



Tourism is a Good Money Spinner in Andhra Pradesh

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Abstract- Tourism Sector drives India's growth with 5.22% GDP share and 13.34% jobs. Budget 2026-27 boosts eco, heritage, medical tourism and regional development. Tourism Sector is one of the fastest-growing service sectors in India. The sector contributes significantly to economic output, employment generation, and cultural promotion. Andhra Pradesh state has to attract investments to boost local economies and employment. Emphasizing proactive governance they need for speedy project approvals. The State was development of new economic regions and tourism initiatives to diversify the state's investment portfolio. During the 59th APCRDA meeting, Chief Minister N. Chandrababu Naidu stressed the need for enhancing tourism and investors' engagement in Amaravati. The Country or State resolves around the functions like preservation and conservation of ancient cultural heritage and promotion of Arts and culture both tangible and intangible in the Country / State. There are seven zonal cultural Centres working mainly on folk and traditional Arts. There are also four missions namely; National Mission for Manuscripts, National Mission for Monument and antiquities, National Mission on Libraries and Gandhi Heritage sites Mission. Intangible heritage, Inclusive Development to focus on eco-tourism and regional hubs is intended to create rural livelihood opportunities and inclusive economic growth. The economic growth on tourism sector showcase of Telugu culture, heritage tourism, and eco-tourism, aligning the state's vision of using cultural tourism is strengthen its position as a top-tier destination in India. Moreover, the focus on investor engagement and self-financed will create a strong foundation for Amaravati's economic future development, making tourism a key economic driver for the Andhra Pradesh State.

Keywords: Sustainable Tourism, Eco-tourism, Carrying Capacity, Infrastructure Development, Cultural Heritage and Community based Tourism etc.

I. Introduction

Andhra Pradesh's tourism sector is a major economic driver, aiming for a 20% expansion through heavy investment in religious (Tirupati), heritage, and eco-tourism. The state is focusing on building infrastructure for sustainable growth, targeting a 15% contribution to employment and positioning itself as a premier destination with new film policies, tent cities, and houseboat services. The State / Country takes care of all the centrally protected monuments of national importance, which is achieved through Archaeological survey of India. Similarly State is promoting a museum movement in the Country / State and majority of the museums are under its administrative control. It also promotes regional museums through grant-in-aid. State/country has promoted by way of wards like Sahitya A Kademi and Sangeet / National School of Natak Akadeani, National School of Drama, Vibrant theatre movements. In knowledge heritage, the State / Country is the custodian of all the major libraries and extend grand-in-aid for Library development. The Archives, records are to be maintained in healthy manner. The State / Country has to protect and promote Buddhist and Tibetan Culture like Saranath Varanasi and Leh. Institutions like school of Archaeology, school of Archives,



National Institute of History and Art, Moulana Abdul Kalama Azad Institute of Asian studies are mentionable in his regard. Various Courses offered by National school of drama and Kalakshetra Foundation are also some examples of Capacity building programmes. The State/country is responsible for implement of various UNESCO Conventions in the field of culture for entering into cultural exchange Agreements with partnering countries. India has cultural Agreements with 107 Countries and agreements relating to cultural exchange programmes have been signed with 69 Countries¹.

II. Tourism

Tourism is a major engine of economic growth in creation of additional employment opportunities and as source of foreign exchange earnings priority to be given for holistic development of tourism destinations into world class destinations providing infrastructure, amenities, interpretation centres and skill development

III. A.P. Tourism Policy 2020-2025

The Government of Andhra Pradesh intends to build world class tourism infrastructure attract large scale investments, develops unique products and position the state as a preferred tourism destination.

Kadapa District to attract high valued investments and to create huge employment opportunities in Kadapa district under electronic Manufacturing cluster 2.0 scheme of MEITY, Government of India. This cluster expects to attract minimum of Rs 5,000 crore with an employment of 30,000 under ESPM sector. Government has accorded approval for the investment proposal in the investment proposal received from M/S. Adani enterprises LTD for setting up “integrated data centre Park and Technology/business Park” which has potential to create 25,000 jobs. With an investment of Rs. 16,000 Crores Visakhapatnam, Amravati, Anantapur and Tirupati are identified to develop as major technology hubs.

