CHAPTER - 1

1.1 INTRODUCTION

Tourism is a trade and industrial activity of immense global implication. The remarkable growth in tourism in modern times at the global level is due to various factors such as the impacts of globalization, emergence of the global village and preference for overseas jobs in general. According to world Tourism organization (WTO), “tourism enriches individuals, families, communities and the entire world”. Tourism enhances the quality of life, conserves the nationwide inheritance and encourages the admiration of diverse cultures both by domestic & overseas tourists. Tourism is one of the most important employment creators and plays a vital role in the balance of payments of many countries. As a service industry, tourism has a flexible character having capability of accommodating people – skilled, semi-skilled and unskilled.

The benefits of tourism are not limited to the economy alone. Tourism indirectly benefits the environment and culture through taxes generated. As the industry grows, infrastructure needs to be improved and this results in new roads, bridges, hotels, railways, better telecommunication network, airports, water treatment plants and sewage systems. This creates thousands of jobs and benefits the entire community. Tourism helps to protect ancient cultures and handicrafts, which otherwise would have been lost in the persistent march of industrialization. It also helps in cultural interactions. In the long run this contributes to better understanding and promotes harmony.

Tourism in simple is described as one of the industry that arises from the association of people moving and their stay in various destinations outside of their home area. But the formal study of tourism industry has a wide scope in offerings such as immense employment opportunities, high economic growth, increase in foreign exchange reserve, infrastructural development, protection of natural resources, cultural heritage, enhancement in social awareness etc.
TOURISM IN INDIA

Travel and tourism forms an integral part of Indian tradition & culture. The Government of India has now come out with a National Tourism policy which pledges, among others, to make tourism and travel an important instrument of “sustainable human development, poverty alleviation, & employment generation”.

The growth of tourism in the modern times, however, continued to be slow until the early 1980’s after which tourism started being recognized as an industry. Tourism started finding a place in the nation’s Five Year plans. A National Tourism Policy, therefore, evolved in 1982, followed by a National Tourism Action Plan in 1992.

Table 1.1 FOREIGN TOURIST ARRIVALS (FTAS) IN INDIA

<table>
<thead>
<tr>
<th>Year</th>
<th>FTAs from tourism in India (in Millions)</th>
<th>Percentage change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>3.92</td>
<td>13.3</td>
</tr>
<tr>
<td>2006</td>
<td>4.45</td>
<td>13.5</td>
</tr>
<tr>
<td>2007</td>
<td>5.08</td>
<td>14.3</td>
</tr>
<tr>
<td>2008</td>
<td>5.28</td>
<td>4.0</td>
</tr>
<tr>
<td>2009</td>
<td>5.17</td>
<td>-2.2</td>
</tr>
<tr>
<td>2010</td>
<td>5.78</td>
<td>11.8</td>
</tr>
<tr>
<td>2011</td>
<td>6.31</td>
<td>9.2</td>
</tr>
<tr>
<td>2012</td>
<td>6.58</td>
<td>4.3</td>
</tr>
<tr>
<td>2013</td>
<td>6.97</td>
<td>5.9</td>
</tr>
<tr>
<td>2014</td>
<td>7.50</td>
<td>7.60</td>
</tr>
</tbody>
</table>

Source: (i) Bureau of Immigration, Govt. of India
(ii) Ministry of Tourism, Govt. of India
This table exhibits the total number of foreign tourist arrivals to India from the year 2005 to 2014. The table indicates that the number of foreign tourists arriving India has been constantly increasing from year on except in the year 2009. The number of tourists visiting India has increased since 2005 to 2014 by a percentage change of 13.3 to 7.60 except in the year 2009 was -2.2 percent of tourist. This indicates that the government has taken a number of initiatives to attract more number of tourists and India is identified as a tourist destination.
Table 1.2 MONTH-WISE FOREIGN TOURIST ARRIVALS (FTAS) IN INDIA

<table>
<thead>
<tr>
<th>Month</th>
<th>Foreign Tourist Arrivals (FTAs) in India</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>681002</td>
</tr>
<tr>
<td>February</td>
<td>681193</td>
</tr>
<tr>
<td>March</td>
<td>606456</td>
</tr>
<tr>
<td>April</td>
<td>447581</td>
</tr>
<tr>
<td>May</td>
<td>374476</td>
</tr>
<tr>
<td>June</td>
<td>433390</td>
</tr>
<tr>
<td>July</td>
<td>485808</td>
</tr>
<tr>
<td>August</td>
<td>445632</td>
</tr>
<tr>
<td>September</td>
<td>411562</td>
</tr>
<tr>
<td>October</td>
<td>556488</td>
</tr>
<tr>
<td>November</td>
<td>701185</td>
</tr>
<tr>
<td>December</td>
<td>752972</td>
</tr>
<tr>
<td>Total</td>
<td>6577745</td>
</tr>
</tbody>
</table>

Source: (i) Bureau of Immigration, Govt. of India
(ii) Ministry of Tourism, Govt. of India

Graph 1.3 MONTH-WISE FOREIGN TOURIST ARRIVALS (FTAS) IN INDIA
The table indicates the total number of foreign tourists visiting India based on month wise data. India has diverse climatic condition that varies from one season to another making lot of difference from one state to another. Thus, foreign tourists visit India according to their convenient and enjoy the places throughout the year.

