

# Nallamala Jungle Camps as a Case Study for Promoting Eco-Tourism and Wildlife Tourism in Andhra Pradesh: A Study of Bairlutu, Pacherla and Diguvametta Jungle Camps

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**Abstract:** *Eco-tourism and wildlife tourism are increasingly important for destinations that combine biodiversity, forest landscapes and community livelihoods. The Nallamala forest region of Andhra Pradesh has strong potential for nature-based tourism through jungle camps located at Bairlutu, Pacherla and Diguvametta. This study examines how these camps contribute to eco-tourism promotion, wildlife interpretation, visitor experience and destination diversification in Andhra Pradesh. A mixed-method case-study design was adopted using primary data from 220 tourist respondents and secondary data on Andhra Pradesh tourist footfall from 2017 to 2025 (January-June), forest-cover information, accommodation tariffs and camp activities. The analysis uses percentage distribution, Likert Scale Ranking System: 5-Point Scale, ranking, trend analysis, district-wise comparison, chi-square goodness-of-fit tests and graphical representation. The findings show that the sample is dominated by young and middle-income visitors; the AP Forest Department and online sources are the leading awareness channels; wildlife watching and photography are major motivations; and jungle safari and trekking record the highest mean satisfaction scores. Secondary data show recovery and strong growth in Andhra Pradesh tourism after the pandemic period, with Tirupati, NTR, Guntur, Visakhapatnam and Alluri Seetarama Raju among the leading districts in recent years. The study concludes that Nallamala Jungle Camps can strengthen Andhra Pradesh's eco-tourism and wildlife-tourism identity if supported by regulated visitor management, interpretation facilities, community participation, good accommodation, responsible pricing and sustainable transport connectivity.*

**Keywords:** Nallamala Jungle Camps; Eco-tourism; Wildlife Tourism; AP Forest Department; Bairlutu; Pacherla; Diguvametta

## I. INTRODUCTION

Tourism development in India is increasingly moving beyond conventional sightseeing towards experiential and responsible forms of travel. Eco-tourism and wildlife tourism are important in this shift because they link recreation with conservation awareness, local livelihoods and environmental education. Andhra Pradesh has a wide range of nature-based resources such as Eastern Ghats landscapes, forests, rivers, waterfalls, wildlife habitats, tribal settlements, pilgrimage routes and coastal ecosystems. Within this context, the Nallamala forest region occupies a special place because it combines dry deciduous forests, hill landscapes, wildlife habitats and access to the Nagarjunasagar-Srisailem Tiger Reserve landscape.



Bairluty, Pacherla and Diguvametta Jungle Camps are selected as case sites because they represent forest-based accommodation and visitor-experience points within the Nallamala region. The camps offer stay facilities, jungle safaris, eco-walks, nature trails, archery, trekking, bird and butterfly watching, photography opportunities and exposure to local culture. These facilities create a direct connection between tourists and the forest environment. At the same time, the ecological sensitivity of the region requires a careful balance between tourism promotion and wildlife protection.

### **1.1 Problem Statement**

While the Nallamala forest region offers a prime environment for eco-tourism and wildlife tourism, the promotion of its jungle camps – specifically Bairluty, Pacherla, and Diguvametta—is stymied by a lack of primary research. Critical information regarding tourist motivations, satisfaction levels, and operational bottlenecks is currently unavailable in the public domain. Moreover, the relationship between these specific camps and the wider tourism landscape of Andhra Pradesh has not been adequately established. This study addresses these gaps to ensure that future policy recommendations are grounded in localized data rather than broad assumptions, which often lead to ineffective management in the wildlife tourism sector.

### **1.2 Objectives of the Study**

- To examine the role of Nallamala Jungle Camps in promoting eco-tourism and wildlife tourism in Andhra Pradesh.
- To analyse tourist profile, awareness, motivation, activity satisfaction and problems faced by visitors to Bairluty, Pacherla and Diguvametta Jungle Camps.
- To study Andhra Pradesh tourist-footfall trends from 2017 to 2025 (January-June) and relate them to the selected Nallamala-linked districts.
- To compare the tourism facilities and development scope of Bairluty, Pacherla and Diguvametta Jungle Camps.
- To suggest sustainable management measures for strengthening eco-tourism, wildlife interpretation and community participation in the Nallamala region.

### **1.3 Significance of the Study**

This research serves as a critical resource for those managing and promoting forest-based tourism, directly benefiting the AP Forest Department, local communities, and tourism policy-makers. It delivers concrete data regarding what tourists value and the logistical hurdles they encounter. Furthermore, the study assesses the impact of online and official promotional efforts, emphasizing that grassroots upgrades at the camp level are essential for advancing eco-friendly tourism. In the academic realm, this paper addresses a geographical gap by contributing a detailed, region-specific analysis of the eco-tourism sector in Andhra Pradesh.

## **II. REVIEW OF LITERATURE AND THEORETICAL BACKGROUND**

Eco-tourism is generally understood as responsible travel to natural areas that conserves the environment, supports local people and educates visitors. Wildlife tourism is closely related, but it focuses more specifically on observing or experiencing wildlife habitats, birds, animals, forest landscapes and biodiversity. Fennell, Honey and Weaver emphasise that eco-tourism must not be reduced to ordinary nature recreation; it should involve interpretation, conservation benefits, responsible visitor behaviour and community participation.

