Unit – V

Potential Tourism Zones

5.1 Introduction

Tourism potential can be defined as the ability of an area (territory) to form a complete tourism product ("a complex of material and non-material elements to provide satisfaction of needs and benefits to the tourist, offered for consumption") and develop an economically vital tourism. It is not necessary for this ability to be displayed or realized at the present moment, but it must exist, according to the knowledge of contemporaneous tourism.

5.2 Proposed Potential Zones for Tourism in Bangalore

As far as the potential of the tourist destinations are concerned, the tour operators feel that the following places are yet to achieve their full potential in terms of both attracting more and more number of tourists and generating income for the local population as well as for the state:

- Mysore Road
- Magadi Road
- Tumkur Road
- Chikkaballapur Road
- Kolar Road
- Hosur Road
- Kanakpura Road
5.3 Evaluation of Existing & Potential Destinations

An evaluation of the various tourist destinations in the state was done to identify and prioritise the destinations in terms of their potential. The existing infrastructure, the relative strengths and weaknesses, prevailing climatic conditions, the accessibility
and important of tourist places are some parameters considered while rating the destinations, projects as well as evaluating the destinations visited.

All Seven zones were analyzed after collecting data from each zone which has been considered and studied as potential tourist zones. From each zone twenty five tourists coming from different places were asked questions and based on their interest and choices rating has been done as shown in Table No. 5.1 that indicates the rating of the tourist for different zones in Bangalore. Finally table has been prepared with final score for each zone.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Destination</th>
<th>Score as per the Evaluation</th>
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<tbody>
<tr>
<td>1</td>
<td>Mysore Road</td>
<td>1</td>
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<tr>
<td>2</td>
<td>Magadi Road</td>
<td>7</td>
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<td>3</td>
<td>Tumkur Road</td>
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<tr>
<td>4</td>
<td>Chikkaballapur Road</td>
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<td>5</td>
<td>Kolar Road</td>
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<td>6</td>
<td>Hosur Road</td>
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<tr>
<td>7</td>
<td>Kanakpura Road</td>
<td>3</td>
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Table No. 5.1 Indicates the score based on tourist interest in Bangalore.
5.4 Zone 1 - Mysore Road

Tourists have shown more interest towards Mysore road as it approaches to Mysore which is one of the important tourist places in India. There are good numbers of tourist areas that fall either side of the Mysore road right from Bangalore Central Bus-stand to Bidadi. The places are of different types like religion, natural, cultural and historical. The following Map No. 5.2 represents about the tourist areas that fall either side of Mysore road. The details have also been discusses further.

Mysore Road

Legend
- Natural Places
- Lake
- Heritage Structures
- Historical places
- Museums
- Wildlife
- Religious places
- Amusement park
- Hospitals
- Cultural places
- Malls
- Parks
- Roads
- Potential Zone

Fig. No. 5.2 Represents about the tourist areas that fall either side of Mysore road.
1. **Wonder La** is an amusement park located near Bidadi, 28 kilometers from (17 mi) Bangalore.

2. **Bidadi Innovative film city** A theme park build in bidadi in 2008, 50kms from Bengaluru. In it are a waxwork museum, dinosaur museum, a ‘cartoon city’ for kids, a glass labrinthy, 4D cinemas and much more.

3. **Gali Anjaneya Temple** is one of the oldest and sacred temples located in Bangalore along mysores near byatarayanpura. Saint Sri Vyasaraya of Channapattana, a great philosopher and devotee to Lord Anjaneya has built around 732 temples for the Lord Anjaneya (Hanuman). It is believed that Sri Vyasaraya established this temple in the year 1425 at the convergence of two rivers - Vrishabhavathi and Paschimavahini (at present only industrial waste is flowing making Vrishabhavathi seem more similar to drain rather than river). It is believed that once the idol of the Lord Anjaneya open to Gali (Gali means Air in Kannada language), hence the name Gali Anjaneya. It is also believed that since Anjaneya (Hanuman) is son of Vayu, the wind God therefore Gali Anjaneya.

Today this open temple had developed to be a big temple in the extremely congested area Byatarayanapura in Bangalore - Mysore Road. The tall Rajagopura (entrance tower) at the entrance of the Gali Anjaneya temple has Lord Ganesha and Venugopala Swamy. The main attraction, Sri Gali Anjaneya Swami is seen facing the Sri Rama Parivara. The west facing Gali Anjaneya is smeared with Sinduram (a saffron colored paste) which is considered auspicious by Hindus. The lord here is shantha swaroop (Calm). The left hand of Gali Anjaneya is resting on the hip and holding the flower. The right hand is in abhya mudra posture offering the quality of nirbhayathvam to all his devotees. Another attraction of this Anjaneya is that he has a mustache and a yathurmuki that is he is facing the devotees directly with both the eyes. The tail has lots of bents and rolled at the end, denoting that Gali Anjaneya here is Shantha Swaroopi. There is a small bell tied to the tail which indicates of Saint Vyasaraya linked Anjaneya idols. The uniqueness of Gali Anjaneya Temple is the Car festival is being held for the last hundred and twenty years.
4. **Rajarajeshwari Temple** Situated at Rajarajeshwari Nagar this temple houses Goddess Durga. The temple is famous for several festivals and draw lot of tourists.

5. **Mukthi Naga Temple** Lord Subramanya is prayed as Mukthi Naga and the idol of 16 ft is highest anywhere known for Mukthi Naga. This is also a place where Snakes have been prayed over generations by local community as a God. There are several variety of serpents found around the area. The **Mukti Naga Temple** which is managed by **Shri Subrahmanya Seva Trust**, is situated in the serene ambience of Ramohalli, a village at a distance of 18 kilometers from the Bangalore city. Mukti Naga temple at Ramohalli, Bangalore is world's largest monolithic statue of Lord Naaga, this 7 headed idol is about 16 feet tall and 36 tons of weight. Even if the temple is new one, the legend of this temple is a lot more than 200 years old. Shri Mukthi Naga Kshetra has long been home for the Serpent Deity. The residents of this region have been referring to this place as "Junjappana Bayalu" (Junjappa’s Field). The Mukti Naga temple is a temple complex and is an merger of few temples and different deities. Sri Kaaryasiddhi (work fulfilling) Vinayaka temple which is dedicated to lord Ganesha. Next to this is Mukti Naga temple, which is dedicated to Lord Subramanya in Naga avatar. On the left side of Sri Karya Siddhi Vinayaka temple, there is a huge monolithic statue of Shakti Dhara Subrahmanya. This idol is about 21 feet tall and weighs around 56 tons. Little further you can see Devi deities. Nearby, 107 sculptures of Nagas are kept in a covered passage and with 1 large 7 hooded Naga at the center of the top row. On another side of the road also there are a couple of temples dedicated to Goddess.

6. **BGS Hospital** Global Hospitals is one of leading and the fastest growing super specialty care and multi-organ transplantation hospital. Pioneers in performing transplantation surgeries. Global Hospitals was founded by Dr. K. Ravindranath, an internationally renowned Surgical Gastroenterologist and his associates in Hyderabad in 1998. Though Dr. Ravindranath had to wait a while for the passage of the Human Organs Transplantation Act before he could design and build
Global Hospitals, it soon became a synonym for outstanding and compassionate health care. Following the success of the first center, Global Hospitals soon opened their doors in Bengaluru and Chennai. Shortly afterwards it became the leader in performing liver, heart, lung, kidney and heart-lung transplantation, as well as bone marrow transplantation. The outcomes at Global are on par with the best centers in the world.