The data available of the last three years i.e., 2012, 2013 and 2014 is analyzed and identified that in the month of December, November October, February, January and March more number of foreign tourist visit India at a higher percentage. Surprisingly, the study also reveals that there is drastic increase from 2012 to 2014 in foreign tourists visiting India.
### Table 1.3 Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>Source Country</th>
<th>FTAs (in Millions)</th>
<th>Percentage % share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>1085309</td>
<td>15.58</td>
</tr>
<tr>
<td>2</td>
<td>United Kingdom</td>
<td>809444</td>
<td>11.62</td>
</tr>
<tr>
<td>3</td>
<td>Bangladesh</td>
<td>524923</td>
<td>7.53</td>
</tr>
<tr>
<td>4</td>
<td>Sri Lanka</td>
<td>262345</td>
<td>3.77</td>
</tr>
<tr>
<td>5</td>
<td>Russian Fed</td>
<td>259120</td>
<td>3.72</td>
</tr>
<tr>
<td>6</td>
<td>Canada</td>
<td>255222</td>
<td>3.66</td>
</tr>
<tr>
<td>7</td>
<td>Germany</td>
<td>252003</td>
<td>3.62</td>
</tr>
<tr>
<td>8</td>
<td>France</td>
<td>248379</td>
<td>3.56</td>
</tr>
<tr>
<td>9</td>
<td>Malaysia</td>
<td>242649</td>
<td>3.48</td>
</tr>
<tr>
<td>10</td>
<td>Japan</td>
<td>220283</td>
<td>3.16</td>
</tr>
</tbody>
</table>

Total of top 10 countries: 4159677 (59.70%)

Others: 2807924 (40.30%)

G.Total: 6967601 (100%)

Source: Bureau of Immigration, Govt of India

### Graph 1.5 Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India

![FTAs (in Million)](image-url)
Graph 1.6 Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India (percentage share)

This table with graph indicates the top ten countries visiting India and rest followed by the other countries which share 40.3% altogether. The highest sharing country is USA by 15.58%, 11.62% by United Kingdom and 07.53% by Bangladesh. Thus, more than 27% of the tourists visiting India are from USA and UK.

Tourism development through 5 Year plan

India has adopted a policy for the development of tourism through planning in 1952. When the 1\textsuperscript{st} five-year plan was formulated, although tourists activity started in modest way in the early fifties, the Planning Commission did not take serious notices of it till the 2\textsuperscript{nd} five year plan. This was the first time a provision of Rs. 336.38crs was made for the development of tourism in both the central and state sector. An allocation of Rs. 68.68cr was approved by the Planning commission for the 7\textsuperscript{th} five year plan(1985-90) in addition allocation of Rs. 30cr was approved for the manpower and institutional development under the ministry of tourism.

During 8\textsuperscript{th} five year plan (1992-92) various activities for the development of tourism were addressed such as

i) Develop of trekking, winter spots etc.,

ii) Providing accommodation for different tourist at reasonable rates, etc.,
The policy objectives in the 9th five year plan (1997-2002) was for working towards making a tourism product that renders the individual travelling to a variety of destination for an enjoyable moment on their tours, through an upbringing of harmony, constancy, safety and an incorporated scheme of infrastructure that does not fail.

The technique shows attentiveness on the improvement of preferred centers through successful harmonization of private along with public hard work to attain synergy in the improvement of this sector. It is recognized, as the basic constituent of growth of tourism is more emphasis in the other literature study due to its contribution to the sector. They are:

- Location,
- Attraction,
- Accommodation,
- Transportation and
- Communication.

As 2010 moved on, the international tourism as a whole enjoyed some development over the very difficult 2008-09 period. However, 2011 brought diverse results. Airlines had to suffer a lot because of the higher fuel costs, follow-on in lower income. On the other side, 2011 the hotels and resorts took pleasure in high-quality tenancy rates, which made them to increase the charges. Business travel bounce back significantly, while vacation of free time travel was generally physically powerful worldwide. Businesses are allowing more workers on trips, but made rigid on costs at the same time.

According to the World Travel and Tourism Council (WTTC), the international travel and tourism industry maintained a huge career opportunities on a enduring base in 2010, which they anticipate to raise to 118.4 million employees in 2020. The industry generated huge direct global revenues during 2010, and predicting to grow to even higher trillions in 2020. The following tables give the detail information about the career opportunities and direct global revenue.
Table 1.4 Prediction of Career opportunities in tourism industry

<table>
<thead>
<tr>
<th>Year</th>
<th>Million opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>96.1</td>
</tr>
<tr>
<td>By 2020</td>
<td>118.4</td>
</tr>
</tbody>
</table>

Table 1.5 Prediction of Direct global revenue from tourism

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue in trillion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$ 1.75</td>
</tr>
<tr>
<td>2020</td>
<td>$ 3.4</td>
</tr>
</tbody>
</table>

Study related to the 11th Five Year plan:

- From Not knowing to creating attentiveness
- From attentiveness to concentration
- From concentration to aspiration.
- From aspiration to last act that is reserve a holiday.

Strategy for Tourism Development of 11th Five Year Plan (2007-12)

i. Positioning and maintain tourism department as a national priority activity.

ii. Attempting and maintaining India to compete as a tourist destination.

iii. Enhance India’s obtainable tourism products more and increasing these to fulfill a new marketplace necessity.

iv. Creation of world class infrastructure

v. Develop human resources and capacity building of service providers.
Table 1.6 Foreign Exchange Earnings (FEE) in India (in Millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>FTAs from tourism in India (in Millions)</th>
<th>Percentage change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>7493</td>
<td>21.4</td>
</tr>
<tr>
<td>2006</td>
<td>8634</td>
<td>15.2</td>
</tr>
<tr>
<td>2007</td>
<td>10729</td>
<td>24.3</td>
</tr>
<tr>
<td>2008</td>
<td>11832</td>
<td>10.3</td>
</tr>
<tr>
<td>2009</td>
<td>11136</td>
<td>-5.9</td>
</tr>
<tr>
<td>2010</td>
<td>14193</td>
<td>27.5</td>
</tr>
<tr>
<td>2011</td>
<td>16564</td>
<td>16.7</td>
</tr>
<tr>
<td>2012</td>
<td>17737</td>
<td>7.1</td>
</tr>
<tr>
<td>2013</td>
<td>18445</td>
<td>4.0</td>
</tr>
<tr>
<td>2014</td>
<td>19528</td>
<td>5.87</td>
</tr>
</tbody>
</table>

Reserve Bank of India

(ii) Ministry of Tourism, Govt. of India

Graph 1.7 Foreign Exchange Earnings (FEE) in India (in Million)
The table indicates that the study relates to the foreign exchange earnings from the year 2005 to 2014. The study reveals that there is gradual increase in the foreign exchange earning over a period of time from 7,493 million in 2005 to 19,528 million in 2014 but only in the year of 2009 it is decreased to 11,136 million foreign exchange earning in India. The main reason behind the reduction in FEE in the year 2009 is due to less number of foreign tourists visiting India in that particular year.