In protected areas and forest landscapes, tourism can create both opportunities and risks. Opportunities include conservation awareness, livelihood generation, local guide employment, destination branding, visitor education and revenue for nature-based services. Risks include littering, noise, habitat disturbance, irresponsible driving, wildlife stress, overcrowding, infrastructure pressure and commodification of local culture. Therefore, carrying capacity, visitor codes of conduct, local participation, interpretation facilities and regular monitoring are important in eco-tourism planning.



Community-based eco-tourism is particularly relevant to Nallamala Jungle Camps because it involves local people in guiding, food services, accommodation operations, jungle safari support, cultural interpretation and conservation awareness. When local communities gain fair benefits from tourism, they are more likely to support forest protection and responsible visitor management.

### **2.1 Research Gap**

Existing discussions on eco-tourism in Andhra Pradesh often remain descriptive and do not provide sufficient empirical analysis of specific jungle camps. There is limited integrated analysis combining primary tourist responses with district-wise tourist-footfall data and camp-level secondary information. This study addresses that gap through a case-study approach focused on Bairlutu, Pacherla and Diguva-metta.

### **2.2 Theoretical Framework and Hypotheses**

The study is guided by sustainable tourism theory, destination image theory and community-based tourism theory. The framework assumes that camp facilities, awareness channels, activity satisfaction, community participation and responsible visitor management influence the effectiveness of eco-tourism and wildlife tourism development.

- H1: Tourist characteristics and awareness sources are not evenly distributed among the respondent categories.
- H2: Nature-based motivations such as wildlife watching and photography are important drivers of visits to Nallamala Jungle Camps.
- H3: Activity satisfaction is higher for core forest experiences such as jungle safari and trekking than for supporting activities.
- H4: Problems related to transport, tariff, cleanliness and wildlife safety require destination-management attention.

## **III. METHODOLOGY**

### **3.1 Research Design**

The study follows a mixed-method empirical case-study design. The qualitative component is used to describe the camp profiles, accommodation facilities, activities and sustainability issues. The quantitative component is used to analyse primary tourist responses and secondary tourist-footfall data.

### **3.2 Study Area and Case Selection**

The case sites are Nallamala Jungle Camp Bairlutu, Nallamala Jungle Camp Pacherla and Nallamala Jungle Camp Diguva-metta. These sites were selected because they represent forest-stay and safari-based eco-tourism products in the Nallamala region of Andhra Pradesh.

### **3.3 Population, Sample and Sampling**

This study focuses on a primary population of visitors to the Nallamala jungle camps. The research relies on primary data collected from 220 respondents, geographically divided among Bairlutu (n=80), Pacherla (n=75), and Diguva-metta (n=65). A convenience or purposive sampling strategy was adopted for this study, as the selection of respondents was determined by the practical accessibility of tourists on-site during the data collection phase.

### **3.4 Data Collection**

Primary data were gathered using a structured questionnaire that focused on tourists' demographic characteristics, whether they were first-time visitors, sources of information and awareness, satisfaction with activities, travel motivations, and problems experienced during the visit. Secondary data were obtained from Andhra Pradesh district-wise tourist footfall records for the period 2017–2025 (January–June), forest-related data of Andhra Pradesh, and information on Nallamala Jungle Camps, including accommodation tariffs, safari schedules, and available activities.



### 3.5 Data Analysis Tools

The analysis employs frequency distribution, percentage analysis, Likert Scale Ranking System: 5-Point Scale, mean ranking, standard deviation, tourist-footfall trend analysis, domestic-foreign share analysis, top-ten district comparison, key-district trend comparison, and chi-square goodness-of-fit tests. Microsoft Excel was utilized for statistical processing, calculating percentages, and generating charts.

## IV. PROFILE OF NALLAMALA JUNGLE CAMPS

Table 1. Comparative profile of selected Nallamala Jungle Camps

Component	Bairluty	Pacherla	Diguvametta
Location advantage	Near Atmakur; accessible from Nandyal, Kurnool, Srisailam and Hyderabad	Near Nandyal; suitable for weekend and educational trips	Located in forest surroundings near Nallamala hill region
Main appeal	Forest stay, jungle atmosphere, nature experience	Community-based eco-tourism, safari, eco-walk and recreation	Forest stay, safari, scenic landscape and peaceful nature experience
Facilities/activities	Cottages, tents, family house, conference hall and jungle safari package	Cottage/tent accommodation, safari, eco-walk, archery, volleyball and shuttle court	Cottage/tent accommodation, safari and forest-stay experience
Eco-tourism role	Gateway for forest tourism and visitor interpretation	Strong community-based eco-tourism model	Emerging forest tourism destination
Sustainability need	Waste control, visitor regulation, interpretation and local guiding	Carrying capacity, wildlife protection and benefit-sharing	Signage, eco-education and careful infrastructure planning

The camp-level secondary data show that Bairluty offers cottage and tent packages for two persons including stay, food and one jungle safari, with a family-house option for larger groups. Pacherla offers cottage and tent accommodation with food and one safari, safari timings in the morning and evening, eco-walk, archery and recreational courts. Diguvametta offers cottages and tents with safari facilities, food inclusion and extra-person provisions. These features indicate that the camps combine accommodation, recreation and forest interpretation.

## V. SECONDARY DATA ANALYSIS

Table 2. Andhra Pradesh tourist arrivals, 2017-2025 (January-June)

(Note: On April 4, 2022, Andhra Pradesh officially reorganized its administrative structure, increasing the total number of districts from 13 to 26.)