Andhra Pradesh Electronics and information Technology Agency (APEITA) has identified potential investors through various forums and actively Pursuing 217IT/I Tes leads with a committed investment of Rs 25, 524 Crore and committed employment of 98,973. For electronics pursuing 198 leads, with a committed investment of Rs. 33,027 Crore and committed employment of 1,13,234.

SAPNET is operating MANA TV and A.P. prime TV electronic visual media channels. Through two channels SAPNET has transmitted many awareness programmes on Governments flagship programmes, development schemes/Activities.

Awareness programmes for Gram Volunteers AMMAVODI, Regular interaction programmes of Agriculture with village Agricultural Assistants and Village horticulture Assistants and state level functionaries, implementation of farm mechanisation scheme 2020, programmes on Raithu Bharosa Kendras, Agricultural operations in the state during the Lockdown period of COVID-19 and guidelines on kharif 2020 subsidy seed distribution. About 30 A.P Government Departments are using the services of SAPNET.²



IV. Economic Drivers and Initiatives

Infrastructure & Connectivity: The Union Budget 2026-27 includes substantial support for infrastructure development, including 4,000 electric buses, to enhance accessibility to tourist destinations.

Segment Focus: Key sectors include religious tourism (Tirupati), heritage (Lepakshi), and eco-tourism (Araku Valley, Pulicat Lake).

Investments: The state is attracting international hospitality brands like Taj Hotels and Marriott, alongside developing mega-tourism hubs in Visakhapatnam and Amaravati.

Policy Focus: The Andhra Pradesh Tourism Policy 2024-29 aims to boost tourism's contribution to the state's Gross Value Added (GVA) to 8%.

V. Economic Impact of Employment & Revenue

Tourism-related industries specifically hospitality, transport, and agriculture are seeing significant employment growth. Budgetary Support of the government is focusing on promoting tourism with specialized funds for branding and festivals, aiming to surpass other major tourist states in India.

VI. Vision for Andhra Pradesh: Promoting Investments and Tourism

Andhra Pradesh's Chief Minister, has called on district collectors to place a renewed focus on attracting investments to stimulate economic growth and provide employment opportunities across the state. Speaking at the sixth District Collectors' Conference, Naidu emphasized the importance of rapidly implementing investment projects. The announced strategic plans to develop key areas like Visakhapatnam, Amaravati, and Tirupati into economic development zones. He urged collectors to expedite land allocations and approvals for industrial projects, promising district rankings based on the speed of business facilitation efforts. The Chief Minister also highlighted infrastructure expansions aimed at improving tourism and hospitality sectors.

Additionally, took aim at the previous administration's policies, crediting them with hindering investment inflows. He charted out prospects for diversifying investments into tourism, IT, and MSMEs and stressed enhancing tourism capabilities with plans for major destinations. Naidu's approach also involves a push for technology with proposals for an 'Electronics City' and increased support for start-ups.

VII. Tourism Sector, Driver of Economic Growth, Significance, Initiatives

Tourism Sector drives India's growth with 5.22% GDP share and 13.34% jobs. Budget 2026-27 boosts eco, heritage, medical tourism and regional development. Tourism



Sector is one of the fastest-growing service sectors in India. The sector contributes significantly to economic output, employment generation, and cultural promotion.

Tourism Sector Significance

Tourism sector is significant because of following reasons:

- According to the Ministry of Tourism's India Tourism Data Compendium 2025, tourism contributes 5.22% to India's GDP (total impact), with 2.72% direct contribution.
- The sector also supports 13.34% of total employment, including 5.82% direct employment. This highlights tourism's strong multiplier effect across hospitality, transport, handicrafts, and small businesses.
- The sector supports foreign exchange earnings through international tourist arrivals.
- Tourism promotes entrepreneurship in rural and urban areas through homestays, local transport, food services, and handicrafts.
- The sector also strengthens India's soft power and global cultural presence.
- The government has therefore identified tourism as a strategic growth driver in the Union Budget 2026-27.

VIII. Major Tourism Sector Initiatives in Union Budget 2026-27

Tourism Sector initiatives in Union Budget 2026-27 mainly focuses on destination-led development, skill enhancement, digital integration, and sustainable tourism models. Special emphasis has been placed on spiritual tourism, nature-based tourism, medical tourism, and heritage conservation.

