



HERITAGE OF KAKATIYA DYNASTY AND ITS PERFORMANCE MANAGEMENT IN TELANGANA TOURISM INDUSTRY

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Abstract

Tourism Management is the leading international industry with good planning and management of travel and tourism. It is the most profitable industry in India and it has created more than 20 million jobs. It is also help to decision of organization goals and individual goals.

Tourism is one of the world fastest growing economic sectors in recent years. It includes the activities of people who are travelling and staying in places outside their usual environment for different reasons. It should be blended with local environment and community means political, economic, social & technological factors are influenced by tourism. Tourism is beneficial for development of country's economy and employment. It is one of the major sources of income for many countries. The industries which are benefited from tourism are transportation services, hospitality services and entertainment venues.

The present study made an attempt to evaluate the development of tourism on KAKATIYA DYNASTY in Telangana. The Kakatiya's temples and gate ways are excellent examples of architectural, structural and sculptural ingenuity.

All the Kakatiya's temples like Ramappa temple, thousand pillars temple, Badhrakhali temple, Swayambhu temple & Padhmakshamma temple are historical temples these all are dedicated to Lord Shiva. Warangal fort or Kakatiya's Kalathoranam is a historical arch in Warangal district. It is a huge stone sculpture created as Keerthi Thoranam. It is the emblem of Telangana. Pakhala Lake, Laknavaram Ramappa Lake, Badhrakhali Lake, Ghanapur Lake & Waddepalli Lake all lakes are belongs to Kakatiya's dynasty for the purpose of irrigation and tourism. Kakatiya's were built many ponds and wells for irrigation and drinking water needs. Some of these wells are known to be swimming pools of kings and queens of that time. Three floors well (Anthasthula Bhavi) is one of the well-used as a swimming pool by Rani Rudrama Devi. Tanks such as Ramappa, Pakhala, Laknavaram, Ghanapuram and Bhayyaram were built by Kakatiya's for the agriculture purpose.

Keywords: Kakatiya Dynasty, Tourism, Temples, Lakes, Visitors.

Introduction

Kakatiya's temples, lakes and gateways are excellent example of architectural, structural and sculptural ingenuity. Kakatiya dynasty was established at Warangal in the 11th century (1163 A.D) by Prathaparudra-2 (Rudradeva). Warangal was capital of Kakatiya's at that time. There were many important Kakatiya kings such as Prola-1, Prola-2, Rudradeva, Mahadeva, Ganapatideva, Rani Rrudrama Devi (daughter of Ganapatideva) and Prataparudra. Rani Rudrama Devi was the first and only woman ruler of a Telugu kingdom.

Temples of Kakatiya Dynasty

Ramappa Temple

Ramappa temple is also known as the Ramalingeswara temple, is located 77km from Warangal. It lies at Palampet village of Venkatapur Mandal in Jayashenkar Bhupalapally district and it was built by Recherla Rudra, during the period of the Kakatiya ruler Ganapatideva (1213 A.D). Temple is known by the name of the sculptor Ramappa, who built it (instead of Lord Shiva).

Temple is a marvellous example of Kakatiya dynasty with beautiful art, intricate carving adorning the walls, pillars and ceilings. It stands majestically on a 6ft high star shaped platform. The roof of the temple built with light weight bricks. They able to float on water. The Nandi (Bull) facing the shrine of Shiva. If we saw it in any direction and it will see in that direction only. Nataraja Ramakrishna regenerated Perini Shivatandavam by seeing the sculptures in this temple. It was damaged by repeated wars and earthquake.

Thousand Pillars Temple

Thousand pillars temple also known as the Rudreshwara Swamy Temple and is located 4km from Warangal and near the town of Hanamkonda. It was built by Rudradeva (1175-1324 CE) of Kakatiya dynasty.



The temple is star shaped with several shrines and lingams. There are three shrines inside the temple and dedicated to Shiva, Vishnu and Surya. That's why they are called the "Trikutalayam". There are 1000 pillars in the structure that's why it is called the Thousand Pillar Temple. It is a high of one meter from ground level. Rock-cut elephant and perforated screens in the temple are characteristic of the Kakatiya dynasty.

