



Cover Page



DOI: <http://ijmer.in/doi./2022/11.04.08>

THE ROLE OF HOSPITALITY SECTOR IN PROMOTING OF TOURISM IN VISAKHAPATNAM: AN OBSERVATORY STUDY

¹Majji Srinivasa Rao and ²Prof P.Bobby Vardhan

¹Research Scholar (PT)

^{1,2}Dept. of Journalism and Mass Communication, Andhra University, Visakhapatnam, Andhra Pradesh, India

Introduction

Visakhapatnam formerly known as **Vizagapatam** (also known as **Vizag, Visakha** or **Waltair**) is the largest and most populous city in the Indian state of Andhra Pradesh, and its Proposed administrative capital. It is between the Eastern Ghats and the coast of the Bay of Bengal. It is the second-largest city on the east coast of India after Chennai, and the fourth-largest in South India. It is one of the four smart cities of Andhra Pradesh selected under the Smart Cities Mission and serves as the headquarters of Visakhapatnam district. With an estimated output of \$43.5 billion, it is the ninth-largest contributor to India's gross domestic product as of 2016.

Visakhapatnam's history began in the 6th century BCE, when it was considered part of the Kalinga Kingdom, and later ruled by the Vengi, the Pallava and Eastern Ganga dynasties. Visakhapatnam was an ancient Port city which had trade relations with the Middle East and Rome. Ships were anchored at open roads and were loaded with cargo transported from Visakhapatnam shore by means of small Masula boats. A reference to Vizagapatam merchant is available in the inscriptions of Sri Bheemeswara Swamy temple (1068 AD), East Godavari District, Andhra Pradesh. During 12th century AD, Vizagapatam was a fortified merchandize town managed by a guild. The city's control was alternating between the Chola dynasty and the Gajapati Kingdom in 11th and 12th centuries, until its conquest by the Vijayanagara Empire in the 15th century. In the 16th century, after the decline of the Vijayanagara Empire and the Gajapatis, the coastal region of North Andhra, including Visakhapatnam, was annexed by the Jeypore Kingdom and remained part of it until the arrival of the British in 1711. Evidently, the Maharaja of Jeypore was commonly referred to as the Maharaja of Visakhapatnam until the dissolution of the princely state in 1947. European powers eventually established trade operations in the city, and by the end of the 18th century it had come under French colonial rule. Control passed to the East India Company in 1804 and it remained under British colonial rule until Indian independence in 1947. The city is home to some reputed Central and State educational institutions of the state, including Andhra University (AU), Andhra Medical College (AMC), Indian Institute of Management (IIM), Indian Institute of Petroleum and Energy (IPE), Damodaram Sanjivayya National Law University (DSNLU), Indian Maritime University (IMU), and the National Institute of Oceanography among others. Visakhapatnam serves as the headquarters for the Indian Navy's Eastern Naval Command.[30] The city also serves as the zonal headquarters of South Coast Railway Zone (SCoR). The city is also home to the oldest shipyard and the only natural harbor on the east coast of India.[31] Visakhapatnam Port is the fifth-busiest cargo port in India. The city is a major tourist destination and is particularly known for its beaches, ancient Buddhist sites, and the natural beauty of the surrounding Eastern Ghats. It is nicknamed as the "City of Destiny" and the "Jewel of the East Coast". According to the Swachh Survekshan rankings of 2020, it is the ninth cleanest city in India among cities with a population of more than 1 million. In 2020, it was a finalist in the Living and Inclusion category of the World Smart City Awards.

CITY OF DESTINY

Visakhapatnam (Vizag) is a port city in Andhra Pradesh and is often referred to as the "A City of Destiny" and "jewel of the east coast". It is situated on the southeastern coast of the Bay of Bengal, surrounded by the Eastern Ghats to the north and west. It is the second-largest city in Andhra Pradesh. Historically, the city was named after Vishaka, the deity. Under the rule of King Ashoka in 260 BCE, the city was a part of the Kalinga Empire. Later, it came under the rule of the Andhra state of Vengi. After this, the Pallavas, Cholas, and Gang dynasties ruled over it. The city became a part of the Vijayanagara Empire in the 15th century.

