

**AN ANALYTICAL STUDY ON FUTURE OUTLOOK AND DEVELOPMENT OF
TOURISM IN CHICKMAGLUR DISTRICT OF KARNATAKA**

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ABSTRACT

Tourism has been regarded as one of the rapidly growing industries. The role of tourism in accelerating the economic development of a country has been widely recognized. It plays an important role in the economic, cultural, social and educational field and it is considered as the second largest economic activity in many countries for earning foreign exchange. Tourism is not a single industry but it is an aggregate of many components, capital investments in hotels, airways, roadways, railways, shopping centers, resorts and handicraft amounts to billions of dollars and millions of people earn their livelihood from direct and indirect employment in tourism industry. This paper throws light on the identification of the attractive tourist locations in the Chickmagalur district as well as the major problems faced by the tourists to visit these locations

Key Words: Tourism Industry, Economic activity, Cultural, Foreign Exchange, Capital Investment

INTRODUCTION

Ever since, the origin of human civilization man has continuously attempted to unfold the mysteries of the nature though he has succeeded to some extent in his endeavor to unearth the

nature's untold stories lot needs to be done to understand the nature in pursuant of fulfilling his ambitions and to enhance his living comforts perpetually he kept on moving from one place to another. Besides fulfilling his basic needs man is able to learn many things from the nature man's quest for knowledge has increased by leaps and bounds and in the process of pursuing his desires he has crossed continents and languages. Customs and traditions have not become hindrances in bringing his dream into reality. The process of understanding more about nature has made the man to move to distant destinations and during this journey he has got the opportunity to notice majestic beauty of mountains, rivers, oceans which the nature bestowed upon mankind. It is the tendency of the human beings to involve in some kind of activity whether physical or psychological. After satisfying his physiological needs he has diverted his concentration towards nature to improve his living comforts and to enhance his standard of living. Prior to 1900's tourism was regarded as a social activity and it was largely restricted to a very few affluent classes of the society. Owing to the drastic changes in the field of transportation, telecommunication technology opportunity to participate in tourism has become increasingly democratized to a greater extent. Because of this both domestic and international tourism gained momentum in the modern world. Now tourism has been regarded as one of the important socio- economic activities. Tourism has crossed the cultural boundaries and has become global activity as a result number of visitors both in the domestic and international tourism has increased to greater extent.

TOURISM – AN ECONOMIC AND SOCIAL PHENOMENON

Over the decades, tourism industry experienced continuous 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 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 sources for many developing

countries. This growth goes hand in hand with a increasing diversification and competition among destinations.

This wide spread growth of tourism in industrialized and developed countries has produced numerous employment opportunities in many related sectors like agriculture, real estate and telecommunications, United Nations World Tourism Organisation (UNWTO) particularly paints out that developing countries of the world stand to get benefit from tourism .

STATEMENT OF THE PROBLEM

Though tourism earnings constitute more than one fourth of India's foreign exchange reserves but India is among the last in the list of leading tourist countries in the world. An unfortunate thing causing concern is that though India is gifted with historical monuments, temples, Beaches, Wildlife sanctuaries and Cultural Tradition has yet to become a desire destination for a large number of foreigners. If the figure of tourist arrivals in India presented as a fraction of world tourism arrivals the percentage becomes insignificant exclusive of the visitors from Pakistan, Bangladesh.

SCOPE OF THE STUDY

The population of the study consists of the tourists who visit the various tourist places of Chickmagalur. A random sampling technique is adopted for selecting the respondents from different places including foreign tourists.

OBJECTIVES OF THE STUDY

- ✚ To identify important tourist centers in Chickmagalur District in Karnataka.
- ✚ To make a forecast of the overall future outlook for development of tourism industry in Chickmagalur District.
- ✚ To study the tourism potential in Chickmagalur.
- ✚ To derive findings and offer a few suggestions based on this study.

RESEARCH METHODOLOGY

The study is descriptive/ex post facto, analytical, survey and empirical research. The study intends to use both primary and secondary data. The primary data is collected through administering questionnaire, interviews, observation and discussion with tourists visiting the tourist places of Chickmagalur Dist. The secondary data is collected from published sources like books, journals, periodicals and internet source. The collected data were classified, processed, tabulated and analyzed with some statistical tools and interpret the result to arrive at findings. Ultimately conclusion will be drawn. Therefore the study assumed descriptive and survey because it is fact finding investigation. In analytical research the researcher has to use facts or information already available and only these to make critical evaluation of the material. The Methodology is also empirical one because the researcher is intended to visit the different locations, tourists' places and meeting the tourists from various places and directly experiencing and observes the phenomenon under study.