Table 1.7 Foreign Exchange Earnings (FEE) in India (in Crores)

<table>
<thead>
<tr>
<th>Year</th>
<th>FTAs from tourism in India</th>
<th>Percentage change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>33123</td>
<td>18.5</td>
</tr>
<tr>
<td>2006</td>
<td>39025</td>
<td>17.8</td>
</tr>
<tr>
<td>2007</td>
<td>44360</td>
<td>13.7</td>
</tr>
<tr>
<td>2008</td>
<td>51294</td>
<td>15.6</td>
</tr>
<tr>
<td>2009</td>
<td>53700</td>
<td>4.7</td>
</tr>
<tr>
<td>2010</td>
<td>64889</td>
<td>20.8</td>
</tr>
<tr>
<td>2011</td>
<td>77591</td>
<td>19.6</td>
</tr>
<tr>
<td>2012</td>
<td>94487</td>
<td>21.8</td>
</tr>
<tr>
<td>2013</td>
<td>107671</td>
<td>14</td>
</tr>
<tr>
<td>2014</td>
<td>112468</td>
<td>4.45</td>
</tr>
</tbody>
</table>

(i) Reserve Bank of India
(ii) Ministry of Tourism, Govt. of India
The table indicates that the study related to the foreign exchange earnings from the year 2005 to 2014. The study reveals that there is gradual increase from 33,123 crores to 1,12,468 crores in the foreign exchange earning over a period of time but only in the year of 2009 it decreased to 53,700 crores in foreign exchange earning in India. The main reason behind the drop in FEE in the year 2009 is due to less number of foreign tourists visiting India in that particular year.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1681</td>
<td>1984</td>
<td>1786</td>
<td>18.0</td>
<td>-10.0</td>
</tr>
<tr>
<td>February</td>
<td>1729</td>
<td>1906</td>
<td>1805</td>
<td>10.2</td>
<td>-5.3</td>
</tr>
<tr>
<td>March</td>
<td>1559</td>
<td>1755</td>
<td>1662</td>
<td>12.6</td>
<td>-5.3</td>
</tr>
<tr>
<td>April</td>
<td>1305</td>
<td>1329</td>
<td>1431</td>
<td>1.8</td>
<td>7.7</td>
</tr>
<tr>
<td>May</td>
<td>1023</td>
<td>1207</td>
<td>1210</td>
<td>18.0</td>
<td>0.2</td>
</tr>
<tr>
<td>June</td>
<td>1158</td>
<td>1227</td>
<td>1440</td>
<td>6.0</td>
<td>17.4</td>
</tr>
<tr>
<td>July</td>
<td>1512</td>
<td>1442</td>
<td>1496</td>
<td>-4.6</td>
<td>3.74</td>
</tr>
<tr>
<td>August</td>
<td>1306</td>
<td>1328</td>
<td>1523</td>
<td>1.7</td>
<td>14.68</td>
</tr>
<tr>
<td>September</td>
<td>1219</td>
<td>1224</td>
<td>1425</td>
<td>0.4</td>
<td>16.42</td>
</tr>
<tr>
<td>October</td>
<td>1538</td>
<td>1404</td>
<td>1689</td>
<td>-8.7</td>
<td>20.29</td>
</tr>
<tr>
<td>November</td>
<td>1776</td>
<td>1703</td>
<td>1875</td>
<td>-4.1</td>
<td>10.09</td>
</tr>
<tr>
<td>December</td>
<td>1931</td>
<td>1936</td>
<td>2045</td>
<td>0.3</td>
<td>5.63</td>
</tr>
<tr>
<td>Total</td>
<td>17737</td>
<td>18445</td>
<td>19547</td>
<td>4.0</td>
<td>5.97</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Govt. of India

Graph 1.11 Month-wise Foreign Exchange Earnings (FEE)

Tourism in India

(US$ Million)
This table shows the foreign exchange earning of each month in US $ from the year 2012 to 2014. This clearly indicates that the overall foreign exchange earning of all three years has gradually increased but lot of variations are found from earnings of one to another month. According to the data, the month of January and May has highest earning and September and November are the least earning months in the year 2012-2013, and in the year 2013-2014 October is the highest earning month and least in the month of February and March.

Table 1.9 Month-wise Foreign Exchange Earnings (FEE) in crores  

Tourism in India

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>8623</td>
<td>10785</td>
<td>11082</td>
<td>25.1</td>
<td>2.8</td>
</tr>
<tr>
<td>February</td>
<td>8502</td>
<td>10255</td>
<td>11239</td>
<td>20.6</td>
<td>9.6</td>
</tr>
<tr>
<td>March</td>
<td>7843</td>
<td>9545</td>
<td>10152</td>
<td>21.7</td>
<td>6.4</td>
</tr>
<tr>
<td>April</td>
<td>6745</td>
<td>7226</td>
<td>8645</td>
<td>7.1</td>
<td>19.6</td>
</tr>
<tr>
<td>May</td>
<td>5562</td>
<td>6627</td>
<td>7184</td>
<td>19.1</td>
<td>8.4</td>
</tr>
<tr>
<td>June</td>
<td>6485</td>
<td>7149</td>
<td>8458</td>
<td>10.2</td>
<td>18.3</td>
</tr>
<tr>
<td>July</td>
<td>8389</td>
<td>8620</td>
<td>8898</td>
<td>2.8</td>
<td>3.22</td>
</tr>
<tr>
<td>August</td>
<td>7260</td>
<td>8351</td>
<td>8958</td>
<td>15.0</td>
<td>7.26</td>
</tr>
<tr>
<td>September</td>
<td>6652</td>
<td>7811</td>
<td>9052</td>
<td>17.4</td>
<td>15.88</td>
</tr>
<tr>
<td>October</td>
<td>8154</td>
<td>8645</td>
<td>9165</td>
<td>6.0</td>
<td>6.01</td>
</tr>
<tr>
<td>November</td>
<td>9723</td>
<td>10663</td>
<td>11582</td>
<td>9.7</td>
<td>8.61</td>
</tr>
<tr>
<td>December</td>
<td>10549</td>
<td>11994</td>
<td>13250</td>
<td>13.7</td>
<td>10.47</td>
</tr>
<tr>
<td>Total</td>
<td>94487</td>
<td>107671</td>
<td>116656</td>
<td>14.0</td>
<td>8.34</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Govt. of India
This table shows the foreign exchange earning of each month in crores from the year 2012 to 2014. This clearly indicates that the overall foreign exchange earnings by crores of all three years has gradually increased but variations are found from earnings of one month to another month. According to the data the month of December has highest earning in all three years and May is the least earning month in the all the three years. This concludes that at the end of the year more number of foreign tourist move towards India.
TOURISM IN KARNATAKA

