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TOURISM POTENTIAL IN NORTH TELANGANA

Arla Udayarani

Research Scholar, Department of History, Osmania University, Telangana

1) INTRODUCTION

The North Telangana Districts are Adilabad, Komuram Bheem Asifabad, Manchiryal, Nirmal, Nizambad, Kama reddy, Jagtial, Karimnagar and Peddapalli are geographically, culturally and touristically unique and an absolute paradise for nature lovers. Every district offers different forms of tourism, exhibits their rich cultural & heritage richness and showcases the mesmerizing nature-based tourist destinations. Tourists also, have been visiting almost all tourist destinations in general and ecotourism destinations in good number around the year.

North Telangana region is a vast and great region with a huge potential for tourism and has a number of historical places and monuments, great shrines and temples, place of pilgrimage, wild life sanctuaries etc. Besides it offers a great variety of cultures, festivals, arts, crafts etc. There were many Dynasties which ruled over the North Telangana region.

There are many a number of places to visit Basara Saraswathi temple, Adilabad, the only Saraswathi temple in North Telangana, Pochera and kuntala water falls, Nirmal handicrafts in Nirmal district is known for its varied range of handicrafts. Nirmal world famous for oil paintings depicting themes from the epics such as Ramayana and Mahabharata. Exhibited in the form of wood painting and other wooden articles Nirmal artwork accompanies aesthetic expression. The pranahitha wildlife sanctuary is a natural habitat for various types of wild species kawal wildlife sanctuary is one of the important wild life sanctuaries in Telangana. The kawal sanctuary houses various animals and several varieties of flora and fauna are seen here. This sanctuary is located in the Adilabad district.

Nirmal is a prominent town in north Telangana region and ancient history of the town has glorious past due to patronization of arts and culture by ruling nobility. This legacy of the heritage is seen in the town where the French established a strong presence by building a magnificent fort, which stands majestically till date Nirmal fort is also called as the Shamgarh fort.

Dhokra or Dokra, is also known as bell metal craft. It's a tribal metal craft practiced in Jainoor Mandal, Asifabad district. Dokra artifacts are mainly made in barass and highly unique where in the pieces do not have any form of joints the whole object is fully hand crafted.

Nizamabad is a city and district headquarters in Telangana. It's is major urban agglomeration and rated as the third largest city in the state. One among the impressive historical monuments here is the very striking Nizamabad fort Ashok Nagar is a

picturesque lake and tourist attraction situated nearly 7 km from the city the Ali sager reservoir, the Ali sager deer park was established few decades ago.

Tourism here to like any other export industry has the potential for growth besides processing the distinct advantage over their industries. The basic resources for tourism are over temples and monuments, waterfalls reservoirs, performing arts, culture, and wildlife. Tourism here also tends to give support to local handicrafts and cultural activities, both in urban and rural areas. North Telangana as said above has tremendous unexploited tourism potential.

2) OBJECTIVE OF THE STUDY

To make study on various aspects of tourism along with potentiality of tourism in North Telangana region of Telangana this study will discuss the various socio economic and cultural benefits of tourism.

- This study examines and analysis the factors which played dominant role in the development of tourism in north Telangana.
- Attempt is also made to identify the natural and man-made tourist resources in North Telangana and assess their potentiality.
- To study intends to have a glance on various tourism related policies, plans and their reviews formulated by different bodies concerned with tourism in the context of present and future development of tourism.
- It will assess the existing situation of tourism and its development in Telangana particularly in terms of tourist resources, human resources, tourist information and publicity tourism awareness and allied aspects.
- To make study on tourism that will help in providing a systematic and constructive outlook for the development of Tourism in Telangana in future.

3) HYPOTHESIS

Preliminary studies of the primary sources revealed majority of the governmental initiatives are directed towards tribal and jungle tourism, pilgrim tourism eco-tourism. Further these initiatives are found to be focused in and around Adilabad, Asifabad, Manchiryal, Peddapelli, Karimnagar, Rajanna Sirisilla, Jagtial, Nirmal, Kamareddy, and Nizamabad districts of north Telangana region's tourism potentiality. The present thesis attempts to highlight heritage sites in Telangana along with tourist spots and emerging trends of this region.



4) SCOPE OF THE STUDY

The current and emerging trends like eco- tourism, pilgrim tourism, tribal and jungle tourism etc... According to changing time and demands this region is catering the needs of tourist. It is therefore felt to understand the changing trends in tourism in particular to Telangana region. Defining time limit is a difficult thing as present topic speaks about current trends. So, if periodisation is done then there are many chances of getting faded as this industry is undergoing drastic changes. Moreover, tourism being the most current and developing industry during the recent decades, the recent phenomenal changes in this industry is considered more.

