



Research Paper

Culture and Tourism Development of Telangana

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Abstract:

Telangana, the 29th state of India, was formed on 2 June, 2014, with Hyderabad as its capital. Telangana has a variety of attractions hills, wildlife, forests, forts and temples. The Telangana region has all the required qualities for emerging as a potent tourist destination in our country. The government in recent years focuses on eco-tourism, sports tourism, holiday tourism etc. If properly developed a large number of foreign and domestic tourists can be attracted to visit the places in and around the Telangana region. Similarly, development works at seven places would be taken up in Warangal district under the Tribal Circuit. Development works of erecting a Gate at Medaram and spring waters at Mulugu would be taken up in March 2018. Tourism development works at Lankavaram, SammakkaSaralammaJatara at Medaram, Tadvai, Damaravai Megalithic Burials and Bogatha waterfalls would be completed by the end of 2017. In addition to the above, another Integrated Tribal Eco-Tourism (ITET) project has been proposed under SwadeshDarshan Scheme (SDS) under the Union Ministry of Tourism. A Detailed Project Report (DPR) has been submitted to the Centre and a financial assistance of Rs 121crore has been sought from the Centre and the State government will bear the remaining project cost.

Key words: emerging, focuses, integrated, Eco-tourism, destination, foreign, domestic.

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I. Introduction

Telangana topographically and historically has a variety of attractions including hills, wildlife, forests, forts and temples. This region has a rich cultural heritage and is known for its rich history, architecture and culture. This region has all required qualities for emerging as a potent tourist destination in India. The weather is mostly tropical. June to September is the monsoon months and November to January are the best time to visit. In the year 2005, 4, 79,541 foreign tourists visited Telangana Region and in the year 2012, 2, 25,979 foreign tourists visited Telangana region. In the year 2012 the domestic tourist arrivals shows a significant raise by 85% in Telangana region. The foreign tourist arrival is very good in the year 2007 and an increase of 23.4% is indicated. The years 2010, 2011 and 2012 indicate a decrease of foreign tourists to the Telangana region. In the Vision 2020 document, special emphasis has been laid on the promotion of Tourism. Hitherto emphasis was on heritage, pilgrim, religious, historical and cultural tourism. Notwithstanding the importance of these types of tourism the government in recent times began initiating, rather, shifting the emphasis on eco-tourism, sports tourism, holiday tourism, promotion of which is the emerging trend. Holiday tourism is one other type of tourism that is gaining increased popularity these days Telangana as said above has tremendous unexploited Tourism potential. If properly developed, this can help the state to attract a large share of foreign and domestic tourists

DEFINITION OF TOURISM:

Matheson and Wall (1982) created a good working definition of tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs." According to Macintosh and Goeldner (1986) tourism is "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors" A Part from economic benefits, tourism encompasses social and cultural benefits as well. From social and cultural point of view, tourism develops interaction between cultural customs of the visitors and others of the host population. It promotes friendship, understanding and social interactions among different parts

of the world. Realizing the importance of the tourism, all the countries in the world are promoting tourism. India is a vast and great country with a huge potential for tourism and has a number of historical places and monuments, great shrines and temples, places of pilgrimage, wild life sanctuaries, hill stations, sea resorts, places of winter sports etc.,. Besides it offers a great variety of cultures, religions, festivals, languages, arts, crafts music etc. the working group on tourism for the 11th five year plan (2007-2012) has set target of 12 million international visitors in 2011 at the end of the 11th plan.

TOURSIM IN INDIA:

India has continued to remain infatuated by the manufacturing industry. This infatuation has perhaps, been caused by the Industrial Revolution having virtually bypassed India before independence (1780 - 1947). It was only natural that we want to catch up on the opportunities that have been denied to us. The emphasis on setting up manufacturing industries in the post-independence era was natural. Nehru called such factories and dams the new temples of India. As any economy matures, in the process of development, it makes a transition from agriculture to manufacturing and from manufacturing to services. In different stages of economic growth, the relative importance of these sectors changes in terms of employing people and their relative contribution to GDP. Within the Asia-Pacific region, the Indian sub-continent is well poised to take advantage of the boom in the tourism sector. The tourism industry is undergoing a sea change with the revolutions in communication and information technology. Everybody in the tourism industry will have to change and rediscover its place in newly defined value chain. The role and the service offerings will undergo a big change in the present cyber world. The 21st century is the century of tourism magic - the most potent weapon of name, fame and reward. Therefore, in the new millennium, most of the countries including India are spending millions of dollars for the revamping of the existing facilities or the creation of new ones. India is a vast country with a history that goes back 5000 years. Its vast geographical diversity, rich culture & heritage, fairs & festivals, snowcapped mountains, a vast coastline, monumental attractions that span the entire country and the gaps in the infrastructure offer tremendous potential for tourism. India, a low cost destination, continues to exert its mesmerizing pull not only on the world tourist, but the travel bug has also bitten the Indian tourist. India's share in world tourism, which is a meager 0.2% as of date, is achieved 1-2% by the year 2010. As per the Hospitality and Tourism industry projections the rise in foreign tourists to India are expected to touch 5 million and the domestic tourists are projected to touch 90 million by the year 2014. Currently, 89000 hotel rooms are required to support this growing boom as against the availability of approximately 60000 rooms. By the turn of the century the demand for hotel rooms is estimated to be in the region of 100000 rooms. Tourism is also one of the biggest employment generating industries in India, with a capacity to absorb an additional investment to the tune of \$ 10 billion. According to PATA (Pacific Asia Travel) tourism directly or indirectly drives more than 10% of the world's employment today. The hotel and tourism related industry has been declared as a high priority industry for development by the government and assumes importance for its immense potential to earn foreign exchange and is least important. In fact tourism is India's third largest foreign exchange earner after readymade garments and jewelry, with earnings of \$ 2928 million in 2008-09. Significant policy initiatives, such as welcoming of private sector, foreign and NRI investments, setting up of The Tourism Finance Corporation of India (TFCI renders financial assistance & caters to a variety of investor's needs) and Investment facilitation cell (Acts as a nodal agency that interacts between the investor, the state governments, the premier financial bodies & the relevant ministries) have been taken by the government.

TELANGANA TOURISM:

The Telangana region with Hyderabad, Adilabad, Karimnagar, Nalgonda, Medak, Khammam, Mahaboobnagar, Nizambad, Ranga Reddy and Warangal can be called the Tourist Destination of the south. There were many dynasties which ruled over the Telangana region, the art and architecture they encouraged still enlivens Telangana. Period of Kakatiya was termed as a Golden era. They have built many forts, temples and lakes. Kakatiya art preserved the balance between the architecture and sculpture. One of the important temples, with intricate design, the temple of Palempeta, can be described as a gem in the galaxy of Medieval Deccan Temple architecture. Thousand Pillar temple at Hanmakonda, Ramappa Temple and Warangal fort and other forts and lakes are some of the excellent architecture pieces of Kakatiya. There are many a number of historic places to visit. To name a few, Mecca Masjid, Birla mender, Lumbini Park, Shilparamam, HussaianSagar lake, Ocean park, Ramoji Film city, Nehru Zoological Park, Public gardens, Osman Sagar, Jama Masjid and NTR Gardens, Charminar, Golconda Fort, Paigah Palace, Ashurkhana, QutubShahi tombs, State legislative assembly, Falaknuma Palace, Asmangarh fort, Kingkoti Palace, Chiran Fort, Salarjung Museum, Birla Science Planetarium and Birla Archaeological Museum. Ikat Fabrics, Perfumes, Bidriware Metal crafts, Bangles and Pearls in Hyderabad. BasaraSaraswathi Temple, Adilabad, The only Saraswathi temple in south India, Pocheru and Kuntla waterfalls, Nirmal handicrafts in Adilabad. Elgandal Fort, Sri Raja Rajeswari Temple in Vemulawada, Karimnagar, silver filigree 11 works, Nakasha Paintings, Ramadugu stone crafts in Karimnagar.

Sri SitaRamachandraSwamy Temple in Bhadrachalam, Khammam, Alampur Temples of Mahaboobnagar, Medak Church, Jain Temple, Kolanpak and Pochampalli Textile Center in Pochampalli,

UNIQUE CULTURE AND TRADITIONS OF TELANGANA

1. BONALU:

The festival history has started in 1813 in Hyderabad & Secunderabad regimental bazaar. Plague disease broke out in Twin Cities of Hyderabad & Secunderabad, claiming thousands of lives. Before this a military battalion of Hyderabad is deployed to Ujjain, knowing about the Plague in Hyderabad the military battalion prayed to the Mother Goddess in Mahankaal Temple – Ujjain, Madhya Pradesh, that if people were saved from the epidemic they would install the idol of Mahankali back in their city. It is believed that Mahākālī destroyed the disease and keeps pestilence at arms length. Military Battalion came back to the city & installed an Idol and every year people offered Bonalu to Mother Goddess Mahankali. Other version also includes the mythological story and belief that revolves around the festival, says that this is the time when Goddess Mahakali comes back to her parental home, in AshadaMaasam or the period from late June to August. Like daughters are much pampered in their parental homes.

