

**ROLE OF COMPLEMENTARY DISTANCE IN TOURISM
DEVELOPMENT: A CASE STUDY OF WARANGAL DISTRICT**

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Abstract: Tourism is an activity that deals with body and soul. The roots of human community are in rural setting with agricultural locale. Hence the new trend observed in tourism in agro tourism which helps to research once roots of culture and community. The present study tried to establish a relationship between the intended destination of tourist spot and the additional distance a tourist would like to travel to visit a spot which is not in his visiting list, such additional distance a tourist would like to travel is termed as complementary distance. On the basis of this concept with six different agro based variables agro tourist potential areas identified with help of GIS.

Terms : Complementary distance , Agro Tourism, GIS and Tourism. Warangal. Cost of travel.

Tourism Potentials.

The cost of travel, distance and appreciable value of place are the basis for tourism development. The distance and cost of travel are strongly correlated elements which influence the attitude of tourist.

Present study deals with identifying a method to develop new Agro tourist spots considering the cost and convenience factors of tourists.

Agro tourism is the form of tourism which capitalizes on rural culture as a tourist attraction. It is similar to ecotourism except that its primary appeal is not the natural landscape but a cultural landscape.¹ Agri-Tourism is the practice of attracting travelers or visitors to an area or areas used primarily for agricultural purposes. Agro Tourism is when a native person or local of the area offers tours to their Agriculture Farm to allow a person to view them growing, harvesting and processing locally grown foods, such as coconuts, pineapple, sugar cane, corn, or any produce the person would not encounter in their home country.²

The tourist places, which to develop independently may not be successful as most

of the tourists in our county are unaware of rural tourism and are more likely used to visit pilgrim and historical sites. Hence the rural or agro tourist places should be complementary to the other established tourist spots. For instance, those who visit Medaram visit Lakshnavaram as it is on the way. Therefore the following methodology was adopted to identify the agro tourist spots.

A methodology was developed to select some of the villages as Agro tourism areas in this research. As a first step two questions were posed to the tourists about the distance they have traveled to visit existing tourist spot and the additional distance they are willing to visit another tourist place, if it is located near by. It is observed that there is a relationship between the distance they travel and the willingness to travel additional distance which is termed as Complimentary distance. In this survey it is 6.6 Km from the main tourist spot. (Question no.7 and 8 of tourist survey -Annexure I)

“The additional distance a tourist would like to travel from the intended tourist spot is known as complementary distance”

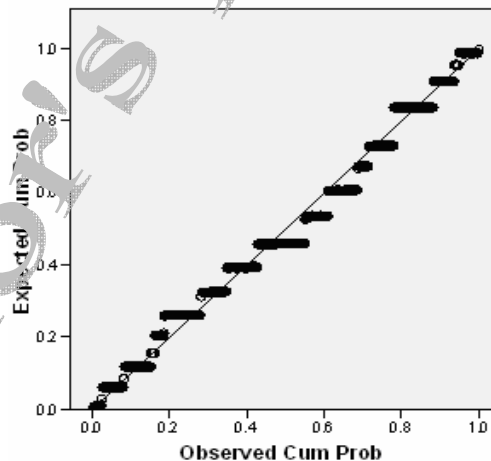
$$\text{Complementary distance Ratio} = \frac{\text{The distance between the Origin and intended Destination}}{\text{The additional distance a tourist willing to travel}}$$

Intended destination= the actual tourist spot a tourist like to visit.

Agro tourism and Rural tourism are similar in location but the former one is in relation with physical elements and the latter one is related with cultural elements, surprisingly in India they both exist together as the soil (Land) is the soul of an Indian village. Hence in this study the agro and rural word are used as synonyms.

Graph 1.1

The distance Tourist would like to travel to visit near by tourist spots from the intended Tourist destination in Kms(regression standardized residual)



In graph 1.1 The regression Plot showing the relation ship of Travel distance and the Distance the tourist is Willing to Travel.

As per this response, actual ground distances measured as a sample, and then made an average of five kilometer straight line distance. In this case a five kilometer buffer was created from the identified major tourist spots.

