
SUSTAINABLE TOURISM DEVELOPMENT IN PAKHAL OF WARANGAL (RURAL) DISTRICT, TELANGANA STATE – A STUDY

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ABSTRACT

Tourism has been noted as the world's largest and fastest growing industry. Tourism is one of the biggest and fastest-growing economic sectors in the global economy and has significant environmental, cultural, social, and economic effects. India has been a hot spot of tourism due to its magnificently diverse landscapes, high biodiversity enough religious tourist potential and rich cultural heritage, which has also generated a good source of income and employment to youth and rural masses. 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 Pakhal, a multi-faceted tourist destination of Warangal Rural district in Telangana state. The research paper also emphasizes the potentials of wildlife and eco-tourism in Pakhal. It argues - and concludes by way of recommendations - that if wildlife and eco-tourism is properly developed it can not only attract tourists from far and near but can also generate more for the inhabitants of the sanctuary and revenue for the state.

Key Words: Tourism, Global Economy, Diverse Landscapes, Sustainable Development, Pakha Wild Life and Eco-Tourism

INTRODUCTION:

Tourism, as a part of a country's economic growth strategy, has the potential to contribute significantly to the socio-economic aspirations of people living in tourist destinations. Countries and regions where the economy is driven by the tourism industry have become increasingly concerned with the environmental, as well as the socio-cultural problems associated with unsustainable tourism. As a result, there is now increasing agreement on the need to promote sustainable tourism development to minimize its environmental impact and to maximize socio-economic overall benefits at tourist destinations. The concept of sustainable tourism, as developed by the World Tourism Organization (WTO) in the context of the United Nations sustainable development process, refers to tourist activities "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems". The Telangana state is the ideal tourist destination for the nature enthusiasts which is blessed with enormous variety of flora and fauna. The state has tremendous potentiality for Wildlife and Ecotourism. In the newly formed Warangal (Rural) district tourism is considered to be an important vehicle for economic and social development. Pakhal is a rich tourist destination in the district, comes in Khanapur mandal of Narsampet Revenue Division. Today this tourist site has become as a suitable venue of excursions and weekend get together. The tourist arrivals also gradually have been increasing to explore the pleasant lake and magnificent Wildlife Sanctuary in Pakhal. These two tourist centers has to be sustained in coming year as key tourism resources, where the sustainable tourism development is premised on the responsibility of governments and all stakeholders in the tourism sector to ensure that

long-term prosperity and the quality of life of future generations is not placed at risk. Keeping in view the rich tourist potentiality of this multifaceted tourist centre, the State Government has also constructed tourist cottages and cafeteria in the name of infrastructure development. Considering the values of sustainable tourism, the United Nations has declared the current year 2017 as the “International Year of Sustainable Tourism for Development”.

OBJECTIVES:

The research study is taken up with the following objectives:

1. To study the concept and significance of Sustainable tourism.
2. To study the tourism profile of Pakhal.
3. To analyze the wildlife and eco-tourism scenarios in the study area.
4. To highlight the State Government recent initiatives in Pakhal development.

HYPOTHESIS:

The study endeavors to test the following hypothesis evolved in the light of the said objectives.

H₀: There is no objective of tourist visits to Pakhal.

H₀: There is no Impact of Eco tourism on Pakhal socio-economic, cultural and infrastructural development.

RESEARCH METHODOLOGY:

The present study based on primary and secondary sources. The relevant data for study has been collected from both the primary and secondary sources. The primary data was collected by using the structured closed questionnaire with the sample size 60 & secondary data was collected from various websites, Journals & Books. The data collected through questionnaire were classified tabulated analyzed through simple percentage method. Further the data was analyzed with chi-square test.

CONCEPT OF SUSTAINABLE TOURISM:

Sustainable tourism in its purest sense is an industry which attempts to make a low impact on the environment and local culture, while helping to generate income, employment, and the conservation of local ecosystems. It is responsible tourism that is both ecologically and culturally sensitive. In order to sustain tourism, it is necessary for countries to address various issues arising from tourism's contribution to development in a comprehensive, systematic way. Issues of policy-making, planning, management and the participation of the private sector and other stakeholders must be addressed in terms of opportunities for action and possible constraints that need to be overcome by concerted efforts.

Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Thus, sustainable tourism should:

1. **Make optimal use of environmental resources** that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. **Respect the socio-cultural authenticity of host communities**, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. **Ensure viable, long-term economic operations**, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

PAKHAL TOURISM PROFILE:

Nature based tourist destinations i.e., Waterfalls, Beaches, Hill Stations, Deserts, Lakes, Valleys, reflects the human civilization and culture. It is the duty of each civilized human to protect the nature from different environmental threats and gift them to the future generations. There are many pleasant and joyful landscapes in Warangal Rural district, where Pakhal is one among them. Pakhal is a village situated in Khanapur mandal, which is known as a multifaceted tourist destination in the district. Today Pakhal has become an asset not only in the district but also in the state, because of its marvelous Lake and Wildlife Sanctuary. The unique feature of this tourist site is that the sustainable eco and wildlife tourism practices can be found in one place. Keeping in view the rich tourist potentiality of Pakhal, the tourists, excursionists and visitors arrivals have been increasing year by year.

OBJECTIVES OF TOURIST VISITS TO PAKHAL:

To access the objectives or purpose of tourist visits to Pakhal are as follows.

Table – 1
Objectives of Tourist Visits to Pakhal

Sl.No	Objectives	Yes	No	Total
1	To visualize the scenic beauty of Lake	8	2	10
2	To experience the joyful movements through Lake Boating	9	6	15
3	To make use of Pakhal as excursion spot	7	3	10
4	To spend happy time at Wildlife Sanctuary	8	4	12
5	To conserve the Nature	9	4	13
Total		41	19	60
Percentage		68.33	31.67	100

Source: Field Study

In the above table the opinions of 60 tourists have been gathered regarding the actual behind objectives of visit to Pakhal has collected in survey. The results show that keeping in view the image of nature based tourist location, 41 tourists (68.33%) have expressed their positive opinion behind the objectives of their visit to Pakhal. The remaining 19 tourists (31.67%) have expressed their negative opinion towards their visit to Pakhal. On the whole the majority of tourists have been holding good and positive opinion on Pakhal as their holiday and excursion spot.

H0: There is no objective of tourist visits to Pakhal.

Chi Square Test

Person chi-square	Table value	Calculated Value	df	P value	Remark
	9.49	11.50	4	0.02	Highly Significant

It is noted that in the above table the ‘P’ value is less than 0.05 and hence the result is highly significant. Hence, the hypothesis “there is no objective of tourist visits to Pakhal “does not hold well. From the analysis it is concluded that there is highly significant association between the Pakhal potential tourist destination and tourists.

PAKHAL WILDLIFE SANCTUARY:

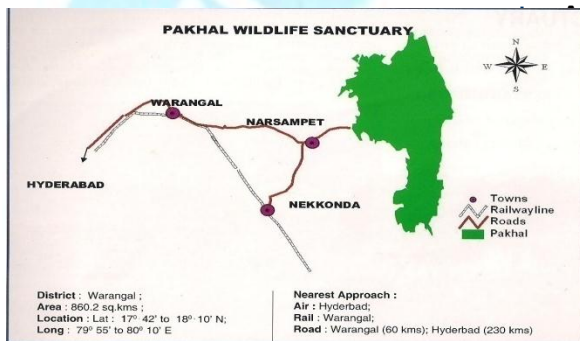
Pakhal Wildlife sanctuary is one of the oldest sanctuaries of Telangan state declared during 1952 by the erstwhile Hyderabad Government because of its rich bio-diversity.