The government of India under the current National Policy for Tourism has identified the influence of “Brand Positioning” and “Source Marketing” as part of the “Incredible India”.

The Tourism policy of Karnataka is considerably associated with global, state and local to focus in drawing domestic and international tourists in large numbers, their maximum number of days of halt and high contribute from their wallet. This necessitates listening to the “voice of the tourist” and working towards “Exceeding tourist expectations”.

Mission

“To be a model in increase and tapping the tourism prospective of Karnataka, synchronize to carry a leisure incident that is attractive and gives worth for their money to the tourists. This is to be made sure in a successful, capable and result-based manner”. Karnataka Tourism policy: 2009-2014, Department of tourism, Government of Karnataka.

Vision

“To make tourism in Karnataka as a large financial activity, as an owner, revenue-generator and tool of enlargement, by being the apex tourism destination in India by the end of 2015”. Karnataka Tourism policy: 2009-2014, Department of tourism, Government of Karnataka.

Value

The values of “Punniya Koti” protect the Karnataka’s traditions and build the trademark to make sure the humble services to national and international tourists i.e., “promises made and kept”. Karnataka Tourism policy: 2009 -2014, Department of tourism, Government of Karnataka.
Government of Karnataka’s projections on tourism of the state

Table 1.10: Government of Karnataka’s projections on tourism of the state

Adopted from the Government of Karnataka, Global Investors Meet 2010, sector profile tourism

<table>
<thead>
<tr>
<th>Measures and indicators/projectors</th>
<th>2005</th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrival of foreign tourists (in lakhs)</td>
<td>2.53</td>
<td>3.23</td>
<td>5.26</td>
</tr>
<tr>
<td>Employment generation by tourism (in lakhs)</td>
<td>4.49</td>
<td>5.72</td>
<td>9.23</td>
</tr>
<tr>
<td>Arrival of domestic tourists (in lakhs)</td>
<td>244.89</td>
<td>359.82</td>
<td>776.83</td>
</tr>
<tr>
<td>Revenue due to tourism (in lakhs)</td>
<td>25587</td>
<td>46039</td>
<td>119413</td>
</tr>
<tr>
<td>Forex due to tourism (in lakhs)</td>
<td>39153</td>
<td>49970</td>
<td>81396</td>
</tr>
<tr>
<td>Tourism contribution to state GDP (%)</td>
<td>13</td>
<td>15</td>
<td>25</td>
</tr>
</tbody>
</table>

Source: Government of India, Department of Tourism, Market Research Division

Adopted from the Government of Karnataka, Global Investors Meet 2012, sector profile tourism

High tourist flow: State’s tourist inflow has increased by 236% from 25.2 million in 2005 to 84.6 million in 2011.

Increase in Foreign Exchange Earnings: 63% increase is anticipated in foreign exchange earnings, from US $ 104.1 million in 2010 to US $ 169.5 million in 2020.

1.2 STATEMENT OF THE PROBLEM

Mysore region, the southern part of Karnataka is one of the place that offer everything that a discerning tourists long for. Mysore region is blessed with immense tourist spots and rich heritage with both physical and human diversities; therefore, it is one of the potential districts of Karnataka in respect of tourism promotion. To put it in straight, the land of Mysore is undoubtedly a region bestowed with unique and diverse tourism products that form the perfect setting for all types of tourists. Framing of marketing strategies of tourism is a very important & difficult task. It is so because Mysore region face a lot of problem in the maintaining the market potential. Thus,
the strategies are to be framed by keeping in mind the characteristics of different tourist segments.

It is the study to examine the reasons for the failure of Mysore to take advantage of the regional, national, international linkages developed in the tourist. The present study is to understand the effectiveness of marketing strategies adopted by Karnataka tourism division to promote tourism in Mysore. The research in specific focuses on international tourists and their opinion regarding Mysore region and its cluster and necessary actions to be taken for promoting the tourism sector.

1.3 NEED OF THE STUDY

With an attempt to find solutions to the above problems, the observations and conclusions made earlier, it is felt that there is utmost need for understanding an in-depth study for identifying the barriers and also the measuring steps that stands in the way of the development of international tourism in Mysore cluster.

There is no study been conducted exclusively on international tourism. Thus, there is a motivation to know what kind of tourism products that a potential international tourist can expect by visiting this highly heritage land of Mysore.

The positive result derived in this study will contribute a lot not only to the economic well-being of the local residents of Mysore but also to the entire economy of the state.

1.4 OBJECTIVES OF THE STUDY

i. To analyze the Karnataka Tourism Policy 2009 – 2014 for the improvement of tourism sector.

ii. To highlight Mysore and its cluster in showcasing with tourism development.

iii. To examine the barriers of international tourism in Mysore cluster.

iv. To analyze the international tourist opinion regarding the facilities provided in Mysore.

v. To suggest measures for promoting international tourism in Mysore and its cluster.
1.5 RESEARCH HYPOTHESIS

1. H₀ - There is no significance relationship between the satisfaction levels of foreign tourists towards the tourist attractions in Mysore.
   
   H₁ - There is significance relationship between the satisfaction levels of foreign tourists towards the tourist attractions in Mysore.

2. H₀ – There is no significance relationship between the satisfaction levels of foreign tourists towards the tourist attractions in Mysore cluster.
   