Badhrakhali Temple

Badhrakhali Temple is located in Warangal (near Hanamkonda) and is a Shakti Peetam dedicated to Goddess Badhrakhali. It was constructed in 625 AD by the west Chaluky's king Pulakesi-2. After Chaluky's, Kakatiya kings adopted the temple and the goddess as their Kula Devi. She is also worshipped as 'Kakathamma'.

Swayambhu Temple

Swayambhu temple which has remarkable sculptures and well maintained archaeological site. It is dedicated to Lord Shiva and is situated in the midst of Warangal fort it was built during 1162AD and the king of Prathaparudra used to visit this temple every day. It is surrounded by four tall gateways curved out of stone in four directions they are called Keerthi Thoranam. They are also erected to symbolise fame and glory.

Padmakshamma Temple

Padmakshamma temple is an ancient temple and is located on a small hill in Hanamkonda about 6.5 km from Warangal and which is dedicated to goddess Padmavathi.

This place is thought to be a Jain temple, due to presence of carving and sculptures, as mostly Kakatiya kings were the follower of Jainism. A large pillar made of black granite with number of carvings, sculptures and inscriptions and is located at the entrance of the temple and is called the 'Annakonda Pillar'. The large number of people celebrates the Bathakamma festival in this temple.

Ghanpur Temple

Ghanpur temples, popularly known as Kota Gullu that are located in Ghanpur near Warangal. They were constructed by king Ganapatideva during the period 1199-1260 AD. Kota Gullu includes 20temples and all are having different size and design that exhibits fabulous architectural work by the Kakatiya's and all are dedicated to Lord Shiva.

Warangal Fort

Warangal fort is a perfect example of architectural excellence and historical richness. It is the emblem of Telangana. It was built in 13th century by king of Ganapatideva and later by his daughter Rani Rudrama Devi.

The fort is consist of around 45pillars that are built over an area of around 19km. Gateway is the most attractive part in this fort. This main gateway consists of four curved massive pillars hat have been built of single rock. The height of these pillars is 30 feet. This gateway is also known as Keerthi Thoranam. Swayambhu temple is constructed in the middle of the fort.

The fort had three circular walls:

- The first wall is an earthen wall with a diameter of 2.4km and it was built by Rani Rudrama Devi. Around this wall, there is a moat of about 150feet wide, it served as outer limits of the fort.
- The second wall was a granite stone wall of 1.21km in diameter and was built by king Ganapatideva.
- The third wall is a mud wall of 12.5km in diameter. It encircles the present Warangal city.

Lakes

Pakhala Lake

Pakhala Lake is an artificial lake in the Pakhala wildlife sanctuary in Warangal district and this is located 50km from Warangal or 12km from Narsampet. It situated in middle of forest land hills and constructed around 1213 AD by Ganapatideva is spread over an area of 30 sq.km, provides a beautiful site.

Laknavaram Lake

Laknavaram Lake is a midst the dense forest and huge green hills at a distance of above 75km from Warangal. This lake not only tourist spot but also provides water to thousands of acres of land for irrigation purpose. The lake was built in the time period of Kakatiya dynasty, and excess water around the tank move into Ramappa Lake. The lake is spread over an area of 10,000 sq.km, and is responsible for providing water to more than 50,000 acres of land. It is surrounded by the Eturnagaram sanctuary. A hanging bridge was built by connecting three islands in that area.



Ramappa Lake

Ramappa Lake is an artificial lake situated in Palampet at a distance of about 70km from Warangal. The lake is an example of Kakatiya architecture. It was built by king Ganapatideva in 13th century. This lake was built after completing the Ramappa temple in 1261 at a distance of about 1km from the temple. The lake is spread over an area of 82sq.km and provides irrigation to 10000 acres of land.

