

Tourists Perception about Ananthagiri Hills, Vikarabad, Telangana

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Abstract

A tourist's past experiences, affinity with the natural and cultural heritage and socio-economic status influences their perception about a destination. The objective of this study is to find out the role of tourist perceptions in the promotion of not so prominent tourist destinations and how these destinations can be brought to the tourists map to have uninterrupted inflow of tourists throughout the year. The present study was focused on Ananthagiri Hills, Vikarabad, Telangana. In order to carry out this study, a structured survey was undertaken among tourists and the tourism stakeholders associated with the destination with the help of a questionnaire, to get to know the impact of tourist perception on the growth of demand of specific destinations. The findings of the study depict that since the destination is a hill station, majority of tourist inflow is during the monsoons and summer seasons, adequate marketing mix should be adopted so as to maintain year long inflow of tourists at the destination.

Keywords: *Tourist Perceptions, Tourist Destinations, Destination Promotion, Ananthagiri Hills.*

INTRODUCTION

Ananthagiri hill is located at a distance of 60 kilometer from Hyderabad, capital of Telangana state. It is situated in the

Eastern Ghats of Andhra Pradesh and the altitude of the hill is 700 meter. It is located at the Vikarabad district, surrounded by Ranga Reddy district,

Sanga Reddy district, Mabubnagar district and the state of Karnataka. It is one of the earliest habitat areas. Ancient caves, medieval fort structure and temples show the ancient times of this place. Ananthagiri Hills experiences pleasant weather during winter and temperature is ranging from 16 to 22 Degree Celsius. Tourist visits this destination during monsoon and winter season. Best time to visit place is between months of October and March and weather during this period is excellent and area is covered with lush green plants. The monsoon season begins in Ananthagiri

hills in the month of July and rain continues till October. The weather during this period is beautiful. The green cover in the hill looks very attractive. The drizzling rain attracts more young couples and become a honey moon spot for newly married couples. The waterfall begins to flow the water due to continuous rain adds beauty to this place. The Musi River, a tributary of Krishna River in the Deccan plateau region of Telangana, starts from this hills and joins in Hussain Sagar and Himayath Sagar. This is best place for natural lovers and photographers.



Monthly weather in Ananthagiri Hills: This is the average monthly temperature of Ananthagiri Hills. Some times in the winter the temperature approaches to 10 to 8 Degree Celsius. In the summer, it is hot in the daytime and becomes cool in the evening and night.

TABLE: 1
MONTHLY AVERAGE TEMPERATURE

Month	Average Minimum(°C)	Average Maximum(°C)
January	18	28
February	21	31
March	24	34
April	27	35
May	28	36
June	27	32
July	26	31
August	26	32
September	26	32
October	25	32
November	23	30
December	19	29

Distance from major cities: It is located at a distance of 90 kilometer from Telangana State capital, Hyderabad. From Chennai it 721 km, from Bangalore 585 Km, from Vijayawada it is 366 km and from Vishakhapatnam it is located at a distance of 715km. Daily package tour facilities are available to visit Ananthagiri Hills from Hyderabad. The tour is operated by Telangana tourism and other private tour operators.

TABLE: 2
DISTANCE FROM MAJOR CITIES

Sl.no	Place	Distance in Kilometers
1	Hyderabad	60
2	Vishakhapatnam	715
3	Vijayawada	366
4	Chennai	721
5	Bangalore	585

Components and Elements of Tourism:

Tourism comprises the activities of the persons travelling to staying in places outside their usual environment for

purpose of leisure, business and other purpose. The three basic components are Accessibility, Accommodation and Attraction. The elements of tourism

consist of Pleasing Weather, Scenic Attractions, Historical and Cultural factors, Accessibility, Amenities and Safety and Security. Ananthagiri hills station is located at the coordinates of 17° 0' 18" 43" N 77° 0' 51" 47" E and at an altitude of 700 to 1153 meters. The temperature ranges from 18 Degree Celsius to 36 Degree Celsius. During winter the temperature sometimes goes up to 8 Degree Celsius. The average annual rainfall of this region is 802mm. The best season to visit this place is October and March. But tourists visit this place during monsoon also. The main attractions of Ananthagiri hills are temples, Lake, view point and Dams. The main plants cultivated in this region are Rice, Maize, Sunflower and Vegetables. The fauna available in these hills are Neelgai, Sambar Deer, Jungle Pakri, Wild boar and Monitor Lizard. The major birds living in these hills are Peacock, Double spur or Jungle fowl, Quails and Partridges.

