CHAPTER – 3
CURRENT SCENARIO OF TOURISM INDUSTRY IN KARNATAKA AND MYSORE CITY
## SNAPSHOT OF KARNATAKA

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital</td>
<td>Bangalore (Bangaluru)</td>
</tr>
<tr>
<td>Area in square kilometer</td>
<td>191,791</td>
</tr>
<tr>
<td>Number of revenue divisions</td>
<td>-4</td>
</tr>
<tr>
<td>Number of Districts</td>
<td>-30</td>
</tr>
<tr>
<td>Number of Taluks</td>
<td>-176</td>
</tr>
<tr>
<td>Number of Towns</td>
<td>-270</td>
</tr>
<tr>
<td>Major cities</td>
<td>Bangalore, Mysore, Mangalore, Hubli-Dharwad and Gulbarga.</td>
</tr>
<tr>
<td>Population in million</td>
<td>52.7 (2001 census),</td>
</tr>
<tr>
<td>Percentage of urban population</td>
<td>38.6 (2011 census preliminary estimate)</td>
</tr>
<tr>
<td>Population of total (%)</td>
<td>67 (2001 census)</td>
</tr>
<tr>
<td>Literacy Rate (%)</td>
<td>8%</td>
</tr>
<tr>
<td>Industrial growth rate</td>
<td></td>
</tr>
<tr>
<td>Airports</td>
<td>Bangalore, Mangalore and Mysore.</td>
</tr>
<tr>
<td>Gross domestic Product</td>
<td>Rs. 2.71, 956/- Crores. (2010-11 Estimates)</td>
</tr>
<tr>
<td>Net per capita income (current prices)</td>
<td>Rs.60, 000/-</td>
</tr>
<tr>
<td>Contribution to economy by sector</td>
<td>Primary sector - 16%</td>
</tr>
<tr>
<td></td>
<td>Secondary sector - 29%</td>
</tr>
<tr>
<td></td>
<td>Tertiary sector - 55%</td>
</tr>
</tbody>
</table>
Major economic sectors

- IT/ITES
- Tourism
- Biotechnology
- Telecom
- Electronics
- Engineering
- Textiles
- Automotive
- Agro and food processing

CURRENT SCENARIO OF TOURISM INDUSTRY IN KARNATAKA AND MYSORE CITY

BRIEF PROFILE OF THE STATE

INTRODUCTION:

The state of Karnataka was established in the year 1956, under the States Reorganization Act. The state was originally called the state of Mysore and afterward renamed as Karnataka in 1973. Karnataka is one of the four major southern states of India and shares boundaries with Andhra Pradesh, Goa, Kerala, Maharashtra and Tamil Nadu.

Karnataka is the eighth largest state in the Indian union and hosts 5% of the national inhabitants. The state is the largest base for the IT / ITES sector and is also a major venture destination for other sectors such as biotechnology, aerospace, automobile, engineering, sericulture and floriculture, mining and renewable energy. Karnataka is also the main gold producing centre in India and the third major producer of steel in India.

Karnataka has been prosperously noticeable as a tourist target over the years. The state is abound with wonderful destination with a 300 Kms. Coastline, several fine tradition towns, green forests and various wildlife, calm hill stations and its fast growing city area - Bangalore. Karnataka attracts tourists from all over India and abroad all year long. In recent times conducted study, Bangalore and Mysore ranked 7th and 20th correspondingly in the Trip Advisor Travelers Choice Awards 2013. With given confidence prospects in the Tourism business, the time is now to venture into Karnataka.

Department of Tourism

Under Government of Karnataka, Department of Tourism is popularly known as Karnataka Tourism. The Department of Tourism, is an important key player in introducing Karnataka as one of the most significant place in India to visit by framing many policies and procedures for improving the communication, transportation, accommodation at tourism destination, humanizing the skills and talents required for
better employment opportunities along with providing economic encouragement such as subsidies etc.

The Karnataka Tourism Department, since 1974, emphasizes on executing decisions and responsible for foreign and national funding and promotion. It includes nineteen district offices and eight tourist offices. It aggressively supports the State, and its invariable marketing promotion and procedure have finally made the world become attentive of the ‘Many Worlds’ that make up this thrilling state by the punch line “Karnataka- one state. Many worlds”.

Karnataka Tourism is held responsible for the development of tourism in Karnataka all along with promotion of the place internationally. Stark Communications is one of the India’s most important marketing organizations related to tourism. The three government-owned companies that develop the tourism of Karnataka through the good infrastructure are:

- Karnataka State Tourism Development Corporation (KSTDC),
- Jungle Lodges and Resorts, and
- Karnataka Exhibition Authority, Mysore.

**Karnataka State Tourism Development Corporation (KSTDC)**

In 1971, KSTDC was been established to make available the transportation facilities and accommodation for the tourists coming for vacation into Karnataka. KSTDC also carries out a large number of tours packages by well-equipped buses with all facilities and possess the guest houses and hotels spread across the state in the most popular destinations. KSTDC also goes with advanced projects related to infrastructure with huge investment for the development of tourism.

**The Golden Chariot**

One of the luxury tourist train operated by Indian Railways and KSTDC in Karnataka is none other than Golden Chariot. Karnataka was the first tourist destination to operate this train but very recently it was extended to the entire South India. It runs through the very well known tourist destinations in Karnataka like, Bangalore, Mysore, Halebidu, Hampi, Pattadakal, Kabini, Belur, Shravanbelagola, Badami, Aihole and reaches Goa. One of the interesting fact here is the coaches of
the train are named as Hoysala, Ganga, Badami, Yadukula, Kadamba, Rashtrakuta, Chalukya, Sangama which are the well-known dynasties of Karnataka. It is known as “the best train journey among the seven trains in the world”, by providing the travelers through the two packages “southern splendors” and “pride of the South”.

**Jungle Lodges and Resorts (JLR)**

In 1980, JLR was acknowledged to promote tourism such as adventure, eco-tourism and other destinations related to flora, fauna, animals, birds, plants, etc., which can be overall known as wildlife developmental tourism. It works along the Forest Department, National Parks, Resorts, Sanctuaries and also improving the coastal area for developing tourism. JLR also offer services related to consultant for other state government for endorsing the eco-tourism. Many other events like camps, rafting, trekking, safaris, etc., as also rendered at few resorts.

