CHAPTER -I

Introduction and the Research Design
1.1 INTRODUCTION

Earlier travel was the privilege of a few rich, affluent and adventurous people. However today with the rise in the standard of living of people in several developed and developing countries along with fast technological revolution in transportation industry, overseas and domestic travel and holidays are within the reach of middle and working class as well. Prosperity, leisure coupled with the quest for pleasure and recreation, are the principle motivating factors which sustain the development of mass movement of people. Realizing the importance of enjoyment and relaxation to the tired minds world over, in the recent past, tourist destinations are mushrooming every where.

Tourism today is one of the world’s fastest growing industries. World Tourism Organisations statistics indicate that the tourism industry will continue to grow strength to strength. From seventy million international tourist movements in the year 1960, the number is estimated to reach 1.5 billion by the year 2020.¹

Novel ways of entertainment and new sights are being identified to attract tourists depending on the tastes of all age group and for people of all part of the world. With this large man power and money pour into the process and now the tourism has developed as a mega industry world over, by employing millions of people. The economic impacts of the number tourist’s movements globally are also enormous.

Travel today is sold like any other normal consumer product through retail outlets, wholesalers and even departmental stores of many countries. There is hardly any other economic sector which generates as much added value, employment and foreign exchange and that also at such a low cost as tourism.

Tourism contributes 10.2% to world GDP, 10.7% of capital investment, employs 10.6% of global work force, accounts for 10.9% of all consumer spending and 6.9% of all government spending.² Tourism is highly
complex phenomenon and an important human activity of great significance. It encompasses economic, social, cultural, environmental, educational and political significance.

Thus there is all reason to study tourism in the academic and practical agenda of the world. Tourism is therefore a basic and most desirable human activity deserving the praise and encouragement of all peoples and all governments.

1.2 SIGNIFICANCE OF THE STUDY

Tourism serves as an effective instrument in integrating this world into a single universe. Today Tourism has wider implications encompassing not only economic benefits but also social and cultural benefits. Tourism industry has grown as an important industry and has gained world wide importance and significance almost in every economic activity. Many economies of the countries depend largely on this industry. The industry has become a means of social and economic source in the world. 'The significance of tourism to an economy is measured by way of its contribution to the national income, the earnings of foreign exchange and its contribution to the state revenues and the creation of employment'.3 Tourism also promotes national integration and international understanding and gives support to local handicrafts and cultural activities 'Tourism also brings a number of intangible benefits. It offers educational, social, cultural and other political values.4 It has the highest multiplier effect and is creating prosperity in the development of communication, transportation, accommodation and other consumer related services. 'Tourism promotion is the key operation to any regional, state or community development programme.5 Hence tourism industry in Karnataka is also subject to rigorous planning, marketing and promotion.

1.3 STATEMENT OF PROBLEM

Karnataka offers a number of tourist attractions that are sufficiently varied and interesting so as to attract different types of tourist for varying duration of stay. There are well defined circuits in the state for the
development of tourism. In spite of its high potential in tourism products it has
not attracted the maximum visitors as expected by the state. Whereas the states
with lesser potential could garner more share among the visitors of India.
Therefore the need of the hour is to study the deficiencies and suggest the
measures for improvement. Such researches would indeed offer certain clues
for devising a comprehensive development framework, so that the industry
may function proactively in the changing conditions. Hence the present work
and it has been titled as.

"Problems and Prospects of Tourism Industry in Karnataka".

1.4. REVIEW OF LITERATURE

The review of related literature is as important as any other component
of the research process. The review of related literature promotes a greater
understanding of the problem and ensures the avoidance of unnecessary
duplication. It also helps the researcher to get deep insight and clean
perspective of the overall field, which can be incorporated into an improved
research. The review of related literature gives the researcher further insight
into the nature of variables and possible interrelation, thus providing an
empirical basis for formulating hypothesis. The review tells the researcher
what has been done and what needs to be done.

In the words of Best and Khan (1989) "the review of related literature
is a valuable guide to define the problem, recognizing its significance,
suggesting promising data gathering devices, appropriate study design and
sources of data". Donald Ary (1972) states the important function of related
literature in the research project as:

a. A knowledge of related literature research enables the investigator to define
   the frontiers of his field.

b. An understanding of theory in the field enables the researcher to place his
   questions in perspective.
c. Through studying related research, one learns which procedure and instruments have proved useful and which seems less promising.

d. A through research avoids, unintentionally a duplication of previous study.

e. The study of related literature places the researcher in a better position to interpret the significance of his own results.

The review has been done keeping the above functions in view.

K. Suresh. Stresses that the process of creating a desired image in the minds of potential tourists for a destination involves manipulating both tangible and intangible features associated with a place. As tourist’s lifestyle evolves and expectations expand marketers of destinations face a difficult task in fulfilling their wishes and aligning the messages with the tourist’s life style. Managing the marketing mix effectively in itself is a major task as interdependence among different elements has to be effectively handled. To top it all, sporadic external events such as out break of SARS, attack on WTC and subsequent terrorist attacks cast their shadow.

Variety- the spice of life. Tourists are always on the lookout for interesting places to visit and absorb the pleasures, luxuries and variety around the world. Attracting first time tourist and providing service so as to entice repeat visits is naturally the endeavor of different countries besides the traditional tours to natural locales and heritage sites, new segments such as medical tourism and sports tourism are emerging strongly. Technology is also playing a big role in the dynamics of travel and tourism. Internet has enabled worldwide reach for a host of facilitators and enabled rise of new segments such as Free Independent Travellers, who shun mass tourism packages and set out to explore on their own. In his book he has discussed on three issues such as positioning destinations, challenges and related cases. In his work he has not compiled details for positioning Indian tourism destinations. He has not discussed on the various challenges of tourism with Indian context. Further the cases discussed are not suitable to Indian tourism because the cases were related to developed countries.
A. K. Bhatia approaches the subject of tourism from the perspectives of a social science. He has discussed the subject in different dimensions such as historical, economic, organizational and international perspectives. He stresses that, as tourism is being recognized as a source of employment, it is highly labour intensive industry offering employment to both semi skilled and the unskilled. Being the service industry it creates employment opportunities for the local population, it is a major source of income and employment for individuals in many places. Deficient in natural resources which cannot readily contribute to the economic prosperity of the area except through the medium of tourism. He has narrated the basic concepts of tourism in his work he has divided the book in two parts the first part covers dimensions such as historic, economic, organizational and international. The second part covers and examines the service dimensions to assists professionals in understanding and managing the tourism activity. In this part he deals with planning and development, marketing and communication, and key product elements like accommodation and travel organization sector.

He has also discussed the service dimensions which will help in understanding and managing the tourism activity. He has dealt with planning and development, marketing and communication and key product elements like accommodation, and travel organization sector. He has not presented the preferences of tourists and types of tourists. Further considering the potential India has, the tourist attractions towards such potentiality is not analyzed.