7. **Sanky Tank**: *Sankey Tank* is an artificial tank or lake situated in the western part (Gayathri Nagar) of Bangalore city. The Sankey tank is located in the middle of the suburbs Vyalkaval, Malleshwaram and Sadashivanagar. The Sankey Tank covers an area of about 37.5 acres of land. Sankey Tank in Bangalore was built in the year 1882 by Col. Richard Hieram Sankey of the Madras Sappers Regiment, to satisfy the water supply demands of Bangalore. The Sankey Tank was also known as Gandhadhakotikere, for the reason that Sandalwood Depot used to be located close to the lake. The Mayura Sankey Boat Club, managed by KSTDC, offers rides in different boats - row boats, pedal boats and motor boats. The Sankey Tank includes a park as well as a swimming pool toward its south along with a Forest Department nursery in direction of the north. The Sankey Tank, which was until recently neglected, have been changed from its main purpose as being a reservoir to a park by Bangalore Water supply and Sewerage Board (BWSSB) and Bruhat Bengaluru Mahanagara Palike (BBMP). Covered Walkways, landscaped parks and also an exclusive tank for idol immersion during Ganesh Chaturthi festival has been built.

8. **Kanwa** is an artificial lake and tourist attraction 69 kilometres (43 mi) from Bangalore, India and 10 kilometres (6.2 mi) from Ramanagaram. The reservoir has been formed from the damming of the river Kanva and is well known as a tourist destination for its birdlife. It is surrounded by wooded hills. Alongside the dam is a fisheries training and research center, aimed at making the local villagers self-sufficient through fish farming. The cave temple of Purushotthama Thirtha Gavi is 3 km away. It is an important pilgrimage center for Madhwa Brahmins, as it is
believed that a saint performed penance here. A statue of Hanuman has been installed inside the cave.

9. **Revana Siddeshwara betta**: Is a popular place for trekking and rock climbing. The hill station is about 3066 feet above sea level and has steps on the western side part. The sri rama temple is located at the top beside a small pond. The place is rich in history right from the Gangas to Kempegowda and Tipu sultan. Revana Siddeshwara betta is part of the seven hills.

10. **Savandurga** is a hill 60 km west of Bangalore. The hill is famous for Narasimhaswamy temple and is also believed to be among the largest monolith hills in the world. The hill rises to 1226 m above mean sea level and forms a part of the Deccan plateau. It consists of peninsular gneiss, granites, basic dykes and laterites. The Arkavathi river passes nearby through the Thippagondanahalli Reservoir and on towards Manchanabele dam (fever pitch base camp located in banks of manchanabele dam).

11. **Dodda aladamara**: a big banyan tree located in Ramohalli (28 km). This tree covers 3 acres and is one of the largest of its kind. It is at least 400 years old.

12. **Gopalan mall** Gopalan Legacy Mall is located on the Mysore Road near Sirsi Circle is fulfilling the needs of residents and the surrounding areas. It is designed in a way providing relief to visitors and clients & proofed the success of the idea of a mall in this developing area that grows with it & fulfills the needs of residents. The mall also houses an integrated Hypermarket, modern Entertainment Zone, Children Play Area, complete with spacious seating, the Food court that provides a range of fast food varieties, 2 screens multiplex. The mall is designed to occupy 3,00,000 sft of land, in addition to a huge parking area that serves 1100 cars in its basement.

13. **Gopalan arcade** Gopalan Arcade Mall (GAM) located on main Mysore Road, Raja Rajeshwari Nagar is constructed to be a complex with integrated services and commercial units for the convenience of both the residents and visitors with many famous shops all modern human needs, children play areas. The mall also
encloses numerous carefully selected shops from international brands and companies. With spacious entrance & visibility from most of the center sides, some of these are hypermarkets, electronic showrooms, 3 screen multiplex with the seating capacity over 1000, futuristic food court spread over 29,000 sft. Entertainment zone. The mall is designed to occupy 2,50,000 sft of it allocated to lease in addition to a huge parking area that serves 500 cars in its base.

5.5 Zone – 3 Tumkur Road

Tumkur Road

Legend
- Natural Places
- Lake
- Heritage Structures
- Historical places
- Museums
- Wildlife
- Religious places
- Amusement park
- Hospitals
- Cultural places
- Malls
- Parks
- Roads
- Potential Zone

Scale
- 8 4 0 8 16 Kilometers

. Fig. No. 5.3 Represents about the tourist areas that fall either side of Tumkur Road.
Tumkur road secured fifth place in score which is less rated by the tourist. Though some of the places like Orion Mall, Shvaganga, lakes, Cultural and historical places are positioned either side of the Tumkur Road but it has been scored less mainly because of the tourism infrastructure. Some of the tourist areas that are falling in this zone are mentioned detail in below.

1. **UB City** is the biggest commercial property project in Bangalore, India. Pioneered by the chairman of UB Group, Dr. Vijay Mallya, in Joint Venture with Prestige Group, it is built on 13 acres (53,000 m²) of land and hosts 1,000,000 sq ft (93,000 m²) of high-end commercial, retail and service apartment space. UB City has four towers namely, UB Tower (19 Floors), Comet (11 Floors), Canberra (17 Floors) and Concorde (19 Floors). It will house commercial offices, banks, high-end retail stores, a five star hotel, serviced apartments, restaurants, food courts, pubs, health clubs and cafes. Multi-level parking areas will offer virtually unlimited parking spaces. Also on the blueprint is an amphitheatre with food courts and landscaped gardens. UB City will provide parking space for over 1,100 cars. Being an environment friendly project and keeping in mind the green surroundings of Cubbon Park, one-third of the space has been earmarked for landscaped gardens. UB City is located in the heart of Bangalore. It stands at the corner of Vittal Mallya Road and Kasturba Road, just 600 metres away from Bangalore’s commercial hub, M. G. Road.

2. **Hebbal Lake**: It is located in the north of Bangalore at the mouth of National Highway 7, along the junction of Bellary Road and the Outer Ring Road (ORR). It was one of the three lakes created in 1537 by Kempe Gowda. Like most lakes or "tanks" in the Bangalore region it was formed by the damming natural valley systems by the construction of bunds. The spread of the lake in a study in 2000 was found to be 75 ha with plans for extending it to make up 143 ha.

3. **Hesarghatta Lake**: It is a manmade reservoir located 18 km to the north-west of Bangalore in Karnataka state, India. It is a fresh water lake created in the year 1894 across the Arkavathy River to meet the drinking water needs of the city. Sir
K. Seshadri Iyer, the then Dewan of erstwhile Mysore state and the then Chief Engineer of Mysore, M. C. Hutchins, planned to build the scheme called the “Chamarajendra Water Works” to store a three-years’ water supply to the city.

4. **Orion Mall** From everyday family shopping needs to high street luxury shopping, a quick bite on the go to a 7 course fine dining spread, Orion’s portfolio of over 100 brands caters to everyone and every mood. Set to be the best mall in Bangalore in its category, the mall provides retailers and customers alike a safe and hassle free environment. Designed by New York’s renowned architectural firm H.O.K, the Orion Mall is arguably one of the best planned retail spaces in the city, with ample parking, a wide range of shopping, food and entertainment options spread over 4 floors and a comfortable 8.5 lakh square feet.