**Karnataka Exhibition Authority, Mysore (KEA)**

KEA, always works with an authority to encourage the art, civilization, literature, development of science and the technological growth of Karnataka to exhibit through fair which is popularly known as Dasara Exhibition at Doddakera Maidana, next to Mysore Palace. Since 1987, it has also been conducting the internationally established Dasara Exhibition in Mysore.

**KARNATAKA TOURISM MASTER PLAN 2010 – 2020**

The Tourism Master Plan of the Government of Karnataka draws its inspiration from the idea of the State as enshrined in its vision 2020 file as well as the New Tourism plan (2009 to 2014). In liability so, it brings out actionable fundamentals for realizing key outcomes envisaged by the state for civilizing the competitiveness of its tourism financial system and bettering the value of life of its society.

The Master Plan attempts to classify the economic input of the Traveler Economy in terms of both direct impacts, from sectors directly related to tourism and indirect impacts, from other sectors that rely on tourism through the value chain. It highlights the wider role of the traveler economy in delivering other socio-economic policy goals such as renewal, social and economic addition, enhancing skills and employment, and attracting venture and speculation.
The recommendations in the Master Plan flow from the key issues and challenges in the tourism sector and inter-alia include:

- Future changes in policies, legislation and schemes;
- Strategies which can be adopted to achieve the goals;
- Various initiatives under each plan; and
- Budget requirements for long term intervention.

The Master Plan is inter-disciplinary. It focuses on five key inter-related areas that include:

- Making Karnataka an internationally ready for action place for tourism and a most important state in India.
- Creation of jobs those are comprehensive and spatially scattered through huge investment in tourism related infrastructure using a thoughtful choice between PPP models, private capital and government spending.
- Enhancing individual capabilities to encourage fair growth covering all sections of people and regions of the State.
- Ensuring the safety and security for the tourists and in tourism related critical infrastructures.
- Institutionalizing good governance across the State through enhanced transparency, accountability and participation tied in with the rich heritage of the state.

The Master Plan is also outcome oriented. Thus, it will focus on different aspects of tourism and Traveler financial system covering the entire tourism value chain that will enable the following outcomes:

- **Employment within the state:** Formation of around two lakhs new jobs in three to five years (both direct and indirect) because of the tourism initiatives. Also, as compared to the employ generated by the IT sector that is intense in city centers and white collared, tourism related jobs are inclusive, dispersed throughout the state and are commercial.

- **Investment:** The Plan envisages initiatives that will attract private funds ranging from Rupees ten thousand crores to rupees twenty thousand crores in
three to five years without straining the resources of the Government. Most of these funds will be through public private participation.

- **Tourism Cities & Theme Parks:** The venture attracted will mainly be incorporated theme parks and themed cities that will be self controlled, sustaining planned communities with minimum carbon footprint. This will also reduce the carbon footprint of the state while achieving a “Green Karnataka”.

- **Culture, Heritage & Citizen Involvement:** The plan is dedicated to protect and showcase the rich culture and heritage of Karnataka. Also, it places special importance on raising the soft skills that are essential for the tourism sector and raise the responsiveness of the citizens to be fully concerned in preserving and promoting the culture and heritage of the state.

- **Safety & Security of the Traveler and the Citizen:** Ensuring a safe and hassle free travel for the traveler is a serious influencer in deciding on the pleasant appearance of the destination. Accordingly, different tragedy scenarios have been recognized in the plan and a ‘Crisis Management Plan’ has been designed, to begin with for ‘The Golden Chariot’. This is also suggested as a good practice pattern for all other tourism related critical infrastructure in the State.

- **Real Time Governance & Institutions for Coordinated Action:** Government of Karnataka is focused on ensuring good supremacy to its stakeholders. The Master plan has proposed ‘Real Time MIS for Governance’ paying attention on the specific needs of the Tourism Sector and designed to measure, monitor and manage the key ‘Goals’, ‘Critical Success Factors’ (CSF) and ‘Key Performance Indicators’ (KPI) flowing from the ambitious and New Tourism Policy of the Government of Karnataka. A related ‘Institutional re-think’ initiative for the harmonization of policy and release amongst agencies has also been optional as it is the key for ensuring ‘certainty and speed’ in service delivery.

Ultimately, the Master plan aims to place Karnataka in the highest position in terms of tourism arrivals, tourism spending, capital inflows for infrastructure development and other critical indicators of tourism enlargement and progress in the state.
For the state of Karnataka, the following four circuits have been identified for integrated development based on discussions with the Department of Tourism, Karnataka as summarized below:

1. **Circuit 1:** Coastal Karnataka tourism circuit comprising tourism destinations in and around Mangalore, Udupi, rest of Dakshina and Uttara Kannada along the coastline extending up to Goa.

2. **Circuit 2:** South Karnataka tourism circuit comprising tourism destinations in and around Bangalore, Mysore, Hassan and Kodagu Districts.

3. **Circuit 3:** North Karnataka comprising tourism destinations in and around Hubli, Hampi, Badami, Pattadakal, Aihole, Bijapur, Bidar and Gulbarga.

4. **Circuit 4:** Religious tourism circuit comprising Buddhist, Hindu and Jain religious tourism destinations in and around Mysore, Mangalore, Udupi, Karwar, etc.

**TOURISM PLANS AND SCHEMES**

**State outlay on tourism**

The state plan allotment for tourism is provided in the following Table. It can be seen that the average annually state allotment for tourism infrastructure progress is around Rupees Two hundred crore for the phase shown while the marketing portion has seen an important rise during the same period.

