

UNIT-1 COMPONENTS OF TOURISM

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1.1 OBJECTIVE

To learn the basic components of tourism by examining the activity of tourism

1.2 INTRODUCTION

Tourism is one of the largest industries in the world. More than its industrial status, tourism is a concept and activity that is widely known and applied. Although the word tourism is familiar for everybody the relationship with tourism concept and tourism activity is not known for many. So this is an attempt to learn tourism as a concept and its application as an activity.

Before examining the components of tourism, let us check the meaning of component. What is a component? You know the water is made up of hydrogen and oxygen.i.e.H₂O.They are the components of water. Without hydrogen there is no water. Without oxygen also water formation is not possible. Similarly Tourism is also made with few components. If one among these is not present the activity tourism does not work out. Let us check the components of tourism now.

1.3 BASIC COMPONENTS OF TOURISM

Just imagine that you are planning a tour. What will you do first? Definitely you need a place to go. Selection of place is the first process. In other words a tourist is travelling to see a faraway place. It may be a place, a monument, an event or something else that attracts the tourist. The tourist is travelling because something is attracting him. More clearly, an attraction is there somewhere and that is the reason the tourist travel. For e.g.: a tourist visits Tajmahal as the Taj mahal attracts him. Taj Mahal is an attraction. In short no tourist travels without an attraction. So attraction is an essential component of tourism.

Whether an attraction alone can make tourism possible? To find out the answer, let us start from the first component-attraction. Attractions are located away from the person who is attracted by it. Taj mahal is located in Agra in the Indian state of Uttarpradesh. But as an attraction it attracts the people all over the world. How the people from all over the world can enjoy Taj mahal. They have to move to the Indian city of Agra. To move to Agra, Agra should be accessible. Transportation modes provide accessibility to a place. If there are no transportation modes available to make an attraction accessible the activity tourism will not took place. With this we can state that accessibility is a component of tourism.

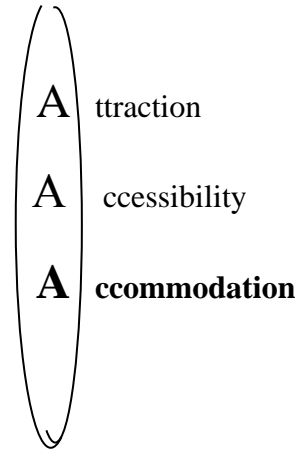
Now let us proceed with the example of Tajmahal to find out the third/next component of tourism. Taj mahal is an attraction that attracts you. So you have planned to visit Taj mahal. Taj mahal is accessible by road, rail and air. So you can reach the destination from anywhere in the world. But here arises the next question. You are away from home. Where will you stay? You need a shelter to take rest and sleep. You have to check out for a hotel or similar accommodation facility in Agra. So accommodation is an important component for tourism.

Attraction, Accessibility, and Accommodation-These components are vital for tourism. Without any of this component Tourism is not possible. So these components are known as basic components of tourism.

1.4 THREE A'S OF TOURISM

The three basic components of tourism start with the letter A. So these are known as Three A's of Tourism

3 A's of Tourism

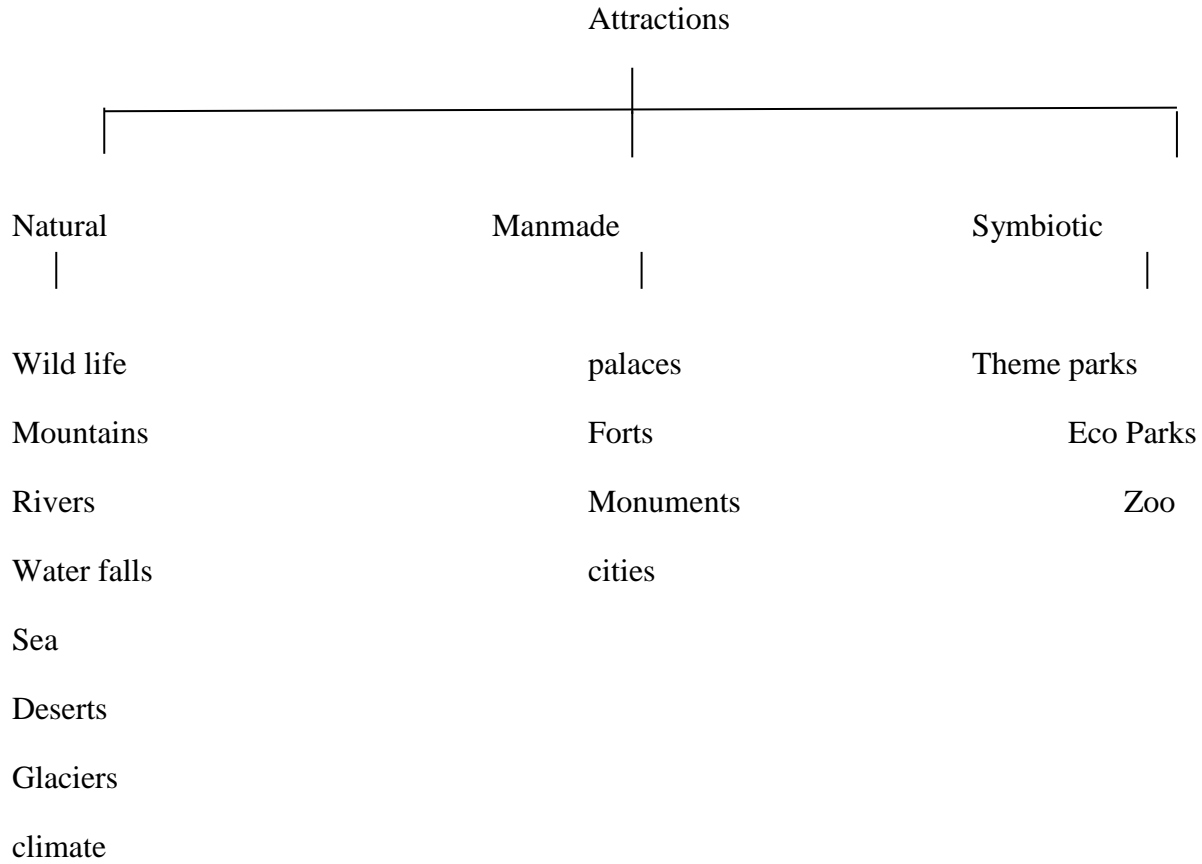


1.5 ATTRACTIONS

Men travelled from long back to see what he couldn't see, hear what he couldn't hear and feel what couldn't feel. The unseen, un heard and un felt attracted him. To satisfy his quest and lust he travelled to the other side of the world. Men travelled from east to west and west to east. The geographical features of one place was an attraction for the people those who lived in a different geographical area. The remnants of past civilizations and past generations were another attraction for the travelers. The sights of modern life also attracted them.