Badhrakali Lake

Badhrakali Lake is an artificial lake and is situated near the Badhrakali temple. It was built by king Ganapatideva of Kakatiya dynasty. It is a major resource for drinking water and also used for irrigation purpose.

Ghanpur Lake

Ghanpur Lake is situated in village of Mahabubnagar near the Ghanpur group of temples. It is an artificial lake and belongs to Kakatiya dynasty. The lake serves the purpose of both irrigation and tourism. The lake serves an area of 1620hectares for irrigation purpose.

Waddepally Lake

Waddepally Lake is also an artificial lake and is situated at around 5km from Hanamkonda in Warangal city. The lake belongs to Kakatiya dynasty. It was dug out during Kakatiya dynasty. The lake served the purpose of irrigation only.

Three Floors Well (Anthasthula Bhavi)

Three Floors Well is one of the well-used as a swimming pool by Rani Rudrama Devi. The first floor used for bath, the second floor for dress change and the third floor used for worship by Rani Rudrama Devi. Two secret ways were there, one for Keela Kota and another for Thousand Pillar Temple used by Rani Rudrama Devi.

Telangana Tourism – Budget Plan (2015-16)

Telangana, the 29th state of India, was formed on 2 June 2014, with Hyderabad as its capital. The state has a rich cultural heritage. Tourists can visit historical places, monuments, waterfalls, forts, forests and temples.

The Telangana State Government has provided the tourism department with a budget of 46 INR 4850.77 lakhs in the year 2015-16. The following allocations have been made under the budget

- INR 20 lakhs for the purpose of advertising tourist destinations in the state.
- INR 250.01 lakhs is provided for development of Infrastructure Facilities for tourism promotion
- INR 400.00 lakhs for National Tourism Festivals
- INR 2,000.00 lakhs for new tourism projects
- INR 286.76 lakhs for promotion of tourism in districts
- INR 210.00 lakhs for International Marts/Fairs and Festivals
- INR 428.75 lakhs for Promotion of Tourism / Events
- INR 84.00 lakhs for Tourism Projects
- INR 1,171.25 lakhs for Tourism Project Management Unit

The Telangana State Government has provided the tribal tourism circuit department with a budget of INR 7,873.07 lakhs in the year **2016-17**. The following allocations have been made under the budget

- INR 1,774.91 lakhs for Laknavaram tourism development
- INR 1,343.32 lakhs for Medaram tourism development
- INR 618.99 lakhs for structural project development
- INR 735.62 lakhs for development of temples
- INTR 1,193.50 lakhs for development of waterfalls
- INR 1,469.77 lakhs for development of forest area
- INR 736.96 lakhs for development of restaurants and cottages

Visitors in Telangana

The below table shows that number of visitors (domestic + foreign) occur in Telangana each year

S. No	Year	Visitors(lakhs)
1	2008	506.28
2	2009	505.54
3	2010	517.95



4	2011	496.32
5	2012	916.35
6	2013	541.3
7	2014	717.39
8	2015	524.26
9	2016	836.46

Tourism Budget – Warangal

Warangal is the second largest city in Telangana after Hyderabad, spreading across 406.87 sq. km with a population of 811,844. Along with 11 other cities in the country having rich culture and heritage, it has been chosen for the HRIDAY – Heritage City Development and Augmentation Yojana scheme by the Government of India. INR 84.40 crore was sanctioned for development of tourism location under Swadeshi Darshanam Scheme by HRIDAY and INR 16.88 crore has already been released.

The government has also sanctioned INR 3.20 crore for the construction of meditation centre and magnificent spiritual in Ramappa beside the construction of cottages on the lake side.