**Table 3.1**

<table>
<thead>
<tr>
<th>Year</th>
<th>Infrastructure Allocation</th>
<th>Marketing allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-08</td>
<td>148</td>
<td>40</td>
</tr>
<tr>
<td>2008-09</td>
<td>250</td>
<td>144</td>
</tr>
<tr>
<td>2009-10</td>
<td>180</td>
<td>208</td>
</tr>
<tr>
<td>2010-11</td>
<td>204</td>
<td>132</td>
</tr>
</tbody>
</table>

*Source: economic survey: 2010-11, Department of Tourism, Karnataka*
Karnataka Tourism Policy

The Karnataka tourism policy 2009-14 has been taken for the period. The vision expressed by the policy envisages making tourism Karnataka’s principal and major financial action by becoming one of top two tourism destinations in India by 2016-17. The tourism policy envisages private investment of Rupees of twenty five thousand Crores over the period of the policy. The policy also envisages the formation of extra employment varying from twenty to forty one lakhs.

AN ANALYSIS OF KARNATAKA TOURISM POLICY 2009-2014

The earlier tourist policy of 2002-2007 talks about the department of tourist which worked towards the advancement of the tourism in Karnataka by providing friendly situation for the investors in the private sector. But continuing the same it has restructured by including and covering larger market along with a increased share of the tourist. Exceeding the expectations of tourists and by providing an opportunity to express their views by caption “voice of the tourist” is the most significant factors of improving the tourism activities.

On July 17, 2009, Friday the Karnataka State cabinet, in Bangalore revealed the new Tourism policy of 2009-2014, had a dream of converting Karnataka as an important tourist spot in the country. The policy is planned to get a full potential of employment, generation of higher income and develop tourist as one of the main activity of the state by 2016. This is only possible by huge investment by creating projects and allows the participation of both private and public sector. Very similar to North Indian religion, this policy also makes an attempt of drawing the attractions of more number of tourist in southern region by setting up south council based on co-operation.

The sources of market is spread over for both the national and international tourists by addressing the serious issues such as connectivity through roadways, least-cost of accommodation, improving the destinations that the tourist visit, publicize the new products and bring many more changes in the procedures been followed in the tourism department. This new policy is investor-friendly. It also highlights the different types of tourism such as Health and wellness tourism, Heli Tourism, Cruise
tourism etc. Karnataka tourism policy of 2009-2014 targets with the best marketing strategies to reach right consumers, at the right time from the right market.

Karnataka tourism is also targeting towards the increasing new international market such as Spain, Japan, Brazil, Japan, etc., rather than only few traditional markets like France and U.K. Tourism of Karnataka is also trying to target the state tourism such as Pune, Kolkata, Kerala, Chennai, etc., to improve the domestic market in tourism sector. Wine tourism is also been planned by the department to improve tourism with few wine producer to develop tourism.

There is a need for developing human resources in the tourism industry, thus the state has planned to train about 3,000 (Three Thousand) people through the Hotel Management Institution for the purpose of offering the quality services to tourist. “Green Police” is also been introduced at different thirty selected tourist spot which consists of ex-service men employed as an additional safety force who are closely associated with local police to ensure safety and guidelines to tourists arriving to the state.
CORE AREAS OF KARNATAKA TOURISM POLICY 2009-2014

1. Cultural / Heritage Tourism:
   a. Karnataka is well-known for its rich Culture and Heritage thus tourism sector as a huge scope in developing.
   b. Zones relating to Heritage are formed around the sites of heritage such as Bijapur, Aihole, Pattadakal, Bidar, Badami, Hampi, etc., are planned to be developed according to their master plan.
   c. Tourism Management plans for cities like Mysore, Bidar, Bijapur and also to other small cities are been developed to increase the value of Heritage.

2. Rural Tourism:
   The rural life, art, sports, culture, heritage in rural place has an opportunity for showcasing through tourism to help the local rural people for developing economically.

3. Home stay:
   It is one of the minimum regulated and a non-commercial venture which is improved across the state. A standardized program is been established and considered as Home-stay up-to 5 room’s availability.

4. Bangalore Tourism:
   Tourism of Karnataka works with BDA and BBMP for the purpose of developing Tourism master plan related to Bangalore for reshaping itself as one of the best tourist spot of India.

5. Exhibition Complexes:
   World-Class exhibition conventions are to be promoted and established through the perfect PPP model in Bangalore and also Karnataka.

   Private enterprises with foreign collaboration, the exhibitions companies are encouraged with incentive and support of government.
6. **Cruise Tourism:**

With the help of PPP initiative the foreign standards dedicates the cruise tourism hubs and planned to be developed at Karwar and Mangalore.

7. **Theme and Entertainment parks:**

Theme and entertainment parks are been promoted and private sector is encouraged to contribute parks through PPP model.

8. **Wayside Amenities:**

It is the basic requirement of toilets for gender, medical services, mini-store, cafeteria, motels, etc., are been established in the highway reaching major tourist destination.

9. **Eco-tourism:**

Forest Department is collaborated for the development and promotion of eco-tourism with the help of PPP. The zone from Coorg to Karwar will be declared for eco-tourism.

10. **Health and Wellness tourism:**

Karnataka is known for health and Wellness destinations because it is well promoted for medicines of traditional systems such as Siddha, Ayurveda, Yoga, Unani, etc., which is used for spiritual healing.

11. **Safety and Security:**

This is established for the safety of the tourist and closely works with the local and state police in the key tourism areas. It facilitates with quick responses for any problems faced by the tourists.
Directorate of census operations of Karnataka has released an official census of 2011, which gives the complete information of Mysore related to population and other information.

### Table 3.2

**Mysore city population and other information**

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual population</td>
<td>3,001,127</td>
<td>2,641,027</td>
</tr>
<tr>
<td>Male</td>
<td>1,511,600</td>
<td>1,344,670</td>
</tr>
<tr>
<td>Female</td>
<td>1,489,527</td>
<td>1,296,357</td>
</tr>
<tr>
<td><strong>Population growth</strong></td>
<td><strong>13.63%</strong></td>
<td><strong>15.75%</strong></td>
</tr>
<tr>
<td>Area Square Kilometer</td>
<td>6,307</td>
<td>6,307</td>
</tr>
<tr>
<td>Density /KM$^2$</td>
<td>476</td>
<td>385</td>
</tr>
<tr>
<td>Proportion to Karnataka population</td>
<td>4.91%</td>
<td>5.00%</td>
</tr>
<tr>
<td><strong>Sex Ratio(per 1000)</strong></td>
<td><strong>985</strong></td>
<td><strong>964</strong></td>
</tr>
<tr>
<td>Child Sex Ratio (0-6 age)</td>
<td>961</td>
<td>962</td>
</tr>
<tr>
<td><strong>Average literacy</strong></td>
<td><strong>72.79</strong></td>
<td><strong>63.48</strong></td>
</tr>
<tr>
<td>Total child population (0-6 age)</td>
<td>305,561</td>
<td>323,555</td>
</tr>
<tr>
<td>Male population</td>
<td>155,807</td>
<td>164,934</td>
</tr>
<tr>
<td>Female population</td>
<td>149,754</td>
<td>158,621</td>
</tr>
</tbody>
</table>

