CHAPTER VI

SUMMARY AND FINDINGS

VI A. INDIAN TOURISM

VI B. KARNATAKA TOURISM

VI C. THE NORTH KARNATAKA TOURISM PRODUCT

VI D. THE TOURIST

VI E. THE HOST IN NORTH KARNATAKA

VI F. THE LOCALITES IN NORTH KARNATAKA

VI G. INFERENCES
VI A. INDIAN TOURISM

VI A.1 INDIAN ATTRACTION

India is a veritable treasure trove for the tourists of all types - pleasure seekers, nature lovers, explorers, adventure seekers, spiritual seekers, religious minded, culture-heritage oriented, researchers and academicians, traders, and the like.

VI A.2 ECONOMIC SIGNIFICANCE OF TOURISM IN INDIA

Tourism Industry occupies an important place in the socio-economic development of India. It is the largest foreign exchange earner next to Gem and Jewellery and Garments. The multiplier effect is one of the highest in the world. It provides employment to 17.4 million people. The Investment-employment ratio is the highest in the case of tourism as compared to other sectors of the economy.

VI A.3 TOURISM AND PLANNING IN INDIA

Deeply involved, practically significant and committed statements in subsequent plan papers have replaced the peripheral references in the draft papers of the initial plans.

There is a clear shift from the plan for isolated development of the sites to the integrated development of the tourist circuits over a region. Plan after plan the different dimensions of tourism have been recognised and ultimately it got the status of an industry.

But considering the high potentials of the tourism sector to earn foreign exchange, generate employment and tax revenues the allocations are very much disproportionate. Not a single plan has provided for tourism an allocation more than 0.2% of the plan size.
VI A.4 Chronology of State Involvement in Tourism Development in India

Starting on a low-key with the opening of tourist bureau in Srinagar way back in 1920s, today the Government, both at the Centre and the State levels, is deeply involved in tourism development in India.

VI A.5 Problems and Obstacles

Following problems plague the Indian Tourism.

1. Planning and Policy making
2. Attitudinal problems
3. Infrastructural and Superstructural bottlenecks
4. Marketing problems
5. Overall managerial problems.
6. Other problems
VI B. KARNATAKA TOURISM

1. **Karnataka is India in miniature.** With its widest possible offerings to the tourists of every kind, it proves to be a treasure trove.

2. Tourism occupies an important place in the socio-economic development of the State. The state receives about 177.5 lakh tourists every year. Out of which 175 lakh are domestic and 2.5 lakh are foreigners. Tourism provides 9.5 lakh jobs (including 3.6 lakh direct jobs). The multiplier factor estimated for the state is 1.65.

3. The tourist attractions of all kind are spread throughout the state. The tourist flow is more voluminous towards the south than the north. The southern destinations considered do not include Bangalore. Even then, approximately south attracts 5 to 6 times the visits of the north. If Bangalore is also taken into account the gap will be still wider.

4. The reasons for the uneven spread of tourist traffic can be traced as follows:
   a. Popularity
   b. Accessibility
   c. Amenities
   d. Seasonality.

5. Immediately after the introduction of Tourism Policy by DoT, GoK, in 1992, a steep rise in the number of new hotel projects in first 3 years, followed by a sudden fall is noticeable. The rise in Investment was steeper in the case of North Karnataka than that all over Karnataka. At the same time fall was also more sudden in the case of North Karnataka as compared to the overall fall in the State. The behaviour of trends in subsidy and the
number of projects also resembles that of investment.

6. Over a period of time (1992-2000) Plan Budget Allocation remains to be a major share of the total Budget Allocation. Unfortunately, the total expenditure for each year has been declining. It shows that funds available for Tourism are not utilised to the full extent. As against this the Non-Plan Expenditure has exceeded the Budget Allocations every year. With the mounting Non-Plan expenditures and shortfall in plan expenditures, a planned tourism development can hardly be ensured.

7. KSTDC is the biggest hotel chain in the State, with its properties located at 25 prime locations throughout the state. It is the corporate arm of the Government engaged in the promotion of tourism with transportation and hotel wings.

8. It is evident from the above that the operations of KSTDC conducted tours are unevenly spread all over the state. Considering the spread of attractions throughout the state, there is over concentration in South Karnataka in general, Bangalore-Mysore in particular.
VI C. THE NORTH KARNATAKA TOURISM PRODUCT

The tourism product of North Karnataka can be summed up in the form of SWOT analysis as follows.

**SWOT ANALYSIS**

**Strengths**

✓ Unique heritage, architecture, sculpture with two World Heritage Sites at Hampi and Pattadakal.

✓ Spread of attractions throughout the region.

✓ Diversified culture, product specialities, music, dance, drama and folk varieties

✓ Easy access from Mumbai, Goa, Bangalore, Hyderabad and Madras to the entry points of North Karnataka by road as well as rail.

✓ Law and order

✓ Friendly and hospitable people

✓ A STRONG REASON TO VISIT.

**Weaknesses**

❖ Poor infrastructure with bad roads, insufficient of Rail connections, absence of active civil aviation, miserable sanitation, water and electricity supply.

❖ Insufficient superstructure

❖ Poor tourism planning and management of tourist resources.

❖ Lack of proper information, publicity and marketing
❖ Lack of commitment among elected representatives, grave ignorance and inaction of the general public

❖ Low tourism awareness

❖ Lack of recreation and entertainment facilities

❖ Lack of proper marketing efforts to promote the product specialities

❖ NO REASON TO STAY AND SPEND.

**Opportunities**

❖ Liberalisation, privatisation and globalisation of economy and increasing business tourism

❖ Growing middle class and its increasing mobility

❖ Uni-gauge system of the Indian Railways

❖ Proposed Express Highways cris-crossing the Country

❖ Net-Marketing

❖ Flourishing and Saturating Neighbouring Destination-Goa

**Threats**

❖ Deterioration and damage of Monuments owing to Poor maintenance, Over-crowding, over visiting, encroachment, and neglect. Heritage being the trump card of the North Karnataka tourism, a very bleak future is expected if preservation and maintenance is not improved considerably.

❖ Urbanisation and industrialisation resulting in the vanishing of local socio-cultural and religious attractions, regional specialities in folk arts, different music forms,
handicrafts, architectural forms, dance forms, product specialities, and cuisine.

❖ Increasing popularity and acceptance of e-Commerce will result in thin business tourist traffic. This will lead to the disappearance of the cushions, which can absorb the shocks of seasonality & uncertainty in leisure tourism.
VI D. THE TOURIST

VI D.1 INDIVIDUAL PROFILE OF THE TOURISTS

1. **Age**: Tourists of all age groups visit North Karnataka destinations. People aged between 20 and 60 years are more in number than those below 20 and above 60. Mobility was the highest among the middle aged. Rarely very few respondents above 60 showed maximum mobility.

2. **Sex**: Male and female tourists, in almost equal proportion, visit North Karnataka destinations. Among the domestic tourists, male respondents showed more mobility. In the case of the foreign respondents, both male and female respondents showed equal mobility, with a few exceptions of female respondents showing higher mobility than men.

3. **Marital status**: Though noticeable correlation was not there between marital status and mobility, unmarried respondents seemed to be slightly more mobile. Foreigners showed same mobility both among married and unmarried class.

4. **Domicile of the tourists**: Domestic respondents were more travel oriented as domicile moved from village to metro. Their (district and metro respondents) expectations and demand for facilities were more sophisticated than that of those domiciled at villages and towns. However, foreigners with differing domiciles did not show much difference in their travel orientation, expectations and demand for facilities.

5. **Educational background**: Higher education also meant more exposure to print and electronic media, resulting in better knowledge of tourist attractions and a stronger desire to travel. Direct relationship between increasing educational qualification and mobility
was noticeable among a section of the respondents. Others, with higher and professional education, were more tied up to their routines with less time available for touring. Higher levels of education among respondents also had direct relation with demand for high sophistication in services and facilities. It was particularly observed in the case of the foreign tourists.

6. **Language of communication**: Domestic tourists from outside Karnataka preferred Hindi followed by English. Majority of those coming from different parts of the rest of Karnataka (outside North Karnataka) and from the adjacent districts of the states neighbouring North Karnataka preferred Kannada, followed by Hindi and English. Preference for English could be related directly with the increasing educational qualification and socio-economic strata of the respondents. In the case of foreign respondents, English was obviously the most preferred language of communication. However, some tourists from France, Canada, Holland, and Germany put English in the second place.

7. **Occupation**: Foreigner businessmen/professionals hardly had any business/professional work in North Karnataka. Hence their activities and spending behaviour did not differ from those from other occupational categories. All foreigners, including those from business/profession category, had come to North Karnataka purely on a pleasure/site seeing trip. Domestic businessmen/professionals, who frequently travelled on account of their occupation, hardly found time to visit sites, go for shopping, and attend socio-cultural-religious events. Domestic students and unemployed respondents had moderate mobility. Independently moving students and the unemployed, spent very less compared to those moving in groups.
8. **Income group**: In economic terms North Karnataka is yet to receive ‘Quality Tourists’. Majority of the domestic respondents were from the middle and lower income groups. Though foreign respondents were placed in the upper middle class and upper class, either they were budget class tourists by international standards or those from upper strata, stayed and spent less in North Karnataka.

9. **Travel frequency**: Foreign respondents showed more mobility than the domestic respondents. Higher mobility of foreigners may be attributed basically to their life style and higher income levels. Majority of the domestic respondents’ mobility was restricted to short haul tours compared to Foreigners moving across the continents.

10. **Factors encouraging frequent travel**: The domestic as well as the foreign tourists reported the same order of different factors encouraging frequent travel - Urgency, Pleasure, Time-money convenience and Facilities. Foreigners are more drawn by the facilities than the domestic tourists. This may be on account of sound infrastructure and superstructure in foreign countries, particularly western countries, and relatively higher standards of living.

11. **Factors deterring travel**: For the domestic tourists travel deterrent factors (in descending order) are, time-money inconvenience, displeasure of travel and lack of facilities. For the foreign tourists it is exactly opposite. This may be attributed to the disparity in per capita disposable income and standard of living of average Indian tourist and his/her foreign counterpart and of course the differences in life styles.

12. **Spending priority** Since foreigners, with higher Standards of living, already have Automobiles and other comforts-luxuries, travel automatically has least competition to top
the priority list. In the case of Indians the situation is exactly opposite. Those with travel
topping the priority list are either well off with higher standard of living or do not have the
responsibility to spend for competing items. They include students, unemployed, retired
etc. Overall 'travel' appears some where on the priority list of most of the total
respondents.

13. Usual purpose of travel: The travel, for almost all of the respondents, is
multipurpose. Pleasure was the usual purpose of travel for most of the respondents. The
different purposes arranged in the descending order are-pleasure, VFR, religion, business-
profession, study, and others (in the case of domestic tourists) and pleasure, business-
profession, VFR, others, study and religion (in the case of foreign tourists).

14. Factors influencing travel time decision: In case of domestic respondents the
factors influencing travel time decision can be arranged in descending order as follows:
of foreign respondents the order of the different factors is as follows: 1. Seasons, 2. Climate,
3. Own convenience, 4. Vacations 5. Events and 6. Urgency. The point to be noted is, seasons
appear in the upper portion of the list of factors. For the foreigners, seasons and climate
matter more.

VI D.2 THE TOUR

1. Source of knowledge about North Karnataka: The domestic and the
foreign tourists strikingly differ as far as the source of knowledge about North Karnataka is
concerned. The sources can be arranged in descending order of their being tapped by the
respondents as follows: for the domestic respondents- Prior knowledge, FR, Books, Media,
Films, Private agencies, Government agencies; and for the foreign tourists-FR, Books,
Media, Government agencies, Private agencies, Films, Prior knowledge. In both the cases neither the Government nor the private agencies figure at the top of the list. Relatively the reach out of the government agencies is poor in the case of the domestic tourists. Prior knowledge is the strongest source for the domestic tourists where as FR is the source tapped by most of the foreign respondents.

2. **Cause of visiting North Karnataka:** Heritage-Architecture-Sculpture followed by religion happen to be the causes of visit of the most of respondents – the domestic and the foreigners. Among the domestic tourists those travelling for VFR, business / profession, and for personal reasons were in considerable number.