Destination-Led Tourism Development

The Budget emphasises ecosystem-based tourism planning instead of isolated infrastructure projects to promote sustainable regional growth and community participation.

Buddhist Circuit Development in North-East India

It focuses on developing pilgrimage and heritage tourism in states such as Arunachal Pradesh, Assam, Sikkim, Manipur, Mizoram, and Tripura. The focus is on conservation of monasteries, creation of pilgrimage interpretation centres, and improvement of connectivity. This initiative builds upon tourism infrastructure programmes such as the Swadesh Darshan Scheme and its revamped version Swadesh Darshan 2.0, which promote sustainable and community-based tourism.

Eco-Tourism and Nature Trail Development

Promotion of sustainable tourism through mountain trails, biodiversity zones, wildlife tourism, and coastal ecological tourism. Proposed eco-tourism destinations include Himalayan states, Western Ghats regions, Araku Valley in the Eastern Ghats, and Podhigai Hills. Special biodiversity tourism initiatives include turtle nesting tourism in



coastal Odisha, Karnataka, and Kerala, and bird-watching tourism near Pulicat Lake in Andhra Pradesh.

Global Big Cat Conservation Leadership

India will host the first Global Big Cat Summit in 2026 to promote international cooperation in wildlife conservation, habitat protection, and scientific research. The initiative is associated with the work of the International Big Cat Alliance, headquartered in India.

Institutional and Human Capital Reforms

A major proposal is to upgrade the National Council for Hotel Management and Catering Technology into a National Institute of Hospitality. The aim is to provide high-quality professional education with an industry-aligned curriculum, research support, and international collaboration. The Institute is expected to act as a bridge between academia, industry, and the government. The Budget also announces a pilot scheme to train 10,000 tourist guides across 20 iconic destinations. Implemented with an Indian Institute of Management, the programme will follow a 12-week hybrid model combining classroom learning, field training, and digital modules. It aims to professionalise guiding services and improve visitor experience. These measures complement existing programmes like Capacity Building for Service Providers (CBSP) and Incredible India Tourist Facilitator (IITF), which focus on skill development and certification. Together, these initiatives aim to create a skilled workforce and improve the overall quality of tourism services in India.

Digital and Heritage Infrastructure

National Destination Digital Knowledge Grid: This digital platform will document India's cultural, spiritual, and heritage sites. It will provide useful information for researchers, historians, content creators, and tourism planners. The Grid is expected to support data-based decision-making, increase destination visibility, and strengthen heritage management. The Budget also proposes the development of 15 archaeological sites such as Lothal, Dholavira, Rakhigarhi, Sarnath, Hastinapur, and Leh Palace into experiential cultural destinations. These sites will have curated walkways, interpretation centres, better visitor facilities, and improved conservation infrastructure.

Medical and Wellness Tourism Initiatives

The Union Budget 2026-27 has introduced a Scheme to Support States in establishing five Regional Medical Hubs. The objective is to promote India as a global destination for medical and wellness tourism. These hubs will integrate advanced healthcare services, AYUSH centres, and medical value tourism facilitation centres. They will also include infrastructure for diagnostics, post-treatment care, and rehabilitation, largely through public-private partnerships. The initiative builds upon the government's broader efforts to promote wellness and traditional medicine, including the upgradation of the WHO Global Traditional Medicine Centre in Jamnagar. At the same time, it aims to strengthen local health and hospitality infrastructure to enhance service quality and visitor satisfaction.

Regional Development Push: Purvodaya States



The Union Budget 2026-27 has given special attention to the Purvodaya states – Bihar, Jharkhand, West Bengal, Odisha, and Andhra Pradesh, as part of a strategy to promote regional development through tourism. The Budget proposes the creation of five tourism destinations, one in each of these states, under an integrated development framework. This will be linked with the East Coast Industrial Corridor, including a well-connected node at Durgapur. In addition, 4,000 electric buses will be deployed to improve connectivity, promote clean transport, and enhance accessibility for travellers. By combining tourism development with better transport and infrastructure, the initiative aims to make eastern India more competitive and attractive for both domestic and international tourists.

IX. Significance of Tourism Sector Initiatives

The tourism sector is increasingly being recognised as a strategic pillar of India's economic growth and global positioning. The recent tourism sector initiatives reflect a comprehensive approach combining sustainability, skill development, regional inclusion, and cultural promotion.

