



CHALLENGES AND OPPORTUNITIES IN TOURISM INDUSTRY IN KARNATAKA: A CASE STUDY OF CHICKAMAGALUR DISTRICT

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ABSTRACT

Tourism is one of the rapidly growing industries in present world of economy apart from earning substantial amount of income through tourism it can be used as a powerful tool and economic weapon to push up the country towards prosperity and achieve balanced regional development and to build better and brighter future for the people of India by strengthening international harmony and national integration.

Tourism can no longer be viewed as a leisurely activity it has economic, socio-cultural, educational and political significance. It is highly labor intensive industry and by generating direct, indirect and investment related employment opportunities provided livelihood to millions of population. Over the decades tourism industry has come across with perpetual growth and drastic diversification and has become one of the fastest growing economic sectors of the world. There is a direct correlation between modern tourism and development this has made tourism more dynamic and a key driver for socio-economic progress.

Today the business volume of tourism equals or even surpasses that of the oil exports, food products or automobiles. Tourism has become one of the major players in international commerce and represents at the same time one of the main income source for many developing countries. This growth goes hand in hand with a increasing diversification and competition among

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destinations. The current research paper throws enough light on growth problems and prospects of tourism in Chickmagalur district of Karnataka.

Key Words: Tourism Industry, Socio-Economic, Socio-Cultural, International Harmony, National Integration, Economic Weapon.

INTRODUCTION

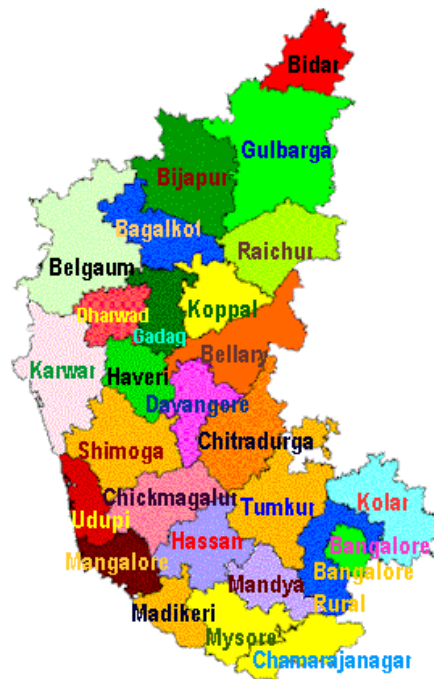
Chickmagalur district was called Kadur district till 1947. It is situated roughly in the south-western part of Karnataka state. A large area of this district is 'malnad', i.e., a largely forested hilly region of heavy rainfall. The district takes its name from the headquarters town of Chickmagalur which literally means younger daughter's town - Chikka+Magala+Ooru-(in Kannada). It is said to have been given as a dowry to the younger daughter of Rukmangada, the legendary chief of Sakrepatna. Another part of the town bestowed on the elder daughter is known as Hiremagalur. But some old inscriptions reveals that these two places were known as Kiriya-muguli and Piriya-muguli. Situated in a fertile valley south of the Baba-Budan hill range is the headquarters town of the district. A centre of education, trade and commerce. The town enjoys a salubrious climate and has venerated monuments of all religions- Kodandarama temple a synthesis of Hoysala and Dravidian styles of architecture, Jamia Mosque and the new St.Joseph's Cathedral with an attractive shell shaped portico. Hiremagalur which is now part of Chickmagalur town has an Ishwara temple with a 1.22 metre high curious rotund figure of Jademuni. The temple also has a Yoopastambha supposed to be installed by King Janamejaya during his serpent sacrifice. There is also a Parashurama temple and a Kali shrine.

LOCATION OF CHICKMAGALUR DISTRICT

The district is situated between 12° 54' 42" and 13° 53' 53" north latitude and between 75° 04' 46" and 76° 21' 50" east longitude. Its greatest length from east to west is about 138.4 kilometers and from north to south 88.5 kilometers. General boundaries are East - Tumkur district, South - Hassan district, West - Western Ghats which separates it from Dakshina Kannada (South Kanara), North - East : Chitradurga district, North - Shimoga district.