5. **ISKON**: Krishna temple, constructed by International Society of Krishna Consciousness (ISKCON). ISKON was started by Sri Srimad A.C.Bhakti Vedanta Swami Prabhupada. This is on a rocky hill near Chord road (Rajajinagar). Path way with roof arrangement is made inside for secured and safe visit to the temple. Visitors should get the receipt for each item they submit at the counter. Photography is not allowed inside the temple premises. If anybody is carrying any costly electronics gadgets, show the items to the person at the counter and get it mentioned in the receipt without forgetting. There are temples of Prahlada Narasimha and Srinivasa Govinda located on the way. There are 107ale107liz counter for puja material and prasadam. In the main temple, there are three sections, Sri Nitai Gauranga, Sri Radha Krishna Chandra, Sri Krishna Balarama. Special darshan available from 9.00am to 11.00pm during Vaikunta Ekadashi. There are Lecture halls and multivision cinema showing image animations for a duration of 20 minutes at the cost of INR 20 per head.
6. **Bird at Hebbal**: The habitat at Hebbal lake is favored by many species of water birds including large water birds such as the Spot-billed Pelican, Eurasian Spoonbill, Shoveller, Pintail, Garganey, Little Grebe, Coot and the Spot-billed Duck. The shallow zone supports sandpipers and other waders as well as Purple Moorhens, Purple Herons and Grey Herons. Nearly 350 species of birds have been recorded from the Bangalore region of which around 60 species may be seen with ease. Bangalore has an active bird watching club that meets every Sunday.

7. **Aigandapura**: It is also known as Aivarukandapura near Hesarghatta (30 kms from Bangalore) was a celebrated agrahara during the Chola times. The main attraction of the place are the two temples Dharmeshwara temple on the bank of the local tank is a complex structure of great architectural interest and the Gopalakrishna temple inside the village is of great antiquity. It is said that the temple formerly had an image of Chennigaraya and that Kempe Gowda was a devotee of the God. Annually, karaga festival is held here on the ninth day of Chaitra.

### 5.6 Zone – 4 Chikkaballapur Road

Chikkaballapur Road has been scored well by the tourist. It has been placed second position among all the seven potential zones selected. The main reason for the second position is that the road has got Bangalore International Airport (BIA) which has been renamed as Kempegouda Airport recently by the government. The other positive marks for the same are that it has got good lakes, Nandi Hill, tremendous flyover and six-lane roads. Apart from these this zone possesses good infrastructure which made tourist to choose the zone.

This zone has got potential to develop more as it has got good accessibility and essential facilities that are required for the tourists. The zone has got good number of tourist places that are explained in the following.
Fig. No. 5.4 Represents tourist areas that fall either side of Chikkaballapur Road.

1. **Manipal Hospital**: Manipal Hospital in Bangalore is considered to be India's first hospital to be ISO 9001:2000 certified for Clinical, Nursing, Diagnostics and Allied Areas. Also, the hospital is the winner of the Golden Peacock National Quality Award 2005 in the service category. Manipal Hospitals is an integrated hospital service system that provides healthcare from the smallest to the most complex medical problems. Manipal Hospitals is a certified pioneer in the Indian healthcare industry for over 4 decades and has been delivering state-of-the-art healthcare services that are curative and preventive in nature, to both national...
and international patients’ world over. Driven by clinical excellence, patient
centricity and ethical practices Manipal Hospitals provides path-breaking medical
services and technologies in this new age of healthcare. Manipal Hospitals offers
quaternary, tertiary, secondary and primary health care delivery services which
are covered over, 15 hospitals, 9 primary care clinics and 55 community health
programmes. Manipal Hospitals has strength of 3700 Beds and over 1000
Doctors.

2. **Puttenahalli Lake** is a 10-hectare water body near Yelahanka, 14 km north of
Bangalore. It may soon become the first Bird Sanctuary in Karnataka. Biodiversity
experts have discovered 49 species of birds breeding here. Among
the birds found here are Darters, Painted storks, Black-crowned Night Herons,
Purple Herons, Pond Herons, Egrets, Asian Openbill Storks, Eurasian
Spoonsbills, Spot-billed Pelican, Little Grebe, Little Cormorant, Spot-billed Ducks,
Purple Moorhen, Common Sandpiper and other water-birds. Puttenahalli Lake is
prominent because more than 7,000 birds can be sighted during the breeding
season. The ‘avifauna’ of this lake also includes some of the endangered and
migratory birds from the Northern Himalayas and Siberia. "Many species which
are listed under threatened category of (IUCN) find this lake as their favourite
abode during breeding season. The lake will have watch towers, trekking paths,
guides to identify birds for tourists and other basic facilities. Steps are being
taken to declare the 10-hectare water body as a protected area according to
principal chief conservator of forests (wildlife) Avani Kumar Varma. Earlier, the
lake was under Lake Development Authority (LDA) and was listed for further
development for commercial purposes under Public-Private Partnership Model.
The new tag of conservation reserve will help in preserving the rich bird
population in an urban set-up," he added. 8 Individual Residents from the
Neighbourhood have started a Trust called "Yelahanka Puttenahalli Lake and
Bird Conservation Trust" to protect the Bird and work towards increasing Bio
Diversity in the lake with the help of Government.

3. **Ghati Subramanya temple** 55 Kms from Bangalore, Lord Subramanya temple is
situated here.
4. **Devanahalli kote** previously called "Devandahalli", "Dyaavandallli", Devanadoddi, Devanapura, and Yusufabad, is a town and Town Municipal Council in Bangalore Rural district. The town is located 40 kilometres (25 mi) to the north east of Bangalore. Devanahalli is the site of the newly constructed Bengaluru International Airport, the second largest in India. A multi-billion Dollar Devanahalli Business Park with two IT Parks are upcoming on nearly 400 acres (1.6 km²) adjoining the airport. An Aerospace park, Science park, and 1000 Crore Financial City are also upcoming. A new satellite ring road will connect the city with Doddaballapur. Devanahalli is situated near the upcoming $22 Billion, 12,000-acre (49 km²) BIAL IT Investment Region, the largest IT region in India. Total infrastructure development in the area is estimated to be well over US $30 Billion over the next two years. With significant commercial and residential development in the area, real estate is in high demand in the region. The famous ruler Tipu Sultan was born in Devanahalli in 1750 AD. A signboard and a stone tablet surrounded by fields proclaim the birthplace of Tipu. Also present is the Devanahalli Fort, built in 1501 by Dyavegowda (before Tipu's time), which remained in the hands of his descendants until the mid seventeenth century. In 1749, the then Dalwai of Mysore - Nanjarajaiah, attacked the fort and occupied it. Later, the fort passed into the hands of Hyder Ali and subsequently Tipu Sultan. In 1791, Lord Cornwallis laid siege to the fort and took possession during the Mysore War. The palace once owned by Tipu and Hyder Ali can be seen to this day. The Dewan Purnaiah, a high ranking official during the time of Hyder Ali and Tipu Sultan, also had a haveli here. When Tipu came to power, as a case of promoting Urdu based names over the local language, he renamed the settlement "Yusufabad". However this was unpopular and later revoked.

Devanahalli is just an hour's drive from Bangalore, there has been a growth of tourist traffic recently due to the impetus provided by the Bangalore International Airport. The Venugopalaswamy Temple is one of the older temples to be found within the strong walls of Devanahalli fort. The sculpture in this temple may be compared with that of Belur and Halebidu. The courtyard is spacious; the walls of the temple depict various scenes from Ramayana, and the pillars have beautiful statues carved on them. Other temples are dedicated to Ranganatha and Chandramouleshwara.
5. **International Airport** The new Bengaluru International Airport, which opened on 23 May 2008, is located approximately 5 km south of the town of Devanahalli. The terminal was designed to serve up to 12 million passengers per year. From Bangalore one passes the bustling ITC road and takes a right on newly constructed Trumpet Flyover Exchange to reach the airport complex.