The Economy of Visakhapatnam

With time, Visakhapatnam has developed into an economic hub. It was once a small fishing village, which has now become one of the most developed industrial centers in South India. All-important departments like Pharma, IT, Fishing, Import, and Export are located in this city. As fishing is the main occupation of the people, being an international port, there has been a considerable increase in trade and business in the city. Ports play an important role in the city's economy as they contribute to the development of certain industries such as steel, petroleum, and fertilizer. Some famous industries like Heavy Plate and Vessels Limited, Hindustan Petroleum Corporation. Limited, Hindustan Shipyard Limited of India are located in Visakhapatnam. India's only Special Pharmaceutical



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.08>

Economic Zone (SEZ), Jawaharlal Nehru Pharma is located in Visakhapatnam. Several well-known pharmaceutical companies such as SEZ Raks Pharma Pvt Ltd, Pharmazell, Hospital, and Granules Omni hem Pvt Ltd are located at Vizag.

There is a waterworks factory in Visakhapatnam a city of destiny. It is a natural and safe seaport. The states of Andhra Pradesh, Madhya Pradesh, and Orissa which are rich in agriculture and mineral wealth widely use this port for businesses. It is also a notable fishing center. The second largest of the fastest growing cities in Andhra Pradesh and Asia, the city has industries, shipbuilding, a large oil Refinery, huge steel, and power plant hub. The film industry is booming and famous across the length and breadth of the State and the South. Vizag houses the Ramanaidu Film Studio atop a hill. The serene location has witnessed the filming of many Telugus and a few Hindi blockbusters.

The Indian Navy has taken advantage of the deep and natural port of Vizag. Vizag is the headquarters of the Eastern Naval Command (apparently). In addition, DRDO's Naval Science and Technical Laboratory (NSTL) is one step ahead in underwater weapons research and making the Navy self-sufficient. Naval Bow, Nora, INS Kalinga, Dolphin Hill (Naval Vihar), Navshakti Vihar, INS Veerabahu, INS Devaga, INS Samudrika, INS Satvahan are some of the residential and non-residential grounds India's first nuclear submarine INS Arihant launched in Vizag.

The Attractions of the Visakhapatnam City of Destiny!

Visakhapatnam which Dr. C.R.Reddy, the first Vice-Chancellor had prophetically called the "CITY OF DESTINEY" is the first largest city of Andhra Pradesh and one of the fastest growing city of Asia.

The city has busy Port endowed with a natural harbor, and today, it has become a leading example of Industrial development the country. The important Industries are Visakhapatnam Steel Plant, Hindustan shipyard NTPC, Hindustan Petroleum Corporation Ltd, Bharat heavy plats & Vessels Ltd, Dredging Corporation of India, Visakhapatnam Port, Eastern Naval Command Head quarter and host of Several medium and ancillary units. In addition to these Visakhapatnam has a number of export units in its special economic zone. All Industrial progress has taken place in the midst of the inspiring Eastern Ghats on one side blue waters of Bay of Bengal, on other giving the city magical touch.

The city is the main tourist destination of Andhra Pradesh and has many caves, beaches, wildlife Sanctuaries, and the Eastern Ghats, which are worth visiting the city. Dolphin's Nose, a rocky headland located 358 meters above sea level, to the south of the city. It got its name because it looks like a dolphin's nose. The Bora caves are important both historically and religiously and are popular for their beautiful creations of stalagmite and stalactite. Ramakrishna Beach is known for the pure water of the Bay of Bengal. The place also houses the Kali Temple, a submarine museum, and the VUDA Park. Visakhapatnam district is also known for many other tourist destinations such as Araku Valley, Kailasagiri Hill, and Submarine Museum. Vizag has emerged as a paradise for travelers. There are many types of resources available to entertain travelers. Beautiful seaside, beautiful hills, natural valleys, and the modern city infrastructure; There is something for everyone here. Vizag city of destiny is surrounded by hills such as Sri Venkateswara Konda, Ross Hills, and Dargah Konda. While Vizag has earned a reputation for preserving its two-and-a-half-thousand-year-old culture, it is one step closer to the future. In business centers, you see organized chaos. You are peacefully taken to different beaches. One must visit Visakhapatnam to expand business wings and taste the peaceful life!