The increase in incomes of people increased their urge to spend on leisure consequently giving a fillip to holiday tourism and eco-tourism. So, the economic, cultural and social that came under impact of tourism will be and studied.

5) METHODOLOGY

The resent study is based on the data collected from primary and secondary sources. Primary data was collected through intensive field work by visiting various ecotourism destinations in the study area. Tourist, local people, tourism related service providers were interviewed.

Secondary data was collected through District Census Hand Book, District Gazetteer, published and unpublished materials, Travel books, newspapers, periodicals, etc. Different statistical method and cartographic techniques are used wherever necessary. A random sample survey was conducted during the field research. The information related to geographical background, origin of tourists, economic status, mode of transport, infrastructural facilities etc used by tourists, was collected through the questionnaire. The behavioural attitude of tourist at ecotourism destinations in north Telangana districts and tourist opinion and impact of tourism on local residents are calculated with the help of percentage method. To measure the tourist satisfaction levels, five-point Liker Scale method was used. As well as to know the satisfaction levels of tourists and visitors the Percentage and Chi-square test were applied. The collected information is finally tabulated, analyzed summarized and finalized the result presented in the form of maps, tables, photographs etc. it should be easier to analyze and draw conclusion from them.

Adilabad District: Adilabad district is a very beautiful place. Because of its lush green scenic beauty with dense forests and hills, it is called as 'Telangana Kashmir'. The district is also 98 popular for cascading waterfalls of Kuntala, Pochhera, Tiger reserve of Kawal, Wildlife sanctuary of Pranahita. The Pranahita wildlife sanctuary is an interesting destination not just for its flora and fauna but for its rock formations of prehistoric and treasure trove of fossils. The district is also famous for its spiritually elevating temples like Basara, Jainath and Keslapur. Basara Saraswathi temple is considered as the 'Goddess of Knowledge'. This temple was said to be built by the great sage Veda Vyasa. It is very popular for performance of 'Aksharabhyasam' (first letter writing ceremony to children) which is believed as an auspicious initiation into the process of education. Sri Lakshmi Narayana Swami Temple of Jainath,

which was believed to be built by the Pallavas, was a testimony to the rich architecture of that period. The Nagoba temple of Keslapur attracts many devotees to participate in the NagobaJatara. This Jatara is a tribal festival that is held in the honor of Nagoba (the Serpent God) every year. Toys & Paintings of Nirmal and Metal crafts of Docra etc., are renowned for cultural identity of the Adilabad district .

Situated in the middle of the Sahyadri mountain range, the Kuntala waterfalls is in dense forest. It is said to be the highest waterfalls in Telangana that cascades down with a height of 45 meters. If the Kuntala waterfall is the highest waterfall, the Pochera waterfall is the deepest waterfall plunging from the height of 20 meters, in the middle of a forest. In addition to these two popular waterfalls, there are many less travelled waterfalls in the district. Those are Mitte waterfalls, Koratikal waterfalls, Kanakai waterfalls or Kanakadurga waterfalls, Mukti Gundam waterfalls, Gayatri waterfalls etc., which became new tourist vistas in the district . Kadam reservoir amidst scenic hillocks is an ideal destination for leisure tourism activities in the district. This exotic location surrounded by verdant forests is a perfect getaway for nature lovers.

Komuram Bheem Asifabad District: Jodeghat, the birthplace of tribal leader Sri KomuramBheem, Babezari waterfall and scenic Ada Reservoir (named as KomuramBheem Reservoir) etc., offer a wide range of diverse tribal tourism experience to tourists visiting the Jodeghat tourism cluster.

Kawal Tiger Reserve (KTR) is an ecological paradise and a potential tiger tourism destination. Covering a core area of 892.13 Sq. Kms., and buffer area of 1123.0 Sq. Kms. the Kawal Tiger Reserve (KTR) forests are extended as contiguous to the other two Tiger Reserves of Tadoba Andheri of Maharashtra and Indravathi Tiger Reserve of Chattisgarh. Between the Kawal and the other two Tiger Reserves, Tigers are known to migrate. Hence, development of tiger corridor linking these three Tiger Reserves helps for the conservation of the Tiger species and promotes tiger tourism . For nature enthusiasts, Jannaram wildlife expedition is a pleasant experience that the Kawal Wildlife Sanctuary cum Tiger Reserve offers . Nirmal town which is embedded amidst the Sahyadri mountain ranges offers a wonderful climate throughout the year. There are four forts of medieval period in the outskirts of Nirmal town namely Chhattisgad, Battishgad, Samgad and Sonagadh .

