



A STUDY ON PROSPECTS AND PROBLEMS OF HERITAGE TOURISM IN COASTAL KARNATAKA

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Abstract

India is a vast country of great beauty and diversity and her tourist potential is equally vast. With her rich cultural heritage as superbly manifest in many of the architectural wonders (palaces, temples, mosques, forts, etc), caves and prehistoric wall paintings, her widely varied topography ranging from the monotonous plains to the loftiest mountains of the world, her large climatic variations ranging from some of the wettest and the driest as well as from the hottest and the coldest parts of the world, beautiful long beaches on the sea coast, vast stretches of sands, gregarious tropical forests and above all, the great variety of the life-style, India offers an unending choice for the tourist. In developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. Tourism industry is capable to generate employment to both skilled and unskilled workers, directly and indirectly. This paper studied the problem faced by tourism industry in coastal Karnataka .

Key Words: Tourism, Development, Problems, Opportunities, Coastal Karnataka.

Introduction

Tourism isn't associate degree activity for pursuit associate degreed recreation however is an enriching and energizing activity. The role of commercial enterprise is important within the economic development of a rustic. Tourism is that the second largest interchange job holder in Bharat. The commercial enterprise business employs an outsized variety of individuals, each good and unskilled. Hotels, travel agencies, transport as well as airlines profit loads from this business. Tourism promotes national integration It generates foreign exchange. It promotes cultural activities. Tourism also promotes the traditional handicrafts sector. The holidaymaker gets associate degree insight into the made and numerous cultural heritage of Bharat.

Karnataka Tourism- Karnataka has been ruled and shaped under the reigns of many dynasties including Mauryas, Shatavahanas, Gangas, Chalukyas and Vijayanagara kings. The individual dynasties and the rulers have uniquely offered distinctive art and architecture, history and culture to the state. Karnataka has various types of tourist destinations such as hill-stations, wild life sanctuaries, bird sanctuaries.

Karnataka is taken into account as a holidaymaker paradise, since it provides varied nature of holiday maker attractions like lovely natural beaches, long coastal line, architectural monuments, historical forts, palaces and temples, the herds of elephants, bisons, gaur and langur roaming across wild life sanctuaries at Bandipur and Nagarhole, the turbulent leap of Sharavathi at Jogfalls, the myriad coloured fountains of beautiful Brindavan Garden at Mysore, the beaches of Karwar, the sun setting scene at Agumbe, the famous architectural beauty at Badami, Aihole and Pattadakal, the tall monolithic Gomateshwar Statues at Shravanabelagola and Karkal, the devastating ruins of Hampi, the world famous Hoysala temples at Belur and Halebidu, the world famous dome of Golgumbaz and Bird Sanctuary at Ranganatittu and many more tourist spots of attraction. There area unit several holidaymaker interest spots within the nook and corner of the State. Every district will boast of getting one or a lot of holidaymaker destinations. Some tourist spots are so beautiful and amazing, but have not come to light, due to lack of proper roads and communication. Even several vital holiday maker places don't have sensible roads and hotels, and maintenance of these places is poor. There is loads of potential to develop holidaymaker places within the State and thereby attract a lot of and a lot of variety of domestic additionally as foreign tourists. Fortunately the



govt of province has known all the vital holidaymaker destinations and brought all those underneath 5 circuits, viz. Northern Circuit, Southern Circuit, Coastal Circuit, Wild Life Circuit and Hill Resort Circuit. Karnataka has one amongst the best average elevations of Indian states at one,500 feet. Karnataka boasts a diverse flora and fauna, which make it a natural tourist's paradise. The state's long and vibrant history, and also the several forts, temples, mosques, and churches build it an excellent place to explore. Garden city Bangalore, Jog Falls, the beaches of Karwar and Malpe, Golgumbuz in Bijapur, the stone temples of Belur and Halebid, Mysore Palace, the list is endless.

Several beaches in Karnataka are set to get a facelift with the Union government approving Rs. 45-crore phase one of a project to develop tourism in 'Coastal Karnataka Tourism Circuit'. This is one of the four circuits identified in Karnataka for tourism development. In Dakshina Kannada district, beaches at Uchila, Someshwar, Ullal, Tannirbavi, Panambur and Surathkal are likely to be taken up for development apart from some islands. They will get facilities such as approach roads, toilets, and watchtowers, according to sources in the Tourism Department.

Karnataka is blessed with over 300 km of pristine coastal stretch. Netrani Island of Uttara Kannada is known for coral reefs. St. Mary's Island, a few kilometres from Udupi has basalt rock formations. Sunny beaches at places like Malpe, Murdeshwara, Maravanthe, Gokarna, Kumta have spectacular mountains to the east. Agumbe, Kodachadri hills, Kemmangundi, are just a few of many hill stations that straddle the coast providing tourists sun and greenery. Unlike many crowded hill stations in South India, the hill stations of Karnataka are still mostly undiscovered and pristine. The Coastal town of Gokarna is a pilgrimage centre as well as a centre of Sanskrit learning, 56 km from Karwar. It has the Mahabaleswar Temple with the 'Atmalinga' dedicated to Shiva. There is an enormous chariot, which is taken out in a procession on Shiva's birthday in February. The Tambraparni Teertha here is considered sacred to perform obsequies of the dead. There is a beach called *Om Beach*. Udupi: One of the holy place and it is 58 km from Mangalore. The Krishna temple here is founded by Acharya Madhwa during the 14th century. He founded eight mathas to conduct the services of Lord Krishna in turns. Paryaya festival is held once in two years in January. The place has Kadiyali Durga temple, Ambalapadi Shakti temple, Raghavendra Matha and the Venkataraman swamy temple. Malpe is the port near here. It has a beach and the Vadabhandeshwara temple of Balarama.