On the day of Bonalu, women dress themselves in traditional silk sarees and decorate themselves with traditional jewelry. Traditional dances with balancing pots are also performed to the rhythmic beats of drums to pay homage to the local goddess. Each group of devotees collectively offer a Thottela, which is small paper structure erected with sticks. Pothuraju, the brother of Mother Goddess, is represented in the procession by a well-built, bare-bodied man, wearing a small tightly draped red dhoti and bells on his ankles, and anointed with turmeric on his body and vermilion on his forehead. He dances to resounding drums. He always dances before the PalaharamBandi, the procession. He is considered the initiator of the festivities and the protector of the community. He leads the tranced female dancers who are under spell of the Mother Goddess (known as shigam) to the temple, with lashing whips and emerald neem leaves (margosa) tied around their waists, accompanied by trumpets and drums



2. BATHUKAMMA:

Bathukamma is a festival or panduga celebrated by the Hindu Women of the Telangana State, India. Every year this festival falls in September–October and as per lunar calendar in the BhadrapadaAmavasya, also known as MahalayaAmavasya. Bathukamma is celebrated for nine days during DurgaNavratri. It starts on the day of MahalayaAmavasya and the 9-day festivities will culminate on “SaddulaBathukamma” or “PeddaBathukamma” festival on AshwayujaAshtami, popularly known as Durgashtami which is two days before Dussehra. Bathukamma is followed by Boddemma, which is a 7-day festival. Boddemma festival that marks the ending of VarshaRuthu whereas Bathukamma festival indicates the beginning of SaradRuthu or SharathRuthu.

Bathukamma represents cultural spirit of Telangana. Bathukamma is a beautiful flower stack, arranged with different unique seasonal flowers most of them with medicinal value, in seven concentric layers in the shape of potter’s clay like a cone. In Telugu, ‘Bathukamma’ means ‘Mother Goddess Come Alive’ and Goddess MahaGauri-‘Life Giver’ is worshipped in the form of Bathukamma – the patron goddess of womanhood (MahaGauri Devi)

It is the festival for feminine felicitation. On this special occasion women dress up in the traditional sari combining it with jewels and other accessories. Teenage Girls wear Langa-Oni/Half-Sarees/LehengaCholi combining it with jewels in order to bring out the traditional grace of the attire.



On First five days women will clean their vakili (Courtyard), cow dung mixed with water is spread in front of the doorstep or courtyard as a ground-base, decorate the yard with ManagalAkara or Muggu Patterns or Rangoli made with Rice Flour. For the first five days Bathukamma is prepared with cow dung. Five small lumps in cone shape are arranged in the Vakili.

Men in the house gather flowers from the wild plains like (Celosia), (Sennaauriculata), (Tagetes), (Chrysanthemum), (Nelumbonucifera), & (Cucurbita), & (CucumisSativus), (Memecylonedule), (Tridaxprocumbens), (Trachyspermumammi), Katla, Teku Flowers, which bloom in this season in various vibrant colors all across the uncultivated and barren plains of the region.

Preparing a Bathukamma is a folk art. Women start preparing Bathukamma from the afternoon. They cut the flowers leaving the little length base, some dip Gunugu (Celosia) flowers in various vibrant colours, some scented and arrange them on a wide plate called Thambalam, and stack them up in a conical mound, decorated with a Lotus or Pumpkin Flower on top of the stack along with Guramma (a symbolic idol of Gowri made of turmeric). In the evening, women gather in large numbers with their Bathukammas in open areas of their locality, all women will form a circle around the Bathukamma and all women start singing folk songs by clapping their hands and revolving around the Bathukamma, synchronizing steps and claps in unison provide a splendid look to the festivities. Women seek good health, prosperity and happiness for their families. The songs are to invoke the blessings of various goddesses. By principle, the rendition end with any one of the following three tributes Uyyaala, Chandamama or Gouramma.

3. SADAR:

Sadar festival is celebrated every year on the second day after Diwali. In the villages of Telangana, this festival is also known as Dunnapothulapanduga. This festival is marked by innumerable buffaloes decorated by their owners. At any point of the year, this festival is one occasion, where one can see the biggest group of buffaloes in the state. These buffaloes have a field day on this festival as they are decorated beautifully on this day. Their entire body is covered with turmeric paste, their horns are painted in beautiful colours and beads with tinkling bells are worn around their necks. A Kumkumbindhi is applied on their foreheads and they are taken along the busy streets of the state with pride by their respective owners.

There are hundreds of people who participate in this buffalo parade and keep dancing along as they move along with the buffaloes. Songs are played very loudly in loudspeakers installed across majority of the streets and the crowd breaks into festive spirits as they participate in the rally. The buffaloes are trained by their owners to perform interesting tricks like balancing themselves using their hind legs. Competitions are held for these buffaloes and the ones that catch the fancy of the audience are awarded.

