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MARKETING STRATEGIES FOR REVIVAL OF TOURISM IN NIZAMABAD DISTRICT IN TELANGANA STATE

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ABSTRACT

Since tourism sector has become an industry and is growing very fast in the world, marketing of tourism destinations in gaining momentum. All the nations are seriously trying to positively position the destination in the minds of the potential tourists and are formulating marketing strategies to attract the tourists. The objective of this paper is to review the existing status of tourism in Nizamabad district in Telangana state and to suggest the suitable marketing strategies for revival of tourism in the study area. This paper is a result of the UGC-Major research project undertaken by the author. The secondary data from the UGC-MRP report is utilized to proceed further with this paper. At the end, marketing strategies are suggested to revitalize the tourism in the study area, i.e., Nizamabad district in Telangana state.

Key words: Tourism destinations—Positioning—Revival of tourism—UGC-MRP—Marketing strategies

INTRODUCTION

Tourism marketing is essential for destinations and products to distinguish themselves from competitors and encourage visitation. According to the Ministry of Tourism, in the year 2011, India recorded an 8.9% annual growth in the number of Foreign Tourist Arrivals in India. In the same year, the number of Domestic Tourist Visits to all States / UTs of India saw an annual growth rate of 13.8%. Leena, K., & Sapnaa. (2012) focused on the issues related to growth of tourism in terms of convenience, attractions, accommodations, and suggests production of tourism economically sustainable and which can be achieved through appropriate and effective promotional strategy. Hossain and Nazmin (2005) commented that being tourism services are quite complex and heterogeneous in nature, the marketing of these services is quite challenging. Besides, heterogeneous business group supplies a variety of services to the divergent tourist groups, which is required for the highest possible co-ordination and integrated efforts among different tourism firms in their service strategies.

TOURISM REVIVAL

Tourism & Hospitality sector has been universally recognized as an agent of development and an engine for socio-economic growth. According to WTTC's India Benchmarking Report 2015, every \$1 million in travel and tourism spending in India generates \$1.3 million in GDP. According to a report released by the government, Tourism & Hospitality sector has been a harbinger of more inclusive growth in India by promoting other industries in the economy through backward and forward linkages and generating employment in various sectors such as hospitality, travel, and entertainment, wellness and other sectors (Financial express)

Chief Minister of Uttarakhand , Mr. Harish Rawat says Tourism is the mainstay of our economy. Our efforts are directed towards its revival. Giving the message of a safe Uttarakhand to the outside world is necessary for this. Hence we are focusing as of now on the Char Dham and Mansarovar pilgrimages.

Nepal's tourism is making good recovery progress more than a year after the devastating earthquake in April 2015, with 2016 seeing a 15 per cent increase in arrivals over the corresponding period in 2015, according to delegates interviewed at PATA Travel Mart 2016.

WHY TOURISM REVIVAL

The tourism sector is dynamic and always needs to be revitalized in terms of either renovating the existing destinations or to developing new man made destinations. The tourism policy makers are always in search of new ways and means of reviving the tourism sector in order to ensure that it does not lose its charm and keeps attracting the potential tourists.

Tourists, as travelers and members of society, have changed and are changing. It is inevitable that the whole world must be seen as a potential tourism product, in keeping with a constant demand for novelty and a continuous replenishment of the new tourism market (Priscilla Boniface ,2001),

The revitalization of tourism destinations is very much needed when the need for modern, innovative and attractive destinations are increasing day by day in the world. The following are the reasons for revival of tourism destinations in the broad spectrum.

- To increase the tourism traffic to the destinations
- To attract domestic tourists
- To enhance the economy of the region
- To create employment opportunities in the destination area
- To make the tourism destinations much attractive to the visitors
- To ensure regional development

OBJECTIVES OF THE STUDY

- To study the existing status of tourism in Nizamabad district in Telangana state
- To suggest marketing strategies for revival tourism in Nizamabad district

METHODOLOGY

This study has originated from the findings of the UGC Major Research programme undertaken by the author, between 2013 and 2015, and it is intended to make suggestions for revitalization of tourism destinations in the study area. Hence this study is descriptive in nature and makes use of secondary data from the UGC report and the tourism books, magazines and journals.

DISCUSSION

STATUS OF TOURISM IN NIZAMABAD DISTRICT

The existing status of tourism destinations in the study are i.e., Nizamabad, has been found to be moderately attractive with a lot of potential. No, doubt, there are a good number of tourism attractions in the district ,but almost all of them are in need of revival to make them more attractive and tourists friendly. With the presence of many destinations such as – Limbadri gutta at Bheemgal, Siddula Gutta at Armoor, Ramalayam at Dichpally, Badapahad Dargah at Jakora, Kalabhairava Temple at Issannapally, Ramareddy, there is a good scope for development of pilgrimage tourism in Nizamabad district. The ecotourism can also be developed at the places like—Nizamsagar project, Sriram sagar, Mallaram forest area.

During the field visit, it has been found that there is a serious lack of entertainment destinations in Nizamabad district. The people belonging to all the income groups (High-middle-low) are in search of entertainment destinations for weekends and special occasions.

The river Godavari flows through Nizamabad district. But river tourism has not yet been developed here. There are a good number of places where tourism can be developed to attract nature lovers.