Sources: Mysore District census 2011(www.census2011.co.in)

The table gives the description of Mysore with some of the important information such as population, density, sex ratio, average literacy etc., which is compared with census of both the year i.e., 2001 and 2011.
TOURIST ATTRACTIONS IN MYSORE
SHOWCASE MYSORE CITY

Mysore is popularly also called as Mysuru which is the second widest city in the state of Karnataka and also known as the cultural city of India. Mysore is the head quarters of the Mysore District. It lies about 140 Km (87 mi) from Southwest of Bangalore, which is the capital of Karnataka. Mysore, the name is originated from Mahishuru, which stands for Mahishra, who was a demon from the Hindu Tradition. Mysore is situated at the bottom of Chamundi Hills and spread across the area of 128.42 KM\(^2\) (50 Sq. mtrs). India has many tourist destinations which attract a large number of tourists to the country; one among such destination is none other than Mysore, in the state of Karnataka which is mainly known as Palace City of India. To name few they are- Amba Vilas Palace very popularly known as Mysore Palace, Jagan Mohan Palace, Jayalakshmi Vilasa, Lalitha Mahal, Vasantha Mahal, Lokaranjan Mahal, Cheluvamba Vilasa, etc. Mysore Palace is one of the most visited palace in India when compared to beating Red Fort, Qutab Minar in 2006. Mysore is well known for peaceful environment and very good in terms of arts and culture.

Mysore is the cultural capital of Karnataka and has many monuments such as administrative centers, educational, commercial and heritage monuments. Many great scholars, musicians, dancers, writers are from Mysore City. Mysore is also known for Yoga, due to Krishna acharya, the father of modern Yoga was from Mysore and he taught Yoga till 1950. Because of him Mysore is also popular as Mecca of Yoga.

Geographical area of Mysore City:

State of Karnataka is situated in the Southern part of India. It is mainly an extension of Deccan plateau. The state extends about 283 km. from west to east and south to north about 805 Km. Thus, 192,493 sq. km. is the total coverage of Karnataka in India.

Location and area of Mysore city:

Mysore district is found in the southern part of Karnataka. The Mysore District in the southern part covers by Tamil Nadu toward south east, Mandya district to its north, Hassan district to northwest, Kodagu district towards its west and northeast it is Bangalore district.
**Location and Area:**

Mysore has a total geographical area of 6,76,382, hectares of land out of which 62,851 hectares form of forest land, which is a good sign of developing tourism. Mysore region land is also good for cultivation of different crops and majority of land facilitated with irrigation. The famous river of Mysore is the river Cauvery. Mysore has agricultural land, large quantity of forest wealth, well-planned irrigation facilities and other products like sericulture also.

**Agro-climatic conditions:**

The condition of climate in the district is encouraging for the crops like jowar, sugarcane, tobacco, pulses, ragi and paddy. The district is been divided into two major agro-climate zones such as southern zone of transition such as H.D. Kote, Periyapatna and Hunsur Taluks and the Southern Zone of Dryness are Mysore, T. Narasipura, K.R. Nagar and Nanjangud. Most of the area in the district is covered with red sandy loam soil. The rain fall is also good both in transition zone and dry zone of Mysore region. The temperature is also between 11°C to 38°C. Thus, the Mysore district has a very good and pleasant climatic condition with both rain and temperature, which can attract more number of tourists if well-planned with tourism activities.

### I TOURIST ATTRACTIONS IN MYSORE CITY

#### 1. PALACES OF MYSORE CITY

According to the introduction of Mysore region a few very important palaces of Mysore were highlighted. Now, let us know them with some more information.

- **Mysore Palace (Amba Vilas Palace)**

  It is a historical place situated within the Mysore City. The Maharajas of Mysore, popularly known as Wodeyars stayed in their official residence which is now called as Mysore Palace. They are considered as the royal family of Mysore. Since, 1899 to 1950, they ruled the princely state of Mysore. This is in the center of the city and attracts more number of tourists when compared to other palaces of Mysore.
Lalitha Mahal

The second largest palace of Mysore city is Lalitha Mahal. It is located nearer the Chamundi Hills. The exclusive stay of the Viceroy of India was only in this palace and it was built by Krishnaraja Wodeyar IV in the year 1921. The palace is very attractive because of its whiteness which is made up of granite stones used for construction and imported from Italy. It is built in the style of Italian Palazzo with domes and twin Ionic columns.

Currently it is a five star hotel and attracts a huge number of tourists from both national and international level.

Jayalakshmi Vilas Mansion

It was built in the year 1905 by Chamaraja Wodeyar for his elder daughter and named after her name only. At present the mansion is acquired by the University of Mysore to conduct it Post-Graduate courses and converted the same as its campus and it got renovated by Infosys foundation from their funding in the year 2002. This is the mansion to be the first university museum complex in the country.
**Jagan Mohan Palace**

It was built by Krishnaraja Wodeyar III in the year 1861 by following Hindu Style, which was an alternative palace for the royal family. Currently it is now Sri Jayachamarajendra Art Gallery which has a huge collection of paintings by Raja Ravi Varma, the Travancore ruler, who was a famous Russian painter and also few styles of Mysore paintings.

![Jagan Mohan Palace](image)

**Vasantha Mahal**

It was built in the year 1842, for the purpose of “special school” for the prince’s of young age. It is an artistic and beautiful building which was once a hotel for many years but currently the visitors are not allowed.

