Unit – VII

Conclusion

7.1 Introduction

Tourism industry is developing and is extremely competitive and hence the needs and prospect of the stakeholders are also developing. Bangalore city is emerging as leading tourist destination in India with the city state ranked fourth as domestic tourism destination and fifth among tourists arrival from abroad (FICCI, May 2006). Tourists from various parts of the country visit to places like National parks of Bandipur, Bannerghatta wild life sanctuary, Ranganathitoo bird sanctuary, Nagarhole wild life sanctuary and other ecological destinations keeping in view the environment and atmosphere which is suitable and pleasant making Bangalore a garden city. Stakeholders play an important role in promoting tourism, economic opportunity, market integration Stakeholders in Bangalore have grouped to form a Karnataka Tourism Forum (KTF) in 2001, a registered non-profit organization to improve tourism in the city and state. The Karnataka Tourism Forum main aspects are to create awareness, formulate and regulate new policy and advice, and works with the state and central government of India. Karnataka Tourism Forum motivates the tourism industry in the state to practice sustainable tourism and have awareness of the negative impacts that cause in negligence to environment (KTF, March 2010). The forum has also taken several initiatives along with the United Nations Environment Programme (UNEP) to focus at integrating environmental sustainability, sustainable production patterns, and conservation of environment and also influencing the consumer preferences. The Indian Association of Tour Operators (IATO, September 2009) has urged the tour operators and other stakeholders in Karnataka to join with the Karnataka Tourism for better tourism prospectus, and consider and implement factors relating to sustainable tourism. The Indian Association of Tour Operators (IATO 2009) after twelve years of their visit to Bangalore have tied up with a host of industry’s to have a smooth and successful tourism prospectus in Karnataka. During the Advantage Karnataka Global Investor’s meeting (June 2010), the Karnataka tourism government releasing new ventures also joined hands with more stakeholders from private sectors to promote the tourism sector in better aspect with
implementing a new tourism plan for next five years and to focus on issues such as hospitality wellness, adventure and ecotourism, environment and responsible tourism etc.

Many stakeholders are also focused to implement more of marketing as a channel for destinations in Karnataka, as this is an important criteria through which people can be aware of different destinations, leisure and recreation activities available in the state. Majority of the stakeholders feel strongly that infrastructure and tourism marketing requires more stable and sustained funding in the future. Karnataka tourism has concentrated on selling ancient, medieval places, temples and forts of ancient places as destinations, but there is a flow of tourists who look for something more than historical tourism. They expect to explore opportunity for leisure, recreation, ayurvedic and spas, wildlife, natural environment, bird watching, mountaineering etc. during their vacations or summer breaks. Such destinations have also need to be more focused which are not only beneficial for the entrepreneurs but to the local community welfare and government, not neglecting the historical places. Local people lack proper awareness and have negative perceptions regarding the benefits that are available from eco or nature based tourism, they have to be involved more in such destinations as they play an important role in promoting culture, traditions and nativity attributes to the visitors. The Karnataka tourism have to generate among the hoteliers and entrepreneurs to focus more on sustainable tourism apart from mass tourism which is beneficial to the local communities, the Bangalore city, tourism business, and for stability of environment which is declining radically in the city.

Responsible tourism is increasing in popularity across the world, but needs to have significant practical value in developing countries. It has less impact on natural resources and environment compared to other tourism industries, focusing more on enjoyment and appreciation of local culture, heritage, and natural environment and in protecting these assets. Responsible tourism is a set of practices that chart a sensible course between ecotourism and negative externalities associated with mass tourism (Harrison and Husbands, 1996). Mass tourism is expanding hugely undermining the sustainable issues that affect the environment, though it is profitable in business but has many negative impacts on the city. Being responsible towards the declining
greenery of Bangalore, and to the poor habitants in terms of tourism is what is involving and implementing ecotourism or nature based projects. There are many trees being cut down for industries, roads and many such constructions, according to Deputy Conservator of Forests (DCF), Parameshwar; he receives more than 300 applications every month requesting permission to fell trees. If this continues and no disciplinary of action is taken then definitely Bangalore a green city will in future be a concrete city. The Comprehensive Development Plan (CDP), have put many efforts to maintain the green belt zone, but now they are finding it difficult with the demand for IT industry growth, Metro constructions, population-as more people are migrating for better prospectus. People and government though are aware of these incidents still they need to be more cautious and take immediate disciplinary actions in control of tree fell. They also have to find solutions for prohibiting, and do awareness campaigns and skits etc to make people more aware of the importance of environment. The tourism industry in Bangalore also need to focus more on such sustainable tourism not just for environmental factors but also in giving better future to local village people. Mass tourism industry cannot recruit such people for their standards as most of them being illiterate. Having ideals of responsible tourism directly benefits the economic development and political empowerment of local people or communities; it also enables in environmental awareness, supporting human rights, conservation of biological diversity and cultural diversity, and demographic movements.

7.2 Observations

- Bangalore Metropolitan Region falls under Bangalore urban and Bangalore Rural Districts and its total geographical area is about 3,257 Sq.km.
- Bangalore has efficient support key transport linkages – air, road and rail for tourism.
- Tourists places are numerous and vary from place to place with Bangalore urban and Bangalore Rural Districts.
- The results obtained for the present study depicts that the study area has a best place for tourism development.
The study reveals that Mysore, Magadi, Tumkur, Airport, Kolar, Madras, Hosur and Kanakpura Roads have been identified as potential zones for the development of the tourism in Bangalore Metropolitan Region.

7.3 Suggestions and Recommendation

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.

**Renovation of Heritage Buildings**: It is proposed to renovate the 300 heritage buildings in the City in two equal phases.

**Development of Cultural Centers, Convention Centers, Budget Hotels**: There is need of establishing sufficient number of cultural centers, convention centers within study area so as to promote quality tourism.

**Construction of Tourist Facilitation Centers**: It is suggested to develop ample of tourist facilitation centers during the JNNURM implementation period.

**Local Tourist Shuttles**: It is proposed to procure adequate Volvo buses to cover local surroundings.

**Information Kiosks/ centers**: There is need of development of good number of such projects during the JNNURM implementation period.

**Construction of Toilets**: It is proposed to develop sufficient public-use toilets during the JNNURM implementation period.

**Development of Multi-storied Parking Facilities**: It is recommended to develop high-technology parking places in every tourists places.

**Signage adhering to International Standards**: The number of signs required has been estimated as one per 0.75 km stretch of main road.

**A strategic vision for the city for tourists’ point of view**: respect the natural environment, promote economic efficiency, ensure social equity, preserve historical
heritage, ensure efficient and affordable transport systems, and structure development in relation to a strategic transport network.