CHAPTER - VII

Findings and
Suggestions
7.1 FINDINGS

On the basis of the data collected and analyzed various observations can be drawn. The summaries of findings are as follows:

TOURISTS

- 53% of the domestic tourists and 46% of the foreign tourists are in the age group of 20 to 40 years. (table 4.1)
- Among domestic tourists, 30% are with income of group of 20000 to 30000. In foreign tourists, 38% are with income of 10000 to 15000 US $ (table 4.2)
- Among the visitors 62% of domestic tourists have visited Karnataka for the sole intention of tourism activity, while the other 38% have combined tour along with their other tasks such as business official, health, education, visit to friends, relatives etc. In case of foreign tourists 90% of them have visited Karnataka only for tourism purpose. (table 4.3)
- About 57% of the domestic tourists preferred tour along with their families while among the foreign tourists 46% preferred tour in the tourists group. (table 4.4)
- It is observed that 42% domestic tourists stay in Karnataka for the period between 1 to 3 days and 30% of the foreign tourists stay for the period 4 to 6 days. Among the domestic tourists 53% of them are influenced by either friends or relatives to visit Karnataka. While among the foreigners 44% of them were influenced through websites. (table 4.6)
- Karnataka is highly potential in various tourism activities in the opinion of about 81% of domestic tourists and 86% of foreign tourists. (table 4.7)
- About 20% of domestic tourists, especially youth prefers Karnataka for adventure activities which includes trekking, rock climbing, and water sports, angling etc. also coastal visits are gaining demand from about 18% of them. Heritage (18%) and eco tours (16%) are on demand among foreign tourists. (table 4.8)
- The information required by the travellers is available only at few places. The broachers, literature, name boards, do’s and don’ts are all not sufficient as per the opinion of both domestic and foreign tourists. (table 4.9)
• Domestic tourists do not face language problem in Karnataka but to a considerable extent foreign tourists experienced it. As far as communication facilities both domestic and foreign visitors are comfortable. (Table 4.10)

• 40.5% of domestic tourists prefer train for tour purposes. Among the foreign tourists 44% prefer buses to visit the places of their choice. (Table 4.11)

• Travellers are not worried much about the fare of air services, but both the domestic and foreign tourists feel shortage in the adequacy of flights. Dissatisfaction also prevails among them on the vehicles for not keeping up the time schedule. (Table 4.12)

• Trains are used by large number of tourists to visit the state. Both the domestic and foreign tourists feel, the trains are inadequate, and are not satisfied with the condition of cleanliness in trains and at the railway stations. (Table 4.13)

• The tourists in general are comfortable to travel by buses. But they are dissatisfied with the frequency of the buses for specific routes. (Table 4.14)

• Car services are convenient to the tourists. They are satisfied with the fares and feel cars are available on demand to any specific destinations. (Table 4.15)

• 93% of the domestic tourists feel auto drivers are not co-operative and refuse to take to certain destinations. The auto drivers oblige the foreigners but charge unreasonably high fare. (Table 4.16)

• 82% of domestic and 12% of foreign tourists feel short distance transports are not available at all places and those available are in adequate to its requirement. (Table 4.17)

• The conditions of roads to tourist’s destinations are not satisfactory and are bad as per the domestic and foreign tourists. Though the tourists are eager to visit many of the places they are held back due to the bad condition of the roads. The conditions of the roads become bad to worse particularly after heavy rains. The strip of the roads connecting the tourist spots with the state or national highway are also in bad shape. (Table 4.18)

• Tourists prefer to stay at places depending upon the comforts and financial health. There is an inclination among the tourists to stay at resorts, clubs and home stays and it is due to the increased earning capacity prevailing among youngsters these days. Among the foreign tourists 46% prefer stay in star
hotels, other 28% prefer budget hotels as its cost fit their budget. Students and other prefer youth hostels and lodges. (table 4.19)

- Stay places of all nature are highly inadequate in Karnataka. As regards the cost of stay, the hotel tariff is a source of concern to domestic tourists. But the foreign tourists and high income group among domestic tourists never mind to pay even more if facilities are provided to them as they expect. (table 4.20)

- Karnataka is a better place in respect of foods and beverages of local, continental and intercontinental varieties. The tourists by and large are happy with the quality, cost and taste of cuisine in Karnataka. (table 4.21)

- 50% of the domestic travellers are not satisfied with the quality of entertainment and recreation facilities offered in Karnataka. The foreign tourists are satisfied as the travel and tour operators arrange them the required entertainment facilities. (table 4.22)

- 24% of domestic and 22% of foreign tourists have opined their interest in the development of classical and cultural dances. 20% of foreign tourists opined about the development of wild life sanctuaries with an international standard. (table 4.23)

- 51% of domestic and 38% of foreign tourists have expressed that the shopping facilities available only at few places. (table 4.24)

- Shelter and relax space are not sufficient to the tourists enroute. The toilets are inadequate and are not in good order. Water taps are leaking and no proper fence is there to protect those from the invasion of animals. (table 4.25)

- Parking spaces are not sufficiently maintained near the tourist’s destinations and also camping ground are insufficient and lacks security. (table 4.26)

- Most of the domestic and foreign travellers are not satisfied with the hygienic conditions which include cleanliness and garbage disposal measures at tourists spots. (table 4.27)

- Larger part of Karnataka enjoys the status of pollution free atmosphere. According to the foreign tourists, air and water pollution is present in Karnataka and is more at cities. (table 4.28)

- There is a total absence of medical and first aid assistance at tourist’s spots on emergency situations. Also police assistance is highly in sufficient at tourists places to prevent crime of eve teasing, theft, cheatings etc. (table 4.29)
Service stations, repair shops, petrol bunks etc are widely available in Karnataka. The power supplies at tourist's spots are not sufficient. Facilities for charging of mobile phones and laptops are also not available at many of the tourist's spots. (table 4.30)

By and large domestic as well as foreign tourists are satisfied with the transaction facilities available in our state. (table 4.31)

In spite of the availability of guides at tourist's spots, the tourists are not satisfied with them as they are not fully trained. (table 4.32)

Most of the travellers are satisfied with the services of Travel and Tour operators, but a sort of dissatisfaction is prevailing among the foreign tourists. (table 4.33)

100% of the domestic and foreign tourists feel disturbed by beggar menace. Also 51% of domestic and 70% of foreign tourists feel disturbed through Touts 72% of domestic and 64% of foreign tourists feel disturbed through cheating. 62% of domestic and 92% of foreign tourists feel disturbed by bias. (table 4.34)

Encroachments at tourist's sites are prevailing according to 27% of domestic and 26% of foreign tourists. Delay in issue of passports and lengthy custom formalities are found to be more as per the domestic tourists. (table 4.35)

In general the behavior of the people of Karnataka is good and most of the tourists are satisfied with their behavior. Also 22% of domestic tourists feel staff engaged are in hospitable and other 14% feel staff are indifferent.

20% foreign tourists feel co passengers are indifferent and other 14% feel co passengers are suspicious. (table 4.36)

Tourism promotional measures by the state government are found to be insufficient. Status of advertisement on Karnataka tourism world wide are also not sufficient as per 35% of domestic and 54% of foreign tourists. (table 4.37)

Involvement by the state government in tourism is more appreciative. Public sectors and private sectors are also participating to a larger extent in tourism promotional activities. But the involvement of localities is found to be very poor in tourism promotion. (table 4.38)

Karnataka is a good place to visit as most of the tourists domestic as well foreign are satisfied with its climate and are happy with its varieties. Most
among them feel Karnataka is a safe destination and is also more economical. (table 4.39)

**TRAVEL AND TOUR OPERATORS**

- Services rendered by the travel and tour operators are not restricted to any specific destination or for any fixed period or to any fixed number. It is tailor made. They provide services to any destination for any period and to any number of tourists. (table 5.1)

- Travel and Tour Operators are not restricted to any particular job of travel. They render all jobs related to tour such as enquiries, bookings, transport, accommodation, recreation etc. (table 5.2)

- Travel and tour operators have not left any tasks uncovered. They perform all tasks required by the tourists of various destinations and the tourists with varied purposes. They are organizing independent, inclusive tour. Group inclusive tour, package tours, cruise booking, ground handling, conference booking, car rental etc. (table 5.3)

- Travel and tour operating agencies are providing wide coverage and render full assistance to all the classes of tourists to any destination and for any cause viz, tour operations to specific destinations(e.g. Hampi) specific types (e.g. adventure), specific person(e.g. couples/students) and for specific purpose(e.g. health) etc (table 5.4).

