

An Empirical study on Tourism Policy in Karnataka

*Mrs. Lakshmi P. ** Dr. S J Manjunath

*Associate Professor, Department of Business Administration, VVCE, MYSORE.

**Associate Professor, DOS in Business Administration, University of Mysore, MYSORE.

Abstract: The tourism sector is making a significant march towards the economic development. The growth in travel and tourism directly or indirectly helps in the improvement of the socio-economic conditions of other factors such as hotels, resorts, guides, travel and tour operators etc. Thus, the tourism sector needs to be properly tuned in such a way that both central and state should make an attempt of improving Karnataka state as one of tourist destination with proper policies. Therefore, in the development of the tourism sector, the role of states in the democratic set-up of India needs to be recognized. Tourism creates thousands of jobs and benefits the entire community. Tourism helps to preserve ancient cultures & handicrafts, which otherwise would have been lost in the relentless march of industrialization. Thus, there is scope to study and identify the development of the state, supporting industries, income earned by the region and infrastructural facilities the Government has to make are all taken into the observation under the study.

Keywords: Tourism, Karnataka, Economic development, Policy,

I. Introduction

Tourism is an economic activity of immense global significance. The tremendous growth in tourism in recent times at the global level is due to various factors such as the impacts of globalization, emergence of the global village and preference for overseas jobs in general. According to world Tourism organization (WTO), "tourism enriches individuals, families, communities and the entire world". Tourism enhances the quality of life, preserves the national heritage & encourages the appreciation of diverse cultures both by domestic & foreign tourists. Tourism is one of the leading job creators and plays a vital role in the balance of payments of many countries. As a service industry, tourism has a flexible character having capability of accommodating people – skilled, semi - skilled and unskilled.

II. Tourism: General Definition

According to Debbage and Daniels, tourism is no simple product but, rather a wide range of products and services that interact to provide an opportunity to fulfill a tourist experience that comprises both tangibles parts (hotel, restaurant or airlines) and intangibles parts(sunset, scenery, climate, mood).

According to G Jantra, Tourism can be divided into 2 sectors- Dynamic and Static.

The dynamic sector has all the economic activities, the motivation of demand and the provision of transport. It includes the activities of tour operators, travel agents, transport companies and ancillary services. The second i.e., static sector looks after the "sojourn" part of tourism, the demand for accommodation, meals and refreshment.

If analyzed, tourism is not an industry but in economic terms, it creates a demand or generates a market for a number of varied industries. All these economic activities which are involved in tourism may be referred to as tourism industry. Therefore, Tourism could be defined as the sum total of providers of tourist services.

Table 1: Foreign Tourist Arrivals to India (In Million) from 1997 to 2013(till June)

Year	Foreign Tourist Arrivals	% change over previous year
1997	2.37	3.8
1998	2.36	- 0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	- 4.2
2002	2.38	- 6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	- 2.2
2010	5.78	11.8
2011	6.31	9.2

2012	6.58	4.3
2013(till June) (P)	3.31	2.6@

(P): provisional, @ Growth rate over Jan-June 2012

Source: (i) Bureau of Immigration, Government of India, for 1997-2012.

(ii) Ministry of Tourism, Government of India for 2013.

III. Review Of Literature

In the previous study on tourism sector, it is been observed that the importance of transportation, infrastructural facilities and changes in number of tourist visiting Mysore region and contributing also to the state economy. It states that there is a relationship between the developments of allied industries along with tourism are been identified in the study.

The UNESCAP study (2001) on promotion of investment in tourism infrastructure has focused on the position of infrastructure tourism in India such as hotels, restaurants, all forms of transport and communication infrastructure and its basic amenities.

K G Mohanan Pillai (2004) is of the view that sustainable development of tourism aims at the continuous maintenance of outstanding natural features and unique cultural aspects along with equitable destination of socio-economic benefits of tourism to the resident population at the destination.

Puneet Aneja (2005) asserts that tourism industry has the potential to assist significant number of people, especially the unskilled labor force.