The forest include mixed dry deciduous type with *Tectona grandis* and its associates like *Anogissus latifolia*, *Terminalia tomentosa*, *Dendrocalamus strictus* etc., while the fauna includes several endangered animals like *Tiger*, *Sloth Bear*, *Four horned antelope*, *Chinkara*, *Black bucks*, *Sambar*, *Cheetal* etc. The terrain is undulating and hilly. The sanctuary forms partly the catchment for two drainge systems - one draining in to the Godavari River through Maner tributary. The PWD road from Narsampet-Pakhal-Kothagudam-yellandu almost divides the sanctuary into two halves. The climate is usually hot around the year. The temperature often reaches 43° centigrade during summer. The principal rainfall is from South – West monsoon. The annual average rainfall is about 1,000mm.

Winter is mild and from February onwards the weather becomes hot. The Pakhal Lake in the midst of forests attracts a large number of migratory birds.

Map – 1

Location of Pakhal Wildlife Sanctuary



Area: 879.30 Sq.km.

Latitude: 17°42' to 18°10' (N)

Longitude: 79°55' to 80° 10' (E)

Good time for visiting: October – April

Migratory Birds: Ducks, Teals, Storks

Source: Office of the Wildlife Sanctuary

RELATIONSHIP BETWEEN WILDLIFE TOURISM AND SUSTAINABLE DEVELOPMENT:

Wildlife tourism is in a special position in the contribution of sustainable development and the

challenges it presents. Globally, it is the fastest growing sector of the tourism industry and commands about 80% of all international travel to Africa (Weinberg et al., 2002; WTO, 2004). Its dynamism, growth and contribution to the economies of many countries and local destinations put it at a special position as a vehicle for sustainable development. The special relationship existing between consumers, industry, environment and local communities creates awareness about environmental issues and differences among nations and cultures. This relationship leads to dependency of visitors, who seek to experience intact and clean environments and exotic wildlife, on host communities whose hospitality is paramount for visitor spending. This direct and close relationship can be very positive for sustainable development.

Thus, the concept of sustainable development results from the observation that the current generations are imposing too much of demand upon the natural environment to allow it to continue to reproduce and maintain itself as its previous level of stability. The principles of sustainable development are applied to all the forms of tourism development. Sustainable tourism seeks to maintain the quantity, quality and productivity of both human and natural resource systems over time, while respecting and accommodating dynamics of such systems. Sustainable Wildlife tourism can be achieved by the effective community participation and stakeholders' involvement in planning and execution.

Table – 2

Tourist and Visitor Arrivals, 2013-2016

Year	Tourists	Visitors	Total	Revenue Earned By Forest Dept.
2013	13781	839	14620	65735
2014	15072	1136	16208	68092
2015	18310	2043	20353	70317
2016	21074	3125	24199	73450

Source: Office of the Wildlife Sanctuary

PAKHAL LAKE – A POTENTIAL ECO TOURIST DESTINATION:

Pakhal lake is situated in the undulating forest hills and by the side of the Wildlife Sanctuary. The wildlife recreation is popular retreat for the tourists. The lake is situated about 50 kms east of Warangal rural district and is well connected by road passing through the Revenue Division Narsampet which about 12 kms away. The lake is constructed around 1213 AD by the Kakatiyan ruler Ganapati Deva and spread over an area of 879 sq kms. It is in dense forest which provides shelter for a variety of flora and fauna. The pakhal lake is an eloquent testimony to the engineering expertise of the Kakatiyas. Today this lake has become a major irrigation and drinking water source to the people of the district. Being as a best eco tourist destination, today this lake has been attracting large scale of tourists, visitors and excursionists around the year. Birds are the special attraction of the lake, which has to sustain in coming years. The below table – 3 showcase the List of main birds in Pakhal lake as on January, 2017.

Table – 3
Main Birds of Pakhal Lake

SL. No	Order	Family	Scientific Name	Common Name
1	Ciconiiformes	Ciconiidae	Anastomus oscitans	Asian Open Bill Stork
2	Bucerotiformes	Bucerotidae	Ocyeros Birostris	Indian Grey Horn bill
3	Passeriformes	Alaudidae	Eremopterix Girsues	Ashy Crowned Sparrow Lark
4	Suliformes	Phalacrocoracidae	Phalacrocorax Niger	Little Cormorant
5	Pelecaniformes	Ardeidae	Ardeola Gravii	Indian Pond Heron

Source: Field Study

IMPACT OF ECO-TOURISM ON PAKHAL:

The impact of eco tourism on Pakhal has caused much concern among anthropologists with a view to commercialization of their culture and economy.