Best Time to Visit Warangal

The average minimum and maximum temperature (degree in centigrade) of Warangal is given below

S. No	Month	Best time	Min.T	Max.T	Average
1	January	Yes	18	31	26
2	February	Yes	21	35	30
3	March	Yes	24	38	33
4	April	No	28	42	37
5	May	No	30	42	38
6	June	No	28	38	34
7	July	No	25	32	29
8	August	No	24	33	30
9	September	No	23	32	29
10	October	Yes	20	31	27
11	November	Yes	17	31	25
12	December	Yes	16	31	24

Visitors in Warangal

The below table shows that number of visitors (domestic + foreign) occur in Warangal each year

S. No	Year	Visitors(lakhs)
1	2008	5.00
2	2009	9.00
3	2010	16.00
4	2011	22.00
5	2012	26.00
6	2013	52.00
7	2014	232.00
8	2015	71.00
9	2016	90.00

Conclusion

- We need more development in Tourism of Telangana as well as Warangal (Kakatiya dynasty).
- Haritha Kakatiya hotels are there mostly at Kakatiya dynasty temples and lakes. They are provided with excellent facilities.
- Telangana government also provided good hospitality facilities, tourism training programs and also check the performance of tourism management.
- Tourism management institutes also there in the Warangal city.



- Telangana government also want to develop the Warangal with more facilities like airport, development of railways and parks etc.

References

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Data Analysis Using SPSS Software

Null Hypothesis: There is no significant difference between allocated and expenditure amounts.

Data view in SPSS

	year	type	visitorsinlakhs
1	2008	1	506.2800
2	2009	1	505.5400
3	2010	1	517.9500
4	2011	1	496.3200
5	2012	1	916.3500
6	2013	1	541.3000
7	2014	1	717.3900
8	2015	1	524.2600
9	2016	1	836.4600
10	2008	2	5.0000
11	2009	2	9.0000
12	2010	2	16.0000
13	2011	2	22.0000
14	2012	2	26.0000
15	2013	2	52.0000
16	2014	2	232.0000
17	2015	2	71.0000
18	2016	2	90.0000

1-Telangan visitors' 2-Warangal visitors

Variable view in SPSS

Level of significance-95%-0.05

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	year	Numeric	12	0		None	None	12	Right	Scale	Input
2	type	Numeric	12	0		None	None	12	Right	Nominal	Input
3	visitorsinlakhs	Numeric	12	4	visitors in lakhs	(*,0000, Te...	None	12	Right	Scale	Input



Output in SPSS

T-Test

[Data=1-1]

Group Statistics

Group	Type	N	Mean	Std. Deviation	Std. Error Mean
VISITORS	Telangana	9	517.88889	132.49222	44.1642964
	Warangal	9	567.11111	71.4171119	23.7084771

Independent Samples Test

		Levene's Test for Equality of Variances				T-Test for Equality of Means			
		F	Sig.	t	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	Lower	Upper
VISITORS	Equal variances assumed	8.139	.008	8.453	.000	559.8722222	[-9.1642964, 1108.61875]	438.4490000	1080.2924429
	Equal variances not assumed			8.453	.000	559.8722222	[-9.1642964, 1108.61875]	438.4490000	1080.2924429

- In T-test Group Statistics here gives the information about number of observations taken in Telangana and Warangal, mean of those observations, standard deviation and standard error mean of those observations
- To know whether equal variances to be assumed or equal variances to be not assumed we make use of Levene's Test for Equality of variances.

As a rule of thumb, if Sig. > .05, we use the first line of t-test results.

Reversely, if its p-value Sig. < .05 we reject the null hypothesis of equal variance and thus use the second line of t-test results.

Here sig. Value is 0.008 which is less than 0.05 so here we consider the second line of T- test results.

- If the Sig. (2-Tailed) value is greater than 0.05 in the result...

We can conclude that there is no statistically significant difference between your two conditions Telangana and Warangal visitors.

If the Sig. (2-Tailed) value is less than or equal to 0.05 in the result...

We can conclude that there is a statistically significant difference between your two conditions Telangana and Warangal visitors.

Here Sig. (2-Tailed) value is 0.000 which is less than 0.05 so there is a statistically significant difference between Telangana and Warangal visitors.

Result

Here there by we can conclude by T-test that there is though the mean difference of 559.872 lakhs between Telangana and Warangal visitors, there is a statistically significant difference between the two conditions.