

Problems and Prospects of Tourism Development at Horsley Hills

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ABSTRACT: *These Case Studies a potential and beautiful hill station named Horsley Hills located in the B. Kathokota Mandal in the nearby town Madanapalle of Chittoor District, Andhra Pradesh, India. Inadequacy of rainfall, poor connectivity, soil erosion, poor positioning, inadequate tourism planning, lack of infrastructure development, inadequate maintenance of the existing resources and improper utilization of the space availability at the hill station have affected the tourists flow. Tourism research indicates that tourism industry is having highest potential to generate more number of employment in comparison to other industry whereas Horsley Hills generates hardly a hundred employment in the form of shop owners, drivers and contract daily wage earners of the B. Kathokota Mandal which has the population of more than 50 thousand.*

Expected learning outcomes: *The students should be able to: Get an insight into the tourism problems of the place; Introspect and explain what role Government can play to attract more tourist footfalls onto the place; Understand how tourism development of a place is linked with the economic wellbeing of the inhabitants of its periphery; Explore building an innovative sustainable tourism development model by inferring the opportunities under Skill India and Make in India program.*

KEYWORDS: *Tourism Planning, Hill Station, Transportation, Employment, Development*

I. INTRODUCTION

Horsley Hill, popularly known as “Ooty of Andhra Pradesh, India” is one of the preferred destinations and the perfect refuge for weekend holidayers. The unspoilt air and panoramic views of the surrounding hillocks and dense forests is potentially a mesmerizing and tranquil spot which could truly be called as Mother Nature’s Own Land. The pristine and tranquil environs of Horsley Hills of the nearby town- Madanapalle of Chittoor district command the breath-taking, panoramic views of the lush expanse of the broken hill ranges of the Southern portion of the Eastern Ghats. The temperature of the idyllic hill station varies from 5 degrees Celsius to a maximum of 32 degrees Celsius and passing clouds passing by the hills mesmerizes the lovers of Mother Nature. The lush and glory of the Hill Station is potentially a boast of several tourist spots and advantage sports in its vicinity.

But the hill station and the villagers in its periphery have their own sorrows. Inadequacy of rainfall, poor connectivity, soil erosion, poor positioning, lack of infrastructure development, inadequate maintenance of the existing resources and improper utilization of the space availability at the hill station have affected the tourists flow. Research studies revealed that tourism industry can generate 80 jobs in every 10 lacs investment and indeed, the potential industry that can generate highest number of employment. But located under B. Kothokota Mandal of more than 50 thousand population, Horsley Hills generates hardly a hundred employment in the form of shop owners, drivers and contract daily wage earners.

II. HISTORY OF HORSLEY HILLS

The quaint hill station was later named after a British Officer and collector of Cuddapah district- W.D Horsley who made his maiden visit to the hill station in 1840 and was highly captivated at the scenic, serene and sublime beauty of the place. The place underwent certain process of renovation and modernization to preserve the beauty of the place for future generation during his period. He chose this place as his summer residence. But in independent India, the Hill station suffered from paucity of adequate maintenance and facilities like transport, street lighting, water etc. which affected the flow of tourists to the spot.

Myth associated with Horsley Hill

There is a beautiful myth associated with the hill station before it was named after W.D Horsley. The ancient name of the hill station was Yenegu Mallamma Konda. The birth and sudden disappearance of Mallamma is mysterious. But the inhabitants of the locality assume that she was a little forest girl who was brought up by the elephants and has been instrumental in bringing cheers in the lives of the tribal people residing in the periphery. (*Periphery villages*). One day, she disappeared and did not come back. People searched a lot, but could not get her back. People ascertained her as the Goddess who came to their lives as harbinger of peace and harmony. In honour of the little forest girl, they constructed a temple for her.

Horsley Hills after Indian Independence

The Govt. in its memo no. 101523/01/58-5 (Agriculture department) dated 15-4-1959 ordered for dis-reservation 103 acre from the Horsley Hills forest area of Kotavoor Revenue village and subsequently it was transferred to Revenue department. Accordingly, the said extent was alienated from forest area and handed over to the Revenue Department on 25-7-1959. This area was surveyed as a separate block with survey no. 538. The Governor Summer Resort Bungalow(also known as Circuit House) and other building attached to this circuit house complex are situated within the above mentioned area of extent 103 acres. These buildings are namely:

1. Mount Pleasant ‘A’ Block and ‘B’ Block.
2. Governor’s ADC Quarters
3. Governor’s Staff Quarters
4. Governor’s servant quarters.
5. NGO’s Quarters
6. Club House.
7. LIC quarters
8. Watchman Quarters and 2 garage attached to Tourist Home.
9. Cafeteria (Vegetarian)
10. Cafeteria (Non-Vegetarian)

All Government buildings were originally under the control of Roads & Buildings Department for maintenance and subsequently handed over to revenue department.

