EXECUTIVE SUMMARY

The thesis of research study attempted to analyze the tourism activities towards international tourists with special reference to Mysore cluster.

Tourism industry plays an important role in the economic development of a country. In order to highlight the importance of tourism, the study runs through number of chapters and enlightens the role of tourism of India related to state of Karnataka and Mysore, its achievements, analysis of foreign exchange earnings from the tourism industry, initiates for development of tourism under Five Year plans, the emerging areas of employment and investment opportunities in tourism, incentives and subsidies available to investors in tourism sector, Karnataka tourism policy: 2009 – 2014, tour operators and role of private sector in the development of tourism is discussed.

The Department of Tourism, in Karnataka emphasizes on executing decisions of the tourism related to both international and national level and responsible for funding and promotion. It aggressively supports the State, and its constant marketing and promotional 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”. The three government-owned companies that develop the tourism of Karnataka through the good infrastructure are: Karnataka State Tourism Development Corporation (KSTDC), Jungle Lodges & Resorts (JLR), and Karnataka Exhibition Authority, Mysore.

The study also attempts to identify the current scenario of Mysore city (region) and its cluster i.e., the different attractions, events of the Mysore city, accommodation facilities available, travel and transportation modes available in Mysore region is highlighted.

The study further moves towards the opinion of the international tourists for knowing their satisfaction level towards tourism activities in Mysore and if any problems faced by them during their visit to Mysore. A structured questionnaire was designed to collect the primary data from the tourists.
The primary data was collected with a clear objectives and aim to understand the real experience of international tourists with the facilities been provided and try to improve tourism activities by few suggestions to create a value to the international tourists visiting Mysore.

The secondary data explains about the Karnataka Tourism Policy of 2009-2014, for developing different types of tourism such as health and wellness tourism, eco-tourism, culture and heritage tourism, safety tourism and the measures taken by the government to showcase the Mysore city as a tourism destination through certain famous attractions, events etc.,

The data collected is codified, tabulated and analyzed with the help of statistical tools. The test is conducted using specialized Statistical package viz., SPSS, T-test, paired T- Test, cross tabulation for analyzing the data.

The responses after having been analyzed and interpreted, the study is conclude with the findings such as problems faced by the tourists, their satisfaction level at the tourists spots, etc., and recommends few valuable suggestions to build a brand image for tourism in Mysore and emphasize it as a best tourist attraction.