   H₁ – There is significance relationship between the satisfaction levels of foreign tourists towards the tourist attractions in Mysore cluster.

3. H₀ – There is no significant relationship between the satisfaction levels of foreign tourists towards the various facilities provided at the tourist sites in Mysore city and its cluster.
   
   H₁ – There is a significant relationship between the satisfaction levels of foreign tourist towards the various facilities provided at the tourist sites in Mysore city and its cluster.

4. H₀ – There is no relationship between the satisfaction levels of foreign tourist towards the accommodation and its various facilities provided at their duration of stay in Mysore.
   
   H₁ – There is a significant relationship between the satisfaction level of foreign tourist towards the accommodation and its various facilities provided at their duration of stay in Mysore.

5. H₀ - There is no significant relationship between the satisfaction levels of foreign tourists towards their travel within Mysore city.
   
   H₁ - There is a significant relationship between the satisfaction levels of foreign tourists towards their travel within Mysore city.
1.6 SCOPE AND COVERAGE OF THE STUDY

Tourism in Mysore

Mysore stands the second major city in the state of Karnataka and is recognized as the cleanest city among 476 cities in India. The city is stretched across an area of 128.42 sq km and is located at the bottom of Chamundi hills. Mysore plays as a very important tourist center of state of Karnataka. The place is recognized as palace city of India and declared as a heritage city. The Amba Villas Palace (popularly known as Mysore Palace) in the city is one of the mainly visited monument in India, even defeating Red Fort, Qutb Minar in 2006. The study aims at rediscovering and repositioning the tourism resources and potentialities of Mysore region. It intends to find the shortcoming in infrastructure development and tourism support services such as quantity and quality of public transport, accommodation, shopping, information services, internet and telecommunication services and so on.

Mysore district consist of 7 taluks. Classification of taluks of Mysore district into zones for administrating incentive’s and concessions under Industrial policy 2009-2014 are as follows:

<table>
<thead>
<tr>
<th>ZONE</th>
<th>Most backward Taluks</th>
<th>Hegada.Devana.Kote</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZONE 1</td>
<td>Most backward Taluks</td>
<td>Hegada.Devana.Kote</td>
</tr>
<tr>
<td>ZONE 2</td>
<td>More backward Taluks</td>
<td>Hunsur, T Narsipura ,Nanjangud</td>
</tr>
<tr>
<td>ZONE 3</td>
<td>Backward Taluk</td>
<td>Periapatana, K.R.Nagar, Mysore (Exclusive corporation limits)</td>
</tr>
<tr>
<td>ZONE 4</td>
<td>Industrially Developed Taluks</td>
<td>Mysore only (corporation limit)</td>
</tr>
</tbody>
</table>

Tourism spots in Mysore

Mysore Palace, Chamundi Hills, Mysore Zoo, St.Philomena’s church, Rail museum, Mysore Sand sculpture Museum, Jaganmohan Palace, Karanji lake and park, Kukkarahalli lake, Lalitha Mahal palace, Happy man park, Wax-museum-melody park, Ranganathittu birds sanctuary, Brindavan garden(KRS), Nanjungud temple, Shivanasamudra falls etc.
It has a wider scope in further to identify the customer satisfaction, designing a new product in tourism, advertisement and promotional activities related to tourism after the findings of the study.

The study aims at evaluating the tourism resources and facilities at Mysore region. The study also highlights the barriers/problematic area in the tourism development in Mysore. It intends to evaluate the infrastructural development and tourism support services such as accommodation, shopping, information services, internet and telecommunication etc.

The opinion and suggestions from the respondents incorporated herein would provide guidelines for future course of action to follow with respect to tourism in Mysore and its cluster.

1.7 RESEARCH METHODOLOGY

The study is strictly focused on problems and policy of the tourism sector of Karnataka with marketing of tourism products in particular to Mysore region. The method adopted in this study is mostly of exploratory. The descriptive method is also been employed to narrate the international tourism of Mysore cluster.

SOURCES OF DATA

The study is been made by the use of both primary and secondary data

i) Primary data

The collection of primary data is been attempted through structured Questionnaire.

ii) Secondary data

The secondary data is been collected from official and non-official records, leading books on the subject, published thesis, booklets, brouchers on divergent aspects of tourism, tourism sector profile, journals and magazines. Moreover the, information from the internet have been extensively used as a source of secondary data collection.
**SAMPLING DESIGN**

There is only one category of respondents for the study i.e., foreign tourists arriving to Mysore city and its cluster. The sample size is restricted to 300 tourists. The major tourist attractions (spots) of Mysore city and its cluster has been studied.

Convenience sampling method is adopted in selecting the respondents irrespective of their age, sex, class, country, region, income, etc. Information from the sample respondents were collected through the questionnaire from various tourist attractions, hotels, other accommodations units etc.

The questions were objective type in nature and self-explanatory with multiple choice so that it is easy to derive quick response. Special provision is made to collect the opinion or suggestions of the respondents in the questionnaire itself.

**DATA ANALYSIS AND INTERPRETATION**

Keeping in view the objectives of the study, the data collected is classified and tabulated to facilitate correct analysis and easy interpretations. The processed data is interpreted with the help of the statistical tools such as averages, percentages, one sample t-test and cross tabulation.

**1.8 LIMITATIONS OF THE STUDY**

There are certain limitations in every work thus, this present study here also has some limitations and are as follows:

- Mindset of the respondents varies since it is not easy to get responses from tourists in between their schedule of visiting a tourist spot.
- Time constraints (seasonal) - the opinion of the tourists regarding the facilities provided at the peak season and off season would always diverge.
- There is a possibility of that some respondents might have not taken it seriously.
- Language is one of the barriers for speaking to a tourist. Questionnaire was designed only in English, which is the common language and filled up by the tourists who know English to read and fill it up.
- Misunderstanding of questions might have also happened which sometime may lead to wrong interpretation by the respondents.
1.9 PRESENTATION OF THE STUDY

The thesis is organized into chapters as mentioned below:

- The **first** chapter is an introduction with a brief discussion on the present scenario of tourism in India, Statement of problem, Significance of the study, Objectives, Methodology adopted, Data analysis and interpretations, limitations of the study, and explanation of key concept of tourism with the theoretical background.