Later, they were transferred to Tourism Department for maintenance and finally they were now under control of Travel and Tourism Development Corporation excluding the area covered by the above mentioned circuit house complex. The following sites are in the dis-reserved block No 538 and have been split up and allocated to various institutions from time to time. These split up block has been presented below:

Table 1. Land allocated to various institutions in Horsley Hills

Serial No	Acres	Names of the Institutions
1	0.52	Bharat Scouts and Guides
2	20.60	Cooperative Building Society
3	2.75	Microwave Repeater Station
	0.08	Co-Operative Showroom- Cum Store
5	0.70	Cooperative Society Tourist Home
6	7.40	Sericulture Department
7	3.21	Under Circuit House Complex area for future development of Horsley Hills township by Govt. as per the plan prepared by the Director Town Planning, AP. Hyderabad
8	3.90	Used as playground of the school. Now it is vacant.
9	0.62	Handed over to Telecom Department, Anantpuramu
10	13.50	Vacant as per resolution dated 24.12. 1981. The alienation is prohibited
11	0.30	Proposed to be leased out to State Bank of Hyderabad for construction of Holiday Home
12	0.10	M.P.P Elementary School Building
13	1.95	N.G.O’s Hostel
14	2.45	Tourist Cottage
15	0.40	Yenugu Mallama Temple
16	11.49	Governor’s Circuit House A. Block and B. Block Tourists Guest House Mount Pleasant Governor’s Servant Quarters ADC Quarters Post Office, Police Station Out Post, sub inspection and police constable quarter an chavadi
17	33.03	Not useful as the land is full of Hill and slope sheet Rock and area left for Road
Total	103.00	

Source: Collected from the information available at B. Kothokota Mandal Revenue Office

III. PATTERNS OF LAND USAGES BY THE OCCUPANTS

The Horsley Hills has attracted Bharat Scouts and Guides. 0.52 acre has been allocated to it which normally conducts all India level training program once in two years. There is a small and very old building taken care of by a watchman throughout the year. During the training program, the trainers and participants erect temporary tent houses for accommodation and training program is conducted in open sky. The camp continues for a few days and rest of the year, the site remains unused.

20.6 acres have been allocated in 1972 to cooperative building society in which 50 houses have been constructed for its members. But there was a dispute over the land ownership between AP Revenue Department and the private people and a case is pending in the court of law since 1992

2.75 acres of land have been allocated to the Indian Railways to set up Microwave Repeater Station which is not functioning now. Presently this has been used as a railway guest house having 2 interconnected rooms reserved for

railway employees.

0.08 acres have been allocated to co-operative showroom-cum store to sell crafts and crockery items made by the cooperative society members from the surrounding villages thereby providing them livelihood. The store was closed due to poor tourist turn up.

0.70 acres have been allocated to cooperative society tourist home which is in the dilapidated state due to lack of maintenance.

7.40 acres of land have been allocated to Sericulture Department for the purpose of research in its domain. The department is functional at present.

3.21 acres land is within the circuit house complex area for future development of Horsley Hills Township by Govt. as per the plan prepared by the Directorate of Town Planning, AP, Hyderabad. At present, it is under the control of Sub Collector, Madanapalle and is used for official purpose.

3.90 acres of the area are allocated for the playground of the school which is vacant at present. 0.62 acres have been handed over to the Telecom Department where BSNL constructed a building with 2 suits reserved for its employees. Govt. of Andhra Pradesh constructed a Mandal Praja Parishad Elementary School Building which is not functioning as there is no enrollment in the school. There is tourism cottage with 11 suits which is under the control of AP Tourism.

Over and above, more land areas have been allocated to the various departments of the Govt. of India which is being used for non-commercial purpose. The departments have constructed their properties and have been using as per their requirement. There are no such activities that can continue for months. In rest of the land areas, there are a small zoo, a children park, an adventurous gateway, AP Horsley Hills Resort, few more hotels and restaurants, a little lake named Manosarovar with scanty water etc. Mostly, the property occupied by the owners is remained unused for most of the time in a year.

