

GREAT INDIAN HERITAGE AND TOURISM DEVELOPMENT IN ANDHRA PRADESH

Pushadapu Subba Rao

J.L. in Telugu, Govt. Junior College,
Avanigadda, Krishna District.

E-mail : balasubbarao81@gmail.com

Scientists estimated that the earth was separated from the solar mass approximately 460 crores years ago. After a lot of transformations, the modern man and the civilizations emerged. Thus, the world reached today's state. Some of the races of the world's human history had great heritage, for example; Greeks, Egyptians, Indians, Chinese, Mesopotamians, Mayans etc. "Creativity is like a wheel of the chariot of civilization".

Indians used it not only for better life, but also for the good of mankind. Creativity, like a flow of intellect, which is transferred through generations for thousands of years, had to face challenges from 1500 years ago. They grew gradually, which harmed the main current. Due to hundreds of years of foreign rule, we lost many arts, sciences, heritage and we failed to preserve which ever remained.

Many of the innovations of the day got their 'roots' from the things used by our ancestors. It's evident from the deeper studies of our hereditary arts. It has been discovered due to the researches of Indian and Foreign scholars.

1. Our heritage – different forms:-

Indian intellectual – art heritage is spread in various forms.

For Ex : 1. 'Vastu' constructions in temple constructions (different aagamas).

2. Metallurgy, 3. Manuscripts (Ayurveda, Archery, Aswa, Gaja Sastra, Yoga), 4. Agriculture, 5. Water Management, 6. Arts, 7. Tool designing, 8. Space Science, 9. Mathematics, 10. Games, 11. Cookery, food, drinks, 12. Gems (Gemlogy, Polishing & Jewellery), 13. Natural Resources, 14. Family System-Values, 15. Spiritually, 16. Naval Science – Navigation and business.

2. World Heritage Monuments – Protection

UNESCO selected 1,073 monuments of different places as "World Heritage Monuments" by Aug 2018. Among them, 37 places and constructions of India are also been selected. For their management, preservation and reconstruction, UNESCO is working along with the respective native governments.

"UNESCO" has been preserving some special human skills in the name of "Invisible Heritage and Culture". These skills became thirteen in number after inclusion of Yoga (included in December 2016) and arts like Chaviya dance, Ladakh Buddhist prayer songs, Manipuri dance.

3. The Present situation in India:-

Most of the people are visiting famous tourist places like Delhi , Agra, Jaipur, Kolkata, Tanjaore, Tirupati, Shirdi. The places of historical importance and of excellent construction skills are still unavailable to the people. Though Domestic Tourism and Air transport developed, Indians visited foreign countries and spent 15,000 crores in 2017. Central Government inaugurated "Hriday" plan for the development of heritage cities, and released funds. 'Pilgrimage Rejuvenation Spiritual Augmentation Drive' (PRASAD Plan) is also meant to develop the places of tourism. Physical facilities like light and music shows, rope ways are built and managed through this plan. Though, we are lagging behind to attract foreign tourists due to lack of transport, stay facilities, lack of campaign and lapses in management.

'CAG' certified that 90 of 1600 protected memorial constructions had been extinguished due to the negligence of governments throughout India. Italy government spent 2.9 million dollars to reconstruct the statue of 'Laughing Budha', belonged to 07th century, which was destroyed by Taliban in Swath Valley of Pakistan, 12 years ago. Another statue of Bamiyan Budha, destroyed by Taliban, is also being reconstructed. But, in our country, such prestigious monuments are not being reconstructed. "Archeological Survey of India" served actively in the reconstruction of the big temple of 'Angkor Wat' is Kampuchia. But it's inactive in India, due to lack of encouragement.

4. Heritage Preservation – Acts:-

'CAG' claimed that very valuable historical wealth has been going away from our country. It has been estimated by "Global Financial Integrity" in 2013, that approximately 600 crores dollars are being earned through illegal transportation and selling of 'ancient wealth', every year, worldwide. UNESCO made an act by which, the stolen things are to be given back to the respective homelands. In 2016, when our Prime Minister Mr. Narendra Modi visited U.S.A., American Attorney General Mrs. Loretta Lynch handed over 200 antiques, worth 667.69 crores, which were stolen from our country. Some crores worth things are returned by Australia also. Still our numerous monuments are being exhibited in many famous museums. Lot of wealth is sleeping in the dungeons. Out of these, many were transported by foreign rulers. We can

control such stealing by updating 'Indian Treasurytrove Act' of 1878 and by implementing it strictly. It is alarming that the punishments for the harmers of the monuments are very simple.

5. **The present scenario in Andhra Pradesh :-**

The Central Government is implementing "The Ancient Monuments and Archeological Sites and Remains Act". A.P. Government issued an ordinance in Dec 2016, merging Archeological Department in Tourism Department. Many intellectuals are worried that invaluable antique wealth may cross borders through Tourism Department. There is a lag and negligence in collection and preservation of valuable manuscripts as there is no 'State Archives Policy' formed after the division of the state.

6. **Swadeshi Darshan :-**

Kakinada and Nellore have been selected as "Coastal Ecotourism Circuits" in a plan of Central Government. They got the grants of 69.82 and 59.69 crores respectively. 47.44 crores have been granted for the development of the famous pilgrimage 'Srisailam'. The Central Government granted 53.33 crores for the development of places like Nagarjuna Sagar, Amaravathi under the plan of 'Mahayan Buddhist Circuit'.

