

## Problems and prospects in tourism industry: With Reference to Karnataka

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### Abstract

Tourism sector is the largest income generation sector in India. Today in tourism sector, there is an acute shortage of skilled personnel, and the feedback on experience of tourists (both foreign & domestic) about the service deliveries, like basic facilities of tourists, safety and security, hospitality services, tour guides, taxi/auto drivers, entertainment/ recreation are very poor. Greater thrust and greater investment to correct this short coming is the need of the hour. Therefore policy measures and best strategies to furnish the best quality services for both foreign and domestic tourists; in tourism industry the policy implementation plays a vital role in fulfilling the needs of expectation of foreign and domestic tourists. To overcome from obstacles government must develops the infrastructures, take safety and security measures, adopt the marketing strategies, involves the private sector etc. measures can be implemented, it will be fulfilling needs and expectation of all tourists in the state.

**Keywords:** Tourism, Present scenario, Problems and Prospects, Policy measures

### Introduction

Tourism industry is an important source to every country and it is the world's largest and most diverse industry. Travel and tourism will be one of the world's highest growth sectors in the current century. It is an important phenomenon of our times and tourism offers us an opportunity to learn to enrich humanity and to identify what may be termed as goods for better life and a better society. Tourism sector with expansion leads to increase in income and employment generation as well as foreign exchange earnings.

Three beneficiary groups can be identified in tourism, each with its own goal:

1. *Tourist* seeking to maximise the amount of psychic benefits or rewards which they expect to gain from travel experiences.
2. *Firms* providing tourist goods and services seeking to maximise profits.
3. *Host communities and their governments* attempting to maximise the primary and secondary benefits to tourist expenditures in their area.

These goals are often compatible. Suppose the tourist views the psychic benefits of travel to an area favourably, businesses are willing to provide necessary facilities and services and the host community views tourism positively in terms of its economic impact on the area and its people. In such a situation, a vibrant tourist industry will develop and as long as the goals remain compatible, the industry will flourish.

On the contrary, if the goals do not coincide, there is little hope that tourism will flourish in a long-term context. For example, if the host community is leery of the potential benefits of tourism and does not actively participate in the industry, short-run profit maximisation by firms may largely determine development policy. Typically, this would result in overdevelopment of the area, leading to the overuse of the resource base. This overuse, in turn, will probably result in diminished profits to firms and diminished psychic rewards to

visitors. Quite clearly, the first requirement for successful tourism is the compatibility of goals among these groups of participants and their combined, for this we have to study problems and prospects in tourism development.

### Present scenario of Indian tourism

Tourism has become a popular Global Leisure activity. After 1990s tourism sector has been boost up all over the World. The General Agreement on trade in services (GATS) is the first Multilateral trade agreement it covers trade in services. Its creation was one of the major achievements of the Uruguay round trade negotiation from 1980 to 1993.

General Agreement on Trade in Services (GATS) is a treaty of World Trade Organization (WTO) that entered into force in January, 1995 as a result of Uruguay Round of Negotiation. The treaty was created to extend the Multilateral Trading system to service sector. Main Goal of GATS is to remove barriers of trade in services and members are free to choose which sectors are to be progressively liberalized, marketised and privatized. Trade in services refers to the sale and delivery of intangible product. Today tourism is the largest service industry in India, with a contribution of 6.23% to the National GDP and providing 8.78% of the total employment. India witness's more than 5 million foreign tourist arrivals and 562 million domestic tourism visits. Tourism industry in India generated about US \$100 billion in 2008 and that is expected to increase to US \$275.5 billion by 2018 at a 9.4% annual growth rate. Tourism sector is very important service sector which is growing very fast after 1990s. In 2011 there were over 983 million international tourist arrivals worldwide representing a growth of 4.6% when compared to 940 million 2011

### Tourism in Karnataka: Present Scenario and Strengths

Karnataka is situated in the Southern part of India, and province of Karnataka spreads over the Deccan plateau. Karnataka is the largest state in India in both area and