Beaches:-Karwar has a number of beaches like Blue Lagoon Beach, Ladies Beach around it and Rabindranath Tagore described his experiences at Karwar beach in his poetry. Om beach, Murdeshwara are other beaches of Uttara Kannada Dist. The Nethrani Island near Murdeshwara. Basavaraja Durga near Honavar is an island fort raised by the Keladi Rulers during 16th and 17th centuries. It is surrounded by a strong fortification raised by gigantic laterite blocks and the hill has a flat top. Devagad and Kurmagad are two islands near Karwar. {Nirvana beach} at Kagal village of Kumta is a 5 km long beach in one stretch with white sand and transparent water in the month of December till March. The entire beach coastline is covered by Casuarina and coconut trees, unparallel to any beach of India, and has the big potential to develop beach tourism like the Baga-Calangute-Candolim beach of Goa. Government of Karnataka and tourism department has failed in tapping this potential, whereas Goa has left Karnataka much behind in beach tourism. There is an urgent need to do something in this direction to allow beach tourism on the same model of Goa in the months of September to May.

Objectives of the Study

The present study has following specific research objectives:

- To assess the impact of tourism on Karnataka's economy and environment.
- To find out the major opportunities and challenges of Tourism Industry in coastal Karnataka.
- To provide recommendations for the development of Tourism Industry in coastal Karnataka.



Methodology

The study is mainly based upon the collection of secondary data. The secondary data was collected from various sources of publications such as official and non-official records, leading books on the subject, published thesis, booklets, brochures on divergent aspects of tourism.

Findings

Problems in Tourism Development

1. Pollution
2. Density of population and vehicle.
3. Deforestation.
4. Staying is become costly.
5. Lop sided development.
6. Increase in crime rate
7. Naxalism and Terrorism.
8. Expensive livelihood
9. Loss of valuable Culture
10. Safety and Security problem
11. Lack of Public –Private partnership
12. Challenges in planning, regulating and implementing regulations in the built environment of protected monuments
13. Poor maintenance of heritage centres
14. Lack of professional trained tourist guides
15. Poor administration and management
16. Absence of national policy and legislation for heritage protection and management

Tourism sector at present is also plagued by a number of factors which include Government's apathy, law and order problem, visa problems, and poor sanitary conditions and also poor infrastructure is another area which is responsible for dismal performance of tourism sector.

But in tourism sector there is more economic benefits than above negative impacts so overcome these problems we have to evaluate the future prospect and to suggest policy measures for further development of tourism is very needful.

Prospects and Policy measures for development of tourism in Coastal Karnataka

“To develop Karnataka as a dynamic, sustainable and most- favored tourism destination -by increasing domestic & international visitations, offering high quality experience to visitors, facilitating and accelerating investments and improving livelihood opportunities at the local level”.

It is estimated that the fresh employment possibilities at 4.3 million (based on global norms of 10% employment in the sector), additional revenue potential of Rs. 83,000 crores (through direct and indirect taxes) and the investments of Rs.73,000 crores with 50% government funding (infrastructure, destination and mobility) is needed for providing a fillip to Tourism in the State by 2024.

Policy measures which can be implemented

- Development of Infrastructure, Tourism Products and Services
- Tourism Education and capacity building
- Landscaping
- Waste disposal
- Safety & Security
- Create packages city,



- Sustainable tourism
- Public Private Partnership
- Marketing Strategy

From the Target Customers' point of view, marketing the tourist destinations in Karnataka will have to be done at two levels, i.e. marketing for the domestic tourists and marketing for the foreign tourists. Publicity in the print and Audio-visual media, Road shows and exhibitions, Interviews and newspaper articles, Familiarity (FAM) tours for tour operators, alliances with transporters, international airways, international tour operators, Tourist Information Centre and kiosk, etc. should be used to promote individual destinations, circuits and even the entire State. Such promotion of destinations would serve a dual purpose of attracting tourists as well as investments to that destination. Karnataka government also implemented policies to develop the tourism industry but abide by the framed policies to achieve development.

Suggestions

For everything we need a policy – a sound policy. Let me now put forward a few policy suggestions to develop sustainable tourism in India:

1. Karnataka should make the most of its topography, natural resources and labor to develop not only traditional products but also nontraditional products of tourism.
2. Rural tourism should be a byproduct of Karnataka tourism. At the same time eco-tourism for sustainable livelihoods must be encouraged.
3. Enhancing security, stepping up investment and boosting (world class) infrastructural activities should be on the top of the agenda. Service quality – in hotels, Airports, railway stations, etc – needs to be upgraded.
4. Proper market segmentation should be done on the basis of criteria like demographic,
5. Socioeconomic and geographic variables.
6. Education, research and training are crucial cogs in the wheel of tourism. Adequate importance should be given to inductive research on historical importance and contemporary relevance. Tour operators, guides must develop a good rapport with tourists. From touring to learn we should move to learning to tour.

Conclusion

Karnataka is one of the most beautiful places in the country, which is well-endowed with natural beauty. Satisfaction of tourists with the different aspects of the tourism offer is crucial for profound understanding of the tourism demand. In contrast to the market segmentation approach, analysis of satisfaction focuses more on the perceived characteristics of the destination. It can go deeper into the perception of the foreign tourists, and helps to understand the perceived strengths and weaknesses of the destination. It enables evidence based creation and/or positioning of the brand in the minds of tourists. Factors like cleanliness, safety/security, transportation, infrastructure facilities, international hotels, hospitality of population, nature, professionalism of service etc., It should be integrated into other categories, like culture and attractions in order to add value and contribute to tourist satisfaction effectively. The strongest point of this study can be considered as a useful information and guidance for tourism related decisions. In other words the results are of value for academicians and tourism professionals.

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