

Lambasingi – The Kashmir of Andhra Pradesh.

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ABSTRACT

Lambasingi is little village located in the Eastern Ghats of Northern Andhra Pradesh. It is situated in the agency area. It is located at an altitude of 1000 meters above mean sea level and at a distance of 100 km from the city of Visakhapatnam. This village becomes familiar after the temperature dropped down to sub-zero level in the year 2012. It is also known as “Kashmir of Andhra Pradesh” due to cool climate especially in the months of December, January and first half of February. It is the only place in South India that receives snow fall during winter and it abundantly blessed by nature. The tourists can see the sun light between morning 10am and evening 3pm and thick fog started blanking the area. Just walking on the fog covered landscape and watching the natural beauty makes the tourists to feel more enjoyable. The mist in the morning makes the place looks like dreamy spot. This village is interesting place for adventure seekers, trekkers and nature lovers. The paddy field, orchards, pepper and coffee plantations, dense forest, waterfalls, good valley views, flower garden and grass lands with butterflies are the main attractions of the Lambasingi village. This research paper focuses on Tourism elements and components, tourism attractions in Lambasingi and Tourist’s perception about this place.

Key words: *Tourism elements, Tourist attractions, perception of tourist, tourism facilities etc.*

I.INTRODUCTION

Lambasingi is little village located in the Eastern Ghats of Northern Andhra Pradesh. It is situated in the agency area. It is surrounded by tall hills, tall green trees and dense forests and comes under reserved area of Forest department. It is located at an altitude of 1000 meters above mean sea level and at a distance of 100 km from the city of Visakhapatnam. This village becomes familiar after the temperature dropped down to sub-zero level in the year 2012. It is also known as “Kashmir of Andhra Pradesh” due to cool climate especially in the months of December, January and first half of February. It is the only place in South India that receives snow fall during winter and it abundantly blessed by nature. Winters are the best time to visit Lambasingi and the chilly wind and the mist that surrounds the region make the tourists to enjoy much. The tourists can see the sun light between morning 10am and evening 3pm and thick fog started blanking the area. Just walking on the fog covered landscape and watching the natural beauty makes the tourists to feel more enjoyable. The mist in the morning makes the place looks like dreamy spot. This village is interesting place for adventure seekers, trekkers and nature lovers. The paddy field, orchards, pepper and coffee plantations, dense forest, waterfalls, good valley views, flower garden and grass lands with butterflies are the main attractions of the Lambasingi village. More than that local people hospitality makes tourists to feel happy. Walking along the misty road at Lambasingi, and follow the fog in the landscape and experience the beauty of the nature provides thrilling charm to the visitors. It is a perfect place for trekking and mountain biking. It is good place for family and friends get together. It is a destination for college students and youngsters for bike expeditions and spent the night by erecting tents on rent during winter. It is the perfect destination for overnight camping.

II. DISTANCE FROM MAJOR CITIES IN SOUTH INDIA

The distance between Lambasingi and major cities in South India is given as follows. At Vishakhapatnam, airport is available. Tourists can reach up to Vishakhapatnam or Vijayawada by flight. Bus connectivity is available up to Chindapalli and Narsipatnam.

Sl.No	Place	Distance in Km
1	Vishakhapatnam	110
2	Vijayawada	253
3	Hyderabad	512
4	Bangalore	1000
5	Chennai	750