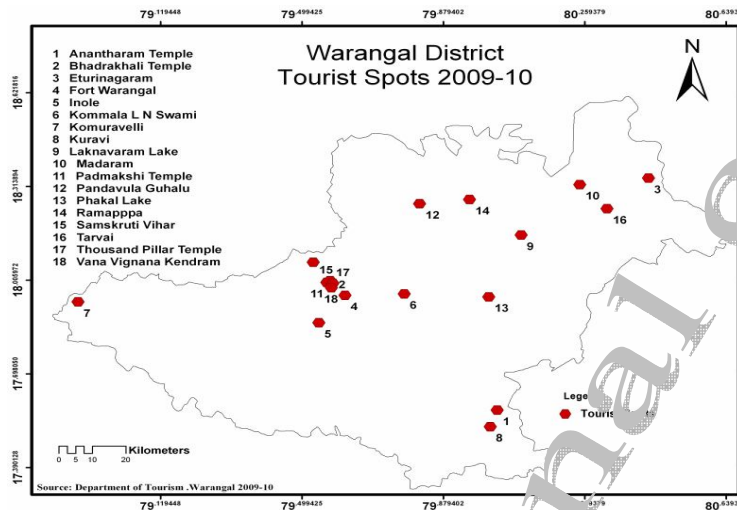


Figure 1.0

Figure 1.0 shows the existing tourist spots as per the Department of Tourism Warangal. Then in view with tourist survey result, the tourists are willing to visit the places which are within the 6.6 km radius; of course this distance depends upon the road condition and availability of transport. Though with the background of the district potential to develop agro tourism the villages within the five km radius has been considered.

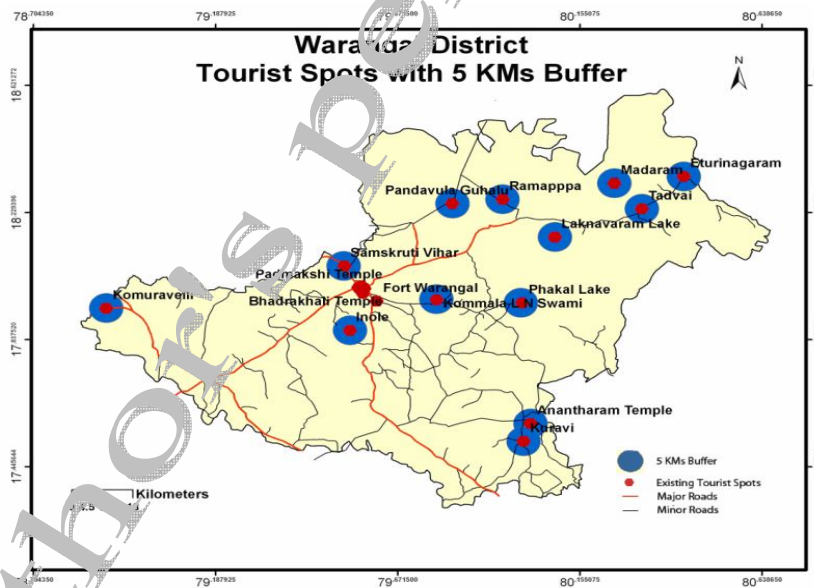
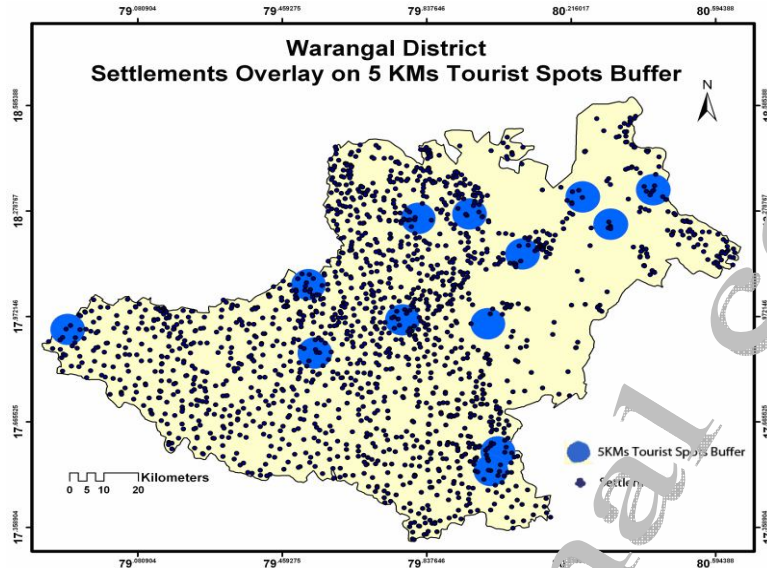


Figure 1.1

The figure 1.1 shows the five km radius of listed existing tourist spots. Then layer of 1003 villages (District Panchayatraj Officer, 2009-10) in Warangal district is used to overlay, to select the villages with the radius of five Kms from the existing tourist spots. The villages within the city limits of the Warangal are omitted due to nearness to urban area which is basically not in the concept of rural tourism.