CULTURE OF VISAKAPATNAM

Visakhapatnam, located in the Andhra Pradesh state in India is basically an important industrial hub in the coastal region and is the state's 2nd largest city. However, the economic development of the city did not make the locals lose their traditional character and culture. This city has got a rich cultural heritage. Many festivals are held in the state so as to showcase this culture of the district cum city. Characterized by enthusiasm, vibrancy, rituals and feasts, these festivals of Visakhapatnam even contribute in bringing forward the city's cultural scene. Apart from that, numerous fairs are held there, which display the different specialties of the city as well as the state in terms of art and crafts. Various kinds of cultural programs are another way of reflecting the region's cultural richness. One of the well-known examples of this is the local Dhimsa dance by the hill tribes. The different tribal communities even play musical instruments like Dappu, Mori and Thuduma. They are proud of wearing traditional costumes as well. Different Festivals in Visakhapatnam.

This city celebrates almost every festival. The period in between the months of November and January is said to be the festive season in Visakhapatnam, when a number of exciting things takes place in the city. Starting with the Diwali Festival in the 1st half of the November month, the season of festivals generally ends by the mid-January with the 3-day harvest festival of Sankranti. Among the numerous festivals, following are some of the most famous Visakhapatnam festivals:



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.08>

Dhimsa

The Dhimsa is an exceptional dance achieved by the hill tribes of Araku Valley in Visakhapatnam Area. About 15 to 20 women attired in emblematic ethnic dresses and stuffs, dance to the beat of gadgets like Mori, Thudum and Dappu, frolicked by the male associates, in approval of the native divinity. Ample of the old-style art and culture of this area can be observed throughout the Visakha Utsav.

Lumbini Festival

The city has got many sites related to the Buddhist religion in and around it. Thus, the regional Government conducts this festival so as to honor Buddhism. This is one of the vivacious and multicolored festivals in the city. Starting from the 2nd Friday in the month of December every year, this festival continues for 3 days. During this time, all of those Buddhist sites are decorated. Special tours to those sites are even conducted for the tourists as well as locals. Solemnized with mirthfulness and superiority, this Buddhist festival is among the popular most festivals in Visakhapatnam. Besides the Buddhist paintings that are among the major attractions, this festival showcases the age-old culture of the Buddhist civilization. Organized by the Government of Andhra Pradesh, this festival even provides a platform to the native sculptors and painters to uphold their works of art.

Religious Tourism

Religious Tourism in Visakhapatnam district is an enriching experience as there are a number of temples and places of worship situated here.

Simhachalam

Simhachalam is a place of pilgrimage in Visakhapatnam mandal. The word Simhachalam means the hill of lion, and it is located 244 metres above sea level. At the Simhachalan temple, one of the richest and best sculptured shrines, is found a man-lion incarnation of Lord Vishnu. Located on the hill is the Simhachalam Varaha Lakshminarasimha temple at a height of 244 metres above sea-level. Architecture of this ancient temple is rather remarkable. It contains a square shrine surmounted by a high tower, a portico in front with a small tower, a square sixteen pillared mandapam facing the portico and an enclosed veranda, all made of dark granite. All these are richly and delicately carved with conventional and floral ornaments and scenes from the Vaishnavite puranas. One of the pillars locally known as the Kappa stambam is believed to possess great curative powers. There is a stone car with stone wheels and prancing stone horses. The image of the deity is small and always kept covered with sandal paste. On the north side of the temple there is an excellent Natya mandapam where Kalyanotsavam is performed. This mandapam is supported by 96 pillars of black stone, exquisitely carved and arranged in sixteen rows of six each. Apart from the religious importance attached to the place, Simhachalam is a place of enchanting scenic beauty. It is situated on the Simhachalam range of hills about 16 km. from Visakhapatnam connected by both rail and road.

Chandanotsavam: Even known as the Chandana Yatra, this is among the famous Visakhapatnam festivals. Organized during the months of March and April, this annual festival is held at Sri Varaha Lakshmi Narasimha Temple in Simhachalam. The idol in the temple is kept covered with sandal paste throughout the year. This Chandana Yatra Festival marks the ceremonial detachment of the layer of sandal paste and the covering of the image with a fresh sandal paste layer. On this day of Chandana Yatra, devotees can see the original appearance of the idol of God once the layer of sandal paste, which becomes a big sheet, is detached.