Nirmal District: the district occupies a proud place on the map of Telangana for its Dokra art and Nirmal wood crafts & paintings. Dokra is an art form of the tribals since times immemorial with an ancient method of making metal artifacts by a wax-casting technique. Today, this art form is 100 appreciated all over for its primitive simplicity and enchanting folk motifs. Every piece of Dokra art has a distinct identity having cultural relations with the civilization . Dokra Metal craft is popularly practiced by the local tribal community in the district. The places like Ushegaon, Chittalbori, Keslaguda and Jamgaon villages are the main promoters of this art. All the objects are primarily made of brass scrap, created niftily by hand. In addition to the Dokra art, the district is known for its world-famous Nirmal paintings & wooden toys. While the



Nirmal paintings are famous for their rich colors and variety, the woodcrafts are famous for use of locally available softwood called 'Poniki' with a range of products. This art & craft was patronized by the Nizam of Hyderabad too. Historical in nature, rich in color, intricacies in art; these toys & paintings of Nirmal which were named after Nirmal town where these were originated and remained a fascination through the ages are exported to world markets as well. With all these pull factors, the district has an excellent tourism potential to attract large number of domestic and international tourists.

Karimnagar District: The Lower Manair Dam, constructed on the river Manair is a promising leisure & recreation tourism destination for visiting tourists to the Karimnagar district. The Dam is the first sight of any visitor entering into the Karimnagar city from the capital city of Hyderabad. This water destination is a pleasure to the eyes when the water level in the reservoir is at optimum level and the water gushing out of the gates. There are also water sports facilities here for an added experience. In the near vicinity, there is a wildlife park called Rajeev Deer Park. The Shiwaram wildlife sanctuary located along the river line of Godavari is a beautiful wildlife sanctuary. It is well known for marsh crocodiles in addition to the other notable flora and fauna. Further, Banyan tree of Paidimadugu along the shores of the river Godavari is an historical tree aged about 500 years. The tree spread over about five acres. A flow of a rivulet from east to west is spotted here which is a rare sight.

The Buddhist sites, the Quillas and Forts, the temples nestle in the confluence of river Godavari and Pranahita etc. add value to the tourism appeal of the Karimnagar district. Dhulikatta is an important Buddhist destination of the district. It is believed that the stupas and viharas found at Dhulikatta were of the Satavahana period. Bommamma Gutta, near to the Karimnagar city is a center of archaeological prominence. This is of a Chalukyan period attraction with a carved Yakshini statue called Chakresvaridevi, (now called Seethamma), statues of Jain Teerthankaras and inscriptions on stone witnessing the hundreds of years of telugu, kannada culture and literature. Elgandala fort was a seat of power for many dynasties right from Kakatiyas, Bahamanis, Qutb Shahis, Mughals and Asaf Jahis. A mosque in the fort with three minarets is an interesting feature, which oscillates when shaken. The 'Urs' annual festival celebrated here was an honor of the saints, whose tombs are in the fort.

Rajanna Sirisilla District: Sri Raja Rajeshwara Swamy temple is a major pilgrimage tourism destination in the district, which draws pilgrims from many places. Built by the Chalukyan Kings between 750 AD and 973 A.D., this Shiva temple complex houses several other deities as well. A Muslim Dargah inside the temple complex is a representation of communal harmony. The temple located on a hillock offers a beautiful view of the surroundings. The temple town itself is blessed with the nature's scenic beauty. Sri Mukteshwara Swamy temple at Kaleshwaram is an ancient temple. Two Shivalingas on a single pedestal is a special significance of this temple. The location of the temple is at a picturesque spot, which is also a confluence point of the river Pranahitha with the river Godavari. Dharmapuri - the 10th century temple town of

Sri Lakshmi Narasimha Swamy was a seat of learning for languages, literature, dance, and music in ancient times.