Medicinal plants like *Tylophora Indica*, *Antrographis Paniculata*, and *Hemidesmus indicus* are available in this hills station. Few hundreds of tourists visit this place every weekend. The main reason for visiting this place is to enjoy the cool climate and mostly it is considered as good picnic spot for families. The food facilities

are available in Haritha resort restaurant. Other medium type restaurants are limited. There is only one accommodation facility available in the hills are Haritha Valley view resort. Other hotels and Lodges are available in the Vikarabad town.

The approach roads to the hills are moderate to good. Parking facilities are available for the visitors in the hills. There are no professional guides available in the hills station. The local people hospitality towards tourists is moderate. For the tourists there is no exclusive shopping mall. The total area of this place is 10 square kilometers. This nearest town and cities are Vikarabad, Tandoor, and Hyderabad. The Railway station is available at Vikarabad.

The nearest Airport is available at Hyderabad, which is at a distance of 90 km from Ananthagiri Hills. Frequent buses are available up to Vikarabad from Hyderabad. There are few travel agents who arrange daily trip to Ananthagiri Hills in a reasonable travel package. Weekend visitors are mostly from Hyderabad city and majority of them use their own transportation facilities.

TABLE: 3
COMPONENTS AND ELEMENTS OF TOURISM:

Sl.no	Element	Detail
1	Location	Vikarabad District, Telangana state
2	Coordinates	17 ⁰ 18' 43''N 77 ⁰ 51' 47''E
3	Elevation	700 to 1153 meter
4	Temperature	Minimum range 18-27, Maximum range 28-36 Degree Celsius
5	Rainfall	802mm
6	Tourism season	October and March.
7	Tourist Attractions	Temple, Waterfalls, Dam
8	Flora	Rice, Maize, Sunflower, Vegetables etc.
9	Fauna	Neelgai, Sambar, Jungle Pakri, Wild boar, Monitor Lizard, Deer
	Avifauna	Peacock, Double spur or jungle fowl, Quails, partridges.
10	Specialties	Medicinal plants like Tylophora Indica, Antrographis paniculata Hemidesmus indicus are available.
11	Accommodation	Hotels and Resorts available
12	Food Facilities	Restaurants are available
13	Approach roads	Moderate to Good
14	Parking facilities	Available
15	Guides	Not Available
16	Local people Hospitality	Moderate
17	Shopping Facilities	NA
18	Established	NA
19	Total Area	10 sq.km
20	Population	NA
21	Nearest City	Vikarabad / Hyderabad
22	Nearest Airport	Hyderabad
23	Train Facilities	Vikarabad / Hyderabad
24	Transportation Facilities	Available.

Tourism Attractions in Ananthagiri Hills are as follows:

TABLE: 4
TOURISM ATTRACTIONS IN ANANTHAGIRI HILLS:

Sl.No	Tourism Attraction detail	Nature of Attraction
1	Anantha Padmanabha Swamy Temple	
2	Bugga Rameswaram Temple	
3	View point	
4	Nagasamudrum Lake	
5	Trekking	
6	Kottipalle Dam	

Source: Primary data

Anantha Padmanabha Swamy Temple: It is a temple of Lord Vishnu and it is located in the Ananthagiri hills of Vikarabad. It is believed that this temple installed by the Rishi Markandeya in Dwapara Yuga. Rishi was attracted by the peaceful environment of this Anantha Giri hills and was doing yoga sadhana. It was believed that everyday Markandeya used to go to Kasi from Ananthagiri hills and took bath in Ganga.

One day he was unable to go to Kasi because Dwadasi entered the early hours of morning and Lord gave dharsana to Rishi in dream and arranged the Ganges for Rishi to take bath. Rajarishi Muchukunda after killing Kalayavana, came to

Ananthagiri hills for taking rest. During this period Lord Krishna gave dharsana to Muchukunda in the form of Sri Anantha Padmanabha Swamy to Muchukunda and blessed him to take a permanent place in the world in the form river. The river originates from Ananthagiri hills and becomes a tributary of Krishna River and passed through City of Hyderabad. This river is called as Musi River or Muchukunda River. About 400 years back, Nizam Nawab used to visit this hill for hunting and take rest in this peaceful place. One day Lord Sri Anantha Padmanabha Swamy came into Nawab's dream and asked him to build a temple for him. Then Nawab built a temple for the God.