I. S. K. O. N. Utsav: This grand festival is named after I. S. K. O. N. or International Society for Krishna Consciousness as this is held to promote the culture of India and creating the awareness regarding the activities of I. S. K. O. N. This festival is generally held during the Dassera holidays. The fair like atmosphere of the festival includes many stalls displaying some spiritual articles, indigenous products as well as commercial items of the companies participating in it. Apart from that, several food stalls row the area along with a Giant Wheel of the Merry-Go-Round and different other children's games. Held for 3 long days, this festival conducts Bhajans and Gita Path. Being a religious festival, I. S. K. O. N. Utsav reflects the culture of the place as well. Various dance dramas of international standard are held on Krishna leela, Ram leela and many more. The cultural programs even include performances on devotional songs, classical songs and folk dances. The Dassera Day is marked with the burning of a 50 ft. high image of Ravana, the king of demons. A person enacts as Lord Rama and shoots a flaming arrow on the Ravana's image. Post that, the Ram leela is performed.

Appikonda: Appikonda is a small village situated on the coast of the Bay of Bengal at a distance of 18 Kilometres from Visakhapatnam. Kapilamahamuni is said to have installed the image of Somalingeswara swamy in this village. It assumed religious importance owing to the existence of a Shiva temple containing a life size bull carved out of black stone. There are also other small temples around the Shiva temple but they are covered with sand dunes and their gopurams alone are visible. The Shiva temple contains inscriptions of the 12th century AD. These inscriptions mention that this village was granted by a Commander in chief of the Cholas for the maintenance of worship in the temple. The Shivaratri festival celebrated here is attended by a large number of devotees.



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.08>

Baligattam: About 3 kilometres South West of Narsipatnam lies on the Bank of Varaha River. This place owes its importance to the Brahma Lingeswara Temple at the foot of a small hill on the Western bank of the river. Here the shrine faces the West. It is interesting to note that this temple is supposed to have been built by Lord Brahma and that the river is declared to have been made by Lord Vishnu during his incarnation as a boar (Varaha). Therefore, the river is known as Varahanadi. The deposits of white clay on the river bank are supposed to be the ashes of a sacrifice performed hereby Bali, the demon king from whom the village takes its name as Baligattam. The river at this place flows from North to South for a short distance. On account of these peculiarities, the place is considered to be very sacred. The Shivaratri festival celebrated here every year attracts a large number of devotees.

Padmanatham: lies 16 kilometres North West of Bheemunipatnam on the left bank of the Gosthani River. Padmanabham is known in the local history as the place where the Raja of Vizianagaram was slain in AD 1794 in the fight with the British East India Company's troops and the spot is marked by a small memory erected in his name. The Padmanabheswara Swamy temple of this place is one of the most important temples of the region. The presiding deity Padmanabha swamy is said to be the lord who readily responds to the desires of his devotees. On the top of the hill which overlooks the place, is the shrine of Padmanabha and the Kalyanostavam of the deity celebrated annually.

Panchadarla: Village is situated at a distance of about 10 kilometres North East of Yelamanchili and 24 Kilometres. From Anakapalli, it derived its name from the five Jets of water coming out of five fountains which receive their supplies from a natural perennial spring. Nearby there is lingam on which are carved other lingams in 12 rows of 85 each and which is consequently known as the Kotilingam or Core of lingams. There are several inscriptions on the pillars of the Mandapam in the temple and two of them dated in AD 1407 and 1428 contain a genealogy of chiefs who claimed Eastern Chalukya ancestry and bore the Eastern Chalukya titles of Sarvalokasraya and Vishnu Vardana.

Buddhist influence: Hindu texts state that during the fifth century BC, the Visakhapatnam region was part of Kalinga territory, which extended to the Godavari River. Relics found in the area also prove the existence of a Buddhist empire in the region. Kalinga later lost the territory to King Ashoka in the bloodiest battle of its time, which prompted Ashoka to embrace Buddhism. Visakhapatnam is surrounded by ancient Buddhist sites, most of which have been excavated recently and illustrate the legacy of Buddhism in the region.

Pavuralla konda: Yaksha Relief at Pavurallakonda near Bheemunipatnam Pavurallakonda ("pigeon hill") is a hillock west of Bhimli, about 24 km (15 mi) from Visakhapatnam. The Buddhist settlement found here is estimated to date back from the first century BC to the second century AD. On the hillock (which overlooks the coastline) are 16 rock-cut cisterns for collecting rainwater. Gopalapatnam, on the Tandava River, is a village surrounded by brick stupas, viharas, pottery and other Buddhist artefacts.

