project was sanctioned Development of Nellore- Pulikat Lake – Ubbalamadgu waterfalls – Nelapattu – Kothakoduru – Mypadu – Ramateertham – Iskapalli under the scheme of Swadesh Darshan in 2015-16.

Buddhist Circuit:

Andhra Pradesh is the birthplace of Mahayana Buddhism. There are more than 40 Identified Buddhist monuments across the State of Andhra Pradesh. Under Visakhapatnam cluster – Shalihundam, Thotlakonda, Bojjanakonda, Bhavikinda and Amaravati cluster – Amaravati stupa, Undavalli Caves, Nagarajuna Konda are prominent Buddhist tourism clusters. Both the two clusters are being developed under "Swadesh Darshan" scheme. The subsequent phase of Buddhist tourism development in Andhra Pradesh shall focus on promotion of circuits. Andhra Pradesh Tourism Development Corporation shall operating tour packages in both these clusters. The circuits shall be promoted at other prominent Buddhist sites such as Bodh Gaya, Sanchi, Saranath, etc. Swadesh Darshan scheme very useful for promotion and develop Buddhist tourism to popularize the historical significance of Buddhism in the State and also develop special Buddhist circuits by linking all the Buddhist sites in close coordination with other states.

Hence the present paper is throwing light on the active scenario of Andhra Pradesh tourism and the role of APTDC (Andhra Pradesh Tourism Development Corporation) as well the suggestions which should be taken place by the government for the upliftment of tourism in Andhra Pradesh along with reducing the shutting down of tourism institutions. These are some identification of A Study of Central Sector Schemes for the Development of Tourism Infrastructure in Andhra Pradesh (2014-2023). All the above projects are at various stages of Implementation/completion. In this paper catalyze the development of budding tourism

themes viz., Buddhist tourism, Adventure tourism, Eco tourism, Coastal tourism, and rural tourism. Theme based development of experiences. The schemes would contribute in the upliftment of Department of Tourism of Andhra Pradesh, for tourist, stakeholders of tourism, travel and hospitality industry and to the society at large by providing knowledge and information.

- Progress of tourism schemes since 2014 to 2023 in Andhra Pradesh.
- While the changing Socio-Cultural situation like the Corona epidemic has created many questions and challenges for the tourism industry, it is time for each nation to reconsider its tourism policy and planning. Which this in mind, this study has been prepared with a view to consider Indian tourism schemes from a social, culture and economic perspective.
- The study of central sector schemes for the development of tourism in infrastructure in Andhra Pradesh prepared using an interdisciplinary analysis method of literary sources published by the Ministry of Tourism of India as well as Andhra Pradesh Tourism Development Corporation. Several Annual reports submitted to Parliament by the standing committees.
- The study and understands the Detailed Project Report and adherence guidelines to the Swadesh Darshan theme wise, and PRASHAD scheme sanctioned in Andhra Pradesh
- The furnished with a status study on the physical and financial progress of each of projects under the Swadesh Darshan 2.0 and PRASHAD schemes since its launch.
 - Evaluate the new areas for development of Tourism in Andhra Pradesh through central sector schemes.
 - The highlight the immense scope of infrastructure, entrepreneurship and employability through travel, tourism and hospitality of Andhra Pradesh.
 - The study is important for finding out evaluates the areas of concern of tourism in Andhra Pradesh.
 - To showcase the opportunities of tourism in Andhra Pradesh.

Conclusion:

The outcome these schemes and how the Ministry of Tourism had been benefited in the area of policy making for development of Tourism in Andhra Pradesh as well as India. Hiring people from the tourism industry who are professionals/experts in their field will greatly help in the proper implementation of projects under taken by the Ministry for Tourism

development especially to implement the new initiatives under taken by the Ministry. To encourage the inclusion of private players and augment government's efforts in tourism development, Andhra Pradesh envisions developing tourism infrastructure projects on a PPP basis. How the tourism department officials monitoring for early completion and full-fledged operationlisation of projects under the Andhra Pradesh Reorganization Act, 2014.

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