IV. CYNOSURE AT THE HILL STATION

Apart from Mallalla temple, Koundaniya Wild Life sanctuary and Environmental Park are two other places of attraction for the tourists. The wild life sanctuary at the hill station is the home for hundreds of species of birds and animals. Wild life lovers are generally infused with plethora of experience at the sight of wild dogs, jungle fowls, bears, sambas, panthers and so many roaming across enriching glamour of the place. The splendor of the bird life is another phenomenon of the place which is potentially a cynosure for bird watcher.

The Hill Station is also a treasure trove of deciduous and exotic flora and fauna enriched in trees such as Amla, Beedi leaves, Red Sanders, Reeta, Shikakai, Bay leaves, Sandal wood, Blue gum, Mohosony to Bamboo which can ascertain the lovers of nature the rarest, most sublime and unforgettable experience.

The environmental park at the hill station is a place for recreational hub for the tourists. Apart from getting refresh in the lap of Nature, tourists get educated on ecological balance. This is developed by Venkata Subba Rao- a famous environmentalist of Hyderabad and well known for his commendable contribution to the ecosystem. The scenic and picturesque Horsley Hill is surrounded with eucalyptus, Jacaranda, allamanda and gulmohar trees. Visitor experience record in the note book of the Hill Station Hotels revealed that 10 kms drive from the foothill to the top of the hill station is potentially a unique attribute which infuses richness and rare experience in the tourists.

V. TRANSPORTATION

Tourists coming from long places like Bangalore and Chennai normally visit in reserved vehicles or in their own vehicles. Local people from AP visits in two, three and four wheelers. During summer, Andhra Pradesh State Road Transport Corporation runs a bus 6 times a day and which is reduced to 2 times in a day in other seasons due to poor tourists turn up. AP Tourism does not run any vehicle on regular basis.

Village Revenue Assistant collects fee from the two and four wheelers of INR 10 and 20 respectively. Local people and Government officials won't pay the entry fees. In summer, VRA collects an average of INR 6000/-in peak season and INR 3000/- in rest of the seasons which is deposited in the account of the sub collector who is the Chairman of Horsley Hills Township Plan.

VI. TOURISTS' FOOTFALLS AT THE HORSLEY HILLS

Table 2. Accommodations and Rooms available in the Hill Station

SL	Name of the Accommodation Centers	No. of Rooms/Suits
1	Holiday Home	20
2	Satish Guest House	15
3	Karnataka Guest House	1 quarter with 2 rooms
4	Sanatorium Guest House	6
5	Forest Guest House	6*
6	Railway Guest House (Reserved)	4
7	BSNL Guest House (Reserved)	2

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8	Police Guest House (Reserved)	4
9	AP Tourism Resorts	43
TOTAL		103

Note: 6*: 2 for camp office and 4 for official as well as tourists purpose

Tourism calendar at Horsley Hills starts in the month of April. Climatic condition remains favourable from April to June, therefore, it experiences relatively high foot falls during the month of April and May. However, there is no mechanism available in the Hill Station to record the number of regional, national and international tourists visit to the Hill Station. There is more flow of tourists from the cities like Bangalore, Chennai and Hyderabad at weekends who take this visit as a break from the humdrum of routine life and school children visit during their holidays. There are college goers, professional workers who preferred to visit the place and many of them like to spend time in enjoying the beauty of nature and stay in the tent houses in the open sky erected by themselves.

People also like to visit the place with their family subject to the convenience of their children without affecting their education. They preferred to stay in the Holiday Home, AP Tourism Hill Resort and guest houses available therein. People of the adjacent areas visit, but don't normally access the accommodation and food at the places available.

