CHAPTER - V

TOURISM TYPES AND THEIR SCOPE IN DHARWAD, GADAG AND HAVERI DISTRICTS

5.0 Introduction: Tourism is a world-wide socio-economic phenomenon stemming from the human need for leisure, contact with nature and the desire to visit new places and cultures. The growth of tourism is an outcome of many factors such as rising standards of living, improvements in transport, the growth of income and free time, the “industrialization” of tourism etc. Its growth requires the contribution of environmental, cultural, economic and social factors. This is the main reason why many times is described and characterized as a multifaceted sector. According to Getz (1987, 1992) tourism planning constitutes a process based on the study and evaluation of resources that are available in the area and the alternative solutions, in order to optimise tourism’s contribution to human prosperity and environmental quality.

Tourism constitutes an activity which is developed in different ways in each region mainly because of the diversity of characteristics of each place. Moreover each place attracts different type of tourists because of the differences recognized between the motives and the characteristics of the journey (Mansfeld, 1992). This diversification requires a different way of tourism management in tourism destinations. Tourism typologies are aiming at a more effective and comprehensive formulation of tourism policy. Typology constitutes a very important tool for tourism planning. It supports the recognition of its spatial effects, the extent and the intensity of growth. It helps in
the process of rational planning and in the adoption of effective tourism policy.

There are many tourist interest spots in every nook and corner of the state. Every district is having magnificent tourist destinations. Some tourist spots are so beautiful and amazing, but have not come to light, due to lack of proper roads and communication. The study area presents a kaleidoscopic variety of attractive destinations both for domestic and international tourists. Dharwad, Gadag and Haveri districts are blessed with innumerable tourist potentials. Promotion of unconventional tourism viz, domestic tourism, heritage tourism, cultural tourism, adventure tourism, pilgrimage tourism, educational tourism and MICE (Meetings, Incentives, Conventions and Exhibitions) tourism hold good prospects for tourism development in these districts. The following are the important types of tourism which can be adopted in Dharwad, Gadag and Haveri districts.

5.1 **Cultural and heritage tourism**

Heritage tourism is emerging as a fastest growing among all forms of tourism industry all over the globe and in the developing countries in particular. It can thus be viewed as an important potential tool for poverty alleviation and community economic development (WTO 2005). Heritage tourism relies on the interest of external communities in the living and built aspects of culture of places that are alien to them. This interest can focus on tangible and/or intangible heritage resources. Interest in intangible heritage encompasses existing contemporary cultures and ways of life reflecting traditions inherited from the past. Such intangible (immaterial) heritage might encompass
music, dance, languages, religion, festival, cuisine etc.; tangible (material) heritage is for most epitomized by vestiges of the built cultural environment, including monuments, historic public buildings and vernacular houses, fortifications, buildings of worship, museums and also the art and material artifacts associated with these cultures.

Dharwad, Gadag and Haveri districts are located in the central part of Karnataka. Many numbers of fairs and festivals are celebrated in these districts. On the occasion of festivals rural sports are organized. The festivals have major impact on the development of cultural tourism to the host communities. The government has to support and promote events as part of their strategies for economic development and cultural tourism. The events in turn are seen as important tool for attracting visitors and building image within different communities. According to Stiernstrand (1996), the economic impact of tourism arises principally from the consumption of tourism products in a geographical area.

**5.2 Domestic tourism**

Domestic tourists in India, having seen the facilities for tourism in the neighboring countries especially those in the South East of Asia are looking forward to better tourist amenities across the countries. It is therefore time for the tourism and hospitality industry to upgrade itself to cater to both the fast increasing domestic tourists as well as to attract international tourists. It is full of economic, social, and cultural benefits. The function of domestic tourism is to foster a sense of unity and an appreciation of regional diversity, and awareness of understanding of the states past and of her more recent and ancient
history. Domestic tourism helps to oil the wheels of tourism and build up the basic infrastructure. From time immemorial religions have been the longest single motive for travel. Travel for these reasons is not confined to only Hindus. Muslims, Jains, Christians and Buddhist from all over the world travel for religious purpose. There are number of shrines of Muslim, Christian churches and Jain temples in Lakkundi, Hangal, Laxmeshwar of Dharwad, Gadag and Haveri districts this region will open the door for the Promotion of pilgrimage tourism circuit.

