

International Multidisciplinary
Research Journal

*Indian Streams
Research Journal*

Executive Editor
Ashok Yakkaldevi

Editor-in-Chief
H.N.Jagtap

Welcome to ISRJ

RNI MAHMUL/2011/38595

ISSN No.2230-7850

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

International Advisory Board

Flávio de São Pedro Filho
Federal University of Rondonia, Brazil

Kamani Perera
Regional Center For Strategic Studies, Sri Lanka

Janaki Sinnasamy
Librarian, University of Malaya

Romona Mihaila
Spiru Haret University, Romania

Delia Serbescu
Spiru Haret University, Bucharest, Romania

Anurag Misra
DBS College, Kanpur

Titus PopPhD, Partium Christian
University, Oradea, Romania

Mohammad Hailat
Dept. of Mathematical Sciences,
University of South Carolina Aiken

Abdullah Sabbagh
Engineering Studies, Sydney

Ecaterina Patrascu
Spiru Haret University, Bucharest

Loredana Bosca
Spiru Haret University, Romania

Fabricio Moraes de Almeida
Federal University of Rondonia, Brazil

George - Calin SERITAN
Faculty of Philosophy and Socio-Political
Sciences Al. I. Cuza University, Iasi

Hasan Baktrir
English Language and Literature
Department, Kayseri

Ghayoor Abbas Chotana
Dept of Chemistry, Lahore University of
Management Sciences[PK]

Anna Maria Constantinovici
AL. I. Cuza University, Romania

Ilie Pinteau,
Spiru Haret University, Romania

Xiaohua Yang
PhD, USA

.....More

Editorial Board

Pratap Vyamktrao Naikwade
ASP College Devrukh, Ratnagiri, MS India Ex - VC. Solapur University, Solapur

R. R. Patil
Head Geology Department Solapur
University, Solapur

Rama Bhosale
Prin. and Jt. Director Higher Education,
Panvel

Salve R. N.
Department of Sociology, Shivaji
University, Kolhapur

Govind P. Shinde
Bharati Vidyapeeth School of Distance
Education Center, Navi Mumbai

Chakane Sanjay Dnyaneshwar
Arts, Science & Commerce College,
Indapur, Pune

Awadhesh Kumar Shirotriya
Secretary, Play India Play, Meerut (U.P.)

Iresh Swami
Ex - VC. Solapur University, Solapur

N.S. Dhaygude
Ex. Prin. Dayanand College, Solapur

Narendra Kadu
Jt. Director Higher Education, Pune

K. M. Bhandarkar
Praful Patel College of Education, Gondia

Sonal Singh
Vikram University, Ujjain

G. P. Patankar
S. D. M. Degree College, Honavar, Karnataka

Maj. S. Bakhtiar Choudhary
Director, Hyderabad AP India.

S. Parvathi Devi
Ph.D.-University of Allahabad

Sonal Singh,
Vikram University, Ujjain

Rajendra Shendge
Director, B.C.U.D. Solapur University,
Solapur

R. R. Yalikal
Director Management Institute, Solapur

Umesh Rajderkar
Head Humanities & Social Science
YCMOU, Nashik

S. R. Pandya
Head Education Dept. Mumbai University,
Mumbai

Alka Darshan Shrivastava
Shaskiya Snatkottar Mahavidyalaya, Dhar

Rahul Shriram Sudke
Devi Ahilya Vishwavidyalaya, Indore

S.KANNAN
Annamalai University, TN

Satish Kumar Kalhotra
Maulana Azad National Urdu University

TOURIST TRENDS IN KARNATAKA: - A GEOGRAPHICAL ANALYSIS



S.C. Adavitot

Department of Geography, C.B.Khedgi's B.Science, R.V.Commerce, R.J. Arts
College, Akkalkot.

Short Profile

S.C. Adavitot is working at Department of Geography in C.B.Khedgi's B.Science, R.V.Commerce, R.J. Arts College, Akkalkot.

Co-Author Details :

Konade B.N. and Arabale V. B.

Department of Geography , C.B.Khedgi's B.Science, R.V.Commerce, R.J. Arts College, Akkalkot.