TABLE: 1 DISTANCE FROM MAJOR CITIES IN SOUTH INDIA

III. LAMBASINGI TOURISM ELEMENT DETAIL

Lambasingi located in Chindapalli Mandal of Vishakhapatnam district and it is sixteen kilometer from Chindapalli on the Chindapalli- Narsipatnam Ghats road. Its coordinates are $17^{\circ} 87' 13''$ N $82^{\circ} 35' 33''$ E. The climate is subtropical with moderate temperature and cool climate during the winters. The elevation of this location made a cool climate. The temperature of this place is ranging from 32 to 6 Degree Celsius. During the winter, especially in the month of December and January it touches near to zero Degrees Celsius. The average annual rainfall of Lambasingi is 1231mm. The best season to visit this place is November to February. The major tourist attractions are Lakes, Waterfalls, Gardens and valley views. The main crops cultivated are Coffee, Pepper and Paddy. The Coffee and pepper are being cultivated in these areas since the British regime in India Coffee grown here is exported to the USA. Horticulture crops like cabbage, cauliflower, carrot, onion and radish are being cultivated around Lambasingi. The specialty of this place is snow fall and fog during the winter and unique feature of this place is cool climate experiencing even in summer. Accommodation is not available in Lambasingi. But the local people offer rooms for the tourist as a homestay. There are no restaurants available in this place. Local food is made available to tourists by the local people. The approach road from Chindapalli is not good. The 16 kilometer Ghats section road is not up to the mark. There is no separate place for parking the vehicle. Tourist can park along the road side. No professional guides available in this location. The local people hospitality is moderate to good. They guide tourist in visiting the natural attraction in Lambasingi. Tourists can reach Lambasingi by car, Van and Auto from Chindapalli and Narsipatnam. Most of the tourists hire cabs to reach destination.

Sl.No.	Element	Detail
1	Location	Chindapalli Mandal / Vishakhapatnam District
2	Coordinates	$17^{\circ} 87' 13''$ N $82^{\circ} 35' 33''$ E
3	Climate	Subtropical with moderate temperature
4	Elevation	1000 meter above MSL
5	Temperature	Maximum 24.2 to 32 degree Celsius & Mini.13.7 to 23
6	Precipitation	1231 mm
7	Season	November to January
8	Attractions	Lakes , Waterfalls and Garden
9	Flora	Coffee, Pepper and Paddy. Horticulture crops like Cabbage, Carrot, Cauliflower, Inion and Radish.
10	Specialties	Snow fall during winter.
11	Accommodation	Not available. Few Homestays are available.
12	Food facilities	Local foods.
13	Approach road	Not in good condition
14	Parking	Roadside
15	Guides	Not available
16	Local people hospitality	Moderate to Good
17	Shopping facilities	Not available
18	Established	Not available
19	Total Area	Not available

20	Population	4500
21	Nearest city	Chindapalli (16 km)/ Narsipatnam (30 km) / Vishakhapatnam
22	Nearest Airport	Vishakhapatnam (100 km)
23	Train facilities	Chindapalli – 16 Km
24	Transportation facilities	Van, Car, Auto.

TABLE: 2 TOURIS ELEMENT DETAIL

IV. LAMBASINGI – TOURIST ATTRACTIONS

The main tourism attractions are Thajangi reservoir, Kothapalli waterfalls and Susan Garden.

Sl.No.	Tourist Attraction detail	Nature of Attraction
1	Thajangi Reservoir	Reservoir
2	Kothapalli Waterfalls	Waterfalls
3	Susan Gardens	Beautiful Flower Garden

TABLE: 3 LAMBASINGI TOURISM ATTRACTIONS

V. THAJANGI RESERVOIR

It is located at a distance of six kilometer from Lambasingi. It is an Earthen Dam constructed in the Godavari river basin. The purpose of construction of this Dam is for irrigation purpose and it is maintained by Irrigation and CAD department of Andhra Pradesh. The length of the dam is 220 meter and the height above the foundation is 17.3 meterⁱ. It is beautiful place to visit. The wind from forest and mountains of Chindapalli becomes stable at Thajangi valley because of dense trees and water reservoir. The fog has more humidity because of water resources and the fog travels to Thajangi valley and then to Lambasingi and makes the both places temperature becomes less than 10 degree Celsius.

The mountains at the back of the reservoir look very attractive. The glittering water in the sunlight is also makes the visitors weekend expedition complete and fills heart with love for nature. The gushing water from the dam adds beauty to the surroundings. The average maximum and minimum temperature of this location is 32 to 16 degree Celsius. The humidity is 24 percent and wind speed is 5.71 Km per hour. One can feel the gentle wind with chill climate and enjoy the nature with love.