**Lokaranjan Mahal**

It was built in 1980 and also known as Summer Palace, which is very adjustment to the Zoo garden. A beautiful swimming pool is been built in a modern style.

**Cheluvamba Vilasa**

This Palace was built in the year 1910-11, which is very beautiful with a dome at the top of the palace. This palace is now well-maintained within the campus of CFTRI (Central Food Technological Research Institute). The tourists or outsiders are not allowed for the reason of safety and hygienic purpose as it is a research institution related to food.
Karanji Vilasa

This Palace construction was started in 1902, but got finished very late in the year 1932. It is in the 38 acres of land and built in Indo-Greek style. It is situated next to “Karanji Kere” lake while moving towards Lalitha Mahal Palace.

Rajendra Vilasa

On the top of the Chamundi Hills, Krishnaraja Wodeyar IV built a palace for the purpose of excursion of the royal family. It was also a school of philosophy and English. The palace is built in Indo-British style. Standing at Chamundi hills viewpoint, we can enjoy the aerial view of Mysore city along with Billigiri Hills, KRS dam back waters and Nilgiri Hills. This was also once a hotel but now the visitors are not allowed.

2. PLACES OF WORSHIP IN MYSORE CITY

Chamundi Hills

Mysore, has a long term relationship with Chamundi Hill for mythological history as well as attracting tourists because it is one of the most visited tourist destination. Chamundi Hill is very close by to city of Mysore. A beautiful view of the Mysore city can be viewed from the top of the hills. The most visible landmarks that can be seen are Mysore Palace, Lalitha Mahal Palace, Race course, Kukkarahalli and Karanji Lakes. In the night time it is most feasible to have a look at city from the hills and it’s very beautiful during the Dasara festival, because Mysore palace just glitters like gold. The hills can be reached through road transportation or with 1008 steps we can climb and reach the temple on the top. In the mid-way there is a beautiful statue of the Nandi, which is considered as ‘Vahana’ meaning vehicle of Lord Shiva. The statue height is 4.9m tall and lengthwise 7.6m. The Bull Nandi is very close to the viewpoint of Chamundi Hills.
**St. Philomena’s Church**

It is a very famous church in Mysore built for the respect of St. Philomena. In the year of 1956, the St. Philomena Church has built following a Neo Gothic pattern and Cologne. Cathedral of Germany got inspired by it. The artifact was given to father Cochet, who came to help the King for building a Church with due respect to St. Philomena. On October 28, 1933, the foundation stone of the Church was laid by Mysore Maharaja. Maharaja quoted on inauguration day as “The new Church will be strongly and securely built upon a double foundation Divine compassion and the eager gratitude men”. Under the supervision of Bishop Rene Fuga’s the construction of church got completed.
3. MUSEUMS

Mysore Sand Sculpture Museum

It is the first Sand Sculpture Museum in India, with 115 truckloads of sand displaying more than 16 themes that talks about Heritage of Mysore by using more than 150 huge sculptures and it is situated on the main road of Chamundi Hill, Mysore.

Regional Museum of Natural History

This exhibits the ecology, geology, biological diversity of Southern India and situated near the Karanji Lake in Mysore.

Folklore Museum

This is inside the campus of university of Mysore and exhibits more than 6500 folk of art and crafts from all over Karnataka.

Railway Museum

Railway Museum is next to Mysore railway station and it is the second in India after one at Delhi. The ancient locomotives and carriages are been displayed in the museum and few are at working condition still.

Rail Museum, Mysore

Wax Museum- Melody world

This museum is related to music and musical instruments, which exhibits over 100 life size statues of wax by more than 300 musical instruments classified to different stage and brands. This is a non-government museum, which exhibits from old age to modern instruments and few are of Indian classical music of both South

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and North such as Jazz, Middle East, South Indian Rock, Bhangar of Punjabi etc. In the year 2010 it was established, located at Siddhartha Layout, Mysore and visitors are allowed everyday from 9.30 am morning to 7 pm in the evening.

4. WILD LIFE

Mysore Zoo

It is one of the most famous and oldest zoo’s in India. It is the home for many wild animals of different species. It is named as Shri Chamarajendra Zoological Gardens and popularly known as Mysore zoo. In the year 1892, the Mysore zoo was established and till today, it attracts a large number of national and international tourists and positioned itself as a best tourist destination.

Elephant and calf at Mysore Zoo

5. LAKES

Karanji Lake

Very closely attached to Mysore Zoo is Karanji Lake, a wonderful water body and park in Mysore. It is the home for many species of bird for both local and birds migrating from outside.
Kukanahalli Lake

This is also one of the famous lake with huge trees grown and home for many species of birds and also aquatic animals. There is a way for walking for around 4.5 km. around the lake with stone benches for the people to sit, take rest and enjoy the beauty of the scenery of the lake.

Walking Track and Lake view

6. THEME PARK

GRS Fantasy Park is one of the leading destinations for entertaining the local and other tourists visiting Mysore. It is designed for creating fun and excitement for all age group of people.
II. TOURIST ATTRACTIONS IN MYSORE CLUSTER

1. BRINDAVAN GARDEN (KRS)

KRS stands for Krishna Raja Sagar Dam that provides irrigational facilities to Mysore and Mandya District and a Garden with a wonderful park, with color fountains and a boat ride, next to dam. KRS dam was planned and built by a great engineer, Sir M. Visvesvaraya who was the Diwan of Mysore. Musical fountain and many biological departments of research are available here. A guest house facility is also available for the tourist who wants to stay in the KRS for enjoyment.

![Brindavan Garden Fountains at night](image)

2. SRIRANGAPATNA

The town is located around 13 km. away from Mysore city. It is on the highway of Bangalore and Mysore. The town is covered by Kavery River. The name Srirangapatna is because of the Ranganathswamy temple which highlights the town, as a pilgrimage of South India. Earlier Srirangapatna was the capital of Mysore under Tippu Sultan and Hyder Ali. Few other attractions in Srirangapatna are Dariya Daulat Gardens, Jama Masjid, a famous Mosque, Gumbaz, Karighatta meaning Black Hill for Lord Srinivasa which is located a few kilometers away from the town, Nimishamba Temple, Ghosai Ghat, Sangam, Balmuri Water Falls, etc.