From the above paragraph what could you make out? An attraction can be anything that attracts a person. Some attractions are visible to our eyes. For e.g.: Palaces, Hills etc. Some others are not visible.eg: climate, nostalgia. The attractions that are visible to the eyes are known as tangible attractions and that are not visible to the eyes are known as intangible attractions.

Attraction is the primary component of tourism. Attraction is the reason for motivation to travel for a traveller. Attraction is the aim of a traveller. A tour begins with the thought of an attraction and ends with the memories of the same. All other components are the means to this. Attractions are classified into the following:



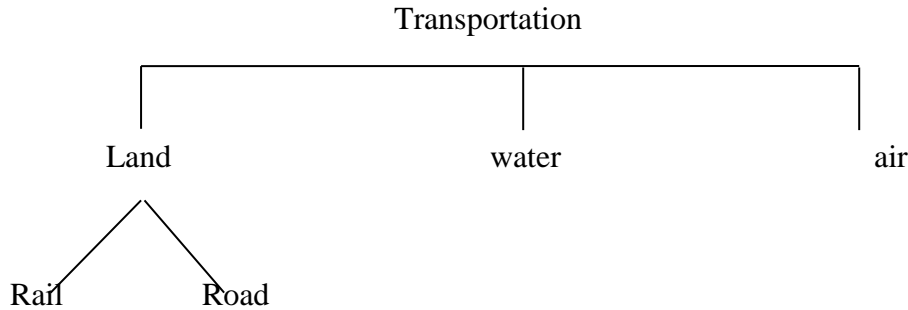
Natural: Natural attractions are those attractions that are evolved without any human intervention. These are the phenomenon that are either originated along with the eruption of the earth or gradually formed as per the changes on the earth. These include Mountains, Rivers, Wild life Waterfalls, Sea, Deserts, Glaciers etc.

Man Made: Manmade attractions are artificial .Places, forts, skyscrapers, monuments, etc are artificial attractions made by men.

Symbiotic: Symbiotic attractions are a mixture of natural and manmade. Significant manmade additions in the natural attractions or a combination of natural and manmade attractions.

1.6 ACCESSIBILITY

Accessibility is the readiness to reach an attraction. If the attraction is not reachable that can't be enjoyed. Tourism can't be developed for an attraction that lacks accessibility. Different transportation modes are used to access the attraction. Mainly transportation is divided in to the following divisions



Transportation is divided into three divisions: Land, water and air. Land transportation is again divided into two: Road and rail.

Rail transportation: The mode of transportation for the world's first ever planned tour was train. The Railways is the most convenient and popular mode of travel all over the world. The entry of high speed trains like TGV (Tres Grande Vitesse) of France and Bullet trains of Japan made train an alternative for air travel. The rail passes like eurail pass, britrail pass and ind rail pass which can be used for unlimited travel to many destinations made railways more popular.

Road Transportation: Road transportation is the most popular and extensively used mode of travel. Up to the beginning of the twentieth century, tourists travelled mainly by rail and ship. For the travellers those who disembark on major ports, further journey to the interior places were difficult. But the invention of motor car changed this scenario. The easy accessibility of destinations motivates people to travel more. The main road transportation modes are Cars and Buses/coaches.

Air Transport

The world with its wide range of attractions is spreaded in continents that are divided by oceans. The invention of jet and other types of air transportation made journeys in between continents easy and faster. Following are the main air transportation modes.

Scheduled and charter airlines: Scheduled airlines are the flying according to regular schedules of timetables. The non scheduled airlines are called charter airlines.

Helicopters: helicopters are Mainly used for otherwise inaccessible destinations. Helicopters are used for aerial sightseeing of cities also.

Water Transport

The transportation mode for the ancient travellers was ship. Steamship travel was the only way to travel overseas till the middle of the twentieth century. But later with the entry of airlines ship journey was considered as time spending and tiresome. But still the other types of water transportation are preferred for the short journeys.

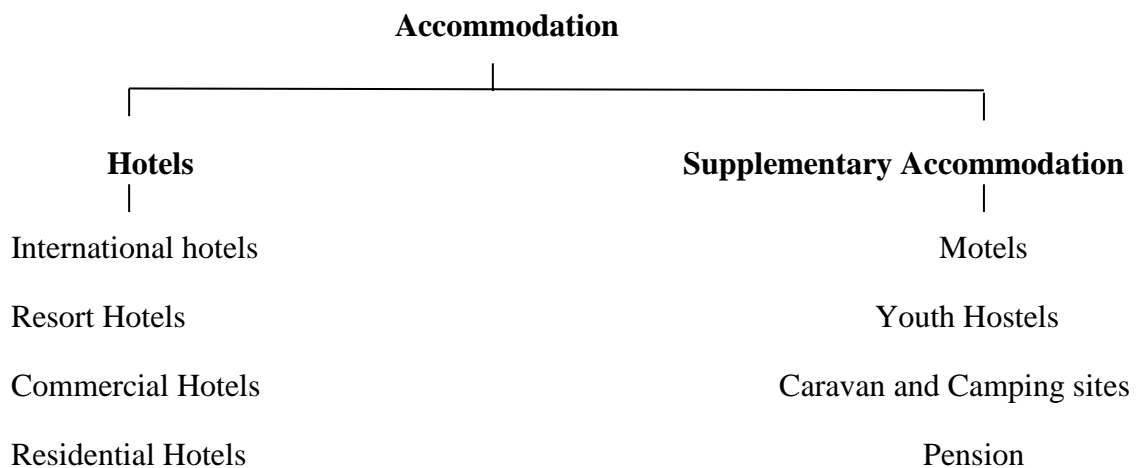
Boats: Boats are mainly used for inland water transportation and in protected coastal areas.

Hydrofoils and Hovercrafts: Hovercrafts are lifted by propeller induced pressure and run on a cushion of air, eight feet above the water. Hydrofoils are lifted by foil action through the water. These are relatively faster.

Cruise Ships: A cruise ship or cruise liner is a passenger ship used for pleasure voyages, where the voyage itself and the ship's amenities are part of the experience, as well as the different destinations along the way.