SANKARAM: In 1907 British archaeologist Alexander Rea unearthed Sankaram, a 2,000-year-old Buddhist site. The name "Śankaram" derives from the Sangharama (temple or monastery). Located 40 km (25 mi) south of Visakhapatnam, it is known locally as Bojjannakonda and is a significant Buddhist site in Andhra Pradesh. The three major schools of Buddhism (Hinayana, Mahayana and Vajrayana) flourished here. The complex is known for its monolithic stupas, rock-cut caves and brick structures. The primary stupa was initially carved out of rock and covered with bricks. Excavations yielded historic pottery and Satavahana coins from the first century AD. At Lingalakonda, there are also rock-cut monolithic stupas in rows spread over the hill. The vihara was active for about 1,000 years. Nearby is another Buddhist site, Bojjannakonda, with a number of images of the Buddha carved on the rock face of the caves. At Ligalmetta there are hundreds of rock-cut monolithic stupas in rows, spread across the hill. Among other Buddhist attractions are a relic casket, three chaitya halls, votive platforms, stupas and Vajrayana sculptures.

BAVIKONDA: Bavikonda is an important Buddhist heritage site located on a hill about 15 km (9.3 mi), northeast from Visakhapatnam city. Here the Buddhist habitation is noticed on a 16-ha flat terraced area. The Hinayana school of Buddhism was practised at the monastery between the 3rd century B.C. and the 3rd century A.D. Bavikonda has remains of an entire Buddhist complex, comprising 26 structures belonging to three phases. A piece of bone stored in an urn recovered here is believed to belong to the mortal remains of the Buddha. The word Bavikonda in Telugu means "a hill of wells". Fitting its name, Bavikonda is a hill with wells for the collection of rainwater. It is located 15 km (9.3 mi) from Visakhapatnam and is a significant Buddhist site.

Excavation carried out from 1982 to 1987 revealed a Buddhist establishment including a mahachaitya embedded with relic caskets, a large vihara complex, numerous votive stupas, a stonepillared congregation and rectangular halls and a refectory. Artifacts recovered from the site include Roman and Satavahana coins and pottery dating from the third century BC to the second century AD. A significant finding was a piece of bone (with a large quantity of ash) in an urn, which is believed to be the remains of the Buddha. The



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.08>

Bavikonda site is considered one of the oldest Buddhist sites in Asia. It is a reminder of the Buddhist civilisation which once existed in southern India, and also reminiscent of Borobudur in Indonesia.

THOTLAKONDA: About 16 km (9.9 mi) from Visakhapatnam is Thotlakonda, a Buddhist complex situated on top of a hill. The Buddhist complex on the Mangamaripeta hilltop, locally known as Totlakonda, lies about 16 km (9.9 mi) from Visakhapatnam on Visakhapatnam-Bheemili Beach Road. After its discovery (during an aerial survey), the Government of Andhra Pradesh declared the 48-ha site as a protected monument in 1978. Excavations in 1988 to 1992 exposed structural remains and artefacts, classified as Religious, Secular and Civil. These structures include the Stupa, Chaityagrihas, pillared congregation halls, bhandagaras, refectory (bhojanasala), drainage and stone pathways. The site covers an area of 120 acres (49 hectares), and has been declared a protected area by the government of Andhra Pradesh. Excavations have revealed three kinds of structural remains: religious, secular and civil. Structures include a mahastupa, sixteen votive stupas, a stone-pillared congregation hall, eleven rock-cut cisterns, well-paved stone pathways, an apsidal chaitya-griha, three round chaitya-grihas, two votive platforms, ten viharas and a kitchen complex with three halls and a refectory (dining hall). Apart from the structures, Buddhist treasures excavated include nine Satavahana and five Roman silver coins, terracotta tiles, stucco decorative pieces, sculptured panels, miniature stupa models in stone, Buddha padas depicted with ashtamangala symbols (i.e., the eight auspicious symbols of Swastika, Shrivasta, Nandhyavarta, Vardhamanaka, Bhadrāsana, Kalasha, Minyugala and Darpan) and early pottery.