Most of the crowd members who dance as the buffaloes are taken out on a ride are relatives and friends of the owners who come out in support to cheer the owners and their respective buffaloes for the competitions. This festival is rightly known as the “buffalo carnival of Hyderabad”, as this is the city which has Yadav community people in large numbers. This festival garners much attention from media as well as lots of bigwigs in politics and who belong to this community attend this festival.



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4. SAMAKKA SARALAMMA FESTIVAL

The KumbhMela is a festival that is celebrated with huge fervour in North India. This festival sees the highest number of pilgrims at one single place. The SamakkaSaralamma festival is believed by many to attract a large number of pilgrims, next only to KumbhMela. Just like KumbhMela, this tribal festival too attracts a lot of foreign tourists who are spellbound by experiencing the culture, heritage and history of the tribal population. This festival is held during the month of February once every two years. It is celebrated for four days with great zeal. The venue for this festival is the town of Medaram in Warrangal district. Medaram is a place that is located in a dense wildlife sanctuary of Eturnagaram. This is also the largest forest belt existing today in Deccan region. This place is located at a distance of around 90km from Warrangal city.



Samakka and Saralamma are famous tribal Goddesses where Samakka is the mother and Saralamma is the daughter. These two Goddesses fought against the kings who ruled this part of the city as their rule was not honest and fair. They fought against the rulers for the welfare of the people and hence they are worshipped even today with utmost sincerity and dedication. This festival not only attracts the tribal population of Telangana, but it also serves as a perfect platform for the tribal population from the states of Andhra Pradesh, Chhattisgarh, Maharashtra, Madhya Pradesh, Orissa and Karnataka to get together and pray to Goddesses for their welfare.

It was estimated that during 2008, around 8 million people had thronged Warrangal city to attend this festival. During 2012, this figure grew to a phenomenal 10 million. In 2013, more than one crore pilgrims from across the globe participated in this festival. This festival is full of celebration in praise of the Goddesses who saved them from the unjust rulers. There are no Vedic aspects attached to this festival. Until 1998, pilgrims had a tough time reaching Medaram since the only available mode of transport was a bullock cart. However, sensing the huge amount of people flowing into the city with every passing year, roads were constructed.

During the time of SamakkaSaralamma festival, traffic in Warrangal city queues up to a distance of around 60km.

During this festival, people perform Thulabaram (that is they offer objects equivalent to their body weight) to the Goddesses. In this festival, the main offering done against the pilgrim's weight is jiggery. After this offering, tourists take a holy dip in the JampannaVagu, where Jampanna is believed to be the son of tribal Goddess Samakka and Vagu denotes stream. Jampanna died during the battle against the Kakatiyan Kings. The stream is red in colour due to the soil nature here, however people believe that it denotes Jampanna sacrificing his life for the welfare of his tribal community. One can find a bridge, JampannaVagu Bridge constructed over this stream. It is believed that the Tribal Goddesses become very happy when the people celebrate the festival in huge fervour and make the offerings in jiggery.

Arts and Crafts

Telangana is a great place for arts and crafts with many astounding handicrafts.

Bidri Craft

The unique art of silver engraved on metal. Black, gold and silver coatings are applied on this. It involves various several stages like casting, engraving, inlaying and oxidizing. The name of this art form is derived from a town called Bidar (currently part of Karnataka) of the erstwhile Hyderabad state.

Banjara Needle Crafts

Banjara Needle Crafts are the traditional handmade fabrics made by Banjaras (the tribal Gypsies) in Telangana. It is a form of embroidery and mirror work on fabrics employing the needlecraft.

Dokra Metal Crafts

Dhokra or Dokra is also known as bell metal craft and is widely seen in JainoorMandal, Ushegaon and Chittalburi in Adilabad district. The tribal craft produces objects like figurines, tribal gods, etc. The work consists of folk motifs, peacocks, elephants, horses, measuring bowl, lamp caskets and other simple art forms and traditional designs.

Nirmal Arts

The renowned Nirmal oil paintings use natural dyes for depicting themes from the epics such as Ramayana and Mahabharata. Also, the wood paintings and other wooden articles, has great aesthetic expression. The origin of the Nirmal craft is traced back to the Kakatiya era. The motifs used for Nirmal craft are floral designs and frescoes from the regions of Ajanta and Ellora and Mughal miniatures.

Bronze Castings

Telangana is famous world-wide for its amazing Bronze castings. While using solid casting of icons, the mould is created using several coatings of different clays on a finished wax model. This process then imparts fine curves to the cast image.

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