1.7 ACCOMMODATION

Accommodation has a vital role in tourism. An adequate supply of accommodation suitably tailored to the requirements of the tourist market is one of the basic conditions of tourism development. The traveller who left his home required overnight accommodation at his destination and for journeys which cannot be completed in a single day. In ancient times inns were established to satisfy the needs of travellers. Inns were not only a rest place but also a place which provided food, drink and entertainment. 'Tavern' in United States of America was an equivalent to Inns in Europe. In India the facility was known as viharas , dharmasalas, sarais, musafir khanas etc. Later all these establishments either converted or gave way to 'Hotels'. Hotels are now the principal form of accommodation. But there are other types of accommodation also. This other type of accommodation is known as supplementary accommodation



Floating hotels

Bed and breakfast establishments

Heritage hotels

Tourist Holiday villages

There are various types of hotels. They differ in size, facade, architectural features and amenities.

Following are the main type of hotels.

International hotels: The modern western style luxurious hotels situate in major cities and tourist centers are known as international hotels. These hotels are categorised with stars depending upon the facilities provided.

Resort hotels: Resort hotels are the hotels located near the sea, mountain or other scenic places, and provide rest, relaxation and recreation to its clients. There are different types of resorts: Summer resorts, winter resorts, Hill resorts, all season resorts, health resorts etc.

Commercial hotels: The commercial hotels are located in important commercial and industrial centers of large cities and towns. The clientele of commercial hotels are individual travellers who or on business tours.

Residential hotels: These are apartment house with hotel services. The tariff of rooms in these hotels is charged on monthly, half yearly or yearly basis and operates under the European plan where no meals are provided to the guest.

Floating Hotels: These hotels are located on the surface of water. Mostly these are old luxury ships converted into hotels. House boats are also another form of floating hotels.

Heritage hotels: Heritage hotels have unique architectural features used in different periods of time which blend with the culture and tradition of the area. Palaces, forts, havelis etc are converted as heritage hotels.

Supplementary Accommodation consists of various types of accommodation other than the conventional hotel type.

Motels: Motels are designed to serve the needs of motorists. Parking, fuel filling and garage facilities will be provided along with the accommodation and restaurant facilities

Youth Hostel: Youth hostels are the moderate and inexpensive shelter for travelling youth.

Caravan and Camping sites: Caravan is the mobile accommodation unit. The camping sites provide facilities for parking, tent pitching etc

Pension: Pension, mostly managed by a family is a private hotel or a guest house.

Bed and Breakfast establishment: These types of establishments provide only accommodation and breakfast.

Tourist holiday villages: Tourist holiday villages are located in interior areas to keep the tourists away from the busy schedule and city. Telephones, newspaper radio and TV are banned unless there is an emergency.

1.8 FIVE A'S OF TOURISM

For a long time, attraction, accessibility and accommodation were considered as the components of tourism. But later with the development of tourism in practical and theoretical aspects, new components were added to the basic components. More and more number of people started travelling. Similarly more number of scholars started thinking about tourism. Earlier the people those who travel were motivated by specific reasons. They were not bothered about the comforts and luxuries. Even those who were travelling for pleasure and leisure were ready to adjust in terms of comforts and luxury. But with the rapid growth of tourism and emergence of a new class of tourists, who demand extra facilities and values, the area of tourism was widened and new components were added to accommodate the changes.

Amenities: Amenities are the extra facilities tourists needed. Guiding and ear phone facilities, Internet and ATM availability, escalators, battery operated vehicles etc.

Activities: Activities at the destinations can attract more tourists. There are many beaches in India. But the beaches in Goa stay apart with its number of activities.

1.9 LET US SUM UP

Tourism is an activity that consists of three basic components. These basic components – attraction, accessibility and accommodation –are known as the three A's of tourism. Later two more components were added .They are accessibility and amenities. Basic components with these two is known as five A's of tourism. Attraction is the primary component of tourism. It is further divided into three: Natural, manmade and symbiotic. Transportation which provides accessibility to a destination is also divided into three. They are air, water and land. Land transportation can be further divided into road and rail. Accommodation is of mainly two types. They are conventional hotels and supplementary accommodation

1.10 KEY WORDS

3A's of Tourism

5A's of tourism

TGV Rail Pass

1.11 CHECK YOUR PROGRESS

1. Which are the basic components of tourism?

2. What do you mean by 3A's of tourism?
3. Which are the types of attractions?
4. Write a brief note on transportation.
5. What is supplementary Accommodation?

1.12 ANSWER KEY

Q1 1.3

Q2 1.4

Q3 1.5

Q4 1.6

Q5 1.7

1.13 REFERENCE

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Unit-3 Tourism Development in Karnataka

3.1 OBJECTIVE

3.2 INTRODUCTION

3.3 PROGRESS OF TOURISM IN KARNATAKA

3.4 TOURISM POTENTIALS OF KARNATAKA

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3.7 KEY WORDS

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3.9 ANSWER KEY

3.10 REFERNECE

3.1 OBJECTIVE

To understand the tourism potentials of Karnataka

To explain the tourism development in Karnataka

3.2 INTRODUCTION

Karnataka, a state in South West India was created on 1 November 1956. Originally known as the State of Mysore it was renamed Karnataka in 1973. Karnataka is bordered by the Arabian Sea to the west, Goa to the northwest, Maharashtra to the north, Andhra Pradesh to the east, Tamil Nadu to the southeast, and Kerala to the southwest. It is the land of the Kannadigas, Tuluvas, Konkanis and Kodavas.

Krishna and Cauvery are the two main river systems of the state. Krishna is in the northern parts of the state where as Cauvery in south. Bhima, Ghataprabha, Vedavati, Malaprabha, and Tungabhadra are the tributaries of Krishna. Cauvery's tributaries are Hemavati, Shimsha, Arkavathi, Lakshmana Thirtha and Kabini. Both these rivers flow eastward and fall into the Bay of Bengal.

Karnataka's history dates back to the Paleolithic period and it was home to some of the most powerful empires of ancient and medieval India. The contributions and remnants of these empires along with the natural resources are the strength of Karnataka to develop it as a tourism hub of the country.