3. RANGANATITTU BIRD SANCTUARY

It is one of the Bird Sanctuary on the banks of the River Kavery, near Srirangapatna. The construction of dam across river Kavery in 18th century, made Dr. Salim Ali, an Ornithologist felt that it can be formed as a home for birds and approached the wodeyars of Mysore to get approval for bird sanctuary, and got it
done in year 1940. Other than birds even the crocodile is also one of the regular inhabitants of the sanctuary.

4. SHIVANASAMUDRA FALLS

This water fall is the sixteenth largest water fall in the world and second largest water fall in India. The fall is on the banks of river Kavery and it is the first Hydro-electric power station set-up in 1902 situated in Asia. The water fall breaks into more number of channels before dropping down, thus resulting in segmented waterfall. The two important falls on the right and left are Bharachukki and Gaganachukki respectively. The station was commissioned by Sri. K. Seshadri Iyer, the Diwan of Mysore. Kolar Gold field gets the electricity from this and became Asia’s first town for getting hydro-electricity.

5. TALAKAD

Talakad is around 45 km. far away from city of Mysore. It is a town on the bank of river Kaveri. There were around 30 temples but many are closed under the sand. It is a pilgrimage center. Huge sand is spread over a wide area. Few temples
such as Mallikarjuna temple, Arkeshwara, Pathaleshwara, Vaidyanatheshwara and Maruleshwara are the five different Lingam’s representing the five faces of shiva has become famous. A special fair is conducted once in twelve years and that fair is named as Panchalinga Darshana which will be organized on the new moon day in the month November.

Temple Recovered from Sand Dunes at Talakad and Sculpture of Lord Shiva temple

6. **BYLAKUPPE**

It consists of few major Tibetan Buddhist traditions such as very famous Golden Temple which attracts a large number of tourist and known as a major tourist spot towards the west of Mysore District.

![Inside the Golden temple, Bylakuppe](image)

7. **CHUNCHANAKATTE FALLS**

It is one of important and beautiful waterfall of river Kaveri. It is near the village of Chachanakatte, located in K.R. Nagar taluk of Mysore. The water falls from the height of 20 meters and have drawn the attention of many regional movies been picturized and brought on the screen. This is one of the places like heaven on earth with beautiful outlook.
8. **NANJANGUD**

It is one of town of Mysore District of Karnataka. It is a Lord Shiva Temple on the banks of river Kapila (Kabini) and 23 km. away from Mysore City. The Nanjangud Place is also known as “Dakshina Kashi”, a southern Kashi. The name of the god worshipped is Lord Nanjundeshwara, meaning who drunk the poison.

The mythology of Hindu religion speaks about the story of Gods and demons searched ocean for the nectar of immortality. During, this period, a lot many things including poison came out of the ocean. Lord Shiva, to prevent the poison spreading all over the world, he drank the poison himself. Then, his wife Parvathi held the throat very stiffly to avoid the poison from reaching the rest of the body. Thus, lord shiva is known as Nanjundeshwara at Nanjangud and very famous temple and attracts many tourists towards the place.
III. ATTRACTIVE EVENT IN MYSORE CITY

1. DASARA FESTIVAL AND FESTIVITIES

Since 1610, the Wodeyar King, Raja Wodeyar I, started the festivities for the very first time. All ten days the Mysore Palace is filled-up with light on Dasara occasion. The festival would begin by the royal couple of Wodeyar performing puja to Goddess Chamundeshwari on the top of the hill temple at Mysore. Krishnaraja Wodeyar III, during his period in the year 1805, he started a tradition of special Darbar, during Dasara season in Mysore region. Then, the invitees were number of other royal family, officials, special guests and other local mass.

This tradition of conducting Mysore Dasara in grand manner is been continued even till today by the Wodeyar family, though having a private durbar, Srikantadatta Narasimharaja Wodeyar (until 2013) conducted the Dasara.

The all ten days during dasara is a special day. On 9th day of Dasara, Mahanavami is been celebrated and the equipments used during the war period is prayed and on the last day the procession including the ‘idol of Goddess Chamundeshwari’ is carried inside a Golden Ambari lifted by a beautifully decorated elephant along with other elephants, horses, camels, etc., along with many more people with lots of art and culture the Dasara is conducted in a best manner. A large number of people come and visit the famous Mysore Dasara which is also popularly called as Jamboo Savari and till 2014, 403 Mysore Dasara procession are celebrated.

2. DASARA PROCESSION

On the tenth day of Dasara festival, after Navarathri (nine days), Vijayadashami, the very famous traditional procession called Mysore Dasara will be held and locally called as Jamboo Savari which moves on the important streets of Mysore City towards Bannimantapa, where the torch-light parade is held on the same evening. The highlighted attraction of the procession is the idol of Goddess Chamundeshwari which is kept on the golden ambari on the elephant which would be decorated very beautifully. The idol is worshipped by the special invitees, ministers, top positioned people of the Mysore city and further the procession moves within the city.
Different variety of dances of other culture, colorful tableaux of different district, music of all cultural background both tribal and urban, disciplined army forces, lot of animals such as painted elephants, camels, horses are present in the procession.

The procession move towards Bannimantap, where the Banni Tree, the scientific name is prosop spicigera is prayed. In the story of Mahabharata, the Banni tree was most used by Pandavas to keep their arms so that it is not seen by other for one year when they had to move towards Agnatavasa (leaving the royal life, moving to a forest). Before moving to war field the Kings always used to worship this tree and seek the blessings for the victory in the war. The Dasara festival would end on the tenth day, once the procession reaches the Bannimantap and event will be held in the grounds at Bannimantap which is known as Panjina Kavayithu and also torch-light parade.
A large number of people witnessing the Jamboo Savari or the Mysore Dasara procession on Vijayadashami 2013 marks the 402nd Mysore Dasara celebration.