VI. KOTHAPALLI WATERFALLS:

Kothapalli is a village in Gangaraju Madukulu, near Paderu, Vishakhapatnam district. The waterfall is at a distance of 30 kilo meters from Lambasingi village. The altitude of this waterfall is 1038 meter. It is a beautiful cascading waterfalls and it is recently getting familiarized among the tourists. The best season to visit this waterfall is between July and March. The infrastructure like approach road, parking place, dress changing room for ladies and steps to approach the waterfall are good. This is developed and maintained by APTDC (Andhra Pradesh Tourism Development Corporation) as good tourist spot. Lot of eateries is available on the top. This is 120 feet high cascading waterfall and attracts tourists during winter. This spot can be reached from Narsipatnam by bus, auto and rental cars.

VII. SUSAN GARDEN

On the way to Lambasingi, a small beautiful garden filled with yellow and black susan flowers. It is open for the public, tourists can visit, sit, relax and soaking in the beauty of amazing flowers. The garden looks very attractive during the sunset. The sunset view is enjoyable in this garden. Tourists posed for selfie at Lambasingi where the temperature dipped to three degree Celsius.

VIII. INFRASTRUCTURE FACILITIES AT LAMBASINGI

Tourism infrastructure includes roads, electricity, drinking water, transportation facilities, accommodation facilities and the like, which makes the tourist destination accessible for tourists. Due to lack of accommodation and basic amenities, the tourists are visiting this place as a daytrip. Because there is no accommodation facilities and no toilets are available in this village. Some village people arrange accommodation at their own house and it may not be attractive to the tourists. Regarding the food, there are no professional restaurants available at this destination. The approach road leads this village is so poor and there are no transport facilities to reach this place. This is main reason for less number tourists to this place. This place becomes familiar among the tourists, after the temperature dropped down to sub-zero level, in December 2012. Then this destination started attracting tourists. The number tourists visiting this place can be increased only by providing good accommodation facilities at this place. By observing this scenario, APDTC, officials visited this site and planned for constructing a hotel to accommodate the visitors. The department acquired 18 acres of land two years to provide accommodation and other tourism amenities. The project includes permanent blocks and few temporary structures in the form of cottages. The project also put forward conference hall, play area, kitchen, restaurant, parking area, walking paths, seating arrangements among others. "According to the Regional Director of Tourism department Mr.Radha Krishna Moorthy, almost 90 percent of the work has been completed and final touch up including, construction of pathways is pending and it expected to start the operation by mid of November 2018. Four temporary structure and five permanent blocks will be made available for the tourists by November 2018. Another four permanent structures will be made available at the earliest. The room tariff will be decided by tourism officials after their inspection and once inspection is over tourist can book the room in the APTDC portal.

IX. APPLE TREES IN LAMBASINGI

The chief scientist and their team members from the Centre for Cellular and Molecular Biology visited Lambasingi area to find out the possibility for rising Apple crop. According to chief scientist Dr.Ramesh Agarwal, the chilly climate and altitude of this place may be favorable for cultivating Apple crop. Dr.Agarwal given 100 Apple saplings brought from Himachal Pradesh to Regional Agricultural Research Station scientist Mr.Veerabhadram to plant it at Lambasingi village. It would take 4 to 5 years to see the results of Apple crops in Lambasingi, said Dr.Agarwal.

X. PERCEPTION OF THE TOURISTS VISITING LAMBASINGI

Being a cool place, Lambasingi is attracting dozens of people every day. During the winter months November, December, January and half of February the inflow of tourists visiting this place is increasing. It is approximately estimated that 15000 to 20000 peoples are visiting this place every year. The accommodation facilities are limited and it is available in the form of Homestays. To understand the perception of the tourists about this place, a survey was conducted. The main focus of the research is to understand the visitors view on the tourism facilities and to assess the satisfaction level of tourists and thereby to get better suggestions for the development of this place.

XI. PROFILE OF THE TOURISTS

The profile of the tourists is the important valid information for tourism planning and marketing of tourism products. This includes demographic characteristics such as age, sex, income, occupation and educational level of visitors. It also accounts for purpose of visit, mode of transport and accommodation and the like. This information will help the tourism planner to adopt appropriate strategies to attract more number of tourists.

