

# Kerala and Amaravathi Allure National and International Tourists !!!

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## Abstract

India has a composite culture. There is a harmonious blend of art, religion and philosophy. Though India has been subjected to a series of invasions, she has retained her originality even after absorbing the best of the external influences. Kerala has been featured in travelogues for centuries. Kerala is an enchanting destination of India which is known the world over for its natural beauty and attractions. Kerala Tourism offers amazing tourist destinations to make tourists holidays pleasurable and memorable. Hill stations of Kerala are awesome. Kerala is God's Own Country in the true sense of the word. Its unsurpassed beauty and enchanting attractions attract tourists from across the globe. Ayurveda in Kerala is a great attraction, which attracts tourists from all over the world

Keywords: Tourism, Culture, Destination, Holidays, Religion, beauty.

## Introduction

Tourism is travel for recreational, leisure or business purposes. It plays a major role in the growth of an economy as it generates large scale employment. Tourism carries the picture of our culture and hospitality. It is because of the tourism sector, India has gained brand image in the minds of the foreign tourist.

## About Enchanting Kerala - A Preferred Destination for Tourism

Kerala, located on the south-western tip of India, enjoys unique geographical features that have made it one of the most sought-after tourist destinations in Asia. Fondly referred as to 'God's own county', Kerala was selected by the National Geographic Traveler as one of the 50 destinations of a lifetime and one of the thirteen paradises in the world. An equable climate, serene beaches, tranquil stretches of backwaters; lush hill stations and exotic wildlife are the major attractions of this land.

## Kerala's Rich Culture

The rich culture of Kerala makes Kerala such an important tourist destination in the country. Be it the monuments, festivals, music & dance forms, cuisine they are all intrinsically related to Kerala's culture. Classical art forms, rich and colorful festivals, exotic cuisine is some of the cultural marvels

that await travelers. Ayurveda, the ancient Indian system of medicine and Panchakarma, the rejuvenation therapy in Ayurveda have also helped Kerala to gain a pan-global reputation as a worth-visit destination. In recent years the State of Kerala has received several awards and citations for their tourism related activities. These awards are the direct result of the concerted efforts of both the public and private sector working together to take Kerala's tourism industry to a world class level. What follows is a list of some of the accolades won by Kerala Tourism. Giving a good run to pristine beaches are the backwaters of Kerala; and a cruise along them is probably the most amazing experience that the state can offer. On, what is called, Kettuvallam, explore the labyrinthine network of rivers that renders a glimpse of the villages and unique lifestyle of Kerala. For the best backwaters experience in Kerala, ideal choices would be Alleppey and Kumarakom on the edge of Vembanad Lake, and Kollam between Ashtamudi Lake and Arabian Sea

### **Amaravathi – A.P. Tourism Destination**

Amaravati is the *de facto* capital city of the Indian state of Andhra Pradesh .The planned city is located on the southern banks of the Krishna river in Guntur district, within the Andhra Pradesh Capital Region, being built on a 217 sq km river front designed to have 51% of green spaces and 10% of water bodies. The word "Amaravati" derives from the historical Amaravathi Temple town, the ancient capital of the Telugu Rulers of the Satavahana dynasty. Amaravati has rich religious, cultural, art, and history. This is place where first of great telugu kings, Shathavahanas, had their capital. Sri Amaralingeshwara swamy temple present in the town makes it holy for Hindus. A buddhist stupa built during reign of Ashoka is very famous among buddists even today.

### **Armaravathi Lures Tourists**

Amaravati is one of the popular tourist attractions in Andhra Pradesh. The city of Amaravati is now transforming itself as a city of art and culture and soon as the capital of the state. The objective of the festival was to create Amaravati as a hub of performing arts to provide a platform for knowledge sharing between local theatre groups and provide them with an opportunity to take their production further for a larger audience.

It is home to the Amaravati Stupa is a famous specimen of the Buddhist art and ancient Indian architecture. Witness the grand and beautiful carving and sculptures. Also visit the sculpture of Lord Buddha, Lord Amaresvara Temple and 2000-year-old Buddhist settlement. Amaravati is one of the popular tourist attractions in Andhra Pradesh. It is home to the Amaravati Stupa- a famous specimen of the Buddhist art and ancient Indian architecture. Amaravati is around 65 kms from the city of Vijayawada and is visited by hundreds of tourists and pilgrims from all parts of the country.

### **A Holy Place for Buddhist Monks**

The Amaravati Stupa is the most popular attraction of Amaravati. It is a major relic of the Mauryan architecture in South India. Lord Buddha is represented in various forms through beautiful sculptures in the Amaravati Stupa. There are grand carvings and sculptures which portray the life of Buddha and his various incarnations from the Jataka tales. Most of the archaeological specimens of the Stupa originate from the Vajrayana teachings of Kalachakra.

## The Best Time to Visit Kerala and Amaravathi

The festival season, the pride and joy of Kerala, is epitomised by the ferocious beats of the chenda (drums) emanating across the landscape. Elephants march across towns and the rivers surge with massive 100 feet long snake boats in a display that can only be experienced in an area renowned as God's Own Country. The entire State celebrates together as the land is covered in a plethora of lights and merriment. Onam is the State festival which is celebrated by every household across the land. The climate of the state, as in the most of the other part of India, is tropical. The summer comes to the state in April and continues for the next four months. The maximum temperature during this season is around 33°C. Monsoon touches the state in June and remains there till September though not much difference in temperature can be felt. Winter is from October to January and temperature drops a bit. The weather is never too chilly in Kerala.