3. DASARA EXHIBITION

The exhibition held at the Dodda Kere Maidana, next to Mysore Palace is also one of the major attractions during Dasara season. It starts in the month of October during Dasara and ends in the month of December or also extends till Christmas and New Year celebration. Few Government agencies put-up their stalls for signify their projects, improvements and achievement that have been undertaken for the development of the state, and many stalls for shopping is made available for selling items such as fancy items, kitchenware, plastic, clothes, eatable, etc., are available to attract more number of people. Other than stalls, some entertaining games are also present to attract both young children and elderly people to spend their time leisurely.
The other festivities arranged during the Mysore Dasara to keep the tourist and local people engaged are as follows:

- Torch light parade (Panjina Kavayithu) on the last day.
- Flower show – Many flower plants, flower arranged in a decorative manner, plants of vegetables, etc., are promoted.
- Food Mela – Variety of tasty food including both vegetarian and non-vegetarian would be arranged and the people can enjoy the taste of it during the Dasara festivals.
- Sports events – Wrestling is one of the famous sports been organized and many participants from different places do come and play wrestling.
- Cultural activities for all nine days will be conducted in different places such as Mysore Palace, Exhibition ground, Jagan Mohan Palace, Kalamandir, etc., to make the evening more colorful and attractive by engaging more number of local people and tourist from outside.

The atmosphere of Mysore City would be absolutely wonderful on all these ten days and the city would be filled with lot of people waiting for the most important event of Mysore Dasara procession.

IV. OTHER INFORMATIONS RELATED TO MYSORE CITY

1. SPECIALTIES OF MYSORE CITY
   - Mysore Silk
   - Mysore Sandal Soap
   - Mysore Jasmine
   - Mysore Pak
   - Mysore Masala Dosa
   - Betal Leaf of Mysore
   - Traditional Paintings of Mysore
   - Mysore Sandal Oil
   - Rosewood carvings of Mysore
   - Mysore Peta (used in Marriages)
   - Agarbathi of Sandalwood manufactured in Mysore
2. CULTURE OF MYSORE CITY

Mysore welcomes all different religions and stay in harmony from many number of years even since the Wodeyars ruling the city, they also encouraged all religions and different cultural background without any inequality. The Kings supported every field led to district single known as the “Major Style” in the area of poetry, music, painting etc., The unique Mysore culture is been identified since over a period of time and very popularly known as “Mysore Culture”.

Mysore has become multi-ethnic city with people from different walks of life and living together harmoniously. This has made the city develop a lot. Different festivals of all religion are celebrated.

The largest religion in Mysore city is Hindu community followed by Muslim community and also a small portion of Jainism is settled in Mysore.

Though Mysore City has become modern city yet not lost its culture and tradition. The other name for culture and its practice is the ten days festivities of Dasara. This festival is celebrated in a grand manner and speaks about the culture been followed in Mysore City.

3. HERITAGE OF MYSORE CITY

Mysore is rich in heritage and popularly known as “Heritage City”. Gothic style is been adopted for buildings which suits the condition of India.

The different culture produces the different styles. The temples, statues, palaces, churches, guest house, mosques, hospital, schools, etc., that constructed in different styles stand for great buildings under the rule of Mysore Wodeyars’ Vijayanagar, Chalukyas, Gangas, Rastrakutas, Kadambas, British administrators, etc., showcase the beautiful buildings of Mysore City.

4. SPORTS ACTIVITIES IN MYSORE

The Wodeyars were fond of games and sports. King Krishnaraja Wodeyar III was very passionate for indoor games. A new board game, the ganjita card was invented. Traditional wrestling is famous sport in Mysore since long back. Wrestling competition is held in every Dasara season which attracts wrestlers from all over
India. Mysore race course hosts a racing season yearly once. Many National Games are co-hosted in Mysore. Cricket is also a most popular sport in Mysore.

Race club from the view point of Chamundi Hills

5. **CUISINE IN MYSORE**

Mysore Cuisine is very similar to Udupi Cuisine, variety of spicy items and rice is the main food items. The morning breakfast includes the dosa, idli which are made of rice along with vada in the hotels. The afternoon lunch includes rice with samar, rasam, pickle, papad and curds. Some other very famous rice based dishes are Vangi Baath (Brinjal curry with rice), Bisi Bele Baath (vegetables and rice boiled together with few spicy items), Puliogara and lemon rice (with lemon or mangoes added to it). On the special occasions like festivals or marriages the food is served with varieties of items on the plantation leaf with few special sweets and other dishes than mentioned above. Very famous sweets in Mysore are Mysore pak, Jilebi, Ladoo, Payasam, etc. It is the tradition followed in Mysore culture to eat adike (areconut) along with the famous betal leaf after the heavy lunch or dinner. For beverages, coffee (Indian filter coffee) is been used in homes of Mysore city.

Other than the traditional food due to the expectations of the young generation many other countries food is also made available such as chats, pizzas, burgers, noodles, etc.
6. MYSORE – BUSINESS AND ECONOMY

Mysore is good at traditional industries like weaving of Mysore silk, carving of sandalwood, lime and salt manufacture etc. The planned industrial development activity in city has led to establishment of huge industries like sandalwood oil factory in 1917 and K.R. Mills in 1920.

Along with manufacturing industry, Mysore is also emerging in service sector through tourism, by attracting large number of tourists. Mysore has all secondary facilities required like:

- Good transportation through public sector, easing traffic on roads and railway connections.
- Communication and Health facilities.
- Airway facilities.
- Good educational institutions.
- Large number of human resources.

Along with these facilities other world-renowned institutions are:

- Central Food Technological Research Institute.
- Defend Food Research Laboratory.
- Bharath Earth Movers Ltd.
- New Security Note Printing Press.
- All India Institute of Speech and Hearing.
- Central Sericulture Research and Training Institute.
- National Dairy Development Board.
Agricultural plays an important role in the economy of district and provides rural employment opportunities. 20% of the GDP of Mysore city is from agricultural sector.

The second important sector in the economy is industries located in and around Mysore and Nanjangud. There are six industrial areas in and around Mysore located at Hebbal, Belawadi, Belagola, Hootagalli, Thandavapura and Nanjangud which is identified by KIADB – Karnataka Industrial Areas Development Board. Few major industries in Mysore district are J.K. Tyres, Falcon Tyres, Infosys, Nestle, Wipro, BEML, etc.