Sex: Of the 100 tourists surveyed 67 percent are male and remaining is female.

Sex	Number of Tourists	Percentage
Male	67	67
Female	33	33
Total	100	100

TABLE: 4 SEX

Source: Primary data

From the above table it is inferred that male are having more interest in tourism than female.

11.1 Age of the Tourists

Age is the important factor to be considered in tourism planning. Age is very useful variable in assessing the need of the each tourist. Out of 100 respondents, 45 percent are belongs to age group of 20 to 40 years, 35 percent are 41-50 years, 15 percent are between 51-60 years and remaining are above 60 years.

Age in years	Number of Tourists	Percentage
20 -40	45	45
41-50	35	35
51-60	15	15
Above 60	5	5
Total	100	100

TABLE: 5 AGE

Source: Primary data

From the above table it is observed that majority are belongs to age group of 20 -50 years.

11.2. Education

Education is acquisition of knowledge, skills, values beliefs and habits. So education has close link with visiting tourism places. Out of 100 respondents surveyed, 51 percent are high school, 32 percent are graduates, 12 percent are post graduates and remaining are like diploma, certified courses etc.

Particulars	Number of Tourists	Percentage
High School	51	51
Graduation	32	32
Post graduates	12	12
Others	5	5
Total	100	100

TABLE: 6 EDUCATION

Source: Primary data

The above table indicates that majority of the visitors are completed high school and bachelor degree. It indicates that educated persons are showing much interest in visiting this upcoming tourism place.

11.3 Occupation

Occupation reflects the economics status of the persons. This will help planners to decide the quality of services to be provided to the tourists. The study analyses the occupation of the tourists. Out of 100 tourists surveyed, 48 percent are private employees, 22 percent are business persons, 18 percent are government employees and remaining are comes under others category.

Particulars	Number of Tourists	Percentage
Private employees	48	48
Business	22	22
Government employees	18	18
Others	12	12
Total	100	100

TABLE: 7 OCCUPATION

Source: Primary data

From the above table it is observed that majority of the tourists are private employees and business peoples.

11.4. Monthly Income

Income is the main indicator for level of expenditure. Out of 100 visitors surveyed, 34 percent are earning less than 20,000, 42 percent are earning 20000 – 30000, 15 percent are earning between 30001-40000 and remaining are earning above 40000.

Monthly Income in Rs	Number of Tourists	Percentage
< 20,000	34	34
20000-30000	42	42
30001-40000	15	15
Above 40000	9	9
Total	100	100

TABLE: 8 MONTHLY INCOME

Source: Primary data

The above table indicates that majority of the tourists income level is between 20000 and 40000 per month.

11.5. Accompany

Out of 100 respondents, 51 percent are visiting this place as friends group, 33 percent are family members and remaining are mixed groups.

Particulars	Number of Tourists	Percentage
Friends	51	51
Family members	33	33
Mixed Groups	16	16
Total	100	100

TABLE: 9 ACCOMPANY

Source: Primary data

From the table it is observed that majority of the tourists are visiting this place as Friends group.

11.6. Number of visits

Out of 100 tourists surveyed, 72 percent are visited this place as first time, 22 percent visiting this place second time and remaining are more than two times.

Particulars	Number of Tourists	Percentage
One	72	72
Two	22	22
Above Two	06	06
Total	100	100

TABLE: 10 NUMBER OF VISIT

Source: Primary data

The table indicates majority of the tourists visited the spot for the first time.

11.7. Mode of Transportation

Regarding the transportation, there are no bus services available to reach Lambasingi. Out of 100 tourists, 32 percent of the tourists used their own vehicle, 45 percent used rental vehicles and remaining use autos.

Particulars	Number of Tourists	Percentage
Own vehicle	32	32
Rental vehicle	45	45
Auto	23	23
Total	100	100

TABLE: 11 MODE OF TRANSPORTATION

Source: Primary data

The above table indicates majority of them used their own vehicle and rental vehicles.

