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Assessing the Role of APTDC Haritha Hotels in Regional Tourism Development in Andhra Pradesh

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Abstract: *Tourism accommodation infrastructure plays a crucial role in destination accessibility, visitor confidence and balanced regional tourism development. This study assesses the role of Andhra Pradesh Tourism Development Corporation (APTDC) Haritha Hotels/Resorts in supporting tourism development across Andhra Pradesh. The study uses a mixed-method empirical framework by combining primary data from 170 tourists who stayed in or used Haritha Hotels/Resorts with secondary data on district-wise domestic and foreign tourist footfall from 2020 to June 2025, Haritha hotel room capacity, bed strength, restaurant seating, bar seating, conference hall seating and occupancy ratio records. Descriptive statistics, percentage analysis, growth rate analysis, district ranking, capacity analysis, occupancy ratio comparison, chi-square goodness-of-fit tests and correlation analysis are applied. The findings show that tourist footfall recovered strongly after 2021, increasing from 69.25 million in 2020 to 290.53 million in 2024, while the Haritha network provides 880 rooms and 1,842 beds across major tourism circuits. However, the correlation between district-level Haritha room capacity and 2024 tourist footfall is weak and statistically insignificant. The study concludes that Haritha Hotels act as enabling public tourism infrastructure rather than a single independent driver of tourist demand..*

Keywords: APTDC; APTA; Haritha Hotels; Andhra Pradesh tourism; occupancy ratio; tourist footfall; regional tourism development

I. INTRODUCTION

Tourism development depends not only on attractions but also on the availability of dependable infrastructure that makes destinations accessible, comfortable and commercially viable. Accommodation is one of the core elements of the tourism supply system because it influences trip planning, length of stay, tourist satisfaction, destination image and repeat visitation. In a geographically diverse state such as Andhra Pradesh, standardized accommodation becomes especially important because tourism demand is spread across pilgrimage centres, beaches, hill areas, forest destinations, riverfront locations, heritage sites and urban service centres.

The Andhra Pradesh Tourism Development Corporation (APTDC) has developed Haritha Hotels/Resorts as a public-sector accommodation network. These properties are located at major tourism nodes including Visakhapatnam, Araku Valley, Tyda, Ananthagiri, Dindi, Bhavani Island, Suryalanka, Gandikota, Ahobilam, Mahanandi, Srisailam, Horsley Hills, Nellore, Mypadu and other destinations. The supporting Haritha list supplied for this study records Haritha/Punnami properties across 25 major places and provides room-category and tariff details for properties such as Ahobilam, Araku, Dindi, Gandikota, Horsley Hills, Nellore, Srisailam, Suryalanka, Vijayawada and Visakhapatnam.

The Andhra Pradesh Tourist Authority has given the Tourist footfall Data for the period from 2020 to June 2025 is analytically important. Tourism activity was affected by the pandemic in 2020 and 2021, followed by recovery and expansion in subsequent years. Andhra Pradesh also underwent district reorganization in 2022, which changed the

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district-wise statistical base from 13 districts to 26 districts. Therefore, this paper treats 2020 and 2021 state totals separately and uses the 26-district structure for district-level analysis from 2022 onwards.

1.1 Problem Statement

Although Haritha Hotels and Resorts are visible public tourism assets in Andhra Pradesh, their contribution is often described generally rather than examined empirically through tourist footfall, room capacity, occupancy ratio and tourist profile data. Public accommodation assets require evidence-based evaluation because they are expected to support regional tourism, promote affordable accommodation, improve destination access and contribute to local economic activity. The research problem is that the measurable relationship between Haritha hotel capacity, occupancy performance, tourist demand and user profile remains underexplored in the available academic literature.

1.2 Research Objectives

- To examine tourist footfall trends in Andhra Pradesh from 2020 to June 2025 given by APTA.
- To analyze the distribution and accommodation capacity of APTDC Haritha Hotels and Resorts.
- To compare occupancy ratio patterns across Haritha units and APTDC divisions.
- To analyze the demographic and information-source profile of tourists based on primary data.
- To assess the relationship between Haritha room capacity and district-level tourist footfall.
- To suggest policy and managerial measures for improving the developmental contribution of Haritha Hotels and Resorts.

1.3 Significance of the Study

The study is significant for tourism policymakers, APTDC administrators, destination planners, hospitality managers and academic researchers. For policymakers, it provides evidence on the distribution and utilization of public accommodation assets. For APTDC, it identifies high-performing and underutilized properties based on occupancy ratio. For destination planners, it highlights districts where tourist demand and Haritha accommodation capacity are not proportionate. Academically, the study contributes to the literature on public-sector tourism infrastructure and regional tourism development by combining primary tourist data with secondary administrative statistics.

II. LITERATURE REVIEW

Tourism infrastructure is widely recognized as a foundational component of destination competitiveness. Accommodation, transport, sanitation, information systems, digital booking channels and visitor amenities collectively determine whether tourists can access and experience a destination comfortably. Accommodation is not merely a support service; it becomes part of the destination product because it shapes visitor comfort, safety perceptions, spending behaviour and destination image.

Public-sector tourism corporations in India historically emerged to fill infrastructure gaps in regions where private investment was limited, risky or uneven. Government tourism hotels often play a pioneering role in destinations that are not yet commercially attractive to private investors. Their role is broader than profit maximization because they support destination opening, regional dispersal, employment generation, local procurement, tourist facilitation and tourism awareness. However, such public assets also face challenges related to maintenance, service consistency, online visibility, seasonality, competition from private hotels and changing tourist expectations.

Destination development theory suggests that accommodation supply supports destination growth when combined with attraction development, connectivity, marketing and institutional coordination. Butler's Tourism Area Life Cycle model explains that destinations pass through stages of exploration, involvement, development, consolidation and possible rejuvenation. Public-sector accommodation may be more important during exploration and early development stages, while mature destinations require product diversification, quality upgrades and strong digital visibility.