ABSTRACT:

Tourism is one of the largest and fast growing industries in the world. Karnataka lies in the region south to the tropic of Cancer; it is located on the Indian Peninsular Plateau. The present paper aims to highlight the comprehensive nature and understands the role of tourism industry in the socio-economic

development of the state and look into the policies and efforts being made by the government of Karnataka for the promotion of tourism in the state. For this purpose mainly secondary data has been collected and the collected data is analyzed with the help of statistical methods and cartographic techniques. Tourism is the most flourishing industry in Karnataka because of the pull of its enriched cultural and physical background. The government of Karnataka actively encouraged and offers great opportunity for investment. The five tourists' circuits which are touristically important are prepared based on KSTDC. The Karnataka contributes about 9.9% and 2.9% share in India's domestics and foreign tourist's arrivals respectively. The study reveals that it has generated foreign exchange, create employment opportunities, promote development in various parts of the state, and strengthen linkages among many sectors of the national economy.

KEYWORDS

Tourism, travel circuits, tourism polices and economy of tourism.

INTRODUCTION:

In 21st Century tourism is one of the largest and fast growing industries across the world. As being Tourism activity had been remarked the major source of foreign exchange as well as economic growth in many developing and developed countries. Tourism has wider implications encompassing not only economic benefits but also social and cultural. Cultural tourism is a fertile ground for exercising creative talents fostering special kind of relations between the visitors and the host populations. It encompasses economic, social, cultural, educational and political significance. The socio-economic and technological advancement of society have been resulted infrastructural development and consequently improvement of standard of living.

OBJECTIVE

The major objective of this study is to understand the role of tourism industry in the socio-economic development of the state and look into the policies, efforts being made by the government of Karnataka for the promotion of tourism in the state.

DATA BASE AND METHODOLOGY

Basically this study is based on the secondary data collected from various departments such as Department of Tourism (Karnataka), India Tourism Development Corporation and from the private agencies working in this field. Statistical and cartographical techniques & GIS have been used to process the data and interpret the result.

STUDY AREA

Karnataka lies in the region south to the tropic of cancer. It is located on the Indian peninsular plateau. It occupies the Western & southern part of India. The latitudinal extent is between 11°30'N to 18°30'N while a longitudinal extent is 74°00'E to 78°30'E of Greenwich to 78°30'E of prime Meridian of longitudes. The western boundary of the state is bordered by the Arabian Sea. The State of Maharashtra & Goa lies on the north and north-west of Karnataka and Andhra Pradesh is to the east of Karnataka where as Tamil Nadu lies towards south east and Kerala is located towards south of Karnataka. It cover area of 1, 91,791 sq.km and it occupies a total 5.8 % land of the country. The North-South extent of Study area is 750 km and its East-West extent is 400 km.

As regards population, Karnataka ranks 9th in the country. According to the census of 2011 Karnataka has a population of 61,130,704 people. There are 50.9% male and while the females are 49.1 percent. The density of population in the state is largely uneven due to many geographical, developmental, and other factors. According to the 2011 census, the general density in the state is 320 people per sq.km. The highest point in Karnataka is the Mullayanagiri hill in Chikkmagaluru district which has an altitude of 1929 meters above sea level.

There is a vast scope for tourism in Karnataka. The wide diversity in the climate, vegetation and the geography of the state has created number of spots that can attract tourists. The state has a unique topography that covers a large chunk of the Deccan trap. This trap is lined by the Western Ghats on the west and numerous small hills on the east. Hill stations are located on Western Ghats. These Ghats attract many tourists every year.

There are naturally landscaped hill stations like Coorg, Chikkmagaluru, Kudremukha, Nandi Hills etc. and valley with scenic beauty the numerous historical forts that are spread throughout the state, the beautiful palaces, places of cultural heritage and the magnificent long cost line in the state. Apart from these attractions there are National parks, wildlife sanctuaries and as well as various places of pilgrimage is a great attraction for the domestic as well as the international tourists. So tourism has emerged as an important instrument for economic and social development of Karnataka.