SAMPLING:

Based on the random sampling method 200 respondents comprising local 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 first hand information was collected from the respondents through administering the structured questionnaires to local and foreign tourists who visits the area in the study. Information has also collected through observation and personal interviews, consultation with experts/ officials and journalists in the area, discussion with the Chairman, Karnataka State Tourism Development Corporation.

SECONDARY DATA:

The required data for this study was also collected from various secondary sources such as:

- ✚ Published literature available in the Department of Tourism and records of private travel agencies.
- ✚ Published literature available with Karnataka State Tourism Development Corporation.
- ✚ Various district level reports relating to tourism development of Chickmagalur Dist.
- ✚ Papers submitted on tourism at various seminars and conferences
- ✚ Other secondary sources such as commercial journals, economic dailies, books, trade statistics etc.,

SURVEY OF LITERATURE:

The literature of Tourism Development in India throws enough light on various aspects. The studies having the economic aspects as their focal point are of recent origin. While different view points on India's tourism development can be found in the form of numerous articles, books and new items, comprehensive studies with research orientation are very few. The important aspects of available literature are presented hereunder.

Amita Sarkar has opined that Karnataka is emerging as a promising tourist destination in the country for both domestic and foreign tourists and it needs aggressive support from the state government and Karnataka ranked fourth as domestic tourism destination and fifth among tourists arrival from abroad, she told UNI adding that the share of foreign tourists arrivals to the State had increased from a mere 4.03 per cent in 1991 to 15.7 per cent in 2004. Last year as many as 24.6 million domestic visitors and 545,000 foreigners enjoyed the tourist splendors of the state. Mr. Deshpande said that the 319 tourist destinations in the State will be developed in a phased manner, with focus on prime destinations such as Jog Falls, Mysore, Srirangapatna, Nandi Hills and Hampi. Sandeep Das, explains that tourism provides opportunities of job creation directly and indirectly. So this sector should be provided with incentives for sustainable and overall economic growth along with creation of jobs. Barna Maullick highlights about the tourism as strategy for rural development. He has given more priority to tourism sector and its contribution to earn foreign exchange and the accelerating trend of this sector towards attracting the foreign tourist arrival in India from 2001 to 2010.

Parmar Jaysingh, explains tourism as an engine for economic growth. In his study he basically focuses on the rural economy of India with the findings that this country is emerging as a favorite destinations for the tourists i.e., both domestic and foreigners which helps for the growth of the state. Bartwal, in his article discusses that despite numerous efforts through "Incredible India" campaign, India is lacking tourist's figures. India is not able to flock a large number of visitors in its beaches, mountains and desert sands but does not talk about the methods to improve the present branding of Incredible India. There are many emerging dimensions in Indian tourism states and the various issues faced by Indian tourism industry, like infrastructure, lack of hygiene, high tariffs etc. Khan and Ahmad, suggests that many foreign tourists should be attracted in India by liberalizing policies, taxation schemes and by increasing Government's role in promoting India as a brand. Tourism can be increased only if India's brand is improved in Global market by improving various dimensions.

Hans, in his study examines the progress made by India's tourism industry in the planning era, and the emerging issues (like alternative tourism) under globalization and makes several suggestions to address the constraints in promoting sustainable tourism in India. It is also argued by Khan, that several tourism conditions in India will improve if Human Resource of our country is well-trained and efficient but does not touch other factors which are equally important to improve tourism. According to Economic Survey, India's tourism sector needs an urgent image makeover and higher investment in infrastructure, including through Public-Private Partnership (PPP) mode to capitalise on opportunities provided by overall growth in world tourist arrivals.

PTI opined that the domestic tourism is also an important contributor to the growth of this sector with a 14.34 per cent CAGR of domestic tourist visits from 1991 to 2011. During 2011, there were 851 million domestic tourists, the Survey noted. The hotels and restaurants sector with a 1.5 per cent share in India's GDP in 2011—12 is an important sub-component of the tourism sector. As per 12th Five Year Plan approach paper, India's travel and tourism sector is estimated to create 78 jobs per million rupees of investment.

Prakash. N opined that the State government is seeking relaxation in coastal regulatory zone (CRZ) regulations to promote tourism, particularly on beaches of Dakshina Kannada, Udupi and Uttara Kannada. Editorial The Hindu quotes that Chamarajnar, Chikmagalur,

Dakshina Kannada, Kodagu and Uttara Kannada districts displayed their tourist strengths in their tableaux. Malai Mahadeshwara Hills and Himavad Gopalaswamy Betta of Chamarajanagar; the hill stations of Chikmagalur; famous shrines of Dakshina Kannada; the waterfalls and natural beauty of Kodagu; the caves of Yana in Uttara Kannada were interestingly depicted by the artistes in the tableaux. According to World Travel and Tourist Council, India will be a tourist hot-spot by 2018 having the highest 10 year growth potential. Travel and Tourism Competitiveness report 2007 ranked the tourism in India 6th in terms of price competitiveness and 39th in terms of safety and security

DATA ANALYSIS AND INTERPRETATION:

The collected data were processed, analyzed and tabulated by using statistical tools and techniques such as averages, percentage etc., wherever possible tables, diagrams and charts were used.