Period	Domestic	Foreign	Total arrivals	Foreign share (%)
2017	16,54,33,898	2,71,362	16,57,05,260	0.164
2018	22,08,93,985	2,55,836	22,11,49,821	0.116
2019	15,84,46,179	1,87,737	15,86,33,916	0.118
2020	6,91,80,318	67,648	6,92,47,966	0.098



2021	9,57,44,297	45,743	9,57,90,040	0.048
2022 Jan-Mar	5,22,73,329	64,511	5,23,37,840	0.123
2022 Apr-Dec	17,36,20,075	1,22,957	17,37,43,032	0.071
2023	27,34,90,879	1,78,616	27,36,69,495	0.065
2024	29,02,66,452	2,62,432	29,05,28,884	0.090
2025 Jan-Jun	14,53,11,503	71,326	14,53,82,829	0.049

(Source: Data given by the APTA)

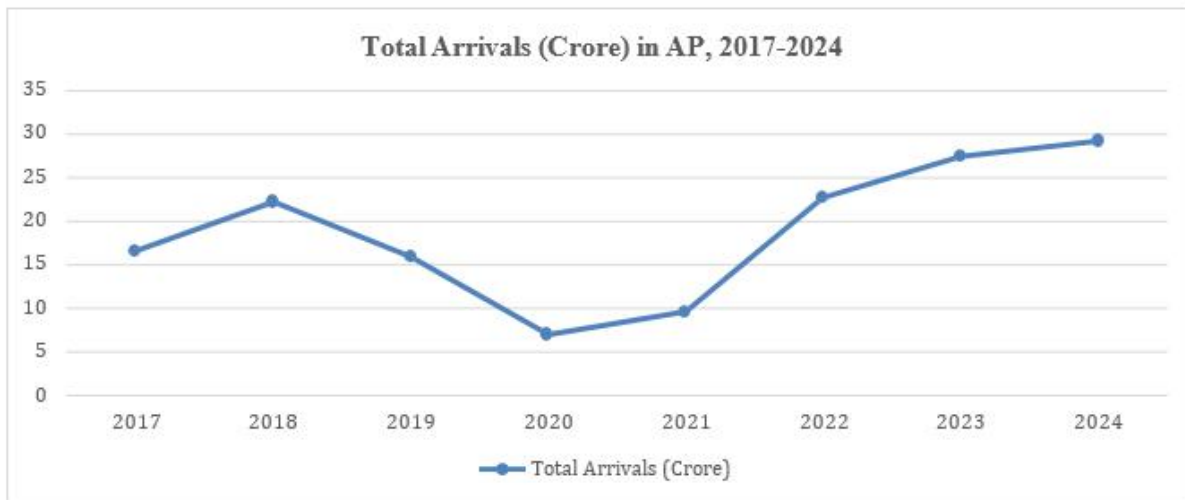


Figure 1. Tourist arrivals in Andhra Pradesh, 2017-2024.

The secondary data show strong tourist-flow variation. Tourist arrivals increased from 16.57 crore in 2017 to 22.11 crore in 2018, declined to 15.86 crore in 2019 and fell sharply to 6.92 crore in 2020 during the pandemic period. Recovery is visible from 2021 onwards. The combined 2022 total was about 22.61 crore, 2023 reached 27.37 crore, and 2024 reached 29.05 crore. The 2025 January-June figure of 14.54 crore indicates a strong half-year base but should not be compared directly with full-year totals.



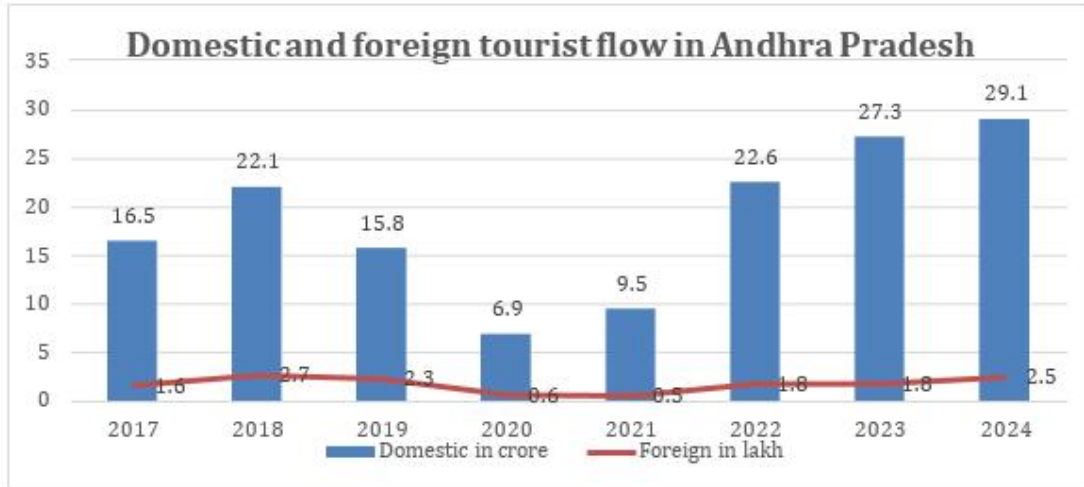


Figure 2. Domestic and foreign tourist flow in Andhra Pradesh.

Domestic tourists constitute almost the entire tourist volume in Andhra Pradesh. Foreign tourist numbers are comparatively small, although their recovery after the pandemic is visible. This pattern suggests that eco-tourism promotion for Nallamala Jungle Camps should first target domestic weekend tourists, students, nature lovers, research groups and family visitors, while gradually building foreign visitor interest through responsible wildlife and nature-interpretation marketing.

