

**A STUDY ON LATEST TRENDS IN SUSTAINABLE AND ECO-TOURISM IN  
TELANGANA STATE**

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**ABSTRACT**

India has long had a culture of reverencing its animals. The Asoka ruler, who established animal sanctuaries, is credited with originating the idea of protecting wild life. Geographically, the state of Telangana spans 1,14,367 square kilometers, of which 28,809 square kilometers—or around 25%—are covered by forests. If we compute the total area set aside for national parks and sanctuaries, it comes to 5,693 square kilometers. This represents 5% of the entire forest. The Telangana State Tourism Development Corporation (TSTDC) has taken a variety of actions to promote ecotourism that will help rural residents improve their way of life and allow them to enjoy the natural beauty without endangering it. To promote ecotourism and tribal tourism, the Telangana government is working on two circuit projects: (i) the Integrated Development of Connecting Mulugu Laknavaram Medaram Tadvai Damarvai Mallur Bogatha Waterfalls, and (ii) the Integrated Development of Eco-tourism circuit in Mahabubnagar District.

**Key Words:** Emerging Trends in eco-tourism, number of eco-tourism spots, Promotional Strategies for eco-tourism in Telangana State, etc.

**1. INTRODUCTION**

India's historical traditions have always placed a high value on wildlife. The idea of protecting wild life originated during Emperor Asoka's reign, when he established animal sanctuaries. The number of protected areas has significantly increased as a result of the Wild Life (Protection) Act of 1972 and the National Policy for Wild Life Conservation, both of which were passed in 1970. There are an increasing number of Sanctuaries, National Parks, and Biosphere Reserves in India that have been notified.

Telangana State spans 1,14,367 square kilometers, lying between latitudes 12° 37' and 19° 54' N and longitudes 76° 46' and 84° 46'. This state, which is part of South Central India, is bordered to the south and east by Andhra Pradesh, to the west by Karnataka, to the north and north-west by Maharashtra, and to the north and east by Madhya Pradesh and Chhattisgarh States. The forest covers 28809.08 square kilometers, or 25.19% of Telangana State's total area. 5693.165 square kilometers, or 19.76% of the state's total area and 4.98% of its geographical area, are covered by

national parks, sanctuaries, and tigers' reserves.

The state is primarily situated in the Deccan Plateau Geographic Zone. The open, prickly scrub jungle of the Deccan Plateau is typified by the dominance of Acacia, Albizia, Hardwickia, and related plants. Huge rocky outcrops and grasslands known locally as "Kanchas" are scattered throughout. Rich vegetation and fauna of many kinds may be found in this area, including endangered herbivores like Chowsingha, Blackbuck, and Chinkara. The Asiatic Cheetah that previously flourished here is extinct due to overhunting.

The state boasts an abundance of flora and fauna due to its diverse range of habitats, unique flora and fauna environments, and unique geological features. In order to coordinate the efforts of numerous Central Government agencies, State Government agencies/UTs, and the private sector for the promotion and development of tourism in the State, the Tourism Ministry serves as the nodal agency for developing national policies and programs.

## 2. OBJECTIVES

- To comprehend the Telangana State ecotourism industry
- To know the recent developments in Telangana State's Ecotourism
- To determine how many ecotourism destinations are in Telangana State.
- To provide awareness of the numerous strategies and plans by Telangana Tourism to develop Ecotourism and expand across the country.

## 3. LIMITATIONS OF THE STUDY

The secondary data for the study is obtained from a variety of websites, news items, research papers, journals, and publications on the internet. As a result, the main informative influence is absent from the entire study. One of the main limitations of this study is that it was based on material that was genuinely published and confirmed. Another major restriction is that it was not possible to extract enough information from the large amount of data.

## 4. RELEVANCE OF THE STUDY

Telangana, one of India's most popular tourist destinations, has attracted a lot of attention recently due to its rich history and culture. Travel and Cultural As the state accommodates a wide range of traveler interests and inclinations, Telangana is promoting Heritage Tourism, Cultural Tourism, Tribal Tourism, Wildlife and Ecotourism, and Spiritual Tourism. Numerous packages, including interstate tour packages to Shirdi, Tirupati, etc., are already available from TSTDC.

To promote ecotourism and tribal tourism, the Telangana government is working on two tourism circuit projects: (i) an integrated development connecting the Mulugu, Laknavaram, Medaram, Tadvai, Damarvai, Mallur, and Bogatha Waterfalls; and (ii) an integrated development of an ecotourism circuit in Mahboobnagar District. This will feature the area's scenic and natural beauty, including the forests, wildlife in the Tiger Reserve, waterfalls, caverns, rivers, reservoirs, and historic temples. The government wants to create ropeways, vacation rentals, and cruise ships in addition to improving road connectivity.