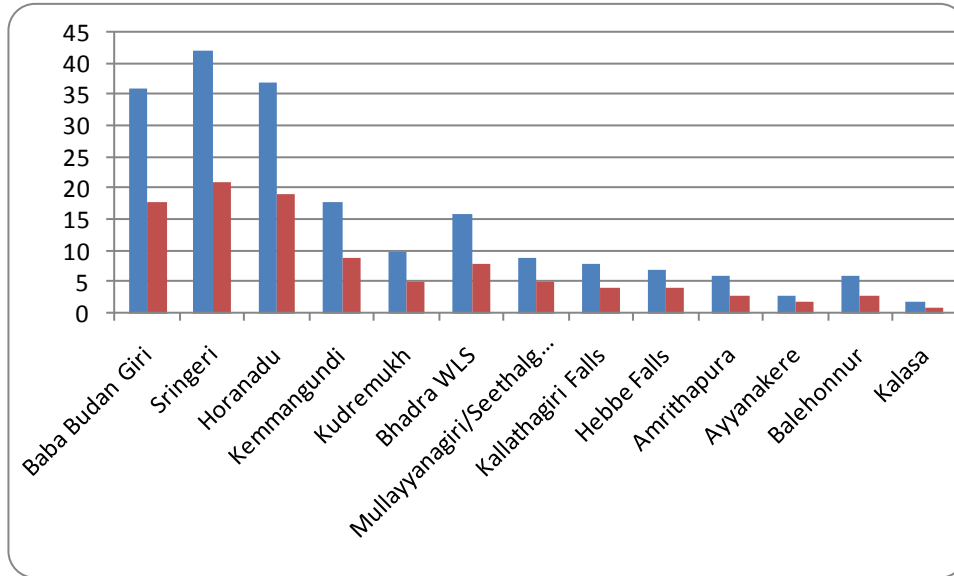
Table: 1.1 – Most inspired tourist locations to Respondents

Amt Allocated (in Rs)	No of Respondents	Percentage to Total
Baba Budan Giri	36	18
Sringeri	42	21
Horanadu	37	19
Kemmangundi	18	9
Kudremukh	10	5
Bhadra WLS	16	8
Mullayyanagiri/Seethalgiri	9	5
Kallathagiri Falls	8	4
Hebbe Falls	7	4
Amrithapura	6	3
Ayyanakere	3	2

Amt Allocated (in Rs)	No of Respondents	Percentage to Total
Baba Budan Giri	36	18
Balehonnur	6	3
Kalasa	2	1
Total	200	100

Source: Filed Survey

Graph: 1.1 – Most inspired tourist locations to Respondents



As a part of the questionnaires the questions have been raised on the inspired locations to the respondents from the said locations, 21% of them stated that Sringeri was the inspired location for them. 19% of them expressed Horanadu was the best location for them. 18% of them have expressed that the most inspired location for them is Baba Budan Giri. Which is followed by Kemmangundi with 9%, Bhadra Wild Life Sanctuary with 8%, both Kudremukh & Mullayyanagiri with 5%, Kallathagiri Falls & Hebbe Falls with 4%, Amrithapura & Balehonnur with 3%, Ayyankere with 2% and Kalasa with 1%.

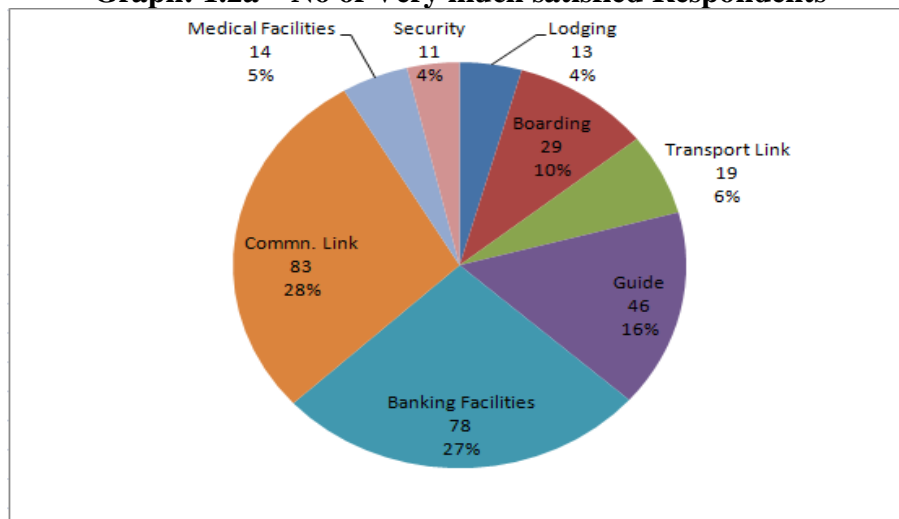
Table: 1.2 – Respondents opinions on various facilities existing in tourist locations