11.8. Accommodation

The study analyses the accommodation used by the tourists. At Lambasingi, only few homestay facilities are available. Out of 100 tourists, 55 percent are making one day trip to Lambasingi due to lack of accommodation at this place. 5 percent of the visitors are staying in homestay facilities run by local tribal. 18 percent prefer to stay in Vishakhapatnam and remaining is preferred to stay in lodges available at Narsipatnam, which is 30 kilometers from Lambasingi.

Particulars	Number of Tourists	Percentage
Home stays	5	5
Hotels and resorts	18	18
Lodges	22	22
Day visitors	55	55
Total	100	100

TABLE: 12 ACCOMMODATION

Source: Primary data

The above table indicates majority of the visitors would not prefer to stay and make one ay trip.

11.9. Period of stay

Majority of the visitors used to stay only one day in the accommodation facilities available in different form.

11.9.1. Tourism places visited

Tourism places are important factor to attract more number of tourists. Lambasingi has tourism attractions like view point, reservoir, waterfalls and Garden. All the tourists visited the valley view point. 60 percent of the respondents visited Thajangi reservoir, 30 percent visited Kothapalli waterfalls and 40 percent visited Susan garden.

Place	Yes	No
Valley view and Natural scenes	100	100
Thajangi reservoir	60	60
Kothapalli waterfalls	30	30
Susan Garden	40	40

TABLE: 13 TOURISM PLACES VISITED

Source: Primary data

The above table indicates that majority of the tourists visited Valley view and Thajangi reservoir.

11.9.2. Opinion about the tourism facilities

The tourism facilities include Transport, Parking, Security accommodation, food, toilet facilities at tourism attractions and local people hospitality. “Local people hospitality” scored 112 points followed by “Security” scored 85 points, “Parking” 64 points, “Transport” scored 20 points, “Food” scored -63 points, Accommodation scored -65 points and “Toilets” scored -170 points.

Facilities	OPINION										Total	Rank
	Very good (3)		Good (2)		Moderate (1)		Poor (-1)		Very poor (-2)			
	Number	Score	Number	Score	Number	Score	Number	Score	Number	Score		

Security	0	0	32	64	45	45	22	-22	1	-2	85	2
Food	0	0	0	0	34	34	45	-45	21	-42	-63	5
Transport	0	0	0	0	65	65	25	-25	10	-20	20	4
Accommodation	0	0	0	0	20	20	75	-75	5	-10	-65	6
Local Hospitality people	0	0	36	72	54	54	6	-6	4	-8	112	1
Toilets	0	0	0	0	0	0	30	-30	70	-140	-170	7
Parking	0	0	27	54	52	52	18	-36	3	-6	64	3

Source:Primarydata

OPINION ABOUT THE TOURISM FACILITIES IN LAMBASINGI

From the above table it is understood that the tourism facilities at Lambasingi is not available up to the mark. There is no hotel available for food and accommodation. The accommodation and food is provided by the local tribal and it is not quality one. Transportation facilities are not available to this place. Tourists use their own vehicle or rental vehicle to reach this place. There are no bus facilities available for the tourists to reach this place.

Opinion about the cost of the facilities: The cost of facilities includes cost of food, accommodation and local transport. The food and accommodation are provided by the local tribal on their own house like homestay. The cost of accommodation is ranging from Rs.300 to 500 per day per head. The food cost is moderate ie. Rs.30 -50 per meal. The transport cost is high, because it is offered by private transporters.

XII. FINDINGS

- Majority (67 %) of the domestic tourists visiting are male.
- Majority (80 %) of the visitor's age group are in between 20 to 40 years.
- Majority (51 %) of the visitors' education are high school.
- Majority (70 %) of the visitors are private employee and businessman.
- The study reveals that majority of the tourists visited have monthly income between 20000 and 30000.
- Majority (51 %) of the visitors are visiting this place as friends group
- Majority (72 %) of the visitors are visiting this place as first time.
- There is no bus facility available to reach this place. Tourists reach this place either by their own vehicle or rented vehicle. Auto facilities are available for the tourists at Narsipatnam which is 30 kilometer from Lambasingi.
- Regarding the accommodation, there is no facility available at Lambasingi. Because of this most of the tourists are visiting this place as one day trip. Few Homestay facilities are available at Lambasingi run by local tribal. Lodges are available at Narsipatnam. But the accommodation facility at Lambasingi and Narsipatnam is not up to the mark. The APTDC is completing one tourism hotel in Lambasingi and it is made available from December 2018 to the tourists. It contains rooms, restaurant, conference hall, lawn and garden.
- No restaurants are available at Lambasingi. Food is offered by local tribal at a cost of Rs.30-50 per meal.
- No toilets are available at public places.
- The Lambasingi village people are basically tribal and their main occupation is agriculture. The local people hospitality is moderate to good.