7. **ICI:-**

Indian Culinary Institute has built own buildings, expending 98.6 crores, at Renigunta Airport near Tirupathi for "The State Institute of Hotel Management and Catering Technology, Applied Nutrition".

8. **New Plans and Incentives in A.P.:-**

The Central and State Governments are attracting the tourists with new plans and ideas. 'Andhra Pradesh Tourism Development Corporation' organized 'Flamingo Bird Festival' at the bank of Pulicat Lake and Bike races on the river Krishnaveni at Nagayalanka in the region of Divi Seema in Krishna District, on the occasion of Pongal.

It started, 'Done' boat (boat made of plam tree) races on Kolleru Lake in 2017. Besides, it is also celebrating Visakha Utsav, Kakinada Beach Festival, Masoolia (Machilipatnam) Beach Festival, Araku Baloon Festival, Gandikota Festival. It is also running 'House Boats' as in Kerala, from 'Dindi Resorts', East Godavari; 'Trip to Papi Hills' on Godavari, Tour to Nagarjuna Sagar and Srisailam on the river Krishna. It is also running Punnami, Haritha resorts at tourist spots like Rishi Hill, Horselyhills, Araku, Anatagiri. It proclaimed 'the Bamboo Chicken' as 'food of our state'. State Handicrafts Development Corporation and Central Handicraft Development Authority are working with coordination. Tourism Department is organizing different exhibitions and campaigns collaborating with State Tribal Welfare Department, Language and Cultural Department, DWACRA Organizations and Crafts Development Authority. Bhavani Island and Boat Drive in Vijayawada are most attractive tourist places.

9. **Temple Tourism :-**

The mostly visited place in Andhra Pradesh is Tirumala-Tirupathi. It stands always in the first place. The other great pilgrimages in A.P. are Srisailam, Simhachalam, Vijayawada, Annavaram, Srikalahasthi, Dwaraka Thirumala, Mahanandi, Ahobilam, Kotappakonda. Pancharama Tours in every Kaarthekam and 'Paarijata Tour' in every Dhanurmasa are being conducted with the coordination of APSRTC. Special buses are run on festival days.

10. **Natural Tourism:-**

Places like Korangi reserve forest, Paderu, Lambasingi, Araku, Srisailam, Papi Hills, Kailasanatha Kona, Bhairava Kona, Nagarjuna Hill, Yethipothala, Panchala Kona, Yenugu Mallamma Konda, Seshachalam, Kolleru lake, Tyda are famous for tranquility and scenic nature. The Director of State Tourism Deptment, Himanshu Sukla, received 'The Best Tourism Destination Management 2017' award from the Central Tourism Development Ministry, for developing transport facilities to all the above said places.

Heritage Centres

Lepakshi, Thadipathri, Kondaveedu, Daksharamam, Amaravathi, Rama Theertham, Srimukha Lingam, Ortimitta, Yaganti, Udayagiri, Undavalli, Mangalagiri along with the Buddhist pilgrimages like Guntupalli, Salihundam, Pavurala Konda, Thotlakonda, Ghantasala, Bhattiprolu, Aadurru, Nandaluru, Amaravathi, Nagarjuna Konda, Jaggiahpetta, Chandragiri, Penugonda are tourist rich places.

Due to lack of campaign and facilities, they are unable to attract the tourists.

Central Government – Incentives :-

Central Government is conducting Konark and Khajuraho Dance Festivals every year, with the help of respective State Governments. World Tourism day is celebrated as "Paryatan Parv". Prime Minister is going to inaugurate 16 days "Ramayan Express" in November -2018; which is from Delhi to Srilanka by train and flight. The places related to Ramayana will be visited in this tour. We have got "Visa on arrival" or "Visa exemption" agreement with 51 countries which was a result of the special interest by the Central Government. In this regard, we stand in 75th places. (Singapore stands in the 1st Place, with 159 countries). As a result of this, Tourism through air will be promoted. Recently, Prime Minister Sri Modi gave permission to take photos in all the tourist places, except in the sensitive places like The Tajmahal.

Do's :-

Royal palaces and forts are to be transformed into hotels, like in Rajasthan. It happened in places like Orcha, Hyderabad, Kolkata and Mysore. Some other places are to be developed as the heritage villages, as in the region of Chettinad, Tamilnadu. Inspiration is to be taken from the good results achieved by Kerala, by integrating Ayurveda, War Skills, Water Tour, Jungle safari, Dance and Games. Domestic products are to be increased in organic methods by using "Paramparagath Kriishi Vikas Yojana". Awareness should be inculcated among people about the income from tourism and the protection of nature and heritage monuments.

Conclusion

Our country has a great resources of tourism from “Himalaya Kumbhamela” held in Buddhist Monastery, Hemis; to the sea-sight at Kanyakumari and from Thavang to Dwaraka. It also has 12% of the world’s flora, 47 thousand species of flowers, 2,500 types of fish, 17 thousand types of angiosperms. Totally 90 thousand sorts of different living species are existing in our country. India is one of the twelve most famous spheres of Bio-diversity. Our’s is the place where the biggest human festival, ‘Prayaga Khumbhamela’ is held. If we can promote all these, (Barcelona in Spain, Venice in Italy, Reykjavik in Iceland faced ‘Over Tourism’ due to over floating of tourists) double the tourists can be attracted. If we can exhibit the antiques, which are lying in dust and soil, “The Metropolitan Museum of Arts” in New York will be dominated.

Work Cited

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