Chickmagalur Map



Karnataka Map

Chickmagalur district has all this and more. Every little village or town has some story behind it and some jatra or festival is on throughout the year. it could be one of the fifty festivities celebrated during the year at Sri Jagad Guru Shankaracharya Dhakshinamnaya Mahasamsthanam Sri Sharada Peetha at Sringeri or Sri Renuka Jayanthi or Sri Veerabhadra Swamy Mahotsava at Rambha Puri Matha at Balehonnur. The Dassera Mahotsava of Mailaralingeswami of Birur where one can see the Dollu Kunitha and Veeragase, the thrilling and heroic folk dance of the area, the Urs at Baba-Budan Giri, the Girija Kalyana Mahotsava of Kalaseswaraswamy at Kalasa or the Veerabhadra Devara Rathotsava of Koppa. Or any of the annual festivals of local temples held in many of the villages and towns. Suggi habba or harvest festival is celebrated with great rejoicing in the rural parts and provides the rare opportunity of witnessing Kolata, Salu Kunitha, Suttu Kunitha, the Raja Kunitha and Fire walking too.

CRADLE OF COFFEE - IT WAS AT BABA-BUDAN GIRI THAT THE FIRST EVER COFFEE IN THE COUNTRY WAS GROWN WAY BACK IN 1670 A.D.

Coffee growing has a long history that is attributed first to Ethiopia and then to Arabia, mostly to Yemen. However, the earliest history is traced to 875 AD according to the Bibliotheque Nationale in Paris. The original source is also traced to Abyssinia from where it was brought to

Arabia in the 15th century. The Indian context started with an Indian Muslim saint, Baba Budan, & while on a pilgrimage to Mecca, smuggled seven coffee beans by tying it around his waist from Yemen to Mysore in India and planted them on the Chandragiri Hills 1,829 metres 6,001 ft, now named after the saint as Baba Budan Giri 'Giri' means "hill" in Chikkamagaluru district. It was considered an illegal act to take out green coffee seed out of Arabia. As number seven is a sacrosanct number in Islamic religion, the saint's act of carrying seven coffee beans was considered a religious act. This was the beginning of coffee industry in India, and in particular, in the then state of Mysore, now part of the Karnataka State. This was an achievement of considerable bravery of Baba Budan considering the fact that Arabs had exercised strict control over its export to other countries by not permitting coffee beans to be exported in any form other than as in a roasted or boiled form to prevent germination.

Indian tourism industry is one of the fastest growing in the world, ranking among the world's top five most popular tourist destinations. Though the country has a lot to offer, it is lagging behind due to the lack of proper regulatory aspects, bringing its competitiveness index ranking in this Sector to 62 among 133 countries. Government policies are working actively to overcome these drawbacks, to realize high potential in this Sector for the growth of income and employment generation. India is known for its lavish treatment to all visitors irrespective of their arrivals. It has the visitor friendly traditions, colorful fairs and festivals varied life styles and cultural heritages are main attractions for the tourists the other attractions include beautiful beaches, dense forests and wild life and rich landscapes for eco-tourism, snow, and river and mountain peaks for adventure tourism and trekking, science museums and technological parks, centers of pilgrimage for spiritual tourism trains and hotels for heritage tourism, yoga, ayurveda and natural health resorts and hill stations with rich coffee and tea plantations also attracts the tourists. The Indian handicrafts particularly jewelers, carpets, leather products ivory and brass work are the main shopping items for foreign tourists.

Tourism is an important and flourishing industry in the country it accounts for one third of the foreign exchange earnings of India. And also gainfully employed the highest number of people compared to other sectors. The World Travel & Tourism Council calculated that tourism generated 6.4 trillion or 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% till 2023 making India the third fastest growing tourism destination over the next decade. About 22.57

million tourists arrived in India in 2014, compared to 19.95 million in 2013. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011.