7. TRANSPORTATION FACILITIES IN MYSORE

Roadways

Mysore connects with National Highway NH-212 with the border of state of Gundalpet town, which continues into the states of Tamil Nadu and Kerala. State Highway, which connects Bangalore to Mysore, reduces the travelling time between these cities. Mysore connects with H.D. Kote and Madakeri with state highways 33 and 88 respectively. The private agencies and public sector well known as KSRTC (Karnataka State Road Transport Corporation) perform the transportation facilities through buses both inside the city and between other cities. A new division called MCTC (Mysore City Transportation Corporation) is proposed under KSRTC. Other than buses, within city auto-rickshaws, cabs and tongas are available. Buses are the cheapest mode of transportation. Mysore is also good with a long ring road which is up-graded to six lanes by MUDA.
Railways

Railway station of Mysore City is connected to three different lines of Bangalore, Chamarajanagar and Hassan. The meter gauge line was first railway line in city from Bangalore to Mysore junction and commissioned in the year 1882. The Wodeyars looked into the modernity in the Mysore city and encouraged the development of Railways in to the state. All lines of railway are connecting the city through single track. The work is in progress for double track. All trains that connect Mysore city is operated by zone of South-western Railway, Hubli, the Indian Railways. The fastest train is Shatabdi Express and Government of India has agreed upon to facilitate the fastest train from Bangalore to Mysore which takes only 60 minutes of travelling time and named as Bullet train, the high speed Rail.

Airways

The Mysore Airport also called Mandakalli Airport was unused for many several number of years, but started using from October, 2010, when daily services to Bangalore was rendered by Kingfishers airlines. Again, however, due to fewer profits it was cancelled and stopped serving. Later spice Jet Flights operates from Mysore to Chennai through Bangalore since January 14th 2013.

8. EDUCATION STANDARDS IN MYSORE CITY

Mysore began its modern education by the help of a free English School in the year 1883. Maharaja’s College was the first college been set-up for higher education in the year 1864.

The normal schools were established in the city with well trained teachers for teaching the students of each hobli school. Free education was facilitated in each of the hobli through school. Today’s Maharani’s women’s college was the earlier high school for only girls that was set-up in 1881. The first institute of technological education was established as Industrial School, in the year 1892 and followed by Chamarajendra Technical Institute in 1913.

The enhancement of education system happened by the university of Mysore in 1916. The current year it is celebrating the centurian year. This is the first university
in Karnataka and the sixth university to be established in India. The Alumni of this university, the Kannada poet Kuvempu renamed the university as Manasagangotri.

The other well known personalities and alumni of university of Mysore other than the Kannada poet Kuvempu are Gopalakrishna Adiga, U.R. Anantha Murthy, N.R. Narayan Murthy.

In 1924, the first medical college started in Karnataka was Mysore Medical College and in India it is the seventh college. Same as medical college, the engineering educational also began in Mysore, in the year 1946 by National Institute of Engineering, which is the 2\textsuperscript{nd} oldest college of engineering in the state.

9. CIVIC ADMINISTRATION OF MYSORE CITY

The administration set-up of Mysore city is looked upon by the corporation of Mysore City, since 1977 and earlier popularly known as Municipality from 1888. Mayor leads the Mysore City Corporation (MCC). The wards are been formed under the corporation and each ward elects the corporators through election and voted by citizens of Mysore for every once in five year. Then the Mayor is elected by the Corporator’s who is also known as Council Members.

Under JnNURM – Jawaharlal Nehru National Urban Renewal Mission, MCC was the 2\textsuperscript{nd} best city municipal corporation among other 65 cities. In the year 2011, it was rewarded with “Nagaratna” award.

Mysore City has the main sources of drinking water from the famous river flowing through the district such as Kavery and Kabini. In 1896 the first water supply through pipes was provided to Mysore City. Mysore was declared as cleanest city in Karnataka under the policy of national urban sanitation by Urban Development Ministry and also rated 2\textsuperscript{nd} place for in India as the cleanest city.

MUDA (Mysore Urban Development authority) is held accountable for creating new zones, layouts and expanding the city. The rural section of taluks is taken care by Mysore Zilla Parishad. Chamundeshwari Electricity Supply Corporation supplies and manages the power to the city. The other Departments having a responsible task for the smooth conduct of administrative activities in
Mysore city are Karnataka Public Works Department (PWD), KSRTC, KUWSDB, Authority of Lake Development, etc.,

The political parties functioning in Mysore city are Indian National Congress (INC), the Janatha Dal (Secular) JDS, Bharatiya Janata Party (BJP). There are four constituencies in Mysore for the assembly of Legislative namely Chamundeshwari, Krishnaraja, Chamaraja and Narasimharaja and citizens of Mysore elects the representatives for the further activity of political system.

10. YOGA IN MYSORE CITY

Mysore is the home of Yoga and the father of modern Yoga, Krishna acharya, taught Yoga in Mysore Palace till 1950.

Mysore is famous for yoga. Thus, it is named as “Yoga Capital of India”. It is one of the disciplines instigated in ancient India. This discipline relates to both mind and body. Yoga has many branches depending on its practices and philosophy that they believe in. Yoga in simple means the practical postures formed physically with controlling the breath (postures are the “asanas”). Since 1930 Late Sri K Pattabhi Jois has been teaching Ashtanga Yoga. Yoga is taught in a very traditional way in Mysore city. Ashtanga Yoga or Ashtanga vinyasa is also popularly known as Mysore Yoga. There are many yoga training schools with professionally well trained teachers and instructors for teaching yoga.
There are three types of yoga courses namely, basic, intermediate and advanced. The duration for completing the courses is almost more than 3 months and any serious yoga learners have to stay in Mysore at a stretch for a minimum of three months and learn Yoga.

Most of the yoga centers are located in the area of Gokulam and Kuvempunagar of Mysore city, a residential block which is only a few kilometers away from Mysore Railway Station.

Thus, Mysore city is identified as one of the most famous yoga destinations in India, by achieving the global recognition as centre for yoga. People or tourists from all over the world make a yoga tour towards Mysore for balancing their lives both physically and mentally.