3.3 PROGRESS OF TOURISM IN KARNATAKA

The Union Government in India announced the National Action Plan for Tourism in 1992. Following this, the States also made their specific tourism policies. The State of Karnataka adopted its Tourism Policy on 30 May 1992. The main objective of this policy was inviting private investment into tourism. Following the Government of India policy, incentives and subsidies were announced to the private tourism players in the policy. The Policy specifically aims at developing the places of tourism interest so as to expand the scope of income and employment. The Policy has provided a basket of incentives and concessions for the promotion of tourism in the State. The Policy has classified the places of tourist interest into three broad categories, namely, Category A, Category B and Category C for purposes of doling out concessions. The cities with corporations, i.e., Mysore, Bangalore, Mangalore, Belgaum, Dharwar and Davanagere fall under category A

In view of the deteriorating law and order condition in the Northern States, there has been a perceptible increase, in the inflow of foreign tourists to the Southern States in general and to Karnataka in particular. The National Plan on Tourism prepared by the Planning Commission claims that the flow of tourists from abroad has been increasing. It has been reported that on an average, 8.85 per cent of the foreign tourists visit Bangalore and around 3.36 per cent of them

make it a point to visit Mysore. As per the study on socio-economic implications of tourism development in Karnataka conducted by the Technical Consultancy Service of Karnataka (TECSOK), in 1990, around 1.47 lakh foreigners have visited this State. The number of domestic tourists visiting Karnataka stands at a high of 16.47 lakhs. Tourism, reportedly, has generated a direct employment for 3.60 lakh persons and an indirect employment for 5.94 lakh persons. The Report predicts that the employment potential in the sector would rise to 15.37 lakhs by the year 1995 with a potential foreign exchange earning of Rs. 67.13 lakhs.

The Government of India has been assisting the State Government in the setting up of Yatri Niwas, Highway Resorts, tourism complexes, facilities for water and adventure sports and inexpensive toilet facilities. The Centre had transferred an amount of Rs. 588 lakhs to the State for the plan programmes under the sector during 1994-95. The Eighth Five Year Plan envisages an outlay of Rs. 35 crores for the development of tourism.

3.4 TOURISM POTENTIALS OF KARNATKA

Karnataka is home to 507 of the 3600 centrally protected monuments in India. The State Directorate of Archaeology and Museums protects an additional 752 monuments and another 25,000 monuments are yet to receive protection. Tourism centres around the ancient sculptured temples, modern cities, the hill ranges, forests and beaches. Broadly, tourism in *Karnataka* can be divided into four geographical regions: North Karnataka, the Hill Stations, Coastal Karnataka and South Karnataka.

North Karnataka is an arid plateau from 300 to 700 metres (980 to 2,300 ft) elevation. It is drained by the Krishna river and its tributaries the Bhima, Ghataprabha, Malaprabha, and Tungabhadra. North Karnataka lies within the Deccan thorn scrub forests ecoregion, which extends north into eastern Maharashtra. It includes the districts of Belgaum, Bijapur, Bagalkot, Bidar, Bellary, Gulbarga, Yadagiri, Raichur, Gadag, Dharwad, Haveri, Koppal and Uttara Kannada District. Major cities in the region include Hubli, Dharwad, Belgaum, Bellary, Bijapur, Gulbarga, Bidar, Gokak and Karwar.

3.4.1 North Karnataka

Hampi, a village in northern Karnataka state, is located within the ruins of Vijayanagara, the former capital of the Vijayanagara Empire. Predating the city of Vijayanagara, it continues to be an important religious centre, housing the Virupaksha Temple, as well as several other monuments belonging to the old city. The ruins are a UNESCO World Heritage Site.

Hampi has various notable Hindu temples, some of which are still active places of worship. Among the most notable are: Virupaksha Temple known as the Pampapathi temple, Hazara Rama Temple Complex, Krishna Temple Complex and Vittala Temple Complex. The iconic stone chariot in the vicinity of Vittala Temple Complex is a symbol of Karnataka Tourism.

Pattadakal Located on the banks of the river Malaprabha was the second capital of the Chalukyas and contains examples of 7th and 8th century temple architecture. Four temples are in the south Indian Dravidian style, four in the North Indian *Nagara* style and the last one, the

Papanatha temple represents a hybrid of the two styles. The oldest temples are the Sangameshwara, Mallikarjuna and Virupaksha Temples.

Aihole is a former Chalukya trading city. There are around 140 temples including examples of early Chalukya, Rashtrakuta and later Chalukya dynasties from the 6th to 12th century. It has a Jain and Vedic rock-cut shrine, both of about 6th Century. It has Tirthankara images and a Durga temple. The meguti on a hill is a jaina basti which has an Aihole inscription of Pulikeshin 2 and also a Buddhist two-storied rock -cut shrine below it. All the other Jain and Buddhist temples are built of stone and resemble Hindu temples. The temples were built during the Middle Ages before any style was established and hence there is a mixture of styles.

Badami was the capital of the early Chalukyas in the 6th century. It is at the mouth of a ravine between two rocky hills. The town is known for its cave temples which are carved out of sandstone hills. Badami have four caves, the cave temple dedicated to Vishnu is the largest. In front of the cave temple, there is a reservoir called Aghastya Teertha dotted with temples on its bank. Among them, two are dedicated to Vishnu, one to Shiva and the fourth is a Jain Temple. Carvings in the cave temples display the Hindu gods, Narasimha and Hari Hara. The temples also have paintings on the ceiling and bracket figures on the tiers.

3.4.2 Coastal Karnataka

Coastal Karnataka is the stronghold of Hindu and Jain pilgrimage spots with Udupi and its many temples being the centre of Dvaita philosophy, Gokarna is known for Vedic studies, Sringeri has the first of the Shankaracharya mathas and is important for its Advaita philosophy, Karkala and Mudabidri are well known places of Jain worship and Vaishnava rituals. Exquisite Vijayanagar temples built in Chalukya - Malabar region combinational style are seen in Bhatkal, Kumta, Shirali etc. The warm beaches of Karnataka are mostly unspoiled.

Karnataka is blessed with over 300 km of pristine coastal stretch. Netrani Island of Uttara Kannada is known for coral reefs. St. Mary's Island, a few kilometers from Udupi has basalt rock formations. Sunny beaches at places like Malpe, Murdeshwara, Maravanthe, Gokarna, Kumta have spectacular mountains to the east. Agumbe, Kodachadri hills, Kemmangundi, are just a few of many hill stations that straddle the coast providing tourists sun and greenery. Unlike many crowded hill stations in South India, the hill stations of Karnataka are still mostly undiscovered and pristine.

Gokarna: The Coastal town of Gokarna is a pilgrimage centre as well as a centre of Sanskrit learning, 56 km from Karwar. It has the Mahabaleswar Temple with the 'Atmalinga' dedicated to Shiva. There is an enormous chariot, which is taken out in a procession on Shiva's birthday in February. The Tambraparni Teertha here is considered sacred to perform obsequies of the dead. There is a beach called *Om Beach*.