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In Andhra Pradesh, tourism demand is diverse and includes pilgrimage tourism, coastal tourism, hill tourism, heritage tourism, eco-tourism, adventure tourism, river and island tourism, and urban leisure travel. The Haritha network is located in many of these tourism resource zones. This makes the network a useful case for understanding how public accommodation supports regional tourism development.

2.1 Research Gap

The research gap lies in the limited empirical integration of four available data sources: district-wise tourist arrivals, property-level room and facility capacity, occupancy ratio records and primary tourist profile data. Previous discussions often describe tourism potential in Andhra Pradesh or list attractions, but fewer studies quantify how public accommodation assets are distributed and utilized across regions. This study addresses that gap by combining demand-side indicators, supply-side indicators, utilization indicators and primary respondent characteristics.

2.2 Conceptual Framework and Hypotheses

The conceptual framework assumes that regional tourism development is influenced by both demand and supply factors. Tourist footfall represents demand. Haritha rooms, beds and hospitality facilities represent public accommodation supply. Occupancy ratio represents utilization efficiency. Tourist demographic characteristics and information sources indicate market reach and user profile. The role of Haritha Hotels is therefore assessed through three linked questions: where are the properties located, how much capacity do they provide, and how effectively is that capacity utilized?

H1: Districts with higher Haritha room capacity have higher tourist footfall.

H2: Haritha properties located in major pilgrimage, coastal, heritage and hill destinations record higher occupancy ratios than properties in less-established destinations.

H3: The distribution of primary tourist responses across demographic and information-source categories is not uniform.

H4: Haritha Hotels and Resorts contribute to regional tourism development by improving accommodation access beyond major private hotel centres.

III. METHODOLOGY

3.1 Research Design

The study follows a mixed-method empirical design with a quantitative, descriptive and analytical orientation. It is quantitative because the analysis uses numerical data on tourist footfall, rooms, beds, seats, occupancy ratios and primary survey frequencies. It is descriptive because it summarizes distributions, percentages, rankings and trends. It is analytical because it applies growth-rate calculations, chi-square tests and correlation analysis to examine patterns in the data. Qualitative interpretation is used in the discussion to connect the statistical findings with regional tourism development implications.

3.2 Study Area

The study area is Andhra Pradesh, India. The state has a diversified tourism geography consisting of coastal destinations, hill and valley destinations, river and island destinations, pilgrimage centres, heritage sites and emerging leisure locations. The analysis uses the 26-district structure for district-wise footfall from April 2022 onwards and notes that 2020 and 2021 data belong to the earlier 13-district statistical structure.

3.3 Population and Sample

For primary data, the population consists of tourists who stayed in, visited or used Haritha Hotels/Resorts in Andhra Pradesh. The sample size is 170 tourist respondents. The data include gender, age, marital status, occupation, income level and source of knowledge about Haritha Hotels/Resorts. For secondary data, the population consists of Andhra Pradesh districts and Haritha hotel units for which official or institutional data were available. Since the secondary data

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are administrative datasets, the study uses available census-style data for districts and units rather than drawing a sample.

3.4 Data Sources and Data Collection

Primary data were collected from 170 tourist respondents using a structured questionnaire. The questionnaire covered demographic profile and awareness/source of information about Haritha Hotels/Resorts. Secondary data were collected from the supplied APTDC/AP Tourism datasets: district-wise domestic and foreign tourist footfall from 2020 to June 2025; Haritha hotel capacity data including A/c rooms, Non-A/c rooms, total rooms, bed strength, restaurant seating, bar seating and conference hall seating; occupancy ratio data for 2023-24, 2024-25 and 2025-26; and a supporting list of Haritha/Punnami resort locations and room categories.

3.5 Variables Used

Table 1. Variables used in the study

Variable	Operational meaning	Use in analysis
Tourist footfall	Domestic and foreign tourist visits reported district-wise	Demand trend and district ranking
Domestic tourist visits	Visits by Indian tourists	Segment analysis
Foreign tourist visits	Visits by foreign tourists	Segment analysis
A/C and Non-A/C rooms	Accommodation type and room composition	Accommodation profile
Total rooms	Rooms available in Haritha properties	Capacity and correlation analysis
Bed strength	Total sleeping capacity	Capacity assessment
Restaurant, bar and conference seating	Hospitality and event support capacity	Service infrastructure analysis
Occupancy ratio	Percentage utilization of rooms	Performance and efficiency analysis
Primary tourist profile	Gender, age, marital status, occupation, income and information source	Descriptive and chi-square analysis

3.6 Data Analysis Tools

The analysis was conducted using Microsoft Excel and Python-based statistical computation. The statistical tools used include frequency, percentage, mean, year-on-year growth rate, compound annual growth rate, district ranking, capacity share, occupancy ratio comparison, chi-square goodness-of-fit test, Pearson correlation and Spearman rank correlation. Graphical tools include line charts, bar diagrams and scatter plots. The correlation analysis is exploratory because district-level tourist footfall is influenced by many variables beyond Haritha room capacity, such as attractions, connectivity, private accommodation, seasonality, pilgrimage events, marketing and local infrastructure.

3.7 Limitations of Methodology

The study is limited by the structure and availability of data. Primary data are available in frequency format rather than individual-level raw responses, so cross-tabulation between variables could not be performed. Tourist footfall data are district-wise, while occupancy data are unit-wise. Property-level guest counts, revenue, average tariff, length of stay, profitability and customer satisfaction scores were not available. The 2025 tourist footfall data cover only January to June and should not be directly compared with full-year data. District bifurcation in 2022 also requires caution when comparing older and newer district-level statistics.