- 84% of the Travel and tour operators employ vehicles by having a tie up with transport operators. Most of them are restricted to the activities of providing services to the tourists. Only few have their own vehicles for operation. (table 5.5)

- Travel and tour operators render various services to the tourists viz, hotel reservation, group tours, special tours, arranging vehicles on hire booking tickets for air and train routes and also take care of other documentary requirements such as passport, visas etc. Only very few i.e. 04% deal with foreign exchange services and credit cards issued by themselves. (table 5.6)

- Travel and tour operators are providing all facilities connected to travel and also cater all the needs of the tourists while they are on travel. They take care of even the minutest need of the tourists while on travel. Such as providing
entertainment on wheels supply of reading materials, newspapers, medical help, trained escorts guides supply of mineral water, snacks and tea etc. (table 5.7)

• 100% of the travel and tour operators assists the tourists in witnessing theatre shows, cultural and classical music, dance events, festivals and fairs etc. 20% of them are assisting the foreign tourists to witness Indian mock wedding. (table 5.8)

• All the travel and tour operators are providing arrangement for the conduct of conferences and meeting and also its associated tasks to the business enterprises. (table 5.9)

• 72% of the travel and tour operators are involved as tour conductors to the corporate. All of them are eager to operate as they can obtain good and regular business through them. (table 5.10)

• 18% of the travel and tour operators provide home stay facilities to the tourists. They are not serious in home stay concept as compared to Karnataka tourism department. (table 5.11)

• All of them are providing a complete travel shop, which provides all the services related to travel under one roof. (table 5.12)

• 100% of the Travel and Tour Operators provide vacation packages online. (table 5.13)

• The Travel and Tour Operators do not like to take risk on money matters. 96% of them deal only on cash and on spot payment. They disagree with credit or delayed payment. (table 5.14)

• All the travel and tour operators deliver the tickets to the places of the travellers on demand. (table 5.15)

• All the travel and tour operators arrange the facilities of local transportation on the request of the travellers. (table 5.16)

• Local sight seeing facilities are offered by all the travel and tour operators. (table 5.17)

• Guides are provided by all the travel and tour operators. Their guides are well informed and fully trained. The guides are provided for the whole journey. Travel and tour operators also hire local guides when the need is felt at far off
regions. The car drivers usually play the role of guides to the tourists en route. (table 5.18)

- Among the travel and tour operators 42% of them are discovering new ideas in travel and innovate various measures to improve sales. Other 58% do not discover new ideas. (table 5.19)

- 64% of the Travel and Tour Operators contribute in promoting in bound tourism. (table 5.20)

- About 86% of the travel and tour operators have the authorized agents to make bookings on their behalf. (table 5.21)

- Among the tourists who visit south India, 74% are attracted towards neighboring states and only 24% prefer Karnataka. (table 5.22)

- Tourism policy of our state government is industry friendly according to 78% of the travel and tour operators. (table 5.23)

- 66% of the Travel and Tour operators feel there is no support by the state government to them. (table 5.24)

- About 64% of the Travel and Tour Operators expect help and support in various forms from the state government which includes, tax concession, loan facilities, low rate of interest, easy formalities and procedures in issuing licenses and other related tasks, subsidies, grants and uniform tax policies. (table 5.25)

- All the travel and tour operators maintain separate files to cater to the needs and preferences of various kinds of customers such as foreign tourists, corporate, VIP's, NRI's, Schools and colleges and general public. (table 5.26)

- 42% of the travel and tour operators feel their customers classify them as a true business man. Only few have expressed that they are considered as honest, sincere, reliable, friendly, professional, caring and the one who acts with empathy. (table 5.27)

- Travel and Tour operators are confident about their customers. 52% hope their customers will stay with them even if the competitors offer packages at lesser price. 62% hope their customers will return again and also will bring others. 84% feel their customers will command other. 96% are confident that their customers will not spread negatively. (table 5.28)
• 100% of the travel and tour operators do obtain the feedback from the customers and take up the following action and also solve the problem as a team. (table 5.29)

• 100% of the Travel and Tour Operators feel problems exist through all the sources namely government, tourists, public and localites. (table 5.30)

• Lack of support from the government bodies, insufficient incentives and grants to tourist related activities, heavy taxes, in sufficient allocation of funds for tourism promotion are poising problems in the way of the growth of tourism. (table 5.31)

• The travel and tour operators do not feel any problem at planning stage. 74% of them undergo problem at advertisement stage 60% of them felt problems at reservation and documentation level 44% feel problems exist on arranging transport vehicles to the need of the tourists14% feel problems prevail at boarding and lodging arrangement. 24% undergo problem in providing services while on travel. 10% feel difficult in arranging reservation and entertainment facilities as the options among the group tours differ. 62% endorses the opinion that up keeping the time schedule is difficult due to various reasons. 100% endorses that the risks are present at unforeseen events. 14% opined keeping up the promises made become highly difficult at certain occasions. (table 5.32)

• The development of overall infrastructure is quite essential in our state. Suitable media of advertisement and promotional campaign are found to be in sufficient. Most of the tourists' sites are not developed considerably. Maintenance of the tourists spots are highly in sufficient. (table 5.33)

• Karnataka has enormous resources, but are not utilized suitably. There is a lack of cooperation among the various agencies meant for tourism development. There is no law and order problem in our state to that extent which may affect tourists in flow. (table 5.34)

• Preferences in the development of tourists sites were given by the travel and tour operators in the order of the following:
  (a) Adventure activities (b) Coastal areas. (c) Heritage sites.
  (d) Wild life and jungle activities. (e) Pleasure activities (f) Pilgrimage
(g) Other (which includes health, education, business, sports meetings etc) and (h) Culture.

**SERVICE PROVIDERS**

- The trend of tourism business is growing and is expected to grow further in the years to come. (table 6.1)
- The state government of Karnataka and its machineries perform various roles in tourism development. It performs in every aspect of tourism and shoulder all responsibility to see that Karnataka attracts maximum number of tourists and occupy an elite place in the map of world tourism. The role of state government and its machineries are multifaceted. It acts as a promoter, investor, regulator, supervisor and a catalyst. It poses the largest responsibility to enhance tourism of our state and provides whatever required for the progress of tourism. (table 6.2)
- The new tourism policy of India has left an effective impact and will lead the tourism industry to a newer height. (table 6.3)
- Through tourism, the state government and the people of all categories viz. rich, middle class and poor are all benefiting. (table 6.4)
- Competition among the service provides have improved considerably. (table 6.5)
- Advertisement and the promotional strategies of the neighbour states support of our state of Karnataka according to the opinion of 44% of the service providers. 30% feel it affects our state, the remaining 26% expressed that there is no effect on our state. (table 6.6)
- The accessibility is not present at all important destinations and those present are not sufficient. The travellers need to struggle to find the accessibility at some places in Karnataka. (table 6.7)
- The mid way facilities to the travellers are provided by the state government but it is found to be in sufficient. Especially the facilities to suit the foreign travellers are found to be minimal. (table 6.8)
- The state government is making all efforts to provide the information needed by the traveller in various forms. (table 6.9)
• The state government is providing sufficient transport services to the travellers. A traveller can visit any corner of the state without any hindrances by availing various transport modes. But it is found in reality the visitors feel disturbed due to the lack of sufficient transport vehicles to reach the destinations at various places of our state. (table 6.10)

• There is an acute shortage in accommodation suits in Karnataka and the services related to accommodation are insufficient. (table 6.11)

• Foods at traveller's choice are conveniently available in Karnataka. Foods in varieties are available only at selected places and are not available widely. (table 6.12)

• Karnataka is safe and the travellers feel fully secure here. (table 6.13)

• Karnataka is providing all facilities of communication to the traveller which he desire. (table 6.14)

• Assistance on emergency of any kind is provided to the travellers in Karnataka. But it is found to insufficient and in accessible. People who become sick due to exhaustion high blood pressure need immediate health care which is found to be lacking at tourist spots. (table 6.15)

• Entertainment facilities are provided throughout the state to suit the need of the tourists of any destination, but the varieties are not present at many of the places and also spreading the message of Karnataka tourism through such events are not that encouraging. (table 6.16)

• Guides are available at many places, of tourist's interest but most of them are found to be un informed and untrained. (table 6.17)

• Travel and Tour Operators occupy a dominant role in the promotion of tourism Industry. (table 6.18)

• Hoteliers are occupying a dominant role in the tourism development. (table 6.19)

• Localites are playing an effective role in the promotion of tourism industry in Karnataka. (table 6.20)

• Allocation of budget towards tourism is not sufficient to its requirement. (table 6.21)

• The funds allocated for the promotion of tourism industry is not properly utilized for the cause. (table 6.22)
• Financial institutions are considering tourism industry on par with any other industry. (table 6.23)
• Grants and subsidies are not provided to the tourist’s related activities. (table 6.24)
• Public and private partnership is effective in Karnataka for tourism promotion. (table 6.25)
• Reason for the poor growth rate in tourist’s inflow in our state is due to poor infrastructure as per 62% of the service providers. Poor publicity and advertising as per 22% of the service providers. Poor government support and lack of incentives as per 16% of them. (table 6.26)
• Non cooperation among the various agencies involved in tourism activities contribute as a major obstacle in its promotion. Also the political instability and influence of politicians are coming in the way of the progress of tourism. (table 6.27)
• Many of our policies are short sighted and lacks of futuristic out look Allocation of budget for tourism promotion are inadequate. Data on tourism is in adequate. Many of the potential areas, which exist in Karnataka, have not been explored. There is a lack of integration in tourism policies with general planning process. There is non integration of environmental issues in tourism policy decisions. Also the frequent transfer of senior officials is affecting the progress of tourism industry to a large extent. (table 6.28)
• For the promotion of tourism advertising and publicity measures under taken are insufficient. Participation in national and international fairs is not sufficient by the tourism department. Professional touch are lacking in many areas of tourism. The men involved in tourism business were not trained suitably. Research in tourism activities are highly in sufficient and also the general public are not aware of the importance of tourists and tourism. (table 6.29)
• There is an in adequate representation of local communities, NGO’s, researches and academicians in the planning process. Some vested interest people are not lending their support in the progress of tourism activities. The influence of politicians in the tourism promotion spoils the spirit of men involved in tourism. (table 6.30)
• Due to the invasions of tourists in large number, there is an effect over our culture. The visitors do leave their culture into the areas they visit to some extent. Further arts, crafts and local folks have become commercialized. Also the freedom to enjoy the spot by the localites is restricted because of the presence of tourists. Traffic has increased at many tourists spots due to the migration of workers and tourists. Birds and animals are distributed at many places as the tourists invade and encroach their territories. The usage of local kannada language is minimized to an extent due to the influence of other languages. (table 6.31)

• There is no law and order problem in our state and is safe to the visitor of any destination. There is no border dispute in our state which may affect the tourism activities. Religious conflicts are not there to that extent which could affect tourism. Travelling Karnataka widely is not that costly and is economical. Further recognition for good effort and incentives for tourism related activities are not found to be much. The co ordination among the various agencies involved in tourism activities is lacking. (table 6.32)

• There is no coherence of thoughts or decisions. There is an inordinate delay in construction of roads and flyovers. There is lack of professional approach in many activities of tourism. The services related to tourism are unstandardized in many areas. Aggressive promotional strategies by other regions reflect an impact on our state tourism also we are still at promotional stage as many of the spots are still to be explored for tourism activity and also sufficient development is not made in the already identified areas. The discounts and concessions offered are not that attractive and encouraging. (table 6.33)

• 100% of the service providers suggest improvement in quality is deserved in all aspects which include accommodation, transport, recreation, food services and other comforts. (table 6.34)

• Heritage sites, adventure activities, coastal areas and jungle activities are to be given priority in its development as per the opinion of the service providers. (table 6.35)

• Development of infrastructure is the most sought after area for the immediate allotment of funds. (table 6.36)
Priority in the development of activities be made in the following order

1. Develop infrastructure, 2. Coordinate various agencies involved in tourism.
3. Utilize the available resources fully. 4. Bring professionalism in each activity.
5. Promote state tourism abroad. 6. Allocate more funds towards tourism development.
7. Advertise regularly and rigorously. 8. Participate more in fairs and festivals.
9. Develop effective communication.