STATEMENT OF THE PROBLEM

Though Chickmagalur District of Karnataka is gifted with land of hills and valleys, waterfalls and coffee estates, and though the number of Foreign and Domestic visitors are increasing year after year who visits Various places like Sringeri Sharadamba temple, Hornad Annapoorneshwari temple, Baba Budangiri have become the most preferred tourist destinations. It is yet to become a desired destination for large number of foreign and domestic visitors. Acute shortage of luxury accommodations lack of basic civic communities pathetic road conditions in hilly regions, lack of policy initiatives by the Tourism department (KSTDC) of Karnataka, lots of interferences of beggars and fraudulent private tourist agencies located in this area makes the visitors stay away from these attractive tourist locations of the district, hence, there is a need felt to carry out a research on the problems and prospects of tourism development in this area.

SCOPE OF THE STUDY

The geographical scope of the study is limited to Chickmagalur district and the size of respondents sample is restricted to 200 visitors who have been randomly selected and issued with structured questionnaires and responses drawn for the study undergone. The visitors include both domestic and foreigners.

OBJECTIVES OF THE STUDY

- ✚ To identify the tourist potentials of various locations of Chickmagalur District
- ✚ To ascertain the growth prospects of the tourist destinations of Chickmagalur District.
- ✚ To understand the problems experienced by the respondents.
- ✚ To derive findings and offer a few suggestions based on this study.

RESEARCH METHODOLOGY

The collected data were classified, processed, tabulated and analysed with some statistical tools like and percentages and averages wherever necessary and interpret the result to arrive at findings. Therefore the study assumed descriptive and survey because it is fact finding investigation.

SAMPLING:

Based on the random sampling method 200 respondents comprising domestic and foreign tourists were selected for the study.

SOURCE OF DATA:

The data and relevant information for the study were collected both from primary sources in the form of structured questionnaires as well as from the secondary sources.

PRIMARY DATA:

The data were collected by issuing structured questionnaires to the selected respondents

SECONDARY DATA:

The required data were also collected from various published and unpublished sources and also from various tourism bodies and magazines and news papers and conference papers and research bodies.

SURVEY OF LITERATURE:

In this section, it is proposed to review the literature that exists in the field of tourism related areas. The available literature throws light on the unexplored areas of research in tourism

Philip English in his study examined the role of North-South tourism as vehicle of international development and concludes that for some developing countries tourism has tended to be an even more dynamic economic force than trade in goods. *Suchita Chopra*, in her study tried to establish measurable impacts of tourism with other inter sector al linkages for an integrated development of tourism.

Smavoi, Found that the tourism industry is highly labour intensive and three categories of employment being generated by tourism direct, indirect and investment related employment. *B.R.S. Gupta* emphasized multi-dimensional approach to tourism and concluded that tourism is a part of the total effort to build for the people of India for better and brighter future by strengthening international harmony and national integration. *World Tourism Organization*, observed that more than three-fourths of the benefits accruing from tourism industry were taken away by the developed countries. *A.K. Bhatia* made a modern effort to explain the tourism phenomenon as an important human activity of great significance. In addition to economic

significance it has socio-cultural, educational and political significance as well as a mass phenomenon of an essentially social nature; tourism can no longer be viewed as fringe activity.

DATA ANALYSIS AND INTERPRETATION:

The collected data were tabulated and presented through percentages and weighted averages. For the purpose of the analysis of the data in this study, generally the tabular analysis is adopted. Wherever necessary, percentages, ratios and growth rates are calculated to facilitate the significance or otherwise of the phenomenon in the data. Necessary graphs were used for enhancing the clarity in the presentation of the data.

Table: 1.1 – Budget Allocation by the Respondents for the tour

Amt Allocated (in Rs)	No of Respondents	Percentage to Total
Below 5000	68	34.00
5001-8000	96	48.00
8001-10000	19	9.50
Above 10000	17	8.50
Total	200	100.00