Facility	Opinion of Respondents												Total
	Very much Satisfied		Satisfied		Moderately Satisfied		Can't Say		Not Satisfied		Very much dissatisfied		
	No of Resp.	%	No of Resp.	%	No of Resp.	%	No of Resp.	%	No of Resp.	%	No of Resp.	%	
Lodging	13	7	36	18	9	5	15	8	123	62	4	2	200
Boarding	29	15	78	39	13	7	2	1	66	33	2	1	190

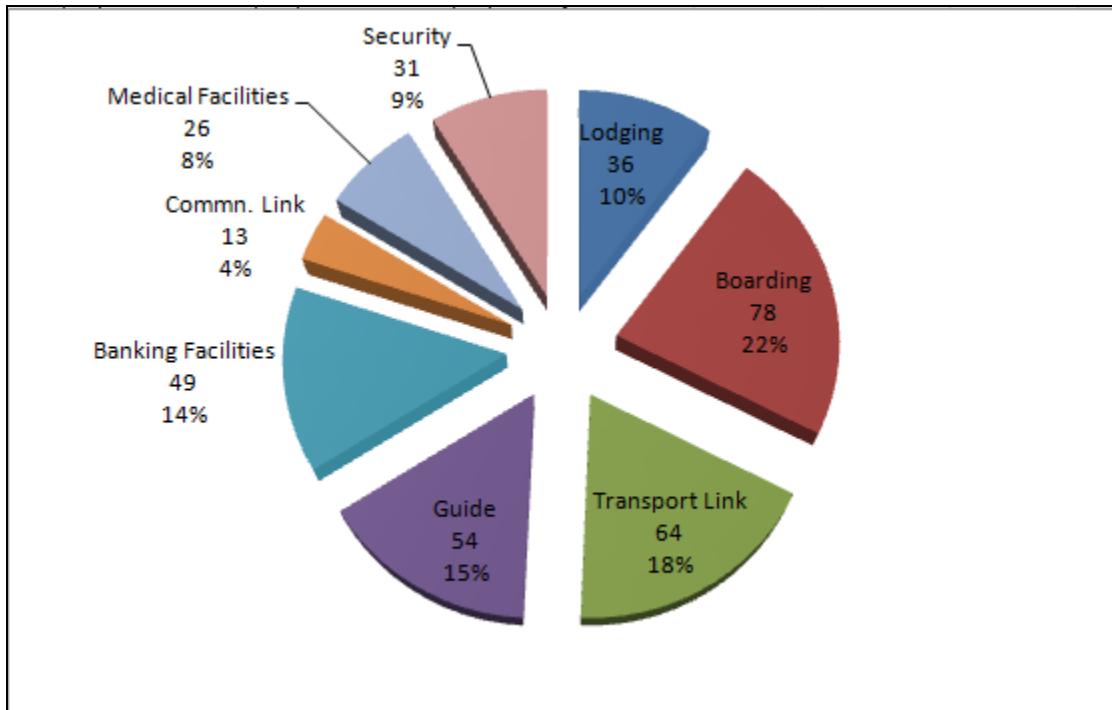
Facility	Opinion of Respondents												Total
	Very much Satisfied		Satisfied		Moderately Satisfied		Can't Say		Not Satisfied		Very much dissatisfied		
	No of Resp.	%	No of Resp.	%	No of Resp.	%	No of Resp.	%	No of Resp.	%	No of Resp.	%	
Lodging	13	7	36	18	9	5	15	8	123	62	4	2	200
Transport Link	19	10	64	32	37	19	3	2	76	38	1	1	200
Guide	46	23	54	27	5	3	1	1	93	47	1	1	200
Banking Facilities	78	39	49	25	5	3	3	2	62	31	3	2	200
Commn. Link	83	42	13	7	7	4	4	2	88	44	5	3	200
Medical Facilities	14	7	26	13	22	11	2	1	129	65	7	4	200
Security	11	6	31	16	16	8	3	2	138	69	1	1	200