REQUIREMENT OF REVITALIZATION AT THE TOURISM DESTINATIONS

SL.NO.	TOURISM DESTINATIONS	EXTENT OF REVITALIZATION REQUIRED		
		High	Medium	Low
1	Ashok Sagar, Janakampet		✓	
2	Sri Ram Sagar Project, Pochampad	✓		
3	Alisagar Garden, Alisagar	✓		
4	Nizamsagar Project, Nizamabad	✓		
5	Ramalayam, Dichpally	✓		
6	Hanuman Temple, Sarangapur		✓	
7	Mallaram forest		✓	
8	Dargah	✓		
9	Neela Kanteshwar Temple, Nizamabad	✓		
10	Ramalayam, Nizamabad			✓
11	Laxminarasimha Swamy Temple	✓		
12	Pocharam Dam	✓		
13	Limbadri Gutta, Bheemgal			✓
14	Sidhi Rameshwara Temple,	✓		
15	Navaranatha Gutta		✓	
16	Saibaba Temple	✓		
17	Saibaba Temple			✓
18	Apuroopa Venkateshwara Swamy Temple		✓	
19	Siddula Gutta, Nandipet		✓	
20	Kala Bhairava Temple, Isannpally		✓	
21	Shivalayam		✓	
22	Dattashramam			✓

Source: Data from field work by the author

MARKETING STRATEGIES FOR TOURISM DEVELOPMENT IN NIZAMABAD

1. Since there are less number of tourism destinations in Nizamabad district, it is recommended that the existing tourism destinations needs to be revitalized at Sreeramsagar project, Nizamsagar project. The tented accommodation facilities for night stay, especially in full moon days, may be an attractive tourism concept.
2. Alisagar Garden near Nizamabad town is having a great potentiality to attract weekend visitors and party lovers. This place can be converted into an exquisite destination to spend holidays and weekends. The pond at this beautiful garden needs to be given a facelift.
3. Pedda Gutta Dargha is another unexplored destination in the district. Infrastructure facilities, accommodation facilities and security measures at this place will surely attract the pilgrims from every faith.

The scenic beauty around this destination needs to be modified to attract the visitors and nature lovers. Development of herbal parks at this destination can be an added element to improve the attractiveness of the place. The small hillock here can be converted into an attractive destination for trekking.

4. Nava Siddula Gutta at Armour is another place left unexplored. The location of the destination in between huge boulders itself is an attractive element of this place. Accommodation, approach road and drinking water facility on top of the hill are desperate requirements. A meditation hall can improve the nobility of the place. A Vedic Gurukulam and a Ghosala(Cow shed) will add beauty to the destination.

5. Siddirameshwara Swamy temple at Biknoor situated near Medak boarder is a place requiring immediate attention by the Govt. of Telangana. The “Moola Bhavi” (The holy well at a corner) and Swayambo Linga are the crowd pulling elements of the destination. Since there is a greater scope for development of this destination, a mythological park, facilities for clean and safe drinking water, food, and beverages will improve the image of the destination. There is a lot of scope for development of meditation halls here at calm and serene place. A huge “Sidha Linga” may be erected to increase the tourism traffic to the destination.

6. Mallaram forest in the outskirts of Nizamabad town can be developed into a great adventure tourism spot and Eco-Tourism may also be developed in this area.

7. Ramalayam located on hillock in Dichpally village can attract a good number of tourists, if developed properly. A park may be developed hill top to add beauty to the serene atmosphere at the destination. As this place is very near to National Highway No-44, the people moving between Nagpoor and Hyderabad will be attracted towards this destination for relaxation purpose.

8. Sri Laxminarasimha Swamy temple at Janakampet, 15 Kms from Nizamabad town has got a great tourism potential. Small garden and mini amusement park may be developed at this spot to attract the visitors. Different rituals may be introduced at the Astamukhi Koneru (Holy well), to attract the devotees.

9. The river tourism can be developed at the places like—Tungini, Kandakurthi, Tadpakal, Binola, Kosgi in Nizamabad district.

10. Mini amusement parks can be developed under PPP (Public Private Partnership) at various major locations in the district to attract the local and weekend visitors.

11. A huge promotion campaign should be taken up to create awareness about these tourism destinations and to attract the local visitors.

12. All the minor and major tourism destinations should be well maintained to keep them clean, neat and tidy, in order to make them tourist friendly destinations.

13. The corporate houses should be encouraged to adopt tourism destinations in their respective regions in the district, to ensure proper management of the destinations.

14. It is a good practice to organize various cultural, social and sports programmes at various tourism destinations in the district to bring the destinations into limelight.

15. The District Tourism Promotion Office needs to be strengthened in terms its vision, mission and activity base in Nizamabad district. An exclusive tourism budget should be allocated for tourism development in the district.

Besides the aforesaid destinations the places like-Kala Bhairavaswamy Temple Issannapally, Siddula Gutta at Nandipet, Limbhadri Gutta near Bheemgal, Hanuman temple near Saranga poor and Pocharam Dam can be the places for revitalization of tourism destination. Development activities may be taken up at these destinations to increase the tourism traffic.

CONCLUSION

The tourism sector in Nizamabad district in Telangana state needs a revival of existing destinations and development of new man made destinations. Even though, there exist a good number of destinations, the district is yet to get a prominent place in the tourism map of Telangana state. There is a great scope for development of pilgrimage tourism, eco-tourism, and river tourism. The District Tourism Promotion office, Nizamabad should take full responsibility of developing tourism destinations in the district in order to attract the domestic as well as foreign tourists.

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