Table 3. Top 10 districts by tourist arrivals in Andhra Pradesh, 2024

District	Domestic	Foreign	Total
Tirupati	3,44,15,122	9,262	3,44,24,384
NTR	2,82,75,115	8,293	2,82,83,408
Guntur	2,07,23,902	688	2,07,24,590
Visakhapatnam	1,99,63,202	41,106	2,00,04,308
Alluri Seetarama Raju	1,81,86,023	0	1,81,86,023
Srikakulam	1,81,13,584	111	1,81,13,695
Chittoor	1,74,84,916	5,875	1,74,90,791
Kakinada	1,65,75,347	0	1,65,75,347
Nandyal	1,48,90,752	161	1,48,90,913
Krishna	1,19,53,163	2,507	1,19,55,670

(Source: Data given by the APTA)



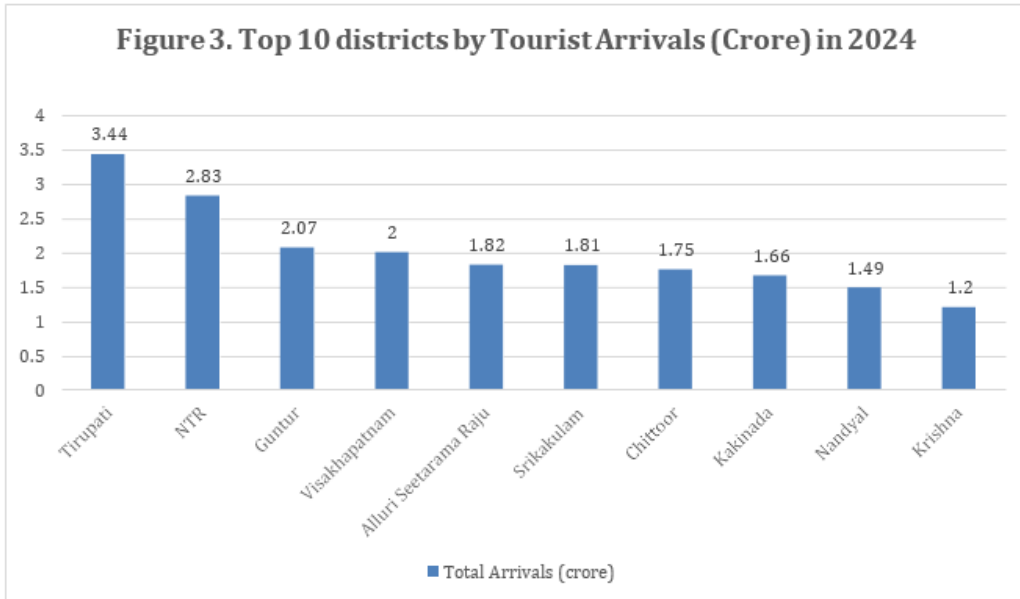


Figure 3. Top 10 districts by Tourist Arrivals in 2024.

The 2024 district-wise data identify Tirupati, NTR, Guntur, Visakhapatnam, Alluri Seetarama Raju, Srikakulam, Chittoor, Kakinada, Nandyal and Krishna among the leading districts. This shows that religious, urban, coastal and nature-linked districts all contribute to the state tourism economy. The presence of Alluri Seetarama Raju and Nandyal among high-performing districts is relevant for nature- based tourism policy because these districts have strong forest and hill-tourism potential.

Table 4. Tourist arrivals in Nallamala-linked/forest-tourism-relevant districts

District	2023	2024	2025 Jan-Jun
Kurnool	77,95,203	95,79,394	33,72,856
Nandyal	1,37,54,757	1,48,90,913	63,84,923
Prakasam	26,42,870	25,43,853	10,95,015

(Source: Data given by the APTA)



**Total arrivals (Cores) in Nallamala-linked/forest-tourism-relevant districts**



Figure 4. Tourist arrivals in Nallamala-linked/forest-tourism-relevant districts.

Nandyal recorded 1.49 crore tourist arrivals in 2024 and 63.85 lakh during January-June 2025. Kurnool recorded 95.79 lakh in 2024. Prakasam remained lower in comparison, with 25.44 lakh in 2024. These district trends indicate that a Nallamala Eco-Tourism Circuit can be positioned around Nandyal- Kurnool-Prakasam linkages, with improved transport information, package design and visitor interpretation.

**VI. PRIMARY DATA ANALYSIS**

Table 5. Gender profile of respondents

Gender	Frequency	Percent
Male	125	56.8
Female	95	43.2
Total	220	100.0

Table 6. Age profile of respondents

Age	Frequency	Percent
Below 20	45	20.5
21-30	70	31.8
31-40	35	15.9
41-50	35	15.9
51-60	25	11.4
More Than 60	10	4.5
Total	220	100.0