3. **Factors influencing the time of visit to North Karnataka:** As observed by the researcher, seasons are the most influential factors in deciding the time of the visit to North Karnataka. Influence of seasons is more on the foreigners than on the domestic tourists. All of the respondents meant ‘pleasant climate’ as winter in North Karnataka i.e., November-February, which totally coincides with the tourist season in North Karnataka. Thus, when clubbed together, climate and seasons are the influential factors for 78.86% of the domestic tourists, all of the foreigners and 95.83% of the total number of respondents. **This explains why the visits to North Karnataka are highly seasonal.**

Many of the respondents, having ‘situations / events’ as influencing factors, were ignorant of the ‘tourism festivals’ being organised in North Karnataka by the Departments of Tourism of the State and the Central Governments. Some of them, who knew that the festivals were held, were not sure of the timings of the festivals. Some others, very handful, who had every information of the festivals, did not wish to visit North Karnataka during that time. They feared rush, non-availability of the hotel rooms, journey booking
problems, higher tariffs, etc. In fact some of the hoteliers reported that they had to send back the genuine tourist just because the rooms were already booked for ‘Government guests’ during the tourism festivals. Very few respondents, contacted during the festivals reported that the visit was planned to coincide with the festival. Surprisingly more foreigners than domestics were having precise information regarding the festivals. This may be owing to highly inquisitive nature of foreigners and more of them visiting Government tourist information, referring guidebooks and brochures than the domestic tourists.

4. **Preferred time to visit North Karnataka:** Thus, tourists prefer the first and/or the Fourth quarter. Again these two quarters coincide with the tourist season of North Karnataka, during which 100% of the respondents prefer to visit.

5. **Number of destinations covered under the present tour:** North Karnataka is moderately covered by the respondents during their visit under survey. Names of the places according to order of coverage—Hampi, Bijapur, TB dam, Badami, Pattadakal, Ihole, Banashankari, Lakkundi and others. Places from the districts other than Bijapur and Bellary visited by the respondents are Savadatti, Belgaum, Gokak, Dharwad, Hubli, Gadag, Gulbarga, Koodalasangama, Ganagapur, etc.

6. **Number of visits to North Karnataka** North Karnataka is not a repeatedly visited destination. Repeated visits are more among the domestics than among the foreigners. Even highly mobile domestic tourists and the foreign tourists visiting India repeatedly, visited North Karnataka for the first time. But neighbouring Goa, Bangalore, Mysore, Ooty, Kerala are repeatedly visited by them.
7. **Number of destinations covered under previous tours** Among those who visited North Karnataka more than once, coverage under previous visits was moderate.

8. **North Karnataka as the only destination / en route stop over**: North Karnataka is visited more as an en route stop over than as a tourist destination by majority of the respondents. Since North Karnataka is mainly an en-route stopover, it has to compete with the rest of the places visited by the tourists during a given tour, for the amount of time and money spent during the tour. Thus tourism revenue of the region will be a very small portion of the total amount spent by the tourists during the whole tour.

9. **Proportionate tour time spent in North Karnataka**: Considering the proportionate tour time spent by the respondents in North Karnataka, it can be concluded that on an average North Karnataka is NOT SO IMPORTANT in the tour schedule of the tourists. 40.84% of the domestic tourists, 100% of the foreigners, and 56.25% of the total number of tourists spent less than \( \frac{1}{3} \) of their tour time, in North Karnataka. This was mainly because of lack of sophisticated facilities to travel, to stay, to refresh and recreate, in North Karnataka. To sum up, **THOUGH THERE IS A STRONG REASON TO VISIT NORTH KARNATAKA, THERE IS HARDLY ANY REASON TO STAY AT AND SPEND AT ANY OF THE PLACES OF TOURIST INTEREST.**

10. **Touring group / individuals** It was interesting to note that many domestic singles and couples and many of the foreign groups toured under guided programme. More foreign singles were after freedom and flexibility during the tour.

11. **Nature of the tour**: The distribution of the nature of travel of the respondents is highly skewed towards self-guided tours. These tourists preferred more freedom and flexibility in touring movements and site seeing. Some of the
respondents who wished to travel under guided programmes had to go in for a self guided tour either because of lack of knowledge of guided tours or because they could not get a tour operator selling North Karnataka destinations.

12. Tourists’ transport preferences: Government transport services were highly preferred among the respondents. Surprisingly approved transporters were found on the preference list of only 7% of the domestic tourists as against more than half of the foreign respondents. This may be owing to increased reference of travel guides / books / catalogues by the foreigners than the domestic tourists. More of the domestic tourists than foreigners preferred unapproved transports. A sizeable number of the respondents did not have any preference for transport. Many of them came from the budget class and a few came from the business class, for whom quick movement by whatever means available was more important than the means of transport themselves.

13. Tourists’ priority in transportation: Safety was given the first priority in transportation for 71.83% of the domestic and 90% of the foreign tourists. Particularly, foreigners were scared of rash driving, bad roads, absence of traffic sense, poorly maintained vehicles / coaches / aircraft, ill-equipped air-traffic controlling systems and the like. In fact the tourists would have enjoyed travelling at a greater speed, thereby making it possible to cover more places or distance in lesser time. For them ‘Safety’ obviously counts first, followed by ‘time keeping’, ‘cost’ and ‘speed’.

14. Tourists’ accommodation preferences: Approved accommodation gets relatively higher preference as compared to Approved transportation, both among the domestic and the foreign tourists. As against Government transport a very small number of tourists prefer Government accommodation. Some of the respondents did not have any
preferences. They are either from low-income groups or they do not have time or patience to go in for a particular accommodation unit. Some of them do not believe correlation between ‘Quality of Services’ and accommodation ‘Categories’.

15. **Tourists’ priorities in accommodation services:** ‘Service’ and ‘Cost’ form two important considerations. Foreigners and up-class domestic respondents give much priority to ‘services’. Style hardly matters.

16. **Tourists’ preferences for eateries:** It was a great matter of concern to note that none of the domestic tourists and only 4% of the foreigners preferred Government eateries. This may be owing to the fact that domestic tourists very well know the fate of Government eateries. Many of the foreigners carrying ‘Lonely Planet’ or taking advice from their friends and relatives do not venture to go into Government eateries. It seems Government approval of the eateries hardly matters for the respondents, among the domestic tourists.

17. **Tourists’ priorities at eateries:** Hygiene topped the priority list of all of the foreigners and a section of the domestic respondents. More of the domestic respondents were after ‘variety’ and ‘taste’ than the foreigners. Naturally more foreigners had on their priority list the style of serving food-drink than the domestic respondents. As far as ‘cost’ of food-drink was concerned, it mattered more for the domestic respondents than for the foreigners.

18. **Tourists using the services of tour operators / travel agents:** Foreigners used the services of travel agents or tour operators double the domestic tourists. This may be partially owing to the unfamiliarity of Indian environment and Indian destinations. Many of the non-users feel that touring independently proves more comfortable
and flexible. Some of them suspect exploitation at the hands of travel agents and tour operators. Hence they think it to be safer not to go in for their services. Many were ignorant of these services available.

19. **Tourists, approaching Information Centre:** Unfortunately the reach out of such information centers does not seem to be considerable. 71.12% of the domestic tourists, 36% of the foreigners and 61.98% of the total number of tourists DID NOT approach these centers. Comparatively the foreigners fared well in using the information -- Government of Karnataka (30%) Government of India (28%) and Private agencies (16%). Some of the domestic ‘non-users’ feel that Information are superfluous; some had no information regarding the location of information; some others say they are well equipped with guidance / information from their friends, relatives, co-tourists, and localites.

Foreign non-users were mainly carrying the ‘Lonely Planet-India’. Owing to its exhaustive coverage the tourists are hardly required to approach the information. Moreover the ‘Lonely planet’ downgrades some of these information centres.

20. **Mode of transportation used by the tourists:** Road travel is inescapable in North Karnataka. The minimum road travel will be local transport. Tourists who prefer to travel exclusively by rail have to forgo some of the North Karnataka destinations owing to lack of rail connectivity.

Though there are three airstrips in North Karnataka (one each in Belgaum, Hubli, Bidar) their operation for civil purposes is highly negligible. Hence arrivals to the region by air are very low.
21. **Road travel:** Government buses were opted for by the maximum number of respondents, particularly, the domestic ones. This was mainly owing to high frequency on trunk routes, relatively wide network, affordability, and appeal to all economic classes. Private buses were patronised more by the foreigners than the domestic respondents. Tourists seeking independence and flexibility went in for travel by own or hired vehicles. Trekkers, bi-cycle riders and motorbike riders, in groups and couples traveled different parts of North Karnataka.

22. **Rail travel:** Second class domestic train travellers were coming from the middle and upper middle class. Though good number of foreigners travelling in the second class came from the budget class, many were from the upper class. They preferred to travel by second class just because they could see more people, talk to them closely, and have a close experience of Indian life styles. More or less equal proportion among the domestic and foreign respondents travelled by train in first class. More foreigners went in for Air-conditioned class compared to the domestic tourists. Choice of Air-conditioned class among foreigners was mainly owing to climatic conditions.

23. **Air travel:** Majority of the foreign respondents flew in by foreign airlines. It shows how crucial foreign airlines are in bringing the tourists from abroad. With improved services and increased operating routes our national carriers can be expected to share larger traffic as well as revenue. Private airlines seem to have over taken our national carriers in bagging a bigger share. Our domestic private airlines are preferred much more by the tourists as compared to our National carriers. This is mainly on account of lack of professionalism and customer orientation among our *national* carriers.

24. **Tourists' stay at North Karnataka:** Owing to local acquaintance more of
the domestic respondents stayed at FRs than the foreigners. More foreigners went in for approved accommodation than the domestic respondents. Some of the domestic respondents visiting religious places stayed at the Choultries and dharmashalas. They were mainly from lower income group. Up-class tourists stayed at Choultries and dharmashalas either as a matter of convenience or because accommodation of their choice was not available.

25. **Vegetarianism among the tourists**: Many pure vegetarian restaurants are very much justifiable, considering increasing inclination towards vegetarianism. Some of the non-vegetarians also prefer to be vegetarians whenever they are out of routine, particularly during the tour time. Many pure vegetarians hesitated to eat at the restaurants where Vegetarian and Non-vegetarian food items were served together.

26. **Tourists' food preferences**: Local food items top the preference list of most of the respondents. Interestingly local food items were highlighted in only a few popular eating-places. Owing to lack of proper publicity many of the respondents were not aware of the local food delicacies and their place of availability. North Indian dishes more popular than any other food variety.

It was surprising to note that few of the foreigners had the first preference for the continental food. It shows that majority of the tourists (especially foreigners) came to North Karnataka to experience the destination in total with the minimum preference for their own food items.

27. **Drinking water preferences**: Nearly $\frac{1}{4}$ of the domestic and all of the foreigners preferred bottled water. It reflects negatively on the safety level of drinking water in North Karnataka. Drinking water preferences could be directly related
to the income groups, demand for cleanliness, sophistication, and health savvy attitude. Upper class tourists preferred bottled water and lower income tourists went in for drinking water available anywhere. Sometimes it was observed that bottled water was purchased, even by some of the low income group respondents, to demonstrate 'richness' / 'sophistication' rather than for genuine pure water. It was more a status symbol than care for health. For some others it was a matter of convenience to carry bottled water.

Though bottled water supply has provided investment and employment opportunities to thousands, the fact cannot be ruled out that it is an avoidable, unnecessary blockade of resources. Empty water bottles are a major environmental concern.

28. Tourist activities at the destinations: The number of activities, the duration of stay, the amount spent at the destination and the resultant socio-economic benefits to the region—all of them vary in direct proportion. Maximum number of the respondents had site seeing at the top of their list of activities, with more local acquaintances, more of the domestic tourists engaged in VFR than the foreigners. Similarly more domestic respondents than the foreigners attended / participated in socio-cultural-religious events, visited institutions, and engaged in business / professional activities. Though North Karnataka offers one of the widest ranges in product specialities and souvenirs, shopping does not top the list of activities of any of the respondents. Considering the shopping possibilities the shopping activities are very few rather negligible. This may be attributed to poor marketing and publicity of these products.

Foreigners preferred less of shopping to minimise the luggage as much as possible. As far as unawareness of the product specialities and souvenirs was concerned, the domestics and the foreigners were in the same position, with few exceptions of the
domestic tourists.

Many exhibitions of such art works are organised, seldom with proper publicity. Very few respondents were drawn towards these. Higher inquisitive nature of the foreigners must have drawn them towards artists / craftsmen / art exhibitions. Innumerable religious - social - cultural events take place in North Karnataka at different times of the year. The domestic tourists with higher involvement, awareness, and interest in such events had more attendance, participation than the foreign tourists.