- To promote balanced regional development through the Purvodaya Tourism Initiative and integrated destination creation in eastern states.
- Encourages sustainable tourism models under Destination-Led Tourism Development and Swadesh Darshan 2.0.
- Strengthens spiritual and heritage tourism through Buddhist Circuit Development in North-East India and the PRASHAD scheme.
- Boosts eco-tourism and biodiversity conservation via Eco-Tourism and Nature Trail Development initiatives.
- Positions India as a global wildlife leader through the Global Big Cat Summit 2026 and the International Big Cat Alliance.
- Improves service quality and professionalism by upgrading to the National Institute of Hospitality.
- Creates a skilled tourism workforce through the Tourist Guide Upskilling Scheme and programmes like CBSP and IITF.
- Enhances digital governance and planning through the National Destination Digital Knowledge Grid.
- Promotes heritage conservation with experiential tourism through development of 15 Archaeological Sites.
- Expands medical and wellness tourism under the Scheme for Five Regional Medical Hubs.
- Improves connectivity and clean mobility through the Purvodaya initiative and deployment of 4,000 electric buses.
- Supports local entrepreneurship and community participation under Swadesh Darshan 2.0 and destination-based development.
- Strengthens global tourism competitiveness and foreign exchange earnings through integrated, skill-based and sustainable tourism policies.
- Soft Power and Global Image Building – International tourism events, heritage promotion, and conservation diplomacy help strengthen India's cultural and strategic global presence.



Challenges

Despite strong policy support, the tourism sector faces certain structural and implementation challenges.

- Large tourism projects need good coordination and efficient implementation.
- Eco-tourism expansion must avoid environmental damage.
- Training programmes must ensure quality skill development.
- Remote areas still face connectivity and infrastructure problems.
- Heritage tourism should not harm historical sites.
- PPP-based projects may face financial and management issues.
- Way Forward
- Improve coordination between central, state, and local authorities for better implementation.
- Promote sustainable tourism to protect environment and biodiversity.
- Strengthen skill training and tourism education programmes.
- Develop transport, digital, and basic infrastructure in remote areas.
- Ensure community participation in tourism projects.
- Encourage private investment through transparent PPP models⁴.

X. Tourism Growth in Andhra Pradesh

In a significant move for Amaravati, the Andhra Pradesh Capital Region Development Authority (APCRDA) has cleared works worth ₹2,316 crore for the Secretariat complex in Amaravati, besides approving land allotments and some of the key tourism and cultural projects in the region. This move is of significant importance for Amaravati, as it will help in achieving the state's goal of making Amaravati not just the political capital of Andhra Pradesh but also a tourism capital with a rich cultural landscape. The meeting also highlighted the strategic plans to make Amaravati a hub for tourism and investment-driven projects, which will create tourism growth in the region in the long term.

XI. Tourism as a Central Pillar for Amaravati's Future Growth

The government's focus on tourism as a major driver of Amaravati's development has been a key component of the city's master plan. By improving tourism infrastructure, the APCRDA aims to boost the city's tourism economy, which has the potential to become one of the leading sectors in Andhra Pradesh. With the approval of these key tourism and cultural projects, Amaravati is set to attract domestic and international visitors, bolstering both the local economy and the broader state economy. By integrating traditional culture with modern infrastructure, Amaravati will cater to a diverse audience seeking authentic experiences alongside world class amenities.

Building a Strong Cultural Tourism Foundation

The introduction of cultural tourism projects within the APCRDA's approved works will help preserve and promote Gupta period monuments, heritage temples, and cultural landmarks across Amaravati. The strategic focus on cultural experiences will appeal to travelers looking for more than just tourist attractions offering them a deeper connection



to local traditions, art, and history. The development of tourism zones around cultural sites will help attract heritage tourists and families interested in visiting UNESCO World Heritage Sites. This, in turn, will strengthen the region's position in the broader Indian tourism sector by offering unique cultural experiences that attract both domestic and international visitors.