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IV. DATA ANALYSIS

4.1 State-level Tourist Footfall Trend

Table 2. State-level Tourist footfall trend in Andhra Pradesh, 2020-June 2025

Year/Period	Domestic	Foreign	Total	YoY Growth %
2020	69,180,318	67,648	69,247,966	----
2021	95,744,297	45,743	95,790,040	38.33
2022	2,25,893,404	187,468	2,26,080,872	136.02
2023	2,73,490,879	178,616	2,73,669,495	21.05
2024	2,90,266,452	262,432	2,90,528,884	6.16
2025 Jan-Jun	1,45,311,503	71,326	1,45,382,829	-49.96

(Source: Domestic & Foreign Tourist Footfall data - AP State (2020- June 2025) –APTA)

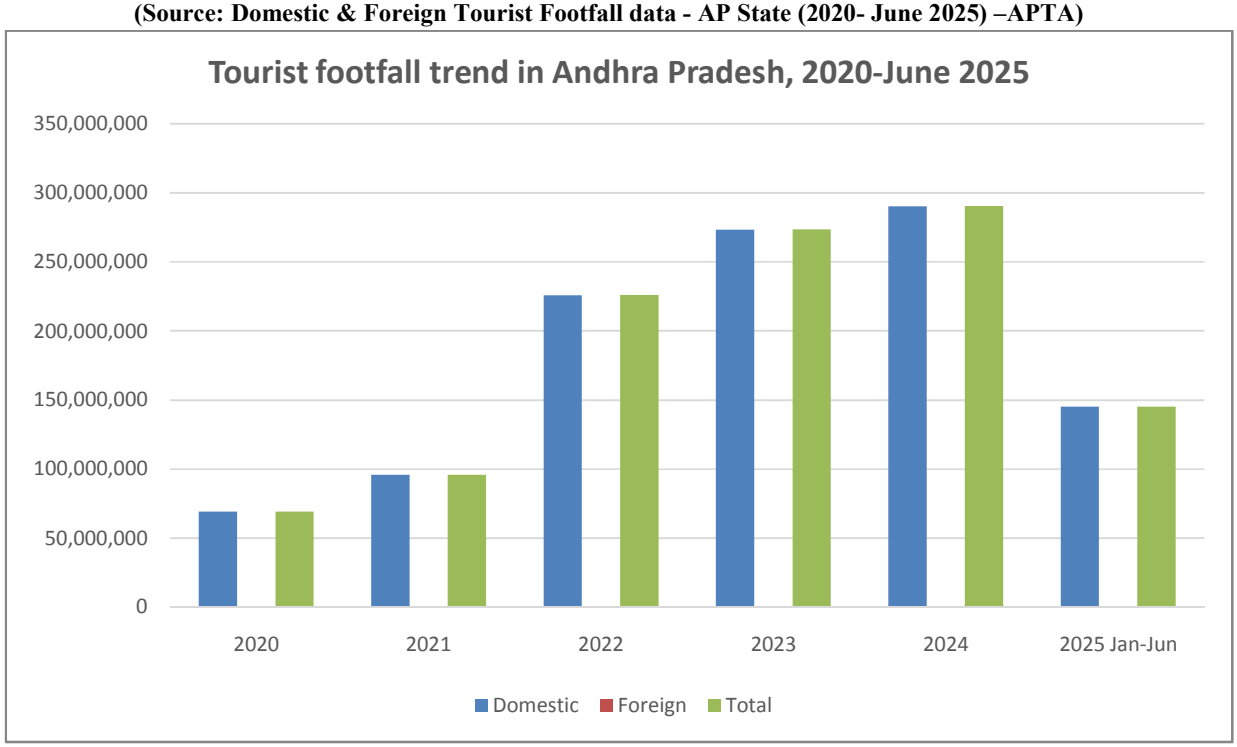

Figure 1. Tourist footfall trend in Andhra Pradesh, 2020-June 2025

The state-level footfall data show a strong recovery and expansion after 2021. Total tourist arrivals increased from 69,247,966 in 2020 to 290,528,884 in 2024. The compound annual growth rate for total tourist footfall during 2020-2024 is approximately 43.12 percent. The strongest year-on-year rise is observed between 2021 and 2022, partly reflecting the tourism recovery phase and the compilation of full-year data after district reorganization.

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4.2 District-wise Tourist Footfall

Table 3: Top 10 District-wise Tourist Footfall, 2023 and 2024

Rank	District	2023 Total Tourist Visits	2024 Total Tourist Visits	Growth 2023-2024 (%)	Share in State Tourist Footfall 2024 (%)
1	Tirupati	43,178,374	34,424,384	-20.27	11.85
2	NTR	31,304,984	28,283,408	-9.65	9.74
3	Guntur	16,726,581	20,724,590	23.90	7.13
4	Visakhapatnam	18,355,397	20,004,308	8.98	6.89
5	Alluri Seetarama Raju	18,993,747	18,186,023	-4.25	6.26
6	Srikakulam	18,715,067	18,113,695	-3.21	6.23
7	Chittoor	5,412,976	17,490,791	223.13	6.02
8	Kakinada	14,988,504	16,575,347	10.59	5.71
9	Nandyal	13,754,757	14,890,913	8.26	5.13
10	Krishna	6,446,757	11,955,670	85.45	4.12