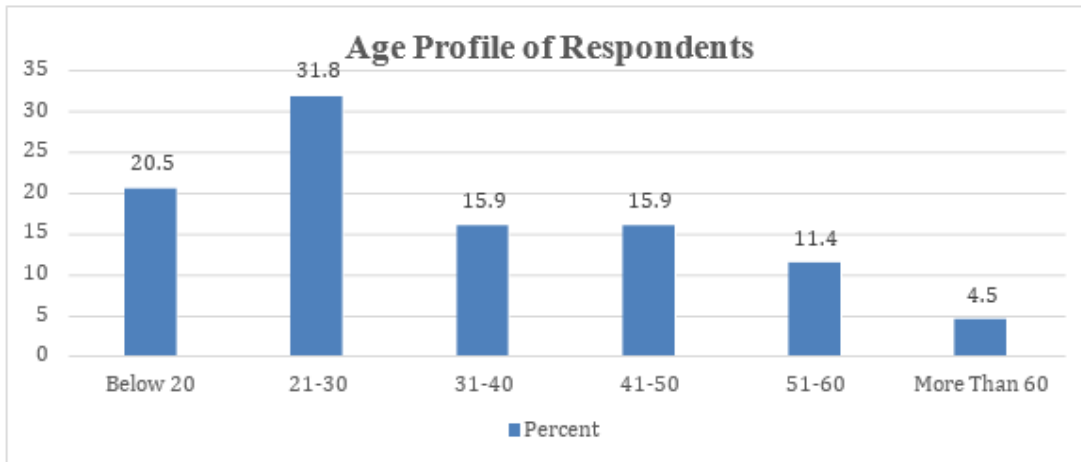


Figure 5. Age profile of respondents.

Marital Status	Frequency	Percent
Single	135	61.4
Married	85	38.6
Total	220	100.0

Table 7. Marital Status profile of respondents

Table 8. Occupation profile of respondents

Occupation	Frequency	Percent
Agriculture	40	18.2
Self-Employment	45	20.5
Government	60	27.3
Private	75	34.1
Total	220	100.0

Table 9. Education profile of respondents

Education	Frequency	Percent
School & Secondary	40	18.2
Intermediate	50	22.7
Under Graduate	70	31.8
Post Graduate	60	27.3
Total	220	100.0



Table 10. Income profile of respondents

Income	Frequency	Percent
Below Rs.25,000	30	13.6
Rs.25,001-Rs.50,000	60	27.3
Rs.51,000-Rs.75,000	55	25.0
Rs.76,000-Rs.1,00,000	40	18.2
Above Rs.1,00,000	35	15.9
Total	220	100.0

The demographic findings show that male respondents formed (56.8 percent) and female respondents (43.2 percent). The largest age group was 21-30 years (31.8 percent), followed by respondents below 20 years (20.5 percent). Singles formed (61.4 percent) of respondents. Private employees were the largest occupational group (34.1 percent), followed by government employees (27.3 percent). Undergraduates (31.8 percent) and postgraduates (27.3 percent) formed a major share, indicating that educated tourists are actively visiting the camps. The major income group was Rs.25,001-Rs.50,000 (27.3 percent), followed by Rs.51,000-Rs.75,000 (25.0 percent).

Table 11. First-time and repeat visitors by camp

Camp	Sample	First-time Yes	Yes %	Repeat No	No %
Bairluty	80	35	43.8	45	56.2
Pacherla	75	35	46.7	40	53.3
Diguvametta	65	35	53.8	30	46.2

Bairluty and Pacherla show stronger repeat-visitor bases, with repeat visitors representing 56.2 Percent and 53.3 Percent respectively. Diguvametta shows a higher first-time visitor share of 53.8 Percent, indicating that it may be attracting new visitors and has scope for responsible destination promotion.

Table 12. Source of Awareness about Nallamala Jungle Camps

Source of Awareness about Nallamala Jungle Camps	Frequency	Percent
Tour Operator	10	4.5
Friends and Relatives	60	27.3
Website/Blog/Newspaper	70	31.8
AP Forest Department	80	36.4
Total	220	100.0



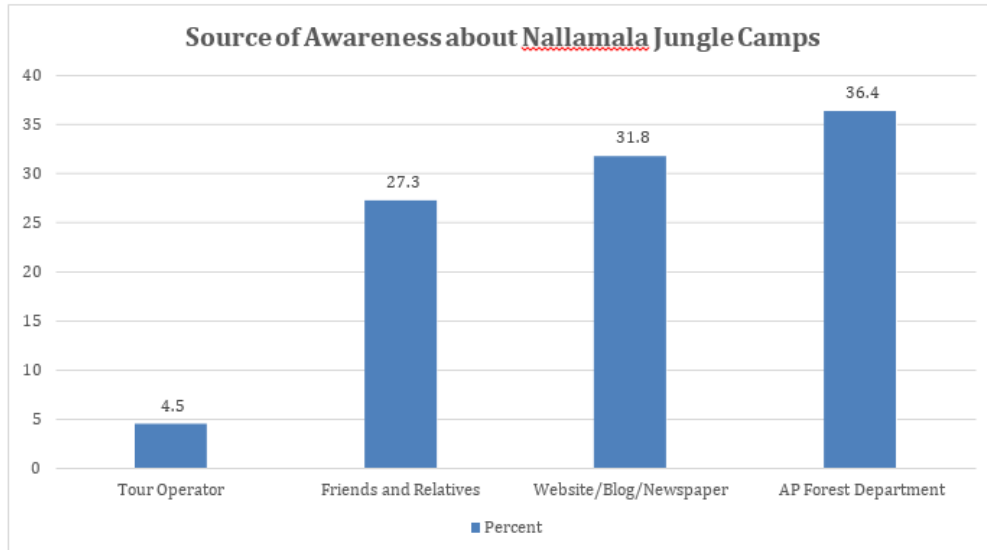


Figure 6. Sources of awareness about Nallamala eco-tourism destinations.