Udupi: One of the holy place and it is 58 km from Mangalore. The Krishna temple here is founded by Acharya Madhwa during the 14th century. He founded eight mathas to conduct the services of Lord Krishna in turns. Paryaya festival is held once in two years in January. The place has Kadiyali Durga temple, Ambalapadi Shakti temple, Raghavendra Matha and the

Venkataramana swamy temple. Malpe is the port near here. It has a beach and the Vadabhandeshwara temple of Balarama.

Karkala: 50 km from Mangalore and 20 km from North of Moodabidire, is Karkala, an important centre of Jainism. There are several temples and a 17 metres high statue of Bahubali (Gomateshwara), situated on a small hill. The statue is a naked figure reached by a flight of rock-cut steps. Some of the temples are Chaturmukha Basti, Neminatha Basti, Ananthapadmanabha Temple dedicated to Vishnu, and Venkataramana temple

Malpe Beach: Situated 66 km north of Mangalore, near Manipal. It has a tourist beach. The uninhabited St. Mary's Island, accessible by boat, has a beach and an impressive geological formation of basalt rock pillars into the sea.

Dharmastala: Situated 75 km from Mangalore, Dharmastala is an attractive site surrounded by forested hills, rice fields and by the river Netravati on all sides. The Manjunatha temple here is a pilgrim centre. A Monolithic statue of Bahubali 14metres high was erected here in 1973. Visitors are provided with free boarding and lodging by the temple authorities. There is a small museum, Manjusha Museum located opposite to the temple. There are two temple chariots covered in wooden figures and all types of religious objects including carved and painted panels, bronze sculptures and bells.

Kollur: Situated 147 km from Mangalore, the temple of goddess Mookambika is located here on top of Kodachadri hill, at the foot of the Western Ghats. The goddess takes the form of a 'Jyotirlinga' incorporating aspects of Shiva and Shakti. It is a pilgrimage centre attracting lot of devotees.

Moodabidre: Situated 35 km from Mangalore, Moodabidire has Jain temples known as Basti's. There are 18 Bastis, the oldest and the largest is the Chandranatha Basti with its 1000 pillared hall. 'The Jain Matha' near the entrance has an important collection of manuscripts. Other shrines worthy of mention are Shantinatha, Settara, Derama Setti Basti, Guru Basti, Kote and Vikrama Setti Basti.

Bhatkal: located 135 km from Karwar was the main port of Vijayanagar empire in the 16th century. The ancient town has temples of Vijayanagar style and many interesting Jain monuments. The 17th century Hindu temple here in Vijayanagar style has animal carvings. 16 km away is the shore temple of Shri Murdeshwar. The temple attracts a lot of devotees and tourists.

Honnavar: situated 90 km from Karwar, has a Portuguese fort. There is also a fort in Basavaraja Durga Island, amidst the sea which can be reached by a sail upstream on river Sharavathi.

Murudeshwar: The Murudeshwar Temple in Uttara Kannada District of Karnataka now possesses at 249-feet Raja Gopura. The Murudeswar temple complex is renowned for the tallest idol of Lord Shiva in the world, which is 123 feet. The Rajagopuram of Murudeswar Temple has 21 floors, including the ground floor. The base measures 105 feet in length and 51 feet breadth. The gopura also possess a lift and visitors can go to the top and have an aerial view of the

Arabian Sea and the statue of Lord Shiva. Another highlight is the life-size statues of two elephants at the base of the gopura.

3.4.3 South Karnataka

South Karnataka is a unique combination of spectacular vesara style Hoysala architecture, colossal Jain monuments, colonial buildings and palaces of the Kingdom of Mysore, impregnable fort at Chitradurga and densely forested wildlife sanctuaries that offer some of the best eco-tourism available in the country. Belur, Halebidu in Hassan District, Somnathpura in Mysore District, Belavadi, Kalasa and Amrithapura in Chikmagalur District, Balligavi in Shimoga District offer some of the best of Hoysala architecture dating from the 11th - 13th century CE., while Shravanabelagola in Hassan district and Kambadahalli in Mandya District have well known 10th century Jain monuments. Scenic forests and the high density of wild animals of this region are a popular attraction for those interested in the wilder side of life. Bandipur National Park, Nagarahole, Biligirirangana Hills, Bhadra Wildlife Sanctuary and Bannerghatta national parks are a few popular places for jungle safaris.

Bengaluru : The state capital is the hub of Information Technology in India. At the same time it is called the 'Garden City' because of its manicured gardens. There are a number of tourist attractions in and around the city, namely, Bangalore Palace and Fort, Lal Bagh, Cubbon Park, Vidhana Soudha and many religious sites.

Mysore : Well known as the 'City of Palaces', Mysore is a true reflection of the cultural heritage and traditional splendor of India's history. It is one of the most popular cities among the tourists. The royal Dravidian style of architecture is prominent reflected in the old buildings and palaces around the city. Chamundi hills and the Chamundeshwari Temple are famous as pilgrimage destinations. Mysore Palace, Brindavan Gardens, Mysore Zoo, Folk lore Museum are also most visited tourist spots.

Belur: Home to the Hoysala temple complex. The Chennakeshava temple here was completed in A.D 1116 by Hoysala Vishnuvardhana. The image is 3.7 mtr tall and the temple standing on a platform has exquisite plastic art work on its outer walls and bracket figures of dancing girls in various poses in perfect proportion. There are shrines of Kappe Chenniga, Andal, Saumya Nayaki etc. The temple here is a classic example of Hoysala art, and Belur was one of the Hoysala Capitals.

Halebidu: It is 27 km from Hassan, was capital of Hoysala and it was formerly called as Dwarasamudra. It has one of the finest Hoysala temples said to have been started by Ketamalla, a commander of Vishnuvardhana. The twin Shiva Temples with a common platform and two garbhagrihas, one houses Vishnuvardhana Hoysaleshwara Linga and the other for Shanthaleshwara Linga. In front of Hoysaleshwara is the Nandimantapa and behind that is shrine of Surya with a two-meter-tall image. Outer walls have rows of intricate figures narrating episodes from epics like Ramyana, Mahabhartha, and Bhagavata.

