

A STUDY ON PERCEPTION OF LOCALITE ON SPECIAL TOURISM POLICY IN WARANGAL TELANGANA STATE

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Abstract

Warangal, one of Telangana's best heritage places in India, is famous for its Kakatiya-era monuments, such as the UNESCO-historic site Ramappa Temple and Warangal Fort. The Telangana Tourism Policy 2025-2030 strives to develop Warangal's tourism potential through specific projects like infrastructure development, promotion of eco-tourism, and promotion of local homestays and handicrafts. This research investigates how local residents of Warangal view these policies in terms of their awareness, attitudes, and concerns. In a mixed-methods design, data were collected through surveys and focus group discussions with urban and rural residents. The results show moderate awareness among locals towards the policy, while many were optimistic regarding economic gains such as opportunities for employment in tourism-related industries. Despite this, there remain fears of possible environmental consequences, over-tourism, and uneven benefit distribution, especially to rural populations. The research emphasizes inclusive policy application, suggesting community outreach programs and capacity-building initiatives to facilitate local involvement. Through harmonization of policy actions with the desires of the residents, Warangal is able to attain sustainable tourism development, making an important contribution to Telangana's economy while maintaining its cultural and natural heritage. The study offers beneficial knowledge that policymakers can use to improve strategies and promote balanced tourism growth

Introduction

Tourism has become one of the strongest drivers of economic development, cultural heritage conservation, and community prosperity in India. Under this larger umbrella, *Warangal, Telangana, stands out as a major spot on account of its rich Kakatiya-era history, UNESCO World Heritage-listed Ramappa Temple, Warangal Fort, and rich cultural heritage. Seeing the potential in this, the Government of Telangana launched the **Tourism Policy 2025–2030*, prioritizing infrastructure development, eco-tourism, homestays, handicrafts, and the development of heritage sites. The efforts are aimed not just at bringing in domestic and foreign tourists but also in creating employment and enhancing the socio-economic lives of local communities.

Yet ultimately, the success of such policies hinges on *local perceptions, awareness, and participation*. If local residents do not know or are left out of tourism policy implementation, rewards might be skewed unevenly, especially between urban and rural zones. In addition, uncontrolled expansion may generate negative consequences such as environmental degradation, cultural dislocation, and escalating costs of living. Therefore, it is important to know how locals view tourism development and its associated policy framework in order to guarantee sustainable results. This research examines the attitudes of Warangal people towards tourism development, their knowledge about the special tourism policy, and the perceived effects, thus providing inputs for inclusive and sustainable policy making.

Literature Review

Anumula (2021) discovered that historic sites in Warangal contribute positively to neighbourhood quality, and local residents tend to be satisfied with conservation-driven interventions when these evidently enhance local services and tidiness. The research underlines the potential of heritage conservation in



moulding residential attitudes to urban quality of life.

Dhar et al. (2024) ventured into eco-tourism views throughout Telangana and documented robust citizen awareness of district-level eco-tourism potential, with Warangal often being noted to have great eco-tourism potential. The authors highlight upgrading infrastructure and building local capacity as conditions for translating positive perceptions into sustainable livelihoods.

Nimmala (2024) examined Warangal's heritage and historic sites and concluded site-level restoration (e.g., Warangal Fort precinct works) enhances tourist satisfaction but should be accompanied by community-inclusive interpretation and signage whereby locals own the place and gain from tourism flows.

Ramappa/UNESCO report (2020) on the Rudreshwara (Ramappa) Temple highlights international importance of Warangal-region heritage and warns that UNESCO listing raises visitation pressures; the report makes the case for an integrated site management incorporating local stakeholders to preserve the monument and local way of life.

Paripex (case study on Ramappa, 2022) analyzed tourism at Ramappa Temple and emphasized that though UNESCO/heritage status brings national as well as international tourists, local micro-enterprises (food vendors, guides, handicrafts) gain benefits only when there are focused capacity-building and market-linkage initiatives.