Beginning in September 2017, the Bhupalpally district's ecotourism initiatives concentrated on four sites that were deemed appropriate for rock climbing, trekking, the celebration of the Laknavaram festival, the construction of Tadvai Huts, and other related activities. Since its opening, Bhupalpally has welcomed more than 4,000 visitors. A popular feature of the six Tadvai Huts are its three-star amenities, which include air conditioning.

Proposals for the establishment of Nature Tourism Circuit Packages in the State valued at Rs 473 crore have been sent by the State government to the Ministry of Tourism. The Telangana State Tourism Development Corporation (TSTDC), the Tourism Department's nodal agency, is tasked with creating tourist infrastructure for the state's overall tourism development, including hotels, resorts, boats and cruises, restaurants, suspension bridges, wayside amenities, glow gardens, musical fountains, and others.

The development of the "Kaleshwaram Tourism Circuit," which includes the Medigadda barrage, Kannepally pump house, Kaleshwaram temple, Annaram barrage, Annaram water canal, Sundilla barrage, and Yellampally reservoir, was given a budget of Rs 750 crore by the State government in 2022–2023. These pieces are still in the design phase.

Not only is the Department of Tourism actively promoting travel, but the Department of Forests is also involved. One example of this is the increase in ecotourism revenue in the Bhupalpally area, which has more than 75% forest cover. The third-highest waterfall in the nation, Gaddalasari Falls, will now be included on the itinerary by the department as a popular tourist destination. At the waterfall next to Veerabhadravaram village in Bhupalpally, preparations are made to build a variety of services for visitors.

More tourist destinations are being identified by the Forest Department. Five kilometers from Domalpenta, in the Amarabad Tiger Reserve, is a brand-new tourist destination called "Octopus Viewpoint." It provides a glimpse of the Krishna River and the surrounding woods. The location is on the Hyderabad-Srinailam route, 42 kilometers from Mannanur. To provide tourists with a more up-close and personal look at the forest, the Department is constructing a watch tower and a forest trail.

## 5. EMERGING TRENDS IN ECOTOURISM

Generally speaking, ecotourism is a type of travel that encourages visitors to discover pristine natural areas while also enhancing the quality of life for locals. Nowadays, individuals are more interested in visiting pristine or undisturbed natural areas than they are in popular tourist destinations.

**Experiencing and Learning:** Travelers are calling for more customized, real-world travel adventures. Thousands of people visit the same resort frequently around the same time of year as part of mass tourism. It is the most common type of tourism and is frequently offered as a package deal because it is frequently the least expensive way to travel. People are now searching for alternatives to mass tourism, which is fueling ecotourism by promoting undiscovered natural areas that offer pricey, unique travel experiences to travelers.

**Adventure, culture, and nature-based:** Activities are driven by human energy and have become more popular in recent years. In India, people are becoming increasingly interested in visiting rural areas to find tranquility and escape from the hectic, scheduled lives of cities. Telangana State has created a number of undiscovered ecotourism destinations in response to this trend.

**Break Down Travel Barriers:** Due to the aging market, there will be a greater demand in the upcoming years for the creation of adequate facilities across the value chain, as well as for the exploration of wildlife reserves, sanctuaries, and preserved river and waterfall sites.

## 6. PROMOTIONAL STRATEGIES FOR ECO-TOURISM IN TELANGANA STATE

The first plan of action for TSTDC is to divide Telangana Tourism into its own identity and brand and release the new logo to the public. Their focus is on promoting uncharted territories, such as the tiger reserves in Adilabad, which are being developed for adventure and ecotourism, in Kawal, Jannaram, Tadavai, and Mannanur. In addition, package tours have been established by Telangana State Tourism Development Corporation (TSTDC) to cater to certain traveler needs. TSTDC offers a flawless tour experience by assisting with the complete itinerary planning. In addition to taking part in a number of national and international fairs, festivals, and marts, they have started long-term print and electronic campaigns at different airports around the nation, as well as commercials to promote new tourist routes.

The PRASAD Scheme and the SWADESH Darshan Scheme, which are implemented in Telangana State, are two significant initiatives launched by the Indian Ministry of Tourism.

### A. PRASAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive)

In contrast to vacation/leisure travel, the PRASAD Scheme was created by the Indian government in 2014–15 with an initial budget of Rs. 100 crore and was only focused on religious and

pilgrimage travel. The program is designed to pinpoint fundamental shortcomings, streamline the delivery of goods and services, and then tackle the problems that are critical to building and advancing religious tourism in India. At present, the PRASAD plan is not available in Telangana State; nevertheless, it is currently being implemented in twelve different cities throughout India.