29. **Per day expenditure of the tourists:** Foreigners are high spenders as compared to the domestic respondents. Nearly half of the domestic respondents spent less than Rs.150 per day as against $\frac{3}{5}^{th}$ and $\frac{1}{8}^{th}$ of the foreigners spending between Rs.400 and Rs.1000, and above Rs.1000, respectively. Many of the foreigners and upper-class domestic tourists were ready to and capable of spending more but for the ‘reason to spend’. They spent less because they were not provided with enough recreational and entertainment opportunities for spending more money.\textsuperscript{120} This has direct effect over the per day spending. The tourists who were ready and capable to spend more ended up in lower spending because apart from site seeing, food-drink and accommodation they did not find any worthwhile reason to spend. With low-key entertainment and recreation facilities and very limited shopping attractions the expenditures per day are bound to be less. Thus, it is not only important to attract high-income group tourists (quality tourists) but also to provide a good number of opportunities to spend.

The average per day spending by the domestic tourists is approximately a third of that of the foreign tourists. This may be directly attributed to the difference of average
income levels of the Indians and the Foreigners and also the difference in currency exchange rates. Moreover, the foreigners go in for high profile consumption as compared to the domestic tourists.

Average per day spending of the total number of tourists has come down to almost half of that of the foreigners. This is owing to high number (almost 3 times the foreigners) of the domestic respondents with lower average per day spending (almost \( \frac{1}{3} \) of foreigners' per day spending).

30. **Tourists' expenditure pattern**: Among the domestic tourists 'food-drink' ranked as the first items of spending for maximum number of respondents, whereas among the foreigners 'accommodation' ranked as the first item of expenditure for the maximum number of respondents. Considering 'travel' and 'accommodation', 'food-drink' seems to have gained relatively lower share in the tourist spending, in the case of foreigners. Only \( \frac{1}{4} \) of the foreigners spent on 'food-drink' in the first place. Among the domestic tourists 'food-drink' appeared at the top of the expenditure list. A higher spending on food-drink by the domestic respondents than foreigners may be because of the domestic tourists know or are accustomed to the food habits of the region. Automatically, the domestic tourists can enjoy or consume more items of food-drink than the foreigners. Moreover, the hygienic standards and the style of service at most of our eateries keep away many of the foreigners on good number of occasions. This might have contributed to bring down the 'food-drink' expenditure by the foreigners.

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120 Chib S. N. op. cit. p.383
Surprisingly 'shopping' does not figure prominently in the expenditure list of the respondents. In the case of North Karnataka shopping does not attract much of the tourist spending and the case of recreation and entertainment is far worse to be mentioned.

VI D.3 THE TOUR EXPERIENCES

1. **Success of the tour:** More of the domestics than the foreigners reported that the tour was a SUCCESS. This may be attributed to the multitude of purposes of the domestic tourists as against very restricted number of purposes of the foreigners, to visit North Karnataka. Most of the foreigners had the single purpose, that of visiting sites.

   More foreigners than the domestics labelled the tour to North Karnataka as unsuccessful.

2. **Pleasure of the tour:** Unlike the 'success' of the tour to North Karnataka, 'pleasure' of the tour was reported by more of the foreigners than the domestics. Some of them, even, who rated the 'tour experiences' very poorly, said that their tour was a pleasant one.

3. **Booking for the journey:** Majority of the tourists reported that booking the journey was EASY. They mainly travelled by Government buses; hired vehicles and some of them by private buses. Respondents rating the journey booking as bad, included mainly those who travelled by rail. Long and slow moving queues in front of the reservation counters, ate much of the valuable tour time of the foreigners and some of the domestic respondents. Agents charged hefty commissions to get the reservations. Many times reservation not available at the counter could be obtained through agents, possibly owing to off the counter relationship between the agents and the reservation staff. Some of the
respondents reported 'computerised work-shirking' by booking clerks, who misused the 'computer illiteracy' of the persons standing in the queue to fool them.

4. **Pleasure of the journey**: More of the domestic tourists than the foreigners reported a pleasant journey. Major part of their journey was on the National Highways and by rail. The Hi-tech luxury coaches, 1st class AC coaches have ensured a comfortable journey.

More foreigners than the domestics reported uncomfortable or unpleasant journey. They underwent the hardship of travelling on the state highways and interior roads of North Karnataka.

5. **The roads**: Highly deplorable condition of the roads has been a major obstacle in the growth and development of tourism in North Karnataka. More foreigners (\(^9/10\)) than the domestic respondents labelled the roads as \textbf{BAD}. These observations apply even to rail and air travel. Owing to signalling or scheduling problems, single tracks throughout North Karnataka, trains cannot run at their full speed, making the journey tiresome. In the case of air travel, owing to the absence of active civil aviation in North Karnataka, air accessibility is very poor. Added to this, the tourists had to face the discomfort of waiting for the connecting flights, on their way to the North Karnataka destinations.

6. **The roadside amenities**: With a very few exceptions the roadside amenities are not in good conditions. They provide bare minimum facilities; that too with very low standard. Food-drinks are not clean and hygienic. Toilets are also not in desirable conditions. Though some of the new facilities are found worth mention, they deteriorate in quality over a period of time, as in the case of some of the old facilities.
Persons running these facilities are more driven by windfall gains than by gains through customer satisfaction. A large number of tourists do not prefer to eat-drink at these facilities. This results in lower spending at these places with lesser benefits.

Nearly \(\frac{3}{5}\) of the domestic and foreign respondents rated the roadside facilities as BAD. Only \(\frac{1}{10}\) of the total tourists find them to be GOOD, which included more of the domestic tourists than foreigners. This may be owing to mental or physical preparation of the domestic tourists to visit and use these units. Giving a positive rating to the roadside amenities was more among low-income class tourists as against up class tourists.

7. **Timings of the transportation facilities:** The timings of the transport facilities were found to be very convenient by more of the domestic tourists than the foreigners. Many respondents travelled by bus on trunk routes where frequent services are available almost round the clock, both by government and private buses. As against this more foreigners than the domestic respondents rated the timings as BAD or inconvenient.

First time visiting Americans could hardly feel comfortable with the timings of the public transportation owing to 'jet lag'. Many of these respondents were travelling by rail or on non-trunk routes. Some of the respondents at Hospet and Hampi, though aware of the attractions at Bijapur, did not wish to visit them. Because they found the train connections odd or road travel uncomfortable. Owing to inconvenience of timings their original tour schedules could not have been maintained.

8. **Time keeping by the transporters:** More than half of the domestics and half of the foreigners rated time keeping as GOOD. These respondents included KSTDC and other conducted tours’ tourists, some of the Government bus travellers.
More of the foreigners (almost nearing half) than the domestic respondents reported BAD time keeping. They attributed this to the worst road conditions, poor maintenance of vehicles, excessive halting at road side amenities, sometimes even unwarranted halts (in the case of buses); long wait for signals, tracks not ready for full speed running, frequent crossings (in the case of trains); and innumerable factors in the case of flights. More travellers of Government coaches than Private coaches reported loss of travel time.

9. **Vehicles / coaches**: Nearly \(\frac{1}{3}\)rd of the tourists found the vehicles and coaches to be in good condition. But more foreigners than the domestic tourists were put to discomfort during the travel owing to vehicles. These respondents mainly travelled by Second class train coaches, Government express buses, and old private buses. Ill-maintained vehicles running on uneven and rough roads definitely ensured the discomfort of the traveller.

Vehicular discomforts were attributed to noisy engines, poor shock absorbers, congested seats, non-stop video films, insufficient leg space or luggage space, de-funct window sliding, breakdowns, lack of cleanliness and filth etc. In the initial years, video coaches used to attract more number of passengers, now they are the cause of dissatisfaction, mainly for the upper class sophisticated ones.

10. **Transport personnel**: Nearly half of the domestic respondents and \(\frac{3}{10}\)th of the foreigners rated the transport personnel as ‘unfriendly-non-co-operative’. Very few of the respondents gave GOOD rating.

11. **Transport fares**: While rating the transport fares, along with respondent’s income groups, the individual attitudes, perceptions also counted to a
considerable extent. Thus, only a few of the respondents from the low-income group found the 'tariff' very cheap and vice-versa.

Only a tenth of the foreigners and a third of the domestics felt that transport fares were very costly. Here mainly poor services rendered by transporters in comparison with the fares were responsible for such a feeling.

12. Efficiency of the local transport: More of the foreigners than the domestic tourists labelled the local transport as poor, slow and inefficient. Not many respondents praised the local transport as 'Quick and efficient'. Here too the domestic tourists were more than the foreigners.

13. Services of the local transporters: Approximately 1/5 of the domestic respondents and 1/6 of the foreigners rated the services of the local transporters as GOOD. More of the foreigners than the domestic rated the services of the local transporters as bad and poor. Unfortunately cases of off the meter tariff charging, touting, and extortion were reported by majority of the respondents not only in North Karnataka but also in the other parts of the country. This may spoil the very well managed show presented by the tourist industry and the government.

14. Signage: Tourists from Karnataka and repeatedly vis'iting foreigners rated the signage in North Karnataka as GOOD. Some of them even did not use signage during the tour owing to the familiarity of the region. Nearly half of the domestics, 1/5 of the foreigners, and 51.04% of the total number of tourists gave 'BAD or Poor' rating to the signage. They complained that maximum signage is in Kannada, making it useless for Non-Kannadigas. In some places the information in the signpost has been distorted by the
mischievous people. In some strategic or important places, either signs are missing or have not been placed.

15. **Accommodation booking** Nearly $\frac{3}{4}$th of the respondents reported easy availability of accommodation. They also included participants of conducted tour programmes. Some of them had advance bookings. Many booked rooms over the counter. Easy availability of accommodation was reported more by high-income group tourists. This highlights the need for developing budget class hotels—decent, clean, and suitable for family stay. More of the foreign tourists than the domestics reported difficulty in getting accommodation booking. Mainly they were self-guided tourists. Rarely this group included high-income group tourists.

16. **Happy with the accommodation:** Around $\frac{3}{5}$th of the tourists were happy with the accommodation. A majority of them got their choice. Others had 'adjusted' their expectations to suit the situation. Among those who expressed unhappiness, the domestic and the foreign tourists were more or less in the same proportion. Many of these respondents were participating in the conducted tour programmes of KSTDC and some of the private tour operators. Some others were forced to occupy sub-standard or unsuitable accommodation owing to urgent circumstances.

17. **Location of the accommodation unit:** Since the accommodation units are distantly located either from the sites or the transport terminals, there is tremendous scope for local transporters in North Karnataka, particularly in Bijapur-Hampi Complex. The distant location of accommodation units—attraction points—transport terminals ensures that the tourists pass through as many areas of the city/village as possible. It provides a better opportunity to come into contact with the locals and to have an experience of the
local life. It further helps the percolation of the tourist rupee, by increased spending points.

Though distance can be objectively measured, the feeling of nearness or farness is highly subjective. Good transportation facilities and easy accessibility make a distant place relatively near. This also is directly affected by the economic status, mobility, and travel frequency of the tourists.

Almost equal proportions of the domestic as well as foreigners feel that sites are very far. Those reporting nearness of accommodation units mainly travelled in their own or hired coaches of the conducted tour programmes, whereas the respondents reporting distant located accommodation units were mainly touring self-guided.

More foreigners stayed near the cities (42%) and the terminals (46%) than the sites (8%). Sometimes they stayed near the sites, particularly in Hampi, where paying guest accommodations, mainly for foreigners, are mushrooming in the surroundings of Virupaksha temple.

18. Hotel rooms: More of the domestic respondents than the foreigners complained congested rooms. In all approximately a tenth of the total number of tourists felt that rooms were congested. Some of the domestic tourists complaining congestion stayed at ordinary -budget class accommodation units. They really faced congestion owing to small size of the rooms. Some others moving in self-guided groups, whose members shared the rooms beyond the room capacity must have felt congestion. Many foreigners stayed in the upper middle and upper class hotels where room space was quite large and also room sharing was almost within the capacity limits. Hence congestion might not have been reported by more foreigners.
19. **Cleanliness and sanitation:** Though cleanliness and sanitation are rather rare in the Bijapur - Hampi complex area, a sizeable number of tourists reported 'very clean' accommodation facilities. They mainly stayed in the upper-class hotels. Very few budget class accommodations were very clean. Accommodation facilities were reported to be very much unclean by those who stayed in the budget class as well as the middle-class hotels. Lack of cleanliness was attributed to lack of properly trained, oriented and properly paid staff, water-supply problems, lower room turnover or occupancy, resulting in unused rooms without maintenance for a longer time. In some cases even higher occupancy or turnover that resulted in unclean rooms. This was owing to lesser time available to the hotel staff to clean the room and prepare it for the next guest.

