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WATER RESOURCES AND TOURISM PROMOTION: A CASE STUDY OF HYDERABAD

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ABSTRACT

Tourism is one of the fastest growing industries in the world. The dynamic growth of this industry is evident from the fact that globally tourism accounts for more than 11% of the global GDP and 8% of the world trade employment. Water resources have a great role in promotion of tourism. Tourism is linked with the availability of water resources and in the modern world many manmade water based tourism destinations are coming up in order to attract the tourists from all over world. Not only private players in the tourism industry are looking for the better usage of these water resources for their income generation, but also the public sector players like local bodies are now concentrating on these water resources to make money out of it by creating facilities and converting these water resources spots as tourism destinations.

KEYWORDS

water resources, tourism promotion, Hyderabad.

INTRODUCTION

Tourism has been an important socio-economic activity in India since ancient days. Among the natural elements important for tourists, water resource places like rivers and lakes are the most salient recreation resources in India. One of the most popular natural settings for the rest and recreation is water. Spending short periods near water are claimed to have a beneficial soothing effect on most people. This is why tourists' destinations promote water features in various forms including rivers, lakes, waterfalls, hot springs and beaches. When water is not available in a natural state, manmade landscaping including fountains, ponds, swimming pools and artificial waterfalls are created to attract the tourists. The potential attractiveness of water resources is even greater, a consequence of changing scenery and the potential for natural and urban settings along the riverbanks.

Tourism and water resources are interlinked with each other, especially in case of pilgrimage tourism water has significant role in promoting tourists destinations. In the modern world the usage of water resources in creating the tourists attractions centers is growing at a rapid pace. Today many water based tourism centers are manmade and are able to drag the attention of the tourists. Recognizing the growing demand of water based tourism, the local bodies are concentrating on the usage of the natural water resources like lakes, tanks and river banks in creating the facilities and promoting these places for revenue generation.

OBJECTIVES OF THE STUDY

The basic objective the present study is to focus on the importance of water resources in promotion of tourism. However, the objectives are further classified into the following:

- To analyze the importance of lakes and tanks in promotion of tourism in Hyderabad
- To identify the difference between nature based water tourism and manmade water based tourism in Hyderabad
- To analyze the tourists' satisfaction levels at selected water based tourists centers in Hyderabad, and
- To identify the factors which are prominent for promoting the water based tourism destinations.

RESEARCH METHODOLOGY

For the purpose of the present study both primary and secondary data is collected from different sources. Six water based tourism centers from in and around Hyderabad are selected, which includes both nature based water resource tourism centers which includes Hussain Sagar, Durgam Cheruvu (Secret Lake) and Gandipet lake, and manmade water based tourism centers which includes Ocean Park, Jalavihar and Lotus Pond. Data are collected through a questionnaire from tourists at the selected six tourists' places. For the purpose of analyzing the data percentages are calculated and presented in the tabular form.

SPENDING PATTERN OF TOURISTS AT DIFFERENT TOURISTS PLACES

In order to identify the different income groups visiting the tourists' places the data is collected from the tourists in the selected six water based tourism centers. The data relating to the spending pattern of the tourists is presented in the table I.

TABLE I: AMOUNT SPENT ON RECREATION

Amount (Rs.)	Hussain Sagar Lake	Gandipet Lake	Durgam cheruvu	Ocean park	Jalavihar	Lotus pond
0-500	80	33.3	40	—	—	—
500-1000	20	50	40	20	20	25
1000-2000	—	16.6	20	40	60	37.5
>than2000	—	—	—	40	20	37.5

Source: Data compiled from the questionnaire

It is evident from the table that all three natural water based tourism spots i.e., Hussain Sagar, Gandipet and Durgam Cheruvu attracts people who can afford up to 1,000 rupees. This implies that these centers are able to create and facilitate the services for low spending tourists. Whereas, the other three man-made water based tourism spots are visited by majority tourists who can spend more than 1,000 rupees. However, the selected six spots are able to attract the tourists from different income groups.