(Table 6.37)
7.2 SUGGESTIONS

Considering the entire gamut of the study and the conditions drawn, the researcher would like to put the following suggestions for the development of tourism in Karnataka:

➢ The State Government should realize the importance of tourism and the benefits which it brings out and thereby consider the Tourism Industry as a priority sector, only then we can expect Karnataka to be at the top of the preferential tourist's destination in India and abroad.

➢ As the tourism industry has a great potential for growth in Karnataka it becomes a paramount importance for the state to invest more funds in Tourism and its associated activities. Kerala in spite of having very little resources is allocating more funds towards tourism promotion. Karnataka Government should learn lesson from Kerala in allocating more funds towards tourism sector. In recent years, the year wise allocation of funds towards tourism is on rise but it is highly insufficient to its requirement. Further it should be monitored that the funds allocated is properly utilized for the cause. Utilization of funds for the activities is made only on the basis of its importance. Suitable basis for monitoring the activity on which the expenses are incurred be established. To meet their personal gains the influential persons made the amount to pour in the areas which are of less importance by ignoring the more potential areas. This practice should be strictly restricted. To fulfill any task appropriate and sufficient funds be allocated at the beginning itself.

➢ The attitude towards tourism by the financial institutions is also not encouraging. Priority to the tourism industry should be given by the financial institutions and lending firms for the tourism related activities. As many places of tourist interests are still to be explored, developed and grown, liberal contributions by the financial institutions to the tourism related activities will flourish the tourism industry to a larger extent. Low rate of interest and easy formalities in lending will help the stake holders to achieve their target. Other industries of small, medium, and large scales are benefiting to a larger extent through various governmental grants, concessions and subsidies, the same is
ignored in case of tourism industry. Hence sufficient grants, subsidies and concessions should also be provided to tourism industry. Support of the government of any form will boost the morale of the players in tourism.

- Co-ordination among the various agencies involved in tourism is highly insufficient. Hence a concrete effort in bringing in co-ordination among all the agencies involved in tourism is a must. Without co-ordination among the various agencies involved in tourism, the coherence of thoughts will never prevail which ultimately remain as an obstacle in the progress of tourism.

- The various departments which contribute for the development of tourism such as Revenue, Finance, Energy, Forest, Electricity Board, Public works, Rural Development, Panchayat Raj, Sewage Board, Pollution Board, Archeology and Museum Department, Transport Depts., Medical and Health Dept, Irrigation and Power Dept, Dept of Tourism etc. should have sufficient coordination among them in all the polices related to the promotion of tourism. Coordination among various departments and agencies alone could promote Tourism Industry to a larger scale. Hence monthly meetings are to be conducted among all such departments under the chairmanship of the Chief Minister along the Tourism Minister to discuss, analyze, sort out, plan, clear and execute the proposals of tourism interest with at most care.

- Owing to the unlimited possibilities affordable by technological developments with their resultant effects on social structures and phenomenon, it is essential to plan far enough ahead to avoid any shortcoming in the future. Careful planning is a pre requisite for the complete success of any programme.

- Comprehensive development plan should be drafted for each unit by considering the importance of the tourist spot, the number of visitors to such spot, the numbers expected in future, the availability of resources, and the steps to be evolved for the progress of such tourist destination etc. A well-planned and coordinated tourist promotion programme is an immediate and imperative need. Such a long range perspective planning, with all the constituents of the tourist trade in close liaison and coordination, will lay a solid tourism infrastructure base.
A state wishing to receive tourists must give them the best of reception by making available the necessary public services sufficient infrastructure is required to be developed with at most priority. Delay in any form will make us to loose the visitors and also make the state to suffer. Before it is too late, it is better to think of climate change and its impact on future and develop our infrastructure according to those needs. We must develop the infrastructure capable of withstanding any climate change in future. If we do not do anything now, we will not do in future too.

Availability of suitable accommodation is a cause of concern in Karnataka. Shortage is found to be there at star hotels, budget hotels, resorts, clubs, lodges, and also in all dormitories. Due to the non availability of suitable accommodation in cities like Bangalore and Mysore the travellers need to cut short their trip or tend to shift their destination to the nearby states. Hence the government should seriously consider in providing the suitable accommodation to all the classes of tourists.

As the cost of stay is also a source of concern to many tourists, low budget hotels are to be established at all important destinations in Karnataka. Affordable medium and budged hotels are required in large numbers in almost all parts of the state. In the medium or low budget hotels the following things were found and hence ensure that the following are avoided. (a) Poor quality of furniture and blankets. (b) Lack of cleanliness (c) Poor condition of wall papers and carpets. (d) Poor ventilation.(e) Lack of emergency exit.(f) Lack of greenery or parks at or near by places.(g) Lack of sufficient recreation facilities.(h) Lack of medical help or emergency attendants.(i) Lack of parking space.(j) Lack of sufficient entry and exist space and (k) Lack of quality room services etc. Suitable measures are considered to avoid the above lacunae. Annual issue of license to the accommodation establishments should be made only after considering the above mentioned factors.

As the travellers prefer comforts, all facilities under one roof will benefit them to a larger extent. Facilities such as yoga, gym, rejuvenation and medical therapies massage, swimming pool, recreation and entertainment facilities are all required to be made available to the tourists at their place of stay or near to
it. The tourists from IT sector or business executives will never mind to spend more if facilities are available as they expect. Accommodation at house boats moving across the back waters with facilities for complete rejuvenation under an ayurvedic package, or stay in cottages, in a backwater lagoon should be introduced wherever possible to attract foreign tourists.

➢ Proper training must be given to the staff engaged in hospitality industry to deal with the tourists of different nations and people with different notions. A spirit of social responsibility and service oriented attitude should be groomed among all those engaged in hospitality industry. Tariffs are to be reduced to attract more tourists. Hoteliers should be supported by the government in effective performance of their role. Recognition for good performance in accommodation and hospitality should be made district wise. Home stay concept is gaining popularity and hence it should be more popularized for the benefit the localites as well as the visitors.

➢ Generate employment in a vast scale through various tourism components like infrastructure, communication, transport, hospitality, catering, administration and allied areas.

➢ As the demand for the Air services are at an increasing phase, suitable measures to increase its frequency be taken. Upgrading the existing Airports and developing of new Airports at each districts of Karnataka should be the priority of the Government. Review the landing charges in the International Airport of Bangalore to attract more flights from other countries. Smaller aircrafts, helipads can also be used to places like Hampi. Principal point of landing to the tourist spots must be made available. The exercise of short trip flights adopted at Utranchal can also be adopted in our state. Ensure International connectivity at other airports also. Develop Mangalore airport to the International status at the earliest. The success of Kerala tourism is also due to the operation of direct flights from UAE and Arab nations by avoiding Bombay. The same strategy can also be adopted in our state.

➢ As trains and buses are used by majority of tourists its frequency is to be increased considerably. More trains and buses are to be deployed to connect
the places of tourist’s interest. Ensure that the trains and busses arrive and
depart at the schedule hours. Also the conditions of trains and buses are to be
taken care of. The fitness of the vehicles for transport should be ensured
often. Neatness of the vehicle should be monitored often. Penalty should be
levied on vehicle operators if the vehicles are found to be in unfit condition
and without neatness. Littering, spitting, defacing of walls at terminus and
transport vehicles should be strictly prevented.

➢ Over crowding in transport vehicles be avoided. Sufficient luxury seats with
white seat covers are ensured. Ample space to keep the luggage of passengers
is ensured in transport vehicles. Ensure that each transport vehicles posses TV
to entertain the tourist’s enroute. First aid box should be kept in every vehicle.
Trained guides and escorts should be provided enroute to instill confidence
among the tourists. The transport vehicles should carry the name boards
displaying the destinations in English along with Kannada language.

➢ The bus and railway stations are to be maintained effectively. The furniture
and fittings at bus and railway stations be monitored regularly. Surveillance
cameras should be fitted at all bus and railway stations to check the movement
of the travellers and strangers. Facilities such as rest rooms, wash basins,
toilets, trolleys, wheel chairs for the disabled etc must be provided in each
terminus. Each bus terminus and railway stations should have medical
attendants for emergency purposes. The condition of toilets should be
improved at all the bus and railway stations. Sufficient lighting and police
assistance be provided at every bus and railway stations. Strangers, beggars
and animals such as bullocks, sheep, dogs etc should never be allowed to stay
at the terminus. Hygienic atmosphere be provided at all the terminus. Eatables
to suit various classes of travellers are made available at all the bus and
railway stations. More number of electronic displays needs to be installed at
the stations to display the arrival and departure of trains and buses. Tourist
information centre be established at each terminus and stations. Each bus
terminus or railway station can be given under the care of an MNC or a Public
Ltd. Company for its maintenance and development. NGO’s and social
organizations should be given the task to clean the trains, buses and railway
stations. Each Village Panchayats should be given charge to maintain the tracks, rails and gates of their territory. Those who monitor and maintain effectively should be rewarded annually by the Railway Department and the State Transport Corporations.