Hence a casual observation of some of the accommodation units was made to verify the responses and observations were found approximately matching with the responses of the respondent tourists.

20. **Lighting and ventilation:** More of foreigners (almost $\frac{3}{4}$) reported very good lighting or ventilation, compared to the domestics (slightly more than $\frac{1}{4}$). As against this the domestics reporting 'very poor' lighting or ventilation were more than foreigners. Very Good' remark was owing to the location of the accommodation unit with relatively open surroundings. 'Very Bad / Poor' rating was labelled by those who stayed on the ground floor, sometimes in basement rooms. These hotels are surrounded by closely located structures.

21. **Water and electricity:** Domestic respondents suffered relatively more from insufficient or irregular water / electricity supply than those who were lucky enough to have regular or sufficient water or electricity supply. Water supply was a problem more in
and around Bijapur than in Hampi - Hospet. It seems the seasonality of tourism in Bijapur in particular and North Karnataka in general may be owing to availability of water during a part of the year -- July to February. Luckily the nearby Tungabhadra Dam ensures sufficient or regular water supply to Hospet and Hampi region. The long pending Upper Krishna Project has immense potentialities of redressing the water scarcity in and around Bijapur. Hence, to that extent the negative effects of seasonality can be reduced.

More foreigners reported regular or sufficient water or electricity supply than those who reported the opposite. The hotels of their stay provided supplementary supply with water tankers and generators. Electricity problem was felt more at Bijapur - Badami - Ihole - Pattadakal than at any other place. Particularly power supply becomes very much necessary to overcome the climatic adversity of the place.

Up-class hotels can provide tanker water and generator electricity hence tourists staying there did not feel the pinch of supply problem. It was more reported by the tourists staying in the budget hotels and those staying with the FRs.

22. **Room service**: Foreigners, more than double the domestics respondents rated the room services as efficient and prompt. With a few exceptions these respondents stayed in up-class hotels. More of the domestic respondents than of the foreigners were not at all happy with the room service.

Hotels with sufficiently large number of employees, with proper training and customer orientation could ensure prompt and efficient room services. A hotel with unhappy staff cannot serve its customers and make them happy.

23. **Reception staff**: More of the domestic respondents than the foreigners
labelled the reception staff as ‘friendly’ and ‘hospitable’. This may be attributed to familiarity of language, culture, and social behaviour. Few foreigners expressed happiness with the reception staff. Those staying at the budget hotels could smell the staff expecting tips or gifts in return for a hospitable treatment. Though in small number, more domestic respondents than the foreigners experienced hostile, indifferent, and inhospitable reception.

24. **Tariffs:** Many foreigners said the tariffs were very cheap. This may be owing to currency exchange rates. Slightly less than half of the domestic respondents felt that, the room tariff was costly. Only a negligible number of foreigners felt the tariffs to be very costly. Considering the total figures, the room tariffs are very ‘cheap’ for more than $\frac{2}{5}$th of the respondents.

25. **Security:** More of the foreigners than the domestic respondents reported the security condition ‘to be safe’. But still roughly $\frac{2}{5}$th of the domestic and foreign respondents were NOT completely assured of their safety. Only a small number of the respondents feel that they are ‘UNSAFE’ in North Karnataka. The ‘Unsafe feeling’ may be attributed to unfamiliar environment or strange hosts and unknown languages. Added to this, the press notes and the hearsay of the co-tourists, FR’s and the localites regarding the criminal activities at the places of tourist interest make the tourists scared. Though the number of ‘unsafe’ feelings looks negligible, it cannot be ignored. The feelings may be magnified in the words of mouth, damaging the image of the destination. Or the feelings may come into reality and cause irreparable the damage to tourists, their belongings and ultimately tourism industry of the region.

26. **Overall environment:** The overall environment at the accommodation unit
was 'hospitable' for $\frac{2}{5}$th of the domestic respondents, and half of the foreigners. It was observed that in a good number of hotels, the staff was 'more' hospitable to foreigners than the domestics, of course in anticipation of 'tips' and 'gifts'. Some of the foreigners and up-class domestic respondents seemed to be irritated by the 'over hospitable' environment. Though in small numbers, more foreigners than the domestic respondents experienced hostile, indifferent, and unfriendly treatment and uncomfortable stay. Crores of rupees spent in installing and running a hotel unit will go wasted when the lodgers or customers do not feel like staying there any more.

27. Food / drink at the destination: Excepting those who were mainly 'hardliners' from different parts of the country and abroad, the others enjoyed the food-drink in North Karnataka, (around $\frac{4}{5}$th of the total respondents). For some of them their routine food would have been enjoyable. It was disheartening to note some respondents even from the same region (places adjoining North Karnataka) did not find the food enjoyable owing to poor quality, taste, or hygiene etc.

28. Cost of food / drink: The respondents complained of charging unreasonable prices by some of the approved hotels, costly eatables at the KSTDC hotels and roadside eateries. Low-income group respondents reporting high prices are quite obvious. But when even up-class tourists groan, the matter must be definitely serious. Here the feeling of costliness came out mainly because of the poor quality of food and service at these establishments.

29. Quality of food / drink: More foreigners than the domestics reported that the food-drink supplied was of 'Good quality'. This was mainly because the foreigners visited relatively up-class eateries and restaurants. Bad quality of food-drink was attributed
to inferior quality, second grade materials used to prepare food-drink items.

30. **Hygienic standards:** In majority of cases the hygienic standards at the eateries are highly deplorable. Lower hygiene was attributable to water scarcity, untrained, low class manpower, high labour turn over among the kitchen staff, carelessness by management, lack of supervision, over all lack of hygienic attitude etc.

Lower hygienic conditions not only drive away health conscious ‘Quality tourists’ but also may cause major health disorders at the destination regions, which in turn may prove to be tourist detractor. Hygiene should be given top priority.

31. **Drinking water:** 1/3rd of the domestics consider drinking water to be clean and safe. They mainly include those who drink water wherever it is available, without any preference. They also included many low-income group tourists, respondents with lesser sophistication coming from villages and agricultural background, and those high-income group tourists who drink only bottled water. Though all the foreigners drank bottled water, only a fifth of them gave a ‘clean chit’

32. **Varieties of tourists’ choice:** With necessary information regarding place and time of availability one can enjoy any food - drink item of his / her choice. Owing to lack of ‘such information’ around a fifth of the respondents could not enjoy food of their choice.

33. **Taste of food / drink:** More foreigners (1/2th) than Indians (more than half) found the food - drink to be very tasty. More of the domestic tourists than the foreigners labelled the food as ‘tasteless.’ The food preparations being totally new to the foreigners, mainly the first time visitors, it must have appealed to their exploratory nature. Though
they complained of heavily spiced food, they seemed to have enjoyed it. The domestic respondents seemed to be hard liners as far as food habits were concerned. Change in food preparation, serving, and taste has brought out more of negative response.

34. **Satisfaction at the destination:** Most tourists expressed satisfaction regarding their tour to North Karnataka. Though this response cannot be taken at face value, it definitely gives positive outlook of the respondents towards their tour in North Karnataka. Fewer domestic respondents than the foreigners expressed the satisfaction of their North Karnataka tour. On the other hand, roughly $\frac{1}{3}$ of the domestic respondents, and a tenth of the foreigners expressed 'dissatisfaction'.

35. **Approach / accessibility to the attractions:** More domestic respondents than the foreigners found it easier to approach or access the attraction sites. This may be owing to familiarity with the environment and language. The interesting fact revealed was that foreigners visited more sites than the domestics on an average. Foreigners were more inquisitive than the domestics.

36. **Attractions:** Only one domestic tourist and less than $\frac{1}{8}$ of the foreigners found the sites unworthy of any visit. It could be realised later on that they had very little awareness about the significance or the background information about the sites. Some of them were in hurry, with hardly any time or patience to understand the significance of the site and enjoy the visit. In general sites coming under the survey area appeal more to the tourists oriented towards culture - art -architecture - religion - heritage.

37. **Maintenance of attractions:** More foreigners than the domestics reported very poor maintenance of the sites. This may be owing to the lower standards of site
maintenance in India, Indian tourists having relatively lower expectations regarding site maintenance.

Site maintenance has been entrusted to the ASI in majority of the cases. Poor maintenance is attributed to lack of funds, lack of staff, lack of equipments and expertise. The monuments fail to impress upon the first time visitors. Encroachment of the surroundings of these monuments by petty shopkeepers, hotels, hawkers, peddlers, and roadside vendors is rampant especially near Sri Virupaksha temple - Hampi.

38. **Entry fee:** More than \( \frac{3}{5} \) of the monuments coming under survey area have entrance fee. The collection of fee forms a source of funds for the up-keep of the monuments and also a means to maintain visitors statistics. Entry fees range between Re.1 and Rs.5.

\( \frac{3}{4} \) of total number of tourists found these fees very 'cheap'. Nearly \( \frac{1}{4} \) of the domestics and \( \frac{1}{10} \) of the foreigners found them to be affordable. They meant, the amount of entry fee was not worthwhile considering the level of maintenance, which was very poor.

As against this majority of the remaining tourists feel that entry fees are negligible, considering the importance of the monuments.

39. **Information / Interpretation:** Any tourist attraction (place / event / institution / product) requires sufficient information and interpretation to make its significance known to the tourists. Particularly for a heritage tourist product, the need for proper information and interpretation is even more. In the case of North Karnataka both are lacking, resulting in low utility of a site visit. Heritage is the main tourist attraction of
North Karnataka; hence interpretation of the heritage sites occupies a place of immense significance. Considering very low awareness about our heritage among our own countrymen, we can hardly expect a foreigner to have already known the significance of the site under visit.

Only a sixth of the domestic respondents and none of the foreigners agree that information and interpretation is proper and sufficient. Many were either familiar with the sites or accompanied by the guides or repeat visitors. A few hardly bothered to understand the 'product'. Their visit was casual.

But they are not happy completely.

Most of the tourists, more than half, feel that information and interpretation is insufficient, inaccurate, and improper. They are unable to make their visit a deserving one.

40. Tourist guides: Only half of the respondents took the services of tourist guide. Foreigners (2/3rd) used the guide services more than the domestic respondents.

Tourists participating in conducted tour programmes invariably used services of the guide invariably accompanying them. Respondents availing the guide services by choice were fewer among the domestic respondents (less than 1/4th) than the foreigners (more than half). This maybe attributed to the relatively more familiarity of the domestic tourists with the places, culture, and language than the foreigners. At the same time foreigners were more inquisitive than the domestic tourists.

Roughly a tenth of the respondents praised the 'Guides' as resourceful or friendly. Around a fifth of the respondents found the 'Guides' to be ordinarily informed.
More foreigners (slightly less than \(\frac{1}{4}\)) than the domestics (roughly \(\frac{1}{7}\)) complained that tourist guides were ill informed or unfriendly. They mainly participated in conducted tour programmes. The problem was with fluency in speaking, information, decency of behaviour, honesty, co-operation.

41. **Tips to guides:** More foreigners rated 'tips to guides' as affordable, and very high, than domestics. The affordability to the foreigners is mainly owing to the currency differences. The feeling of the tips being very high must be owing to the comparatively low quality of the guide services and greediness and extortion. Though it may prove gainful to the guides for the time being in the long run it adversely affects the image of the destination and thereby affects the business of the whole region. A strict policing should be arranged to guard against such exploitations and extortions.

42. **Arrangements at conferences / conventions:** More foreigners than the domestics praised the arrangements at the conferences and conventions as 'very good'. 'Poor' rating came from only one domestic respondent.

43. **Services / reception at the institutions:** Only domestic tourists and none of the foreigners visited these institutions of educational, philosophical, spiritual, artistic, and literary importance. None of the respondents rated the services as 'poor'. But still a lot needs to be done to improve their functioning, and presentation and the marketing of their services to the targeted segments.

44. **Music / dance / drama / cultural events:** Proportionately more foreigners (slightly fewer than a fourth) than the domestic respondents (roughly a tenth) attended these events. Of those who attended, many \(\left(\frac{2}{3}\right)\) felt that the events were ordinary. This was owing to poor planning and organising of these events; lack of proper
information and interpretation of the shows; poor presentation and the marketing of the shows / concerts / events.