Dr. Aman Deep Kaur and Dr. Punam Agarwal have stressed that there is hardly any other economic sector which generates as much added value, employment and foreign exchange and that also at such a low cost of tourism. the economic significance of tourism can be judged through the figures given by the World Tourism and Travel Council which explains tourism contributes 10.2% to world GDP, 10.7% of capital investment, employs 10.6% of global work force, accounts for 10.9% of all consumer spending and 6.9% of all government spending. Thus, there is all reason to study tourism and design the practical agenda of the world. Tourism is therefore a basic and most desirable human activity deserving the price and encouragement of all peoples and all
governments. They have given details on the concepts of tourism, ingredients for tourism development significance and impact of tourism, the main cost of tourism, evolution of tourism. They have also furnished details on tourism marketing mix. They have narrated details on hotel industry, hospitality industry to some extent. They have also mentioned the role of travel agencies and travel organizations. A little discussion on road and rail transport was also made. They have not discussed on the promotion and development strategies of tourism which is very important for our progress in the state.

Mr. Pran Nath Seth. In his book maintains that tourism is one the world’s most rapidly growing industries. The growing ranks of international leisure travellers are being spelled by business travellers who are flooding into India as a result of economic liberalization. It is thus imperative that our professional tourism corps be trained to meet these existing requirements. Both in the public and private sectors the increasing understanding of these needs is leading to the development of institutes, training centres and academic programmes in tourism management. Hence in his book he has divided the chapters in three parts namely understanding the nature of tourism, tourism planning and geography of tourism. In part one he has provided the details and fundamentals of tourism, travel and tourism through centuries, dimensions one international and domestic tourism and social economic and environmental impacts of tourism. In part two he has narrated the planning and development of tourism and tourism developmental corporations. In part three he has specified the impact of geography on tourism and quoted India a land of all seasons and for all reasons.

The discussions were in general and specific reference to India is not sufficient even the case studies and the geography were more on western countries and other developed countries of the world. Tourism planning with reference to India and the Indian states were not laid. More focus and reference are there with regard to developed countries. Also the New Thrust areas which are on demand by the tourists are not focused. Coastal tourism, adventure tourism. Jungle activities and eco tourism were not discussed at all. Tourism promotional steps in the context of India are not covered in his work.
Jim Butcher in his book, The moralization of tourism lays today's critique of tourism in historical context and outlines a distinctly moral conception of modern tourism, identifying a new moral tourist by drawing on arrange of contemporary examples. Jim Butcher has provided a wide range critique looking at both the effect the new moral tourism has on the holiday maker and the effect it has on the host societies in terms of development opportunities. Travel that is non intrusive and low impact is seen as the way of reconnecting with nature and rediscovering lost truth. However not only does this deference to the destination create new barrier between people- people who are defined by their differences rather than what they have common- but it also has a negative impact in the field of development. He argues that the package tourism boom has been destructive and that nature based tourism is some how ethical. He opined that eco friendly and culturally concerned tourism is based on the false premises of environmental and cultural fragility and of a surfeit of individual freedom for tourists. Using a host of international examples from the industry, the media and non governmental organizations, Jim Butcher examines what the advocates of new tourism see, as being wrong with mass tourism, looks critically at the claims made for the new alternatives and makes a case for guilt free holidays. Jim bitcher has evaluated the concepts and applications in the context of advanced and developed countries which may not be worthwhile to the developing countries like India. Also he has not touched the areas such as pilgrimage and heritage tourism through which we can get maximum tourists.¹⁰

P.C Sinha in his work, Tourism Research policy and regulation says tourism has seen rapid and continuous growth. The desirability of tourism has seldom been questioned by government mostly due to profit motives. However local communities, due to some negative social and environmental impacts of tourism have voiced their concern against it. Therefore tourism development strategy must get defined in different regional contexts. Policy initiatives towards undertakings corrective actions must be applied.P.C Sinha has focused on all aspects of tourism development viz, social, economical, cultural, physical, anthro political, spatial environmental and over all recreational. P.C Sinha has aimed at to provide in detail the possible ways and
means for sustainable development of tourism and address to a much wider audience, particularly those involved in the planning and management of the tourism industry at different levels. He has shown his emphasis on the integrated approach and the techniques that need to be applied in implementing tourism approaches and plans. He has made an attempt to cultivate global interest towards an integrated development of tourism. Sufficiently focused on the potentials and problems involved in the development of tourism at global level. Based on different situations and development plagiarism attempts have been made towards evolving other forms of alternative tourism and their feasibility in present day context. His work was not sufficient to provide in detail the possible ways and means for sustainable development of tourism in the context of various avenues available and the different geographical features prevailing in India.¹¹

Pushpinder S. Gill in her book Tourism planning and management narrates that tourism today has acquired the status of modern industry. Both government and private sectors have planned tourism as an essential component of their economies. Due to fast and instant communication the world has turned into a global village. The developed countries have been able to provide better use of leisure to their citizens and as such they are moving around the world to see and enjoy history and culture of various nations in the world. Tourism today has been acknowledged as an industry and both government and the private sector have planned tourism as an essential component of their economies. For further development tourism needs planning, investment and scientific study of the subject. Pushpinder S. Gill has presented valuable information regarding tourism in India, planning for tourism, tourism management. Growth and development of tourism, Travel agencies and Tourism facilitation infrastructure in tourism, publicity and promotion in tourism. Tourism marketing etc. But she has narrated the western concepts especially from the United States of America. The focus on Indian tourism and state wise benefits through international tourism is not present in her book. Also the statistics of tourists with special reference to India and its state are not present in his book.¹²
A.K. Bhatia has opined the travel and tourism industry in its various manifestations in a global perspective. He has attempted to cover the nature, structure, organizations, marketing and promotion of global tourist industry and its impact on various economic social and cultural aspects on host countries. He has furnished information on various national tourism organizations, transport and carrier firms, travel agencies and all others engaged in the business of tourism. He has traced the history of travel in the early times to what is recognized today as one of the leading industries. He has attempted to present the early history and development of tourism through the years. He has analyzed tourism as an economic activity to a great extent and focused on cultural and international understanding through tourism. He attempts tourism to form to view of his present world and a global concept of his historic past. Further he has elaborated techniques such as planning, market research, statistics, sale support and publicity etc in promoting tourism activity. The focus on Indian tourism and the state wise benefits through international tourism is not present in his book. Also the statistics of tourists with special reference to India and its state are not present in his book.13

Alan. A. Lew, C. Michael Hall and Allan .M.Williams have opined that, Tourism is no longer simply an innocent pleasure but has been reinterpreted as damaging to cultures and to environment. New forms of tourism such eco tourism, alternative tourism community tourism and ethical tourism has been presented as morally superior alternative to the package holiday. Ironically though, even advocates of the new, ethical tourism brands are increasingly subject to criticisms not dissimilar to those that they themselves level against package holidays. Further, Alan A. Lew, C. Michael Hall and Allan M. Williams narrate the key themes in contemporary tourism studies in the light of recent theoretical developments in tourism studies and the social sciences as well as dramatic changes in the operating environment for tourism. The authors have covered the tourism’s role in globalization and contested places the values, motivations and experiences of tourists, tourism, society and the environment, including sustaining tourism and tourism policies and governance and the state’s role in tourism development. The opinion of the
authors will be more suitable to advanced and well developed countries which can not be more suitable to developing country like India. 