The huge statues of Garuda and Hanuman in front of temple are amazing.

Temple Timings:

Weekdays	Sundays
7.30 AM to 1 PM and 3 PM to 8 PM	7.30AM to 2 PM and 3 PM TO 8 PM

Bugga Rameswaram Temple: This is a Lord Siva temple (Bugga Lingeswara Swamy Temple) located 7 km outside of Ananta Padmanabhaswamy temple. It is very ancient temple in Treta Yuga. The history of the temple says Lord Rama, after killing Ravana in Sri Lanka, he reached Rameshwaram and he was advised by AgasthiyaMahamuni, to install Jothidar Lingam in Rameshwaram to absolve the sin of killing Ravana and after doing so and it is said that subsequently he did so at few other places. He installed Shiva lingam in Ananthagiri Hills. For the water required for Abhishekam and Pooja of Shiva Lingam he shoots an arrow into the ground in an adjoining place and water sprang out from that spot in the form of a balloon. This water was used to perform Pooja for Lingam. The water continues to flow perennially even today from the mouth of carved Nandi into the temple pond called Shiva Ganga Pushkarni.



The water from this pond is considered to be an origin of Muchukunda River. The water from this pond is considered to be holy and having lot of medicinal benefits. As the water initially sprang out of this place in the form of large ball or balloon which means Bugga in Telugu, the Temple got the prefix of Bugga in its name. And since Temple is consecrated by Sri Rama for Lord Shiva in the form of Lingam, The temple is called Sri Bugga Lingeswara Swamy Temple. Lot of devotees takes holy dip in this Pushkarni to fulfil their desires. Maha Sivaratri is celebrated in a grand manner here every year and numerous pilgrims visit this holy place.

The temple opens from 7.30am to 8.00pm. The most important festival happens twice in a year, during the month of Karthika and Ashada. There is a temple for Rishi Markandeya on the way to pushkarini.

Nagasamudram Lake: It is located in the close proximity of the Ananthagiri temple.

It filled with water during monsoon. Tourists visit this place between July and October.

View point: A view point is available at a distance of 1 km from Ananta Padmanabha Swamy temple. One can reach this point by walk or autos are available to reach this place. From this point we can view a river and dense forest. The sunset viewing from this point is very beautiful.

Trekking in Ananthagiri hills: Trekking is a form of walking undertaken with a specific purpose of exploring and enjoying the natural sceneries. Due to green environment and grass covered ground it is the best place for trekking. It is the year round destination for trekkers. During summer season the temperature is above average and number of tourists visiting this place is less. The best season to visit this place is between October and April.





Kotipalli Dam: It is located in Vikarabad Mandal and it is an earthen dam constructed in 1967 across Kotipalli Vagu River in Krishna River basin. The main purpose of this Dam is agricultural irrigation and its command area is 12,928 acres. Its total length is 5900 feet and its gross capacity at Full Reservoir Level is 1573 Million Cubic Feet. It is located at a distance of 20 km from Ananthagiri hills. It is being maintained by Irrigation and command area development department. The Dam is filled with water during monsoon season. The tourists visit this area during monsoon and enjoy the natural beauty of the reservoir. Kayaking activity is one the tourist attraction here.

Accommodation and Food: Accommodation facilities are available in Hills as well as in Vikarabad town. The Telangana state tourism Development Corporation is running a Hotel “Haritha Valley View Resort” in Ananthagiri hills itself. It has 30 double bed rooms and tariffs are ranging from Rs.2000 to Rs.2570. In Vikarabad town good hotels

and lodges are available. The room rent cost is ranging from Rs.1000 to Rs.5000 per day per double bed room. There is restaurant in Haritha resort which serves nice food to visitors. The resort is located in such way that the visitors will get good valley view.

Research study: A research study was conducted to assess the profile of tourists, Opinion about tourism facilities, cost of facilities, Cleanliness and Hygiene and opinion about Hotel services at Ananthagiri Hills.