5.3 Pilgrimage tourism

Man has been visiting various religious places since the time immemorial. Even during the ancient times people used to visit temples to get solace from their routine. In religion and spirituality, a person who makes such a journey to a sacred destination is called Pilgrimage. People have been visiting sacred destinations all over the world since ancient times. A pilgrimage is normally viewed in the context of a religion.

There are a number of reasons for people to go on a pilgrimage. It varies from person to person. Even one person, may make a trip to a holy place for different reason at different times. Devine relationship, Forgiveness, Healings, guidance, Annual pilgrimage, to achieve the life’s goal, personal transformation, etc.

The significance of geographical location of Dharwad, Gadag and Haveri is reflected in its religious significance too. Large numbers of Temples are located in this region which are famous for there architecture. These temples are reflecting the cultural heritage of
Karnataka. Pilgrimage tourism in the Gadag district provides one with an in depth knowledge about the intricacies of Kalyani Chalukya art. Most temples here have been constructed during the reign of the Kalyani Chalukya and Hoysala dynasties, and are splendid specimens of the architectural prowess of these kingdoms. A few of them are Gadag, Sudi, Gajendragad, Lakkundi, Haveri, Hangal, and Hubli etc. Are the most suitable places for the promotion of pilgrimage tourism.

5.4 Business Tourism

Even during the ancient times, man started travelling to different countries for trade and commerce. There was good international business between many countries like, India, Egypt, Persia, Rome, China and other ancient countries of the world. When people traveled from one country to another for trade and commerce, they also visited historical places and natural destinations. This trend has continued even today. With Globalization, the world has become a common feature in the modern business. People travel to different towns and cities for business meetings, conventions, conferences, seminars, etc within the country and to different countries as well. When they find some leisure time, they visit some nearby tourism destinations. Thus the business tourism has become an important form of tourism.

The development of business tourism in Dharwad, Gadag and Haveri districts will be the most preferable type of tourism. Because, Hubli Dharwad twin cities are known as the commercial hub of north Karnataka; people come here for business meetings, conventions, conferences and for seminars from different states and from different countries. Ranibennur in Haveri district is a major business centre &
the biggest City in Haveri district. It is known for the rich commodity market & also a tourist attraction place which has a national park. Gadag is also famous for production of traditional sarees and it is known for its architectural style and cultural heritage. The business tourists are interested to know the cultural heritage of the region during there leisure time. Promotion of business tourism in these regions will help to enhance the economy of local people.

5.5 Educational tourism

This is also an ancient concept. Many people traveled to different places to get themselves educated. The term educational tourism refers to any program in which participants travel to a location either individually or as a group with the primary purpose of engaging in a learning experience directly related to the location. Mr., Ryan in his book “The chase of a dream, the end of a play” refers tourism as an educative process within the context of sociological discussion. The historical references consider tourism as an educative, adventure and of course, trade and commerce activity. Learning in a non-formal environment is more effective as well as attractive. Participation in educational tourism enhances the communication and teaching skill among the teachers. Traveling to learn more about a place, culture, history, is increasing rather than just relaxation. This educational tourism is not limited to students in schools and colleges only. But it is spread to professionals and company executives also. The modern meaning of educational tourism is entirely different. In many countries including developed countries, education has become a big business. The cost of education varies from country to country. In
many developing countries including India, the quality of education is competitive and the infrastructure is satisfactory, while the cost of education is far cheap. In many African and Middle East countries, the system of education has not much improved and the quality is not up to the international standard. If the parents send their children to Western Europe or U.S.A, they have to spend U.S. $ 40,000 TO 60,000 per year. On the other hand, if they send them to India or any other developing countries, they need to spend less than 25% to 30% of the said amount. Thousands of students go to different countries for their education. At the same time, they also visit a number of destinations nearby.

‘Educational tourism’ will be the umbrella term for a number of diverse activities that have learning or teaching element. It focuses on students pursuing their post-secondary education as well as adults mastering a new skill. Seniors who take learning holidays are also analyzed. Educational tourism generates revenues for the travel industry, either directly or indirectly, educational tourism is a tiny niche market – it is worth looking at the factors that govern the movement of students around the world for their higher education or people to learn something new.