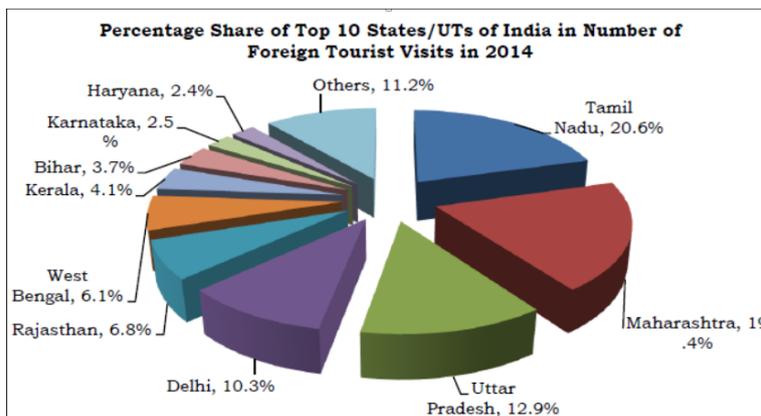
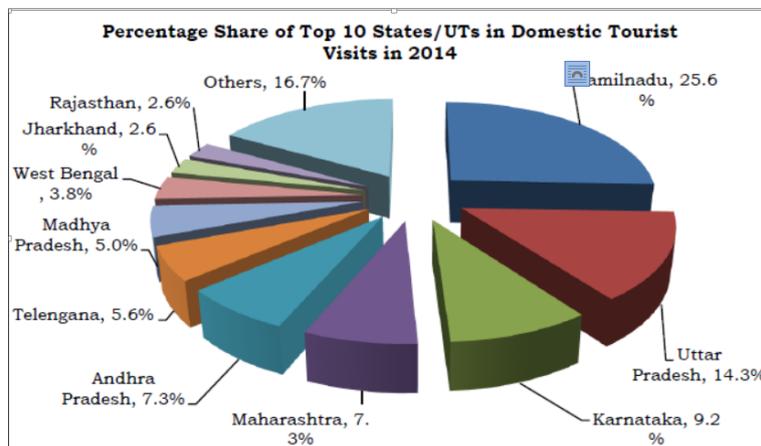
population. It was formerly known as Mysore. On November 1, 1973, the name Mysore was changed to Karnataka. The name of the land Karnataka has come from “Kari-nadu” meaning the land of black soil say the scholars and some others hold that “Karunadu” also mean beautiful country. The state of Karnataka is one of the top ten domestic tourism destinations in India and was ranked 4th in 2011. The state has various tourism assets such as beaches, hill stations, heritage monuments, national parks, wild life sanctuaries etc. Given the variety of the tourism assets, the state is promoted under the tagline “One state, many worlds”.

- Visits in 2014. It shows Karnataka percentage in domestic visits 4<sup>th</sup> place and Tourist’s Paradise: Karnataka is home to hills, white sandy beaches, historical monuments, temples and palaces, and wild life that makes it an attractive tourist destination.
- Large pool of resources: Karnataka has the highest number of institutes in hotel management and catering technology in the country
- Second-highest number of protected monuments: State has the second-highest number of protected monuments in the country, 507 centrally and 750 additional protected by the State Government.
- Significant increase in revenue: Total revenue from tourism increased at a CAGR of 53% between 2005-06 and 2008-09 to reach US \$ 2095 million
- High tourist flow: State’s tourist inflow has increased by 16% from 25.2 million in 2005 to 33.2 million in 2009
- Increase in foreign exchange earning: 63% increase is anticipated in foreign exchange earnings, from US \$104.1 million in 2010 to US \$169.5 million in 2020

**Major tourism destinations**

The major tourism destinations in Karnataka can be classified under the following tourism themes described below:

- Heritage and culture - Hampi, Badami, Pattadakal, Aihole, Mysore palace, Srirangapatana etc
  - Wild life and forests - National parks at Bandipur, BR Hills, Rajiv Gandhi National Park, Kudremukh National Park etc
  - Beaches – Mangalore, Karwar, Gokarna, Malpe etc
  - Religious destinations- Hindu temples (Kukke Subrahmanya, Kadri Manjunatha temple, Mookambika temple etc), Jain basadis (Moodabidri, Karkala etc) and statues of Bahubali (Sraavanabelagola, Vennur, ), Churches (St. Aloysius, Milagres), Mosques & Dargahs (Jama Masjid, Dargah of Syeed Madani etc)
  - Adventure sports- white water rafting (Dandeli, Kemphole, Sitanadi, Netravati), rock climbing (Ramnagar near Bangalore, Badami), trekking (Shimoga, Chikmagalur, Hassan, Kodagu), angling (Cauvery fishing camp), aero sports (Hebbal in Bangalore) etc.
  - Hill stations and scenic spots- Coorg, Chickmagalur, Agumbe BR Hills, Nandi Hills, Jog falls etc
  - City tourism & MICE tourism- Bangalore and Mysore
- Karnataka is mainly known for heritage and religious tourism, especially with reference to domestic tourists. Beach tourism is an emerging tourism product, which is expected to become more significant. MICE (Meetings, Incentives, Conventions and Exhibitions) based tourism is also expected to grow strongly in cities such as Bangalore and Mysore. Here the data shows percentage of share of Top ten states in domestic and foreign visits chronologically 4<sup>th</sup> and 9<sup>th</sup> place.



### Problems in tourism development

1. **Pollution:** now a days getting polluted to the maximum due to the growth of tourism especially disposal of plastics
2. **Density of population and vehicle:** Increase in the density of population and vehicles have disturbed the calmness and healthy living of the people.
3. **Deforestation:** With the growth of tourism, money making has landed firmly in the people. And negative effects on ecological and social cultural like deterioration of forests, fauna, grazing the land. Green land is slowly been converted into dryland.
4. **Staying is become costly:** cost of staying is become costly due to the shortage of hotels and rented houses. The rents and hotel bills have also reached its peak value and the middle man is struggling to survive being unable to pay the rent and bills.
5. **Top sided development:** With the development of tourism sector, only tourism spots are developed, whereas other regions are lagged behind the main stream of economic growth.
6. **Increase in crime rate:** With the growth of tourism the increase of theft and other illegal activities are also increasing.
7. **Naxalism and Terrorism:** Proper details of a person are not demanded in home stays, as their main intension is only money making. As a result it leads to various terrorist activities.
8. **Expensive livelihood:** The rates of each and every commodity are increasing as the demand for the goods is also increasing. This has made common man to struggle for life.
9. **Loss of valuable Culture:** Tourism leads to demonstration effect, as a result youths are completely westernizing themselves adopting western culture and neglecting our precious cultural, from westernizing old customs die out. Traditional foods are replaced by dishes that foreigners expect and prefer.
10. **Safety and Security problem:** Tourists are facing the safety and security problem in tourist places. This is one of the reason to decrease foreign visitors and foreign exchange earnings.

Tourism sector at present is also plagued by a number of factors which include Government's apathy, law and order problem, visa problems, and poor sanitary conditions and also poor infrastructure is another area which is responsible for dismal performance of tourism sector.

But in tourism sector there is more economic benefits than above negative impacts so overcome these problems we have to evaluate the future prospect and to suggest policy measures for further development of tourism is very needful.

### Prospects and Policy measures for development of tourism in Karnataka

"To develop Karnataka as a dynamic, sustainable and most-favoured tourism destination -by increasing domestic & international visitations, offering high quality experience to visitors, facilitating and accelerating investments and improving livelihood opportunities at the local level".

It is estimated that the fresh employment possibilities at 4.3 million (based on global norms of 10% employment in the sector), additional revenue potential of Rs. 83,000 crores (through direct and indirect taxes) and the investments of Rs.

73,000 crores with 50% government funding (infrastructure, destination and mobility) is needed for providing a fillip to Tourism in the State by 2024.