Source: Field Survey

Graph: 1.1 – Budget Allocation by the Respondents for the tour

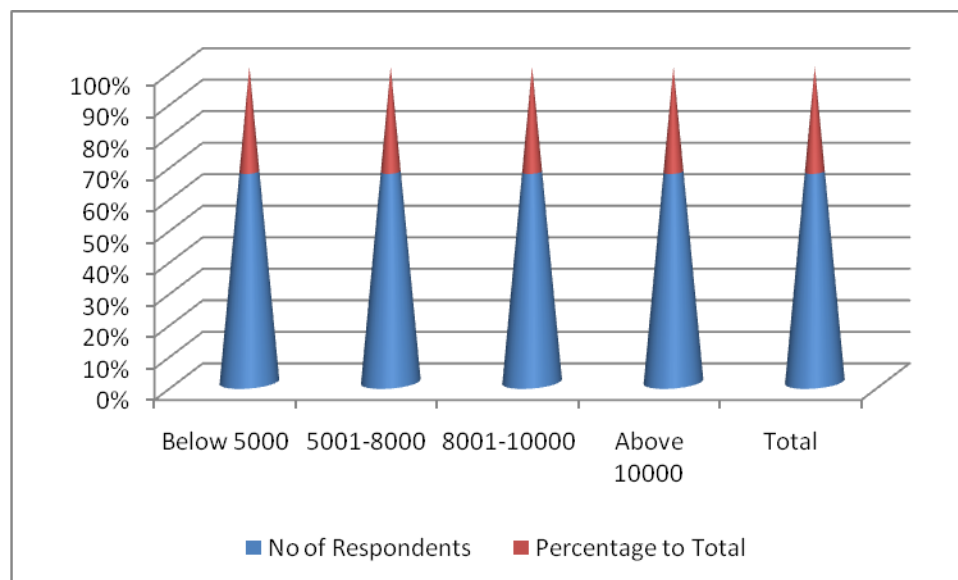


Table 1.1 and graph 1.1 shows the budget allocation made by respondents for their tour. 48% of the respondents stated that their budget lies between Rs. 5,001/- to Rs. 8,000/-. 34% of them

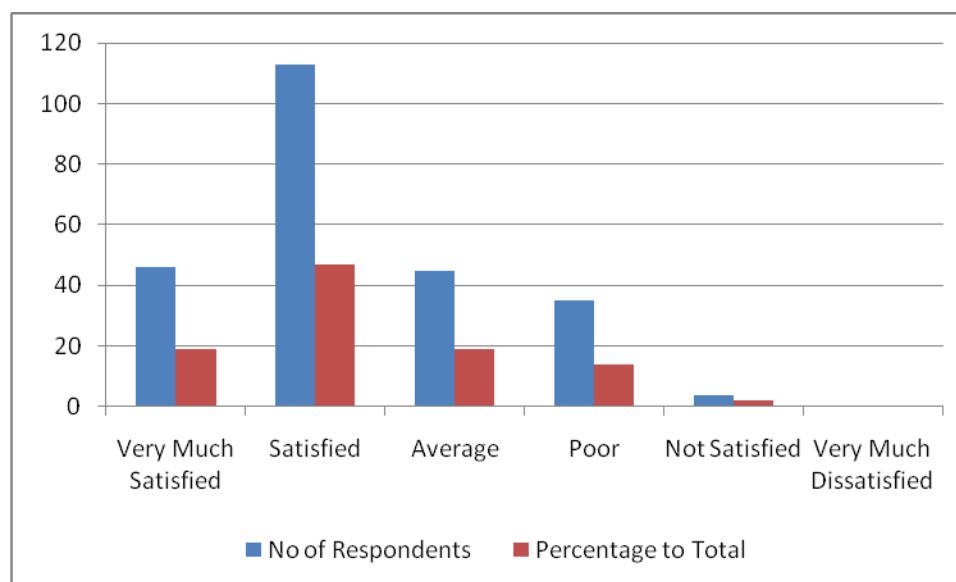
stated that their budgeted expenditure is less than or equal to Rs. 5,000/-. 9.5% of the respondents have opined that their budgeted expenditure lies between Rs. 8,001/- to Rs. 10,000/-. Only 8.5% of the respondents have stated that their budget exceeds Rs. 10,000/-.