With an outlay project cost of Rs 473 crore, the State government had recently recommended to the Ministry of Tourism to build some additional new project schemes under the "Swadesh Darshan & PRASHAD Scheme" for consideration. The proposals include the following: the construction of a pilgrimage and nature tourism circuit in Mahabubnagar district under the Swadesh Darshan Scheme, which would cost Rs 101.72 crore; the construction of an eco-tourism circuit in Mancherial district, which would cost Rs 98 crore; the construction of a fort circuit in the state, which would cost an estimated Rs 101 crore; the development of pilgrimage and heritage infrastructure of Rudreshwar temple (Ramappa), in Mulugu district, with Rs 61.84 crore; and the development of pilgrimage and heritage infrastructure of Rudreshwar temple (Ramappa) in Bhadrachalam, which would cost Rs 61.84 crore. Data from the Tourism Corporation indicates that, in the years 2019–2020, up to 3.2 lakh foreign visitors came to the State prior to the epidemic.

## B. Swadesh Darshan Scheme

The Indian government is creating tourist circuits with particular themes under this program to draw visitors who have a particular interest in seeing these locations. A variety of regionally distinctive themes, such "Culture," "Heritage," and "Wildlife," are created to help local communities, provide jobs, and promote social integration.

Under the Swadesh Darshan Scheme, Telangana State has identified and is promoting the integrated development of theme-based tourism circuits.

- i. **Kadali Vanam:** Natural caves called Kadali Vanam Caves are located 12 km from Akka Mahadevi Caves and 22 km from Srisailam. About 135 kilometers from Hyderabad is the scenic Nallamala woodland range, home to the Lord Shiva temple of Uma Maheswaram.
- ii. **Singotam:** Because there is always water available, the circuit's entry point is suggested to be called the "Water Sports Hub."
- iii. **Akkamahadevi Caves:** Geological wonder 50 kilometers from Warangal and 190 km from Hyderabad, situated between Somasila and Srisailam cruise route Gattamma (Mulugu), the gateway to Medaram Entry point to then Tribal Kingdom (Pagididda Raju, Tribal Chief in 13th Century).
- iv. **Srisailam:** One of the holiest places in India, Shakti Pithas Laknavaram Laknavaram Lake, Nature's retreat, is home to one of the twelve Jyotir Linga Shiva shrines and one of the

eighteen most revered goddess shrines. Part of the Dandakaranya, the largest surviving forest belt in the Deccan plateau, Medaram is home to the annual Sammakka Saralamma Jatara festival, which is the second largest gathering in India behind Kumbha Mela Tadvai. It is also a part of the Eturnagaram Wildlife Sanctuary and features beautiful scenery, rolling hills, and an abundance of rare species of both plants and animals. The Megalithic graves of Damaravai are situated approximately 15 km away from Tadvai Mallur. A natural spring called "Chintamani Jalapatham" flows through the deep forest and is thought to possess therapeutic properties. The district of Mahaboobnagar has an eco-tourism circuit. An amount of Rs. 91.62 Cr is sanctioned for the project in the year 2015-16

- v. **Somasila:** The left bank of Srisailem Project Farahabad, also known as "Mount Pleasant," is the ideal location to begin river cruise tourism on the Krishna River Egalapenta. Farahabad is located at an elevation of 914 meters in the Eastern Ghats' Nallamalla Hills. Situated in the heart of Nallamalla Forest, eight kilometers away from Hyderabad's Srisailem State Highway Tribal Circuit in Warangal District, lies the stunning waterfall known as Mallelatheertham. A sum of Rs. 84.40 Cr was approved in 2016–17 for the development of the circuit and Bogatha Waterfalls, often known as Telangana's Niagara, which are situated 18 kilometers from Mallur.

## 7. VARIOUS ECO-TOURISTS SPOTS IN TELANGANA STATE

Telangana tourism focuses mostly on creating and constructing bird roosting areas. Because of the island that draws several bird communities, this riverine habitat was first designated as a crocodile sanctuary before being added to the list of bird sanctuaries. In addition, the Sanctuary provides Hyderabad City with clean drinking water. The sanctuary is rich in both flora and fauna, and it is home to migratory birds of 63 different species due to its abundance of roosting and nesting sites, which include Prosopis and Acacia nilotica (Babul) trees (both on the island and along riverbanks). There are reed species scattered throughout dense ipomoea vegetation. With a variety of freshwater terrapins, monitor lizards, and breeding marsh crocodiles, the reptile fauna is noteworthy.