XIII. SUGGESTIONS

- ✓ There should be exclusive website on Lambasingi hill, which depicts information like tourism attractions, maximum and minimum temperature month-wise, tourism attraction photos and testimonials.
- ✓ An exclusive information Centre has to be created at bus stand and railway stations in Vishakhapatnam, Vijayawada, Hyderabad and Rajmundry to facilitate the tourists to have successful tourism plan.
- ✓ Accommodation facilities have to be arranged at Lambasingi village itself to increase the number of tourists to this place. Once APTDC hotels are get ready in Lambasingi, online booking facility has to make for the tourists.
- ✓ To increase the length of the stay tourism package has to be introduced to the tourists.
- ✓ The roads leading to Lambasingi has to be made with quality standards to ease the tourists to reach this place. The electricity, water supply, drainage facilities has to be created at Lambasingi.
- ✓ Toilets are to be constructed at tourism places for the tourists.
- ✓ There should be separate parking place for tourist vehicle near to the tourism attractions.
- ✓ Train the local people on tourism management, customer relations and management. Motivate local people on community Homestay and help them to earn through tourism.
- ✓ Government has to motivate private business peoples to start resort and hotels to attract more number of tourists.
- ✓ Lambasingi is a suitable place for promoting MICE tourism. Corporates can be well informed about this place and motivate them to conduct their official meetings here.
- ✓ Since the climate is very cool especially between November and January, a strategy can be formulated to attract international tourists.
- ✓ After making good road connectivity especially from Narsipatnam, bus facilities has to be arranged by the government transport department to facilitate tourists.
- ✓ Since Lambasingi is a Kashmir of Andhra Pradesh, it is the duty of the tourism department to familiarize this place by providing advertisement hoardings at important places in the state. APTDC can have a tie up with other southern states to attract more tourists.
- ✓ Andhra Pradesh Tourism Development Corporation can formulate weekend package tour for the tourists from cities like Vishakhapatnam, Vijayawada, Hyderabad and Secunderabad.
- ✓ The cleanliness and hygiene condition throughout the villages has to be improved. A special training session should be arranged for villagers. A village level Tourism committee has to be formed and assigns certain task to develop tourism activity in this place. Local culture can be get familiarized through conducting tribal culture programme to the tourists.
- ✓ Government has to declare this place as a non-plastic usage zone. Prepare and distribute code of conduct to visitors with support of local governance and forest department.

XIV. CONCLUSION

With cool climate, Lambasingi approaches zero temperature during the month of December. The sun light can be noticed only after 10 AM every day irrespective of the season and starts signing off after 3 PM. The fog and mist during early morning, night times are very attractive and pleasant for the tourists. Lambasingi located at 1000 meter altitude reflect the climate of Kashmir during few months in a year. The natural valley view, waterfalls nearby, a beautiful and silent reservoir and colorful parks are the main attractions of this place. This particular place become familiar after temperature went below zero Degrees Celsius in December 2012 and started simulating the Kashmir climate. It became Kashmir of Andhra Pradesh. The number tourists visiting this place few hundreds during weekend and will be increased during winter between December and January. The main reason for less number of tourists is due to lack of food and accommodation facilities. By assessing the situation, APTDC planned to construct a hotel at Lambasingi and the project is almost completed and opened to tourists by December 2018. The main outcome of the research study is lack of infrastructure facilities like roads, water supply, transportation, accommodation and food. From the findings of the study, a few suggestions are provided for the development of this tourism destination. By implementing these

suggestions with local people participation, the tourist inflow will be improved and there by the socio-economic level of area will get improved.

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