LATER HISTORY

The territory of Visakhapatnam then came under the Andhra rulers of Vengi, and Chalukyas and Pallavas ruled the land. The region was ruled by the Eastern Ganga king and the Gajapati kings of Odisha from the 10th century to the 16th centuries AD. Based on archaeological evidence, the Prabhakar and the Eastern Ganga Kings of Odisha built temples in the city in the 11th and 12th centuries. In the late 16th century, it came under the direct rule of the Suryavanshi king, Maharaja Vishwanath Dev Gajapati of Jeypore. However, from 1571 to 1674 it fell under the control and administration of the Qutb Shahi kings of Golconda who appointed a governor or Faujdar to collect taxes in the region. This Faujdar governed the area from Srikakulam or Chicacole as it was then known. In 1674, the Maharaja of Jeypore, Vishwambhar Dev defeated the Faujdar and claimed sovereignty from the deteriorating Qutb Shahis. Vishwambhar is also said to have defeated the Dutch East India Company who allegedly abducted locals, mostly fishermen living by the sea-shore. Later his descendant, Maharaja Raghunath Krishna Dev defeated the Seer Lascor appointed by the Mughals and maintained his rule over the region. Therefore, Visakhapatnam remained a part of the Kingdom of Jeypore until the death of Maharaja Ram Chandra Dev I in 1711 after which it was taken over by the Nizam of Hyderabad who could only govern it for a few decades before transferring it to the British. Even in the colonial era, the kings of Jeypore were referred to as the Maharaja or Raja of Vizagapatam. European merchants from France, Holland and the East India Company used the natural port to export tobacco, paddy, coal, iron ore, ivory, muslin and other textile products. The British developed Visakhapatnam as a prominent harbour of the east coast. The old port in Jalari Peta was built and used by the Maharaja of Jeypore who also owned a number of ships. During the First World War, Maharaja Vikram Dev III sent his fleet of ships to aid the British and later donated the port to the British government of Madras. It is now a popular fish market. Local legend tells that an Andhra king, on his way to Benares, rested at Visakhapatnam and was so enchanted by its beauty that he ordered a temple to be built in honour of his family deity, Viśakha. Archaeological sources, however, reveal that the temple was probably built between the 11th and 12th centuries by the Cholas. A shipping merchant, Sankarayya Chetty, built one of the mandapams (pillared halls) of the temple. Although it no longer exists (possibly washed away about 100 years ago by a cyclonic storm), elderly residents of Visakhapatnam remember visits to the ancient shrine by their grandparents (although author Ganapatiraju Atchuta Rama Raju denies this). During the 18th century Visakhapatnam was part of the Northern Circars, a region comprising coastal Andhra and southern coastal Odisha which was first under French control and later British. Visakhapatnam became a district in the Madras Presidency of British India. In September 1804, British and French squadrons fought the naval Battle of Vizagapatam near the harbour. After India's independence it was the largest district in the country and was subsequently divided into the districts of Srikakulam, Vizianagaram and Visakhapatnam. Part of the city is known by its colonial British name, Waltair; during the colonial era, the city's hub was the Waltair railway station and a part of the city is still called Waltair.

TOURISAM ATTRACTIONS

HAWA MAHAL

Hawa Mahal, which means “palace of winds,” is the royal family of Jeypore’s summer residence palace. Maharaja Ram Chandra Dev IV built it on Beach Road in Visakhapatnam between 1917 and 1923. It is regarded as one of the city’s most iconic historical structures. It is owned by Jeypore’s Maharaja. It was built for Maharaja Ramchandra Deo of Jeypore, Orissa, as a transit stop and summer resort. This rich heritage site, which was once a historical palace, is still used for a variety of civic events. The grand symmetrical heritage structure overlooking the sea is a popular tourist destination that hosts a variety of art exhibitions and events.



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.08>

History of Hawa Mahal, Visakhapatnam

In 1917, Maharajah Ram Chandra Dev IV laid the foundation for this iconic beach palace. It was constructed as a summer resort and frequently served as a stopover for the Maharajas of Jeypore on their way to the presidency's capital in Madras. The Maharaja of Jeypore bought a piece of sea-facing land from the Raja of Salur and used it to build the palace. To raise the palace above sea level, the front land was filled in and an uneven hillock on the acquired land was levelled. Muppidi Venkat Rao, a young and dynamic architect, was given the contract to build the palace.