Dr. Parineetha in her book have opined that, in view of Tourism growing as an industry the policies of the State and the central government’s, perspectives as well as potential of India to grow in the tourism market are emphasized. Although tourism is linked to its commercial aspect of foreign exchange, history plays a predominant role and the history of the land becomes very important in tourism activity. So, tourism cannot be studied in isolation. The author has presented the invariable connection between history and tourism in India. She has presented the history of the land and its linkages with tourism so as to appreciate the present relevance of history in the tourism industry. The author has narrated the concepts of tourism, benefits of tourism, tourism through ages, types of tourism, early travellers to India, tourism in medieval age, development of travel, transport for travel, modern tourism etc. further she has given details on various tourism organizations of the world and in India. She has given details of the tourist destinations in Karnataka in a lucid way. In her book the growth of tourism in India and Karnataka was not analyzed also the new thrust areas for tourism development were not discussed. Statistical information about the visitors to India and Karnataka was not mentioned.

D.K Bhaskar the travel writer and natural history photographer has narrated his stay in the Cruise in, Bombay. He has commented that the new luxury cruise Super Star Libra, is one of the many luxury cruise operated by Star Cruises, based at Mumbai. The entrance to the third deck of the ship was nothing short of a hotel reception. Huge black porcelain flower pot with lovely orchids occupied the centre of the deck while other exists led to a restaurant and cabins. The boat could accommodate nearly 1500 passengers apart from the cabin crew. The view from air-conditioned room was indeed fabulous. The cabin was comfortable and the cushioned beds were tempting to get that much wanted rest. While a few passengers were relaxing in the pool, a few others were just lazing on beach chairs and yet others just enjoyed the vast blues of the Arabian Sea. The top deck was abuzz with activity, as couples and folks of
merry-makers enjoyed their quiet moments overlooking the tranquility of the ocean. As the sun disappeared over the horizon, the musicians enlivened the deck with their fast and popular numbers. The performances kept the audience engrossed, even as the ship rocked on the quiet waters of Arabian Sea. Soon it was time to fill the pallets and the passengers headed towards the Taj by the bay, a restaurant on board. This was not the case everywhere on the cruise. I could see a few die-hard workout-aholics, taking a brisk walk on the sixth deck, while a few others were jogging to make sure they don’t miss their exercise routine. As our cruise approached the harbor, the sun was rising high up on the skyline increasing the humidity of Mumbai. I was amazed that how refreshed I felt. Cruise is the novel way of creating opportunities for people to come by and relax in a special way. Come to think of it, there are so many pubs, clubs, and push restaurants that can give exactly the same kind of ambiance but they all lack the one thing that could make so much difference to your quality of relaxation – the element of being close to nature – the molten sunsets, romantic nights, the smell of the sea and inspiring dawns in the midst of a majestic blue sea. If you are a fun loving social and yet overworked individual or if you need to gift your beloved with that special present, then you should definitely consider a Cruise as one of your top options. The author has narrated the experience of stay in a cruise at Bombay. It would have been better to obtain information of such nature in Karnataka. The state of Karnataka should develop cruises in coastal areas and in river basins to enthrall the visitors.16

Radhakrishna Rao in his article ‘save the forests’ says that, in a development of significance, a number of eco activist groups in Karnataka have requested the government of Karnataka to set up a committee empowered to study the measures needed to protect and conserve the ecologically diverse and biologically rich Western Ghats which, in recent years has been showing up the strains of environmental disruption brought about by widespread deforestation and plunder of the natural resources through illegal mining activities. These environmental organizations have also urged the Government of Karnataka to impose a blanket ban on mining activities in the region. Further, they have urged the Karnataka Government
not to go ahead with construction of the thermal power station at Tadadi in Uttara Kannada district as it could pose a serious threat to both the highland and coastal belt of the state. The need to conserve Western Ghats stems from the fact that it is one of the 25 biodiversity hotspots in the world with more than 4,000 plant varieties thriving in its rich, dense forests. A recent survey of Western Ghats has revealed that 80% of the floral varieties of Western Ghats are eco-nominally important species. Meanwhile, efforts are on to get the Western Ghats declared as a World Heritage site by UNESCO. “Western Ghats is a very unique area as far as biodiversity is concerned and it has everything needed to be accorded the status of a World Heritage site. Similarly many potential avenues which are there in Karnataka have not been tapped so far.”

P N Vasanthi opines in her article, ecology-related films an eye-opener’ that if you are one of those wanting to delve deep into issues per training to environment, ecology and wild life, then Alliance Francaise is the place to head to, where Vatavaran – 2006, a three- day festival of documentary films on environment and Wild life is on. Apart from 35 documentaries, which will be screened during the festival, daily discussions with more than 80 participants shall be held both on the films shown and on particular issues of ecology and wildlife haunting the state. Participants at the festival include NGOs working on environment, media persons, select youth volunteers and government officials of departments concerned with ecology and environment. A special screening of films will be held for the children from various schools in the city. P N Vasanthi, Director of CMS said. “These films have been eye-openers both for the public and the governments on various issues unknown hitherto. For instance, Director – Producer Nutan Manmohan’s film ‘The Last Flight’ highlights the truth that lead to the mysterious deaths of vultures in India. A veterinary drug Diclofenac is said to be the culprit. The vultures that fed on the carcass of cows and buffaloes administered with the particular drug were reportedly killed. The Delhi government banned the drug after the senior authorities watched these films,”Awareness creation strategy is lacking in our state which we need to concentrate upon.”
R G Vijayasarthy in her article Karnataka a perfect destination for shooting says, informs that Karnataka’s tourism department has thought of a novel idea to project the State as a perfect destination for shooting films. She informs I M Vittalmurthy Secretary of Kannada and Culture, Information and tourism in the Karnataka government while addressing a press conference said “Karnataka offers you many locales which are not only visually spectacular, but will also prove to be cost effective.” Karnataka has two UNESCO heritage sites- Hampi and Pattadakal of the 21 in the country. It is a land of breathtaking beautiful landscapes and mountains. It has five national parks and 21 wildlife sanctuaries and many places of worship. It has some good beaches and world famous waterfalls. “It is up to the producers across the country and the world to select Karnataka to shoot their films. Already well known film directors like Manirathnam, late Manmohan Desai, Rai kumar Santhoshi, Bharathi Raja and many others have shot their films in the State,” he said. Manirathnam’s forthcoming Films have been shot in Badami caves which have now become a favoured tourist destination. Jackie Chan’s film Myth was shot in Hampi in Karnataka while a top film director like David Lean had shot a major part of his film ‘A Passage to India’. Vittalmurthy also said that the tourism department is now planning to promote Health, Heritage and Eco-tourism in particular to get more revenues. Scenic beauties, mountains, and coastal plains can all be highlighted for shooting films.