### A. TIGER RESERVES IN TELANGANA STATE

- i. **Amrabad Tiger Reserve:** The largest tiger reserve in the nation, it is located in the districts of Mahabubnagar and Nalgonda and spans 2,800 square kilometers. It was formerly a part of the "Nagarjunasagar- Srisailem Tiger Reserve," but after splitting into two, Telangana state acquired ownership of the northern portion of the reserve, which was then renamed "Amrabad Tiger Reserve." The state of Andhra Pradesh continues to administer the southern half as "NSTR." There are thought to be about 23 Tigers in the reserve. About sixty individuals are employed by it.

- ii. **Kawal Tiger Reserve:** This is located in Telangana State's important city of Jannarammandal,

which is part of the Adilabad district. Numerous langoors, sambars, wild buffaloes, and deers can all find refuge in the Reserve. In 2012, the Indian government designated Kawal Wildlife Sanctuary as a Tiger Reserve. Numerous bird species, including the Great Indian Bharadwaj and Parakeet, can be found there, as well as numerous reptile species, including the very toxic Rattle snake, Iguana, and Monitor lizard. The sanctuary is well-endowed with a deep and unspoiled range of forest land, as well as a teak plantation spanning 892.23 square kilometers. The Godavari and Kadam rivers enhance the area with its lovely ambiance. About twenty individuals are employed by it. Visitors to the sanctuary and exotic wildlife can readily observe the variety of creatures seeking refuge in their native habitats. The government provides these animals with the opportunity to live happy lives and recover in such a sanctuary.

## B. SANCTUARIES IN TELANGANASTATE

Besides the two Tiger Reserves in the State, there are 7 wildlife Sanctuaries protecting its rich biodiversity.

- i. **Eturnagaram Wildlife Sanctuary:** Located in Eturnagaram village in the Jayashankar district of Telangana, India, lies the Eturnagaram Wildlife Sanctuary, one of the state's oldest sanctuaries (established in 1952). It is situated 100 km (62 miles) from Warangal and 250 km (160 km) from Hyderabad. From west to east, the land's slopes vary from steep to gentle. A plain makes up one-third of the territory; the remaining portion is hilly and has several streams and springs. In the sanctuary, Sammakka Sarakka Jatara holds its yearly festival. The sanctuary provides tourists a thrilling experience and is rich in flora and fauna. The sanctuary is split in two by "Dayyam Vagu," a perennial water source. In addition to several bird species, it is home to wolves, tigers, leopards, sloth bears, dholes, blackbuck, golden jackals, spotted deer, chinkara, chousingha, nilgai, sambar, and Indian giant squirrels. such as the Kraite, Star, Cobra, Python, and Mugger Crocodile.
- ii. **Kinnerasani Wildlife Sanctuary:** The Indian state of Telangana's Khammam district is home to the Kinnerasani Wildlife Sanctuary. Some of Telangana's Tiger Reserves are found in this unique wildlife sanctuary. It is situated in the Khammam area, 21 kilometers from the town of Paloncha. This vast land, which has an area of 635.4 square kilometers, is home to a number of harmful animals. The river Kinnerasani, which splits the sanctuary and empties into the Godavari, is the source of the name Kinnerasani Wildlife Sanctuary. Panthers, Chinkara, Chousinghas, Sambar, Cheetal, Gaurs, Hyena, Jackals, Wild Boars, Tigers, Sloth Bears, and Black Bucks are among the species that may be found in this sanctuary. Many birds, including Quails, Partridges, Peafowl, Nuktas, Spoonbills, Teals, and Doves, can also be seen by visitors.
- iii. **Manjera Wildlife Sanctuary:** The Manjeera Sanctuary is located around 50 kilometers from Hyderabad, next to the town of Sangareddy, along the powerful Manjeera River. This sanctuary is 36 kilometers long and has an average width of 500 to 800 meters. It is situated

between the Manjeera and Singoor rivers. It is home to nine little islands.