5.7 Zone – 5 Kolar Road

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**Kolar Road**

- **Legend**
  - Green Circle: Natural Places
  - Blue Circle: Lake
  - Gray Circle: Heritage Structures
  - Pink Triangle: Historical places
  - Red Circle: Museums
  - Yellow Star: Wildlife
  - Red Star: Religious places
  - Blue Square: Amusement Park
  - Red Plus: Hospitals
  - Yellow Dot: Cultural places
  - Green Dot: Malls
  - Light Green Dot: Parks
  - Dark Red Line: Roads
  - Light Red Line: Potential Zone

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Fig. No. 5.5 Represents about the tourist areas that fall either side of Kolar Road.
Kolar road secured sixth place in score which is less rated by the tourist. Though some of the places like Hanging Bridge, Religious Places, lakes, Cultural and historical places are positioned either side of the Kolar Road but it has been scored less mainly because of the tourism facilities. Some of the tourist areas that are falling in this zone are mentioned detail in below.

1. **Kaiwara caves** cave temples 60 km away near Chikkaballapur. **Kaiwara** is a small town in the Chickballapur district of Karnataka state, located northeast of Bangalore, India. Kaiwara is a popular place to visit, as it is very close to Bangalore (about 65 km away), the capital of Karnataka. Free boarding (prasada) and well-maintained, low-cost accommodation is available at the ashram. Chintamani Town is the nearest Taluk Centre and a business hub of this part of Karnataka. Kaiwara is famous for Saint Narayanappa, popularly known as Kaiwara Thataya in Kannada and Telugu, who was a bilingual poet. He lived there during the last half of the 18th century and the first half of the 19th century. Places to see in Kaiwara Caves are as below.

**Amaranarayana Swamy Temple** the temple of Sri Venkateshwara was established in the form of Amaranarayana, god of eternal life. It is said to have direct connection between the temple of Tirupathi, where Sri Tatayyanavaru worshipped both Amaranarayana and Tirupathi Thimmappa at the same time. Once, there was a fire near Thimmappa’s foot at Thirupathi, and it was Tatayya who extinguished the fire. Another important observation in God’s sculpture is that the charm of Amaranarayana overtakes that of Thimmappa. Also there is saying that, the deity was installed by Lord Indra. During the period of Lord Rama’s exile, they stayed in this temple for shelter. Thus there is a small sculptor of Lord Rama, Seeta Devi and Lord Lakshmana in this temple. **Laxmana Theertha** Located on top of the hill in front of Chamundeshwari temple, Laxmana Theertha dates back to the period of Thretha Yuga. While in exile, Rama, Seetha and Laxmana were said to have come there. Laxmana used an arrow to make a hole in the rock to get water for Seetha, who was extremely thirsty. **Bheemalingeshwara Temple** During Agnathavaasa of Pandava, they stayed in Kaiwara (then Ekachakrapura) for one year. During their stay, Bheema fought the demon Bakasura, put the demon into a cave and blocked it with a huge rock. The rock came to be called Bakasurana Bande (Bakasura's Rock).
After taking a life, Bheema was burdened with Bramhahatyadosha (sin of killing). To 
rid himself of it, Bheema established a Shivalinga (a representation of the Hindu 
deity Shiva used for worship in temples), followed by his brothers and mother. Later 
temples were built and came to be known as Bheemalingeshwara temple. 
**Kanyakaparameshwari temple** This is a newly built temple. The goddess Vasavi 
Kanyakaparameshwari Diety has been installed here. We can also see Lord 
Ranganatha Swamy and Lord Shiva and Parvathi Devi Diety's in this temple. The 
Goddess Vasavi is the sacred god of Vaishyas community. **Yoginarayana Mutt** 
Ashram dedicated to the Thatayya where he was buried alive as a ritual of 
Jeevasamadhi. Thatayya did all his meditation in a cave which is 3kms from Kaiwara 
and they call it as **Gavi**. During his period of meditation, a tiger and a leopard used to 
guard him and few years later he was enlightened. **Vaikunta** is the great cave in 
which Thatayya meditated and attained the supreme spiritual enlightenment. **Hilltop** 
is a place in which the footprints of Bheema and Bakasura's fighting are preserved. 
At the pinnacle of the hill is a stone where Bheema used to meditate daily. Prints of 
is one foot and knee have been seen in this location. A **National park** is maintained 
by the department of forestry with a few animals and birds. **Kailasagiri Cave temples** 
of Shiva located about 7 km from Kaiwara, which are being restored, a task taken up 
in the recent past by Sri Chowdareddy, the ex-home minister of Karnataka and father 
of the current MLA for Chinthamani, Dr. M.C. Sudhakar Reddy. Other places of 
interest near Kaiwara include Ambaji Durga (cave temples) and the Temple of Lord 
Venkateswar in Alamgiri.

2. **Nandhi hills**: Nandidurg is a hill fortress of southern India, in the Chikkaballapur 
district of Karnataka state. It is located just 3 to 5 km from Chickballapur Taluk, 
60 km from Bangalore. It is 4851 ft (1478 m) above sea level. It was one of the 
summer military station place for Tipu Sultan. It was also a popular for British 
who build Bungalows and gardens in Nandi hills. Nandi hills is the point of many 
rivers such as the Penner, Ponnaiyar and Palar originating with 1478m high. 
Places to See in Nandi Hills are The architectural Bhoga Nandishwara Temple 
built in Dravidian style. Tipu Drop was a place where condemned prisoners were 
pushed to their death.
3. **Hebbal Flyover** India’s longest flyover designed to decongest traffic at the junction of NH-7 and the recently completed Outer Ring Road is Hebbal flyover. Hebbal is an area in Bangalore, which was once indicative of the north endpoint of the city. Though originally famous for Hebbal Lake, it is now better known for the serpentine maze of flyovers that network the Outer Ring Road and Bellary Road. The flyover spans a length of 5.23 kilometers (3.2 mi) over all the loops combined. The flyover was built by Gammon India. The lake area is well known for the park, the boating facility, and for the bird watching opportunities. The looped grade separator designed allows for substantial decongestion which considerably alleviates the traffic problem as required by the by the Bangalore Development Authority, especially in view of present traffic load flowing out of NH-7 and the new Outer Ring Road. Also caters for future load likely to arise from the expected commissioning of Bangalore International Airport.

4. **M.G.Road Mahatma Gandhi Road** also known as **M.G. Road** is a road in Bangalore. It runs east from Trinity Circle at one end to Anil Kumble circle at the other. Known as **South Parade** in pre-independence era, it was renamed as Mahatma Gandhi Road on 26 February 1948. M. G. Road is also one of the busiest roads in the city and is lined on one side with retail stores, food outlets and restaurants. It has many office buildings, shops and theatres. It is also a home to a large number of buildings and banks. M.G. Road now has its very own Metro Railway Station. Presently, the M.G Road Boulevard is being reconstructed after construction of the MG Road Metro station was completed and services launched on October 20, 2011. The Bangalore Metro line that runs through MG Road connects the eastern part of Bangalore with the west.

5. **Huge shiva temple**: is a huge idol of Lord Shiva & Ganesha completely made of plaster of paris.