Ms. Kumuda H in her article ‘safe haven for unique birds species’ stresses that Naguvanahalli is perhaps the only breeding site for the Blue tailed Green Bee Eater in Karnataka, would soon be declared as a conservation zone. For these birds Naguvanahalli near Ranganathitu, where backwaters of Cauvery and Pashchimavahini meet, is a favourite habitat of these tiny winged-winders. This place for long had been facing a threat from poachers, as well as alleged illegal sand mining. There were times, when thousand colony of these birds could be seen perching on electric wire feeding on dragon fly that affect the crops. Bird lovers throng this place as they can spot Kingfisher, white busted Kingfisher, Wagtail, Lapwing and Riverton besides Peacock in huge numbers. However, alleged poaching in this area had caused these birds to migrate to other places, much to the disappointment of the bird watchers.
Also the eggs and chicks of this species were poached by tribal and illegal sand extraction on the land (where the bird nests) had further posed threat. It is not only for birds but for animals too. Large number of animals have either killed or migrated due to the threat from poachers and illegal mining activities.20

In early 2004, the media was abuzz with reports of India’s phenomenal growth across various industrial and service sectors. The country had witnessed a GDP growth of 8.9% for the third quarter in the fiscal year 2003-04 and its forex reserves were more than $100 billion by the end of 2003. According to many analysts, India was indeed on a fast development track and if it could sustain the rate of growth, it might emerge as the world's 3rd largest economy after the US and China in around three decades. The Government of India’s (GOI) liberalization and privatization policies since 1991, the information technology (IT) revolution, the increasing talent pool and most importantly, the focus on innovation, were the major factors that contributed to its economic growth. India should target good tourism business and adopt all strategies to have a prime position in world tourism market.21

Subhashchandra in his article home sweet home for tourist’ has narrated that the garden city and Mysore will now open their doors to tourists seeking low-budget itinerary and homely environment, courtesy Karnataka State Tourism Development Corporation (KSTDC), which has been hard selling the ‘home stays’ concept. Almost 70 families from the two cities have responded to KSTDC’s call offering accommodation and hospitality to the foreign tourists desiring to stay at homes. The project, planned on the lines of ‘Athithi’ home stays in Kodagu and Chikkamagalur districts, will invite guests from various parts of the world offering them low-cost accommodation and a homely atmosphere. Getting an accommodation in these cities is difficult and fewer tourists prefer low-cost and homely atmosphere, which these houses can provide, said Mahenra Jain, KSTDC Commissioner. The publicity and marketing strategy for home stays doesn’t seem to be sufficient.22

Sri Krishna in article ‘Bellary, Hubli and Mangalore and other metros on the radar of small airlines’ informs that with non metros like Bellary, Hubli
and Mangalore growing rapidly, they are coming on the airline map of the country. To improve connectivity to these cities, there is a need to have small airlines owned by local entrepreneurs, who are ready to invest Rs 5 to 7 crore. An airfield in Bellary with all the facilities for landing of small aircraft operated by a local entrepreneur would encourage more and more tourists foreign and Indian to visit the famous world heritage monuments of Hampi. The state governments can develop the blue print of aviation requirements by undertaking proper detailed techno-economic appraisal and market surveys and can provide all the technical and management inputs required for starting such projects. Though major carriers have done a good job in meeting the traffic demand of major cities, the need of State headquarters and important cities in the states is till unattended. The developments of air strips in every district have not been concentrated yet.

Niranjan Kaggere in his article ‘venture into adventure’ reveals many Bangaloreans are all set to escape the sweltering heat in the city by going for trekking, rock-climbing, parasailing, wildlife tracking and bird watching. Nature and Adventure clubs in the city are also moving for the kill rolling out various programmes, from as short as two or three days to a fortnight. In these days dancing, drawing are part of school syllabus and regular summer camps are just a passé. There should be something new for kids to learn and play. Among the areas which may witness heightened trekking activity are Kodachadri, Kemmangundi, Bababudangiri, Kumaraparvata etc. Adventure tourism is not new to Bangaloreans. But over the years it is fast catching up among many. There is more demand for terrestrial activities like trekking, rock climbing as the intensity of risk involved is less and comes with many additional packages like bird watching, sight seeing etc. camps and events have been designed to suit various budgets. The inter national safety measures have not been concentrated sufficiently and also suitably trained escorts need to be focused.

Federation of India Chamber of Commerce and Industry has disclosed that Karnataka’s story is no different from what is happening in the rest of India. The sharp upturn in Bangalore’s performance is beyond what most hotel
owners and developers have anticipated. The Leela Bangalore is already setting records for highest average grades in a country for a business hotel (US$275-US$300). Bangalore is, according to some industry observers, the best hotel market in Asia at present. It must, however be noted that Bangalore’s infrastructure has not been able to keep pace with the rapid growth in the city’s population and in arrivals. Infrastructure related inadequacies may negatively effect Bangalore’s growth as a hotel market. As occupancy levels in the city range above 80% and almost all weekdays are sold out, it is expected that there will be significant rise in average rates for all hotels, with no new supply expected until 2006. This rise is expected to continue, before reducing over the next three- four years, as at least nine new hotels are to enter the Bangalore market. Karnataka would need to address the accommodation needs of not only Bangalore but all the major towns and key destinations in the state. The various types of accommodation needed by verities of travellers are not discussed. The required amount of accommodation suites to cater the needs of visitors is also not focused.25

Ms.Sumita Chaterjee has opined in her titled Technology takes over travel that, our wish was granted a few years later when the technology buffs created a Central Reservation System-CRS-as it is commonly known now, and lavishly gifted these systems to travel Agents. Very soon notebooks and scribbling pads began disappearing from the travel executive’s desk as they could now store all passenger data on the CRS. Travel agency hiring process underwent a total change. The CRS soon became even more sophisticated with more options available – car booking, hotel reservation could all be made at the same time. We could even email itineraries to our clients.

The euphoria did not stop here and very soon the technology buffs thought they must evolve a system wherein a traveller can sit at home or in his office and make his own itinerary. Travel portals soon started emerging actively promoting and selling their products and services. Be it expedia, cheap tickets or makemytrip.com, all of them are here to ensnare the future traveller. This has resulted in a dramatic change in consumer behaviour since the customer is now better informed, better educated and more sophisticated.
In fact every traveller has now become a virtual Travel Agent. These changes will require the travel and tourism industry to adopt new approaches to product development, sales, marketing and ultimately, delivery of visitor’s experiences. One such latest new approach is a travel portal called Flight Raja. A product of 4 young software experts, Flight Raja will soon be a force to recon with. This portal not only gives you various travel options on the computer but has gone a step further wherein you can make your booking on the mobile phone no matter where the traveller is, he can make his reservation on his hand set and will be given an air line reference number within a few minutes. With such vibrant technology advancement who can deny the fact that there has emerged an exciting relationship between tourism and technology or should we be asking ourselves if technology has taken over travel. With the advancement of such in tourism activity, the impact in tourism of Karnataka is not analyzed. Better to adopt new techniques in tourism at the earliest before it is too late.26

Federation of India Chamber of Commerce and Industry has perceived the health and medical tourism as one of the fastest growing segments. In marketing ‘destination India’, Ministry of tourism, Government of India is targeting additional 1 million tourists by 2010 through Medical Tourism as per medical news in www.globehealthtours.com. The global health care market is US$ 3 trillion and size of the Indian healthcare industry is around Rs. 1,10,000 crores accounting for nearly 5.2% of GDP. It is likely to reach 6.2 to 8.5% of GDP by 2012 as per industry sources. India has potential to attract health tourists from Middle East countries, Oman, Nigeria, and Kenya, Indonesia, Mauritius, UK and US. As per a study conducted by McKinsey, Medical Tourism can contribute Rs 5,000 to 10,000 crore additional revenue for up market tertiary hospitals by 2012. In fact as per the study, medical tourism will account for 3 to 5% of the total healthcare delivery market in this period. According to Minister of Tourism, Government of India, Medical tourism in the country was expected to grow by 40% for the year 2005 -06 as there were more and more foreigners visiting to avail the cost effective treatment from the qualified professionals with latest technology. In addition to being a beautiful and naturally endowed State, Karnataka is also an industrially and
A economically advanced state with excellent urban infrastructure. This makes a perfect combination for positioning medical tourism as a key offering. The growth of medical tourism in Karnataka is not discussed in this report and also the avenues in medical tourism in Karnataka are not analyzed. 27