FREQUENCY OF TOURISTS' VISITS TO WATER BASED TOURISM DESTINATIONS

The demand for the tourism destination is based on the frequency with which the tourists visits that place. In order to know the preference of tourists in visiting the water based tourism centers and to identify the difference in the frequency of visits of nature based water tourism centers and manmade water based tourism centers the data is collected from the tourists and is presented in the table II given below.

TABLE II: FREQUENCY OF VISIT TO PLACES

Frequency	Hussain sagar Lake	Gandipet Lake	Durgam Cheruvu	Ocean Park	Jalavihar	Lotus Pond
Once in a week	100	66.6	60	20	40	25
Once in a fortnight	—	—	20	20	40	25
Once in a month	—	33.3	20	40	20	50
On special occasions	—	—	—	20	—	—

Source: Data compiled from the questionnaire

Table II presents the frequency of visits to the selected six water based tourism spots. From the table it is clear that the spots like Hussain Sagar, Gandipet and Durgam Cheruvu are visited by tourists very often i.e., once in a week, which indicates that as the amount spent on recreation at these spots is very low, the visitors tend to visit regularly, whereas, the other three spots i.e., Ocean Park, Jalavihar and Lotus Pond are visited by the tourists once in a fortnight and in a month.

INFORMATION SOURCE ABOUT THE TOURISM DESTINATION

Many factors are responsible for the promotion of tourism destination and source of information is the major one among them. In order to identify the major source of information in promoting the selected places and to differentiate the information sources which are playing major role in promotion of both nature based water resource tourism places and manmade water based tourism places, the information is presented in the table III given below:

TABLE III: SOURCE OF INFORMATION ABOUT THE PLACE

Source	Hussain Sagar Lake	Gandipet Lake	Durgam Cheruvu	Ocean Park	Jalavihar	Lotus Pond
Friends	80	83.3	80	60	70	50
Relatives	20	16.6	—	—	—	—
Colleagues	—	—	20	20	20	25
Advertisements	—	—	—	20	10	25

Source: Data compiled from the questionnaire

The source of information about the tourism spots is presented in table III. The major source for popularizing all the spots is through friends and relatives, who place a vital role in promotion of these spots. In case of Durgam cheruvu, Ocean Park, Jalavihar and Lotus Pond colleagues too have significant role in popularizing the spots. In case of man-made water tourism spots advertisement is also a source in promoting these places.

ANALYSIS OF TOURISTS SATISFACTION AT WATER BASED TOURISM PLACES

Customer satisfaction is the key element for the success of any product/service. An attempt is made to know the tourists satisfaction levels at the selected six tourism destinations. The data are collected and presented in five point scale in the table IV (a) and IV (b). Though there are several factors which influence the satisfaction of the tourists, some important factors are selected and the preference of the tourists is drawn with the help of a questionnaire. For the purpose of differentiating the tourists satisfaction levels of both nature based water tourism places and manmade water based tourism places the data is segregated and presented in two different tables.

TABLE IV (a): RATING OF TOURISTS EXPERIENCES AT NATURE BASED WATER TOURISM PLACES

Place	Variables	Highly satisfied	Satisfied	Neither Satisfied nor dissatisfied	Unsatisfied	Highly unsatisfied
Hussain Sagar Lake	Service	—	20	40	40	—
	Range of products	—	20	60	20	—
	Availability	—	20	80	20	—
	Location	—	100	—	—	—
	Quality of product	—	—	100	—	—
	Price	—	—	60	40	—
Gandipet Lake	Service	—	—	33.3	16.6	50
	Range of products	—	—	33.3	33.3	33.3
	Availability	—	—	66.6	16.6	16.6
	Location	—	100	—	—	—
	Quality of product	—	16.6	—	33.3	50
	Price	—	—	33.3	16.6	50
Durgam Cheruvu	Service	—	—	80	20	—
	Range of products	20	—	—	60	20
	Availability	—	40	—	60	—
	Location	—	60	40	—	—
	Quality of product	—	40	40	20	—
	Price	—	—	40	40	20