Motivation	Frequency	Percent
Wildlife Watching	70	31.8
Indigenous Culture	50	22.7
Leisure Purpose	40	18.2
Photography	60	27.3
Total	220	100.0

Table 13. Motivation behind the Visit to the Nallamala Jungle Camps

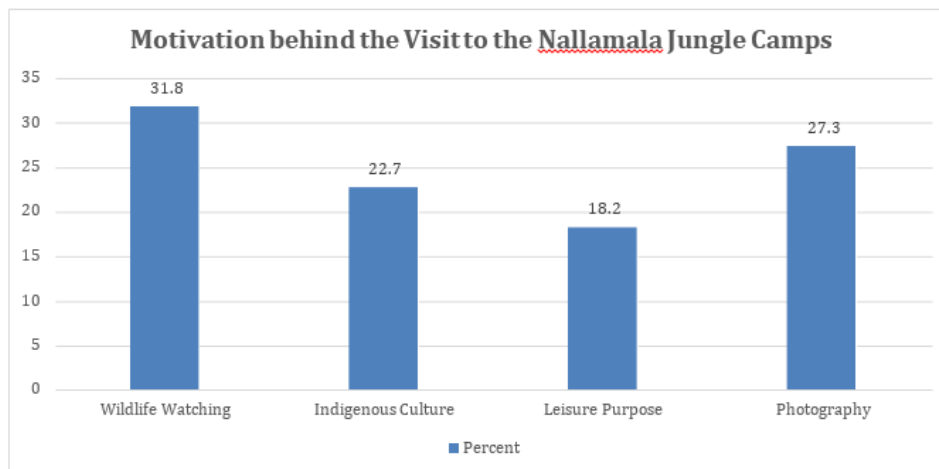


Figure 7. Motivation behind the visit.



Table 14. Problems faced by tourists at the Nallamala Jungle Camps

Problems faced by tourists	Frequency	Percent
Lack of Transport	50	22.7
Hotel Tariff are High	70	31.8
Not Proper Cleaning in Hotel Rooms	40	18.2
Threat from Animals	60	27.3
Total	220	100.0

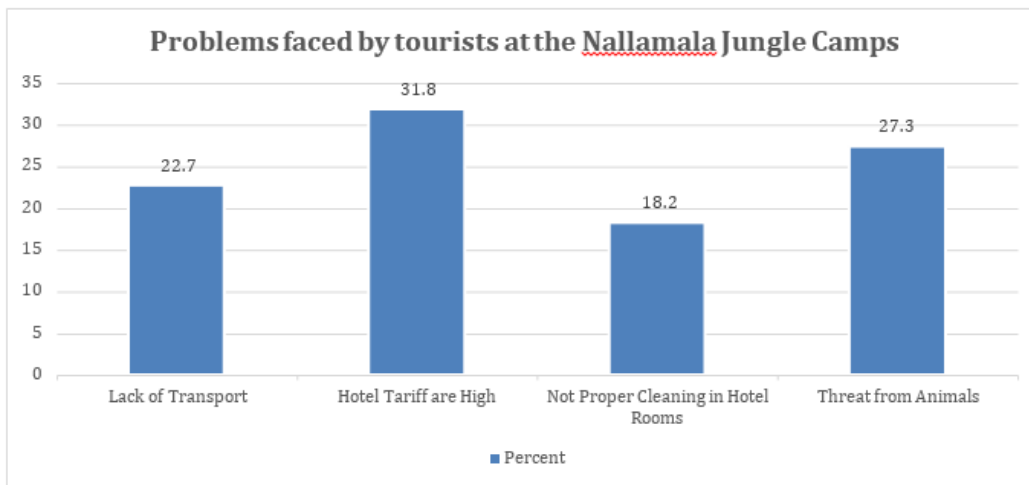


Figure 8. Problems faced by tourists.

The AP Forest Department was the leading awareness source (36.4 Percent), followed by websites, blogs and newspapers (31.8 Percent). This indicates that official promotion and digital information are central to eco-tourism awareness. Wildlife watching was the leading motivation (31.8 Percent), followed by photography (27.3 Percent), indigenous culture (22.7 Percent) and leisure (18.2 Percent). The main problems reported were high hotel tariff (31.8 Percent), threat from animals (27.3 Percent), lack of transport (22.7 Percent) and poor room cleaning (18.2 Percent). These results indicate the need for improved access, transparent safety communication, value-based pricing and hygiene monitoring.

Table 15. Tourist satisfaction levels with the tourism activities provided at Nallamala Jungle Camps?

Likert Scale Ranking System: 5-Point Scale: Rank Score Interpretation 5 Very High Satisfaction 4 High Satisfaction 3 Moderate Satisfaction 2 Low Satisfaction 1 Very Low Satisfaction

Activity	Rank Score	Maximum Score	Satisfaction Level	Percentage
Jungle Safari	4	5	High Satisfaction	80%
Trekking	3	5	Moderate Satisfaction	60%
Nature Trails	4	5	High Satisfaction	80%
Eco-walk	4	5	High Satisfaction	80%



Bird & Butterfly Watching	4	5	High Satisfaction	80%
Heritage Walk	3	5	Moderate Satisfaction	60%
Photography	4	5	High Satisfaction	80%
Tribal Archery	4	5	High Satisfaction	80%