- It should be ensured that auto drivers wear uniform and display the batch showing the name and their license number. Ensure that the auto drivers adhere the rules while driving. The drivers should behave in civil and orderly manner with passengers. The drivers should not place any persons, animals or goods in the driver’s seat which may impede his safe driving activities. Any passenger can enter an auto rickshaw for hire without permission and ask to be taken to his/her desired destination. Unfair or unreasonable charges be avoided by the auto drivers. There is an immediate need for the concerned authorities to look in to the problem and enforce strict measures to curb unfair practices among the auto drivers. Yearly training to the auto drivers should be made mandatory for the renewal of their licenses. Suitable incentives should also be provided to those who attend the training to compensate that day’s earnings. The honest and good auto drivers should be honored by the tourism department and suitable rewards should be given to them by the state government. The welfare of the auto drivers should also be considered with serious thought. In spite of their active role in tourism industry sufficient support is not provided to them. Hence the Government should take effective measures in uplifting their standard of living as well.

- The traveller will become tired and loose his enthusiasm, if the destination accessibility to all important routes were not present. The state government should deploy more buses with good conditions to all the important destinations of tourist’s interest through out Karnataka. Accessibility and connectivity of bus routes should be given priority to benefit the tourism industry.

- Short distance transports are inadequate to its requirements at all places of the tourist’s attractions. Hence the authorities concerned should make suitable efforts to provide the facilities. Further the condition of the transport vehicles should also be checked periodically as regards its carrying capacity,
cleanliness and emission. The vehicles play to the destinations of forests should be eco friendly and battery operated. Also the vehicles should carry the literature and brochures of such places of visit which will contain the information about its history, importance, culture, do's and don'ts, etc. of such spot. Also details of accommodation suites, restaurants, food varieties, cost, emergency services, contact persons and their phone numbers etc are all need to be provided to the visitors. Through videos details of the above can also be displayed in the vehicle during their journey itself so that the travellers may be well aware of the places before they reach them.

➤ The conditions of roads in Karnataka are not satisfactory and are bad. Though the tourists are eager to visit many of the places, they are held back due to the bad conditions of the roads. The conditions of the roads usually become bad to worst particularly after heavy rains. It should not be ignored once it is damaged. The Govt. should give priority in up keeping of the road conditions once they are laid.

➤ The road network has been hitting the tourism industry very hard. Hence sufficient thought and tasks are required to enhance its condition.

➤ The conditions of approach roads to the tourist spots are in bad shape. Importance is needed to be given on its development and maintenance. The stretch of few meters of road from the main road connecting the tourist place has to be developed by private parties, as the Government alone cannot provide these stretches. Involvement of both private and public will help tourism sector to a large extent in this regard. A separate department can also be entrusted a job of maintaining and up keeping of the roads and planting trees on both the sides of it. Drainage along side of the road should be considered whenever the roads are laid. Sufficient lighting along side the strip of roads are also required for the safety of the travellers.

➤ Facilities of local sight seeing be offered with utmost care. All important places in and around the towns and cities be explored and developed. The visitors are provided the suitable local sight seeing vehicles so that it can enthrall and fulfill their desire. The size and comforts of the vehicle be suitable.
enough to accommodate the group of the travellers. The state government
should ensure the availability of vehicles in sufficient number to accommodate
the groups of different strength.

➤ As the tourists comprise of men, women and children of various ages and with
various health conditions, facilities enroute is very much desired. Ample space
for shelter and relaxing be created enroute so that, the travellers could relax for
sometime, and continue their journey with zeal. Proper ambiance should be
created for such facilities. Construction of Indian and western toilets at every
100 kms stretch along the high ways will benefit the tourists at large.
Availability of bath rooms with shower, wash basins, drinking water (cold and
warm) will energize the traveller and make him to travel with all happiness.
Regular maintenance of such places is to be done with utmost care.

➤ To meet the needs of tourist, it is not enough to see that they reach their
destination comfortably and quickly and are suitably housed and fed. They
make trip for particular purposes which need to be satisfied. In general tourists
of all age groups prefer some kind of the entertainment or the other in the
evenings. Hence cultural shows, dramas, plays, magic shows, comic shows,
traditional and classical dances light and sound programmes, orchestras, film
shows etc. should be arranged at all important tourists spots to enthral the
audience.

➤ The facilities of animal rides, wild life, camping, swimming pools, gym,
sports, indoor games, exhibitions and fairs etc need to be concentrated and
provided by the Government. These Programmes will not only entertain the
visitors, but also convey the message of Karnataka’s tradition, culture and
lifestyles. This will enable the visitors to remember Karnataka for a longer
period of time and intend them to visit again and again. Construction of
permanent structures for cultural shows, international games, exhibitions,
conferences etc will help the state to gain goodwill and revenue as the
buildings will remain and can be used for other purposes after the event is
over.
Tourists usually have high expectations of eating quality food and will try to experience the new and unfamiliar dishes of the destinations they visit. They opt quality food as they did not like to risk their health while on travel. Hence standardized quality food products of verities should be made available to them. Also food items are made available according to the requirements of diversified people. Foods of local, regional, national and foreign should be available throughout so as to benefit the tourists of various nature.

Packed food products which are hygienic be stored at various important places of tourists’ destinations. Lack of fresh food will dissatisfy the traveller. Ready to eat food packets will help the tourists to a large extent and varieties of such be made available at all shops located near tourist’s attractions. Also Mineral water, breads, jam, tin foods, fruits etc. be made available at all important places. Eatables should be kept in hygienic conditions. It should not be exposed to dust and other insects. The cost of food products should also be reasonable and standardized. Proper training should be given to the people involved in food services.

At all the important places of tourist’s destination emergency medical service units should be established with the sufficient number of attendants. As aged persons and children will be present in every tourist group, chances of anyone becoming sick or meeting untoward accidents are possible. In such circumstances, immediate medical help is desired. The primary medical help and first aid facilities are lacking in most of the places. Doctors are not available at the tourist spots. Instances of stomach upset, increase blood pressure, injury, and breathing problems are common among the visitors to whom proper aid is required. Also treatments at such places should be made available with reasonable cost. Clinic should be established specially at winter resorts. Children’s nurseries and game room should also be built.

Karnataka is a shopper’s paradise. The visitors should be attracted more to shop in our State. The shopping arcades are to be developed a little away from the vicinity keeping in mind of the importance of the places. Such shopping arcades should accommodate the products of the choices of the travellers of various destinations. Along side the essential products, eateries are also to be available.
kept. The products which are special in Karnataka such as Silk, Sandal and Handicrafts should be displayed at all the important places and marketed. In such arcades standardized products should be made available. The price tag should be attached with each product. The standardized cost of the products will make the traveller feel that he is not deceived.

➢ Due to increase in the traffic, parking has become more difficult at most of the places of tourist's attraction. Hence suitable facilities for parking various vehicles are made. Orderly parking procedure should also be enforced. Sufficient number of security personal at parking lots is to be employed. Camping space for those who wish to spend their nights in their own vehicles enroute their destination is also required to be concentrated upon. The services of puncture shops, petrol bunks, shops of essentials, eateries, medical stores etc. should also be offered near to the parking lot.

➢ As tourism industry is more sensitive, even the slightest disturbance will affect the business to a larger extent. Hence the State Government should be more cautious in enforcing law and order situation in an effective way so that the problem of any sort does not arise in any form. Karnataka is a safe region for the traveller of any destination. This should be the spirit of any visitor to our state. Hence serious consideration in this aspect is very much essential. The areas which are protected from the local thieves, organized crimes, drug peddlers, smugglers, misleading, pickpockets, moral abuse, cheating are all to be identified and the areas where such things are present should be monitored and controlled with stringent measures. The threat for the valuables and life is always there at isolated places. Hence the government should show keen interest in providing suitable security to the visitors at such places. The life and belongings of the traveller should be safe and secure. Establishing police assistance booth round the clock at all important centers will benefit the tourists to a large extent. Regular petrol will not only curb crimes but also prevent nuisance. Establishing a separate police cell to monitor tourists' movements will be of utmost help.

➢ As the tourists prefer to stay for longer hours at evenings to enjoy the serene atmosphere at selected destinations, sufficient power supply should be
provided on such places. Also during rainy seasons and at times of the non availability of transports due to any un expected events the tourists may be forced to stay at the spots for a longer hours. On such occasions insufficient power supply may scare them. Hence suitable power supply needs to be provided at all the places of tourist’s interests.

➤ Passport and customs formalities should be made simpler than what it is present as of now. Lengthy formalities and delay in this aspect will affect the interest of the travellers to a large extent. Also the traveller may either postpone or cancel his intention to travel due to such delays and lengthy formalities. Hence early dispersal of documents should be considered by the authorities concerned to benefit tourism.

➤ For the uninterrupted journey of the travellers sufficient numbers of petrol bunks should also be established on national and state high-ways. Also sufficient number of repairs shops, puncture shops, eateries etc en-route will help the travellers a lot.