Madikeri / Mercara: Known as Scotland of India, Mercara has enchanted millions of travelers with its misty hills lush forests, coffee plantations and breath taking views. It is also known for

its lovely climate. It has many places of attraction such as Tala Cauvery, Nagarhole National Park, Abbe Water Falls, Bagamandala, Cauvery Nisargadhama, Biligiri Hills, Thadiyanda Murali Kund, Igguthappa Temple, Irupu Falls and Coffee & Tea Estates.

Srirangapattana: It is 14 km from Mysore & it is an island in between two branches of the Cauvery. It was also the capital of the mysore rulers. There is a Ranganath temple here. The fort here was built in the year 1454. The Mysore rulers made it their capital in the year 1610 in the days of Raja Wodeyar, who took it from the Vijayanagara Governor. The Ranganatha temple is called Adi Ranga. Ganjam has Dariya Daulat palace of Tipu and Gumbaz, the mausoleum of Haider and Tipu. Both are impressive structures of Indo-Saracenic style. The palace has paintings, fine wood work and it houses a museum.

Sravanabelagola: It has a statue of Lord Bahubali. The place is an important Jain pilgrimage center and has a long history. The 17 meter high statue of Bahubali is said to be the tallest monolithic structure in the world. It overlooks the small town of Shravanbelagola from the top of the rocky hill known as Indragiri. One can reach this hill after ascending 614 rock-cut steps.

Somnathpur: It is the home to one of the best examples of Hoysala temple architecture, the Kesava Temple.

Jog Falls: the highest waterfalls in India, is located about 50 km from the coast midway between Udupi and Karwar. The Sharavati River drops 253 metres in 4 separate falls known as Rani-the Rocket and Raja-the Roarer. The highest is the Raja with the fall of 253 metres and a pool below 40metres deep. The best time to visit is Late November to early January. The 50 km long Hirebhasgar Reservoir and the Linganamkki dam regulates the flow of the Sharavati river to generate the hydro electricity.

3.4.4 Hill stations

The Hill stations in Karnataka are generally unexplored and more pristine than better known ones in South India. Kudremukh, Kemmangundi, Agumbe, Horanadu, Nandi Hills are some of the better known ones. Not much tourism in these areas has kept them free of commercialization. Apart from scenic treks, bird watching, boating and waterfalls, these areas are also close to major coffee producing areas in the state, making a trip all the more interesting. There are many tourist resorts.

National parks and wildlife

Karnataka in all has 21 Wild Life Sanctuaries(WLS) and 5 National parks (NP). Well known among them are Bandipur National Park in Mysore District, Bannerghatta National Park in Bangalore district, Nagarhole National Park in Mysore District and Kodagu district, Kudremukh National Park in Dakshina Kannada and Chickmagalur district, Dandeli & Anshi National Park in Uttara Kannada district, Gudavi and Mandegadde bird sanctuaries and Sharavati WLS in Shimoga District, Biligirirangan Hills WLS in Chamarajanagar district, Rangantittu Bird

Sanctuary in Mandya district, Brahmagiri wildlife sanctuary and Pushpagiri Wildlife Sanctuary in Kodagu district. Interior dry areas have their own unique wildlife.

Recently, the government of India has proposed to the UNESCO to include important ecosystems in the Western Ghats as a World Heritage Site. Two subclusters of natural areas occurring in the list are entirely in the Karnataka region covering several wildlife sanctuaries and some reserve forests. Fragile and exotic ecosystems like Kudremukh NP, Brahmagiri WLS, Pushpagiri WLS, Agumbe, Talakaveri WLS, Someshvara WLS figure in this list. As such, the Western Ghats that run south-north through the Karnataka is considered as one among the twenty five bio-diversity hotspots of the world. Accordingly UNESCO has declared western ghats as a world heritage site.

The Nilgiri Biosphere Reserve (also a designated UNESCO Biosphere reserve) is located at the junction of Karnataka, Tamil Nadu and Kerala. Nagarahole National Park WLS and Bandipur National Park and Nugu WLS in Karnataka are included in this biosphere reserve.

Dandeli Wildlife Sanctuary, Ghataprabha Bird Sanctuary, Daroji Bear Sanctuary, Peacock sanctuary in Bankapura, Ranebennur, Deva Raya Wildlife Sanctuary, Attiveri Bird Sanctuary, Anshi National Park and Magadi Bird Sanctuary are few among the many wildlife sanctuaries in Karnataka

3.5 KSTDC

Karnataka State Tourism Development Corporation or **KSTDC** is an entity was set up by government of Karnataka to promote tourism within the state. The aim of KSTDC was to provide infrastructure, conveyance and other facilities to tourists visiting Karnataka. Part of mission is also to promote unknown tourist spots in Karnataka. The corporation runs conducted tours. The KSTDC operates hotels in the name Mayura.

Golden Chariot

The Golden Chariot is a luxury tourist train operated by the Karnataka State Tourism Development Corporation. It connects the important tourist spots. It is named after the Stone Chariot in the Vitthala Temple at Hampi. The 19 coaches on the train are coloured purple and gold, and sport the logo of a mythological animal with the head of an elephant and a body of a lion. The *Golden Chariot* operates weekly and had its maiden commercial run on March 10, 2008. The Mapple Group handles the hospitality services on the train. The 19 cabins of the train are named after dynasties that ruled the region. There are 26 twin beds with Karnataka designs of architecture. Air conditioned rooms, Wi-fi system, LCD television, DVD with satellite television, writing desks and attached bathrooms are other facilities in the train. Nala and Ruchi are the two restaurants inside and madira is the name of the bar. A Gym coach and an Ayurveda Spa center are also the part of this luxury train. The conference coach accommodates up to 30 people at a time. 'Pride of south' tour package connects Bangalore with Kabini, Mysore, Hassan, hospet, Badami and Goa. Another tour package 'Southern splendour' connects Bangalore with Chennai, Mamallapuram, Pondicherry, Thanjavur, Madurai, Thiruvananthapuram and Kochi. Both the tour packages are 8 days long.

3.6 LET US SUM UP

Karnataka is one among the large states in India. The state has a diverse population and culture along with its diverse natural resources. Karnataka adopted its Tourism Policy on 30 May 1992. The tourism attractions in the state can be broadly divided into four: Northern Karnataka, Southern Karnataka, Hill stations and coastal Karnataka. KSTDC is a Karnataka state organ to promote tourism in the state. KSTDC operates tours, hotels and a luxury train.