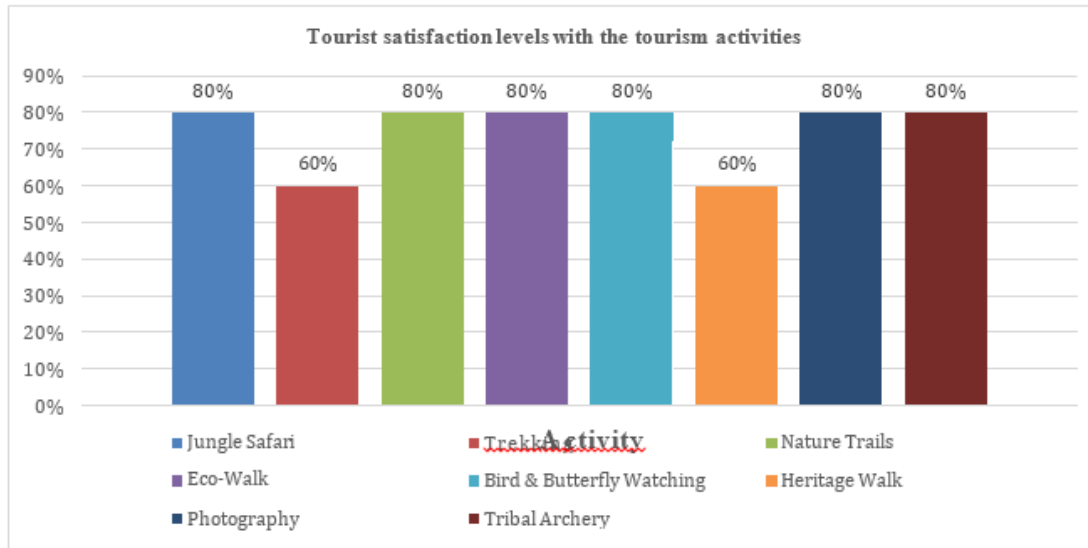


Figure 9. Tourist satisfaction levels with the tourism activities - Nallamala Jungle Camps

The activity satisfaction ranking shows that most activities in Nallamala Jungle Camps received high satisfaction scores. Jungle Safari, Nature Trails, Eco-walk, Bird & Butterfly Watching, Photography, and Tribal Archery each scored 4 out of 5, representing 80% satisfaction. This indicates that tourists are highly satisfied with nature-based, adventure-based, and experiential tourism activities.

Trekking and Heritage Walk received a score of 3 out of 5, representing 60% satisfaction, which indicates a moderate level of satisfaction. These activities may require better route development, trained guides, interpretation boards, safety arrangements, and improved visitor facilities.

Overall, the results indicate that the Nallamala Jungle Camps have strong potential for promoting eco-tourism and wildlife tourism, especially through activities such as jungle safari, nature trails, bird watching, photography, and tribal archery.

Table 16. Chi-square goodness-of-fit test results for selected primary variables

Variable	df	Chi-square	p-value	Result at 5% level
Gender	1	4.09	0.0431	Significant
Age	5	55.45	0.0000	Significant
Occupation	3	13.64	0.0034	Significant
Education	3	9.09	0.0281	Significant
Income	4	15.23	0.0043	Significant
Source of Awareness	3	52.73	0.0000	Significant
Motivation	3	9.09	0.0281	Significant
Problems	3	9.09	0.0281	Significant



The Chi-square goodness-of-fit test was applied to examine whether the responses of tourists were distributed equally across different categories. The test was conducted at a 5 percent level of significance. Since the p-values for all selected variables are less than 0.05, the results indicate statistically significant variation among the response categories.

This means that the responses are not randomly or equally spread across all options. Instead, some categories show a stronger concentration than others. Therefore, the findings provide useful evidence for understanding the profile, awareness, motivation and problems of tourists visiting the Nallamala Jungle Camps.

**Chi-square test results**

The result for gender is statistically significant. This shows that male and female respondents were not represented in equal proportion. The sample had a higher proportion of male respondents, indicating that male tourists were more represented among the visitors covered in this study.

The age variable also shows a significant result. This indicates that tourists were not evenly distributed across all age groups. The highest concentration was found among younger visitors, particularly the 21–30 years age group. This suggests that Nallamala Jungle Camps are attracting young tourists, students, working professionals and nature-oriented travellers.

The results for occupation, education and income are also significant. This shows that the respondents do not belong equally to all occupational, educational and income groups. A major share of respondents came from private employment, government employment, undergraduate and postgraduate backgrounds, and middle-income groups. This indicates that the camps are mainly attracting educated and economically active visitors who are interested in eco-tourism and wildlife experiences.

The result for source of awareness is highly significant. The findings show that the AP Forest Department and digital/media sources such as websites, blogs and newspapers are the major channels through which tourists came to know about the Nallamala Jungle Camps. This highlights the importance of official communication and online promotion in creating awareness about eco-tourism destinations.

The motivation variable is also statistically significant. Wildlife watching and photography emerged as the main reasons for visiting the camps. This shows that tourists are primarily motivated by nature-based and wildlife-related experiences rather than only by leisure or general recreation.

The result for problems faced by tourists is significant. The major problems identified include high hotel tariff, threat from animals, lack of transport and inadequate cleanliness in rooms. Among these, high tariff and wildlife safety concerns require special attention. These results indicate the need for better management practices, improved safety measures, transparent pricing, better transport support and regular cleanliness monitoring.