RESULTS & DISCUSSIONS

1. Major Tourist Destinations in Karnataka

An attraction is a destination that pulls or entices a person to it. Attractions are the main pull factor of tourist flow. Without these attractions there would be no need for other tourist services. Tourism is the most flourishing industry in Karnataka because of the pull of its enriched cultural and physical background. The hotels of Bangalore, religious and archeological and heritage sites are the main attractions. National parks, wild life sanctuaries forests, traditional art places, craft, adventure tourism are the most preferred destinations in Karnataka that are visited by Indian as well foreigners.

For the convenience of the visitors important tourist destinations in the state are grouped into various tourists' circuits by tourism department of Karnataka. For the better development of tourism industry the Karnataka State Tourism Development Corporation (KSTDC) has made five tourists circuits, which cover different parts of the state. The government of Karnataka actively encouraged and offers great opportunity for investment. The five circuits which are touristically important are as follows.

- 1) Northern Circuit: It consists of places of tourist importance in the northern district of Karnataka i.e. Belgaum, Bijapur, Dharwad, Bidar, Bellary, Raichur and Gulbarga.
- 2) Southern Circuit: It consists of the southern districts of the state. i. e. Bangalore, Mandya, Mysore, Tumkur, Hassan, Shimoga and Kolar.
- 3) Coastal Circuit: Covering the district of Uttar Kannada and Dakshina Kannada and Shimoga.
- 4) Wild life Circuit: It consists of wild life sanctuaries, National parks and Bird sanctuaries etc.
- 5) Resort circuit: This circuits covering the hill stations like Mercara (Coorg) Chikkmagaluru, Kudremukha, Nandi Hills, Sandur, Biligere, Rangan Hills etc.

2. Flow of Tourists in Karnataka

Karnataka is one of the most popular tourist's destinations in India for both domestic and foreign tourists. For the purpose of natural beauty and a great history of state, tourism is a flourishing industry in Karnataka. The Karnataka contributes about 9.9 % and 2.9% share in India's domestic and foreign tourist's arrivals respectively.

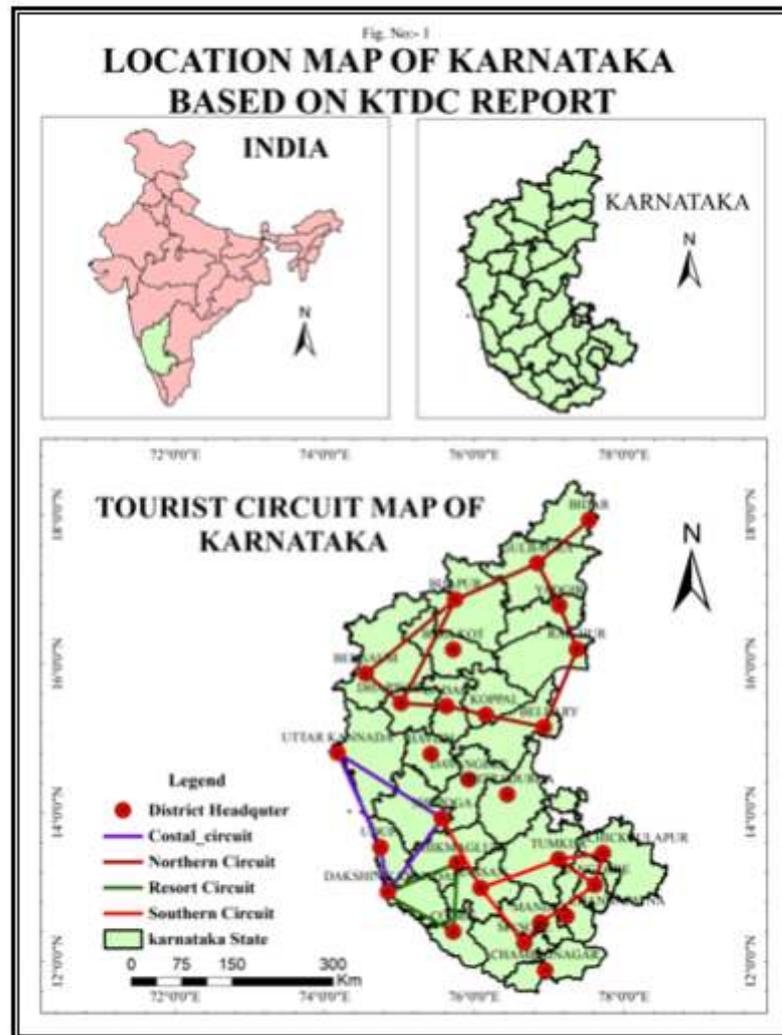
Table No.1
Karnataka: Tourist Arrivals (2006-2010)