Table – 4
Impact of Eco Tourism on Socio –Cultural, Wildlife and Infrastructural Developments of Pakhal

Response	Impact of Eco Tourism on Pakhal			Total
	Socio-Cultural	Wildlife Sanctuary	Infrastructure	
Positive	30	05	05	40

Negative	06	08	06	20
Total	36	13	11	60

Source: Field study

The above table reveals the Questionnaire respondent on issue of the eco tourism impact on Pakhal socio-economic, cultural and infrastructural developments. The questionnaire was served to 60 local people as sample size. As respondents to the questionnaire majority of the local people have accepted the eco-tourism is an asset to life styles and have been supporting well in the overall socio-cultural and economic development.

H0: There is no Impact of eco tourism on socio-economic, cultural and infrastructural developments of Pakhal.

Chi Square Test

Person chi-square	Table value	Calculated Value	df	P value	Remark
	9.49	11.50	4	0.02	Highly Significant

It is noted that in the above table the 'P' value is less than 0.05 and hence the result is highly significant. Hence, the hypothesis "there is no Impact of eco tourism on socio-economic, cultural and infrastructural development" does not hold well. From the analysis it is concluded that there is highly significant association between the eco-tourism and socio-economic, cultural and infrastructural development of Pakhal.

RELATIONSHIP BETWEEN ECO- TOURISM AND SUSTAINABLE DEVELOPMENT:

United Nations World Tourism Organisation (UNWTO) defines sustainable tourism as "tourism which leads to management of all resources in such a way that economic, social and aesthetic need can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity, and life support system which meets the needs of the present tourists and host communities while protecting and enhancing needs in the future". This definition clearly explains that sustainable tourism practice helps to reduce the negative impacts of tourism. Eco tourism is one of most effective form of sustainable development in tourism to maximize the output and minimize the negative impacts of tourism development by preventing the deterioration of environmental and cultural values.

Sustainable development 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. Ecotourism is a niche market that emerged because of increased market demands for sustainable tourism practices. It serves to provide tourism products and services while accommodating for the economic, social and environmental aspects of society. Ecotourism has three prerequisites; namely *local participation, economic opportunities for the local population and respect for ecotourism integrity*, implying that ecotourism development should be small-scaled and enabled through the use of local resources. Furthermore, sustainable tourism is aimed at balancing economic growth, environmental conservation and social justice while contributing to sustainable development.

STATE GOVERNMENT RECENT INITIATIVES:

To keep the wildlife undisturbed and develop Pakhal as eco and sustainable tourism destination, the Telangana State Government has taken recently some necessary developmental initiatives as follows.

1. The Telangana State Tourism Development Corporation (TSTDC) has constructed **Seven Glass Cottages and One Restaurant** for the benefit of tourists and visitors with an estimated budget cost of Rs. 1.50 crore. On 26th March, 2017 in the inauguration ceremony, the State Tourism Minister and other dignitaries have officially opened the services.
2. The Restaurant was constructed in a Paghoda pattern with solar equipments lighting, and the beautiful CC Roads in between the cottages have been creating good opinion in the tourist's mindsets.
3. The boating facility in Pakhal lake was developed.
4. CC Cameras were installed in the premises for safety and security of tourists and visitors.
5. The Forest department officials and staff have been educating and guiding the visitors and tourists to strictly follow the Do's and Don'ts in the wildlife sanctuary.

PROPOSALS:

Keeping in view the potentiality of Pakhal wildlife sanctuary and lake, the State Government wants to build some infrastructural facilities in coming years. The following are the few proposals of Pakhal sustainable tourism development.