Keleyan Margaret Otway, Podie Kagan Chitan, Wendell Stallone Carlson Lennox Cornwall (2011) discuss about the "Determinants of tourism impact on tourist quality of life". Despite the growing importance of the quality of life (QOL), research on QOL in the area of tourism is very limited. Additionally, the majority of this research focuses on the impact of tourism on QOL of destinations' hosts. This research analyses the impact of tourism on several dimensions of tourists' QOL (physical health, psychological features, social relationships and environment). Additionally, a model of determinants of the tourism impact on QOL is proposed and tested. Travel motivations, the travel group, type of destinations and activities are the factors with more influence on tourism impacts on QOL. However, results highlight that the influence of each factor on the tourism impact on QOL varies according to the dimension of the QOL.

Research Objective

- i) To analyze tourism policy 2009 – 2014 for the improvement of tourism sector within the state.
- ii) To offer suggestions to make Karnataka tourism policy more effective.

IV. Research Methodology

Sources of Data

The study is focused on the policy framed by the Government in marketing and developing the tourism products through its new policy 2009-2014. It is purely based on secondary data. The main sources of data are the publications of Ministry of Tourism Government of India, Government of Karnataka, Karnataka Udyoga Mithra (KUM) and KSTDC.

The secondary data have been collected from official & non official records, leading books on the subject, published theses, booklets, Boucher's on divergent aspects of tourism, tourism sector profile, journals & magazines. Moreover the, information from the internet have been extensively used as a source of secondary data collection.

An Analysis of Karnataka Tourism Policy 2009-2014

The previous tourism policy (2002-2007) with an "inside-out" view began the development of tourism in Karnataka with a congenial environment for private investors. The present Karnataka Tourism policy reshapes the same by incorporating an "outside-in" view to cover larger market and higher share of the tourist wallet. The necessities of listening to the "voice of the tourist" and working towards "exceeding tourist expectations" is more important. The present policy would reinforce the good aspects of the earlier policy.

Bangalore, July 17 2009: Karnataka State Cabinet on Friday (July 17, 2009) unveiled the new Tourism Policy 2009-14, which envisages to transform Karnataka into a leading tourism destinations of the country.

The policy has chalked out plans to tap the full potential of employment, revenue generation and growth prospects of tourism to make it a principal economic activity of the State by 2016. This, the policy says, can be achieved by driving massive investments into the "destination-creating projects" by allowing private participation.

The new policy aims at attracting a large share of tourism traffic to the Southern region from the favored North (Golden triangle tourism circuit of Delhi-Agra-Jaipur). For this, the policy planned to set up South council Based on Co-operation.

Diversifying the principal source market for both foreign and domestic tourists, addressing shortage of tourist cost-effective accommodation, address road connectivity, development of tourist destinations and circuits, promote new products and improve existing products, streamlining procedures, promotion and publicity and others.

The aim of the new Tourism Policy is to highlight Karnataka as a preferred destination in India by 2016. Department of Tourism, Government of Karnataka informed that the new Tourism Policy is investor friendly and has addressed all issues concerning land acquisition including government clearance. It has divided Karnataka into four zones and will provide special incentives to develop heritage circuits, Adventure and Pilgrimage tourism in respective region of each zone.

In the new Tourism Policy, Karnataka Tourism has also laid emphasis on promotion of **Heli Tourism, Health and Wellness Tourism, Cruise Tourism**. It has already invited Expressions) from private parties to develop these tourism segments in the state. The new Tourism Policy, Karnataka Tourism will target the right consumers from the right market at the right time.

In order to further promote tourism in Karnataka, the state tourism department will target high-end tourists. Apart from traditional international markets like UK and France, it has planned to target new markets like Japan, Spain, Scandinavian countries, South American countries like Brazil and Argentina within the next three years. In the domestic market, the state tourism department will target major source markets like Mumbai, Ahmedabad, Pune, Kolkata, Chennai and other metro cities.

Karnataka Tourism plans to host certain important events in Bangalore. The state tourism department is also planning to promote Wine Tourism for which it has identified few potential wine producers in Karnataka to develop this segment. With the need to develop manpower in the industry, the state tourism department is also planning to train about 3,000 people through Institute of Hotel Management (IHM) to increase efficiency and offer quality services to tourists. State tourism department has introduced '**Green Police**' at 30 selected destinations in the state. Green police is an additional security force in which ex-service men have been employed. The security force works closely with the local police to ensure safety and guidance to tourists.