- The **second** chapter presents a review of previous studies (literature review) on the topic. This is based on related thesis, books, journals, articles on the areas of the study.

- The **third** chapter deals with role of tourism in Karnataka and Mysore, its achievements, analysis of earnings from the tourism industry in the state, tourism under Five Year plans, the emerging areas of employment and investment opportunities in tourism, Incentives and subsidies available to investors in tourism in Karnataka State, tourism policy: 2009 – 2014, Tour operators and role of private sector in tourism development in the state. The chapter also narrates the current scenario of Mysore city (region) and its cluster i.e., the different attractions, accommodation facilities available, travel and transportation modes and it facilities and other important details of the Mysore region.

- The **fourth** chapter narrates data analysis and interpretation which examines the views expressed by the foreign tourists regarding the tourist attractions and its facilities, amenities and the support services availed/utilized by them in Mysore.

- The **fifth** chapter includes the summary of findings, and

- The **sixth** chapter comes up with conclusion and suggestions that are proposed for the improvement of tourism in Mysore and its cluster.
1.10. THEORETICAL BACKGROUND OF THE STUDY
Marketing, Service Marketing and Tourism Marketing

MEANING OF MARKETING:

It is important to start with knowing what is marketing. There is a myth saying marketing is only a process of selling and advertising because all of television commercials, direct mail offers, and pop-ups on the internet but selling and advertising are only a part of marketing seen from outside.

In the earlier days, marketing was understood as creating a sale by “Telling and selling” but in the new concept it is fulfilling customer requirements. If the marketer tries to know the customer requirements, creates products that offer higher customer worth, less prices, distribute and create awareness in customers effectively, the customer will look for these products. Here is the simple meaning of marketing. The art of attracting customers and science of retaining customer for increasing profits and building a long-run relationship with customers is “marketing”.

A Simple model of the marketing process

Figure 1.1

Create value for customers and build customer relationships

1. Understand the marketplace and customer needs and wants
2. Design is customer-driven marketing strategy
3. Construct an integrated marketing program that delivers superior value
4. Capture value from customers to create profits and customer equity
5. Build profitable relationships and create customer delight

Capture value from customers in return
The Marketing Process

Marketing process presents a simple five stages model. In the first four stages, companies’ efforts are to understand customers, make customer value, frame certain best strategies and build strong customer associations. In the last stage, companies bring in the rewards of generating better customer value. By generating value for customers, the company in return confines value from customers in the form of increased sales, high profits and long-term customer relationship.

SERVICE MARKETING: Meaning and Characteristics

Services are deeds, processes and performance. Every service marketers should be aware of the four characteristics of services which are most vital in service marketing. They are as follows:

- Intangible,
- Inseparable,
- Variable and
- Perishable.

Figure 1.2

Four characteristics of service marketing

<table>
<thead>
<tr>
<th>Intangibility</th>
<th>Inseparability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services cannot be seen, tasted, felt, heard, or smelled before purchase</td>
<td>Services cannot be separated from their providers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variability</th>
<th>Perishability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of services depends on who provides them and when, where and how</td>
<td>Services cannot be stored for later sale or use</td>
</tr>
</tbody>
</table>
Intangible

Unlike products, services do not have their own identity and thus, it cannot be tasted, felt, touched, tasted, before they are purchased or after purchase also sometimes. They have recollections that can be mutually shared with others. Thus, in the tourism industry also, many of the products such as food, accommodation etc., sold are intangible experiences.

To decrease ambiguity caused by service intangibility, customers look for physical evidence that will provide information and self-confidence about the service.

The online database for planning to travel is offered by the International Association of Conference Centers. This important customer segment can access a great amount of information about conference centers, such as size of property, location, availability, and pricing. To help make the product tangible, the system allows the meeting planners to see a layout of a potential property of meeting space on the display screens.

Inseparable

In the majority of tourism services, both the service marketer and the customer must be available for the service encounter to occur.

Service inseparability also knows that consumers are part of the product. An additional inference of inseparability is that consumers and human resources must know the service providing system because they are together producing the services.

Variable

Services are extremely uneven in nature. The excellence of service depends on the employee rendering service, when and where they are been rendered. There are several causes of service variability. Services are produced and consumed at the same time, which is the reason for restricting the control on quality of the service. Varying demand makes it hard to deliver reliable products during the peak demand. The high quantity of bond between the service employee and the customer means that product reliability depends on the service employee’s skills and performance at the time of delivery. Lack of contact and similarities of customer hopes also lead to service variability.
Perishability

Services cannot be stored or returned. It is difficult to synchronize supply and demand with services.

Management Strategies for Service Businesses

Good service marketing companies are promoting to place themselves powerfully in selected targeted markets.

Services are different from physical products and regularly needs extra marketing approaches. In an industry consisting of producing products are consistent and be placed on shelves before the customers, but in an industry consisting of services, the customer and leading service employee have to interact for creating the services. Thus, service employee must work together efficiently with customers to build a greater value during service delivery. Successful interaction, in turn, depends on the skills of frontline service employees and on the production of services and support processes helping these employees.

Thriving service providing companies center their consideration on both their employees and customers. They know the chain of service-profit, which links service firm income with customer satisfaction and employee satisfaction. The chain consists of five links.

1. Service growth and profits- highest service quality performance
2. Customer satisfaction and loyal to firm rendering services– by repeat purchases, increasing word of communication and informing the positive aspects of services to others.
3. Value of service is high - creating a value to the customers
4. Services employees are very important in services- interactive and humble to the customers
5. Quality of internal marketing services – selecting the best employee, providing a good environment for working towards the progress of service firm and customer satisfaction etc.
The service marketing not only needs traditional external marketing using the four “P” s but also requires both internal marketing and real time marketing.

1. **External marketing:** It engages in setup of customers’ expectations and makes promises for service delivery. The customer knowing anything before service delivery is known as external marketing.