3.7 KEY WORDS

KSTDC

Biosphere Reserve

Golden Chariot

3.8 CHECK YOUR PROGRESS

1. Describe the tourism development in Karnataka
2. Write about the tourism potentials of Karnataka
3. Write a brief note on KSTDC
4. Which are the tourism attractions in South Karnataka

3.9 ANSWER KEY

1. 3.3
2. 3.4
3. 3.5
4. 3.4

3.10 REFERENCE

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UNIT 4- TOURISM INDUSTRY IN INDIA

4.1 OBJECTIVE

4.2 INTRODUCTION

4.3 TOURISM DEVELOPMENT IN INDIA

4.4 ORGANISATION

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4.7.1 Eco Tourism

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4.8 INDIA TOURISM DEVELOPMENT CORPORATION

4.9 LET US SUM UP

4.10 KEY WORDS

4.11 CHECK YOUR PROGRESS

4.12 ANSWER KEY

4.13 REFERENCE

4.1 OBJECTIVE:

To learn about the tourism development in India

4.2 INTRODUCTION

Tourism is the largest service industry in India, It's contribution to the national GDP is 6.23%. 8.78% of the total employment in India is provided by tourism sector. In 2010, total Foreign Tourist Arrivals (FTA) in India were 5.78 million and India generated about 200 billion US dollars in 2008 and that is expected to increase to US\$375.5 billion by 2018 at a 9.4% annual growth rate. The majority of foreign tourists come from USA and UK. Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the state governments and union territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, medical and eco-tourism.

4.3 TOURISM DEVELOPMENT IN INDIA

Tourism development in India has passed through many phases. At Government level the development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

But it was only after the 80's that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, a draft new tourism policy in tune with the economic policies of the Government and the trends in tourism development was published for public debate. The draft policy is now under revision. The proposed policy recognises the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organisations and the local youth in the creation of tourism facilities has also been recognised.

The other major development that took place were the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. Altogether, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialised training in hoteliering and catering.

4.4 ORGANISATION

The organisations involved in the development of tourism in India are the Ministry of Tourism with its 21 field offices within the country and 18 abroad, Indian Institute of Tourism and Travel

Management, National Council for Hotel Management and Catering Technology, India Tourism Development Corporation, Indian Institute of Skiing and Mountaineering and the National Institute of Water Sports.

4.5 CONSTRAINTS

The major constraint in the expansion of international tourist traffic to India is non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number.

Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience.

4.6 PRODUCT AND INFRASTRUCTURE DEVELOPMENT FOR DESTINATIONS AND CIRCUITS

The Ministry of Tourism extends Central Financial Assistance to the State Governments/Union Territory Administrations for tourism projects identified in consultation with them for the improvement of existing tourism products and also for developing new ones. Under the Centrally Sponsored Scheme of Product / Infrastructure Development for Destinations and Circuits, 100% Central Assistance is given for development of destinations/ circuits including mega projects to world standard and also for rural tourism infrastructure development. The Ministry of Tourism provides financial assistance up to Rs. 5.00 crore for the development of Destinations and Rs. 8.00 crore for Circuits. The upper limit of financial assistance has been increased to Rs. 25 crore and Rs. 50 crore for development of identified mega destinations and circuits respectively

Under the schemes to promote rural tourism in the country, the thrust is for development of tourism infrastructure at the identified rural tourism sites so that socio-economic benefits percolate down to the rural community. A maximum of Rs. 50.00 lakh is sanctioned for each project under this scheme for development of tourism related infrastructure.

Development of Mega Destinations and Circuits

The Ministry of Tourism has taken a policy initiative to develop the tourist destinations / circuits of national importance in a holistic and integrated manner. The objective is to ensure that the infrastructure of these mega destinations / circuits is developed to the extent that it can cater to the future tourist inflows so that visitors get a satisfying and memorable experience. The Ministry has identified 29 mega projects for development.

4.7 NEW AREAS FOR DEVELOPMENT OF TOURISM

India is well known tourism destination with its traditional tourism products such as historical monuments, cultural diversity, pilgrimage etc. To attract more number of tourists to the country

the Department of tourism has developed new tourism products. The department is promoting these new areas of tourism through its website.

4.7.1 Eco Tourism

The Ministry of Tourism has the specific agenda to promote tourism in the country in a responsible and sustainable manner and as per this mandate promotion of ecotourism assumes larger importance.

Eco-Tourism has been broadly defined as tourism which is ecologically sustainable. The concept of ecological sustainability subsumes the environmental carrying capacity of a given area. The general principals of ecotourism guiding the initiatives of the Ministry are as under:

(a) The local community should be involved leading to the overall economic development of the area.

(b) The likely conflicts between resource use for eco-tourism and the livelihood of local inhabitants should be identified and attempts made to minimize the same

(c) The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community, and

(d) It should be planned as a part of the overall area development strategy, guided by an integrated land-use plan avoiding inter-sectoral conflicts and ensuring sectoral integration, associated with commensurate expansion of public services.

To encourage the Stakeholders to promote & practice Ecotourism practices, the Ministry of Tourism has included categories of awards "Best Eco friendly Hotel", 'Best Responsible Tourism Project', "Best Eco friendly Practices by Tour Operators" in the National Tourism Awards presented annually to various segments of travel, tourism & hospitality sector

4.7.2 Medical Tourism

Medical tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to seek healthcare services. Services typically sought by travelers include elective procedures as well as complex surgeries, etc

India's medical tourism sector is expected to experience an annual growth rate of 30%. Advantages for medical tourists include reduced costs, the availability of latest medical technologies and a growing compliance on international quality standards, as well as the fact that foreigners are not likely to face a language barrier in India. The Indian government is taking steps to address infrastructure issues that hinder the country's growth in medical tourism.

The most popular treatments sought in India by medical tourists are alternative medicine, bone-marrow transplant, cardiac bypass surgery, eye surgery and orthopedic surgery. India is known in particular for heart surgery, hip resurfacing and other areas of advanced medicine.

India holds advantage as a medical tourism destination due to following factors:

1. Most of the doctors and surgeons at Indian hospitals are trained or have worked at some of the medical institutions in the US, Europe, or other developed nations
2. Most doctors and nurses are fluent in English
3. Top -of-the-line medical and diagnostic equipment from global international conglomerates is available at many Indian hospitals
4. Indian nurses are among the best in the world. Nearly 1000 recognized nurses-training centers in India, mostly attached to teaching hospitals, graduate nearly 10,000 nurses annually.
5. Even the most budget-conscious traveler can afford first-rate service and luxury amenities.