Dharwad is deemed to be the throne of Goddess Saraswathi, and the educational institutions, educationists, education loving people are the crown of Goddess Saraswathi. Students from all over India come here for educational purposes. Dharwad prides itself in being centre of high quality education from kindergarten to doctorate studies. The educational institutions, teachers and generous people of Dharwad
have made it possible for many people to realize their dreams. More and more people are making Dharwad a part of their educational objectives and becoming educational tourists. An educational tour offers an opportunity for a rich immersion experience, and a tremendous way to facilitate learning. In an educational tour, students have the chance to experience a culture firsthand, connecting with the people and place on a much deeper level than they ever could in the classroom. Dharwad is the place where educational tourism can be promoted. Gadag is also known for printing and publication industry and it is a part of education, the writing skills can be developed. Gadag houses music school for the blind, promotion of educational tourism helps the physically challenged students to lead independent life.

5.6 Rural tourism

Any form of tourism that showcases the rural life, art, culture, and heritage at rural locations, thereby benefiting the local community economically, socially and culturally. It should enable interaction between the tourists and the locals for more enriching tourism experience. Rural tourism is essentially an activity which takes in a countryside. Rural tourism is nothing but carrying out various tourism activities in rural areas. The rural tourism is located in agricultural landscapes and is characterized by the enjoyment of a tamed nature. Agri tourism or Farm tourism is operational farms engaged in activities of tourism nature to supplement their agriculture based income.
Two categories of products arise from this, farm hosting and farm holidays. Farm hosting involves the visitor and host developing a close relationship through shared time, food, and accommodation. Farm tourism refers to active working farm that supplement their primary agriculture function with some form of tourism business. They tend to have a focus on different aspects on rural product that go beyond a purely farm related experiences. Therefore rural tourism is not just the on farm experience but also the additional elements that make up a package of experiences for the rural tourists. Rural tourism include hospitality, Food service, arts, crafts and other supplementary services. Rural tourism consists of multi faceted activities that takes place in an environment outside an organized area and gives tourist the essence of a country life.

The Ministry of Agriculture and Fisheries, New Zealand has given the following as rural tourism products.

**Farm stay:** Bread breakfast meals accommodation and activities centered on a traditional pastoral farm where the visitor feels part of the family. The ambience should give a country side look and with a few farm related activities.

**Rural self-acting unit:** Food should be served made locally and not imported from outside .The different types of local food can be prepared.

**Back-Packer accommodation:** the accommodation should be made from the local materials available and not RCC building. Basic Facilities like toilets, bathrooms etc should be provided
**Adventure:** it may also be linked to some adventure activities available locally such as rock climbing, swimming in the river etc.

**Driving force for rural tourism:** The following are some of the important forces

- **Urban stress:** The stress of urban living and the remoteness from natural environment has created desire to visit natural regions and escape from monotony of urban life. rural location offer an idealized release from stress and opportunity to re engage with a calm way of life that offers rest and relaxation.

- **Environment:** Increased environmental awareness and interest in the relationship between man and nature create an urge in the minds of the visitor to visit rural areas.

- **Congestion:** over familiarity and congestion of traditional congestion make a tourist to go over to rural areas.

**Fig 5.1-Driving force for rural tourism**
• **Accessibility:** Transport, communication and removal of political and economic barriers to travel has facilitated accessibility to rural areas.

• **Motivation:** Increased number of travel agents and tour operators motivate the urban tourists to go to the rural areas.

• **Health consciousness:** Rural areas a perceived as healthier offering fresher food and air cleaner water and the opportunity for outdoor recreations.

• **Rural culture:** rural customs and traditions including folk culture attract tourists.
  
  • **Holiday concept:** More payed holiday and surplus income especially in the post globalization period, people are attracted towards rural tourism.