Hawa Mahal's Architecture

The palace is reminiscent of the region's Gothic Andhra architecture. It's a one-of-a-kind twostory stone symmetrical building with twin octagonal projections on either side. The wooden windows are framed by segmented arched openings, and the high Madras roofing within the halls is made largely of Burma teak to ensure cool comfort during the Eastern Coast's scorching summers. Semi-circular arched verandahs and rectangular wooden windows with ventilators lead into the palace from the central porch of the main structure. The structure has sixteen rooms and a large hall that hosts royal dinners and parties. The royal family's main residence, as well as the kitchens, servant quarters, car garages, and manager's residence room, are all located within the palace complex. The verandah's pillars are made up of large square stone columns with an interlocking system in the middle. At the load-bearing walls' doorways and windows, there are a few semi-circular arches here and there. Italian tiles adorn the interior walls of the rooms, and Italian marble and Indian granite comprise the flooring. Stained Italian glass adorns the teak doors and windows from Burma. All of the rooms located around the central courtyard benefit from the light and breeze it provides. The government took over a large portion of the palace after independence in order to construct the Beach Road. The guard rooms were topped with two cannons, and the finely crafted wooden main gate was flanked on both sides by two Grecian statues of sentinels. According to reports, this wooden gate took one and a half years to build.

Prominence of Hawa Mahal

Countless governors and high-ranking dignitaries have visited this magnificent palace. In 1961, the first Prime Minister of India, Jawaharlal Nehru, visited Visakhapatnam to inaugurate the Jalusha, the first ship built by the Hindustan ShipYard. While his visit,he stayed at Hawa Mahal. Countless governors and high-ranking dignitaries have visited this magnificent palace. In 1961, the first Prime Minister of India, Jawaharlal Nehru, visited Visakhapatnam to inaugurate the Jalusha, the first ship built by the Hindustan ShipYard.While his visit,he stayed at Hawa Mahal. Countless governors and high-ranking dignitaries have visited this magnificent palace. In 1961, the first Prime Minister of India, Jawaharlal Nehru, visited Visakhapatnam to inaugurate the Jalusha, the first ship built by the Hindustan ShipYard. While his visit,he stayed at Hawa Mahal.

KONDAKARLA AVA

One of the largest freshwater lake in the country and cradled in the foothills of the Eastern Ghats,the lake Konda Karla-Ava is situated at 50 Kilometer from Vizag on sankaram (Buddhist Place)- Etikoppaka (Craft Village)- Kondakarla Ava Circuit. Kondakarla Ava is the second largest fresh water lake in the state. It has been recognized as Eco Tourism Destination. Kondakarla Ava is home to an array of flora and fauna. As Soon as you enter Kondakarla Ava The scenic beauty takes you over. The tranquil waters of a lake surrounded by coconut trees on one side and green hills all around provide a great escape from the air and sound pollutions. A nature lover's paradise Little wonder it was a popular holiday resort of the Vizianagaram Maharajas and the British in the pre-Independence era.

KAILASAGIRI

Kailasagiri, which is one of the most popular tourist hotspots in AP and not just Visakhapatnam, was once referred to as Thomas' Folly.The place derived its name from a Scottish judge of the Vizagapatam district John Reid Thomas who had made Kailasagiri his abode and residence in the 1830s. Thomas was smitten by the landscape and built a bungalow right on top of the hill which is roughly 360 feet above sea level.Elaborating on the nomenclature, history buff BS Mahesh said, "The hill was referred to as Kailasagiri and Thomas' Folly in the 1907 Vizagapatam District Gazetteer. This is because many Englishmen considered the magistrate and the collector of the district an eccentric man who chose to live just far away from the native settlement but also from Waltair, the European settlement." According to old timer DN Sinha, the judge used to travel on horseback up to the valley of the hill which is now opposite Tenneti Park. From there, he was carried in a palanquin up the hill. "Such a behaviour was considered eccentric even by Europeans. Many people believed that Thomas missed the British coast so much that he decided to make the Kailasagiri hill his abode." Edward Paul, another heritage expert and history buff, said, "For a very long time, the name Thomas' Folly was remembered. The judge who was also the district collector was remembered for his eccentricity of living far away from the settlement in a dream land of his own. However, he was not remembered for his contribution as an administrator." After his term in the late 1840s, the settlement was abandoned and the hill came to be called Thomas' Folly. Today no traces of old Thomas' bungalow exists and the hill is now popularly referred to Kailasagiri and has a Telugu Museum and many more attractions including a large statue of Shiva and Parvati. Only a few people in Vizag know



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.08>

that Kailasagiri was once referred to as Thomas' Folly. The much-blighted gentleman and his pet obsession for the hill have long been forgotten.