45. **Art craft exhibition / artistes / craftsmen:** Most of the respondents either did not have, any information of such exhibitions or time to visit such exhibitions or were least interested in. Surprisingly none of the respondents either visited or were aware of the 'Shilpavana' located on the premises of Hampi Kannada University, where young sculptors are rigorously engaged in learning carving and sculpting, and producing beautiful art works. Similarly North Karnataka proudly houses a great number of such professional artists.

46. **Shopping / souvenir purchasing:** More domestics (more than $\frac{2}{3}$) than the foreigners (\(\frac{2}{3}\)) shopped. Majority of the respondents rated the shopping as ordinary, casual, or unworthy (except a tenth of the domestic respondents and roughly $\frac{1}{3}$ of the foreigners). The poor marketing of the product specialities of the region has rendered the shopping opportunities unattractive.

If shopping opportunities are not sufficiently created or provided, a major part of the 'tourist rupee' goes unspent at the destination. Many of the domestic tourists were either not aware of shopping opportunities or least interested in or too busy to go in for shopping. The same was observed in the case of foreigners too. In addition many foreigners, particularly budget class tourists, preferred to shop less so that their luggage is minimised.

47. **Resting / recreation:** Unfortunately North Karnataka has least provisions for resting as well as recreation. Hence it loses a bigger stream of tourists to the neighbouring tourism regions-Goa, Bangalore, Mysore, Kerala, Ooty and
Kodai. With a few exceptions, we hardly find any accommodation unit well equipped, away from the hustle-bustle of dusty cities, with regular supply of fresh-clean water, hygienic food-drink, uninterrupted power, hospitable service - all put together.

At the same time, (though there are a large number of artistes, musicians, dancers, actors, professional and amateur drama groups, etc.), tourists hardly find any opportunity to engage in recreation or entertainment activities. The cultural shows / concerts / events are not either held regularly or organised and marketed properly.

Opportunity to engage in indoor and outdoor games, sports, swimming, jogging, gym etc., are not at all available at many of the places in North Karnataka. Most of the foreigners and less than \( \frac{3}{4} \)th of the domestic respondents, reported engagement in resting or recreational activities. For many of the respondents the recreation was passive such as, TV programmes, cultural programmes, socio-religious events etc. Only 4.92% of the domestics, 30% of the foreigners found the time spent at accommodation units really refreshing.

Those not at all happy with resting or recreation were more among the foreigners than the domestics. This may be partially owing to foreigners’ concept of resting and recreation being different and adjusted to European-American environments. Basically, total absence of late evening and nightlife at North Karnataka destinations makes a considerable part of the tour time sheer boredom for the tourists in general and the foreigners in particular.

48. **Localites / local life:** More foreigners \( \left( \frac{2}{3} \right) \) than the domestics \( \left( \frac{2}{5} \right) \) found the local life and localites in North Karnataka interesting, friendly and hospitable. It may be out of curiosity that more localites talked to foreigners and offered them
help, wherever needed. It was interesting to note that white skinned foreigners created more curiosity among the localites than the remaining foreigners (Bangladeshis, Nepalis, American Asians). This may have to do with colonial mentality still lingering in the minds of our countrymen. Another reason may be traced in the fact that, for the domestic respondents the local life style does not appear to be new owing to ethnic commonality.

As far as foreigners are concerned, they do not find anything new, unique, or special. This may be owing to over influence of western culture, lifestyle, and consumption pattern on our cities, particularly, in metros. More over, year after year, the local typical architectural designs of houses, shops, temples, and other government and public buildings are disappearing. And stereotype concrete structures have come up in their place.

49. Religious places: For majority of the domestics, especially coming from neighbouring regions, many of the deities in North Karnataka happen to be family deities. Visiting these places is almost an annual feature for some of the families of the respondents. Usually the tours get extended to other places of attraction.

It was disheartening to note that even some seemingly staunch devotees also did not think of the next visit. Over crowding, over commercialisation, poor maintenance, filthy environment, lack of feeling of sanctity and sacredness in the atmosphere must have contributed to this change of mind.

50. Climate: For the majority of the respondents, the North Karnataka climate was either tolerable or unpleasant. For them the sun is relatively hot during winter and scorching during the summer in North Karnataka. Hardly 4 months every year are found with a relatively pleasant climate -- November to February. Thus, though there
are innumerable attractions spread throughout North Karnataka, the climate factor restricts the tourist flow only to a seasonal period of 4 months.

51. **Business / professional opportunities**: Owing to the under-development of the region in terms of infrastructure and superstructure, business has not picked up as it should have. As an old adage goes, 'TRAVELFOLLOWS TRADE', tourism will follow flourishing business activities. Under the present setting the neighbouring regions attract more business and hence more tourism.

Less than $\frac{1}{10}$ of the domestic respondents found the business / professional opportunities to be highly profitable.

52. **Exploited at the destination**: More foreigners ($\frac{3}{5}$) than domestics (slightly fewer than $\frac{1}{4}$) experienced exploitation during their tour in North Karnataka. One of the foreigners seemed to be very sportive to take it (exploitation) as a game played between the tourists and the local vendors. Domestic respondents with more familiarity and lesser communication problem could save themselves from exploitation. These exploited tourists mainly travelled self-guided. Some of the tourists travelling under conducted programmes also reported exploitation at the hands of their tour operators and travel guides. Many tourists participating in a conducted tour programme did not feel exploitation. Possibilities of exploitation varied directly with the degree of interaction between the tourist and the host community.

The feeling of being exploited differed from individual to individual - ranging from exorbitant prices to poor quality, false claims, lack of commitment, money extortion etc.
53. **Communication problem:** Some of the tourists, though were well acquainted with the destination, had to suffer owing to communication problems between different factors and players of the industry, such as transporters, travel agents, hotels, restaurants etc.

More of the foreigners (more than $\frac{2}{5}$th) than the domestics (roughly $\frac{3}{10}$th) faced communication problem. Majority of those facing communication problem were travelling independently.

54. **Use of local amenities:** Most of the foreigners and just more than half of the domestic respondents used the local amenities.

Telecom services were widely used by the domestic respondents as well as foreigners. Police help was taken by a small number of domestic respondents and by none of the foreigners. Postal services were also used more by the foreigners than the domestic respondents. As against this the domestics used health services more than the foreigners.

Overall the local amenities have been rated as good by more than $\frac{1}{3}$rd of the domestic respondents and $\frac{3}{5}$th of the foreigners.

**VI D.4 The Reaction**

1. **Effect on tour plan / schedule:** Major cause of extending the tour was the grand attraction of heritage monuments. Some others had personal, professional, socio-religious cultural reasons to extend the tour.

Those wishing to maintain the schedule had packed tour programmes. Some of them did not find any reason to extend or shorten the tour.
Factors causing shortening of the tour, included, hot climate, unclean, filthy environments, not so comfortable accommodations, lack of recreation and entertainment facilities, insufficient shopping opportunities among others.

Particularly foreigners got bored in the evenings, as there is hardly any opportunity for spending 'eventful' evening and night, owing to lack of entertainment and recreation facilities. Thus there is 'A STRONG REASON TO VISIT NORTH KARNATAKA BUT THE REASON TO STAY IS NOT SO STRONG'

2. Possibility of the next visit: More foreigners than the domestics expressed their desire to visit North Karnataka again. Though this reaction cannot be taken at face value, definitely it reflects on the satisfaction of the tourists to a considerable extent. Some of them planned to visit the same spots repeatedly. These included Hampi, Badami, Pattadakal, Banashankari, and other religious places. Repeat visit to the religious places were more a part of religious formalities than a matter of attraction. But the visits to these places hold very high potential, which can very well be en cashed to the advantage of the tourism industry of North Karnataka.

At the same time it is also very important to probe into the factors, which make roughly a fifth of the respondents, not to think of a repeat visit. Deeper discussions and cross examinations revealed that majority of them were driven way by lack of facilities, uninteresting or unattractive products (tourism products), ill informed, unfriendly tourist guides, not so deserving shopping or souvenirs, relatively not so pleasant climate, dusty, unclean, filthy environments and surroundings, communication problem, exploitation and the like.
A systematically planned action must immediately be initiated to control the damage to maximum possible extent.

3. **Image of North Karnataka:** More foreigners than the domestic respondents reported an improved image of North Karnataka. This must be owing to the domestic tourists having prior idea of the tourism product clearer than the foreigners. Hence more domestics than foreigners reported 'an image' the **same** as before. Western media, with their prejudiced views about the 'Third world countries' are highly influential in framing a low profile 'first image'. Equal proportion of foreigners and the domestics reported a worsened image after the visit. The same negative factors, driving away the tourists must be responsible here also.

4. **Word of mouth at home:** For more than \( \frac{2}{3} \) of the respondents, the 'word of mouth at home' is **favourable** i.e., 'VISIT NORTH KARNATAKA'. Even though a good number of them were not completely happy with each and every component of the tourist product of North Karnataka, they are very much fascinated by the rich architectural-cultural heritage of North Karnataka. More domestics than the foreigners carried 'THIS' word. It means, though the foreigners were happy with their visit to North Karnataka, they were not completely ready to give a clean chit in favour of North Karnataka.

But more foreigners than the domestics would tell at home 'TO TAKE CARE', while visiting North Karnataka. Perhaps lack of self-care during the current tour might have put them into some difficulty, problem or discomfort. A further probe revealed a **list of matters to be taken care of** — road transport, uncomfortable coaches, touts, taxi operators, tariffs at unapproved hotels and restaurants, facilities and services offered and available, drinking water, safety of valuables, hygienic standards at eateries and
the like. This should in fact be a valuable hint to the players of the tourism industry of the region.

Around 2% of the domestics and foreigners each would advise ‘NOT TO VISIT NORTH KARNATAKA’. This reflects the extent of their dissatisfaction. One can imagine the bitterness of their experience in North Karnataka. They would not like their friends - relatives at home to suffer in the same way. Though their percentage is very small, the potential high speed and intensity of ‘BAD WORD OF MOUTH’ must be taken note of.

The tourists, who would have ‘NO ADVICE’, seem to be neutrals but their neutrality will have negative effect as far as North Karnataka tourism is concerned. If their friends - relatives at home are totally unaware or having prejudiced feeling about North Karnataka, then this neutrality will prove disadvantageous.

Thus maximisation of each tourist’s satisfaction should be the only consideration of actions of each and every one from the tourism sector of the region. A stream of satisfied tourists, with ‘GOOD WORD OF MOUTH’ will prove to be a great asset for the region’s tourism.

5. Suggestions for improvements: Most of the tourists came forward with suggestions for the improvement of the North Karnataka Tourism Product. The domestics and the foreigners suggesting improvements in the tourism product were almost in equal proportion. These suggestions show the direction for the improvements in different aspects of the tourism product of North Karnataka.

Of the remaining respondents, some (particularly foreigners) preferred to experience North Karnataka ‘as it is’ and some were ‘seemingly happy’.
6. **Improvements expected in:** Though the improvements were expected in all enlisted items, both by the domestic as well as the foreign respondents, they differed noticeably, as far as the first suggestion for improvement was concerned.

In descending order, improvement in the infrastructure was suggested by the maximum number of the domestic tourists as against the improvement in the information and interpretation by maximum number of foreigners. This can be attributed to the tremendous hardships to which these two categories of the respondents were put to because of the poor infrastructure and insufficient and improper information and interpretation.

Thereafter the suggested improvements, in descending order, were in: Sanitation / power / water / health / security; Site development; Site maintenance; and Super structure.

**VI D.5 Inferences**

- North Karnataka does not send back a highly satisfied tourist. But the average tourist is moderately satisfied. The satisfaction level of the foreigners is comparatively more.

- North Karnataka is not an important destination in the tour programme of the tourists. Hence it receives lesser share in tour time as well as tourist expenditure.

- North Karnataka tourism product is moderately exposed to the tourists. Foreigners experience more of the tourism product than the domestic tourists.
VI E. THE HOST IN NORTH KARNATAKA

VI E.1 THE HOSPITALITY FIRMS

1. Ownership pattern of the firms

Ownership pattern of the Hospitality firm in North Karnataka shows that there is more inclination towards Partnership and Company forms of organisations. This provides the Hotel sector in North Karnataka a very strong base and flexibility. At the same time the noticeable point is that, though for legal purpose, the type of ownership is that of joint stock Company, practically many of the establishments are purely family businesses. The striking point is that, the national or regional houses of hospitality business are conspicuous by their absence. Not a single property of ITDC is located in North Karnataka. This throws light on the following: 1. The potential of the tourism business in North Karnataka is not attractive for the big business houses. 2. The infrastructural and superstructural deficiencies in the region drive away the reputed entrepreneurs.