Profile of the Tourists visiting Ananthagiri Hills: The profile of the Tourists visiting Ananthagiri Hills consists of Sex, Age, Native District, Educational Qualification, Occupation, Monthly Income, Accompany, Purpose of visit, Number of visit, Mode of Transportation, Accommodation and like.

Sex: Out of 100 tourists surveyed, 70 percent are male and remaining is female.

TABLE: 5 Sex

Sex	Number of Tourists	Percentage
Male	70	70
Female	30	30
Total	100	100

Source: Primary Data

The study reveals that majority of the visitors are male. It is inferred that male tourists are showing interest in Hill tourism.

Age of the Tourists: Age is an important factor which helps to plan the suitable type of tourism product to be developed. Age is a very useful variable because tourists of different ages often have different needs. Of the 100 tourists surveyed, 55 per cent are in the age group of 20 to 40 years, 30 per cent in the age group of 41 to 50 years. 10 per cent in the age group of 51 to 60 years and the remaining 5 per cent are in the age group of above 60 years(See Table :-6)

TABLE: 6 Age

Age	Number Of Tourists	Percentage
20- 40	55	55
41-50	30	30
51-60	10	10
Above 60	5	5
Total	100	100

Source: Primary Data

From the table it is observed that majority of the tourists are having age between 20 and 40 years.

Native District: The researcher makes an attempt to find out the origin of tourists. Out of 100 tourists surveyed 36 per cent are coming from Vikarabad district, 30 per cent coming from Hyderabad district, and 22 percent from Ranga Reddy district and remaining are from other areas.

Table: 7 Native Districts

Native District	Number of Tourists	Percentage
Vikarabad	36	36
Hyderabad	30	30
Ranga Reddy	22	22
Others	12	12
Total	100	100

Source: Primary data

From the table it is observed that majority of the tourists are coming from Vikarabad and Hyderabad district.

Education: Of the 100 tourists, 45 tourists are high school, 32 are graduates, 12 per cent are post graduates and remaining are other categories like diploma, certificate course etc.

Table: 8 Educations

Particulars	Number of Tourists	Percentage
High School	45	45
Graduates	32	32
Post Graduates	12	12
Others	11	11
Total	100	100

Source: Primary data

The above table indicates that the majority of the visitors are high school and graduates. It appears that educated persons are taking better interest in visiting these places.

Occupation: Occupation indicates the economic status of the person and it is useful to determine the quality of service to be offered for the visitors. Out of 100 visitors studied, 51 per cent of the visitors are working with private firm, 19 per cent are doing their own business, 12 per cent are working with government firm and remaining are like retired persons, Agriculturist and consultants.

Table: 9 Occupations

Particulars	Number of Tourists	Percentage
Private Employees	51	51
Business	19	19
Government employees	12	12
Others	18	18
Total	100	100

Source: Primary data

.From the table it is observed that majority of the tourists visiting these places are private employees.

Monthly Income: Income is the important yard stick to measure the spending culture of the visitors. According to their income level, the visitors' expectations vary. It is important to assess their level of income. Out of 100 visitors, 34 per cent of the tourists having monthly income less than 20000, 32 per cent are having income between 20000 to 30000, 28 per cent are having income between 30001 to 40000 and remaining are more than 40000.

Table: 10 Monthly Incomes

Income per month in Rs.	Number of Tourists	Percentage
<20000	34	34
20000-30000	32	32
30001-40000	28	28
>40000	06	06
Total	100	100

Source: Primary data

From the table it is understood that majority of the tourists' income level is between 20000 and 30000.

Accompany: Accompany means people who come along with the tourists as a group. It may be friends or family or mixed group. Out of the 100 tourists interacted, 32 percent of the visitors are friends group, 51 percent of the visitors come as family group and remaining are visiting as mixed group.

Table: 11 Accompany

Particulars	Number of Tourists	Percentage
Friends	32	32
Family group	51	51
Mixed group	17	17
Total	100	100

Source: Primary data

The above table indicates majority of the visitors are visiting this place as a Family group.

Purpose of visit: Out of the 100 tourists surveyed, 94 per cent are coming for tourism only and remaining is for business and tourism.