(Source: Andhra Pradesh Top 10-district tourist footfall data -Given APTA

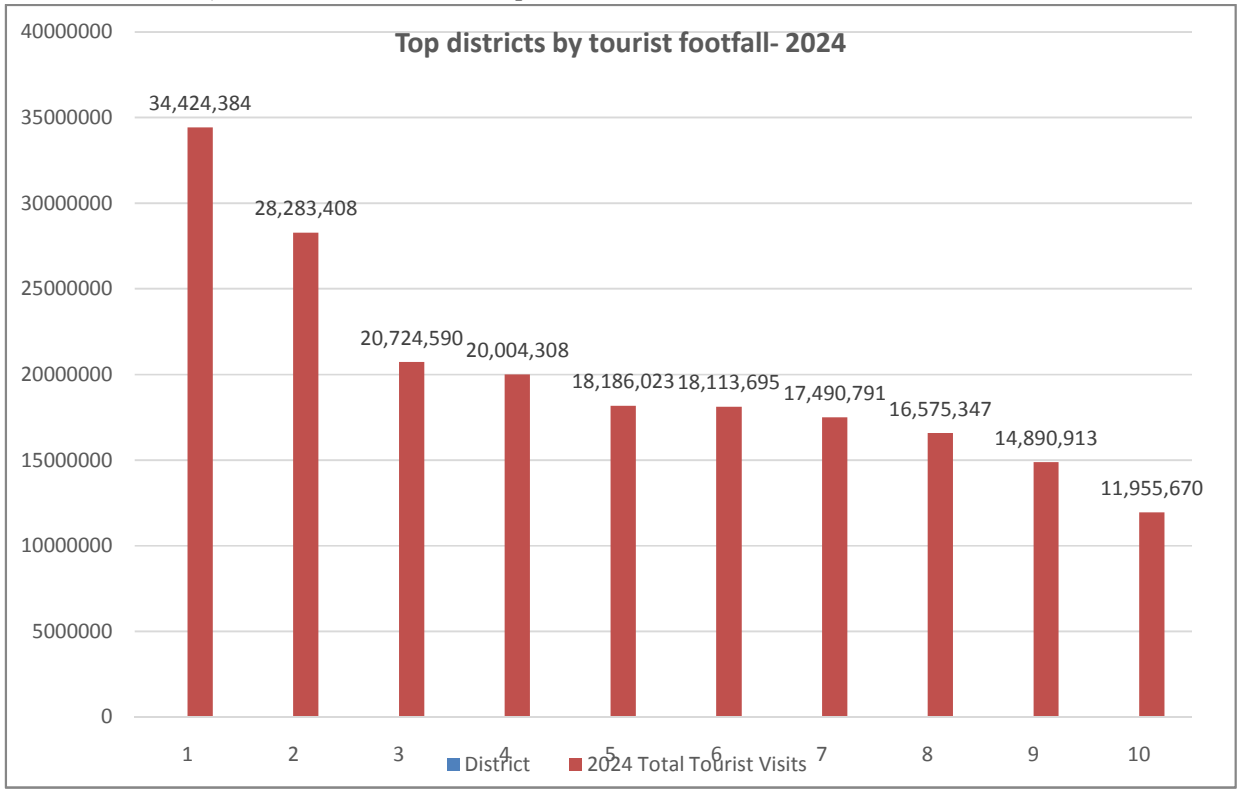

Figure 2. Top districts by tourist footfall, 2024

Tirupati, NTR, Guntur, Visakhapatnam, Alluri Seetarama Raju, Srikakulam, Chittoor, Kakinada, Nandyal and Krishna appear as major tourism districts in 2024. These districts represent multiple tourism products, including pilgrimage, urban and riverfront tourism, coastal tourism, hill and tribal tourism, temple tourism, heritage tourism and regional leisure travel. This confirms that the tourism demand of Andhra Pradesh is not dependent on a single destination type.

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4.3 Haritha Accommodation Capacity

Table 4. Haritha accommodation capacity by APTDC division

Division	Operating units	AC Rooms	Non-AC Rooms	Rooms	Beds	Restaurant Seats	Bar Seats	Conference Seats
Kadapa	4	51	24	75	174	166	102	1,100
Kakinada	2	48	2	50	100	140	40	350
Kurnool	6	157	56	213	476	302	112	500
Nellore	2	71	0	71	150	90	90	0
Tirupati	2	40	42	82	164	85	64	150
Vijayawada	5	102	16	118	226	242	128	200
Visakhapatnam	6	224	47	271	552	246	185	330

(Source: Haritha Hotels/Resorts Room Capacity by APTDC division)

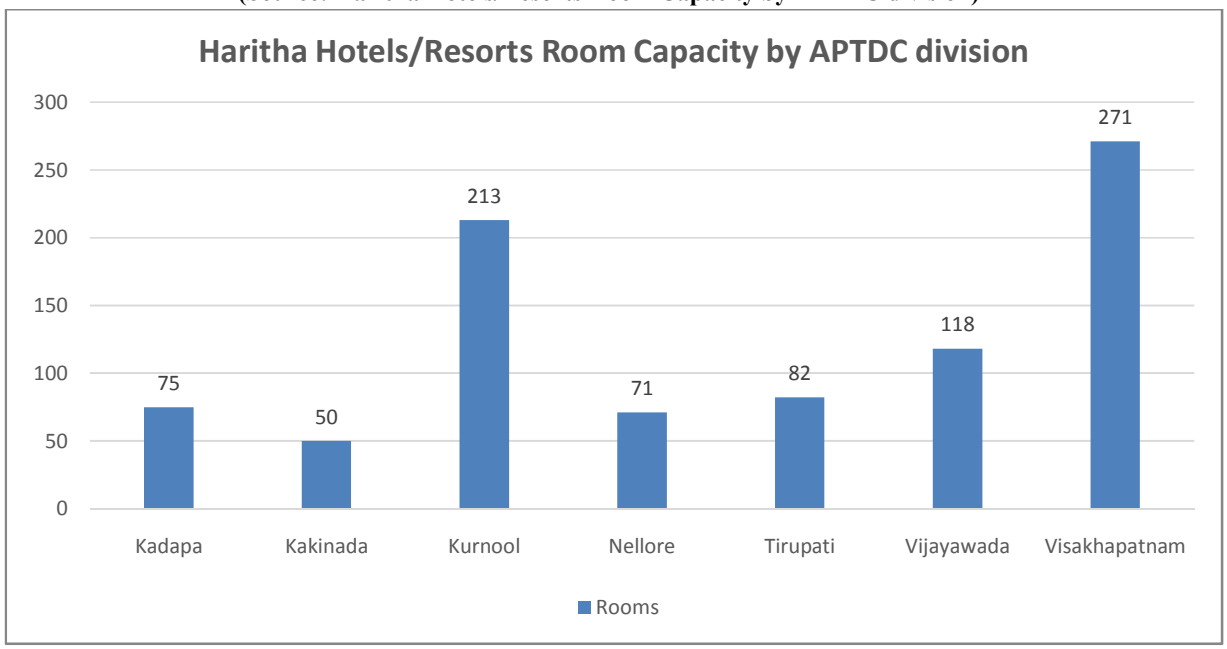

Figure 3. Haritha Hotels/Resorts Room Capacity by APTDC division

The capacity data indicate that the Haritha network provides 880 rooms and 1,842 beds, supported by restaurant, bar and conference facilities. Visakhapatnam and Kurnool divisions account for a major share of the room inventory, followed by Vijayawada, Tirupati, Kadapa, Nellore and Kakinada divisions. The room mix includes A/C and Non-A/C accommodation, indicating that the network serves both comfort-oriented and budget-oriented tourist segments.