2. Age of the firms

Owing to years of experience, running into 20 years or more, a good number of firms have developed their own insight into the dynamics of the regional tourism. This enables them to face the endless challenges to be met by the hotels from time to time. Though old firms are in good number, management responsibilities are shifting to the younger generations.

3. Number of business engagements

Less than \(\frac{1}{3}\) of the hotel firms surveyed are solely engaged in the business of the
firm under survey. Remaining firms are simultaneously carrying on some other business. The positive side is that, the parallel lines may support the existing firm being surveyed. The negative side is that the ownership and management's attention is diverted towards some other business, which may affect the firm under survey. At the same time the firm may face resource crunch owing to sharing with parallel business activities. These firms were of the opinion that solely engaging in a single tourism business was not at all economically viable.

4. Previous business engagements of the firms

$4/5$ of the firms surveyed have a previous business background. Remaining were totally freshers. A higher portion having a strong business background is definitely a 'plus' point for the tourism sector of North Karnataka. Of these more of the firms have non-tourism background than those having purely tourism background. The past experiences of these firms benefit the tourist (guest) in particular and industry in general, with better services and increased work efficiency.

5. Number of employees engaged

Many firms have employed more than 50 workers. In some cases the number reaches even 150. It shows the labour intensity of the Hotel sector and the capacity to generate employment. Only 1 hotel had employees below 10. It is a small establishment. 25% of the hotels have employed between 1 and 50 persons.
6. Motivation to enter hospitality sector

The motivations for the firms to enter tourism business were varied. Majority of them had multiple motivations. Self-interest and specialised training and knowledge rated to be the highest motivator. Such firms may have positive contributions to the tourism sector. The same number of firms were motivated by profitability and need to complement their current non-tourism business. Some of them, particularly old firms, ventured into hotel business just to fill the gap. It was observed that a number of firms, particularly new entrants, were having subsidies and loans as one of the motivators. But, interestingly, it was not disclosed.

7. Proportion of skilled manpower

Half of the hotels surveyed have skilled labour below 30%. But in many cases the percentage is as low as 5% - 6% - 2%. Only 2 firms have more than 70% of the manpower in the skilled category. More than half of the firms surveyed employ unskilled workers to the tune of 70% and above of the total work force. This may be owing to the labour problems such as scarcity of skilled workers very high labour turnover and lack of loyalty among the workers. At the same time effect of lower wage payments should also be noted. A hotel sector heavily manned with unskilled labour cannot be expected to perform well. It cannot ensure proper services and whether the ‘Tourist’ goes back home with satisfaction is doubtful. Hospitality being highly personalised business, the significance of skilled manpower can be hardly ruled out.
8. Nativity of the ownership

Nativity of the ownership reveals a very interesting fact. $\frac{3}{4}$ of the ownership comes from outside the North Karnataka region. Among these most of the owners come from South Canara, a district, this can very well be called the ‘Motherland of Hoteliers’. Entrepreneurs from this place (South Canara) are found in Hotel sector throughout India and even abroad. At the same time it is disheartening to note that localites lag far behind. ‘Hesitant’ and ‘Play safe’ attitude might have deterred them from entering Hotel sector, which demands venturing, risk taking, and relatively higher capital investment. This fact has also been testified during the survey conducted among localites.

9. Employees with tourism and travel management training

It seems, the increasing popularity and spread of Tourism and Travel Management courses do not have considerable effect on the hotel sector of North Karnataka. One more reason can be traced behind this is the fact that the Hotel management graduates’ expectations are not sufficiently matched by the compensation offered by the Hotel sector in North Karnataka. Hence the flow of the trained graduates gets diverted towards other Tourist regions. Thus North Karnataka loses to its competing tourist regions, owing to lack of trained manpower. One more thing to be noted is that, the tourism and hotel management institutions produce the graduates who are mainly meant for the middle and top management jobs. What the hotels require today is not only the trained executives but also the front line workers in hotels and other travel firms. Unfortunately that is lacking.
10. Employees’ native

The Hotel sector has considerably absorbed the local manpower. It seems, the local manpower is relied upon mainly owing to quick access and relatively bargainable wages. It was noticeable that maximum of the top class jobs were handled by the outside people. The case that is true in this context is also true at the macro level also.

11. Rapport with the travel and tourism management training

Most of the firms under survey do not have any type of connection with the institutions imparting specialised training in the field of travel and tourism. Of those having rapport, it was on a limited scale, such as conducting seminars, entertaining apprentices and arranging workshops. There does not exist a continuous give and take between academics and researchers on one side and the hotel sector on the other side. Such a low-key rapport may deprive the North Karnataka hotel sector of continuous updating and sophistication. This in turn may lead to losing tourist traffic to competing destinations.

12. Long term finance

The long term financing was made from only three sources. — Equity (100%), Bank loans (70%) and KSFC / TFC finances (60%). So far Debentures and Bonds market has not been tapped by the hotel sector. The reason can be traced to any of the following. Though 40% of the respondents are limited companies, they are mainly private companies, which do not have access to debenture or bond market open to public. Even in the case of their being public limited companies, they would not have gone in for the issue of debentures. Because,

✓ the hoteliers are not willing to add some more risk to their business by
resorting to debenture financing. Uncertainty of returns (as told by respondents) deters them from issuing these fixed charge securities.

✓ the hoteliers in North Karnataka have not won sufficient confidence of the investing public who will subscribe to the Debentures / Bonds issued by Hotel establishments. Even equity capital is very closely held. In many cases though the legal framework is that of partnership or private company, practically they are family firms. This has ensured the ownership necessary control over the business and its performance. This also helps in quick decision-making and flexibility of operations. But at the same time the hotel sector is deprived of the advantages of wide based equity holdings, which brings continuity and consistency. It will also be very difficult to go in for high profile investment project, employment of trained manpower, sophisticated technology etc. This gives the competitors an edge over the hotel sector of North Karnataka. Owing to the complete absence of Debentures / bonds the hotels cannot enjoy the benefits of financial leverage to the maximum possible extent. Partially leverage effect is available from bank loans and KSFC loans. The average initial capital for the firms with more than 20 years service amounted to around Rs.3.5 lakhs. But over a period of time they have pumped in on an average Rs.1.5 crore in a phased manner, at differing intervals. The firms with 5 to 20 years service had an average initial capital of Rs.8 lakhs. Their addition ranged from Rs.25 lakhs to Rs.1 crore. The youngest firms with less than 5 years service have their initial investment averaging around Rs.30 lakhs. The additional investments are not considerable. The striking point is that there has not been even single withdrawl reported by any of the firms surveyed.
13. Ownership of the premises

85% of the firms surveyed are operating from their own premises. This has given them sufficient stability and freedom. It becomes very easy for them to have permanent alterations in the premises. Land being most essential, valuable and scarce, the entrepreneurs are relieved of the biggest botheration. But it is up to them to ensure sufficient returns on this continuously appreciating 'Asset'. On the other hand firms operating in the Rented or leased premises face the uncertainty of continuation of lease. TWO of the firms were at the fag end of the lease period. Since the lease contracts are quite old, the rentals are affordable. After the expiry of the lease period the firms may find it difficult to bear new rents. At the same time they do not have sufficient financial strength to go in for own premises owing to high land prices and construction costs.

14. Turnover and profit trends

Established firms with around 20 years service had a steady increase in the turnover over the past. Some of them expressed deep concern over the fact that increase in the rupee value of turnover was not proportionate to the decline in the value of money (former is less than latter, they say). Though turnover is increasing margins are coming down owing to increased operating costs. And owing to increased competition and relatively stagnated or in some cases decreasing market, the share of the individual firms does not stand at satisfactory level. Some of the firms at District head quarters reported steep fall in the business after the re-organisation of the Districts (creation of new districts). As far as new entrants with around five years of service are concerned, some of them are yet to break-even. Majority of them are happy with the turnover and profits.
Vegetarian restaurant, Vegetarian boarding and lodging are the services available at almost all of the firms under survey (except TWO firms which availed the supplies of nearby restaurants and boardings). This is the minimum expected combination of any hospitality firms. 70% of the firms surveyed have Non-vegetarian restaurant and boarding along with vegetarian section. Of these only 55% of the total firms have bar facilities. This is in tune with the taste of a section of the Indian tourists and majority of the foreign tourists (almost all). Restaurants, Boardings and Bars are patronised by relatively large number of the localites also. There is an increasing trend among the localites to go in for eat outs. This, to a considerable extent, contributes towards absorption of losses of slack periods. Of the remaining services Travel booking is available at maximum number of hotels (65%). This is owing to a wide spread network of transport operators and some hoteliers having their own transport fleet. Other services include swimming pool, laundry, taxicab, tourist guide, conference hall etc. 50% of the firms surveyed render some of these in different combinations. Of the remaining services room (hotel) booking (40%) and foreign exchange dealing (30%) are available at hotels mostly frequented by foreigners, to meet increasing tourist demand for such services. Itinerary planning (20%) and tour packaging (15%) are not rendered by many hotels. In fact the potential market for such services is yet to be assessed by many of the hoteliers. During discussions it was revealed that right now these services are under consideration for some of the hotels.
16. Membership of professional / trade associations

Most of the respondent firms are the members of some or the other association at Local or State or National level. The different Associations and Forums whose membership are sought after by the hotel firms are: KPHRA, SIHA, and FHARI. At different city levels and district levels hotels have formed their own associations. Anyway with a considerable number of sample units having membership of one or the other forum, we can expect that sufficiently planned and co-ordinated efforts will be put in by the whole of hospitality sector towards the promotion of Tourism in North Karnataka.

VI E.2 Profile of Visitors

1. Composition of the tourists (guests)

The noticeable fact is that the pleasure seekers are not the major patrons of the hospitality sector of North Karnataka. Only less than a sixth of the firms surveyed receive pleasure seekers more than 70% of their guests. Where as $\frac{3}{5}$ of the firms receive pleasure seekers below 30% of their total guests. Businessmen, professionals and others dominate the scene. Business tourists' stay is restricted and even their movements are restricted to a given area of their work. They spend more. It is more rewarding from the firms' point of view. But for the tourist region, their spending does not spread and percolate to the lower levels. In the case of pleasure seekers their stay as well as movements are relatively free from restrictions. On an average their spending is lesser than business class tourists in majority of the cases. But their spending spreads and percolates to the lower levels of socio-economic structure of the tourist region. 'Others' included Government officials, political workers, students, their parents, religious groups etc. Since 'peaks' and 'slacks' of the three categories differ, by a profitable 'synchronisation' the hotels try to achieve
maximum occupancy. But the synchronising factors are highly uncontrollable, which are left to ‘Macro’ environmental factors.

2. Tourist generating regions

Guests from the rest of North Karnataka dominate the scene with 2/3 of the firms receiving more than 70% of the guests from rest of North Karnataka alone. This is followed by more than 1/3rd of the firms receiving tourists from outside Karnataka accounting between 30% and 70% of the total number of guests. 50% of the firms receive foreigners below 30% of the total number of guests. Only 20% of the firms get foreigners between 30% and 70% of the total number of guests. For none of the respondents the foreign guests accounted for more than 70% of the total guests.

3. Destinational traffic to North Karnataka

The overall analysis shows that majority of the guests received by the hospitality firms under survey are visiting North Karnataka as an ‘ENROUTE STOP OVER’. Owing to lower ‘Destinational Traffic’, the importance given to North Karnataka places comes down. The North Karnataka Tourist Industry has to share the ‘tour time’ and the ‘tourist expenditure’ along with the neighbouring and competing tourist destinations. Observations reveal that such share is relatively very low. Thus bringing down the actual economic benefits to the region.
4. Seasonality of the tourist visits in North Karnataka

The tourist traffic with reference to North Karnataka, as observed by the hotels under survey is highly seasonal. Seasonality differs from firm to firm. For some firms academic vacations bring peak; for others accounting year-ends, festivals, winter months, end of the calendar year bring peak. Business class traffic is more or less evenly spread throughout the year excepting slack during rainy months. However, rainy months are generally slack for all the hotels. High seasonality has been one of the restrained factors over the revenues of hospitality firms resulting in lower rate of return over their huge capital investment.