Source: Field Survey

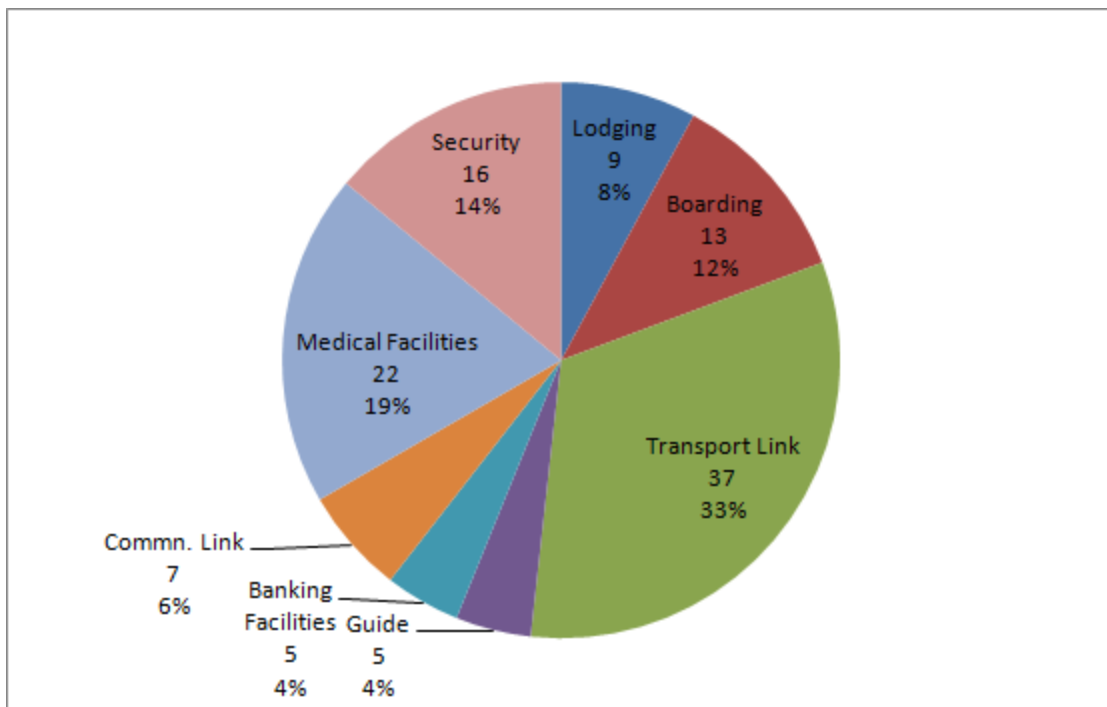
Graph: 1.2a – No of Very much satisfied Respondents



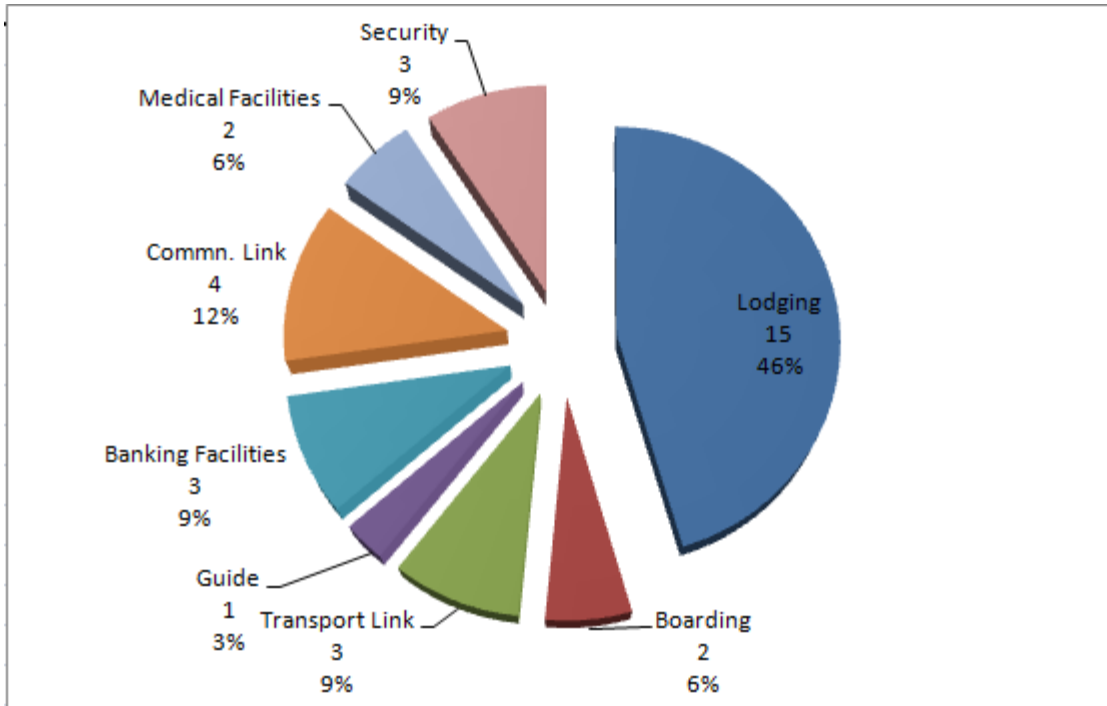
Graph: 1.2b – No. of satisfied Respondents