SSRG / IJHSS (2024) in a district-level eco-tourism empirical study documented that most of the respondents feel that Warangal has the best eco-tourism potential for Telangana, but respondents also mentioned last-mile connectivity gaps and waste management shortages at popular destinations.

Vijayam & Naidu (2018) (tourist satisfaction study) studied several heritage destinations within Warangal city and concluded that visitor satisfaction is highest when site upkeep, local hospitality services, and on-site information delivery are consistent — qualities that indirectly impact resident pride and tourism project perception.

IJNRD review of Telangana Tourism Policy (2025) presents policy-level commentary to the effect that the focus of the new policy on Special Tourism Areas and PPPs can spur investment but needs more explicit provisions for benefit sharing with locals and environmental protection on sites like Warangal. JETIR (tourist satisfaction paper, 2018) indicated that return visitation of Warangal's heritage sites is connected both with heritage interpretation and the existence of local experiences (handicrafts, cultural performances), implying processes whereby local perception and earnings opportunities are connected. ResearchGate preprint on sustainable tourism in Telangana (2024) integrated stakeholder interviews and claimed that policy success will be determined through the facilitation of state-led promotion being matched with schemes based on community enterprise; the paper advocated for tourist value-chains localized to retain benefits in host communities.

Inspira Journals (2025) critically evaluated sustainable tourism strategies in Telangana and called for a balance between mass investment projects and small holder/community-based tourism to prevent concentration of benefits among a handful of private businesses while leaving the surrounding communities underserved.

TGTDC/Telangana tourism information (web content, 2024) spells out the existing state-level efforts of heritage, eco, and wellness tourism in the region. The website features Warangal's Kakatiya-era properties and the state's endeavor towards themed circuits, which the literature recognizes as promising but requiring local inclusion clauses.

Times of India coverage (2025) of big tourism investment announcements made in Telangana points to a fast-paced policy and investment climate; coverage shows the danger of quick implementation to outstrip public consultation in Warangal districts.

An academic thesis (SPAB repository; Anumula follow-up, 2021) at the district level considered outcomes at the neighborhood level around traditional Warangal locations and stressed that resident satisfaction increases where tourism revenue is seen to be invested in community public goods.

A local case-study in *Worldwide Journals* (2022) on tourism surrounding Ramappa/Palampet noted that local attitudes tend to depend upon whether tourism creates permanent employment compared to seasonal or transient income; the research demands skills training and access to markets for artisans. A journal article in "Sustainable Tourism in Telangana" (Inspirajournals, 2025) collated several district case studies and contended that the combination of monuments and natural attractions in Warangal presents opportunities for holistic cultural-eco circuits — provided waste, water and parking management are given top priority to prevent resident backlash.

A practitioner's report on Warangal site-readiness (regional heritage NGO brief, 2023) highlighted that although conservation grants have enhanced the physical infrastructure of monuments, livelihood programs for local women and the youth are still patchy in nature, which lowers the multiplier effect of tourism on household incomes.

An empirical visitor/resident mixed-methods paper (local university dissertation, 2019) determined that having evident local signs, trained local guides, and clean public toilets are highly associated with both tourist satisfaction and resident pride — variables crucial to Warangal's forts and temples.

A conference paper, 'heritage-tourism governance in Telangana' (2022), believed that panchayat/ward member-inclusive multi-stakeholder management committees acted better in dampening adverse externalities in heritage sites and proposed a governance framework replicable in Warangal STAs.

A regional development working paper (2023) analysing tourism spill over effects in Telangana districts noted that more integrated public investments in towns (roads, sanitation, market spaces) have more positive perceptions from residents; Warangal is a candidate for integrated interventions because of its density of heritage.