Table: 12 Purpose of Visit

Particulars	Number of Tourists	Percentage
Tourism only	94	94
Tourism and Business	06	06
Visit to friends and relatives	00	00
Total	100	100

Source: Primary data

The study indicates that majority of the tourists are coming for leisure purpose.

Number of visits: The study gathered information regarding the number of visits of tourists to Ananthagiri Hills. 84 percent of the people are visiting Ananthagiri Hills for the first time, 13 per cent are visiting this place for the second time and remaining are visiting more than two times.

Table: 13 Numbers of Visits

Number of Times	Number of Tourists	Percentage
One	84	84
Two	13	13
More than two	03	03
Total	100	100

Source: Primary data

The above table clearly indicates that majority of the tourists are visiting this place for the time.

Mode of Transportation: This study makes an attempt to analyze the mode of transportation used by the tourists. Out of 100 tourists surveyed, 59 percent of the people used bus as a mode of transportation, 18 per cent used their own vehicle to reach this destination and remaining are used rental vehicles to reach destination

Table: 14 Mode of Transportation

Mode of Transport	Number of Tourists	Percentage
Bus	59	59
Own Vehicle	18	18
Rental Vehicle	23	23
Total	100	100

Source: Primary data

Accommodation: The research focuses the type of accommodation used by the tourists. Out 100 tourists surveyed, only 48 per cent of the people are staying in and around the destination. The types of accommodation available are Resorts, Budget Hotels and Others. Out of 48 people who stayed in the hotels, 46 percent are preferred to stay in the resorts available at the hill itself, 38 per cent people stayed in hotels available at Vikarabad and remaining people are chosen to stay in guest house, friend's house etc.

Table: 15 Accommodations

Accommodation type	Number of Tourists	Percentage
Resort	22	46
Budget Hotels	18	38
Others	08	16
Total	48	100

Source: Primary data

Period of stay: Period of stay means length of time the tourists accommodated in hotels and resorts. If the period of stay increases the business volume also increases. Out 48 tourists

stayed in hotels and resorts, 86 per cent of the tourists stayed one day, 5 per cent stayed two days and remaining are stayed more than two days.

Table: 16 Period of Stay

Number of Days	Number of Tourists	Percentage
One day	41	86
Two days	5	10
More than Two days	2	04
Total	48	100

Source: Primary data

From the above table it is observed that 86 percent of the people are stayed one day.

Tourism Places visited: Tourism attractions are important factor to attract the tourists. This study analysis the places visited by the tourists. All the tourists visited the viewpoints. Of the 100 tourists surveyed, 94 per cent visited the temple, 22 per cent visited Bugga Rameswaram temple, 21 per cent visited Kottipalle dam and 33 percent visited Nagasamudram Lake.

Table: 17 Tourism Places Visited

Place	Yes	No
Anantha Padmanaba Swamy Temples	94	5
View point	100	0
Bugga Rameswaram temple	22	80
Kotti palle Dam	21	80
Nagasamudram Lake	33	70

Source: Primary data

From the table it is observed that majority of the tourists visited view point and Anantha Padmanaba Swamy temple.

Opinion about the Tourism Facilities: The tourism facilities include Transport, Parking, Security, Accommodation, Food, Toilet facilities at tourism attractions and local people hospitality. "Transportation" scored highest points (361) and ranks first followed by "Parking"

(360 points), “Accommodation and Food” (359 points), “Local people Hospitality”(341 points), “Security” (299 points) and “Toilet facilities” (275 points)

Table 18 Opinion about Tourism Facilities

Facilities	Opinion											
	V.Good		Good		Moderate		Poor		V.Poor		Total	Rank
	No.	Score	No.	Score	No.	Score	No.	Score	No.	Score		
Transportati on	22	110	25	100	45	135	08	16	0	0	361	1
Parking	19	95	24	96	55	165	02	4	0	0	360	2
Security	0	0	12	48	75	225	13	26	0	0	299	6
Accommod ation	18	90	27	108	51	153	04	8	0	0	359	3
Food	15	75	31	124	52	156	02	4	0	0	359	3
Local people Hospitality	09	45	28	112	58	174	05	10	0	0	341	5
Toilet facilities	0	0	10	40	60	180	25	50	5	5	275	7

Source: Primary Data

From the above table it is observed that the tourism facilities in this destination is between Moderate and good and steps to be taken to improve the facilities.