- iv. **Pakhal Wildlife Sanctuary:** The magnificent man-made lake known as Pakhal Wildlife Sanctuary was finished in 1213 AD by the Kakatiya dynasty. This alluring haven spans an area of 860 square kilometers. The wonderful plateau region, encircled by a captivating range of low hills, adds to the place's intrigue. The surroundings of the sanctuary and the Pakhal Lake complete the most breathtaking sight imaginable. The teak, bamboo, and mixed woodlands that make up the sanctuary. The breathtaking scenery and natural splendor of the wildlife park are incredibly alluring. The Sanctuary is home to a wide variety of wild creatures as well as over 200 different plant varieties. The optimum time to visit this location is from November to June.
- v. **Pocharam Forest & Wildlife Sanctuary:** The Pocharam Forest & Wildlife Sanctuary is located approximately 115 kilometers from Hyderabad, Telangana, India, and 15 kilometers from Medak. Travelers can take private transportation from Medak to the refuge. Encircled by lush green forest, Pocharam Forest was said to have been a favorite hunting spot for the Nizam of Hyderabad, who had declared it a wild life sanctuary early in the 20th century. The richness of the area attracted winged visitors like Brahminy Bucks, Bar-Headed Goose, and Open Billed Stork. The location is perfect for ecotourism, as guests may enjoy seeing five different kinds of deer and antelope. Animals like wolves, jackals, forest cats, sloth bears, wild dogs, nilgai, chinkara, chital, leopards, sambars, and four-horned antelopes live in the sanctuary. October through May is the best time of year to visit the Pocharam Sanctuary.
- vi. **Pranahita Wildlife Sanctuary:** The Pranahita river, a tributary of the Godavari, which flows through the sanctuary and serves as its primary water source, gives the area's name—a mountainous, undulating forest in the Adilabad district of northern Telangana state—an exciting quality. The park is regarded as one of the earliest protected places in the Telangana region, having been established in 1980. The state of Maharashtra is bordered by this sanctuary. The sanctuary thrives thanks to its vast floral diversity and more than 185 plant types. More than 20 species of reptiles, more than 50 species of birds, and more than 40 species of animals call the sanctuary home.
- vii. **Sivaram Wildlife Sanctuary:** Established in 1987, the sanctuary is also home to a variety of delicious plants, such as teak, gumpena, timan, and terminalias. The sanctuary covers a large area of 36.29 square kilometers and is home to a variety of creatures, including sloth bears, cheetal, rhesus monkeys, wild boar, panthers, pythons, nilgai, tigers, and sambhars. Additionally, crocodiles from the river Godavari will be visible to tourists.

## 8. FINDINGS

- To promote Telangana as a travel destination for ecotourism and tribal tourism, the state



government is creating two tourist circuit projects.

- Hyderabad Nehru Zoological Park, Hyderabad Kakatiya Zoological Park, Hanumakonda, Warangal Karimnagar Deer Park Kinnerasani, Kasu Brahmananda Reddy National Park, Hyderabad Mrugavani National Park, Chilkur, Hyderabad Mahavir Harina Vanasthali National Park (Deer national park), and three other national parks are located in Telangana State.
- The government supports a number of regionally specialized and distinctive themes, such culture, heritage, wildlife, etc., which are created to help local communities, create jobs, and encourage social integration.
- With more than 75% of the district covered by forests, Bhupalpally district saw the commencement of ecotourism activities in September 2017. These activities concentrated on four sites that were deemed appropriate for rock climbing, trekking, the construction of Tadvai Huts, the celebration of the Laknavaram festival, and other activities. Over 4000 people have visited Bhupalpally since its founding to date.
- Funds from several State Government and Centrally Sponsored Schemes are allocated to ecotourism projects in Telangana State, namely for the development of Tiger Reserves like Amrabad and Kawal.
- The goal of integrated wild life habitat development is to create three National Parks, seven Wild Life Sanctuaries, the Biodiversity Conservation Society of Telangana (BIOSOT), and the Zoos and Parks Authority of Telangana (ZAPAT). This will help with better management of the state's zoos and parks as well as the prompt use of funds made available by the Central Zoo Authority and the State Government.

## 9. CONCLUSION

Over the last few years, Telangana State has continuously progressed and established itself as one of India's highly developed states. The state is still having trouble building its brand value, which is why the government spends a lot of money on advertising. The state is home to a number of industrial parks, global medical facilities, amusement and entertainment complexes, and IT clusters. Aside from that, the state is home to a wide variety of species, including weeds, wild animals, reptiles, birds, and more, due to its rich flora and fauna. With its abundance of forests, wildlife sanctuaries, and well-established ecotourism destinations, the state welcomes all kinds of visitors throughout the year.

The Telangana Tourism Department and the Telangana State Tourism Development Corporation (TSTDC) of the Telangana State government made great efforts to plan, develop, promote, and

integrate eco-tourism in Telangana State. In addition, state representatives must advocate for citizens' understanding of and exploration of newly identified tourist destinations within the state. Once this is accomplished, they must refer others to the information and encourage state tourism, which is essentially free advertising.

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