Since there was no mechanism available to count the tourist turn up to the Hill Station, The researchers enquired the hotels and Andhra Pradesh Hill resort at Horsley Hills. The interaction revealed that they also do not properly maintain the data and no research has been conducted on the Hill Station. However, some data were available at the Andhra Pradesh Hill resort which is presented as follows:

Table 3. Tourists turn up to AP Hill Resort, Horsley Hills (Last 3 Years)

Months*	2012-13		2013-14		2014-15	
	Domestic Tourists	Overseas Tourists	Domestic Tourists	Overseas Tourists	Domestic Tourists	Overseas Tourists
April	1056	0	1175	0	1431	0
May	2916	0	1798	0	2457	15
June	2275	0	1879	0	1391	11
July	1653	0	1175	0	1548	0
August	1684	0	969	0	1440	2
September	1199	0	1260	0	1074	72
October	1990	0	1136	0	1482	12
November	1361	0	1281	0	1340	0
December	1861	0	1579	0	1667	0
January	2127	0	1936	0	1806	100
February	1677	0	1260	10	1231	0
March	1798	0	1667	12	1126	0
Total	21597	0	17115	22	17993	212

Source: AP Hill Resorts, Horsley Hills

Table 4. Accommodation Tariff at AP Hill Resort, Horsley Hills

Room Type	No. of Rooms	Rent (INR)	L Tax (INR)	S Tax (INR)	Total (INR)	Persons
Whisper Winds	8	2200	110	185	2495	2
Wind Whistle	6	1850	93	155	2495	2
Wild Wind AC	8	2900	145	244	3289	2
Wind Fall	4	3300	165	277	3742	4
Horsley Suite AC	1	7150	385	601	8109	2
Governor Bungalow AC	6	2900	145	244	3289	2
Cottages (Big)	4	2400	120	202	2722	4
Cottages (Small)	6	1250	63	105	1415	2

Source: Source: AP Hill Resorts, Horsley Hills

Note: This is the peak season tariff collected on June 22, 2015; Tariff fluctuates and in off season tariff comes down up to 25%

Bureau of Migration, India, as recorded in India Tourism Statistics revealed that there is highest foreign tourist footfalls in India in the month of December followed by November and January, February, March and then the number recedes. Horsley Hills is not able to attract the foreign tourists because of poor maintenance and positioning of the property. With an exception of January 2015 that the AP Hill Resort at Horsley Hills got 100 foreign tourists because of a foreign based company organized training camp in it, rest of the months in the last 3 years, the hill station fails to attract the foreign tourist. If we look at the last 3 years data on tourists turn up to AP Hill Resort, there is stiff decline between 2012-13 and 2013-14 with a slight increase in 2014-15. If look at AP Hill Resort occupancy rate for the year 2014-15, resort source revealed that total occupancy was 53% out of which

domestic tourist occupancy is 43% and overseas occupancy is 10%. For the year 2012-13 and 2013-14, data is not available due to system problem. But from the overseas tourists arrival data indicates that the figure is 0 for the year 2012-13, 22 for the subsequent year which is very meagre.

AP Tourism Hill Resort at Horsley Hill employs 54 workers. 4 (2 chefs and 2 gardeners) are permanent, 30 workers and working under contractors and 20 are daily laborers. The Hill Resort is making profit.

Climatic condition in winter is worse at Horsley Hills. Before independence, the hill station was receiving rainfall in rainy season which was being preserved for summer through water recharge program. But due to climatic change, rainfall in the region has been reduced. Poor maintenance of water recharge mechanism established during British era has resulted in soil erosion and water reservoir has been covered with soil to large extent. These days, the hill station is not experiencing adequate rain fall. Thetu dam, around 25 Km from the hill station is the only source of supply water. In summer, the hill station depends on water tanker due to acute shortage of water. The hill station is not able to attract good number of tourists because of the poor positioning. Except the website information and a few advertisement boards on the nearby Highways within a radius of 60 Km, there is way to promote it. Even the nearest railway station at Korabalkota which is 25 km away from the hill station is not having any board promoting the hill station and it is not connected to Bangalore and Chennai city by rail though there are thousands of passengers travelling to these cities every day.

Tourists do not get scope of spending much due to absence of a market with unique products and services at the hill station. Normally, they spend on accommodation (if they stay) available in Hill Station and recreational zone subcontracted by the Tourism Department, Govt. of Andhra Pradesh. Recreational adventure zone is subcontracted to *Freakouts*- an organization specialized in camping, trekking, rock climbing, Kids recreation and other adventurous programs. The Horsley Hills is giving subsistence to 3 small shops and a few passenger cars and jeep drivers who are carrying tourists to the hill station and a few daily and contract workers. Because of inadequate rain fall and agriculture therefore becomes the non- lucrative occupation, there has been noticed massive migration of the villagers to the nearby towns in search of employment.