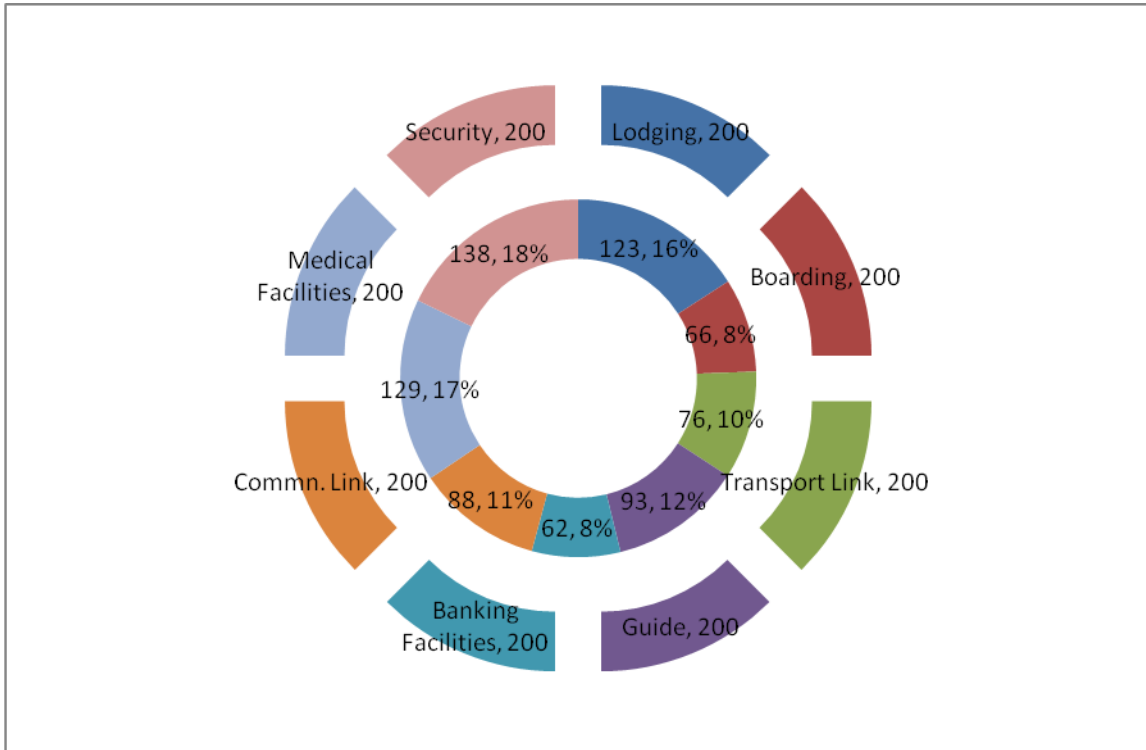
Graph: 1.2c – No. of Moderately satisfied Respondents