➤ The travellers prefer the specific destination often if it founds to be economical and hence the authorities concerned should take appropriate action in reducing the cost by providing sufficient relaxation in tariffs and concession in fares so that the tourism industry of our state excels

➤ As attractive packages are existing with other states, the travellers may shift their interests towards such places. Hence sufficient discounts and concessions should be provided to the travellers to enhance the business of our state tourism. Concessions and discounts will attract the travellers in large numbers

➤ As the tourists constitute persons from various states and nations, the message of Karnataka is to be conveyed in their languages. Effective information will lead to increase the demand and avoid confusion among the visitors. Non availability of brouchers or literature in the language of their choice will discomfort the visitors to a large extent. Brouchers are found to be printed and supplied in multi languages for promoting the products like TVs, washing machines etc where as for tourism, the similar method is not observed. The Central government itself can print brouchers in multi languages of different
state's tourism information and can supply them which will be cost effective also. Also sufficient name boards should be installed at all important places as the name boards already installed are found to be insufficient. Do’s and don’ts should also be displayed at each place of a traveller’s attraction. All efforts required to equip the traveller with fullest information is to be made with at most care.

➢ With the advent of technology in communication the travellers of today does not feel difficult to be in touch with their family and friends of their places as most of them are equipped with mobile phones and laptops. Hence communicating problem is not found to be much these days. But proper facilities to charge their mobile phones and laptops are to be provided in sufficient numbers. Also sufficient telephones booths and internet browsing centres at various points be provided to benefit the visitors.

➢ The government should constantly concentrate on developing the communication facilities at all the tourist places. The visitor to Karnataka should never feel any discomforts in communicating with the people of his desire. Hence facilities to communicate locally, national wide and world over should be made available at all important places of tourist’s destination and en-route.

➢ Travellers of these days never carry cash during their travel. They are equipped with debit cards, credit cards, cash vouchers, cheque books, drafts etc. Hence in order to en-cash these on their need sufficient number of ATM’s, banks and currency exchange centres are needed to be installed at all the important places of tourists interests and also en-route.

➢ Encroachments by localities in the form of shops, sheds and temporary structures at the tourist’s sites have become a sort of concern. The charm and beauty of the said sites were spoiled due to such encroachments and hence measures be taken to prevent such encroachments in any form. The existing encroachments should be removed and shifted to a little far away places. The beauty of the places should never be allowed to spoil. The whole area of the tourist’s interest should be fenced properly to avoid future encroachments.
Due to the migration of workers and labourers in large number the serene atmosphere of the tourist area is affected. Hence the government should take suitable measures to inhibit the workers but at a place little away from the tourist’s spots. The government should never allow the slums to grow at tourist’s destinations. The Government should focus on establishing colonies for the labourers and workers in an arranged manner erected with facilities such as electricity, water, sanitation, roads etc at a place little away from the vicinity.

From the point of arrival to the point of departure every where beggars are found to be there. Their presence is there at airports, railway stations, bus terminals, traffic signals, bazaars, tourists places and every where. They have not left any place and they show their presence every where i.e. in places of accommodation, recreation, entertainment etc. This carries a wrong message about our state and our country and hence stringent action should be taken to curb this menace. The travellers want to relax and enjoy. They want to entertain and ease tensions. They do not want any sort of interventions from others. The beggar’s menace disturbs them a lot. The beggars should be kept at destitute homes. They should not be allowed to wonder and spoil the image of our country.

The tout’s interventions should be curbed. Standardized rates should prevail in all aspects of tourism. A squad specially meant to curb touts menace should be established at all places of tourist’s interest. Police assistance booth should also be established in more number.

Cheating and bias should be totally curbed. An effective measure to curb these activities should be taken with all seriousness. Specially trained police personal in this regard should be deputed for that purpose. Regular patrol of police personal in mufti at the tourist spots will curb this menace to a large extent.

A sensitive traveller may become sick due to the unhygienic atmosphere. The unhygienic atmosphere will also spoil the spirit of the traveller which he carries to experience the pleasure and excitement. The unhygienic condition
will also make the traveller to cut short his visit. Hence effective measures are to be taken to have hygienic atmosphere throughout Karnataka. The effective system of garbage removal and disposal and maintaining cleanliness should be considered with utmost care.

➢ The task of removal and disposal and maintaining cleanliness at various tourist spots should be entrusted to private and public organizations. The NGO’s, MNC’s, Limited Companies should be entrusted to adopt a tourist spot in maintaining the serene and hygienic atmosphere.

➢ Pollution control measures are to be taken with all seriousness. Air pollution is mainly caused by industries and vehicles. Burning of garbage also leads to air pollution. The activity which leads to air pollution should be curbed with stringent measures. Industries which exhume smoke should not be allowed to establish in and around the residential areas. Those which exist whether it is of small or big size should be shifted to far away place immediately. Emission control measures should be considered with all seriousness. Those vehicles which exhume smoke more than the limit prescribed should be charged with hefty fines or the vehicles itself should be seized. Burning of garbage at residential areas should be prevented.

➢ Land pollution is caused due to dumping of solid wastes such as plastic bags, glass bottles and metal containers. The practice of this should be prevented with iron hand. Also deforestation should be prevented with all seriousness which ultimately could restrict soil erosion. Water pollution is mainly caused by industries. Toxic household and industrial wastes released in to water bodies pollute them. Hence serious action should be taken against these practices. Also washing of clothes and bathing the animals in rivers cause pollution it can be controlled in an effective way by creating a separate space for washing clothes and for bathing animals rather doing it in rivers. Noise pollution is caused by vehicles and loud speakers. Suitable emission control measure will contain this to a larger extent. Loud speakers should also be controlled unless or other wise required. Banning of playing loud speakers after 9 pm till early morning will also be a good measure.
Pollution free zones are to be developed to inherit birds of various countries and benefit wild life. Larger part of Karnataka enjoys the status of pollution free territories. It should be maintained effectively. Pollution is found to be more in cities. Hence latest technical instruments should be fixed at the important junctions to assess the pollution and remedial measures can also be considered along with. Also organize marathon run and bicycle rally to bring awareness among the masses on pollution control by involving politicians, industrialists, film personalities etc.

Border disputes should not be emerged because it will affect the flow of tourists. Immediate attention to settle the score will make us to gain a lot.

Religious conflicts may trigger violence and bring unrest among the people. This will affect the tourism to a large extent as it is a most sensitive industry. The religious conflicts should be curbed at the nib itself with iron hands so that it can not grow and spoil the life of thousands of people.

The beneficiaries due to tourism activities are the government, rich, middle, and the poor class of people. In its progress the tourism industry embraces all in the society and never ignores any. Hence suitable developments need to be made in all the tourism activities to bring out a sea change in the progress of our society and in our country.

Attitude of the localites with the tourist’s also matters a lot. Similarly the co passenger’s attitude towards the tourists especially with foreigners should be good. Strict action should be taken against those who behave rudely with the tourists. The localites should be aware of the importance of the tourists to our place. The localites should be trained on the following lines:-

- Awareness on the potentiality of their place.
- Importance of safety and security of their place.
- The social and economical benefits they can obtain through the tourism.
- Importance of maintaining the tourist’s sites with hygienic and serene manner.
Their expected behaviour with the tourists and its benefit.
The support they can get from the government in promoting the vicinity.
Importance of the culture restoration.
The support they can lend to the tourists.
Evils of deforestation.
Importance of eco-friendly behaviour.
The activities of tourism in which they can be involved
The localites should also be trained on crisis management and made to involve in emergency and medical assistances.

The freedom to enjoy the local spot fully by the localites will be restricted due to the traffic of outsiders. Hence involve the localites in the promotion and maintenance of such sites by providing jobs to them. This measure will boost the morale of localites and will also increase their standard of living. Further the developers will also be mutually benefited by this exercise.

The relationship with a customer will mature and develop into loyalty to the business. Hence the Travel and Tour Operators should build long-term relationship with customers who allow leveraging or making additional use of their initial investment of time and money spent selling to that customer.

There is no better advertising than a satisfied customer. Good follow-up and courteous service will establish and maintain good reputation, build goodwill, and generate repeat and referral business. The customer should return again and recommend others and also bring others to our state during his next visit. We should ensure that the travellers who visited Karnataka will not spread negatively. Hence concentrate more in satisfying the customer and implement suitable measures to satisfy him in all aspects.

The Travel and tour operators in spite of their version that they keep file on customer’s preferences, in practice they are not doing so. They should keep separate files for domestic tourists, foreign tourists, corporate, VIP’s, NRI’s, schools, colleges, general public and others such as adventure seekers, education, medical etc. The travel and tour operators should ensure that the
customers should stay with them even if the competitors offer at a lesser price. The travel and tour operators should also obtain feedback from the tourists to know their satisfaction level on various aspects. Action should be taken immediately to set right the anomaly if any. Solving the problems as a team be ensured by the travel and tour operators.

- The customer should rate the Travel and Tour operators with higher regards. Ensure that the tourists consider the travel and tour operators as honest, sincere, reliable, friendly, professional, expert, caring, and the one who reacts with empathy.

- The promoters of tourism should evolve a step to see that no one should go out of our state without visiting one or the other important places of Karnataka. The travellers might have visited for business, official purpose or for other reasons but they should be tempted to extend their stay in our state to travel and experience varieties.

- The traveller will increase or reduce the stay period at any destination on the basis of the satisfaction he derives at such location. As Karnataka is having varieties to offer, developments are required on each such location so that the traveller be tempted to stay for a longer period in Karnataka.

- The traveller prefers to travel either by single or in a group such as friends, families or tourist’s group. Hence the promoters of tourism should cater the essentials for all nature of the travellers, whether they are in a small or big size, whether they are domestic or foreigners.