S Nadagopal and Ashwini Y S in their article ‘cashing in on tourist rush’ narrates, with increasing tourist flow into the state, the government has provided the much-needed thrust to the sector with greater allocation this year. A budgetary allocation of Rs 148.5 crore this year as compared to Rs 50.5 crore last year, speaks about the government’s seriousness in reaping the benefits from the sector. Important travel destinations in about a dozen districts in the state have been earmarked for infrastructure development in the big way, Hampi, Badami, Somnathpur, Bellur, Halebid, Srirangapatna, among others. The increasing tourists inflow to the beaches of Uttara Kannda, the raising popularity of the home stays in Kadagu and Chikkamangalore and the impressive records of tourist flow to Mysore region, among other indicators prove that this state is fast becoming a hot destinations. Not to be left behind, even the government owned Jungle Lodges and Resorts is enjoying up to 15% increase both in terms of bookings and revenue. There is a significant increase in the flow of foreign tourists as well. Department estimates put the increase at at least 20%. Meanwhile state government owned KSTDC too is contributing its share. Numerous circuit tours are in the offing, with value addition like boarding and lodging and facilities. KSRTC which earns revenue of Rs 105 crores every month, has in the last 2 years seen a 15-20% increase in its earnings. Summer months have proved to be the most profitable. The strategies to woo tourists from destinations need to be focused in a large scale 28.

Bhatt L.S. In his case study of North Kanara District, Karnataka has viewed that the strategy for integrated area development aims at spatial integration of development activities. By taking North Kanara District (Karnataka) in India as a case study, the approach towards integrating spatial dimensions in development planning at district level is illustrated. A conceptual framework is offered to highlight the special aspects of a
development strategy for this district. An overview is given of the human settlements (spatial patterns of distribution, linkages, social services, economical activities) and the resource based (agricultural land use, forestry, fishery, and population) in the district under study. The resources inventory together with the identification of growth centres provides an approach to the planning and formulation of a development strategy appropriate to the district. Perspectives of tourism in north Kanara district were not analyzed in his study.29

Mr. C.S. Kedar, Tourism Secretary, Karnataka Government, in his interview said that Tour operators in Goa want to develop tour packages together with Karnataka as part of the coastal tourism circuit. Tour operators there feel that Karnataka has a lot to offer in the tourism sector. Mr. Kedar states that tourism activities go beyond the political boundaries of States and the right package sells in tourism industry. Quoting a study, he said that Bangalore-Mysore-Ooty is the famous tourism circuit in Karnataka. Though situated in different States, tourist spots in the circuit were marketed because of the right packaging. Taking cue from this, it is essential for the tour operators in Karnataka to develop packages along with Goa. Some of the tourist spots in Uttara Kannada district are hardly three hours' drive from Goa, he said, adding that 40 tour operators from Russia, who visited Goa recently, had been to Dandelli, Devbagh and Gokarna in Uttara Kannada district. For Mangalore to become another nodal point, after Goa, in the coastal tourism circuit, the airport here has to be upgraded to international standards. Though the work on the airport expansion is in progress, it should be declared as 'International airport' for handling charter flights. Airports in Goa and Kerala are handling International charter flights, he said. Additional 300-room accommodation is needed in Mangalore to cater to the needs of International tourists. If these things are done, coastal Karnataka could attract a lot of International tourist traffic. The overall development in the places of Karnataka is not spelled. Analysis of few circuits for promotion in tourism is not sufficient.30
Sobha S.V. in her article, Bangalore losing tourist to other southern cities reveals a 2005 survey conducted by the union tourism ministry found while a massive chunk of tourists coming to Bangalore were business tourists, those coming specifically to see Bangalore were minimal. And in this included those coming for the wedding or family function and going sightseeing in Bangalore -only because they were there, not because Bangalore attracted them. Which means the city has lost its power of attraction for general tourists, but not for a business tourist? Also hoteliers say that with international flights touching down in Bangalore, people land here only to go to other southern destinations. Needless to say, the once exclusive pub culture of Bangalore which attracted youth in hordes from other states is also no longer an exclusive forte of the city. Pubs are springing up in cities like Hyderabad, Mumbai, Pune and others. While tourists have multiple options in places like Goa, where beach tourism has an alternative in bike tourism or pilgrim tourism or Mumbai where artificially merged islands provide long stretches of shores for people to spend weekends. New Delhi where historical monuments abound along with authentic dhabas; Bangalore has turn into a place where – live alone tourists – even its own citizens are at a loss over what to do over weekends. In her article other attractions through which Karnataka could garner tourists business is not discussed.31

Uday Goankar in his article ‘A link to the past’ comments that forts or castles were at one time, centres of power. While they appear to denote the power, pride and arrogance of the erstwhile kings, in reality these forts showcase their fear and insecurity. Those days impregnable forts were built to thwart enemies, to hide, and in case of emergency to escape through one of the many secret tunnels. Today there are no kings only forts remain. We recognize these forts as part of our culture considered them to be symbols of past glory and call them valuable links to our ancient tradition. Indeed, we feel these forts are the foot prints of the travails of the region in time. Many of these forts now remain unknown crumbling into heaps of stone and transform into public toilets. Subjected to such treatment for years is a fort near Mirjana in Uttar Kannada District. The archeological survey of India (ASI) has taken up its restoration and a fair amount of work has gone towards the attempt. A
A Dyuti in her article ‘The Big Cat Crisis’ has revealed that the total wild snow Leopard population is estimated to be between 3500 and 7000 worldwide. However, a recent National Geographic article has set the alarm bells ringing louder with its claim that the number has plunged below 3500. In Afghanistan, their number is a paltry 100-200. The complete hunting ban imposed since 2002 across the war-torn country hasn’t been effective enough. To the impoverished Afghans, Snow Leopard poaching is a lucrative income source. Snow Leopard pelts sell from US $300 (for the patched-up fur of cats shot several times over) to US $1200 (of those shot only once). The demand for the fur has shot up in recent times owing to the influx of foreign workers and tourists. Poaching continues unabated, war being the main catalyst. Not only has it ravaged the infrastructure and crippled the law enforcement machinery, but has also increased the movement of refugees, modern and sophisticated weapons usage and influx of foreigners into the country all being detrimental to the animal’s safety. Its fur is being marketed to international personnel from the military bases and aid mission workers, and also to any foreigners visiting the bazaar. Besides, three decades of civil war and foreign invasions have so ripped apart Afghanistan’s flora and fauna as to make survival and hiding from human beings all the more difficult for the beleaguered cat. In her remarks the measures that can be adopted to curb the hunting of animals is not elaborated.