Road shows focusing on Medical Tourism are a continuous process and are organized in consultation with the Stakeholders from time to time. For participation in approved Medical and other Tourism Fairs/Medical Conferences/Wellness Fairs and its allied Road Shows Ministry of Tourism provides Market Development Assistance. This scheme was extended to the Medical Tourism Service Providers and Wellness Tourism Service Providers during the year 2009. Financial support under the MDA Scheme is provided to approved medical tourism service providers, i.e. representatives of Hospitals accredited by JCI and NABH and Medical Tourism facilitators (Travel Agents/ Tour Operators) approved by Ministry of Tourism, Government of India and engaged in Medical Tourism.

4.7.3 Wellness Tourism

The potential of wellness systems, developed through centuries of wisdom of this ancient civilization would be fully tapped. This is being done by positioning India as a centre of Ayurveda, Yoga, Sidha, Naturopathy, etc. together with the spiritual philosophy that has been integral to the Indian way of life.

Ministry of Tourism has drafted guideline for wellness tourism. These guidelines address issues regarding making available quality publicity material, training and capacity building for the service providers, participation in international & domestic Wellness related events, etc.

Mushrooming of wellness centers in the country has given rise to the concern for quality service. The Guideline for Accreditation of wellness centers have been developed by National Board for Accreditation of Hospitals & Healthcare Services (NABH) in consultation with AYUSH and released during the workshop on wellness tourism organized by Ministry of Tourism on 15 Feb 2011.

The Ministry of Tourism has also extended its Market Development Assistance (MDA) scheme to wellness tourism service providers including accredited wellness centers. Presently the wellness centers accredited by State Tourism Departments are also eligible for the MDA. After the accreditation guidelines of NABH is in place, all wellness centers seeking MDA would be asked to be as close to the accreditation guidelines of NABH as possible.

The initiative of accreditation of wellness centre by NABH and AYUSH has been greatly driven by the Ministry of Tourism also in consultation with the Wellness Tourism Service Providers, State Governments and other stakeholders.

4.7.4 Rural Tourism

The development of infrastructure in rural areas having potential for tourism is being supported under the existing scheme of destination development. The objective is to showcase rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. Under this scheme, the thrust is to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions, thereby stopping the exodus from rural to urban areas. The Village Level Council (VLC) is the interactive forum for local community participation in work plan implementation, further supported by other community level institutions. For the visitor, whose expenditure creates revenue for host community service providers, rural tourism adds value through packaged programmes in art & craft imparted by skilled local artisans. Village entertainment groups unveil local history and culture, natural and oral treasures. The visitor thus comes face to face with India's rural traditions. So far, 153 rural tourism projects in 28 States/Union Territories have been sanctioned by the Ministry of Tourism including 36 rural sites where UNDP has supported for capacity building.

4.7.5 Adventure Tourism

Adventure travel involves exploration or travel to remote exotic areas. Adventure tourism is rapidly growing in popularity as a tourist seeks different kinds of vacations. Any constructive activity which tests the endurance of both a person and his equipment to its extreme limit is termed as Adventure.

Initiatives of Ministry of Tourism to Promote Adventure Tourism

As per the policy for the diversification of tourism product of India, special attention is being given for the development of Adventure Tourism in the country. The Ministry of Tourism has also issued Guidelines for Approval of Adventure Tour Operators, which is a voluntary scheme, open to all bonafide adventure tour operators.

The Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as Basic Minimum Standards for Adventure Tourism Activities. These guidelines cover Land, Air and Water based activities which include mountaineering, trekking hand gliding, paragliding, bungee jumping and river rafting

Central Financial Assistance is being extended to various State Governments/ Union Territory Administration for development of Tourism Infrastructure in destinations including Adventure Tourism destinations. These include facilities for trekking, rock climbing, mountainreering, aero-sports, winter/ water related sports, trekker huts, wildlife viewing facilities etc. Financial assistance for purchase of water sports equipment consisting of kayaks, canoes, paddle boats, fiber glass boats, hovercrafts, water scooters, etc. are also provided to State Governments.

The Indian Institute of Skiing & Mountaineering has been made fully operational in Gulmarg from January 2009. This institute now has its own building and all modern equipment and training facilities for adventure sports. Various adventure courses have been started and are being successfully run by this institute.

The National Institute of Water Sports, another organistion of Ministry of Tourism based in Goa, is getting a new building and facilities upgraded for training in water sports activities.

The Ministry is working with the Indian Mountaineering Federation and Adventure Tour Operators Association of India to explore positioning India as an Adventure Destination.

Ministry of Tourism has been following up with concerned related Central Ministries with regard to facilitation for development of adventure tourism. As an outcome, the Government of India has given security clearance for opening of 104 additional peaks in Jammu and Kashmir (Leh Area) subject to stipulations and clearances form State Govt., Home Ministry and other concerned agencies. The opening of the additional peaks will help in positioning the Indian Himalayas as Adventure tourism destination.

4.8 INDIA TOURISM DEVELOPMENT CORPORATION

India Tourism development corporation (ITDC) came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists. The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services etc. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.

Presently, ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, 2 Restaurants (including one Airport Restaurant), 12 Transport Units, one Tourist Service Station,

37 Duty Free Shops at International as well as Domestic Customs Airports, one Tax Free outlet and two Sound & Light shows.

Besides, ITDC is also managing a hotel at Bharatpur and a restaurant at Kosi on behalf of the Department of Tourism. In addition, it is also managing catering services at Western Court, Vigyan Bhawan, Hyderabad House and National Media Press Centre at Shastri Bhawan, New Delhi.

4.9 LET US SUM UP

Tourism has a major role in the development of India. Understanding this, the Indian government gave importance to tourism in the second five year plan. Hence tourism got its real share in the sixth plan only. A National Policy on tourism was announced in 1982. In India tourism is developed through the ministry of tourism. Ministry of tourism is now promoting new areas of tourism to attract more tourists to the country. These new areas include Eco tourism, Medical tourism, Wellness tourism, Rural tourism and Adventure tourism. India Tourism Development Corporation was established in the year 1966 to promote tourism in India.

4.10 KEY WORDS

FTA	Five year Plan
Ministry of Tourism	MDA
ITDC	NABH

4.11 CHECK YOUR PROGRESS

1. write about the tourism development in India
2. Explain the Organisation of tourism in India
3. Write about the Ministry of tourism and its role in the development of tourism
4. Explain the new areas of tourism development in India
5. What is the role of ITDC to promote tourism in India.

4.12 ANSWER KEY

1. 4.3
2. 4.4
3. 4.6 & 4.7
4. 4.7

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