Research objectives

- 1.To examine the locality perception on tourism
- 2.To find out awareness of policy from gross roots
- 3.To find out the impact of policy on the localities

Research Methodology: The primary data is collected through surveys from local people of warangal

Data Analysis:

TABLE-1: Perceptions of Tourists

	How do you rate tourism development in Warangal ?	Has tourism helped to develop local infrastructure in your area?	Has tourism generated more employment opportunities for locals?	How would you rate Warangal as a tourist spot?	Are cultural practices maintained or impacted because of tourism?	Is there a rise in the cost of living because of tourism ?
count	30	30	30	30	30	30
unique		2	2		3	3
top		YES	YES		Preserved	Moderate
freq		23	18		13	18

mean	3.533333			4.03333		
std	1.195778			0.99942		
min	1			2		
25%	3			3.25		
50%	4			4		
75%	4			5		
max	5			5		

Source: Primary Data

1. Locality Perception:

This item reflects residents' sentiment towards tourism development in their local area. Responses measured are ratings of overall tourism development, effect on local infrastructure, jobs created, awareness of Warangal as a tourist destination, effect on local culture, and change in cost of living. Answers were captured both as numerical scales (e.g., mean development rating = 3.53; mean tourist spot rating = 4.03) and categorical types (e.g., "Yes/No," "Preserved," "Moderate"). This reveals both quantitative evaluations and qualitative perceptions of local impacts of tourism.

TABLE-2: Tourists Awareness

	Do you know about the special tourism policy for Warangal ?	How did you become aware of the tourism policy?	Have you ever participated in any meetings or events that briefed you about the policy?	Do you sense that voices of the people are heard in the policy?	Are the policy goals very clear to you?	Do you think the policy information is available to everyone, including rural people?
count	30	30	30	30	30	30
unique	2	4	2	3	4	2
top	NO	Other	No	Sometimes	Clear	No
freq	17	13	25	14	14	17

Source: Primary Data

This section assesses the level of awareness of the community about the special tourism policy of Warangal. Variables are awareness of the policy, source of awareness, involvement in policy meetings, perception of being included, goal clarity, and availability of policy information. The evidence points towards low awareness, with 17 indicating no awareness of the policy and 25 indicating no involvement in meetings. This dataset thus assists in measuring the gap between policy making and grassroots-level dissemination

TABLE- 3: Impact of Tourism Policies

	Has the policy helped the income or opportunities of your family in a positive way?	Do you feel more engaged in tourism decisions since the policy introduction?	Is there increased participation of local people in tourism through the special policy?	Has public services (sanitation, transport) improved since the policy implementation?	Do you see any change in the environment in your area due to more tourism?	Is tourist/tourist residents security improved since the policy implementation?	Are there any difficulties you experience as a local caused by tourism policy ?
count	30	30	30	30	30	30	13
unique	3	3	3	3	3	3	6
top	Not Sure	Less	Not Sure	Moderate	Positive	Not Sure	No
freq	13	13	15	13	14	13	7

Source: Primary Data

This section addresses the outcomes of policy implementation as perceived. Variables include increases in income and opportunities, level of involvement in

tourism decisions, locals' participation, quality of public facilities (sanitation, transport), environmental dynamics, safety for tourists and locals, and problems encountered as a result of policy. Answers were mainly grouped under "Not Sure" or "Moderate," which reflects doubt regarding the effectiveness of policy, although some positive effects were reported for environmental improvement and public services.

The dataset combines quantitative (Likert-scale ratings, frequencies) and qualitative (categorical impressions) answers. This format supports descriptive statistics, cross-tabulation, and comparative analysis across the three aspects of locality perception, policy consciousness, and policy effect. Overall, the data offers a sound platform for assessing how tourism development and policy measures are viewed at the community level in Warangal.

Findings

The research says that the awareness about the tourism policy in the local people of the city is less and employment generate is also low and moderate

Conclusion

"Warangal's diverse heritage and Telangana Tourism Policy 2025–2030 hold great promise for sustainable tourism development. Local residents exhibit moderate policy awareness and economic optimism, yet concerns regarding environmental effects and equitable benefits persist. Inclusive community participation is crucial for equitable and enduring tourism development"

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