4.4 Occupancy Ratio Performance

Table 5. Division-wise Average Occupancy Ratio (Financial Year)

Division	OR% F.Y 2023-24	OR% F.Y 2024-25	OR% F.Y 2025-26
Kadapa	47.60	42.33	37.03
Kakinada	40.21	43.04	36.67
Kurnool	65.89	63.56	62.53
Nellore	36.38	34.42	36.67
Tirupati	37.00	37.25	37.20

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Vijayawada	49.07	45.85	37.60
Visakhapatnam	48.85	45.50	36.12

Source: Average Occupancy Ratio (FY 2023-24 to FY 2025-26) – Data given by APTDC

Division-wise Average Occupancy Ratio (Financial Year)

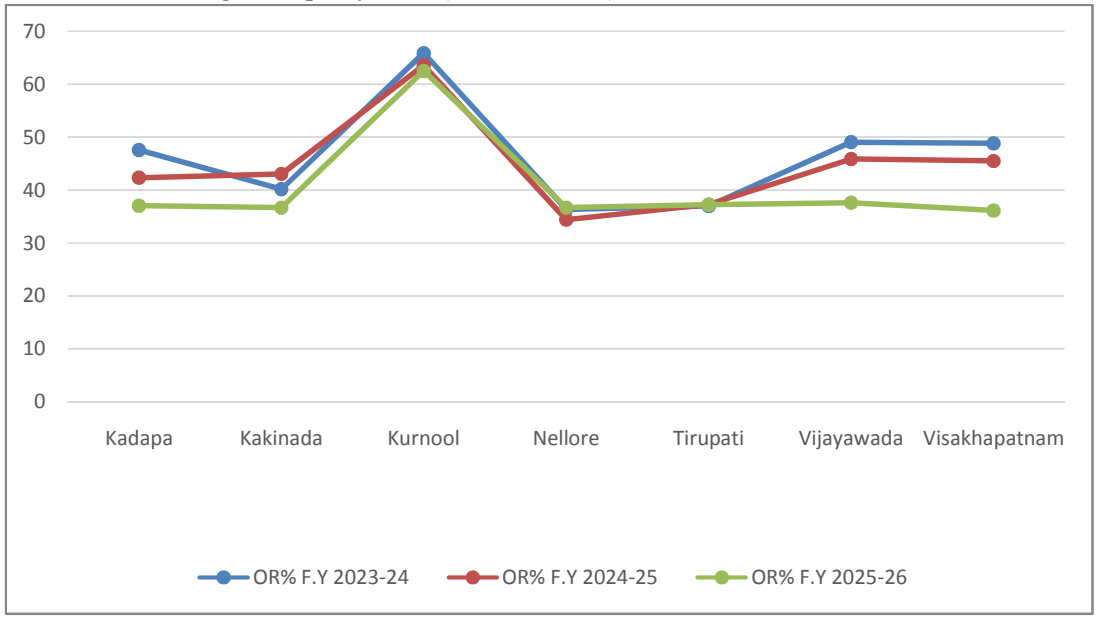

Figure 4. Average Occupancy Ratio (Financial Year), 2023-24 to 2025-26

The overall average occupancy ratio declined from 46.86 percent in 2023-24 to 44.56 percent in 2024-25 and 40.56 percent in 2025-26. Nevertheless, the trend indicates that rising tourist footfall at the state level does not automatically translate into uniform occupancy across all public-sector accommodation units.

4.5 High-performing and Underutilized Units

Table 6. High-performing Haritha units based on occupancy ratio

Unit	Division	OR% F.Y 2025-26	OR% F.Y 2025-26
Haritha Hotel Srisailam	Kurnool	85.75	93.42
HBR Suryalanka	Vijayawada	78.33	58.58
Haritha Hotel Ahobilam	Kurnool	72.75	66.25
Haritha Guest House, Tirumala	Tirupati	70.17	63.00
Haritha Hotel Lepakshi	Kurnool	67.25	68.08
Haritha Hotel Mahanandi	Kurnool	66.25	66.58
Haritha Hotel Vontimitta	Kadapa	66.08	62.00
Haritha Hill Resort Ananthagiri	Visakhapatnam	64.75	50.08

(Source: Data given by APTDC)

Table 7. Low-occupancy Haritha units requiring managerial attention

Unit	Division	OR% F.Y 2025-26	OR% F.Y 2025-26
Haritha Hotel Puligundu	Tirupati	12.83	10.00
Haritha Idupulapaya	Kadapa	13.17	7.33
HBR Kalingapatnam	Visakhapatnam	13.83	15.86

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Haritha Srikalahasti	Tirupati	22.75	30.08
HH Lammasingi	Visakhapatnam	26.92	25.33
Haritha N. Sagar	Vijayawada	27.45	31.50

(Source: Data given by APTDC)

The highest occupancy performers include units linked to Srisailam, Suryalanka, Ahobilam, Tirumala, Lepakshi, Mahanandi, Vontimitta and Ananthagiri. Most of these units are associated with strong pilgrimage, beach, hill or heritage demand. Lower occupancy units should not automatically be treated as failures because some may support emerging destinations or off-season public tourism functions. However, persistent low occupancy requires targeted diagnosis, including destination promotion, facility improvement, road signage, package integration and online booking visibility.