Table: 2.1 – Satisfaction Level of Respondents on KSTDTC Services

Level of Satisfaction	No of Respondents	Percentage to Total
Very Much Satisfied	46	19
Satisfied	113	47
Average	45	19
Poor	35	14
Not Satisfied	4	2
Very Much Dissatisfied	0	0
Total	243	100

Source: Field Survey

Graph: 2.1 – Satisfaction Level of Respondents on KSTDTC Services



When questions were asked to know about the satisfaction level of respondents on KSTDTC services, 47% of the respondents expressed that they are satisfied with the services. 19% of the respondents stated that they are very much satisfied and another 19% of the respondents stated that the services offered are not up to the mark. 14% of the respondents stated that the services are

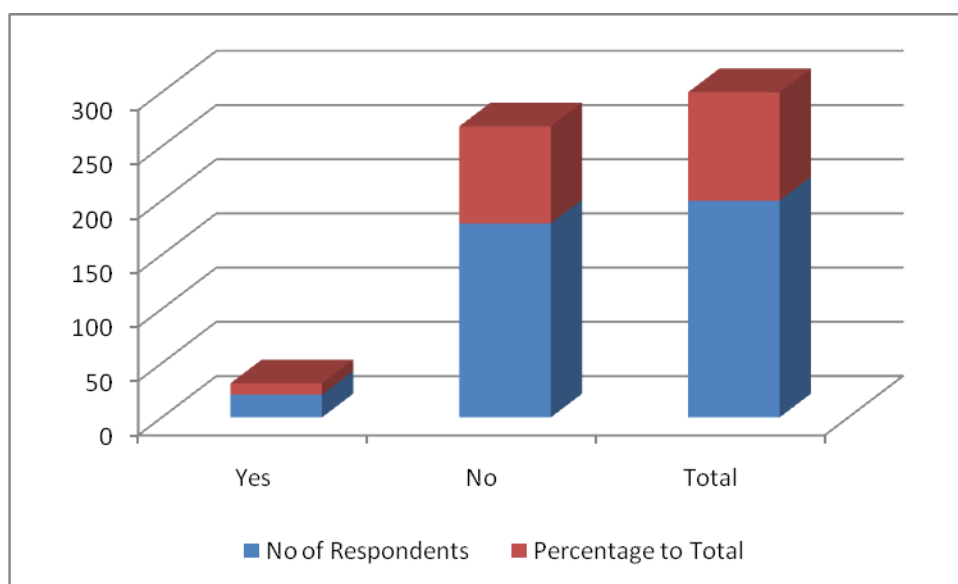
poor in quality. Only 2% of the respondents expressed their opinion that they are not at all satisfied with the services of KSTDC.

Table: 1.3 – Experience of Respondents being cheated at the tourist locations

Whether the Respondents Cheated	No of Respondents	Percentage to Total
Yes	21	10.50
No	179	89.50
Total	200	100.00

Source: Field Survey

Graph: 1.3 – Experience of Respondents being cheated at the tourist locations



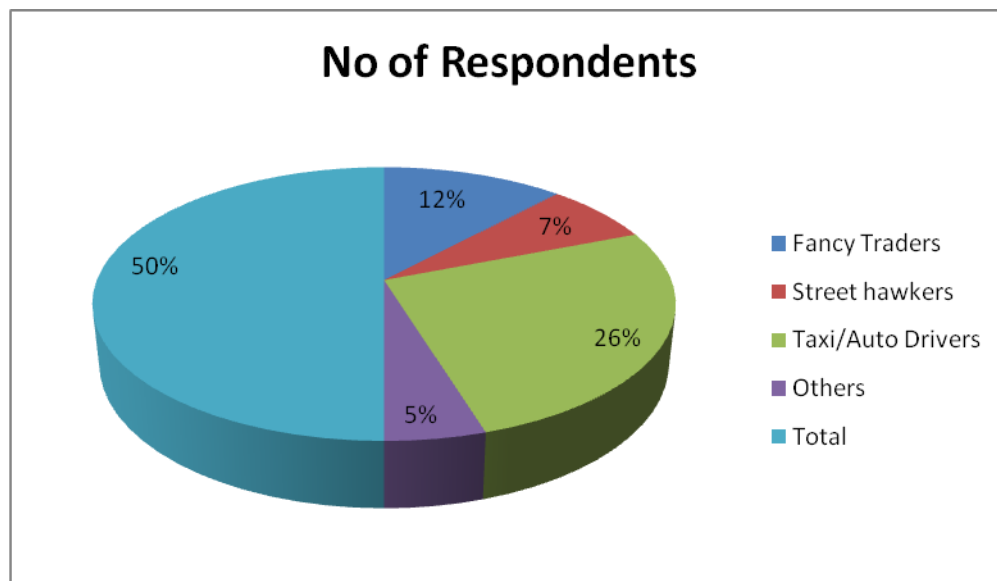
When asked about experience of respondents being cheated at the tourist locations, 89.5% of the respondents stated that they did not have such experience and only 10.5% of them were expressed that they have been cheated at these tourist locations.