Year	Total Tourists (Million)	Domestic Tourists (Million)	Foreign Tourists (Million)
2006	36.70	36.19	0.50
2007	38.36	37.82	0.53
2008	37.53	37.01	0.52
2009	33.25	32.72	0.529
2010	38.72	38.20	0.524
2011	84.78	84.10	0.57

Source: Economic Survey of Karnataka 2011.2012

Table No.2
Karnataka: Major Tourist Destinations

Sr.No	Purpose	Main Interest	Tourist Places
1.	Religious	Visiting Temples	Haveri, Gadag, Itagi, Kundgol, Kudalsangam, Saudatti, Devala Gangapura, Gokarna, Ullavi Sirigere, Gattarki, Banshankari, Sirsi, Yana, Dharmastala, Sharavanabelgola, Ramenathapur, Melukote, Talakadu, Bhadravathi, Ikkeri,
2.	Holiday and Sight seeing	Historical monuments cultural and heritage sites forts.	Hampi, Pattadkal, Aihole, Badami, Basavana Bagewadi, Basav Kalyan, Annigeri, Banakpura, Hangal, Banvasi, Bijapur, Bidar, Gulbarga, Saudatti, Bellary, Chitradurg, Nargund, Honnavar, Bangalore, Mysore, Belur, Halebidu, Srastikere, Maddugiri, Srirangpattana, Maddur.
3.	Holiday and Sight seeing	Hills stations & Waterfalls	Kollur, Madikeri, Mahadeshwara Betta, Shivaganga, Jog, Shivansamudram, Hogenekkal, Devarayanedurga, Varapoha, Magad, Lalgulli, Sathodi, Unchalli, Lushington, Ullavi, Irupu, Balmuri, Gokak, Abbe, Achaykanya, Chunchanakatte, Hebbe, Kallathigiri, Soqal, Godachinamalki, Agumbe, Baba Budangiri, Dandeli, Horanadu, Hosanagar, Kemmangundi, Kudremukh, Koppa, Madikere, Mudigere, Mullayangiri, Nandi, Sagar, Sakleeshpur, Sirsi, Siddapura, Sringeri, Talakaveri, Theerth-halli, Virajpat, Yellepura.
4.	Holiday and Sight seeing	Coastal Area	Murudeshwar, Gokarna, Sringeri, Netrani Islands, Malpe, Maravanthe, Kumta, Bhatkal.
5.	Recreation	National Park & wild life Sanctuary	Bandipur, Bannerghatta, Nagarhole, Kudrekukh, Dandeli & Anshi, Gudavi & Mandegadde, Sharavati, Billigirirangan, Rangantittu, Brahmagiri, Pushpagiri, Agumbe Talkaveri, Someshwar, Nugu, Doraji, Ranebennure, Ghatprabha, Deva Raya, Attiveri Magadi, Bhimgada.
6.	Recreation	Dams & Reservoirs	Krishnarajsagar, Hospet, Almatti, Hidkal, Dhupdal, Narayanpur, Munirabad, Karanja.
7.	Holiday and Sight seeing	Caves	Yana, Kovala, Syntheri, Sugrivas, Basav, Kalyan.



The trend of domestic & foreign visitors has been depicted in the table 1.1. Karnataka has emerged as one of the most popular tourist destinations in India for both domestic and foreign tourists. The number of tourist arrivals in the state has increased from 2005 and there is a constant increase in the total tourist arrivals in Karnataka. This is all because of the popularity of its rich natural and cultural beauty. Due to the more efforts of Karnataka Tourism Department and other government agencies tourism has grown from an elite and pilgrim, historical and natural phenomenon in the state. In the last few years both domestic and foreign tourists have been static and slowly grown in the state. The arrivals of domestic tourist came down in 2009 because of the recession in the economy on the world level as well as India level but again in 2010 the number of arrival tourists in increased and in 2011 the tremendous increased up to 84 millions of tourists come to Karnataka both domestic as well as foreign.