Syed Amanur Rahman and Balraj Verma have brought out a comprehensive and exhaustive encyclopedia in which details of every state and union territory has been covered. They argue, India is a vast country and all the states and Union Territories enjoy autonomy to a great extent and flourish in their own manner. Some states are similar to each other while others are quite different from the rest. People of one state have little authentic knowledge about the other states. This situation, in some cases, creates problems and difficulties with no ready solution at hand. Hence this
comprehensive and exhaustive encyclopedic work. Every state and union territory has been covered in a separate book, each book, devoted to one state or union territory covers life and people under various heads - Land, People, Heritage, History, Geography, Economy, Polity, Tourism, etc. The Beautiful India Series is an asset for all scholars, researchers, teachers, students and anyone else who wants to know India and her states. In their work tourism growth in Karnataka and other states were not elaborated.34

Karnataka Development Report 2007 has lucidly presented the constraints, challenges, and future of the state of Karnataka. The constraints, challenges, and future are addressed in this comprehensive reference engaging a gamut of issues relevant to the state, including the real estate and financial sectors, regional disparities, human and social development, environmental sustainability, and governance. The concluding chapters are dedicated to forming a vision for the state's future development. In the report new thrust areas were not identified.35

Mr. Ganguly, and Adwaita in their 'India-Travel Guide: Spiritual Tourism and Ground Realities' provided information to the tourists of India, a comprehensive information guide in understanding the basis of seven disciplines of Indian Civilization, namely, her landscape, history, social anthropology, philosophy, religion, art, and music which are inextricably interlinked with the places of tourists' interest in India. They have divided the entire India into 30 sectors so that tourists can zoom each sector armed with required information. Every place has a spiritual vibration of its own embedded in ground realities like a rock. For instance, if one visits Gomukh or the source of the river Ganges, one feels the presence of the sacred Ganges, Guru, God and Gong in the total environment and enjoys the ambience but the moment one sees the garbage nearby, ground realities disturb one's spiritual experience. In their work the MICE tourism, adventure tourism etc. was not covered.36

Chattopadhyay and Kunal in their book have provided a comprehensive overview of tourism development in the third world. The author illustrates their arguments with a wide range of examples drawn from
Asia, Africa, Europe, North America and the Caribbean Islands. The first part of the book sets the analytical scaffolding of the study. The second part focuses on economic aspects of tourism development on the basis of available secondary data on the size of tourist flow, the expenditure per day etc. Part three deals with an attempt that has been made to understand the process of tourism development through some case studies conducted under certain control situations. In the concluding part, an empirical model has been built on the international tourism demand for India. The tourism details on Indian states are not covered in their work.37

Kulkarni and Sonali expresses that medical tourism is the buzz in India. The materialistic western world is turning to the mystical land for solace. Ayurveda and yoga, the ancient sciences of India, now evince greater interest among health-conscious Indians as well as foreigners. Ayurveda is the science of living originated from the divine memory of Lord Brahma in the time immemorium and practiced by the ancient Rishis in India. It is not a mere medical system to detect and cure ailments but emphasis on prevention of ailments and ethics on living to attain physical and mental happiness and longevity. Ayurveda started more than 5,000 years ago. There are glimpses of ayurvedic treatments and medicines in various ancient scripts. The word Ayu means life and Veda means knowledge or science. An Ayurvedic resort combines relaxing resort holidays with ayurvedic treatments and massage. Medical tourism is also the most common practice carried out all over world. However there are other specialty markets within medical tourism that are also emerging as significant businesses. Health tourism is travel in a recuperative climate with natural therapeutic resources. The health tourism business is more specifically known for offering yoga, massage, traditional ayurvedic medicine and spa resorts. The study does not cover allopathy way of treatment and its demand from the foreign visitors.38

Dilipsinhji has narrated an engrossing and vivid eye-witness account of the grandeur and splendour of the State of Kutch, including customs of the royal family. Its isolated geographical position fashioned the lives of the inhabitants. The contemporary photographs take the reader back in time, while
the coloured ones illustrate the continuing traditions making the volume more attractive. The World War II, ravages of continuing inflation, merger of the State with the Indian Union in 1948, and socio-political changes had a great impact on the customs of those times, many of which have ceased to exist while many have suffered irreversible changes. Kutch in Festival and Custom bridges the gap between the past and the present. It is unique and quite distinct from other write-ups on princely India published after 1947. The devastating earthquake on 26 January 2001 lifted Kutch from a remote corner of India and projected it on the world atlas. The book also satisfies the new curiosity generated by the tragedy. The author has not touched other state’s attractions to invite tourists to experience other parts of India.39

The Karnataka traveller a book published by the department of tourism provides an in-depth information to the traveller it helps the traveller as a guide on the destinations across the state which is home to some of the most diverse tourists destinations in the country. The Karnataka traveller not only provides the relevant information which a traveller needs in the course of his travel but also help him to guide to get the destinations of his choice. This guide is divided in sections which deals with heritage Karnataka, wild Karnataka, extreme Karnataka, romantic Karnataka, cascading Karnataka, artistic Karnataka, sea side Karnataka, divine Karnataka, festive Karnataka, Bangalore, Mysore, Shoppers Karnataka, culinary Karnataka and suggested itineraries. The guide does not provide information of do’s and don’ts at the various spots of tourist interest. Further the facilities available at every destination need to be provided which is lacking in the guide.40

A road guide to Karnataka provides a detail about the state of Karnataka. It has the history of Karnataka, the geography, the seasons, the climate, the people, the culture, the lifestyle, the languages, the religion, the fairs and festivals, the arts and the architecture, the handicrafts, the economy and the industries in Karnataka. It covers the places of interest in the city of Bangalore and the whole state of Karnataka on the basis of districts. Further it has a good and attractive map of Karnataka to benefit the tourists. The road guide doesn’t specify the accessibility of transport modes and the condition of
roads at various destinations, which may be helpful for a traveller to make arrangement before he ventures in travel.  

Calendar of Fairs and festivals in Karnataka contains the details of festivals and fairs celebrated across Karnataka through the year. Karnataka is a captivating land with colourful festivals, where every region, every religion has its own festivals and fairs. Where the triumphs of Gods and Kings alike are celebrated to this day with the same zeal as in the days gone by so whatever times of the year the traveller visits Karnataka a festival awaits him to charm him with its quaint rituals, to make the holiday a very special treat. Information about the name of the fair, village, place, taluk and district the fairs and festivals are celebrated is depicted in a clear way. It shows details from January to December. Along the details of fairs and festivals the exhibitions the adventure activities, sports events and all other specific events which will be conducted in Karnataka could have been specified.

Mr. K Suresh has emphasized that tourism a major revenue earner for several countries encompasses many sectors such as hospitality, travel, entertainment and adventure. Analysis of success stories reveals their dovetailed approaches that involved all the stake holders. As tourist's life styles evolve and expectations rise, marketers of destinations face a difficult task in rising to the wishes and aligning their messages with tourists' lifestyle. Managing the marketing mix effectively in itself is a major task, as interdependence among different elements has to be handled. Sustainable development of travel and tourism industry demands a high degree of coordination among international and national agencies. Tourism development boards at national and regional levels and across different sectors supporting it. He has divided the book in sections the first section covers the positioning of destinations, role of travel agents in tourist's selection of a destination, challenges in marketing destinations and nuances and innovation in tourism marketing. The second section highlights the challenges of eco tourism and sustainable tourism, besides providing a blue print for new tourism. articles in the third section covers case studies of united airlines, industry response to impact of SARS in south east Asia crisis management at intercontinental
resort at Bali following bomb explosions, strategy behind India’s global
Champaign Incredible India and Kerala’s success in attracting tourists. The
work by the author does not cover either Karnataka tourism or the growth of
tourism in India. The case studies dealt were of United States which cannot be
compared to Indian context. 43