### Kerala Hill station Tourism

Kerala tourism is increasing at a high alarming rate. We can see thousands of tourist flowing to Kerala yearly. Known for the scenic beauty, natural beauty and other attractions, Kerala tourism never had to look back ever in its growth. Kerala is known for its densely forested mountain ranges comprising the Western Ghats and covering tropical evergreen, deciduous and semi-deciduous jungles that are home to some rare, exotic plant life and wildlife species. These hill stations and high range zones are the favourite haunts of nature and wildlife enthusiasts.

### Kerala Beach Tourism

God's Own Country of Kerala is a much sought after tourist destination of India. Kerala is not only known for its hill stations, backwaters and the scenic beauty but also for its beaches. Kerala is said to have most of the beaches in India hence making it a beach destination.

### Kerala Culture Tourism

The rich culture of Kerala makes Kerala such an important tourist destination in the country. Be it the monuments, festivals, music & dance forms, cuisine - they are all intrinsically related to Kerala's culture. Kerala is home to some of the popular performing arts like Kathakali, Mohiniyattam, Thullal and so on as well as the martial art form of Kalaripayattu. Different facets of Kerala culture unfold during the numerous festival celebrations that are made part of the tourist travel itinerary.

### Kerala Travel Mart (KTM)

KTM brings together the business fraternity and the entrepreneurs behind Kerala's unparalleled tourism products and services. An unmatched range of sellers with varying tourism products of Kerala participate in this mart. Kerala Travel Mart is a trade fair for the promotion of tourism in Kerala and will be held in Kochi. Exhibitors are owners and operators of hotels, resorts, houseboats, Ayurveda centers, specialty hospitals, as well as host families and tour operators. Visitors also come from the region, India and around the world. This exhibition is communication and information platform in the industry and offers the exhibiting companies the opportunity to present themselves to a professional audience. Tourists can learn in depth and comprehensive about the latest developments, trends, services and products from different areas.

**Prominent tourism spots around Amaravathi:**

- Amaralingeswara Swamy Temple
- Dhyana Budha Statue Mangalagiri Temple-
- Amaravathi Mahachaitya-
- Bhattiprolu-
- Krishna River-
- Undavalli Caves :
- Kondaveedu Fort
- Gandhi Hill
- Kondapalli Fort

**Comparison between Amaravathi and Kerala – In Tourism Perspective**

The government of Andhra Pradesh has set up AP Tourism Development Corporation especially to promote and development tourism in AP. AP has vast coast line and beautiful beaches were developed at various places. Besides conventional tourism, the AP has focused on religion tourism and temple tourism in a big way since several famous temples, including, hill shrines located in various districts. AP has developed Araku Valley, located in Visakhapnam district as one of the best tourism destinations, which earned fame as Andhra Ooty. As part of attracting international tourists, AP Tourism organized international events like F1H20 powerboat racing and Air show, which have put AP in international tourism map.

AP Chief Minister N Chandrababu Naidu evinces a lot of interest to develop tourism in the state. Recently AP developed two internal airports, Vijayawada and Renigunta which help to increase the influx of international tourists. AP is making efforts to promote Polavaram project, one of the biggest irrigation projects in the country, being constructed across the river Godavari, as one of the major tourism destinations. Kerala is one of the world famous tourist destinations. Kerala has naturally developed lakes, sea coasts, beaches and forests. Kerala has earned distinction for medical tourism as thousands of tourists through the state from various countries for Ayurveda and naturopathy treatments.

AP has more advantages in the tourism sector, if compared to Kerala, as AP has thousands of KMs coastal lines, two major rivers Krishna and Godavari, ancient hill shrines, forts, Buddhist monuments, and air and rail transport connectivity besides major projects like Srisailem, Nagarjuna Sagar, Pattiseema, and Polavaram projects which are attracting thousands domestic and intentional tourists. Envisioned as the first riverfront capital city of a state in India, it has already started making a name for itself. Analyze the evolution of architecture and livelihood of the locals and admire the development which is in full swing at present. With the best infrastructure, this city is aimed to come at par with the Metropolitans. The serenity of the waters, the ancient memoirs and the food make your visit to Amravathi all the more enjoyable.

**Conclusion**

The alluring beauty of Kerala has helped it to be named as one of the ‘10 paradises of the world’ and one of the 50 must see destinations of a lifetime by the National Geographic's Traveller magazine. Kerala has unique geographical features that give the state a special place in the world tourism map. The land is having borders the towering Western Ghats on the west and Arabian Sea on the east. The

place is kept green throughout the year by a network of 44 rivers. These rivers, except three, originate in the Western Ghats and create a vast network of canals, inlets, streams, rivulets, estuaries, and backwaters. The backwaters of Kerala are a labyrinthine system that consists of lagoons and lakes which are linked through many canals. These backwaters witness a number of tourist activities throughout the year. The romantic monsoon rain that hardly shows any furry on the landscape attracts many honeymooners to this exquisite state. Generally, the monsoon season lasts from June to October. During this season, the weather in the town and the district remains hot and humid. The average annual rainfall is about 90 cm. There are numerous hotels and guest houses located in different parts of Amaravathi. As the place has developed at a faster pace and tourism has flourished widely, several other hotels have been established in the town. Vijayawada is 40 kms away from Amaravathi. These, hotels in Vijayawada and guest houses can also be booked beforehand through a travel agency or online portals. Andhra Pradesh is well known for its temples, natural resources and rivers. The beauty of the place lure people from various corners of the globe. There is always a best time to visit any place. One an average, the temperature remains hot and humid in the state. October to February is considered to be the best time to visit the Amravathi.

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Areas of Interest- Commerce, E-Governance, Foreign Trade & CSR.