Source: Data compiled from the questionnaire

From the above table it is noted that majority of the tourists are satisfied with the facilities that are available at the three water based tourism destinations. But the satisfaction level is low and in case of Gandipet Lake and Durgam Cheruvu the satisfaction level is too low and many tourists are highly dissatisfied with the services rendered, quality of products and range of products that are available. It is interesting to see that the location of the spot has got cent per cent satisfaction from the tourists, it will be a added advantage if the facilities are improved for attracting more and more tourist to this places.

TABLE IV (b): RATING OF EXPERIENCES AT MAN-MADE WATER TOURISM PLACES

Place	Variables	High	Satisfaction	Neither Satisfied nor dissatisfied	Unsatisfied	Highly unsatisfied
Ocean Park	Service	—	60	40	—	—
	Range of products	—	40	60	—	—
	Availability	—	60	40	—	—
	Location	20	60	20	—	—
	Quality of products	—	80	20	—	—
	Price	—	40	20	20	20
Jalavihar	Service	—	60	40	—	—
	Range of a products	—	40	40	20	—
	Availability	—	80	20	—	—
	Location	40	40	20	—	—
	Quality of product	—	60	40	—	—
	Price	—	20	20	40	20
Lotus Pond	Service	—	—	—	12.5	87.5
	Range of a products	—	—	—	—	100
	Availability	—	—	—	—	100
	Location	—	25	25	37.5	12.5
	Quality of product	—	—	—	—	100
	Price	—	—	—	—	100

Source: Data compiled from the questionnaire

In case of manmade water based tourism destinations the tourists' satisfaction levels are average but in case of Lotus Pond the tourists have rated almost all the variables at highly dissatisfied. It is quite interesting to note that though these centers are manmade and majority of the water lovers tend to visit these places, they are not happy with the range of products, price and other services rendered at these places.

RATING OF OVERALL TRIP EXPERIENCE AT WATER BASED TOURISM DESTINATIONS

The overall trip experiences of tourists at six water based tourism destinations is presented in the table V.

TABLE V: RATING OF OVERALL TRIP EXPERIENCE AT PLACES

Place	Highly satisfied	Satisfied	Neither Satisfied nor dissatisfied	Unsatisfied	Highly unsatisfied
Hussain Sagar Lake	—	80	20	—	—
Gandipet Lake	—	33.3	50	—	16.6
Dhurgam Cheruvu	—	60	40	—	—
Ocean Park	—	80	20	—	—
Jalavihar	—	80	20	—	—
Lotuspond	—	25	—	25	50

Source: Data compiled from the questionnaire

The above table reveals that among the three nature based water resource tourism destinations Hussain Sagar Lake and Dhurgam Cheruvu is rated satisfied and in case of Gandipet Lake some of the tourists are unhappy with the trip. In case of manmade water based tourism destinations Ocean Park and Jalavihar are rated as satisfied, whereas in case of Lotus Pond the majority of the tourists are highly unsatisfied with the trip.

CONCLUSION

Tourism industry is growing with a rapid pace and water resources have a significant role in promoting this industry. There is a direct relationship between the promotions of tourism destination with the water resources availability. The modern tourism products are very much linked with water resources and in order to utilize this resource both private and local bodies are concentrating on promotion of water based tourism destinations. It is found that the majority of the tourists visiting the nature based water resource tourism places are low income and they visit these places very often, whereas the manmade water based tourism places are visited by high income group and these places are visited occasionally. There is no difference in the satisfaction levels of the tourists at nature based water resource tourism places and manmade water based tourism places. There is a need to improve the services and facilities at these destinations in order to attract more tourists and see that there is an increasing demand for the water based tourism spots.

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