Investment in Tourism Infrastructure to Support Growth

The development of tourism infrastructure, such as hotels, convention centers, and entertainment complexes, will play a significant role in driving tourism growth in Amaravati. The state's efforts to improve accessibility to key attractions will not only make it easier for tourists to visit but also enhance the overall visitor experience. The infrastructure investments include expanded roads, modern transport systems, and enhanced facilities designed to support an influx of tourists from across India and beyond. This investment in tourism infrastructure will directly contribute to Amaravati's economic growth, creating jobs in the hospitality sector, driving local business growth, and generating revenue from tourism. By enhancing both tourism services and accessibility, Amaravati will be well-positioned to cater to the growing demand for cultural and adventure tourism in Southern India.

XII. Promoting Cross-Border and Regional Tourism

The APCRDA's approval also reflects Andhra Pradesh's strategic plan to become a key player in regional tourism, fostering collaboration with neighboring states and countries. By creating tourism circuits that include Amaravati, Hyderabad, and other parts of South India, the government is promoting regional tourism integration, making it easier for travelers to visit multiple destinations in one trip. This will enhance cross-border tourism between India's various cultural and historical hubs, further boosting tourism traffic and economic benefits for Amaravati. As a tourism hub, Amaravati's strategic location near national highways and regional airports will make it a convenient destination for travelers looking to explore the cultural richness of the region. By integrating Amaravati into regional tourism itineraries, the city will experience sustained tourism growth and become an essential part of India's tourism landscape.

XIII. Future Impact on Tourism and Economic Development

With tourism as one of the key pillars of Amaravati's development, the projects approved by the APCRDA are designed to position the city as a sustainable and vibrant tourism destination in India. By focusing on cultural tourism, infrastructure development, and tourism integration, Amaravati is on track to experience substantial growth in tourism arrivals over the coming years. This growth is likely to have a ripple effect on the local economy, with more tourists contributing to hospitality, transportation, and local services sectors.

XIV. A Thriving Future for Amaravati's Tourism Sector

The sanction of works worth ₹2,316 crore for the Secretariat complex and tourism projects is a major move forward for tourism development in Amaravati. By harnessing



its cultural heritage in addition to modern facilities, Amaravati is all set to become a leading cultural tourism spot in India. By continuing to invest in tourism facilities and forging partnerships, the capital city will not just flourish in the tourism landscape of India but also contribute to regional tourism growth, making it an exciting tourism spot for tourists from all over the world.

Top 41 places to visit in Andhra Pradesh as a Tourist

1. Araku valley
2. Port of Visakhapatnam
3. Amravati
4. Gandikota
5. Tirupati - LordBalaji
6. Vijayawada Temple-Kanakadurga
7. Anantapur Lepakshi
8. Srisailam – Mallikarjun Temple
9. Anantha giri Hills
10. Kurnool – Kondareddy Fort
11. Guntur – Land of Chillies
12. Nellore – Vikram Simhapuri
13. Rajahmundry – Chalukya King
14. Horsley Hills – Madanapalle
15. Rollapadu wildlife sanetuary
16. Lanvasingi
17. Borra Caves
18. Bhavani island
19. Belum caves
20. Nagarginakonda – Buddhist Centre
21. Submarine Museum – Visaka
22. Kailasagiri – Visaka
23. Machilipatnam – rich historical past
24. Kakinada – rich cultural heritage centre
25. Konaseema – delta region
26. Srikalahasti – Siva Temple
27. Mantralayam
28. Annavaram
29. Puttaparti
30. Vizia anagram – princely city
31. Samalkota – Lord Shiva
32. Yaganti
33. Rlshikonda Beach
34. Coringa wild life sanctuary
35. Maredumilli – Biodiversity area
36. Draksharamam – Lord Shiva
37. Orvakallu Rock Garden
38. Ahobilam Temple
39. Rayadurg – Monuments
40. Kaigal Falls



41. Tadipatri – relics
42. Nagalapuram – Hills
43. Chiraa Beach – Ksheerapuri

Source: Wikipedia

XV. Conclusions

By Andhra Pradesh development, Tourism played a distinctive role and adding lot of income to State. Tirumala Temple is getting every day more than Rs. 2 Crores by way of Hundi and in an average 50,000. Pilgrims are attending the Temple. Global Hindus are attending and also constructing a house also in this holy place of course, demand many foreigners are also visiting places like Srisailam, Kanakadurga Temples had their own Demand. Many foreigners are also Visiting Andhra Tourist spots provided good amenities are available. We are expecting more income also in future with employment facilities.

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