Chapter 6

CONCLUSION AND
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CONCLUSION

Mysore city has a cultural background and popularly called as Heritage city with Dasara as one of the most awaiting event every year. The Wodeyar dynasty ruled the region for many number of years and has contributed enormously to the heritage, art, social, architecture, culture, tradition of the region. It is one of the major improving urban city centres and proud to say it is the cleanest city among 416 cities in India. The Mysore city always attracts more number of tourists from both national and international level. The most visited places as already highlighted in other chapters are Mysore Palace, Srirangapatna, Mysore Zoo, St. Philomena church, and so on. Other than these tourist spot, Mysore is also well known for many special products such as silk, sandal soap, jasmine, handicrafts, traditional painting etc, and also attracts more number of international tourists for the reason as one of the major health and wellness centres with special reference to Yoga. Mysore fulfills the basic requirements of the tourists by providing facilities such as hotel, transportation, tourist information etc.

Mysore tourism products’ destiny should be linked to keeping of the product attractive and also to ability of the marketers to market as a unique destination. The product has to be differentiated, that means it must be different from other destinations and otherwise there is no reason why tourists should visit here. Mysore is positioned well in tourism but its cluster has to be focused more to improve its promotional activities and facilities for attracting more number of international tourists.

The authority and the entrepreneurs associated with the tourism industry in the Mysore region have to realize that the destination or product has a unique flavor and the sum total of all flavors would be able to create the differentiation. It might be on account of the continuous effort of different stakeholders in tourism that many such places of Mysore which have been spotted are now going to find a place in the tourist map of Karnataka.

In order to realize the economic benefit in a concrete way, the mindset of the society has to be changed so as to create a better atmosphere paving the way for the
development of this novel and humane industry for the betterment of Mysore, in particular and the entire state of Karnataka and its people in general.

RECOMMENDATIONS

The problems highlighted by tourists should be looked in very carefully and according to them a few recommendations are provided:

University can propose and start up with a Department of studies in Tourism with the concern of Government which helps in creating thousands of professional graduates for developing overall tourism and improve Mysore city tourism also.

An official department of research and development centre related to tourism can be maintained to improve tourism by analyzing and structure the tourism in Mysore region.

Experts related to hotel industry, tourism department, authoritative people of entrepreneurial activity, Mysore city developmental board, transportation related authority and other highly responsible group have to associate together in making any decision because it would have its own influence of tourism directly or indirectly.

Training should be provided to the tourist guides with the regulated courses that certifies and create an identity which builds the trust and confidence among the tourist to follow tourist guides.

University should make an attempt to authorize the health centers related to Yoga, Ayurveda and other important medicine systems because it is the hot and burning issue in Mysore for maintaining Health and wellness care for attracting tourists in a good number.

A brand image should be created to the city of Mysore with respect to tourism because it is known as “the Royal Heritage city” and play a major role in attracting both national and international tourists.

Speeding the service of traveling through different modes of transportation.
Through the mode of railways the double tracking would make the tourist to reach early and reduce the time of travelling from Bangalore to Mysore.

Through the mode of airways link from Mysore to major cities around Mysore city and other states should be immediately facilitated on a daily basis

Evening cultural events for entertainment should be increased at Mysore Palace and other places for attracting more number of tourists in both peak and off season also.

A huge acres of land nearby Mysore city has to be identified and convert that into stadium which attracts tourist from different part of the world to watch any matches been conducted.

More number of international level meetings, conventions and exhibitions should be organized in Mysore so that more tourists visit Mysore and fulfill the purpose of both business and pleasure.

As the study speaks about framing cluster it is always better to link the tourist spots like Mysore Palace, Jagan Mohan Palace within the city and outside the city such as Srirangapatna and its attractions to be sold more than a historical significance, so that the number of days stay by the foreign tourists will be increased, which indirectly also increases the revenue to this particular region.

- Itinerary for international tourists should be scheduled for 2 to 3 days of maximum stay in Mysore region with a perfect planning. This clearly indicates that more number of tourists visit Mysore from 2 – 3 days within which the very important tourist spots have to be covered with a well-planned sightseeing program.

- Beggars are also one of the serious factor which the foreigners have felt bad at the tourist spot, thus the relevant authority has to try to keep them away from the spot.

- The cleanliness and maintenance of the tourist spot is good but in the city and outside the tourist spot, it has to be properly maintained with all the sanitation facilities.

- The study reveals maximum number of foreign tourists is utilizing the services of the tour operators for the information about the Mysore and its spots to plan for their itinerary. Thus, we should enrich the tour operators by providing them the needed
support from the tourism department with respect to improve the area of tourism. Training programs, seminars, conferences related to the tour operators should be conducted to enrich their knowledge about tourism.