Table: 1.4 – Category of Cheating experienced by Respondents in tourist locations

Category	No of Respondents	Percentage to Total
Fancy Traders	5	24
Street hawkers	3	14
Taxi/Auto Drivers	11	52
Others	2	10
Total	21	100

Source: Field Survey

Graph: 1.4 – Category of Cheating experienced by Respondents in tourist locations



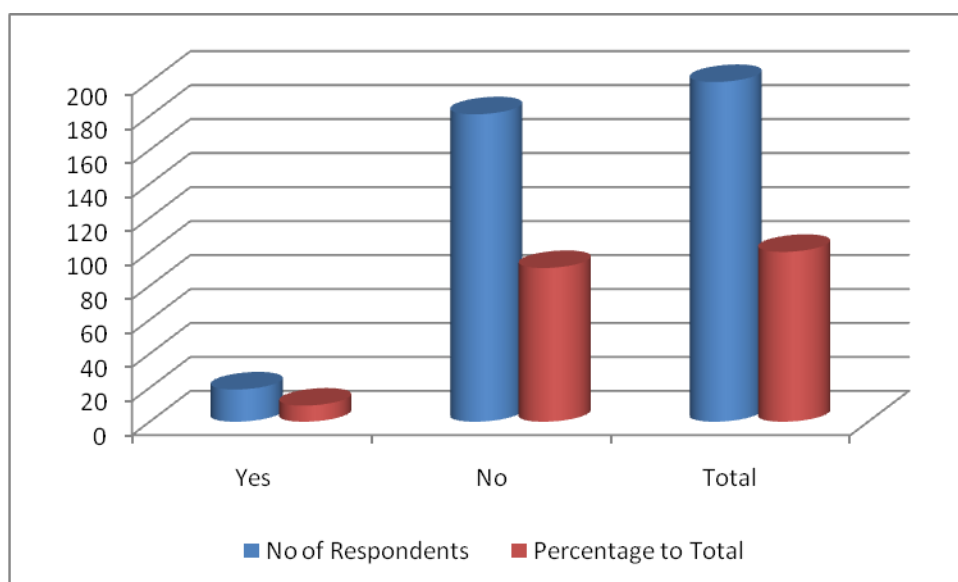
The questions were asked about the categories of cheating which was experienced by respondents in the said tourist locations, majority of the respondents (up to 52%) stated that they have been cheated by Taxi and Auto drivers. 24% of the respondents stated that they have been cheated by Fancy traders. 14% stated that they have experienced cheating by Street hawkers and only 10% of them stated that they have experienced cheating by other categories.

Table: 1.5 – Respondents experience on the interference of Beggars in tourist locations

Interference of beggars	No of Respondents	Percentage to Total
Yes	19	9.50
No	181	90.50
Total	200	100.00

Source: Field Survey

Graph: 1.5 – Respondents experience on the interference of Beggars in tourist locations



Source: Field Survey

When asked about whether they have experienced Beggars' interference in the said Tourist locations, 90.5% of the respondents stated that they have not come across any such experience. Only 9.5% of them stated that they have experienced interference by Beggars' in some of the tourist locations.

FINDINGS:

Below are list of findings which were drawn out from the undergone study.