VII. VILLAGES IN HORSLEY HILLS PERIPHERY

Horsley Hills is located in B.Kothakota Mandal consisting of 9 villages. This Mandal is having a total 6250 families with population of 26191 of which 13586 are males while 12605 are females as per Population Census 2011. Average Sex Ratio of B.Kothakota Mandal is 928 which is lower than Andhra Pradesh state average of 993. In 2011, literacy rate of B.Kothakota Mandal was 70.09 % compared to the state average of 67.02 % whereas Male literacy is 78.19 % as against female literacy rate of 61.39 %. Schedule Caste (SC) consists of 6.90 % while Schedule Tribe (ST) is of 2.68 % of total population in B.Kothakota Mandal. Some of the adults are pursuing higher education mostly because of the fee reimbursement scheme by the Government of AP and they move to cities for job opportunities. There is massive migration of inhabitants being noticed in the last few decades because of lack of employment opportunity. The scanty rainfall in the region is another reason for opting agriculture as anon-lucrative occupation. Out of total population, 11247 were engaged in work activities. 92.97 % of workers described their work as Main Work (Employment or Earning more than 6 Months) while 7.03 % were involved in Marginal activity providing livelihood for less than 6 months. Of 11247 workers engaged in Main Work, 2140 were cultivators (owner or co-owner) while 2495 were Agricultural labourers.

Table 5. Demographic Profile of B. Kothokota Mandal

Particulars	Total	Male	Female
Total No. of Houses	6,250	-	-
Population	26,191	13,586	12,605
Child (0-6)	2,791	1,464	1,327
Schedule Caste	1,807	1,123	684
Schedule Tribe	702	370	332
Literacy	70.09 %	78.19 %	61.39 %
Total Workers	11,247	7,610	3,637
Main Worker	10,456	0	0
Marginal Worker	791	0	0

Source: Census of India Data 2011, Retrieved from <http://www.census2011.co.in/data/village/596122-b-kothakota-andhra-pradesh.html> Date 16 July, 2015

The villagers have high ethnic value rooted in the oldest of South Indian and segregated into various categories as per religious priorities. There are a lot of communities of the Telugu people living in harmony for ages, therefore, they have a stranglehold to high ethnic value of the state. The Mandal comprises of the members from Hindu, Muslim, Christian and tribe community.

The Mandal was ruled by various dynasties like the Chalukyas and the Mughals in the past. It, nevertheless, the culture of the region hitherto, was magnificently controlled and shaped. Its rich culture was reflected in its unique mellow music, dazzling dances, aboriginal arts & and crafts and fairs and festivals.

However, the art being an unprofitable occupation is fast disappearing from the locality.

Horsley Hill provides very little employment to the villagers of its periphery. Since, the tourist flow takes place in good number at weekends and summer, the Horsley Hills does not get business throughout the year. There are 4 shops located at the foothills, run by the local people.

The lack of socio-economic and educational inclusion in rural areas results in decreased farm revenues, changing in the farmland values and high rates of unemployment which ultimately leads to mass exodus of the productive forces and lack of balance in the demographics of rural areas. The intensity of the rural problem necessitates for rethinking to diversify socio-economic structure of the rural areas that brings about opportunities to facilitate the development of the rural denizens. In this sense, tourism industry can turn into be a promising industry to serve as panacea to rural diseases. Tourism industry is having the potential of creating 80 jobs for every investment of 10 lakh rupees which shows the highest advantages over other sectors in terms of employment generations (Sahoo, 2011). Horsley Hills as a tourist destination has the potential to generate employment and bring cheers in the lives of the villagers in its periphery.

VIII. CONCLUSIONS

There is a need to align tourism development at Horsley Hills with community development through *Skill India Program*- a significant initiative under *Make in India*. So that people in the periphery gets livelihood, their products and services gets acknowledgement and the nation grows when countryside smiles. Horsley needs to be well connected through rail and buses to attract increased number of tourists. Govt. of AP should initiate through the central government to connect the hill station to cities to increase tourist footfalls and stop rural migration. Villagers migration to different regions in search of employment can be minimized if a good market with innovative products and services comes up where the local citizen can play a commendable role while enriching the tourists experience and contributing to the National GDP. Along with the technological development, there is a need to develop country side especially the potential place like Horsely Hills and promote the place at the international levels. This requires further research to develop sustainable implementable model in tourism that can embellish the lives of stakeholders.

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