Nagunur group of temples are an amazing destination for heritage lovers in addition to a pilgrimage interest. Nagunur was once the center of authority for many dynasties. Manthani was a great center of Vedic learning from the ancient times. It has a great archaeological, historical, and religious importance with many temples and well-versed scholars in Vedas & Sastras. Sri Kesavanath temple of Raikal is also one of the ancient temples in the district built by the Chalukyas during the 11th century A.D. The sculptures on the temple are remarkable. The five faced lord Shiva temple, Bhimanna temple, annual Jatare etc are also interesting features of this place. The district is also famous for the motifs of Silver Filigree art work. Thus, with its Old Stone Age evidence and excavations of PeddaBonkur, Dhulikatta, Kotilingala and magnificent historic Elagandal Fort,

Jagtiyal District: Jagtiyal Fort, Nagunur Fort, amazing temples of Vemulavada, Sri Anjaneya Swamy temple in Kondagattu is one of the most famous temples of the district. Dharmapuri - the 10th century temple town of Sri Lakshmi Narasimha Swamy was a seat of learning for languages, literature, dance, and music in ancient times. Dharmapuri, Manthani, stunning monuments of Raikal, Ramagundam, Peddapalli, and many more architectural gems the old Karimnagar district has huge potential for development and promotion of tourism in the district.

Nizamabad District: The river Godavari which originates at Triambakeshwar of Nasik District in Maharashtra enters in Telangana at Kandakurthy village of Nizamabad district. Kandakurthy ghat is a popular pilgrim center to perform Hindu religious activities as it is considered as Triveni Sangamam with confluence of three rivers - the river Haridra, river Godavari and river Manjeera. This village has a great historical background. Ali Sagar Lake, Ashok Sagar Lake, Nizam Sagar Project, Sri Ram Sagar Project, Armoor Rock formations, Mallaram forest & bird sanctuary etc. are the distinctive tourist places in the district with good potential to attract large number of tourists.

Previously known as Indur, Nizamabad district is an ancient region ruled by various dynasties. The district boasts of many historical sites such as Nizamabad Fort, Domakonda Fort, Kaulas Fort etc. The district also houses magnificent temples such as Ramalayam temple at Dichpally, Trikuta temple at Tandur, Sri Laxmi Narasimha Swamy Temple at Jankampet, Shiva temple at Domakonda etc. Nizamabad Fort, also known as Nizamabad Quilla, was built in 10th century A.D. by the Rashtrakuta Kings. The Fort, Prison & Sri Raghunatha Temple are the main attractions to tourists. The Dichpally Ramalayam, built by the Kakatiyas, was one of the oldest temples in Nizamabad. Owing to similarity in style and structure, the temple was also famed as the Indur Khajuraho (Khajuraho of Nizamabad).



6) SUGGESTIONS & CONCLUSION

If the tourist business is to flourish, all governmental and non-governmental organizations must pay special attention.

1. They should conduct quantitative and qualitative analyses of the natural, cultural, artistic, and human resources, as well as plan for their use and conservation. The majority of planned tourism extends their usage without protecting resources.
2. It is necessary to recognize that a country's legacy is a part of humanity's heritage in order to avoid conflict, violence, and a lack of sensitivity to a global perspective of heritage.
3. To acknowledge the social and economic significance of tourism via the preservation and creation of a clean environment. To acknowledge that traditional values, especially nonmaterialistic ones, should govern tourism as a social force and a negotiated resource between the wealthy and the poor.
4. Socioeconomic objectives of a state can be implemented if tourism is for the development of the host nation.
5. Tourism should not only confront risks and challenges, but also be environmentally sustainable. All tourist development must not only answer to short-term requirements, but also to duties we feel towards the exploited, the marginalized, the poor and backward, the ignorant, etc. Hence, a long-term perspective on tourism is necessary.
6. Most of the historic legacy is vulnerable to both natural and human forces of deterioration, necessitating in-depth research and enough funding for preservation and upkeep. The majority of nations have antiquities and art preservation laws that allow national museums to purchase artefacts that may be stolen or smuggled out of the country.
7. Regarding conservation and pollution control methods, an international organization like the WTO proposes encouraging the local community to decorate their houses and balconies through contests and other activities.
8. By information and advertising efforts, the government should coordinate visitor enjoyment with the social and cultural activities of the local community.
9. The government should provide pedestrian zones at tourist destinations such as retail malls, public parks, and playgrounds in order to attract an increasing number of tourists.
10. Government and non-government organizations can encourage the business by awarding quality certificates and prizes (both financial and non-financial) for upholding standards in the provision of tourism amenities.
11. Respect and awareness of local cultural and sensitive historical sites must be maintained, with particular emphasis on places of religious importance. Due to the cultural and religious variety of the state, it is essential to educate tourists about cultural standards and religious traditions at these locations. Information on etiquette, acceptable and inappropriate behavior at religious locations, particularly at all places of worship, should be

made available in English. Such advice would include removing footwear at the door, prohibiting photography within temples, and never photographing photographs during worship.

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