6. **Nimhans brain museum**: showcases the human brain and its functions. It is located at National Institute of Mental Health and Neurosciences (NIMHANS) and is run by its department of neuropathology. The Museum seeks to help visitors
see the brain, understand how it works and get an insight into the kind of diseases that can affect it. The museum has a diverse collection of over 600 brain samples and is the result of over 30 years of research. The Museum is open to the public on Saturdays from 10 a.m to 3 p.m.

7. **Nagavara Lake: (also called Lumbini Lake)** The Nagavara Lake in Hebbal is famous for its boating and leisure providing facilities. The lake is well-developed and it is the city’s top most spot that provides boating and refreshing park with lots of entertaining water sports. The major attractions of the Nagavara Lake include wave pool, various types of boat rides, and Children Park. The boat ride includes Family bumper boat rides, speed boating, bumper boating, boating on jet skies, leisure boating and boat restaurants. It also includes floating coffee shop and floating restaurants, wave pool, musical fountains, water-skiing devices for jet skiing. The lumbini gardens have an amusement park for children that have children’s pool, different kinds of swings, vortex, rotating carousel, and simulated games. All these make the Nagavara lake one among the most visited Bangalore tourist places.

8. **Lumbini Gardens:** Lumbini Gardens is a wave pool with an artificial beach, situated on the Outer Ring Road on the banks of the Nagawara Lake. It is also an exclusive boating and leisure complex with a variety of entertainment activities introduced for the first time in Bangalore. The leisure park is set up at a cost of over Rs 10 crore. Visitors without any age restrictions are allowed inside the gardens. The pool provides the best and safest form of entertainment. It also has a children’s pool. The pool is situated in an area of 12,500 square feet.

9. **Varturu Lake:** is the second largest lake in Bangalore city located towards northwest of Varthur, towards south -east of Bangalore, which has an area of 180.40 hectares (445.8 acres).

10. **Ulsoor Lake:** It is one of the biggest lakes in Bangalore, is located on the north eastern side of the city. It derives its name from the name of the locality it is situated, namely, Ulsoor, close to M G Road. It is spread over 50 ha (123.6 acres) and has several islands. Even though the lake is dated to
Kempegowdas’ time, the present lake was created by Sir Lewin Bentham Bowring, the then Commissioner of Bangalore. This is a picnic spot with boating facility.

5.8 Zone – 7 Hosur Road
Hosur road secures fourth position in score which is average rated by the tourist visiting to Bangalore city. Despite the fact that some of the places Cultural and historical places are positioned both side of the Hosur Road it has been scored average mainly because of the National Highway and other infrastructure. Some of the tourist areas that are coming under in this zone are given in detail below.

**Hosur Road**

Fig. No. 5.6 Represents about the tourist areas that fall either side of Hosur Road.
1. **Mayo Hall** was designed in memory of the Lord Mayo and is regarded as one of the finest designs of British architecture.

2. **Narayana Hrudayalaya** Caring with Compassion, this world’s largest heart hospital for children, is set to be transformed into the world’s biggest health city, with all super-specialties that the medical world offers. Narayana Hrudayalaya is founded by one of the India’s oldest construction company “Shankar Narayana Construction Company”. Narayana Hrudayalaya group currently has 5000 beds in India and aims to have 30,000 beds in the next 5 years in India to become the one of the largest healthcare player in the country. The Group performs largest number of heart surgeries on children in the World providing cardiac care to children from 73 countries. The postoperative pediatric cardiac surgical unit has 80 critical care beds which is World’s largest Pediatric cardiac surgical Intensive Therapy Unit (ITU) to look after children who have undergone heart operations.

3. **Crazy water crazy** Crazy waters is located on Bannerghatta Main road, near Meenakshi temple and famous for its giant water slide with more than half a dozen slides. Being located amidst of a hillock, it will provide great amount of thrill, splash and excitement. Tunneling down from fiber tunnels will be so exciting.

4. **Hippo campus children company** The first Hippocampus centre started in Koramangala, Bangalore. Hippocampus runs a book council to help children, parents, schools and libraries choose books. They have an annual story telling event called HOO’s Tales. They also conduct a summer reading challenge every year and in 2010, they launched Get Shot Reading, an event that combined the best of books and photography for children.

5. **ITPL International Tech Park, Bangalore** is a tech park located in Whitefield, Bangalore, 18 km from the city centre. It is managed by Ascendas which entered India in 2005 by acquiring the entire stake (92.8 percent) of the Tatas in ITPB.
6. Lalbagh Botanical Gardens: Lal Bagh is a botanical garden, commissioned by the Hyder Ali in 1760. The 240-acre (0.97 km²) park is home to over 1000 species of flora and a Glass House. Famous for old trees, rare flowers and plants. Annually there will be a show on vegetables, flowers and fruits. The garden surrounds one of the towers erected by the founder of Bangalore. Lalbagh is a famous for Bangalore residents for walking. But the time is restricted as 6.00am to 9.00am and 5.30pm to 7.00pm. The Glass house is the additional attraction in Lalbagh. There is an exclusive band stand inside the park. The show is from 5.00pm to 6.00pm on second Saturday and 6.00am to 8.00am on all Sundays.


9. Bannerghatta National Park: is situated 22 km south of Bangalore. This hilly place is the home for one of the richest natural, zoological reserves. The 25,000 acre zoological park makes this a major tourist attraction of Bangalore.

10. Fortis Hospital: It is formerly known Wockhardt Hospitals. Bangalore is a part of the 40 hospitals chain of Fortis Healthcare. The Fortis Hospitals network consists of 11 hospitals focusing on the high end tertiary care around the specialties of cardiac care – adult and pediatric cardiology and cardiac surgery, complex brain & spine surgeries, orthopedics and joint replacement surgery and minimal access surgery. The entity consists of 2 JCI accredited hospitals located in Bangalore and Mulund. Fortis Healthcare is engaged in providing the latest in internationally recognized medical care to patients with a variety of ailments and medical conditions. Their network consists of Super Speciality Hospital Hubs that concentrate on one or more specialties. These hospitals are interconnected to a larger network of multi-speciality hospitals.
that ensures patient access to expert care for any speciality. This unique network architecture provides expert care to patients and a level of confidence in receiving the latest medicine has to offer.

11. **Apollo Hospital**: Apollo Hospitals offer the best of medical facilities coupled with warm hospitality. It is among the latest additions to the Apollo Group of Hospitals known for excellent healthcare standards. There are more than a hundred consulting doctors round the clock at the service of patients. Due to the economical treatment combined with world class facilities, hospitals in Bangalore are catching the world’s vision every day. There a quite a few consulting companies which offer end to end medical services to foreigners who are interested in undergoing treatment in Bangalore. They take care of every step right from tickets, hospital reservations, appropriate doctor selection, city tour post surgery (if the patient is interested and in a situation to have) and then finally sending back to the home country. In any angle, this process is much simpler to the processes followed in western countries for the same surgery or treatment.

12. **KIMS Kempegowda Institute of Medical Sciences** was established in the year 1980 by the Vokkaligara Sangha and is affiliated to Rajiv Gandhi University of Health Sciences, Bangalore, Karnataka.