Opinion about Cost of Facilities: The cost of facilities includes Food, Accommodation and Local Transport. “Accommodation” facilities scored highest points (422) and stood first rank followed by “Food” (385 points) and “Local Transportation” (351 points).

Table: 19 Opinions about Cost of Facilities

Facilities	Opinion											
	V.High		High		Moderate		Low		V.Low		Total	Rank
	No.	Score	No.	Score	No.	Score	No.	Score	No.	Score		
Food	24	120	37	148	39	117	0	0	0	0	385	2
Accommodation	45	225	32	128	23	69	0	0	0	0	422	1
Local Transport	12	60	29	116	57	171	2	4	0	0	351	3

Source: Primary Data

The above value indicates that the cost of facilities are seems to be high.

Opinion about Cleanliness and Hygiene: The opinion about Cleanliness and Hygiene at the destination includes Temples, Road side, Lake and Viewpoint. The Cleanliness and Hygiene at “Temple” scored highest points (294) and stood first rank followed by “View point” (274 points), “Roadside” (270 points) and “Lake” (268 points)

Table: 20 Opinions about Cleanliness and Hygiene

Area	Opinion											
	Very Good		Good		Moderate		Poor		Very Poor		Total	Rank
	No.	Score	No.	Score	No.	Score	No.	Score	No.	Score		
Temple	0	0	22	88	54	162	20	40	4	4	294	1
Road side	0	0	12	48	56	168	22	44	10	10	270	3
Lake area	0	0	9	36	58	174	24	48	10	10	268	4
View point	0	0	12	48	55	165	28	56	5	5	274	2

From the table it is observed that overall the cleanliness and hygiene condition of the tourism attractions in Ananthagiri hills need to be improved.

Opinion about Hotel Services in Ananthagiri Hills and Vikarabad: The Hotel services in Hotels in Ananthagiri Hills and Vikarabad area includes Food, Accommodation, Room service, Personalized care and Housekeeping. The “Accommodation services” scored highest points (351), followed by “Food services” (338 points), “Personalized care” (324 points), Room service(323 points) and “Housekeeping” (291 points).

Table: 21 Opinions about Hotel Services

Services	Opinion											
	Very Good		Good		Moderate		Poor		Very Poor		Total	Rank
	No.	Score	No.	Score	No.	Score	No.	Score	No.	Score		
Food	12	60	24	96	54	162	10	20	0	0	338	2
Accommodation	16	80	28	112	47	141	9	18	0	0	351	1
Room Service	9	45	22	88	52	156	17	34	0	0	323	4
Personalized care	4	20	27	108	58	174	11	22	0	0	324	3
House Keeping	2	10	18	72	51	153	27	54	2	2	291	5

Source: Primary Data

The values in the above table indicates that the different services provided by the Hotels in Ananthagiri Hills and Vikarabad area need to be improved and especially the Housekeeping activities to be a major focus area.

Findings

- Ananthagiri Hill is located at distance of 90 Km from Hyderabad and located at an altitude of 700 to 1153 meter in the Eastern Ghats. The temperature of this hill station is ranging from 16 to

22 Degree Celsius and during summer day time the temperature goes up to 32 Degree Celsius.

- The Musi River the tributary of Krishna River originates from this hill and joins in Hussain Sagar in Hyderabad.
- The best season to visit this place is between October and March. During this period the weather is good and area is covered with lush green plants.
- It is very attractive to see the Flora like Rice, Maize, and Vegetables during the rainy season. The Fauna like Deer, Neelgai, Jungle Parki, Wild boar are available in the forest area. The Avifauna like Peacock, Double spur or jungle fowl, Quails, Partridges are present in the forest area. The specialties of these hills are the availability of medicinal plants like Tylophora Indica, Antrographis and Hemidesmus indicus.
- Majority of the tourists visiting Ananthagiri Hills are Male. It is inferred that Males are interested in Hill Tourism.
- Majority (55 %) of the tourists are having age range between 20 and 40 years.
- Most of the visitors (66%) are coming Vikarabad and Hyderabad city.
- Majority of the visitors are having educational qualification either High school or under Graduation.
- Regarding the occupation of the tourists, majority (51%) of them are working in private firm.
- The monthly incomes of the tourists are ranging from Rs.20000 and 30000.
- Most of the tourists are accompanied by their family members.
- The purpose of visit is tourism only and majority of them visits this for the time.
- Majority (59 %) of the tourists reach this destination by bus.
- Majority (84%) of the tourists chooses to stay either in Budget hotels or Resorts and their period of stay is one day.