5. Repeat customers

Almost all of the firms enjoy the patronage of repeat customers, with varying degrees. More than half of the respondent firms have repeat customers between 30% and 70% of the total customers. The firms mainly include old ones. These customers mainly come from business class, students of professional courses and their parents, religious groups, political groups etc. The repeat customers ensure relative consistency of room bookings. In many cases they provide most valuable, free of cost advertisement for the firms, i.e., a 'GOOD WORD OF MOUTH'. Firms, younger than five years, have repeat customers below 30% of the total number of guests and a fourth of the firms have repeat customers to the tune of more than 70% of the total customers. These hotels enjoy relatively higher bookings throughout the year. Though repeated clientele is the direct outcome of the services rendered by the firms, 'age' of the firms had a direct influential relation in majority of the cases. This may be owing to the fine-tuning of the services offered with the requirements of the clients over a period of time.
VI E.3 MAJOR PROBLEMS FACED

The problems faced by the hospitality firms in North Karnataka, are arranged in the 
descending order of their severity.

1. Labour recruitment, turnover and loyalty
2. Taxes
3. Super structural deficiency
4. Inconsistent government policies.
5. Off season
6. Low destination traffic
7. Labour disloyalty
8. Capital
9. Lack of coordination with other players
10. Low capacity utilisation
11. Promotion and publicity
VI E.4 HOSPITALITY FIRMS AND GOVERNMENT

1. Government approvals

Sizeable majority of the firms have obtained the approval from the Department of Tourism, Government of Karnataka. Unapproved firms are all old and established firms. During their initial years there were no procedures for approval and now also they do not seem to be interested in that connection. Only ONE firm is approved by the DoT, Government of India. Only FOUR of the total respondents think that the Government approval makes some difference. For them, the approval brings authenticity to their services, tariffs, and terms. It brings positive publicity by entering the name of the firm in the directory of approved hotels. Apart from it, Government approval eases the procedure of availing different facilities, subsidies and loans offered by the Government under different schemes. For the remaining $\frac{4}{5}$ of the firms surveyed, 'Approval' adds NOTHING. Of these firms, almost half have not even applied for the approval. According to them only good service totally oriented towards the customers (guests) will work for a sustainable and profitable future. Government approvals are superficial for a truly working, meritorious hotel firm. They also expressed negatively regarding tedious, time consuming formalities to be complied in connection with getting approvals. Added to this, red tape and bureaucracy mar the enthusiasm of the firms to go in for approval.
2. Tourism festivals

Most of the hoteliers surveyed feel that the tourism festivals, organised by the Government to ‘boost’ tourism are not at all beneficial to the hotels. They do not remember any instance when owing to such festivals the hotels could increase their business. On the contrary, the hotels have to provide their share of free hospitality to the Government officials, artistes, political leaders and their supporters attending the festivals.

Owing to huge blockade of rooms during the festival the genuine tourist has to be sent back without hospitality. Many tourists visiting the sites during festivals are put to hardships and inconveniences on account of non-availability of rooms, over charging and exploitation by ‘petty firms’, and over crowded sites. This definitely brings down the satisfaction of the tourist and leads to negative effects on the image of tourist region. Firms benefited by the tourism festival told that owing to the organisation of the festivals the tourist inflow increases, ultimately resulting in the increased turnover and profits. Notably THREE of these firms were approved firms.

3. Government consultation in connection with the conduct of festivals

The Government in connection with the conduct of tourism festivals does not properly consult the hospitality firms. Tourism festivals have become a mere official formality, lacking professionalism, planning, co-ordination and vision. From the point of view of hoteliers the tourism festivals are self-defeating.
4. Tourism policy of the Government of Karnataka

The Tourism policy brought out by the Karnataka Government in 1992 and its revised version of 1997, have drawn mixed but mainly negative responses from the respondent firms. Only 15% of the respondents found the 1992 policy encouraging. Their number fell down to 10% in the case of 1997 policy. These were mainly new units, which ventured into the tourism line, less than 5 years ago. They have the approval of the Department of Tourism and financial assistance from KSFC. Firms branding the ‘policy’ as ‘indifferent’ are mainly firms with long standing i.e., of more than 10 years. They say, the policy has not provided for the issues concerning old firms. It has taken the old players for granted that they are lying on the bed of roses. \( \frac{1}{3} \) of the respondents who find the policy discouraging are presently in the ‘red’. They feel discouraged because the ‘policy’ does not provide for the rehabilitation of the ‘sick’ units. Interesting part lies in the fact that ‘unawareness’ regarding the ‘tourism policy’ has increased from 20% in the case of 1992 policy to 30% in the case of 1997 policy. These ‘unaware’ firms include some of the prominent old players. They feel that knowledge of the policy hardly makes any difference. This shows the low profile involvement of the hoteliers in policy making. They term it as ‘Cabin policy’ meaning, the policy formed in A/c cabins with little touch of the realities of the tourism sector. It also shows that the Government has failed to reach out its very target population. The policy’s main focus is on attracting new investments towards tourism sector. But at the same time it is very much important to protect the capital already in the business. Respondents say, this part has been totally left out. The rehabilitation of sick units should have been attended to, they say.
5. Improvements in Tourism Policy

When asked to comment on the improvements if any, in the policy of the Government of Karnataka, a tenth of the respondents answered positively. But they could not specifically point out the improvement. Half of the respondents do not find any improvement in the policy. They term it as 'old wine in new bottle'. 2/5th of the respondents either do not have any comments or are not aware of the policy itself. This indicates the poor communication line between the Government and the Hospitality sector.

6. Industry status for tourism

It was amazing to receive a 'welcome note' from only 5 respondents. Those complaining even after declaration of industry status to tourism refer to – concessions available to other industries and not to tourism, high power tariff at commercial rates, water tax, municipal tax, sales tax, luxury tax and such other unbearable levies. Along with industry status they expect the problems stemming out will be the application of Industrial Disputes Act, Consumers Protection Act, Provident fund, Employees Minimum Compensation, Trade Unionism. Already on an average the tourism entrepreneur is subjected to harassment, exploitation and extortion by health officials, labour inspectors, environmentalists, pollution control boards, police, municipal board, and so on.
7. Role in connection with the Visit India '91 and Explore India '99-2000

The unawareness of the respondent firms has grown from 15% in the case of Visit India Year – 1991 to 25% in the case of Explore India – 1999-2000. Only a small number of firms played or are playing some role. There is total lack of involvement, absence of proper communication and co-ordination, which make the event a flop.

VI E.5 A PROSPECTIVE LOOK

1. Vertical and horizontal integration of tourism firms

Most of the firms have not given much attention to these aspects. Many of them are not aware of the advantages of Integration. Only TWO firms are trying and planning vertical integration that too on a low key.
North Karnataka tourism trends

It was very much interesting to note differing responses from different firms. The responses differ from place to place and firm to firm. Firms experiencing 'increasing trend' come from Belgaum (1), Bijapur (2), Bellary (3) and Dharwad - Hubli (1). They say increased mobility of the upper middle class and the upper class has contributed towards these trends. They experience relatively lower increase in the business class travel. SIX firms reporting decrease come from Belgaum (1), Bijapur (2), Gulbarga (2) and Dharwad - Hubli (1). They say owing to railway gauge conversion on different sectors, overall slack in the business activities; relatively lower popularity of North Karnataka places have contributed towards decrease in the tourist traffic. Some of them report massive decline in the room bookings after the re-organisation of the districts, owing to dispersal of activities at District Head Quarters. Particularly decline in the tours of educational institutions was noticeable for these firms. $\frac{1}{4}$ of the firms experiencing stagnation felt that, it was owing to increased competition and relatively lower increase in the overall tourist market. Remaining firms were unable to comment owing to mixed experience. They are very much puzzled by the multi-directional movements of trend values.
3. Expected tourist boom in North Karnataka in the years to come

More than half of the firms surveyed struck an optimistic chord by opining that a tourist boom is expected in North Karnataka in the years to come. This expectation is based on upward mobility of the middle class and high profile liberalisation of the economy, resulting in the movement of businessmen and professionals in increased numbers. Some of the firms think that relatively spreading popularity of North Karnataka plus interest shown by many travel firms (Indian and Foreign) in North Karnataka destinations will bring larger streams of tourists in the years to come. Only less than a sixth of the firms feel that such tourist boom cannot be expected in North Karnataka. These firms are mainly experiencing a decreasing trend at present. The pessimism in their expression is understandable. They attribute the decline in tourist traffic to poor infrastructure, superstructure and lack of interest and initiative, on the part of Government, to promote tourism in North Karnataka. SIX firms were not able to comment. They have been observing mixed trends.

4. Future business plans of the respondent firms in North Karnataka

The responses to the question regarding the future course of action of hospitality firms throw light over the expected or possible trends among the entrepreneurs in the years to come. 2/5th of the respondents, who are very much optimistic about the future tourism trends, have plans to expand existing tourism lines. Such expansions include mainly addition of rooms, improvement or addition of services, diversification of product, establishment of new units, adaptation to changing demands etc. Not even a single respondent has any plan to withdraw from the existing tourism line. Considering the fact that there has not been any withdrawal of capital by any of the firms, the trends seem to be
continuing in the years to come also. A fourth of the respondents, who are also engaged in non-tourism lines, have plans to expand their non-tourism lines in the future. These lines range from pharmaceutical units, drug distribution, to chemical industries, construction firms. Lucrative nature of these lines and promising support available to the tourism lines makes them to go in for such expansions. Taking support of non-tourism lines to run tourism businesses in the future gives a negative image of tourism lines and their dependability in the future. One firm has plans to withdraw from existing non-tourism lines. The firm plans to divert the resources towards tourism line in the future. One fourth ($\frac{1}{4}$) of the firms surveyed are planning to enter new tourism lines. These are the firms expecting a tourism boom in North Karnataka. New lines are transportation, tour operation, travel agency, amusement parks etc. Such new entries may result in vertical integrations. It will also 'enrich' the tourism product of the North Karnataka with increased attractions, and amenities. This also ensures that the resources of the firms will be highly focussed on tourism business.10% of the firms under survey wish to enter new non-tourism lines in future. Already they have an eye on such business proposals. Already they are engaged in both tourism and non-tourism lines. By entering new non-tourism lines in future, the share of resources available to tourism lines in the future may come down considerably. This may result in under-performance of the tourism businesses in future. SIX firms with no plans or no comments did not have clear ideas or expectations regarding the future trends of tourism in North Karnataka. Without any long term business plans, they preferred to 'wait, watch and act.' They are mainly depending upon short-term, ad-hoc plans, which may or may not pay expected returns.
1. Tourist Attraction Awareness

It was really amazing/wondering that even people with maximum politico-economic-socio-cultural exposure could not remember or name a sizeable number of attractions of their own district. Majority of these 'illiterates' could bring out the longest possible list of attractions such as Mysore, Bangalore, Ooty and the like with almost no awareness of the local or regional attractions. They seem to suffer from 'Myopia' as far as 'Tourism Attraction Awareness' is concerned. They figured at more than half of the respondents. Only less than a tenth of the total respondents could mention more than 3 attractions in each case-places, institutions, events and products.

2. Ranking Tourism Among Economic Activities

More than $\frac{1}{8}$th of the respondents did not have any idea about where to rank tourism among the different economic activities. At the same time, slightly less than $\frac{1}{4}$th of the respondents placed ‘tourism’ between the 1st and the 4th place, which cannot be true even in districts like Bellary and Bijapur. Observation of roughly $\frac{1}{5}$th of the respondents was the nearest to the accurate or approximate placements (rankings). General observations show that Tourism ranks between the fourth and the seventh place at different places in different districts.
3. Tourism Trends as Observed by the Locals

Only 2% of the respondents feel that tourism is increasing over the years. But it is discouraging to note the responses of another 33.65% who observe that tourism is either decreasing (17.47%) or it has stagnated (16.18%). For 13.23% of the respondents, 'Tourism' has not at all come to their notice. Many of these respondents come from Raichur, Bidar, Gulbarga districts. Thus getting such a response was quite obvious. A shocking statement came from a respondent at Hospet: 'there are millions of tourists moving throughout India but THERE IS NO TOURISM IN INDIA'. Discussion with the respondent drove home the fact that the statement was a reality. Tourism does not mean just hotels, transport coaches, tourist attractions, souvenir vendors etc.; it should function as a system as a whole with, reasonable coordination and 'synergy' of the components of the system, which is lacking unfortunately. Remaining respondents (roughly 1/5th) were unaware of the tourism trends, just to add to their 'tourism illiteracy'.
4. Performance Rating of Tourism Sector by the Locals

More than $\frac{1}{4}$th of the respondents feel that the tourism potentials have not been properly tapped and that tourism as an industry has fared 'poorly'. For another group of the respondents (less than $\frac{1}{10}$th) the performance is considerable (moderate). Almost $\frac{1}{5}$rd of respondents rate the performance as excellent. They mainly come from Bellary district. Here it was noteworthy that respondents rating tourism performance as excellent were mainly highlighting the quantitative aspects such as number of hotels, number of Private and Government buses, number of tourists etc. There was hardly any word about the qualitative aspects of tourism such as, economic benefits, employment generation, preservation and protection of the sites and surroundings etc. Remaining respondents (slightly less than $\frac{1}{3}$rd) showed ignorance in this matter.