13. **Karnataka Government Museum** Inaugurated in 1886, this museum is one of the oldest in the city. It houses a unique collection of sculptures, paintings, inscriptions, icons and relics from the ancient city of Mohenjo-Daro in the Indus valley. The museum is also home to the Halmidi inscription, the earliest Kannada inscription ever found (450 AD).
5.9 Zone – 8 Kanakapura Road

Kanakapura road secured third place in score that is good rated by the tourist who are visiting to the city. The road leads to some of the places very good tourist places that naturally important like Mekedatu, Water-fall, Sangam (where Cauvery and Arkavathi meets). Kanakapura Road which has been scored well it is mainly because of the natural place with good infrastructure. Some of the tourist areas that are falling in this zone are mentioned below.

Fig. No. 5.6 Tourist areas that fall both the side of Kanakapura Road.
1. **Mekedatu** is a location along Kaveri in Kanakapura Taluk. Sangama is the place where Arkavati merges with Kaveri. From this point, about 3.5 kilometers downstream, the river Kaveri flows through a deep gorge so narrow that one would think that a goat can leap across it (‘Mekedatu’ means ‘goat’s leap’ in Kannada). Mekedatu, the Kaveri runs through a deep, narrow ravine of hard granite rock. The river, which is more than 150 meters wide at the confluence (at Sangama) flows through the hardly 10-meter-wide gorge at Mekedatu. One can see the ferocious flow of all that water, displaying Bernoulli’s theorem. It is said that a goat could leap over it, giving the falls the name Goat’s Leap. Upstream on the Kaveri is the well known Shivanasamudra Falls with its hydro-electric power station, which was set up already in 1902.

2. **Thoti Kallu falls** is a place 25 km from Bangalore off the Kanakapura road which is famous for a falls called Thottikallu falls more popularly known as TK falls.

3. **Tippu sultan summer palace** This is a Historical mud fort. Originally constructed by Kempegowda, rebuilt by Hyder later and further improved by Tipu Sultan. The Tipu Sultan palace was started by Hyder Ali during 1781 AD and completed by Tippu Sultan during 1791 A.D., is a two-storied ornate wooden structure with exquisitely carved pillars, arches and balconies. The palace is constructed with wood and stones. Tipu Sultan's Summer Palace was built in 1791, it houses a museum that contains artifacts relating to the Hyder-Tipu regime.

4. **Karnataka Folk museum** is located in a 15 acre campus at Kumara Park West has an excellent collection of Folk puppets, costumes, utensils, instruments, weapons and masks. Folk music collections and dance videotapes.

5. **Bangalore Palace** Bangalore Palace (1862) is located near Mekhri Circle and Cantonment Railway station and is built to look like a smaller replica of
the Windsor Castle in England. This palace is under the private custody of Sreekantadatha Narasimha Raja Wodeyar. Entry timings are from 9.00am to 6.00pm.

6. Bugle rock bugle is called Kahale is a massive rock situated in Dasavanagudi which is an abrupt rise above the ground of peninsular gneiss as the main rock formation and with an assessed age of about 3000 million years.


8. Bull temple Located at Basavangudi. This is built using Dravidian style of architecture. The bull is 6mts long and 4.5mts height. River Vrishabhavati originates at the pedestal of Nandi (Bull) and flows towards West to meet Arakavati River at Kanakapura. Once in a year During November (karthika maasam, last Monday and Tuesday) there will be a Groundnut Fair in this temple called Kadalekayi Parishe). Beside the Bull temple, there is Lord Ganesha temple. The temple is locally called as Dodda Ganapathi temple.

9. Cave temple This temple is dedicated to Lord Shiva and situated at Gavipuram. Cave means Gavi in Kannada. This temple is also known as Gavi Gangadhareshwara temple. There are parks nearer to Cave temple. These include Kempambudhi tank, Vrishabhavathi valley and Harihara rayana gudda park. Inside the cave, there are two paths which are believed that one goes towards Kashi and other towards Shiva Ganga.

5.10 Zone- 7 Magadi Road

Magadi road gets last position in score that is least rated by the tourist who are visiting to the place. The road leads to some of the places that are good tourist places. Few of the tourist areas that come in this zone are mentioned below.
1. **Kanthirava Studio:** This is one of the known film studio located side by Magadi Road. The studio is being used for making Kannada local language films apart from serials. Known movies are used the studio since many years.

2. **Tippagondanahalli Lake:** The lake of Tippgondanahalli is one of the biggest lakes in Bangalore Metropolitan Region Development Area (BMRDA) which located 35 km away from the centre of Bangalore City. The lake has been built long back across Arkavathi River which flows from Nandi Hills and joins River Cauvery latter. The reservoir is so beautiful and attracts lots of tourist to its place. The water of the rivers is being supplied to Bangalore city for some areas. Apart from these, the reservoir is being used for multipurpose by the local people. This is also a place where one can see the varieties of bird community that are coming from different parts.

3. **Savanadurga:** The place is known as Savanadurga by local name which is positioned around forty km from Bangalore. Frequency of busses runs from the city to the place regularly. The place is just a geological wonder of the country. Many foreign visitors will come and study a single mountain that has been formed in geological time. It is composed of igneous rock and emerged a single stone from the crust of the Earth.

4. **Magadi Kempegouda Fort:** The great emperor of Magadi is known as Kempegouda who ruled Bangalore and surrounding centuries back. It is said that Kempegouda has taken a intial step to develop Bangalore city. His vision of advancement of the city is commendable during his period. It is he who developed the main roads and lales in the city. The markets that were developed during his rule still stood as examples. The fort is still available which the sign of Magadi Kempegouda. The town is a close to Bangalore city.

5. **Ranganath Temple:** It is one of the religious places located in zone of Magadi road. The temple is known for worship of lord Ranganath. Devotees of lord Ranganath are located surrounded by this region and frequently they visit the place for worship.
5.11 Projects and destination prioritization matrix

Based on the scores arrived through evaluation criteria for the projects as well as the destinations a matrix can be generated for taking up projects on priority at prioritized destinations. Though criteria used for said evaluation may not be taken as the final evaluating criteria for the prioritization of the destinations wise projects, these would act as guiding factors for giving shape to identified projects. It is to be noted that priority for a project primarily depends on the ranking of the tourist destination along with the ranking of the specific tourism project itself. Therefore, if a destination is being developed on a priority, then projects have to be simultaneously set up at the place.

Considering the above, a small matrix showing the projects that may be taken up immediately at some of the prioritized destinations is presented below. Please note this is not an exhaustive matrix. More matrix can be generated in similar fashion for more destinations and the projects.

5.12 Destination and Project Matrix

- Mysore Amusement Parks, Zoo and Children Park, Transportation, Information Centres and Light and Sound Programs.

- Mercara Light and Sound, Cultural Heritage Centres, Amusement Park and Rope-way.

- Badami-Aihole-Pattadakal Transportation, Public Facility, Amusement Park and Zoo and Children Park.

- Belur-Halebeid-Shravanabelagola Rope-way (Shravanabelagola), Hotel and Accommodation.

- Hampi Information Centres, Transportation, Public Facilities, Hotel and Accommodation.
Jog falls Water Sports, Transportation, Cultural Heritage Centres and Amusement Park.

5.13 Special Tourism Zones

The Indian government’s planned new policy of setting up Special Tourism Zones (STZs) along the lines of the country’s Special Economic Zones (SEZs) will promote the ‘enclavisation of tourism’, converting lands, landscapes and common property into exclusive islands of leisure. This is a model of tourism development that has been fought and rejected by many communities around the world.

The concept of identifying specific exclusive areas/zones for intensive tourism development is not new in India. It was first introduced in the National Tourism Policy of 1992 through Special Tourism Areas (STAs).