Core areas:

1. Cultural/Heritage Tourism :

- a. Cultural and Heritage forms the cornerstone of Karnataka tourism
- b. Heritage Zones will be formed around the heritage sites Hampi, Pattadakal, Badami, Aihole, Bidar, Bijapur etc., which will be developed according to master plans.
- c. Integrated tourism management plans will be developed for cities like Mysore, Bijapur and Bidar as well as other smaller towns with heritage value.

2. Rural Tourism:

The Rural tourism has a great opportunities for tourism and showcasing the rural life, heritage, art, culture, sports etc., This helps the local rural people to improve both socially and economically.

3. Homestay (GO No. KCIT/32/TTM/2006) Date: 12/7/2007:

- a. The "Athithi" Homestay is encouraged and developed across the state.
- b. The Homestays is minimally regulated and is treated as a non-commercial venture.
- c. A minimal standardization and classification program is established and up to 5 rooms is considered as a Homestay.

4. Bangalore Tourism:

- a. Karnataka tourism works with the BBMP and BDA to develop the Bangalore Tourism Master Plan to ensure that the city re-generates itself into one of the India's best tourist destinations
- b. The Bangalore Tourism Master Plan is jointly implemented by the Department of Tourism (DOT), BBMP and BDA through a joint committee.

5. Exhibition Complexes:

- a. Adequate number of world-scale, world-class exhibition and convention complexes through appropriate PPP model is promoted and established in Bangalore and other cities in Karnataka.
- b. Private enterprises in collaboration with international exhibition companies will be encouraged through appropriated PPP model to establish these exhibition complexes with strong Government support and incentives.

6. Cruise Tourism:

Mangalore and Karwar will be developed into major Cruise tourism hubs through the development of international standards dedicated cruises on PPP initiative.

7. Theme and Entertainment Parks:

- a. Theme and Entertainment Parks is promoted and established in Bangalore and other places in Karnataka.

b. Private enterprises are encouraged to establish such entertainment parks through appropriate PPP model.

8. Wayside Amenities:

It includes gender distinct toilets, cafeteria, mini-store, Pharmacy and an information/souvenir booth established at intervals of about 150 km along the highway leading to major tourist destinations. This can be developed through private entrepreneurs/franchises.

9. Eco tourism:

It is developed and promoted as a core activity and could also be done through PPP. This is done with the close collaboration with forest department. An eco-tourism zone stretching from Coorg to Karwar will be declared and a chain of nature camps will be established and branded as Jungle trials.

10. Health and wellness tourism:

a. Karnataka is been positioned and promoted as India's Premier Health and wellness destination. It links all major existing facilities with international standards.

b. Karnataka potential in traditional systems of wellness and medicines like Ayurveda, Unani, Siddha and Yoga etc., will be leveraged and the state will be projected as a unique destination for spiritual healing.

11. Heli Tourism:

The Government in national and international Heli tourism operates for establishing and promoting tourism in Karnataka and special incentives is worked out to promote it.

12. Safety and Security:

a. It works closely with the state police. The tourism police force is established for visible policing in key tourism areas.

b. The tourism police will act closely with the local police in case of tackling cases of offenses against tourists and also to facilitates quick responses.

V. Suggestions:

The following suggestions have been made to make the tourism policy of Karnataka more meaningful and effective:

1. Rural Tourism - More concentration is needed towards this tourism as it improves not only the economic status of rural people but also enriches the knowledge of tourists regarding that rural area and its importance with respect to their life, art, culture etc.
2. Promotional Activities - Promotion mix is very important while marketing the tourism product and services. More promotional activities are needed to create awareness in the minds of the tourist regarding the different core areas of whole tourism sector.
3. Infrastructural facilities – It is most dependable variant while speaking about tourism industry. Thus, to develop tourism it is necessary to improve upon the travelling etc.
4. The active participation of PPP will definitely help in improving the infrastructure facilities and employment opportunities as well as more tourists can be also attracted.
5. To showcase Karnataka Tourism policy through Health tourism, wellness tourism, cruise tourism and many more tourism, the best financial assistance from both Central and state Government is very much necessary along with the support of Private sector partnership (PPP).

VI. Conclusion

The Karnataka Tourism Policy has the main aim of attracting more number of both domestic and foreign tourists which increases the revenue to Government as well as economic development of the state. Thus, policies framed should take care of fulfilling the responsibility in developing tourism sector in a proper direction and the forthcoming policy would even more support the tourism development then the present policy 2009-2014.

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