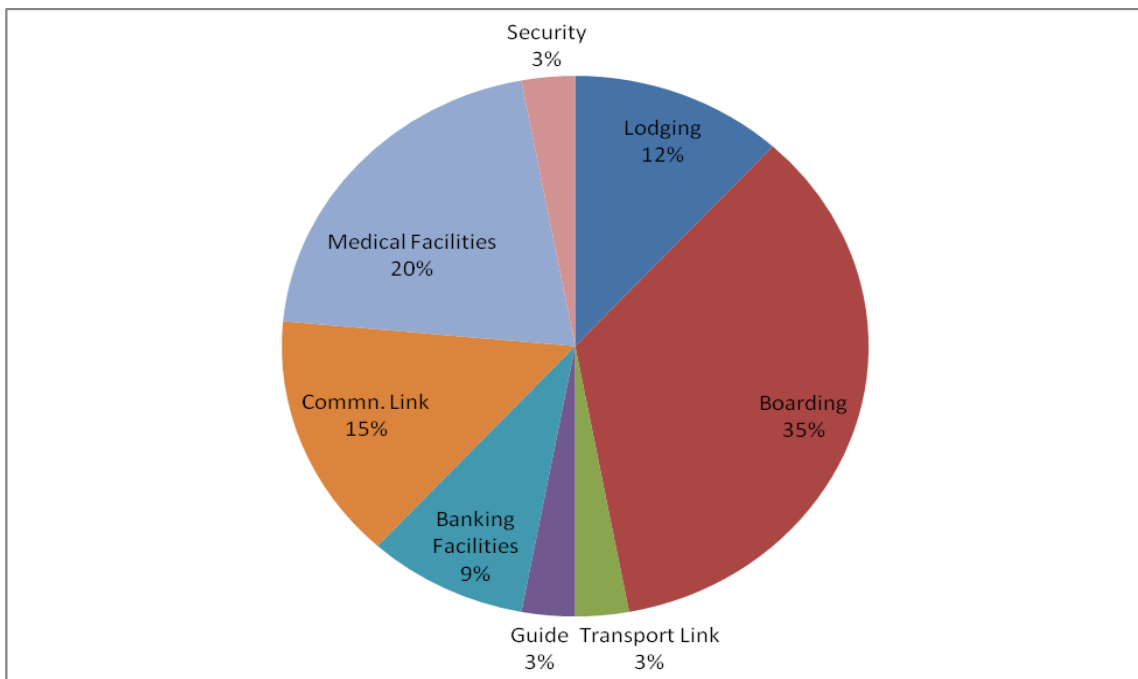
Graph: 1.2d – No. of can't say satisfied Respondents



Graph: 1.2e – No. of not satisfied Respondents



Graph: 1.2f – No. of very much dissatisfied Respondents



From the above table and graph it is observed that the respondents have been opined on various facilities and their availability at these tourist locations:-

1) Lodging Facilities:

About 62% of the respondents have been expressed that they are not satisfied with the existing facilities, hence, there is a need for improvement. 18% of the respondents stated that they are satisfied with the existing Lodging facilities. 15% of respondents have not expressed on the satisfaction level of the Lodging facilities. 7% of the respondents Opined that they are very much satisfied with existing Lodging facilities. 5% of the respondents stated that they are moderately satisfied with the existing Lodging facilities. 2% of the respondents expressed that they are very much dissatisfied.

2) Boarding Facilities:

39% of the respondents have been expressed that they are satisfied with the existing facilities. 33% of the respondents stated that they are not satisfied with the existing facilities of Boarding. 15% of respondents have expressed that they are very much satisfied with the existing Boarding facilities. 7% of the respondents expressed that they are moderately satisfied with existing Boarding facilities. 1% of the respondents have not expressed their Opinion on the satisfaction level of existing Boarding facilities. 1% of the respondents expressed that they are very much dissatisfied with the facilities at these Tourist locations.

3) Transportation Linkage:

38% of the respondents have been expressed that they are not satisfied with the Transportation Linkage available at these Tourist Locations. 32% of the respondents stated that they are satisfied with the existing Linkage of Transportation. 19% of respondents have expressed that they are moderately satisfied with the Transportation Linkage available. 10% of the respondents expressed that they are very much satisfied with Transportation Linkage at these Tourist Locations. 2% of the respondents have not expressed their Opinion on the satisfaction level of existing Transportation Linkage. Only 1% of the respondents expressed that they are very much dissatisfied with the existing Transportation Linkage.

4) Availability of Guide Facility:

47% of the respondents have been expressed that they are not satisfied with the Guide facility available at these Tourist Locations. 27% of the respondents stated that they are satisfied with the available Guide facility. 23% of respondents have expressed that they are very much satisfied with the Guide facility available. 3% of the respondents expressed that they are moderately satisfied with the available Guide facility. 1% of the respondents have not expressed any Opinion on the satisfaction level on the availability of Guide facility and 1% of the respondents expressed that they are very much dissatisfied with the available Guide facility at these Tourist Locations.

5) Availability of Banking Facility:

39% of the respondents have been expressed that they are very much satisfied with the Banking facilities available. 31% of the respondents stated that they are not satisfied with the available facilities of Banking at these Tourist Locations. 25% of respondents have expressed that they are satisfied with the existing Banking facilities. 3% of the respondents expressed that they are moderately satisfied with the available Banking facility at these Tourist Locations. Only 2% of the respondents have not expressed any Opinion on the satisfaction level and 2% of the respondents expressed that they are very much dissatisfied with the available Banking facilities.