1. Construction of tourist accommodation cottages at Chilkalagutta, which is a nearby hill.
2. Launching of 05 speed boats in Pakhal lake for the continuance of tourists.
3. Construction of Deer Park near to Pakhal with the financial assistance of Rs. 40 lakh.
4. Introduce the Lake Police system to safe guard the tourists.
5. Develop the entire Pakhal as Eco-Tourist zone to attract the huge foreign and domestic tourism in coming years.
6. Appoint trained and capable language translators to assist the tourists.
7. Wildlife safari service in the sanctuary is under process.

RESEARCH FINDINGS:

A survey on scenario and potentiality of Pakhal in Warangal (Rural) district with a sample size of 60 was conducted with the support of questionnaire. The majority of the respondents agreed that there is need of sustainable tourism practices to strengthen the Pakhal Wildlife sanctuary and Lake. The research findings are as follows.

1. Eco Tourism – A Vehicle for Socio - Cultural Development:

The overall result indicates that the Eco tourism is a vehicle of socio – cultural development in of Pakhal. Out of 50 respondents, 40 (80%) expressed positive impact of Eco tourism on social and cultural development.

2. Eco-Tourism Enhances the Standard of Living of the Local Community:

80 Per cent of the respondents expressed that the eco tourism helped in improving their standard of living and through disposable income with better lifestyle and educational facility. The host community showed positive attitude towards tourism which in turn increased their involvement in the way they have treated tourist. They are enthusiastic and thrilled by the development of the tourism and increased tourist flow in the village.

3. Wildlife Tourism Inspire Community Pride:

80 Per cent of the respondents expressed a sense of pride about the Wildlife sanctuary and beautiful surrounding significances. The host community is so proud that the tourists and visitors from the various parts of the world come to see the various species, endangered animals and migrated birds in the wildlife sanctuary.

4. Tourism & Infrastructural Development:

80 Per cent of the respondents agreed that sustainable tourism helped in enhancement of the local infrastructure with better connectivity such as increased frequency of buses from Hyderabad, Warangal and nearby areas. The newly constructed tourist cottages are the best example for the infrastructural development of Pakhal

5. Sustainable Tourism as a Development Tool:

Sustainable tourism in Pakhal leaves its positive impact on economic sustainability, ecological sustainability, cultural sustainability and local sustainability.

SUGGESIONS:

The following are the suggestions for better sustainable tourism development of Pakhal in Warangal (Rural) district to protect the natural areas that conserve the environment and sustain the well being of local people:

1. The Central & State Government should plan to build world-class infrastructural facilities at Pakhal to attract the large scale of domestic and foreign tourists as many as possible.
2. The Central & State Governments should allocate necessary funds from time to time for the purpose of improve quality road ways, intercom transportation, ensure clean and hygienic environment and provide safety and security conditions at eco tourist spot.
3. Pay more attention on environment protection, more emphasis should be placed on encouraging ecofriendly sustainable tourism. For this, awareness should be created and there should be people's participation in the mission.
4. Trained tourist guides and language translators are required in between the tourists and local people.
5. The forest and tourism departments must organize seminars and workshops in the nearby areas for providing training on the Dos and Don'ts at the eco tourist site in the district and required behavioral attitudes with tribal's.
6. The Telangana State Tourism Development Corporation (TSTDC) and Private Travel Agencies has to design the Special Package tours to Pakhal for the benefit of tourists, school children and college students.

CONCLUSION:

In order to develop the tourism sector in a sustainable manner and enhance the local socio-economic impact from tourism, many developing countries have made tourism a priority in their national development policies, and are trying, with the support of donors and development organisations, to formulate and implement interventions to increase tourism's contribution to poverty reduction. Sustainable tourism has identified how the tourism industry can contribute to overall sustainable development and continue to provide high quality, low impact experiences at Pakhal. Keeping in view

the eco and sustainable tourism potentials, the State Government has recently declared Pakhal as eco-tourism hub centre. However the Pakhal has all salient features of sustainable tourism and will become as a model sustainable tourist destination in the entire Telangana state.

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