2. **Internal marketing:** Promise should be kept up by the company, so it enables the promises through the employee. Service offering firms believes in customer satisfaction by training employees, motivating and rewarding to make employee able and willing to deliver the promise made. They must be customer oriented and try to fulfill the nature of working of external marketing. Both frontline employees and backstage employees are important in service marketing.

3. **Real time marketing:** It is the actual delivery of service happening between firm’s employee and customer or in other words delivering the promise. Promise is delivered or no, is taken into consideration on spot by the customer. If not the whole service, marketing triangle will collapse. Thus, buyer and seller of services interaction play a major role in deciding the quality of services. The customer’s evaluate the quality of service not just on technical quality (the quality of the place/tourist spot) but also on its quality of function been provided (in the place/tourist spot).

**Figure 1.3**

**Three types of marketing in service sector**
Today as competition along with costs is increasing; the productivity and quality should be given more marketing sophisticated importance. Service companies face the problem of increasing two major marketing issues: their competitive differentiation and managing service quality.

**Marketing Differentiation**

Service marketers often find fault in the complexity of segregating their services from their competitors. Customers feel the services of other providers as the same, as they give less importance to the provider when compared to price.

The clarification for the price opposition is to enlarge a different offering. The offer can include innovative characteristics that set one company’s offer separately from that of its competitors.

Service firms can distinguish their service delivery in three ways, through the three extended “P”’s in service marketing. They are: People, Process and Physical evidence. The company can make a distinction itself by having an able and dependable customer-contact than its competitors, or it can enlarge greater physical evidence in which the service product is offered. To finish, it can aim a better delivery procedure.

**Managing Service Quality**

One of the most important ways that a service firm can distinguish itself is, by delivering constantly superior quality than its competitors in the same field.

The key is to go beyond the customers’ expectation with respect to quality. These expectations depend on understanding, word-of-mouth communication and firm’s advertising. If the customers revisit the service firms it conveys the satisfaction level of customers with the service quality. Thus, retention of customers is the finest measure of quality. A service firm’s capability to retain its customers depends on how constantly it delivers worth to them.

**The Five Dimensions of Service Quality**

**Reliability:** Ability to accurately deliver the promised services (deliver the promise)

**Responsiveness:** Willingness to help customers and provide prompt service
**Assurance:** Ability to build confidence and trust in the minds of customers

**Empathy:** Caring, individualized attention the firm provides to its customers

**Tangibles:** Physical evidence, equipment and appearance of personnel (personalization and customized).

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**Figure 1.4**

**Classification of tourism**

- Residents
  - Non-Travelers
    - Tourists
      - International
      - Domestic
    - Purpose of travel/Category of tourist
      - Business
      - Others
      - Visiting Friends
      - Visiting Relatives
      - Personal Business
      - Pleasure
    - Other Travelers (Non-Tourist)
      - Excursionists
      - Air Crew
      - Students to & from School
      - Commuters
      - Migrants

TOURISM MARKETING

Hospitality and travel industries are the two very important sectors that include the actions of tourism. Successful warm welcoming and taking care of tourists in tourism marketing is extremely reliant on the whole tourism industry. For example, many choice of hotel or guest’s house or home stay purchase travel-hospitality is put together attached by wholesalers and existing through travel agents. By approving to participate in packages occupied by wholesalers, hotels get rid of competitors. Similarly, hotel and rental car companies have developed co-operative relationships with flights that offer different plans for the frequent flyers.

Few important concepts used for the study with their operational definitions are mentioned below:

DEFINITION OF TOURISM

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

According to Mathieson and wall, “Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to collect their needs”.

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shop, entertainment business, and other hospitality services provided for individuals or groups travelling away from home.

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

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

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

**TOUR**

A journey for pleasure in which several different places are visited. A person visiting different places in and around the core destination can be labeled as tour.

**TRAVEL**

The word travel is derived from the French word ‘travail’, which means hardship, trouble or danger. Travel and tourism are not synonyms. All tourism involves travel but not all travel is tourism. All tourism occurs during leisure time but not all leisure is given to tourist pursuits. Travel may be considered in the mode of tourism, if it satisfies the following three conditions:

- Travel must be temporary.
- Travel must be voluntary.
- Travel should not have remunerative employment as its aim.

**TOURIST**

The term tourist is derived from the word tour, meaning, according to Webster’s Dictionary. “A journey at which one returns to the starting point, a circular trip usually for business, pleasure or education during which various places visited and for which an itinerary is usually planned.

The origin of the word ‘tourist’ is since very long back. It has come from the word ‘tour’, a derivation of the Latin word turners’, meaning a tool for describing a circle or a turner’s wheel. Tourist means “One who makes a tour or tours, especially one who does this for recreation or who travels for pleasure, object of interest, scenery or the like”.

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TYPES OF TOURISTS

➢ International or Foreign Tourist

In India, an foreign tourist is known as an individual person visiting India on a foreign passport, staying at least twenty four hours in India and the purpose of whose journey can be classified under one of the following heading:-

Leisure tourist (recreation, holiday, health, religion, sport etc.,)

Business tourist (conference, meeting etc.,)

According to World Tourism organization (WTO), a foreign tourist must spend a minimum of 24 hours and a maximum of 6 months in a country other than his/her own, living in hotels or other commercial accommodations, where he/she pays in their own currency.

➢ Domestic tourist

A domestic tourist is known as an individual who travels or moves within the national boundaries other than his normal place of residence and stays at hotels or other accommodations or establishments run on commercial basis.

IMPORTANCE OF TOURISM

Tourism plays a vital source of income for many countries.

1. Tourism generates income through
   • the consumption of goods and services by tourists,
   • the taxes levied on businesses in the tourism industry and
   • the opportunity for employment in the service industries associated with tourism

2. Tourism is an important factor to promote mutual understanding among people and expand social, economic, cultural and scientific cooperation.
TOURISM TENDENCY

• People are becoming more knowledgeable in travelling and “alert” in their choice of destination, leading them to search for new places and new tourism products;

• They are more mobile - cross border travel is easier than ever thanks to the liberalization of the airlines, construction of new roads and regional incorporation;

• They are taking shorter but more frequent holidays throughout the year;

• They are more active whilst on holiday, seeking out different activities;

• Finally, people are increasingly concerned about the environment.