The National Tourism Advisory Council (NTAC), a think-tank under the Ministry of Tourism (MoT) meant to advise it on policy issues, floated in November 2006 the proposal of establishing Special Tourism Zones (STZs) along the lines of Special Economic Zones (SEZs) to boost tourism and increase investment, employment and infrastructure in the country.

The NTAC’s proposal to the MoT suggested the following:

STZs are to be located in tourist destinations, cities, along the coastline. The government should provide single window clearance for setting up of these zones. 100% tax exemption for a period of 10 years. Each STZ should be able to provide 2,000 to 3,000 hotel rooms. Facilities for shopping, entertainment Exemption from import duty on capital goods. Withdrawal of luxury tax, lower value-added tax, etc. Exclusive tourism zones for non-resident Indians (NRIs) or elite world tourist zones for high-end global tourists.

It is thought that with these incentives, private investors would come flocking to STZs, resulting in improved infrastructure (i.e. improved even beyond the infrastructure in existing SEZs), increased economic activities (i.e. providing an
enabling environment like hotels, amusement parks, entertainment facilities and shopping malls for business to thrive) and creation of jobs for the ‘dependent communities’ in the STZ area.

A recently released report of the Confederation of Indian Industry (CII), ‘Bharat Nirman Plus: Unlocking Rural India’s Growth Potential’, prepared by McKinsey & Company for CII (which was presented to Prime Minister Manmohan Singh in June 2007), talks about a series of actions and steps to unlock the potential of rural India. Among others, it proposes that the central government should establish a National Special Tourism Zones Authority that identifies areas as Special Tourism Zones and enacts a policy to facilitate their establishment and reform. Further, it suggests a series of policy reforms in five key areas, namely power, water, agriculture, wastelands, and tourism, at the central and state level, and it urges panchayats and local community organizations to capture opportunities created by the central and state governments.6 Cashing in on this policy initiative and the blitzkrieg approval that the Commerce Ministry has been giving to SEZs, the last 18 months have seen many state governments initiating plans to either set up specific STZs or develop tourism within SEZs.

5.14 SEZs and Tourism in Bangalore

In fact, given the high potential for tourism-related activities in all SEZs and not only STZs, there will be a substantial compounded effect on local communities. This is because according to the SEZ Act and the Special Economic Zone Rules 2006 (to be henceforth referred as Rule), only 25% (as per the new proposal in the case of IT services or SEZ for special products the limit is 35%) of the total area in any SEZ need be statutorily used for developing and setting up industrial/manufacturing units for the designated purpose for which the SEZ was created. The rest of the land can be used for developing infrastructure, where ‘infrastructure’ according to the same Rule includes ‘social amenities’ like roads, housing, hospitals, hotels, leisure, and recreation and entertainment facilities. The tourism industry has already begun to make full use of this opportunity and is in the process of building tourism projects, resorts and other establishments within already-existing or upcoming SEZs. The
leisure and entertainment tourism likely to be promoted within STZs and SEZs is not of a nature where communities will benefit or can participate.

The Bangalore city-based Century Building Industries Pvt Ltd has charted out a plan to set up an SEZ for facilitating the establishment of educational, health and hospitality infrastructure. The SEZ would also have a foreign investor as partner. The SEZ, planned on a 2,500-acre piece of land, will come up near the proposed Bangalore International Airport, off Devanahalli Road. According to a representative of the company, the Century group was also engaged in developing hotels, with a new 75-room three-star hotel planned in the city.

**5.15 The New Tourism Enclaves in Bangalore**

The fundamental feature, and flaw, of the SEZ policy is that it seeks to create enclaves of investment, growth and prosperity. Therefore ‘enclavisation’ is inherent in the SEZ policy and this applies as well to STZs and any tourism development that takes place within SEZs. But to get a more comprehensive picture of the enclavisation of tourism that will take place through this policy, let us examine some characteristic features and commonalities of these tourism proposals.

They all require high investment and are infrastructure-heavy, making high demands on air, road connectivity and natural resources like land, water and power. All such STZs are adopting ‘urban imaging strategies’ to seduce the tourist. Urban imaging processes include the development of a critical mass of visitor attractions and facilities, including new buildings/flagship centres/shopping malls, stadia, sports complexes, convention centres and the hosting of hallmark events. Urban imaging strategies are therefore conscious efforts by places to seduce. In particular, not only do they seek to develop something which is attractive, but in doing so they aim to package specific representations of a particular way of life or lifestyle of consumption. The tourism products/facilities coming up in these STZs exemplify this feature through the creation of massive accommodation complexes, shopping malls, convention halls, amusement parks, ski-villages, golf courses, and replicas of
‘Disneylands’ and ‘Venices’ that are culturally incongruous and environmentally damaging.

They are located in suburbs, small townships or rural stretches that are near guaranteed sources of tourists, i.e., big cities like Bangalore. These characteristics indicate that STZs are coming up to cater to a very specific segment of people, namely business travelers and domestic tourists mainly from big metros. The location and the nature of products being developed all point in this direction. It is therefore clear that the impetus for developing tourism through STZs and in SEZs comes from the economic processes that the country is witnessing, which include the increasing visitation by foreign business representatives and the burgeoning disposable incomes of the middle class in big metros that are creating a demand for easy and accessible leisure options.

As the objective of such tourism development is only to cater to the leisure needs of specific segments of the population, and as the model is thoroughly enclavised, there is little benefit that such tourism will bring to local communities. On the contrary, the costs of such a form of tourism are indeed going to be high.

5.16 Karnataka State Government New Tourism Policy 2009-14

Bangalore: The State Government unveiled a new Tourism Policy (2009-14) aimed at attracting an investment of Rs. 25,000 crore in the next four years and to make Karnataka one of the India’s leading tourism destinations. The then Minister for Tourism and Infrastructure released the policy, said the Tourism Department adopted a public-private partnership (PPP) model for to bring in a massive investment into “destination-creating projects” as well as into regular projects through innovative financing.

The policy, second after 2002-2007, aims at tapping the tourism potential of the State by highlighting the values of “Punya Koti” enshrined in the State’s culture. The policy, which is investor-friendly, has categorized taluks into A, B, C, D, and E for attracting private investment.
Ten per cent subsidy or maximum of Rs. 10 lakh subsidy will be provided for investing in ‘A’ category taluks, subsidy of 15 per cent or Rs. 15 lakh for investing in ‘B’ category taluks, subsidy of 25 per cent or Rs. 25 lakh for investing in ‘C’ category taluks and subsidy of 35 per cent or Rs. 35 lakh for investing in ‘D’ category taluks. For development purposes, the policy divides Karnataka into four tourism zones —

**Zone - I** within the local planning area limits (Bangalore Development Authority) and this zone would be a low priority with few tax benefits.

**Zone - II** Bangalore Metropolitan Region Development Authority (BMRDA) limits and this zone would be a priority zone for attracting destination projects and act as a nodal hub for global events and activities. Extensive government support, including large project-specific clearances and tax breaks will be available.

**Zone - III** The zone comprises Mysore, Kodagu, Hampi, Pattadakal-Badami-Aihole, Bijapur, Bidar, other heritage centres and the coast of Ullal to Karwar. The zone will be notified for priority development in an integrated manner with integrated tourism development master plans (ITDM).

**Zone - IV** All other tourist destinations in Karnataka and wayside facilities in approved locations on national and State highways. The zone will enjoy benefits and tax incentives, the policy document said.