5.7: **Medical tourism:** Medical tourism is not a new concept either in India or in any ancient civilized countries. Since ancient times it is in practice. Now medical tourism is a buzz word in travel and tourism industry it is also known as health tourism, as the cost of health care in western countries is very high and time consuming, people have started getting treatment in those countries where it is cheap and easy to get. It hardly costs 15-20% for a surgery in South-East Asian countries as compared to U.S.A. or U.K. Rising health care cost in US and Europe is pushing people to look for other countries where it is available cheaper. The following are the important reasons for people going abroad for treatment.
As the above factors are playing significant role in medical tourism it is a boon for Dharwad Hubli, Gadag and Haveri to development medical tourism in this region. Dharwad and Hubli region has healthcare facilities at par with metros as far as primary and secondary healthcare is concerned. "The region has adequate infrastructure and human resource for treating any kind of disease, including Cancer. But facilities to conduct advanced operations related to cancer, cardiology, neurology, urology, orthopedic and pediatric are lacking," Understanding the demand for quality healthcare services, the government is encouraging private investments for building medical infrastructure with advanced treatment facilities. Such measures, though, have still not benefited the region but the process of pursuing corporate hospital chains to set-up facilities in the region is going on. Private medical institutions
such as KLE Society's Hospital in Belgaum and SDM College of Medical Sciences and Hospital at Dharwad are known for their comparatively better facilities."A super-speciality wing having 400 beds will come up in the next one year with an investment of `70 crores. The facility would be used for thoracic, neurology and plastic surgeries. This will be a state-of-the-art facility in this region."Hubli’s Karnataka Institute of Medical Sciences (KIMS) and hospital is considered the lifeline of North Karnataka for various treatments. Apart from Allopathic the twin cities are also housing Homeopathic, Ayurveda, Naturopathy centres and other type of medical facilities and many numbers of domestic tourists are utilizing the medical facilities. Publicity of Medical facilities will also attract the foreign tourists to this region.

5.8 City tourism & MICE tourism

Meetings, incentives, conferences, and exhibitions; is a type of tourism in which large groups, usually planned well in advance, are brought together for some particular purpose. Recently, there has been an industry trend towards using the term meetings industry to avoid confusion from the acronym. Other industry educators are recommending the use of "Events Industry" to be an umbrella term for the vast scope of the meeting and events profession. Most components of MICE are well understood, perhaps with the exception of incentives. Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well done. Unlike the other types of MICE tourism, incentive tourism is usually conducted purely for entertainment, rather than professional
or educational purposes. MICE tourism usually includes a well-planned agenda centered on a particular theme or topic, such as profession trade organization, a special interest group or an educational topic. Such tourism is often a specialized area with its own exhibition and practices. Globalization is playing a leading role in disperse of MICE industry in Asia. That is, networks are formed among Asian members and therefore, infrastructures which facilitate meetings between the countries are needed. Moreover, the World Tourism Organization acknowledges that developments in this industry can be an essential key driver of economic growth and can strengthen local trade and intellectual engagement. This array of process shifts the stage in which global leadership and various expertises are exercised.

**Importance of MICE Tourism:**

Economic growth of the region as a whole gets a boost by the development of better infrastructure, mainly in ‘transportation, accommodation and air services’. The elements of relaxation, shopping and sightseeing are usually included in MICE trips. Hence, most MICE travelers can be converted into leisure travelers who would spend money on sightseeing and shopping. It is quite common for delegates to bring along a companion. Thus, MICE tourism is a powerful revenue earner and the foreign exchange generated goes straight to the core of the region’s economy, ultimately generating income for other parts of the country. MICE events increase awareness of the host country, create employment and income. MICE tourism
strengthens the brand value and profile of the country as an international tourist destination.

**Requirements of MICE tourism:**

- Efficient transport network, connections and airport arrival processes
- Proximity of MICE facilities to airport and public transport facilities
- Hotels with good MICE facilities (conference and meeting rooms)
- Cultural attractions in the city (theatre, churches, museum)
- Shopping (souvenirs, fashion, local delicacies, handicrafts),
- Sightseeing and excursions in the MICE environment

It is a form of business tourism and the fastest growing section at the International market. MICE tourism is a blend of leisure and business. Dharwad Hubli, Gadag and Haveri districts are the upcoming districts in north Karnataka Hubli Dharwad twin cities are the second largest cities in Karnataka. Hubli Dharwad twin cities are recognized as the commercial hub and educational hub of Karnataka. The development of MICE tourism in these cities helps not only Dharwad district but also the surrounding areas.