- Bangalore plays a vital role in connecting people towards Mysore with special reference to tourism sector. Thus, the connection to the Mysore city from Bangalore through different modes of transportation should be increased.

- Maximum numbers of international tourists arrive by train, we need to improve the facilities or provide a special treatment for foreigners in the train from Bangalore to Mysore.

Parks and Lakes such as Kukkarahalli and Karanji may be improved with birds viewing facilities.

Markets is also one of the most visited place in Mysore thus, it should be kept clean and organize few shows related to market

- Hotels with due concentration of Heritage concept should be initiated more.

- International tourists in Mysore are motivated by the historical moments such as palaces etc. Thus, much of tour related activities and its background can be advertised more and try to attract large number of foreigners to the city.

- Publicity about Mysore city can be improved through friends and relatives by their word of mouth communication. The tourists e-mail id can be collected to inform them later regarding the festivals and other celebrations and to add it to the personal contact. So, that they are pleased and think of revisiting Mysore again.

- Five Star and Seven Star hotels has to be given more importance as international tourists like to stay in such good and a luxury hotel for their accommodation.

- Co-operation from the locals to guide the foreigners, local taxis and auto-rickshaw drivers need to make them feel comfortable and secured to travel within the city. The awareness of city tour and tourist sites should be made known to the tourists with lot of information through these people also.
Tanga services is an interesting option for the international tourists. If, more number of Tangas are promoted in the tourist spot (for short travel), there would be more excitement and make their experience as a unique one.

International tourists are fond of walking within the city from their place of stay to few of the tourists site within the city. Thus, the footpath should be well maintained for the pedestrian and also with the good traffic control and signals.

Mysore attracts more number of tourists and also it is found that their visit has made them to enjoy more. This implies that Mysore is an attractive destination for international tourists. Thus, more facilities increased for the region, we can expect more number of tourists into the region in the off-season also.

Eco-tourism can be concentrated in the city as it is proved already as heritage city, if made greenery the city, no use of plastic etc.

International tourists also look for safety and comfortable at the tourist sites for night halt. Thus, Tourism sector and the concern authority should provide the safety measures for exclusive foreigners visiting Mysore.

The mobile phone connectivity, internet and public banking have not been rated as high by international tourist thus, there is a real need to work on improving the communication facilities at the tourist sites and also at their accommodation. A creative and vibrant website and mobile application access should be provided.

Majority of the tourist sites in Mysore City are rated high but few places in Mysore clusters such as Shivanasamudra, Nanjangud etc., are not much visited by the international tourist. Thus, the other places should also been given equal importance and upliftment of those tourist spots outside the Mysore city should be focused by providing more facilities to attract the foreign tourists.

International tourists have not ranked shopping, display of information and signage’s very high. Thus, it has to be improved to keep the foreigners more informative regarding the Mysore city with its tourism information.

Promoting the special and famous products of Mysore such as Mysore pak, Mysore painting and handicrafts, Mallige(jasmine), betal leaf, silk, sandal etc. and
organizing sports events such as wrestling should be done to attract and promote our products.

- Mysore city tourism should be advertised accordingly through different mediums such as tour operator (who plays a major role), books, magazines, internet, TV, travels guides and brochures for the definite ensure of increased tourism in the region.

- Despite various awareness programmes launched by the Department of tourism during the past several years there still exists ignorance in the minds of local people with respect to tourism which has to be removed from their mind-set and build confidence towards the importance of tourism in a state and its development.

- The Department has to carry-out an authentic study regarding the impact of tourism on the ecology and environment, which should be done mandatorily because it keeps a record of what, is the link between the tourism and its scope in a developing a country.

  Increase the special tourism police for the safety of tourists.

  Create awareness in the minds of local people, youth, students about protecting and preserving the culture and heritage of Mysore by organizing special talk in public, schools and colleges.

**SCOPE OF FUTURE STUDY**

The current study on International tourism in Mysore and its cluster is based only on the views and opinions of the foreign tourists which is mainly evaluated with terms of certain factors and have also analyzed the tourism policy 2009-2014. Added to that a study on the problems faced by the foreign tourists is been collected and tried to suggest few possible measures to the concern authority regarding the safeguarding of the foreigner who arrives to the Mysore city and its cluster as a tourist. The study cannot be said to be an end because, there are still other aspects which are not studied in the study, but could be taken up other researchers in future.

There are ample scope for conducting specific studies relating to Mysore itself such as the unique health tourism, rich in cultural and heritage tourism, role of government in promoting tourism in Mysore, and also the negative impacts of tourism particularly on environment and so on.