The policy has also provided 50 per cent exemption on stamp duty for investment below Rs. 50 crore, 75 per cent exemption for investment of Rs. 50 crore and above, 75 per cent exemption for investment over Rs. 10 crore in Zone 3 and Zone 4.

It also provided 100 per cent entertainment tax exemption for all theatres newly constructed, including new l-Max or Multiplex theatres situated within the limits of the local authority other than the Bangalore City Corporation. Mr. Reddy said the Institute of Hotel Management (IHM) would set up its branches in Bellary and Mangalore with an investment of Rs. 20 crore each. The Department had submitted proposals to IHM requesting it to set up institutes in Belgaum, Gulbarga and
Bangalore. IHM would set up a Food Craft institute at Gadag and the State Government has approved the project.

He said the sound and light projects would be implemented at Bidar, Bijapur, Chitradurga, Kittur, Hampi, Bellary, Pattadakal, Halebid, and Srirangapatna with an investment of Rs. 18 crore. In 2009-10, it would be implemented in tourist places in Bidar, Bijapur, Chitradurga, Kittur, Hampi, Bellary and Srirangapatna. Each project would cost Rs. 2 crore.

The Union Tourism Ministry has approved setting up of a Food Craft Centre at Hassan and the Centre has released Rs. 2 crore for it. A tourism training centre would be established at Belur in Hassan and it will have 30 rooms. A golf course would be established in Mangalore on 135 acres and tenders would be called soon, Mr Reddy added. By implementing the project Bangalore city will boost tourism activities.

5.17 Tourism Infrastructure

Infrastructure is basic physical and organizational structures needed for the operation of a society or enterprise, or the services and facilities necessary for an economy to function. It can be generally defined as the set of interconnected structural elements that provide framework supporting an entire structure of development. It is an important term for judging a country or region’s development. The term typically refers to the technical structures that support a society, such as roads, bridges, water supply, sewers, electrical grids, telecommunications, and so forth, and can be defined as “the physical components of interrelated systems providing commodities and services essential to enable, sustain, or enhance societal living conditions.” Viewed functionally, infrastructure facilitates the production of goods and services, and also the distribution of finished products to markets, as well as basic social services such as schools and hospitals; for example, roads enable the transport of raw materials to a factory. To make it simple, infrastructure is anything that is needed every day, an everyday item.
Tourism Infrastructure demands for goods and services, and the establishments which provide such services are considered as part of the tourism industry. Further, the Tourism Infrastructure also includes establishments whose products are mainly sold to visitors, though they do not form a major share of tourist consumption. Several infrastructure sectors like power, telecommunication, water supply, roads and some production sectors like travel items, sports equipment; photographic materials, medicines and cosmetics are included in this category along with Tourism Infrastructure.

The infrastructure for tourism thus includes basic infrastructure components like airports, railways, roads, waterways, electricity, water supply, drainage, sewerage, solid waste disposal systems and services. Moreover, facilities like accommodation, restaurants, recreational facilities and shopping facilities also comes under the ambit of Tourism Infrastructure. Planning for sustainable development of Tourism Infrastructure, therefore, involves the integrated development of basic infrastructure and amenities along with all the tourism facilities in a balanced manner. The basic requirements for the development of Tourism Infrastructure are –

**Accommodation:**

- Forest lodges.
- Tented accommodation.
- Tourist complexes / tourist lodges.
- Wayside amenities.
- Restaurants.
- Tourist reception centers.
- Pilgrim sheds / dormitories, etc. at pilgrimage centers.

**Tourist transport:**

- Mini-buses, jeeps, elephants, etc. for wild life viewing.
- Cruise boats, ferry launchers, etc. for water transport.
- Tourist coaches in selected circuits.
- Special tourist trains.
Tourism is now the world’s number one industry, and protected areas are the focus of an increasing proportion of it. It is imperative to manage tourist pressures so that visitors can appreciate protected areas without damaging what they come to see.

5.18 Strategy for Improvement infrastructure in Bangalore City

Tourism, when promoted efficiently, would be a growth engine for the entire State, with proven examples across the world of economies thriving only on this sector. At the same time, it is imperative that the heritage structures are preserved from the impacts of rapid urbanization. The key activities include:

- Branding and "top-of-the-mind" recall
- Promotional activities for establishing the image of the city as a tourist destination;
- Developing the image of the city as a health and wellness centre
- Promotion of theatre festivals, Bangalore Habba, museums in the city
- Promotion of Meetings, Incentives, Conventions and Exhibitions (MICE) related tourism
- Setting in place efficient support infrastructure including key transport linkages – air, road and rail
- Promotion of theme based tourism, travel circuits, and new attractions
- Private participation in provision of infrastructure facilities
- Develop adequate support infrastructure viz., basic amenities, transportation facilities and information kiosks
- Build the capacity of implementing agencies and service providers.

Many tourism projects can be developed by the private sector—particularly with reference to hotels and resorts. However, there are projects in the basic tourism infrastructure area, which may not be directly viable, or may need to be developed as “catalysts” or boosting other tourism related outcomes. The projects taken up in the following section refer to this latter category.

5.19 Renovation of Heritage Buildings

It is proposed to renovate the 300 heritage buildings in the City in two equal phases at an estimated expense of Rs. 15 lakh per building for renovation. It is proposed to develop nine cultural centers during the JNNURM implementation period at an estimated expenditure of Rs. 1 Crore for each cultural centre. It is also proposed to develop four convention centers during the JNNURM implementation period at an estimated expenditure of Rs. 4 Crore for each convention centre. It is proposed to develop four budget hotels the JNNURM implementation period at an estimated expenditure of Rs. 2 Crore for each hotel.
5.20 Construction of Tourist Facilitation Centers

It is proposed to develop twenty tourist facilitation centers during the JNNURM implementation period at an estimated expenditure of Rs. 5 lakh for each centre.

Local Tourist Shuttles
It is proposed to procure Volvo buses under the project at a cost Rs. 65 lakh per unit.

Information Kiosks/centers
It is proposed to develop nine such projects during the JNNURM implementation period at an estimated expenditure of Rs. 10 lakh for each project.

Construction of Toilets
It is proposed to develop ninety public-use toilets during the JNNURM implementation period at an estimated expenditure of Rs. 2 lakh for each toilet block.

Development of Multi-storied Parking Facilities
It is proposed to develop five parking places during the JNNURM implementation period in an area of approximately 1 acre. Permissible Floor Space Index has been assumed at 2.5 at an average construction cost of approximately Rs.6000 per sqm.

Signage adhering to International Standards
The number of signs required has been estimated as one per 0.75 km stretch of main road at an average construction cost of Rs. 10 lakh per sign.

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<td>Local tourist shuttles /circuits / Heritage walks / ticketing</td>
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<td>Facilitation centre for tourists</td>
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Table No 5.2: Investment Plan for Culture and Heritage - JUNNURM Period

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**Employment opportunity by Tourism**

![Diagram illustrating employment opportunity by tourism]

Fig. No. 5.8 Employment opportunity by Tourism

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5.21 Tourism Impact on Rural Economy

Rural tourism focuses on letting the rural population of the country promote tourism. Along with the creation of an alternative source of income, rural tourism contributes to the revival of folk art and handicrafts. It is an ideal and natural method of rural and urban economic exchange. Rural tourism can be a viable economic component in rural community development. The benefits are many, ranging from sustainable livelihood, poverty alleviation, upliftment of rural artists/ art forms, empowerment particularly for women and higher standard of living.