### Policy measures which can be implemented

- **Development of Infrastructure, Tourism Products and Services:** Assist and facilitate basic amenities and basic tourism infrastructure at destinations and promote new and innovative products and services like connectivity infrastructure, tourist accommodation including home stays, entertainment and shopping, roads, railways, and airways, and tourism products such as Heritage trails, festivals, fairs, etc. will also be covered under this head as Tourism Products etc.
- **Tourism Education and capacity building:** Provide training to different stakeholder groups as well as support community through customised capacity building programs, exposure visits, vocational courses, short-term online courses and tourism related programs.
- **Landscaping:** Landscaping and plantation should be planned in a way to achieve privacy, screening and security. Plantations and green cover should be in accordance / line with local indigenous species. Landscaped areas should be located and designed to alleviate prevailing winds, dust and to some extent, noise. Proper water harvesting structures should be put into place and wherever possible, recycled water should be used in landscaped areas.
- **Waste disposal:** Waste disposal should be carried out in a hygienic manner, adhering to Responsible Standards, Hygiene, and Environment Friendly Practices. Hygiene, Responsible Standards, Environment Friendly Practices. Responsible tourism friendly policy should be adopted for sustainable growth which also benefits the local community and does not adversely affect the local environment. Use of eco-friendly practices and local products should be encouraged. There should be a provision of facility for segregation of garbage into biodegradable (kitchen waste etc), non-bio-degradable (thermo coal products, aluminium foil, cigarette butts etc) & recyclable (newspapers, bottles, cans etc). Composting should be encouraged for the disposal of kitchen garbage. Solid waste and sewage disposal should be carried out in an orderly and eco-friendly manner.
- **Safety & Security:** To provide hassle-free and stress-free environment for the visitors, tourist destinations should be housed in a safe and secure zone. Physical safety and security of all visitors is paramount. Fast track courts to prosecute any offenders help reassure visitors about the environment while travelling through the State. Personal health concerns should be addressed by hygienic environment at the tourist venues and effective crowd management. Access to police and medical networks, should the need arise should be available and communicated widely.
- **Create packages:** local history and experience (including cuisine and flower markets) as Culture Walks within a precinct or as Culture Routes on a Shuttle bus that connects main theatres as well. Map and create itineraries for 3-5 days in and around destinations, create small public spaces for cultural events – pop-up urban spaces even under and around flyovers. Would boost creativity in the

city, Increase cultural events and festivals. Create an annual calendar that can be advertised everywhere in advance

- **Sustainable tourism:** create awareness about sustainable and eco-tourism among the people. It will be reduce the pollution, grazing the land, deforestation and also it will be develops our rich culture and traditions etc.
- **Public Private Partnership:** PPP plays a vital role in fulfilling the needs of expectation of foreign and domestic tourists. PPP broadly refers to a long term contractual partnership between public and private sector agencies specifically targeted towards financing, designing, implementing and operating infrastructure facilities and services that are traditionally provided by the Government and/ or its entities. PPPs aim to take advantage of the strength of the public sector through stable governance, citizen's support and those of private sector by their enhanced operational efficiency, innovative technology, managerial effectiveness so as to deliver higher standard of service to the people with better value for money and thus fulfilling needs and expectation of all tourists in the state.
- **Marketing Strategy:** Marketing and Publicity plays a pivotal role in successful implementation of a perspective tourism development plan. The marketing effort should be addressed at both tourists and investors. The following elements would be included in formulating the marketing strategy:
  1. Destination Prioritization
  2. Target customer – Location-wise, Income-wise, Purpose-wise
  3. Targeted Tourist inflow
  4. Target investment inflow at each destination

From the Target Customers' point of view, marketing the tourist destinations in Karnataka will have to be done at two levels, i.e. marketing for the domestic tourists and marketing for the foreign tourists Publicity in the print and Audio-visual media, Road shows and exhibitions, Interviews and newspaper articles, Familiarity (FAM) tours for tour operators, alliances with transporters, international airways, international tour operators, Tourist Information Centre and kiosk, etc. should be used to promote individual destinations, circuits and even the entire State. Such promotion of destinations would serve a dual purpose of attracting tourists as well as investments to that destination. Karnataka government also implemented policies to develop the tourism industry but abide by the framed policies to achieve development.

### Conclusion

Karnataka is one of the most beautiful places in the country, which is well-endowed with natural beauty Satisfaction of tourists with the different aspects of the tourism offer is crucial for profound understanding of the tourism demand. In contrast to the market segmentation approach, analysis of satisfaction focuses more on the perceived characteristics of the destination. It can go deeper into the perception of the foreign tourists, and helps to understand the perceived strengths and weaknesses of the destination. It enables evidence based creation and/or positioning of the brand in the minds of tourists. factors like cleanliness, safety/security, transportation, infrastructure facilities, international hotels, hospitality of population, nature, professionalism of service etc., It should be

integrated into other categories, like culture and attractions in order to add value and contribute to tourist satisfaction effectively. The strongest point of this study can be considered as a useful information and guidance for tourism related decisions. In other words the results are of value for academicians and tourism professionals.

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