- Tourists prefer to possess the detailed information about the places of their visit. Also to interact with the local people they expect a guide to accompany them and speak in their language. The guides should be fully trained as they need to interact with people from across India and the people abroad. A thorough knowledge on the history and the significance of places are essential among the guides. Without effective training they cannot satisfy the visitors. Only authorized guides should be allowed at the premises. Guides should wear uniform and possess the identity card which depicts the information such as name, license number, experience in years and the languages known etc which
will be of use to the visitors who wish to converse. Usually the guides will accompany the tourists group for the whole trip, if the need is felt the travel and tour operators should also hire the local guides for the benefit of the tourists.

➢ The following policies are suggested for foreign tourists in addition to the existing and recommended ones: Stimulate the inflow of foreign tourists and improve the reception services for them. Establish tourist resorts and routes for foreigners on a comprehensive and integrated basis. Ensure extra safety of tourists while traveling and make it more convenient for them. Relieve excessive concentration of tourists at specific resorts. Facilitate family travel and other travel as demanded by the tourists.

➢ As the Travel and tour operators cater services on all activities related to tour, customer satisfaction should always be their priority. The travel and tour operators should also be given training in handling the services of the customers, especially with regard to foreign tourists. As travel and tour operators play a dominant role in the tourism industry. Their involvement is further required to be strengthened for the progress of tourism in Karnataka. Suitable assistance and support be given to them by the Government in the performance of their task. The travel and tour operators should be involved in popularizing the tourist’s destination of Karnataka through various holiday packages such as honeymoon, leisure, pilgrimage etc to cover all types of tourists with different budgets.

➢ As most of the travel and tour operators provide all the services related to travel under one roof, the state government should ensure that the services are good and are to the utmost satisfaction of the visitors. The government should insist the travel and tour operators to maintain the record of visitors ie their tenure of stay, the services expected by them, the services offered, the visitors satisfaction level, their complaints, grievances etc. Based on the level of services rendered and the satisfaction level of the visitors the grades or rankings should be awarded to the travel and tour operators. This will ultimately benefit the visitors to choose the travel and tour operators.
accordingly rather than be duped at the end and also these practices will bring in healthy competition among the travel and tour operators.

➢ Through IT firms our state can garner better business in tourism. To provide their employees a sort of recreation to ease out their stress the companies often arrange tours to them. This opportunity should be best utilized in attracting them to our tourist’s destinations by developing our various tourists’ spots suitably to provide all sorts of comforts, recreations and other entertainments which include yoga rejuvenation programmes etc.

➢ The concept of home stays is found to be more attractive among foreign travellers. For many overseas travellers, the home stays is attractive as it allows them to interact more with local people and learn more about their daily life and traditions. Given our rich tradition of hospitality a home stay is the best way to show case the spirit of Karnataka. Hence it should be promoted at large.

➢ As, business executives, NRI’s and other professionals conduct the meetings and conferences often at important cities, it is essential on our part to attract such people to our state. For this, continuous task of highlighting the features of Karnataka and the benefits they could obtain in Karnataka be made.

➢ Travel and tour operators should also facilitate to witness mock Indian weddings as it is more attracted by foreign tourists. These facilities should be arranged to them in spite of their demand as we need to popularize and sell our products. The visitors should be guided in witnessing traditional and cultural dances, songs and music of Karnataka. This practice will enrich the tradition of Karnataka and offer better opportunity to the artists and will popularize our culture across the territory of Karnataka.

➢ The feedback obtained from the tourists will enable the travel and tour operators to identify the areas to concentrate upon. If the follow up actions are taken with care, the business will grow to a larger extent. Also the problems identified should be solved as a team by the travel and tour operators.
The Travel and Tour operators are not provided with subsidies and incentives and also offered no concessions on interest on their loans. The support by the government to those who involved in tourism will not only promote the industry but also help the state to grow. Tax concessions and uniform tax polices will also help the Travel and Tour operators to a larger extent. These areas should be seriously considered for the well being of the tourism trade. Also observe easy formalities in the procedures related to their performances and as well as in issuing licenses. Support by the government in all possible way is solicited.

Recognition for the good performance and contribution in promotion of tourism activity are ensured. Issue of awards to those who contribute to tourism promotion be made either on sector wise or on district wise. Gifts by the government in various forms may also be solicited. The policies of the Government should be liberal and supportive to the tourism related activities. Reduce entry tax. Let the visitors enter our state and stay here and make purchases. The Government is going to be benefited by doing this to a larger extent.

The state government can support the travel and tour operators in endorsing the concept of ‘travel now and pay later’ by lending loans at attractive rates through the nationalized banks with easy formalities.

It is often seen that visitors leave their imprints of their behavior which disturbs the culture of localites. Hence we should ensure that due to the invasions of tourists our culture should never be disturbed. It should also be ensured that the visitors do not behave in any manner which may affect or disturb our culture. The practices of unethical dress code, partying, roaming after midnights, use of drugs etc, should be strictly prohibited and prevented.

The influences of other languages curb the usage of our local Kannada language to a larger extent. Hence insists to observe the following practices:

- Display the name boards in Kannada along with other languages.
• The visitors should be made to cherish the sweetness of Kannada hence wherever possible announcements in Kannada along with other languages should also be made. Such announcements be made impressively and also shown in a large color screen device.

• The announcer should be a trained one who could pronounce clearly and exactly in an attractive and impressive tone. This will lead to gain interest on our language by the visitors of other territory.

• The hand bills, brouchers etc are usually printed separately in different languages. This should be avoided. In each hand bill or the broucher while the formation is printed in Kannada the other side of the page should be utilized for information in other languages such as Hindi, English etc. By doing this way Kannada will reach the hands of all those who visits Karnataka.

• If different brouchers and handbills are kept for various languages, in such cases even those who know Kannada opt to have the copies of English version. This should be avoided.

• We should seriously think to promote the language of our state. Only then the influence of other languages will not penetrate into our territory.

➢ Shift in political scenario and the influence of politicians in tourism policies also affect the tourism industry to a larger extent. Hence influence of any nature by the politicians should be curbed. Adequate representation of localites, NGOs, researchers, academicians etc., into planning decisions should be made. People with vested interests should not be allowed to interfere and be handled with iron hand.

➢ Karnataka is a land of song, music and dance. It is a home to host of rich colorful art forms, music, dance and the enchanting yakshagana performed with huge masks and an exotic headgear. The state’s vibrant culture is also reflected in kunitha, classical dances, Togalu, Bombeayatta etc. But the arts and crafts of our state are becoming commercialized these days. Suitable measures
are required to be taken to prevent the flavour of the land so that it will prevail for the generations to come.

➢ The tourism policy of our State government should be more industry friendly. If a little amendment in the existing policies could benefit the players of tourism industry, it should be done to benefit the tourism industry at large. The New tourism policy of India has left an effective impact and will lead the tourism industry to a newer height. Hence by keeping in mind the trend of tourism business the policies are required to be amended and framed according to the needs and demands of the tourists and also to keep our nation a place of safety, security and a place for enrichment in knowledge, relaxation, entertainment and health.

➢ The state government has many roles to perform. The state government should perform all such roles to see that Karnataka occupies a dominant place in the map of world tourism.

✓ It should act as a promoter in promoting various tourism activities

✓ It should perform as an investor to provide sufficient funds for the cause of tourism.

✓ It should exercise as a regulator to set the things in order.

✓ It should render the service as a supervisor to have an efficient control in tourism

✓ It should enact the role of a catalyst to unite the various tasks of tourism.

➢ Many of the policies are shortsighted and lack futuristic outlook. The trend in tourism business is on increase. It is steadily increasing and will remain to increase further in the years to come. Keeping the trend of business in mind, the policies are to be charted accordingly. The policies framed should always be far sighted and never be a shortsighted one.

➢ While framing the policies consider integrating the tourism policies with the general planning process. Environmental issues should always be integrated.
while making decisions on tourism policies. Data on tourism is inadequate hence posses the full information on all fields related to tourism. Many of the potential areas which do exists in Karnataka have not been identified fully. Hence obtain the full information on all places of tourist’s importance to promote those at the earliest. Hence while framing the policy incorporating all the issues of tourism is necessary.

➤ The state tourism department has seen seven secretaries and six tourism commissioners in the past 5 years. If such plight of non continuity in officialdom is there, there will be no continuity in the policies as well. Karnataka is desperately needed to copy Kerala in not transferring officials often if it has to beat kerala at its own game. The state government should take firm decision by not transferring the officers often so as to see an early development in the industry.

➤ Sufficient representation of local communities, NGO’s, researchers and academicians are necessary in the planning process which will ultimately evade the hurdles in the path of tourism growth.

➤ Tourism can be developed only with the active involvement of all the people associated with tourism activity. From every sector the involvement should be made possible The four main sectors through which attempt can be made for the progress is (i) Government (ii) Public sector (iii) Private sector and (iv) The localities

➤ The Government alone cannot contribute everything for the progress of tourism. Contributions and involvement from Public sector and Private sector is also needed in large scale in the promotion of tourism industry Also the active participation of the localities are solicited. Hence the Government should initiate support to all those who involve in the development of tourism activities, by facilitating in establishment, keeping less formalities, providing power, water and other requisites, easy credit formalities, low rate of interests, concession in taxes etc. The support to the localities by involving them in promotion will benefit economically and socially.
Easy formalities for establishing, operating and extending the operations of tourism related activities should be adopted. For establishment, many numbers of permissions, licenses, approvals are needed to be obtained which itself consume much of the time of the investor. Hence a single window approval or a single monitoring and coordinating should be established for easy process and speedy operations by the state government.

Competition is prevailing among the various service providers. This healthy competition will bring standardization and professionalism in the field of tourism. Hence healthy competition should be allowed to exist among the various service providers in the field of tourism.