Source: Survey of India Topo maps

Figure 1.2

From the figure 1.2 the villages which are within the circle of 5Km buffer are extracted and Figure 1.3 is prepared. The total numbers of villages extracted are 78. The identification of the best suitable villages out these 78 villages: the villages having good transport accessibility, water bodies, agriculture, status of underground water and plantations have been considered. As we can see in the figure 1.4 all the villages are well connected with the road network hence there is no problem of transport accessibility.

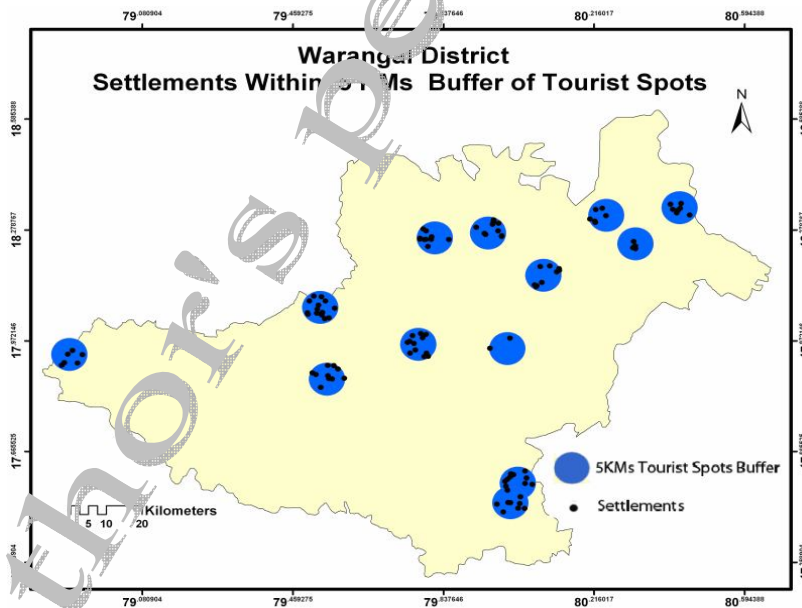


Figure 1.3

All the villages within the 5Km buffer of existing tourist places (excluding Warangal Urban) are extracted from figure 1.2 and prepared table 1.0 and figure 1.3.

Table 1.0
Warangal District: Selected settlements within the Five Km buffer of existing Tourist Spots

| | |
|-----------------------|-----------------------|
| 01. Gumdur | 02. Dumpalapalli |
| 03. Nachnepalli | 04. Gollapalli |
| 05. Bekkaipalli | 06. Narayanapuram |
| 07. Pannakal | 08. Ravulapalli |
| 09. Ramchandrapur | 10. Peddamapalli |
| 11. Anantaram | 12. Tirumalagiri |
| 13. Komalla | 14. Nallagunta |
| 15. Mandapalli | 16. Ellareddipalli |
| 17. Chapalbanda | 18. Yellapeta |
| 19. Madira | 20. Sitampeta |
| 21. Rangapuram | 22. Gunturpalli |
| 23. Tanda | 24. Penukoti |
| 25. Ashoknagar | 26. Gandipalli |
| 27. Ramakka Gudi | 28. Palampeta |
| 29. Gandhinararam | 30. Ramanjapur |
| 31. Anantaram | 32. Rajeshwaravupalli |
| 33. Kottur | 34. Lakshmidivipet |
| 35. Raza Alipet | 36. Poramulapalli |
| 37. Mogilcherla | 38. Uratam |
| 39. Kurvi | 40. Medaram |
| 41. Ramchandrapuram | 42. Kanneboinapalli |
| 43. Madhapur | 44. Elbak |
| 45. Trimalapuram | 46. Padgapur |
| 47. Ayyagarpalli | 48. Kamaram |
| 49. Hasanparti | 50. Narsingapuram |
| 51. Munchcherla | 52. Kamarweli |
| 53. Jaigri | 54. Kistampet |
| 55. Chintagattu | 56. Ramsagar |
| 57. Erragutta X roads | 58. Butaram |
| 59. Komalipalli | 60. Ekkela |
| 61. Singuram | 62. Ompalle |
| 63. Guntur | 64. Ramannagudem |
| 65. Vantimamadipalli | 66. Eturunagaram |
| 67. Kule | 68. Akulavari |
| 69. Kummargudem | 70. Lalbahadurnagar |
| 71. mulkalagudem | 72. Pata Bussapur |
| 73. Venkatapur | 74. Bussapur |
| 75. Urthagudem | 76. Ankannaguda |
| 77. Perumandlagudem | 78. Sarvapur |