**Hypothesis Testing Results**

Hypothesis No.	Hypothesis Statement	Statistical Basis	Result	Interpretation
H1	Tourist characteristics and awareness sources are not evenly distributed among the respondent categories.	Chi-square results for gender, age, occupation, education, income and source of awareness are significant at 5% level.	Accepted	The tourist profile is concentrated among specific groups such as male respondents, young visitors, educated tourists, private and government employees and middle-income groups. Awareness is mainly created through the AP Forest Department and digital/media sources.
H2	Nature-based motivations such as wildlife watching	Chi-square result for motivation is significant	Accepted	Wildlife watching recorded the highest response, followed by photography.



	and photography are important drivers of visits to Nallamala Jungle Camps.	at 5% level.		This shows that tourists mainly visit the camps for nature-based and wildlife-related experiences.
H3	Activity satisfaction is higher for core forest experiences such as jungle safari	Likert scale ranking shows high satisfaction for jungle safari, nature	Partially Accepted	Tourists are highly satisfied with many forest-based activities. However, trekking did not receive a high satisfaction score,
	and trekking than for supporting activities.	trails, eco-walk, bird and butterfly watching, photography and tribal archery; trekking and heritage walk show moderate satisfaction.		So this hypothesis is only partially supported.
H4	Problems related to transport, tariff, Cleanliness and wildlife safety require destination management attention.	Chi-square result for problems faced by tourists is significant at 5% level.	Accepted	High tariff, threat from animals, lack of transport and poor room cleanliness were identified as important issues. These problems need immediate management attention.

The hypothesis testing results show that Nallamala Jungle Camps attract a clearly identifiable tourist segment, especially young, educated and middle-income visitors. The findings also reveal that official and digital sources play a major role in creating awareness. Wildlife watching and photography are the strongest motivations for visiting the camps, while tariff, safety, transport and cleanliness are the major concerns reported by tourists.

Overall, the statistical results support the view that Nallamala Jungle Camps have strong potential for eco-tourism and wildlife tourism development. However, this potential can be effectively realised only through improved visitor management, fair pricing, better accommodation maintenance, trained guides, safety arrangements, transport support and responsible eco-tourism planning.

## VII. FINDINGS

The study findings show that Nallamala Jungle Camps are positioned at the intersection of eco-tourism, wildlife tourism, community participation and domestic tourist demand. The dominance of younger respondents and educated visitors suggests that interpretation-based products, student nature camps, eco-learning modules and digital destination information can be effective. The importance of the AP Forest Department and digital sources as awareness channels implies that official information should be updated, clear and visitor-friendly.

The secondary data confirm a strong recovery in Andhra Pradesh tourism after the pandemic period. However, eco-tourism destinations cannot be developed only on the basis of tourist numbers. Forest tourism requires regulation. The camps should focus on carrying capacity, guided safaris, visitor codes of conduct, wildlife-safe behaviour, waste reduction and local participation. The high mean satisfaction for jungle safari and trekking indicates that tourists value authentic nature-based experiences more than ordinary recreational add-ons.

The findings align with eco-tourism literature that highlights conservation education, interpretation and community benefits as central components of sustainable tourism. They also show that the Nallamala camps can support destination diversification in Andhra Pradesh by adding a forest and wildlife identity to a state already known for pilgrimage, beaches and heritage tourism.



### **7.1 Practical Implications**

- For AP Forest Department: strengthen official digital information, safari booking transparency, safety instructions and interpretation signage.
- For Jungle camp staff: improve room cleanliness, tariff communication and trained guide services.
- For local communities: expand livelihood roles in guiding, food services, eco-walks, handicrafts, cultural interpretation and camp maintenance.
- For tourism planners: promote a Nallamala Eco-Tourism Circuit linking Bailrluty, Pacherla, Diguvametta, Srisailam, Nandyal, Kurnool and Prakasam routes.

### **VIII. CONCLUSION**

This study examined Nallamala Jungle Camps as a case study for promoting eco-tourism and wildlife tourism in Andhra Pradesh. The analysis shows that Bailrluty, Pacherla and Diguvametta provide important nature-based experiences through accommodation, safari, eco-walks, trekking, archery, bird watching, photography and forest exposure. Primary data reveal that the camps attract young, educated and middle-income tourists; official and online sources are important awareness channels; wildlife watching and photography are major motivations; and jungle safari and trekking are the highest-rated activities. Secondary data show that Andhra Pradesh tourism has recovered strongly after the pandemic period, providing a favourable context for nature-based destination development.

The main conclusion is that Nallamala Jungle Camps can become a strong model of sustainable eco-tourism and wildlife tourism if tourism growth is linked with conservation education, community participation, visitor regulation, cleanliness, transport facilitation and responsible marketing. Eco-tourism in sensitive forests must never be treated merely as commercial tourism; it must be planned as conservation-oriented, community-supported and learning-based tourism.

### **IX. SUGGESTIONS**

- Use online booking portals and AP Forest Department pages to provide transparent tariffs, inclusions, timings and safety rules.
- Train local youth as nature guides, safari assistants, eco-walk interpreters and hospitality support staff.
- Introduce camp-wise carrying-capacity norms and avoid overcrowding during peak weekends and holidays.
- Monitor room cleanliness, food quality and tariff fairness through periodic visitor feedback.
- Promote the Nallamala Eco-Tourism Circuit through responsible marketing rather than mass- tourism promotion.
- Create student field-visit packages for tourism, environmental science, forestry and wildlife courses.
- Improve transport information and last-mile connectivity from Nandyal, Kurnool, Srisailam and Prakasam routes.

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