The neighbour states are making rigorous campaign to promote their state’s tourism. Hence the travellers who visit south India may skip off our state to visit other neighbour states. Many of the service providers are of the opinion that, the neighbour’s campaign is ultimately supporting our state’s tourism business as the travellers from the far away places who visit the neighbour states will also pay visit our state. But we cannot sit upon such opinion, why not we create such a desire among the travellers to give priority to our state? When kerala could attract more tourists in spite of its lesser potentiality compared to our state why not we? Hence all measures to promote tourism should be taken with war footing care. The strategy which the neighbour states adopt can also be seriously considered by our state. Some among them are:

- Keep tourism as a priority sector.
- Allocate more funds.
- Invest more in advertisements.
- Popularize our product abroad with more attraction
- Avoid frequent transfers of officials
- Popularize Auravedic treatment across the globe which will fetch more visitors for a lengthy stay.
- Develop Infrastructure fully to cater to the needs of the tourists.

Meetings should be held often to have an interaction among the stake holders of tourism. Consider a tourist spot as a unit and those who are involved in
tourism related activity such as transport, accommodation, food, recreation and entertainment etc be involved in a meeting for interaction to discuss the various issues related to tourism, such as problems, new ideas, the support that could be obtained from the government etc. The requirements of one spot will differ with the other. By involving the key officials of Government bodies such as tourism, forest, water, electricity, sewage, pollution, etc. of that region the overall developments can be planned and polices be implemented systematically which will ultimately help the stake holders as well the tourism industry.

➢ The trend towards heritage, coastal visits, adventure, and jungle activities are on increase phase and hence these activities are to be developed suitably. Further as we are highly potential in these resources and also the same is having much demand among the tourists of these days, these activities should be given importance in its development. The development is to be made on par with other well developed nations to woo more tourists to our state.

➢ Everyone speaks of historical monuments with pride and express concern towards their conservation. Unfortunately defacing the same monuments continues to be unchecked. In spite of several preventive measures undertaken by the Archaeological Survey of India (ASI), attempts to spoil the beauty of monuments continue. Few locals and careless visitors do the heinous act of defacing the monuments. They scratch the surface of monuments with keys, nails, coins and the metal pieces while the women make use of their lipsticks.

➢ Most of the visitors are unaware of the significance of these historical monuments and of the fact that these monuments represent the land’s history and heritage. They are unaware that by scratching they are diminishing the monuments beauty. Security staff is required to be deployed at all important places to check these activities. The act of such vandalism should be stopped. Only when will the fragile monuments of historical importance will remain for our future generations. For all archeological sites no investment is required but only conservation is desired. Suitable measures should be considered to protect, develop and popularize the spots of archeological nature.
At Hampi the following measures can be adopted:

- Establish an art school.
- Establish a research centre for archeology
- Start international school for sculpting
- Promote Hampi domestically, regionally and internationally
- Promote Hampi for film making and establish a suitable atmosphere for the producers of films to film at Hampi.
- Make Hampi a place of investors.
- Improve the road conditions, establish more stay places, develop communication system, and provide suitable recreation facilities to the visitor.
- Develop the villages around the archeological tourist spots.
- Invite private sector organization to start institutions of travel and tourism.
  These institutions could cater education on air-ticketing, cargo service, and certificate courses and also training centres for guides and drivers etc.
- Provide facilities such as water, toilets, and rest places for the tourists.
- Develop parks, fountains and swimming pools.
- Provide traditional music and dance of Karnataka in evening hours regularly to make the tourists stay for longer period at such sites
- Provide sufficient dormitories and low budget hotels to suit the needs of all kinds of tourists along with the facilities of super deluxe and deluxe hotels.
- Promote home stay concept more at such places to benefit the localites as well
- Specially trained police personal be deployed to handle the issues of the safety of the travelers.
- At all archeological spots similar developments can be made depending on its potentiality.
• Also at all the archeological spots ensure that the following steps are adopted.
• Identify the core archeological areas as pedestrian zones to restrict vehicular traffic.
• Establish hundred meters prohibited zones around ASI monuments.
• Diversify the straight highways passing through core archeological areas
• Ban commercial establishments close to the monuments.
• Remove the encroachments around the heritage areas.
• Ban heavy vehicles near the monuments sites.
• Ensure the monuments are taken up by Conservation Department of Archeology Museum and Heritage.
• Ensure that monuments are preserved from defaming, and garbage throwing.
• Create a master plan for the comprehensive developments of heritage sites.

> Large numbers of domestic and foreign tourists are attracted towards adventure activities these days. The new breed of young professionals especially with the I.T. industry and B.P.O does possess lot of money to spend and have brought new hope to sports tourism. To cater to the demands of foreigners and urban elite class who seek adventure sports, the activities such as Fishing, Angling, White water Rafting, Kayaking, Scuba Diving, Mountain Biking, Rock Climbing, Trekking, Paragliding etc. can be developed in more number in many places by identifying the suitable spots for such promotion.

> The Government should take keen interest in providing more facilities in such areas to generate more demand for these activities. The government and even local bodies should come out with the plans to develop adventure activities in their towns and villages with the availability of resources of their places. The hilly areas, the forest areas, the streams, the rocks and canals and plateaus can all be used to its advantage. These activities should cope up with the international standards and with international safety measures.
The beautiful coastal stretch of Karnataka which is free from dirt, with hygienic environment and friendly ambience should be made known to the tourists of domestic and international nature. The beautiful coastal areas of Karnataka should be popularized to a large scale.

► Prepare a comprehensive development plan for coastal areas.
► Develop the coastal areas with utmost priority
► Establish tent camps near coastal areas
► Provide suitable accommodation to suit all kinds of the tourists
► Foods of local, continental and intercontinental varieties are made available nearby.
► Preserve the existing ambience of coastal areas
► Advertise more on pollution free coastal areas of Karnataka.
► Avoid dumping of wastes and garbage near the coastal areas.
► Ensure that there is night patrolling of police along the coast to avoid nuisance
► Safety of tourists must be ensured by the specially trained police personal.
► Water sports should be developed along the coastal line in large number with the help of properly trained personal
► A passenger cruise between Mangalore and Karwar, touching important ports between these locations should be introduced.
► A cruise ship anchored on the high seas off Karwar will bring in guests from the port to the cruise ship in large numbers and hence it should be considered.
► River cruises should also be introduced wherever possible. These river cruises could offer entertainment elements, refreshments, pleasure trips, floating restaurants or guest houses, local sight seeing nature watching, safaris across forests, sanctuaries etc.
► International safety measures should be adopted wherever possible.
► Some of the river cruises could be linked to adventure activities like rafting, sailing, river crossing etc.
► Make the coastal area ideal for film and commercial shooting and develop the land scape accordingly.
Introduce water based sporting activities wherever possible

Those who participate in Eco-tourism activities should adopt certain principles and practices.

- Stay in such environment should not only be enjoyable in the lap of nature but also benefit conservation.
- Environmental and cultural awareness should be present in the men involved.
- Impact on forest environment should be minimized.
- Be sensitive with the environment while you involve in the activities.
- Respect to local culture.
- Provide facility to the tourists to experience wilderness vacations under a single umbrella.
- Prevention in consuming non-renewable resources.
- Provide positive experiences for both hosts and visitors.
- Conduct village tours around the areas to experience the life, arts and crafts of the people.
- Provide suitable facilities for safaris, bird watching, nature walks and star gazing, fish catching etc.
- Provide the facility to wild life film screening.
- Assist the forest department in safeguarding the forest by keeping a close eye on it.
- Provide suitable noise free, pollution free vehicles [battery operated] which do not disturb wild life.
- Provide the facility of cottages and tented camps in small number to avoid crowd
- The resorts should have a sewage treatment plant on its own.
- Social responsibility initiatives be made by way of
  (i) Generating economic opportunities for local villages through
      Employing local talents
      Purchase village produce
- Assist in the sale of village handicraft through shops.
(ii) Participation in welfare activities

* Contribute to the ongoing welfare programmes in the villages.
* Donate hybrid cows and buffalows.
* Create self employment programmes.

This ultimately leads to provide a steady income to the village and increase in their standard of living there by reducing their dependence on forest for their livelihood.

➢ The following measures should be adopted to attract more visitors.

♦ Establish parks in at least 4 zones of Karnataka. Bangalore, Mysore, Belgaum and Gulbarga. In those parks provide the facilities to the tourists to experience and know the issues pertaining to "environment, ecology and wildlife"
♦ Establish a reptile park (Snake Park, crocodile bank, etc.)
♦ Setup a fish aquarium with quality collection of fishes.
♦ Keep the collection of rare animal species, like sambar, panther, gaur, etc.
♦ Setup a space for bird’s collection.
♦ Provide an ambiance so that along with rejuvenation, travellers could experience a glimpse of the most expesite rare animals, reptiles, fascination birds and fishes at one place.
♦ Establish an auditorium to show light and sound programmes (sounds of forest, animals, birds, thunder, etc.) aimed at educating and creating awareness among the public on issues related to Indian wildlife and ecology.
♦ Screen the documentaries pertaining to wild life and ecology

➢ Evolve a strategy to have discussions at least once in a month among the NGO's working on environment, media persons, officials of the departments related in tourism promotion concerned with ecology and environment and the local public for its promotion.
A special screening of films for the school children of entire Karnataka should also be considered. Such films will become an eye opener both to the public and the government on various issues unknown hitherto.

- Establish the premises to hold the exhibition of photography on ecology and environment.
- Create a policy on environment, where each interest group may hold a set of values for their performance.
- Develop a separate Regulatory Body which may govern the Eco-tourism activities in the State.
- Involve the PSU’s, MNC’s, various departments of the government, educational institutions and private concerns to conduct plantation drive in larger number and with more seriousness.
- Organize workshops to derive green initiative among various organizations to develop greenery in their layouts and premises.
- Campaigns such as “save the earth” are made.