4.6 Relationship between Haritha Room Capacity and District Tourist Footfall

Table 8. Correlation between Haritha room capacity and 2024 district tourist footfall

Test	Variables	n	Coefficient	p-value	Inference
Pearson correlation	Haritha rooms and 2024 district tourist footfall	13	0.14	0.66	Weak positive; statistically insignificant
Spearman rank correlation	Room rank and footfall rank	13	0.10	0.75	Weak positive; statistically insignificant

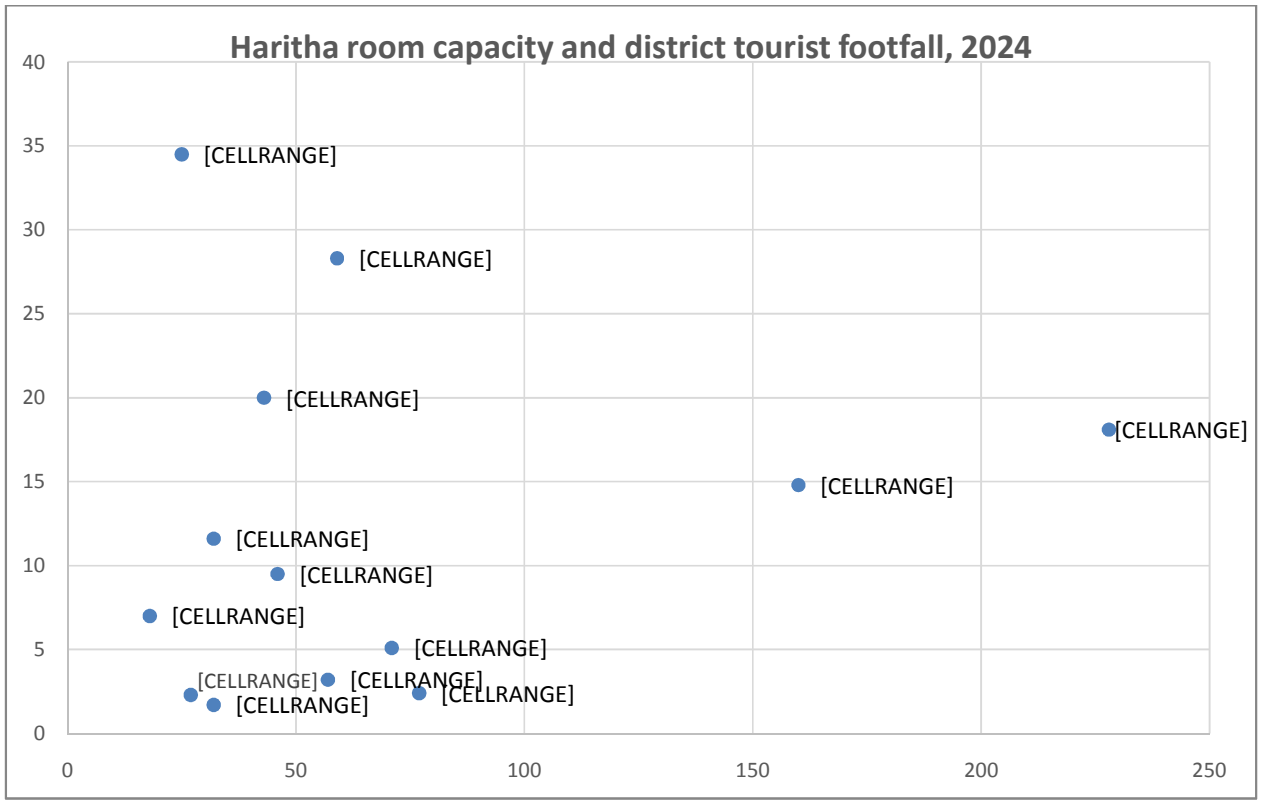

Figure 5. Relationship between Haritha room capacity and district tourist footfall, 2024

The Pearson correlation coefficient is 0.136 with a p-value of 0.658. The Spearman rank correlation coefficient is 0.096 with a p-value of 0.754. Therefore, H1 is not statistically supported. This does not mean that Haritha Hotels are

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unimportant. Rather, it indicates that tourist footfall is shaped by multiple factors beyond the number of Haritha rooms, including destination attractiveness, connectivity, private accommodation, events, seasonality and marketing.

4.7 Primary Data Analysis

The primary data consist of 170 tourist respondents. The analysis below presents frequency, percentage and chi-square goodness-of-fit results for key respondent characteristics. Since the available primary data are in aggregate form, the chi-square test is used only to identify whether the observed distribution across categories is significantly different from an equal distribution. It should not be interpreted as a relationship or causality test.

Table 9. Primary data inferential summary: chi-square goodness-of-fit tests

Variable	n	Largest group	Largest %	Chi-square	p-value
Gender	170	Male	55.88	2.35	0.12
Age	170	31-40	20.59	6.54	0.26
Marital status	170	Married	73.53	37.65	0.00
Occupation	170	Government	32.35	7.65	0.05
Monthly income	170	Below Rs. 25,000	29.41	24.12	0.00
Information source	170	APTDC website	55.88	94.71	0.00

Table 10. Primary data descriptive profile of tourist respondents

Variable	Category	Frequency	Percent
Gender	Male	95	55.88
Gender	Female	75	44.12
Age	Below 20	24	14.12
Age	21-30	26	15.29
Age	31-40	35	20.59
Age	41-50	30	17.65
Age	51-60	35	20.59
Age	More than 60	20	11.76
Marital status	Single	45	26.47
Marital status	Married	125	73.53
Occupation	Agriculture	40	23.53
Occupation	Self-employment	30	17.65
Occupation	Government	55	32.35
Occupation	Private	45	26.47
Monthly income	Below Rs. 25,000	50	29.41
Monthly income	Rs. 25,001-50,000	45	26.47
Monthly income	Rs. 51,000-75,000	35	20.59
Monthly income	Rs. 76,000-1,00,000	25	14.71
Monthly income	Above Rs. 1,00,000	15	8.82
Information source	Tour operator	15	8.82
Information source	Friends and relatives	40	23.53
Information source	Blog/newspaper	20	11.76
Information source	APTDC website	95	55.88