Source :GIS Analysis 2009-10

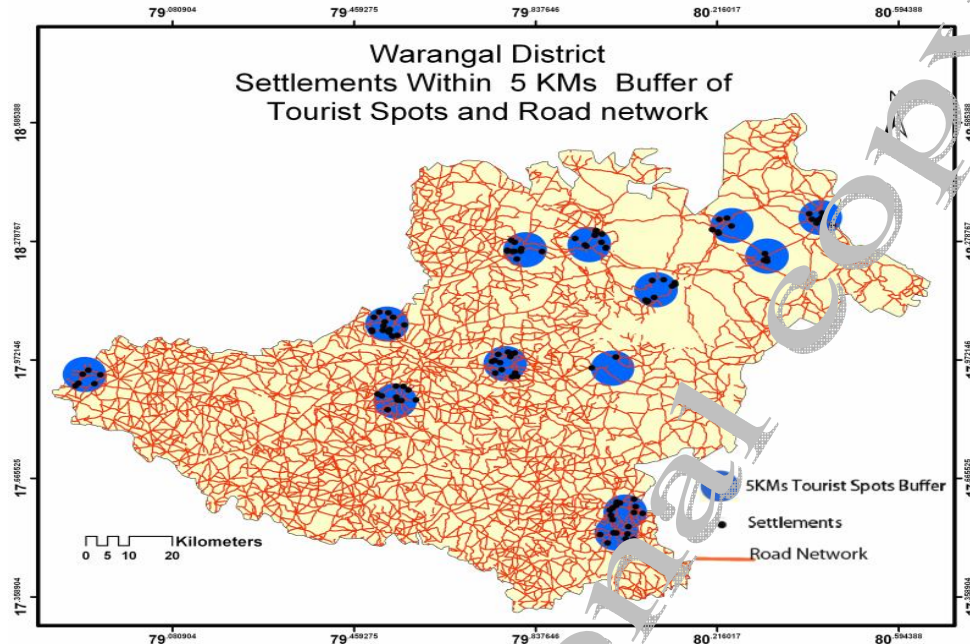


Figure 1.4.

The settlements which are within the five km radius of existing tourist spots are well connected with road network and thus were confirmed through field visits.(Fig 1.4)

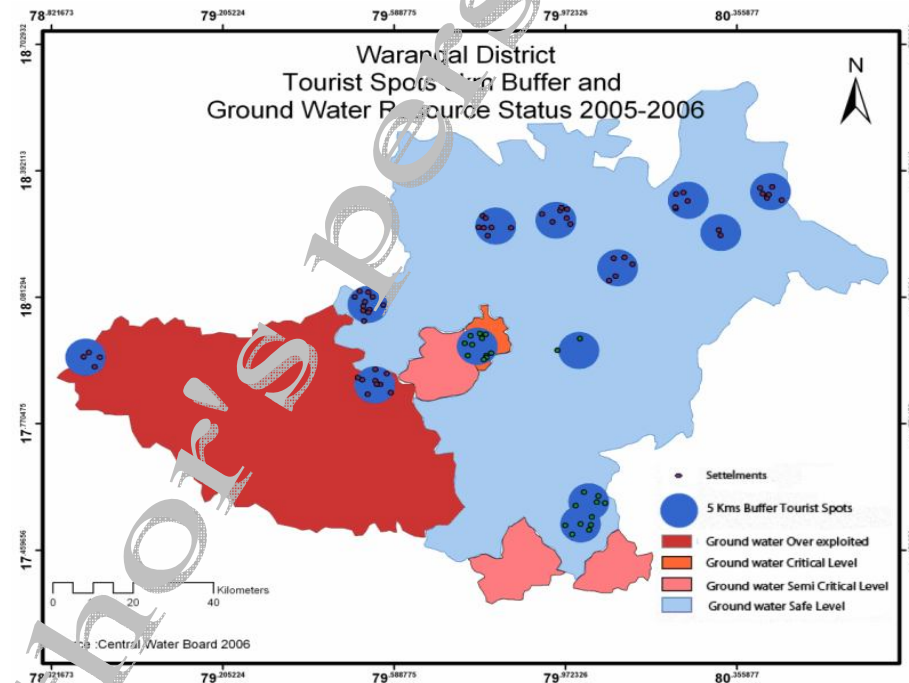


Figure 1.5

The figure 1.5 shows the ground water potential and utilization in the district which is basis for agriculture.

The agro tourism spots identification is done on the basis of six attributes for 26 villages
 1. Groundwater status 2. Accessibility, 3. Palntations, 4. Agriculture 5. Water bodies and
 6. Distance form existing tourist spot.

The weighted values taken as basis and sum of the values, then divided the ranges from High to Low to identify the Agro tourism spots.