Dr. S.R Patil stress that, it is desirable to know the demands of the
tourists in different places of tourist importance in order to take up need based
plan for tourism development in these places. Hence the world heritage centre
- Hampi was selected for the study. The in depth study has revealed the
perceptions, experiences and expectations of tourists both foreign and
domestic, tourism related organizations and the local people interacting with
the tourists. These three sets of people constitute the three components of
tourism in any place and hence a first hand knowledge of their demand will go
a long way in coming out with a result oriented plan for tourism development.
The study focuses only Hampi and does not aims at other tourists attractions
across the state of Karnataka. Other than heritage and monuments the varieties
of attractions which prevail in Karnataka was not analyzed in his study. 44

Mr. Ratan Bali manager (Karnataka) Air India in his interview to the
article has pointed out that the Air India was established in the year 1932 and
has achieved several milestones. Since then with 74 years in the industry
numerous challenges have come their way, but the carrier has nothing to fear.
It is the goodwill of the public and the loyalty of its employees that keeps Air
India going strong. The success is reflected in Karnataka also. The review
figures here have doubled in the past few years. The largest air travel market
for Karnataka is the U.S. which is closely followed by the U.K. In the near
future their will be direct flights operating from Bangalore to the West. In
addition to the Bangalore International Airport (BAI) at Devanahalli, Air India
has plans to have a regional hub in Bangalore. India’s fast growing Civil
Aviation Industry is next only to China. Owing to the country’s huge
population the demand for air travel is raising and the markets are expanding.
Thus to cater to their need, Air India is currently on a major expansion spree
and will, in a phased manner acquire about 68 new air crafts with the latest in-
flight technology and comforts. Also new set of destinations like Washington, Houston, Beijing, Taipei etc. have been lined up for the coming years. In his interview he has not highlighted much about the development of Mangalore Airport and making Mangalore Airport to the international standard. Number of flights introduced to Karnataka region domestic as well as international as also not given in detail.  

Mr. V V Gopal provides a larger picture on the evolution and growth of CRM concepts in the airline and hotel industry. The articles in his books provide an insight into how the various industries associated with travel and tourism is gearing up to train their manpower and update their systems in order to capture larger mind share of the customer. The dimension of how CRM drives profitability in the transport industry is also presented. The role of technology in serving guests with quality information and assisting them in building online vacation packages is covered. Also, CRM initiatives of major global players such as Walt Disney, Southwest air lines, Jet Blue and Marriott international are discussed. The cases discussed mainly related to advanced countries which may not be suitable for us to implement. The discussions on Indian context are minimal in compared to advanced countries.  

1.5 NEED OF THE STUDY

Tourism is an industry involving a lot of resources and potential of the places it possess. As Karnataka is rich in its history, culture, art, music, dance, beaches, wild life, fairs and festival etc. it can attract large number of tourists locally and internationally. Karnataka has all the attractions for a tourist except snow and desert. Keeping in view of the ever-changing tourist’s priorities and preferences the system of conducting surveys on tourist’s motives, their expectations and also on the services offered are all essential. The desire and tastes of the tourists can be sufficiently studied and the appropriate supply mix could be afforded. In fact such exercise is vital for all the destinations of a state or a country to successfully survive the ongoing tough competition prevailing locally and internationally.
Hence there is an urgent need to carry out an extensive survey in our state to study the problems of tourism industry and focus upon the prospects to bring Karnataka among the most desired tourists destination of the world. The study will help us to identify the factors that influenced the tourists in their decision to visit Karnataka and the facilities they availed and the difficulties they experienced. This study will also help us to know the satisfaction level of the tourists in respect of the different attempts made by the travel and tour operators in satisfying the customers. The study will enumerate the hindrances in tourism promotion from the angle of the service providers i.e. the government organizations and the various departments associated in the activities of the promotion of tourism. The knowledge of these factors will help us in designing the new packages, to frame suitable programmes, to amend the procedures, to liberalize the polices, and to focus on promotion, by restricting the hindrances arises through social, cultural and behavioral means.

1.6 OBJECTIVES OF THE STUDY:

In view of the introductory remarks, foregoing discussions about the research topic and the study cosmos, the following have been set out as the objectives of the study.

1. To identify the problems of Tourism Industry in Karnataka

2. To solicit the problems faced by domestic and foreign tourists visiting Karnataka

3. To examine the nature of problems faced by Travel and Tour Operating agencies.

4. To evaluate the effectiveness of service Providers in tourism development.

5. To identify the prospects of Tourism Industry in Karnataka.
1.7 HYPOTHESES OF THE STUDY:

The hypotheses were formulated as given below:

Hypothesis:

H1: There is no significant relationship between Domestic and Foreign tourists to Karnataka

H2: Tourists do not differ significantly in their opinion about the problems in communication

H3: Tourists do not differ significantly in their opinion about the problems in Transportation.

H4: Tourists do not differ significantly in their opinion about road conditions.

H5: Tourists do not differ significantly in their opinion about Accommodation.

H6: Tourists do not differ significantly in their opinion about Food and Beverages.

H7: Tourists do not differ significantly in their opinion about Entertainment and Recreation.

H8: Tourists do not differ significantly in their opinion about Midway Facility

H9: Tourists do not differ significantly in their opinion about Hygienic Conditions.

H10: Tourists do not differ significantly in their opinion about Pollution.

H11: Tourists do not differ significantly in their opinion about Emergency Services.

H12: Tourists do not differ significantly in their opinion about Guides.
H13: Tourists do not differ significantly in their opinion about Travel and Tour Operators.

H14: Tourists do not differ significantly in their opinion about Disturbances during travel.

H15: Tourists do not differ significantly in their opinion about the behaviour of public.

H16: Tourists do not differ significantly in their opinion about Advertisement.

H17: Tourists do not differ significantly in their opinion about Karnataka.

H18: Travel and Tour Operators do not differ significantly in their opinion about Government Support.

H19: Travel and Tour Operators do not differ significantly in their Customer Focus.

H20: Travel and Tour Operators do not differ significantly in their Problems.

H21: Service Providers do not differ significantly in their Problems at Plans and Policies

H22: Service Providers do not differ significantly in their Promotional Problems

H23: Service Providers do not differ significantly in their opinion about Political Problems

H24: Service Providers do not differ significantly in their opinion about Social Problems.

H25: Service Providers do not differ significantly in their opinion about General Problems.

H26: Service Providers do not differ significantly in their opinion about Other Problems.
The above hypotheses were analyzed in the subsequent chapters and were recorded wherever found necessary.

1.8 METHODOLOGY

For accomplishing the above objectives both primary and secondary data were collected. For collecting primary data survey method was used. Survey data was collected by administering three questionnaires i.e. for the Tourists (domestic/foreign), Travel and Tour operating agencies and the Service providers. The sample respondents were selected by using quota sampling method. Also the non participatory observation method was adopted for recording the researcher's impressions about the various problems and prospects in the study area. The necessary secondary data was collected through library research method.

1.8.1 SAMPLE DESIGN

In this study quota sampling technique is adopted. Quota means the predetermined sample size of 350 respondents compromising 200 domestic tourists, 50 foreign tourists, 50 travel and tour operating agencies and 50 service providers as shown below.