1. It is revealed from the study that the tourist flow in to the State has continuously been increasing steadily from 8.41crores in 2011 to 9.81 crores in 2013, which indicates comprehensive increase in arrivals. In 2014 also the tourist inflow to the State is steadily increasing. This is the result of Tourism Department's work plans.
2. It is learnt from the study that majority of the tourists prefer to spend between Rs.5000 to Rs.8000, it shows that there is no availability of luxuries at the locations. Karnataka has sophisticated educational infrastructure there are numerous institutions offering the travel and tourism courses in UG and PG Level.
3. It is observed from the study there are 40 per cent of the respondents opined that Sringeri and Horanadu are the most favoured destinations for them, may be the religious attractions and comfortable facilities are the causes.
4. It is found from the study that taxi and auto drivers are often deceiving the tourists 52 per cent of the respondents felt that they have deceived by the auto and taxi drivers, either they have manipulated by fixing faulty meters or they would have not dropped the tourists for desired places.
5. It is observed from the study that the Karnataka Tourism has devised and implemented a four-pronged strategy in order to maximize impact. The department has focused its efforts on four separate areas policy and implementation, infrastructure development, marketing and preservation and sustenance.
6. The study reveals that the District Tourism Promotion Councils have been created for all the 30 districts which are headed by Deputy Commissioners of the concerned district to focus the development of identified areas in their region and monitoring the progress.
7. The study also reveals that the Karnataka Tourism Ministry has introduced for the first time in India a Noval programme adoption of tourist destinations under corporate social responsibility. In this regard the government has also issued an order. Initially there are 46 places ideintified, Chickamagalur is one among them.

SUGGESTIONS:

The following are the suggestions which are made for implementation and since the prospects for tourism industry are bright there is ample scope that this industry will earn profits provided certain internal problems are surmounted.

1. The district is covered with evergreen forests on one side and Naxals affected area on the other side. Hence, there is an every need to provide complete security to the tourists, especially in the places like Bhadra Wildlife Sanctuary a Tiger reserve forest, Kemmannugundi and Western Ghats etc.,
2. Due to lack of luxuries tourists are spending a very less amount i.e., about Rs.8000, hence, by providing good facilities respondents can be made to spend more, so that it will become livelihood to number of local dwellers.
3. Auto and Taxi drivers are often deceiving the tourists. 52 per cent of the respondents have expressed that they were deceived by auto and taxi drivers, hence, the local police have to ensure the fixation of proper rate meters and GPS tracking to the autos and taxis so that tourists are avoided with the exploitations from the auto and taxi drivers.
4. Government has to create a tourist friendly environment at selected tourist locations of Chickmagalur district to provide more comfort to the tourists.
5. Indian Tourism industry is dominated by private tour operators where most of them are indulged in exploiting the tourists by adopting fraudulent practices, hence, it is suggested that the concerned authorities should take appropriate measures to safeguard the visitors by involving the state owned tour operators.
6. It is suggested that the concerned authorities should take appropriate steps towards the eradication of social problems like beggary by way of rehabilitation in tourist locations.
7. Concerned authorities must encourage the entrepreneurs in Chickmagalur district to actively participate in the development of tourist locations as part of the Karnataka Nodal programme Adoption of Tourist Destinations under Corporate Social Responsibility Scheme.

CONCLUSION:

It is evident from the foregoing study that if government and other related authorities take appropriate policy initiatives by giving incentive to tourism sector it can contribute substantially to overcome the two long pending and never ending problems faced by India viz., unemployment and poverty and thereby achieve remarkable progress in economic growth. Not only in Chickmagalur district but also similar other places in India where there are a lot of tourist attractions which were facing similar kind of problems faced by the district under study. In spite of rich natural scenery and greenery, India has failed to attract large number of foreign visitors to attractive tourist destinations. Concerned authority should take stringent measures to address

the social problems in tourist places namely beggary and fraudulent practices prevailing in the various tourist locations not only in Chickmagalur district but across India. Proper policy measures by tourism department of Karnataka will definitely gives robust uplift to the GDP of the country and thereby contribute to enhance standard of living of large number of population in the tourist destinations Chickamagalur.

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