In the next step all the features were exported to ARC GIS, with the help of weighted values, Potential Agro tourism area maps prepared in relation to distance from existing tourist spot with the buffers of 1Km to 5 Kms and so on the following table 1.1 prepared and mapped as figures 1.6,1.7 and 1.8 according to their agro tourism potentials.

Table 1.1
Warangal District
Agro Tourism Geo Spatial attributes with Identified Potentials To tourist spots.

| S.No | Name of the Settlement | Potential |
|------|------------------------|-----------|
| 1. | Hasanparti | High |
| 2. | Kamaram | High |
| 3. | Kuravi | High |
| 4. | Bussapur | High |
| 5. | Anantharam | High |
| 6. | Narsingapuram | High |
| 7. | Palampeta | High |
| 8. | Ankannaguda | Medium |
| 9. | Chilka_nagar | Medium |
| 10. | Chintagattu | Medium |
| 11. | Pemberti | Medium |
| 12. | Buttaram | Medium |
| 13. | Lakshmi Vinet | Medium |
| 14. | Muchharla | Medium |
| 15. | Ramanagudem | Medium |
| 16. | Primalapuram | Medium |
| 17. | Jirratam | Medium |
| 18. | Gandhinagaram | Low |
| 19. | Gouraipalle | Low |
| 20. | Nachinepalli | Low |
| 21. | Padgapur | Low |
| 22. | Gumdur | Low |
| 23. | Kanneboinapalli | Low |
| 24. | Kottur | Low |
| 25. | Urthagudem | Low |
| 26. | Pannakal | Low |

Source: GIS Analysis 2009-10

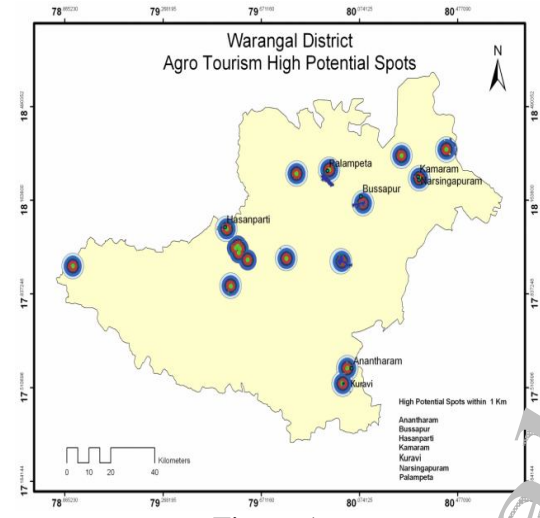


Figure 1.6

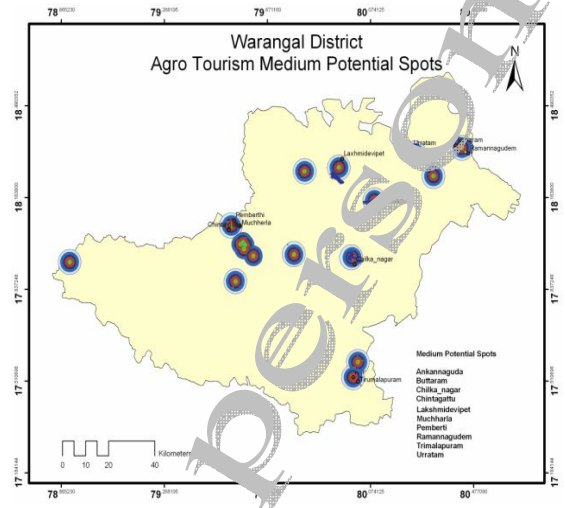


Figure 1.7

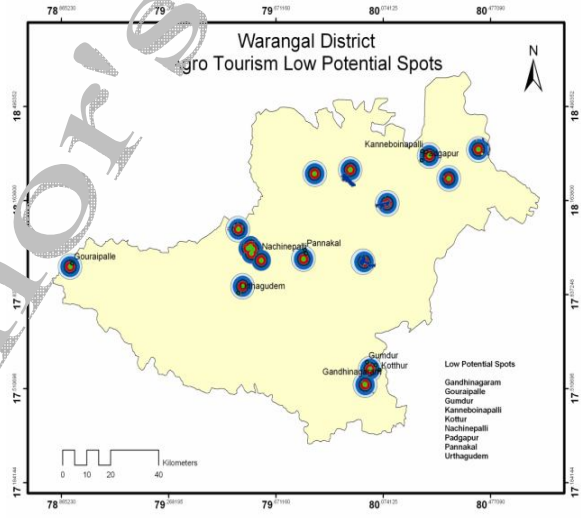


Figure 1.8

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