NAMEGAME

- 1) Thomas was both collector and district magistrate of the old Vizagapatam district
- 2) During that period, Vizag though a district headquarters was purely an administrative centre
- 3) The Europeans usually settled in the suburb of Waltair, rather than share space with the natives in Vizag

Wild Life

Indira Gandhi Zoological Park

The zoological park is named after the former Prime Minister of India, Indira Gandhi. It was declared open to the public on 19 May 1977. It covers an area of 625 acres (253 ha). It is situated in Visakhapatnam amidst the scenic Eastern Ghats of India. It is surrounded by the Eastern Ghats on three sides and Bay of Bengal on the fourth side. Nearly eighty species of animals numbering to about eight hundred are present in the zoo. The Zoo Park has different sections for primates, carnivores, lesser carnivores, small mammals, reptiles, ungulates and birds caged in their natural ambiance. The zoo park is about 11 kilometers (6.8 mi) from the Visakhapatnam railway station on the National Highway 5 near Madhurawada. It has two Entrance and Exit gates oppositely. One towards National Highway 5 and the other towards Beach Road at Sagar Nagar. It is open to public on all days of the week except Monday. A Biosphere learning center and a Library are present inside the zoo park.

TYDA: It is located about 75 Km. from Visakhapatnam on Araku road, Tyda is being developed with camping facilities at Jungle bells to provide an enchanting experience in wilderness to the tourists. A home for variety of wild mammals and avifauna, Tyda is ideal for viewing wild life and bird watching. Other attractions are rock climbing, trekking and targeting with bow and arrows. They can also learn the language of the jungle, viz., identification of calls, marks, etc. Tourists can enjoy their stay in loghuts and tents set in tribal environs. There is railway station at Tyda on DBK line located 75 Kms. away from Visakhapatnam on the way to Araku.

SUBMERINE MUSEUM

On RK Beach at Visakhapatnam, lies one of the most renowned submarines of India, NS Kursura. After her decommissioning, Kursura was converted into a submarine museum. It was the first submarine in Asia to be converted into a museum and the second in the world. Inside the museum, various parts of the submarine like sonar room, radar room, control room and various war weapons, have been displayed. It traces the history of maritime evolution through various artefacts, photographs and scripts. Visitors can get a glimpse of the life and hardships inside a submarine through various exhibits. Kursura holds much significance in the hearts of Indians as she was the cornerstone of the foundation of Indian Naval Submarine Arm. She played a pivotal role in the 1971 Indo -Pak war. The submarine was also a pioneer in extending goodwill and harmony through visits and flag - showing missions to other countries. Kursura served the nation for 31 glorious years and traversed 73,500 nautical miles participating in almost all types of Naval operations. It was decommissioned in February 2001. The museum was inaugurated by Mr Chandrababu Naidu, then Chief Minister of Andhra Pradesh on August 9th, 2002, and opened for public on August 24th, 2002.

CONCLUSION

Tourism is a priority sector for the Andhra Pradesh after the bifurcation and government is planning to make Visakhapatnam as one of the tourist destinations. And expanding tourism on the coast line is one of major focus area.

Visakhapatnam district is a famous tourist destination for people from around the country and the world. Development of any district, state or country, largely depends on tourism, it helps to generate revenue which in turn improves the GDP of that country. Visakhapatnam is one of the major cities located at South East coast of Andhra Pradesh of India. Vizag has a lot of scope to become one of India's major tourist attractions as it enables people to explore its multiple beaches, pilgrimage centres, recreational parks, valleys, heritage sites etc.

Vizag is also called as the "Goa of the East Coast." Because of its beautiful beaches, laterite hillocks, and stunning landscape. It is also called as "City of Destiny". Vizag is well connected by air to almost all the capitals of country. Visakhapatnam has also opened its gate of tourism for international tourist like Colombo, Dubai, Singapore and Kuala Lumpur.

The most talked feature of Vizag district is its cleanliness and good civil administration that works round the clock dedicating their time for tourist and local community.



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.08>

Visakhapatnam is one of the most visited tourist destinations in the whole of Andhra Pradesh. Huge investment is being pumped in for the development of this sector. The major challenges faced by this sector are lack of advertising and less number of activities to engage the tourists for the whole day during their visits. The major problem with the hilly region is that of lack of tourist activities which will generate more employment and keep the tourist engaged the whole time. There are no major plans which have been suggested by departments. There is requirement of budget hotels which can also accommodate the various class of societies, this will help in increasing the competition in the market and bring more Private players.

REFERENCES

- <https://www.visakhapatnam.ap.gov.in/>
- <http://vizagtourism.org/>
- <https://www.incredibleindia.org/content/incredible-india-v2/en.html>