TOURISM PRODUCTS

The tourist product is what attracts tourists to a place. In includes primary elements such as building, landscapes, museums, art galleries, events etc., The secondary elements are hotels, food, beverage facility, shops and other services are taken into consideration.

The tourist product can be viewed as a composite product, as the sum total of a country’s tourist attractions, entertainment, transport and accommodation that results in consumer satisfaction.

1. Central services
2. Private services
3. Private/public services

1. Central Services

Transportation - modes (rail, road, water, airways)
Attraction – parks, zoo, heritage centers, physical landscape
Accommodation – hotel, guesthouse, farm house
Catering – restaurants, cafes, fast-food outlets
2. Private services

Travel/insurance
- Advertising
- Travel agent
- Tour coach

Banking
- Travel cheque
- Currency shop

3. Private/public service

Tour organization
Information centers
Tourism department
Public port, visa, passport
Service tax, police, medical etc.

CHARACTERISTICS OF TOURIST PRODUCT

The following are the key features of tourist product:

- **Service Based**: As many of the components of the total tourism, products are service related and come into contact with many people during their trip. The products are services; the user’s satisfaction becomes an integral part.

- **Composite Nature**: Total experience is very important. It is the sum total of all the services and facilities used by the tourist that equals the tourism product.

- **User’s Presence Essential**: User must go to the (product) spots personally or physically. If the products remain unused, the chances are lost.

- **Interdependent of Sub-Product**: The Sub-products of tourism product are dependent on each other for their ultimate success. For example,
  - Basic facilities are of no use if attractions are not available and vice-versa
  - Experience (Good/Bad) with one sub-product (accommodation) may affect a tourist’s impression of another sub-product (a sight – seeing tour) and
- Provision of one sub – product may not be worthwhile if other sub-products are unavailable.

**TOURIST DESTINATION**

A destination is both a site and an event, & these factors are the attractions. Both site & event are attractions.

Example: Mysore – Region, Mysore Palace – Site and Mysore Dasara – An event.

Destinations can be spread over a wide geographical area. The attraction to a destination lies in the image it has or the attractions it offers.

**Motives behind Travel**

Motivation is an essential concept behind the different pattern of tourist demand.

McIntosh has stated the basic travel motivation which may be grouped into four groups:-

- Physical Motivators
- Cultural Motivators
- Interpersonal Motivators
- Status and Prestige Motivators

**Push & Pull Factors**

A number of factors can cause a person to engage in tourism. If a person has more amount of discretionary income or if he/she suffers from work-related stress, it may encourage participating in tourism activities. This may force a person to engage in tourism refer to as push factor. On the other hand, if the destination itself attracts the tourist, then it is called as Pull factors.

Example of Pull factors: Mysore Dasara and its festivities, Shivanasamudara falls when filled with water etc.
COMPONENTS OF TOURISM

Tourism mainly consists of four main components that is Accommodation, Transportation, Sales and Ancillary services, which are briefly described below:

**Accommodation:** Accommodation is the place where tourists stay. It is generally used to refer to boarding and lodging. Simply, accommodation is the room or the space provided to the tourist who comes all the way from a long distance.

**Transportation:** Transportation facilities are required for people to travel from one destination to another quickly and efficiently. The transportation mode is been divided into four modes namely - Road, Rail, Air and Water.

**Sale:** In tourism, the producer/manufacturer equals with the supplier of the service i.e., the supplier of transportation, accommodation or ancillary service. The wholesaler is known as the tour operator or tour wholesaler and the retailer is called as the travel agent.

**Ancillary Services:** Ancillary services are very important and are as follows:

- **Attractions** the features that attract a person to a particular destination are termed as attraction. Natural attractions and manmade attractions.

  - Natural attractions include the natural resources of a destination such as mountains, rivers, lakes, sea etc.
  - Manmade attractions are those created and maintained by human being to make use as a tourist trade and use it for the enjoyment of local residents or may be created with both in mind.

  Ex: Mysore Zoos, Amusement theme parks, Museums Art Galleries etc.

- **Tourist Publications:** Tourists need information about their proposed destination. Such information will be required before starting their journey and at the time, they reach the destination. Thus, information (details) should be provided that they need such as:

  - People and their way of life
  - Language
- Culture
- Climate
- Currency
- Transportation
- Accommodation
- Overall information of the tourist destination etc.,

➢ **Financial Services**: The very important financial service required by the tourist is the foreign exchange, insurance and credit facilities.

➢ **Entertainment**: Facilities such as clubs, pubs, theatre show etc., are the entertainment been provided, but in general rule, it is for filling the right-time hours rather than being part of a planned itinerary.

➢ **Shopping facilities**: Shopping is one of the attractions for some tourists or as a basic facility, they definitely expect. Apart from the purchase of necessities, the tourist may also like to purchase the articles that reflect the destination visited.

➢ **Food & Beverage**: Travel experience also depends upon the food and drink as necessities.

➢ **Public Service & Amenities**: There are few basic infrastructure facilities that are to be provided to the destination and which directly or indirectly affects the perception of the tourist. Such as:

- Communication facilities
- Roads
- Electricity and Water Supply
- Sewage and Waste Disposal
- Policing and Security
- Medical Services and Hygiene
TOURISM AS AN INDUSTRY

Tourism consists of a number of industries on service providers such as travel agents, tour operators, guides, food, hotel, motel, restaurant, accommodation, airlines, railways, guest house, entertainment organizers, shop owners such as clothing, leather goods, silk shops, handicraft, etc., which are required by the tourist.

Tourism is also a labor – intensive industry. Tourism generates and provides full-time and part-time employment to a large number of people. Thus, many of the states in India have declared tourism as an industry. Thus, Government of Karnataka has also declared tourism as an industry very long back.

In addition, tourism is a very useful means of earning foreign exchange. Tourism plays an important role in sustaining national economy.

CONCLUSION

After having briefed the present study in whole of first chapter, an attempt is made in the next chapter to carry out a review of the related literature on the subject.