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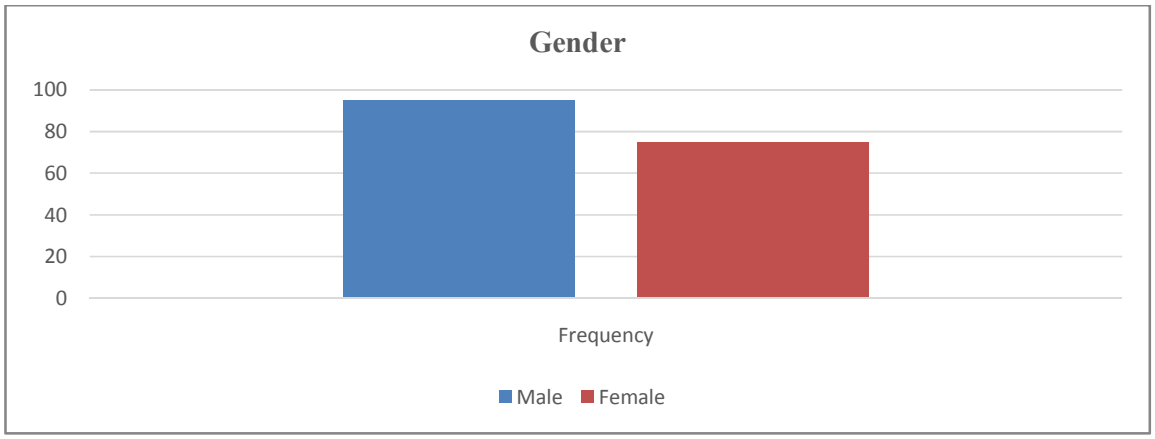

Figure 6. Gender profile of respondents

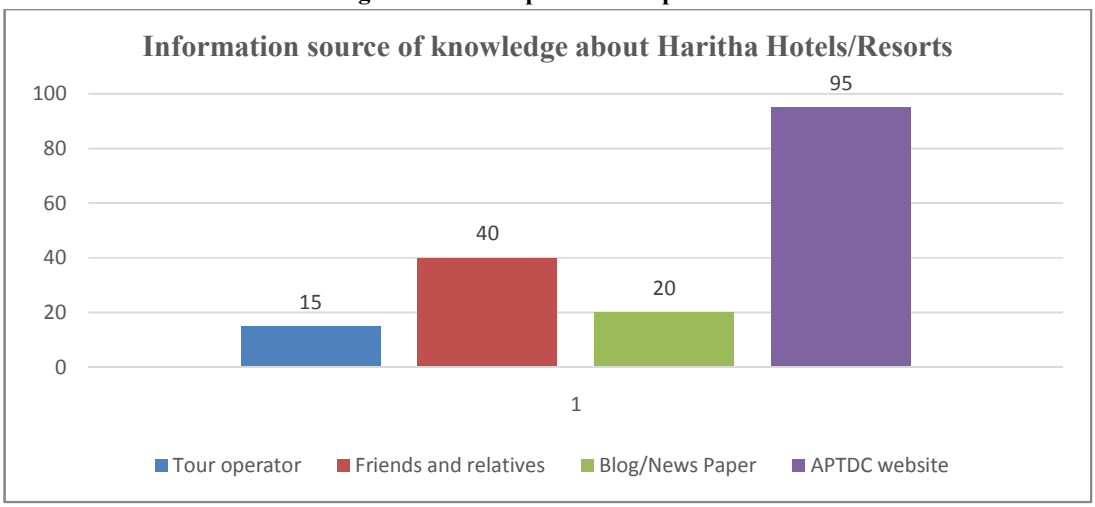

Figure 7. Source of knowledge about Haritha Hotels/Resorts

The gender profile shows that 55.88 percent of respondents were male and 44.12 percent were female. The largest age groups were 31-40 years and 51-60 years. Married respondents formed the majority. Government employees and private employees together formed a substantial share of respondents. The income profile indicates that the largest respondent group earned below Rs. 25,000 per month. Regarding awareness, the APTDC website was the dominant source of information, followed by friends and relatives, blogs/newspapers and tour operators. This indicates the importance of official digital visibility in Haritha hotel promotion.

4.8 Hypothesis Testing Summary

Table 11. Hypothesis testing summary

Hypothesis	Result	Reason
H1	Not supported statistically	Room capacity and district footfall show weak but statistically insignificant correlation.
H2	Supported descriptively	High occupancy is concentrated in major pilgrimage, coastal, heritage and hill destinations.
H3	Supported for observed frequency distributions	Primary categories show non-uniform frequency distributions in variables such as marital status, income

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		and information source.
H4	Partially supported	Haritha properties improve accommodation access across tourism regions, but their impact varies by location and utilization.