6) Communication Linkage:

44% of the respondents have been expressed that they are not satisfied with the Communication Linkage available. 42% of the respondents stated that they are very much satisfied with the available Linkage of Communication. 7% of respondents have expressed that they are satisfied with the Communication Linkage available at these Tourist Locations. 4% of the respondents expressed that they are moderately satisfied with the existing Communication Linkage. 3% of the respondents are very much dissatisfied with the Communication linkage available and 2% of the respondents have not expressed any opinion on the Communication Linkage at these Tourist Locations.

7) Medical Facilities:

65% of the respondents have been expressed that they are not satisfied with the Medical Facilities available at these Tourist Locations. 13% of the respondents stated that they are satisfied with the available Medical Facilities. 11% of respondents have expressed that they are moderately satisfied with the Medical Facilities available. 7% of the respondents expressed that they are very much satisfied with the existing Medical Facilities. 4% of the respondents are very much dissatisfied with the Medical Facilities available and 1% of the respondents have not expressed any opinion on the Medical Facilities available at these Tourist Locations.

8) Security:

69% of the respondents have been expressed that they are not satisfied with the Security available at these Tourist Locations. 16% of the respondents stated that they are satisfied with the existing Security Facilities. 8% of respondents have expressed that they are moderately satisfied with the Security Arrangements. 6% of the respondents expressed that they are very much satisfied with the existing Security arrangements. 2% of the respondents have not expressed any opinion on the Security facilities available and only 1% of the respondents expressed that they are very much dissatisfied about the Security arrangements available at these Tourist Locations.

FINDINGS:

From the foregone study the researcher has observed the following important findings:

- ✚ The thing causing concern is that though India is gifted with historical monuments, temples, sea shores, wildlife sanctuaries and cultural traditions has yet to become a desired destination for large number of foreigners.
- ✚ Chickmagalur is one of the most important tourist destinations also remains backward in Karnataka, it is unique not only as world's largest nature beauty but also for various additional facilities, rivers, mineral resources and its evergreen forests, it is also the hub of scenic beauty and home for many wild animals.

- ✚ Tourism is an economic activity as there are a significant proportion of workers in the tourist industry (about 20%) in administrative roles and managerial occupations and with good earnings.
- ✚ Nearly 36 per cent of the respondents expressed their satisfaction on the tourist locations, it indicates that majority of the tourists are satisfied with the tourism places of Chickmagalur district.
- ✚ From the respondents' opinions in the study it is found that 62 per cent of the tourists are dissatisfied with lodging facilities 33 per cent with boarding facilities 38 per cent with transportation facilities, 47 per cent complained about the guide facility. And 31 per cent opined on lack of banking facilities, 65 per cent have complained about non availability medical facilities and 69 per cent expressed their dissatisfaction on security arrangements at the tourist locations.

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.

- ✚ Government need to make more tourist arrangements because majority of tourists are making tour arrangements on their own. Hence, government authorities must take initiation to provide good transportation, boarding and lodging facilities.
- ✚ At present respondents prefer to stay at these tourist locations only for one to two days, lack of minimum facilities like boarding, lodging and communication etc., are the reasons for this, provided with adequacy of these facilities the tourist locations can attract both more number of respondents as well as long stay at the places.
- ✚ There is an urgent need to pay attention towards improving the facilities of lodging, boarding, transportation, banking, communication and medical facilities in almost all the tourist locations of the district except a few places like Sringeri and Horanadu.

- ✚ 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.,
- ✚ More number of tourists expressed their willingness to visit Sringeri and Horanadu. These two are the places where religious sentiments along with good boarding and lodging facilities but the same trend is not seen in the other locations; hence, concerned authorities need to concentrate on the improvement of the other locations to attract more number of visitors.
- ✚ Government has to create a tourist friendly environment at selected tourist locations of Chickmagalur district to provide more comfort to the tourists.
- ✚ The government must take steps to increase the number of Hotel management and catering technology institutes in the state to augment the availability of the skilled manpower and certified guides to manage the travel experience for the tourists and to increase convenience and comfort of the tourists.

CONCLUSION:

The Chickmagalur district needs aggressive attention of government towards the development of tourist locations by adopting PPP model. The proper planning by the tourism department of Karnataka government can definitely give a boost to the economic growth and development of Chickmagalur district. Tourism should be used as one of the weapons to overcome the socio-economic backwardness of the district. Though the district is continuously disturbed and the visitors were threatened by Naxals at the same time the number of tourists visiting the district are increasing year after year. If all the tourist places of the district are developed properly, it will provide livelihood to many local people. The state government has declared the tourism as an industry since 1988. Hence, tourism can be used as an economic weapon to overcome the backwardness of the people, to achieve socio-economic growth of the state as well as providing significant employment opportunities for both skilled and unskilled manpower. In short, government has to create a tourists friendly environment at chosen locations of Chickmagalur district.

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