5. Seasonality of Tourism in North Karnataka as Observed by the Locals

As observed by the researcher the North Karnataka tourism product is highly seasonal. The same is observed by maximum of the respondents. They say, the season is either limited to September-February or Academic vacations. Around $\frac{1}{5}$th of the respondents observe that tourism activities take place round the year. Remaining respondents (slightly less than $\frac{1}{3}$rd) were unaware of the happenings. Some of the respondents referred to Tourism as a whole to be seasonal whereas others observe that International Tourists visits seasonally and domestic tourist flow to be round the year. Again a few respondents bifurcated different segments among the domestic tourists, some visiting seasonally and the other round the year. Thus the element of seasonality was there at least to some extent for these respondents. Aggregating the responses, the seasonality of tourism in North Karnataka can be noticed to a considerable extent.
6. Destinational Traffic as Observed by the Locals

Though North Karnataka boasts of housing two World Heritage and sizeable number of unique attractions, as observed, it does not receive destinational tourists. That is, tourists do not specifically come to North Karnataka. It is an 'ENROUTE STOPOVER' for them. Roughly $\frac{2}{3}$ of the respondents feel that North Karnataka is not a destination, where as less than $\frac{1}{4}$ of the respondents feel that it is. But the researcher observed 'sentimental factor' in the responses indicating traffic to North Karnataka being destinational, may be because the respondents would like to see North Karnataka as a tourist destination.

7. Rating of Infrastructure by the Locals

Overall infrastructural ratings are very much miserable. Roads, railways and airstrips, which form the means of 'accessibility', have been rated to be 'POOR' by a considerable number of respondents. A sizeable share of respondents' unawareness shows one of the reasons why the means of accessibility are in 'poor' condition. Those who have rated the roads as 'GOOD' may have referred to the selected stretches of National Highways. As far as railways are concerned, owing to gauge conversion or some other good reason, connectivity is not at all convenient. Rail lines run in South North direction but the districts in North Karnataka remain unconnected from East to West. There are a number of airstrips in North Karnataka without sufficient facilities to receive bigger aircrafts. Landing and take off during the night hours are not possible. Basic Civic amenities such as consistent, uninterrupted power supply, water supply and sanitations have become 'unreachable' for the people of many parts of North Karnataka. It is very hard to find all of them together in a satisfactory condition, at any given place. Lack of
Civic planning is noticeable everywhere. Localites on their part also show least concern for civic discipline. Hence it is quite natural to get these basic amenities rated as POOR by a majority of the respondents. A study of tourism in South East Asia indicated that in most cases, tourism have expanded at a much faster rate than refuse and sewage disposal systems, water and energy supply, proper trails through forest reserves and so on. As a result tourism hot spots have increasingly experienced problems of pollution, erosion and other forms of environmental degradation. (Hitchcock, King, and Parnwell: 1993, 21)

However, the revolutionary measure of the Central Government to take telephone facilities to every nook and corner of the country has resulted in really fantastic telecommunication network. But exchange capacity limitations, frequent technical snags, might have made 1/7th of the respondents to rate the system as ‘POOR’. Private health clinics have widely spread everywhere, resulting in easy accessibility to health services. Around 1/3rd of respondents have rated these facilities as ‘Good’. But poor service orientation, lack of medicines, equipments, staff and expertise has affected the ‘health’ of the health badly, particularly in the case of Government run health clinics at the district, taluk and village / Town levels. Here many times services are not easily available and even if they are, the quality is not assured. According to the local sources, year after year security is becoming a major concern at the important tourist places, mainly at ‘Hampi’ and surroundings. Increased smuggling, narcotics, and other illegal activities have made these tourist places shelter for criminals. Particularly foreigners are noticeably involved with the local criminals. Hence, a feeling of insecurity looms over the localites. But at other places the situation is relatively better. More than 1/3rd of the respondents rate the security conditions as ‘Good’.
8. Rating of Superstructure by the Locals

Passenger coaches (both Road and Rail) have been rated as 'poor' roughly by $\frac{2}{5}$ of the respondents. Apart from State road transport, Private companies are also providing many coaches and they are more comfortable. More than $\frac{1}{5}$ of the respondents have rated the coaches as 'Good'. Approximately 80% of the respondents were not at all aware of the aircraft coming to North Karnataka. This was mainly owing to the irregularity of air services. The only regularity maintained was with reference to the cancellation of flights and withdrawal of air services. Of the remaining handful more respondents have rated the aircraft as POOR. Hotel accommodation, particularly at the district headquarters and tourist places is available in a wide range with a wide range of services and tariffs. Around $\frac{1}{5}$ of the respondents have rated the accommodation facility as 'GOOD'. More than $\frac{1}{4}$ of the respondents rated the accommodation facilities as POOR. It may be owing to insufficiency, lack of service, higher tariffs etc. The wide network of IBM / TB / CH's throughout the region, which otherwise can systematically integrated with the regular tourist accommodation, lie haunted with unwarranted activities. Wayside amenities, except on the select stretches of National Highways, are very 'POOR' according to a sizeable number of respondents. For an average traveller they are manageable. Less than $\frac{1}{20}$ of the respondents have opined that wayside amenities are 'Good'. More than $\frac{2}{5}$ of the respondents are totally ignorant of the status of wayside amenities. Information / Publicity about tourist attractions in North Karnataka is a major issue to be addressed. Nearly $\frac{2}{3}$ of the respondents feel that Information and Publicity is very 'POOR'. More than $\frac{1}{4}$ of the respondents rate it as 'Good'. More than $\frac{1}{5}$ of the respondents do not know anything in this regard.
9. Rating of Government Policies by the Localites

More than half of respondents are not aware of the Government Tourism policies. It shows both lack of interest of the localites as well as Government’s failure to reach out to the public. Of the remaining, more respondents rate the policy as discouraging than encouraging; a fifth feel it as indifferent.

10. Rating of Government Facilities by the Localites

Slightly less than half of the respondents are not aware of the facilities provided by the Government for development of tourism in North Karnataka. More respondents feel that facilities are unattractive than those who feel the facilities are attractive.

11. Rating of Attitude of Business Community

It is very interesting to note the ratings given by the localites for the business community. More than $\frac{2}{3}$rd of them feel that either businessmen are ‘play safe’ or ‘Hesitant’. Tourism being an industry affected by seasonality, requiring heavy capital investment and having long gestation period, definitely demands enterprising businessman. Less than $\frac{1}{5}$th of the respondents rate the business community as enterprising. Especially in ‘Hotel sector’ the localites are conspicuously absent. More than a tenth of the respondents are not aware of the business community attitudes.

12. Receiving Friends and Relatives

It is a surprise that nearly $\frac{1}{4}$th of the respondents do not receive any friend/relative tourist. Of the remaining roughly $\frac{2}{5}$th receive 1 to 4 persons annually, more than $\frac{1}{4}$th receive 5 to 10 persons annually and a tenth receive more than 10 persons annually.
shows lower exposure of the localites to tourists and tourism.

13. Localites’ contact with the Tourists

Only $\frac{2}{3}$ of the respondents came into contact with the tourists (other than PR’s). Remaining 32.35% are either too much occupied with their routine or coming from Raichur, Gulbarga, Dharwad, Belgaum and Bidar districts. More localites came into contact with the domestic respondents than the foreigners. Barely $\frac{1}{17}$ of the respondents came across both the domestic and the foreign tourists. Casual contacts were reported more with the domestic tourists than foreigners. Friendly encounters were reported by the same numbers, both in the case of the domestic tourists and foreigners. Indifference was reported more in case of foreigners than the domestic tourists. Only 1.47% of the respondents reported hostile contact with the foreigners.

14. Rating of Popularity of the Tourist attractions of North Karnataka

Roughly $\frac{2}{5}$ of the respondents rate the tourist attractions of North Karnataka as ‘popular’. Those rating the tourist attractions as ‘unpopular’ are more in number. More than $\frac{1}{5}$ of the respondents turned out to be ignorant in this respect. Over all it is felt that lower popularity has resulted in a low-key destinational traffic.
15. Providing Paying Guest Accommodation

None of the respondents provides Paying Guest Accommodations at present. Of them most are not interested to provide Paying Guest Accommodations. Only a sixth of the respondents showed interest to provide 'Paying Guest Accommodations'. Interestingly few households nearby Sri Virupaksha Temple in Hampi, who were providing accommodation to the tourists (particularly foreigners) strongly refused to respond to the interview. For obvious reasons they were hesitant to reveal their business.

16. Socio-Economic Development and Tourism

Most of the respondents opine that Socio-Economic development of the region is possible with the help of tourism. It is really encouraging. At least people are aware of the Socio-economic benefits of tourism. This (awareness) can be capitalised for further development. Hardly less than a tenth of the respondents feel that socio-economic development is not possible with the help of tourism. According to them, India cannot afford to invest its scarce resources into tourism sector, and deprive itself of the development in agriculture, industry and other core sectors of the economy. They mean tourism, a luxury, develops in isolation.
17. Government's Expected Role

Higher performance efficiency of the private units, as compared to the government establishments, has made more number of the localites to expect the government to encourage the private investment and enterprise in tourism sector. Relatively less number of respondents feels that the government should rope in the private sector investment for the development of the infrastructure. There seems to be a stronger inclination towards privatisation. Highly professional promotion and publicity by the government through print and electronic media is also a popular proposal from the localites. A section of the respondents, roughly half of them, feel that the Government should concentrate on providing infrastructural facilities, so that basic supplies are ensured to the general public at socially desirable rates. The idea of ‘Tourism festivals’ has taken a back seat. Only a handful of the respondents subscribe to this option. They feel that the resource spent for the tourism festivals hardly meet the purpose. Compared to this, a larger number are of the opinion that the Government should provide the tourism education or training. Most disappointing part is that, around a fifth of the respondents do not have any idea regarding the expected role of the government in tourism promotion. This is mainly on account of the lower tourism literacy.


The awareness of the local people about the ‘EXPLORE INDIA – MILLENNIUM - 1999 – 2000’ has come down considerably when compared with that of ‘VISIT INDIA-1991’. This throws light on two things:

1) People are losing interest in tourism related happenings
2) Government is not properly publicising its programmes on Tourism. With decreasing awareness of and interest in tourism promotion programmes, the involvement of the local people is bound to be on a negligible scale. This will further pose problems in planning and implementation of the policies and programmes, which will remain only on papers.
VI G. INFERENCES

VI G.1 North Karnataka is not a Tourist Destination but an En Route Stopover.

VI G.2 North Karnataka Tourism Product is Seasonal in Character.

VI G.3 Tourism Literacy Among the Localites of North Karnataka is not High but Moderate.

The study and analysis of the primary and secondary data drives home the following:

✓ Tourism does not grow and develop in isolation.

✓ It is part and parcel of the socio-economic structure of the destination region. At the micro level as well as macro levels the growth of tourism is influenced and affected by a number of factors and at the same time, the growth of tourism has its own effect over the very factors influencing it at different levels.

✓ In a balanced socio-economic-cultural setting, tourism will automatically grow along with the other sectors. Any attempt to promote tourism isolated from the rest of the system may create imbalances. The negative impacts of tourism growth may destroy tourism in the long run.

✓ The overall socio-economic-cultural-environmental benefits of tourism can be enjoyed only when there is already a well designed and developed infrastructure and superstructure in the socio-economic set-up.

✓ Tourism development is not an end in itself. It is a tool to achieve the overall socio-
economic-cultural-environmental progress and welfare.

✓ Hence what is required is not the promotion of growth of tourism but the management of tourism growth on a sustainable basis. The focus should be on the socio-economic welfare and environmental sustainability rather than on tourism development itself.

✓ The inter-relationship between the micro and macro environmental factors on the one side and tourism growth on the other can be presented in the form of the following diagram.

Diagram VI G-1 Tourism Growth Model
Photograph 14 Temple at Ihole

Photograph 15 Temple at Pattadkal