V. FINDINGS

- The findings show that Andhra Pradesh tourism experienced a substantial recovery after the pandemic period, and the Haritha hotel network provides a significant public accommodation base across diverse tourism circuits.
- This dual picture is important: tourism demand is expanding, and public accommodation supply exists, but the relationship between the two is not uniform. Some Haritha properties are strongly aligned with tourist demand, while others require destination-level repositioning.
- The weak correlation between room capacity and district tourist footfall suggests that accommodation supply alone cannot generate tourism demand.
- Districts such as Tirupati and NTR attract large tourist flows because of strong pilgrimage, urban, riverfront and event-based tourism factors.
- Alluri Seetarama Raju district benefits from hill and nature-based appeal, while Nandyal is strengthened by Srisailam, Ahobilam and Mahanandi.
- In these cases, Haritha Hotels benefit from existing destination demand and also support tourist stay by providing dependable accommodation.
- The occupancy data show that destination type is a major performance driver. Pilgrimage destinations such as Srisailam, Ahobilam, Mahanandi, Tirumala and Vontimitta show strong utilization.
- Coastal and leisure destinations such as Suryalanka also perform well. Hill and nature-based properties in Araku and Ananthagiri maintain notable occupancy.
- Lower occupancy properties appear to be associated with weaker destination pull, limited marketing, lower tourist awareness or service/facility issues.
- The primary data strengthen the interpretation from the demand side. The dominance of the APTDC website as an information source indicates that Haritha Hotels have strong potential to improve occupancy through official digital communication, search visibility, online booking convenience and integrated destination information.
- The demographic profile also suggests that Haritha properties appeal to middle-income domestic tourist segments, employees, families and pilgrimage/leisure travellers.
- These segments require affordability, safety, clean rooms, basic food services and convenient booking access.
- From a regional development perspective, Haritha Hotels should be understood as enabling infrastructure.
- Their role is strongest when they are integrated with destination circuits, transport services, online booking platforms, local community experiences, pilgrimage packages, beach tourism products and heritage interpretation.
- If a property functions only as a standalone hotel, its developmental impact remains limited. If it functions as part of a destination management system, it can support longer stays, local employment, food and beverage demand, guide services, transport services and sales of local products.

5.1 Policy Implications

- Develop circuit-based marketing that links Haritha properties with nearby attractions, transport and local experiences.
- Prioritize service-quality audits for high-occupancy properties to protect visitor satisfaction.

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- Use digital booking analytics to identify seasonality, cancellation patterns and underperforming room categories.
- Create special promotion plans for low-occupancy properties in emerging destinations.
- Encourage public-private collaboration for facility upgrades, food services, adventure activities and event tourism.
- Integrate Haritha properties into destination development plans rather than treating them only as accommodation assets.

5.2 Managerial Implications for APTDC

APTDC can use occupancy ratio as an early warning indicator. Properties below the network average require targeted managerial attention. A dashboard may be developed at unit, division and state levels showing monthly occupancy, revenue per available room, booking source, cancellation rate, customer feedback and maintenance status. Such a dashboard will help the corporation make evidence-based decisions.

Marketing should be localized. Srisailam, Ahobilam and Mahanandi require pilgrimage-oriented packaging; Araku and Ananthagiri require nature, tribal culture and weekend leisure positioning; Dindi requires backwater and relaxation positioning; Suryalanka requires beach and short-break positioning; Gandikota requires adventure and heritage positioning; Visakhapatnam requires urban, beach and conference market positioning. A single promotional message cannot serve all properties equally.

VI. CONCLUSION

This study assessed the role of APTDC Haritha Hotels and Resorts in Andhra Pradesh tourism development by combining primary tourist data with secondary data on tourist footfall, hotel capacity and occupancy ratio. The analysis shows that Andhra Pradesh recorded strong tourist footfall growth from 2020 to 2024, while the Haritha network provides a substantial accommodation base with 880 rooms and 1,842 beds across multiple tourism circuits.

The study finds that Haritha Hotels contribute to regional tourism development mainly by improving accommodation access, supporting destination confidence and enabling tourist movement to places where private hotel supply may be limited or uneven. However, statistical analysis shows that Haritha room capacity has only a weak and insignificant correlation with district tourist footfall. This means that Haritha Hotels should be viewed as enabling public infrastructure rather than the sole driver of tourism demand.

Primary data indicate that the APTDC website is the dominant source of awareness, showing that digital platforms are central to the future promotion of Haritha Hotels. The key conclusion is that the developmental value of Haritha Hotels depends on utilization, destination integration, service quality and digital visibility. High-performing properties should be strengthened, while low-performing properties require targeted intervention.

6.1 Limitations

The study is limited to available primary frequency data and secondary administrative data. It does not include raw individual-level survey responses, property-level revenue data, average room rate, length of stay, profitability, customer satisfaction scores or staff interviews. District-wise tourist footfall does not identify how many tourists actually stayed in Haritha properties. Occupancy data are unit-wise and not always easily matched with district-wise tourist arrivals. The 2025 Tourist footfall data are available only for January to June and should not be compared directly with full-year figures.

6.2 Future Scope

- A future study may collect raw primary data from tourists staying in Haritha Hotels to measure satisfaction, perceived value, service quality and repeat-visit intention.

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- Property-level revenue, average room rate and length-of-stay data may be analysed to estimate direct economic contribution.
- GIS mapping can be used to examine spatial relationships among Haritha properties, attractions and transport nodes.
- Comparative research may be conducted between APTDC Haritha properties and private hotels in selected destinations.
- A sustainability audit may be conducted for eco-sensitive properties such as Araku, Tyda, Ananthagiri, Suryalanka and Dindi.

VII. RECOMMENDATIONS

Table 12. Recommendations for improving Haritha Hotels and Resorts

Area	Recommendation	Expected outcome
Digital marketing	Improve property pages, search visibility, social media promotion and online booking integration.	Higher occupancy and better tourist awareness.
Destination circuits	Link Haritha hotels with temple, beach, heritage, hill and weekend packages.	Longer stays and improved regional dispersal.
Service quality	Introduce periodic audits of cleanliness, food, staff behaviour, maintenance and guest feedback.	Improved satisfaction and repeat visits.
Underutilized units	Prepare unit-wise turnaround plans based on seasonality, access and demand profile.	Better asset utilization.
Partnerships	Collaborate with local transport operators, guides, event managers and community enterprises.	Local economic benefits and richer experiences.
Data systems	Develop an internal dashboard for occupancy, revenue, booking channel and guest feedback.	Evidence-based management decisions.
Primary research	Collect regular guest satisfaction surveys and connect them with occupancy and booking data.	Stronger empirical monitoring and publishable research evidence.

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