Karnataka is abundant in its resources. Many of its resources are still not tapped. Those which are identified are not properly developed. Hence explore the resources fully and develop such treasures suitably. After identifying the spot the following measures be considered

* Conserve  * Protect  * Maintain
* Develop  * Popularize

Tourism in Karnataka has been ignored for years. Karnataka with its vast attraction and in varieties could have excelled in tourism long ago. In order to speed up the development of tourism in the state of Karnataka, several new thrust areas have to be identified especially those areas which will fetch the large number of visitors. Following are some of the areas which are needed by this hour to concentrate upon:

The vast arena of flora and fauna in Karnataka will not only attract domestic tourists but can open up scope for in bound tourism. Considering Karnataka’s rich bio-diversity, the scope of eco-tourism is endless. However the serious
involvement of government in association with the organized sectors can enhance the richness of tourism. It is a form of alternative tourism which aims to achieve economic game through natural resource reservation. Due weightage for environmental aspect need to be given in tourism development projects and restrictions will have to be imposed on the number and behaviour of tourists in natural environments.

Due to the growth of tourism, the problem of overcrowding in tourist areas will be more acute, especially in areas which have limited capacity to absorb large number of visitors, hence the need to protect environment are eminent. Fragile environments can be damaged by excessive flow of tourists. Sustainable growth is, however, desirable as well as possible. Well managed tourism is a good friend of environment. For this purpose, studies have to be conducted on the carrying capacity of each area. The carrying capacity of the monuments, heritage sites, museums and public buildings, too has to be assessed.

- ‘Go to India to get married’ is NRI’s new mantra. For the NRI’s marriage both the groom and bride’s family brings a group with them from abroad which ultimately contributes in promoting tourism.

- Karnataka is an ideal destination for shooting films. The land of breathe taking landscapes and mountains will best suit the requirements of film producers. Karnataka is not only visually spectacular but will also prove to be cost effective.

- The new concept farm tourism which forms part of the development plans to promote back to roots and back to nature tourism in the state. This concept encourages tourists to go in for farms holiday rather than rush to congested cities and towns.

- The great variety of sports activities widens the scope of tourist’s interest and their participation. The demand of urban elite class and foreigners who seek adventure in sports and sophisticated activities
such as trekking, camping, water sports, aero sports, cave exploration, etc. give avenue to widen its scope.

- Health tourism is a travel for the sake of health. Travellers prefer to visit the destination to seek health either through allopathy, ayurvedic, yoga and meditation. Building the necessary state of the art and high profile medical infrastructure, medical reputation and doctors profile for complex medical treatments are necessary.

➢ The advertisement and publicity by the State Government for tourism are not sufficient and has to be increased with utmost priority.

The target group for promotion should be divided as below:

(a) The people of Karnataka
(b) The people of India
(c) The people abroad.

Depending on these groups the advertisement and promotional strategy should be evolved in various forms, contents and in languages. As Karnataka is a treasure of resources, it should be highlighted effectively to the masses of India and the people across the world through suitable campaigns.

➢ Karnataka is a place for all seasons by all reasons. It has everything which hardly any state can offer, except snow and desert, it has everything in it. The potentiality of Karnataka is required to be popularized throughout. Participation by the tourism department in trade fairs and exhibitions are not sufficient and has to be enhanced to a larger scale locally and internationally. Further there is a need to revitalize the tourism policies to attract domestic tourists rather than focus on international tourism. The ratio of domestic tourists to foreign tourists is 80:1 as against 10:1 abroad and this ratio needs to be changed to meet the tourism targets.

➢ Inviting tourists for festivals of Karnataka, Hampi, Badami, Joke falls, wildlife sanctuaries etc are there since long. Concentrate now on new areas. Create variety. Concentrate more on selling of beaches and islands. Concentrate on
eco-tourism and jungle activities. Promote health tourism, adventure tourism, village tourism etc to a larger scale. At important destinations highlight the important tourist attractions in Karnataka its history, features and amenities available around such spots etc through large video screens. This will benefit the masses to know about Karnataka more. Regular publicity to the media of radio, television, lectures, travel films etc are all required in order to round off the total marketing effort, there is a need of a well-planned publicity programmes. There is a need to provide with correct and up to date information about various destinations which so far has been severely lacking.

➢ In fact tourist organizations primarily are public and public relations organizations. The objectives of the public relations in the field of tourism should be firstly for the dissemination of information, and then by creating a favorable image for the tourism products.

➢ The west has always been proposing one or the other concept. We must also think according to the advantages of the tourist sites in innovating new ideas and concepts for our development. Innovative thinking and the new ideas in travel will flourish the business to a greater extent. “Plan Global, Think Regional and Act Local”-should be our theme.

The following various measures should also be evolved
✓ Attractive and suitable packages for various groups
✓ identifying new and exciting places of visit
✓ Adventurous and secure accommodation.
✓ Luxurious transport facility
✓ Exciting recreation and entertainment..
✓ Trains, river cruises could be used to link destination which fall in the tourism circuits.

These measures should be considered along with the following:

➢ Designate Bangalore as the cultural and sports capital of the country.
➢ Set up sports village with international standard.
➢ Establish world class entertainment centre, music academics
Promote Arts and Crafts by setting up the permanent auditorium for the cause.

MICE Tourism should be promoted.

Promote JLR to a larger scale

Hampi festival and Dussera festival should be conducted in a grand manner

Develop all adventure activities, recreational activities, entertainment activities, and Heritage sites to an international standard.

Involve Corporate to actively participate in tourism development and improve infrastructure.

A strong image for Karnataka’s Tourism required a carefully planned brand strategy. This should be based on:

- Well defined and unique brand personality.
- Selection of the correct positioning strategies.
- ‘Themed’ product development.
- Consistent and appropriate advertising and promotion.
- Careful brand guardianship.
- Aggressively promote the state towards creating the necessary brand positioning

Professionalism is the order of the day. Hence focus more on bringing professionalism in all the tourism activities. As this industry is very sensitive, careless handling of issues will make the state to loose its visitors. Hence all the men in whichever capacity they are in, in the field of tourism business should be trained suitably to bring in professionalism.

- Impressive uniform should be provided for those involved in tourism activity for easy identity.

- Knowledge to tackle the emergency issues, a concern towards the tourists, and a face with smile are all desired among all the men involved in tourism.
➤ It is the quality which can convince the traveller towards any services. The traveller will spread the message to others if he is satisfied with the quality offered. Hence improvement in quality is required in all aspects of tourism which includes accommodation, transportation, recreation, food services and other comforts. Development in one aspect is not sufficient and has to be made throughout and in all activities. This will ultimately make the traveller satisfied and he will invite others to follow.

➤ In addition to the above, the state should also provide specialized tourist equipment at the resorts e.g., equipment at ski-resorts, small pleasure ports and air field in the tourist areas. These installations are beyond the scope of private enterprise as the initial investment is much higher as compared to the returns, hence the State Government should initiatives in this regard.

➤ The proper tourism infrastructure also requires a continuous flow of trained personal for the expansion of tourism. The staff engaged in tourism activities should be suitably trained.

➤ Training is required to all those who are involved in tourism industry in one way or the other. It is often opined that,

(a) Government officials lack courtesy.
(b) They ignore the complaints and fail to receive the grievances.
(c) Some are rough in answering the queries.
(d) Some show careless attitude.
(e) Some make the tourists wait for hours to obtain information.
(f) Some shift and pass the responsibility on others

These attitudes among the government officials are needed to be changed. The officials engaged should be sales oriented and service providers. They should know to retain the customers. And never loose the customer due to their reckless attitude. The training of the staff should be made at all levels- from hotel management to chefs and waiters, from executives to information hostess, and airlines personals to tour guides and tour operators.
Those involved in tourism activities should possess adequate knowledge on their respective duties and their obligations towards the tourists. Training to the freshers and refresher courses for the previously employed are required periodically. Without training, professional attire does not exist. Treating employees well and creating satisfied internal customers would help in getting satisfied external customers.

Recognition for performance and incentives for effective participation will always develop the industry. Each tourist spot should be considered as a unit and for each such unit’s progress, recognition should be made and suitable awards be given accordingly. This will lead the people to show more interest towards its progress. Even if it is in a smaller scale it should be done. If we consider the whole state’s tourism as a unit in such case, only the big business tycoons will be benefited. Hence awards should be given both on the basis of the spot and also on the basis of state tourism as a whole.

Research in various aspects of tourism will help the industry to grow considerably. Sufficient researches are required in tourism related fields to identify the potentials, at various levels and at various stages which ultimately be helpful for the industry in its progress and to be on par with the other developed nations. Market research survey should be conducted to correctly assess the requirement of the many components comprising the tourist industry. Such a statistical evaluation will help in making goods, the shortages in various sections and building up the necessary tourism infrastructure for attracting and accommodating the targeted tourists well in time.

Tourism subject should be taught to the school children so that they could realize the importance of tourism at younger age itself. They should be conveyed at their younger age about:

❖ Our state and our Nation
❖ Importance of the tourists and tourism
❖ Necessity to keep the atmosphere in an hygienic way
❖ Necessities to safe guard our heritage sites, monuments and parks.
❖ Necessity to safe guard our culture and tradition
Certificate courses and diploma in tourism related fields should be encouraged in colleges and institutions at a wider scale.

Tourism industry of Karnataka has to be woken up to the fact that, they are sitting on a goldmine. Despite the charm of beauty, ancient temples, crystal beaches etc. the number of tourists arrivals to the state are not up to the expectation level. Karnataka tourism needed an aggressive promotional policy as the people world over have not been sufficiently exposed to what the state has to offer. Before it is too late the state of Karnataka should swung in to action to enable the state to excel in varieties and innovate techniques to obtain a place as among the most desirous spot of the tourist destinations in the world.