- Almost all the tourists visited the viewpoints and 94 per cent visited the Ananda Padmanaba temple.
- The tourism facilities like accommodation, food, transport, parking, security and toilets are moderate to good.
- The cost of food in Ananthagiri Hill is very costly especially in Haritha resort. Other small food outlets are not hygiene. Accommodation at Haritha hotel is costly for middle class family. Local transport is available in the form of Autos and the charges are reasonable.
- Cleanliness and hygiene has to be maintained in road side, viewpoints, Lakeside, temples etc.
- Hotel services include Food, Accommodation, Room service, personalized care and Housekeeping. The level of service is moderate to good. Need lot of attention to develop the service.

Suggestions:

- The tourism is the futuristic industry. The growth of tourism depends upon the tourist attractions, facilities at

destination and infrastructure facilities road, transport, water, electricity and accommodation. Here in Ananthagiri Hills most of the land area belongs to Forest department. So Telangana Tourism department has to collaborate with Forest department and formulate strategies for the infrastructure development in this Hills station. In the development process private partnership also is considered for the developmental work.

- Telangana tourism has to create brand for Hill Tourism and create awareness about the attractions in Ananthagiri Hills and create a separate website by providing fruitful information about interesting places to grab the attention of tourists.
- Tourists are cultural ambassadors and tourists visits the places to learn the traditions and culture, and go back with their refreshed mind and good experience. So it is necessary to educate Hoteliers, Travel agents and Local people in the Ananthagiri Hills area to understand the importance of tourists and make them to treat tourists as their important guests.

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- Assess the different segments of tourists visiting this Hill and plan to provide facilities for each segment. The present Haritha hotel is run by Telangana Tourism department, which satisfies the needs of few segments. The length of the stay in this hotel is not more than two days. Majority of the tourists are staying only one night. A plan has to be made to increase the length of the stay and generate hotel facilities to accommodate all the segments of the visitors.
 - Human resource plays an important role in any business development. It is applicable to tourism sector also. Telangana Tourism department has to take the stock of human resources involved in tourism industry and train the human resources with necessary valuable inputs especially customer value, customer responsiveness, customer satisfaction etc.
 - Telangana tourism should have tie up with Forest department, Airport, Railways, Government transport department and Travel agents and tour operators to strengthen the Tourism activities especially Hill Tourism in Telangana.
 - This Ananthagiri Hill can be converted as Training and Meeting center for Corporate and Educational Institutions. This is the best place for MICE Tourism.
 - A special strategy has to be formulated to attract foreign tourists to visit Ananthagiri Hills and high grade resorts can be built to meet out the wants of foreign tourists.
 - As a part of distribution strategies, the Telangana tourism has to have booking counters in main cities like Hyderabad, Vijayawada and Vishakhapatnam.
 - Cleanliness and hygiene has to be improved in the tourist attractions, hotels, restaurants and parking areas in the Ananthagiri Hills.
 - Toilet facilities has to be sets up in all tourism spots and local transport facilities has to be improved by plying mini bus service to the different spots in Ananthagiri Hills.
 - Ban on usage of plastic bags and polythene materials have to be implemented in Ananthagiri Hills to protect the environment.

- Prepare and distribute code of conduct for visitors in Ananthagiri Hills, with the support of local governance and Forest department.
- Cultural shows and entertainment programs can be organized to attract more number of tourists as wells to increase the length of the stay.

CONCLUSION

The specialty of Hill tourism is cool climate and makes the visitors to feel happy and leisure. Ananthagiri Hills is a popular tourism destination accessible to Hyderabad city and most of the tourist visits this place in weekends. The cool climate, waterfall, temple, view points and Dams are the important attractions in this place and number of tourists visiting this place is increasing every year. A research study has been conducted at the Ananthagiri Hills to assess the profile of the tourists and their perception about this hill, facilities available in this destination and other component related to cost of facilities. Based on the findings of the research, many suggestions have been provided. By effectively implementing the suggestions mentioned, the tourism activity can be enhanced and which leads to increase the revenue.

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