Sample Size:

<table>
<thead>
<tr>
<th>Questionnaire</th>
<th>Nos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tourists: i. Domestic Tourists</td>
<td>200</td>
</tr>
<tr>
<td>ii. Foreign Tourists</td>
<td>50</td>
</tr>
<tr>
<td>2. Travel and Tour Operating Agencies</td>
<td>50</td>
</tr>
<tr>
<td>3. Service Providers</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>350</strong></td>
</tr>
</tbody>
</table>
Details of respondents:

The places of respondents selected for the study are listed below:

1. TOURISTS.

<table>
<thead>
<tr>
<th>Place</th>
<th>No. of Domestic Tourists</th>
<th>No. of Foreign Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangalore</td>
<td>50</td>
<td>15</td>
</tr>
<tr>
<td>Mysore</td>
<td>40</td>
<td>10</td>
</tr>
<tr>
<td>Hubli</td>
<td>25</td>
<td>5</td>
</tr>
<tr>
<td>Gulbarga</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>Karwar</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>Bijapur</td>
<td>25</td>
<td>5</td>
</tr>
<tr>
<td>Malnad</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

2. TRAVEL AND TOUR OPERATING AGENCIES.

<table>
<thead>
<tr>
<th>Place</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangalore</td>
<td>15</td>
</tr>
<tr>
<td>Mysore</td>
<td>10</td>
</tr>
<tr>
<td>Hubli</td>
<td>5</td>
</tr>
<tr>
<td>Gulbarga</td>
<td>5</td>
</tr>
<tr>
<td>Karwar</td>
<td>5</td>
</tr>
<tr>
<td>Bijapur</td>
<td>5</td>
</tr>
<tr>
<td>Malnad</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>
3. SERVICE PROVIDERS.

<table>
<thead>
<tr>
<th>Name of the Department</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept. of Tourism Govt. of Karnataka</td>
<td>20</td>
</tr>
<tr>
<td>KSTDC</td>
<td>10</td>
</tr>
<tr>
<td>KSRTC</td>
<td>05</td>
</tr>
<tr>
<td>South Western Railways</td>
<td>05</td>
</tr>
<tr>
<td>Air India</td>
<td>05</td>
</tr>
<tr>
<td>Forest Dept.</td>
<td>05</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

1.8.2 DATA COLLECTION:

PRIMARY SOURCES

Three distinct set of respondent’s viz. Tourists (domestic/ foreign) Travel and Tour Operators, and service providers (officers of governmental organizations) have rendered the primary data through questionnaires. Additional information of primary significance was collected from the personal interviews with transport operators, hoteliers, recreation providers, event management executives and others. Observation method was used to gain first hand insights into the various aspects of tourism.

SECONDARY SOURCES

The secondary data necessary for completing the investigation was collected mainly from the published sources in the academic libraries and web sites. Further verbatim secondary data was collected to obtain the background material from the persons knowledgeable in the different aspects of research topic as also the academicians.

1.8.3 DATA ANALYSIS AND INTERPRETATION:

The primary data collected from the three sets of respondents was processed and the statistical findings derived from this exercise have been interpreted through an intellectual exercise against the theoretical background.
for the purpose of drawing conclusions. For statistical purpose, percentage values were considered. For testing statistical validity, hypothesis testing was adopted and measures of correlation and Chi Square were used. The necessary statistical measures are provided in the relevant chapters.

1.9 SCOPE OF THE STUDY

The present study in fact is an exploratory investigation in the ongoing efforts of the state government in the study area. Each village, town, district can be studied separately and focused for tourism development. However the researcher has focused on the practices in general which could apply to any part of the state. Its geographical scope is confined to the boundaries of Karnataka. The respondents for the study were related from the places of Bangalore, Mysore, Hubli, Gulbarga, Karwar, Bijapur and Malnad areas. These places were selected considering the amount of visitors to such places and the attractions it possesses in compare to other places of the state. The scope of the study topic covers the evaluation of the Tourist’s (domestic/foreign) opinion, Travel and Tour Operator’s opinion and service provider’s opinion in the study area on some selected basis. The analytical scope is limited to the fulfillment of the objectives set out and testing hypothesis. The functional scope is confined to offering a set of meaningful suggestions for improving the status of tourism business in Karnataka.

1.10 LIMITATIONS

Due to extreme dearth of literature on Karnataka tourism, the researcher has to collect primary information mostly through field visits, but for time and cost constraints it wasn’t possible to visit all the places and thereby produce an exhaustive work. As there was no other study of this kind in the field to serve as a model, one has to evolve a suitable approach on his own. Suitability and practical importance of study has been, can only be testified among the researchers in that area. Our study is confined to only some selected cities and towns in Karnataka The reason of selecting few cities for the study is on the basis of the concentration of tourists (domestic as well as foreign) to such places. The researcher has not gone in to dividing
Karnataka on the basis of the districts. For the sake of simplicity and convenience, the state was divided into the zonal basis as it will be less exhaustive. The study of tourism in Karnataka as a whole is taken into account. Tourism is a wider area for the study and hence the researcher does not deal with any financial or administrative aspects of Tourism.

The marketing aspect of tourism industry was also not considered in this study. Hotel, Transport and recreation Industries are not covered in this study as travel and tour-operating agencies take care of these facilities and the opinion to this regard was obtained through them. The size of sample has been yet another limitation. At times the researcher had to thoroughly convince the respondent about the purpose of the survey which took a considerable amount of time. Furthermore, the reliability of responses through the questionnaires survey method always leaves quarters for questioning and doubt. Non-availability of useful data on tourist traffic, tourist use pattern and tourist expectation and satisfaction level in context of services offered has been consistently felt as a major limitation. Due to the lack of tourism awareness the views and reaction of local people could also not been taken to the desired extent. Non-cooperation from the staff of the departments in giving comprehensive and detailed information has been felt. This Study is confined to problems and prospects of tourism industry in Karnataka. The findings of the study therefore may have to be read against these backdrops.

1.11 CHAPTER SCHEME OF THE STUDY

The present study is divided into seven chapters

The first chapter, “Introduction and Research Design” provides a general introduction of the topic of study, significance of the study, statement of problem, methodology employed to collect the data, review of literature, hypotheses, scope of the study, and the limitations of the study.

The second chapter is the ‘conceptual framework and the growth of tourism in India’. It presents the theoretical context related to the study and the growth of tourism in India.
The third Chapter 'profile of the study and the growth tourism in Karnataka' provides an overview on Karnataka, important tourist destinations, tourism circuits, growth of tourism in Karnataka, role of the state government, Karnataka Tourism Policies, employment and revenue from tourism, tourist arrivals in Karnataka etc.

The fourth chapter 'An evaluation of the problems faced by domestic and foreign tourists' presents the evaluation on the data obtained from the domestic and foreign tourists.

The fifth chapter 'An evaluation of the problems of the travel and tour operating agencies' presents the evaluation on the data obtained from the Travel and Tour Operating agencies.

The sixth chapter 'An evaluation of the governmental organisations for the prospects in tourism industry in Karnataka' presents the evaluation on the data obtained from the officials of the governmental organisations involved in tourism development.

The seventh chapter 'Findings and Suggestions' puts forth the summary of findings and based on such findings the suggestions are provided for future improvement in tourism development and for efficient and effective use of the resources of the potential Karnataka.
REFERENCES

3. Ibid, p-64
4. Ibid, p-64.

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42. Calendar of Fairs and festivals in Karnataka, 2004, Department of tourism, Government of Karnataka, Bangalore.