DOMESTIC TOURIST ARRIVALS

Karnataka receives tourist from all over India. Large number of tourists arrives to Karnataka from many states such as Maharashtra, Kerala, Tamilnadu, Goa, West Bengal, Uttar Pradesh, Delhi etc. The domestic tourists mainly visit to Karnataka for the religious, natural beauty and historical monuments. For religious purpose tourists visited to Bangalore, Mysore, Chamundi hills, Shravanbelagola, Dharwad, Hubali, Murudeshwar, Gokarna, Bidar etc. tourists visited with historical purposes to Bangalore, Kollar,

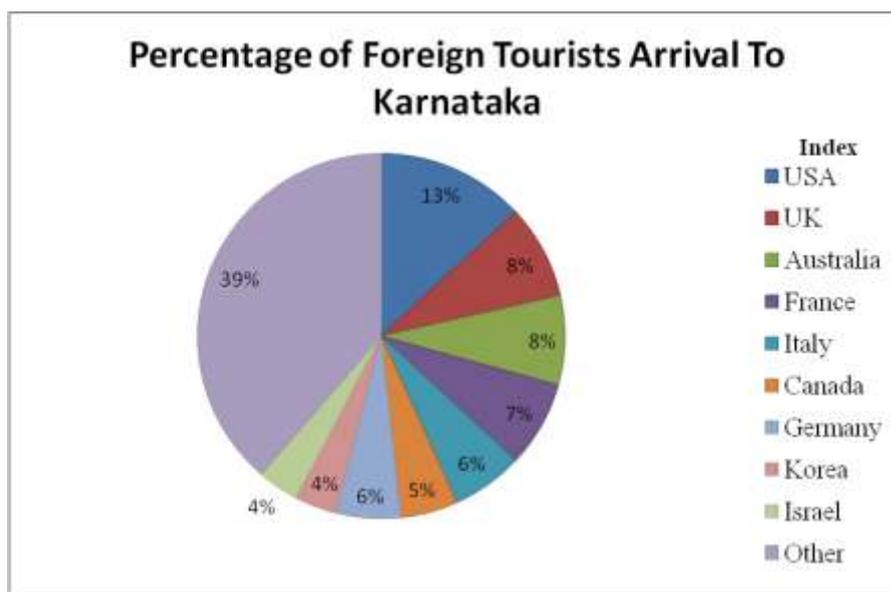
Tumkur, Mysore, Shrirangapatnam, Hubli, Hampi, Chitradurga, Gulbarga, Bidar, Bijapur, Bagalkot etc and natural sanctuaries / destination is Nandi hills, Lalbagh, Vrindavan beauty Gardens Shivasamudram, Udapi, Shimoga, Hassan, are more attraction to domestic tourists. More number of tourists visited to coastal region that is Karwar, Mangalore, Murudeshwar etc.

Flow of domestic tourist's recorded increasing trend up to 2008 but later on their was major drop in the arrival of domestic tourists in 2009 due to serial bomb blasts in Mumbai and Jaipur and recession in the economy on the world level. After 2009 the arrivals of tourists increased in Karnataka up to 38 millions in 2010 and in 2011 there are large numbers of tourists visited to Karnataka i.e. 84 millions.

FOREIGN TOURIST ARRIVALS

The foreign tourist numbers have remained more or less stable over the years. About 5 lakhs foreign tourists arrived in Karnataka in 2006 the number gradually increased in 2007 and again in 2008 the arrivals of tourists decreased. But in 2009 the numbers of arrivals tourists increased due to Mumbai and Jaipur serial bomb blast, because the foreign tourists attracts towards the south Indian states during 2009. The foreign tourists also increase up to 5.7 lakhs in 2011.

Fig No. 2.3



Source: Annual Final Report: Domestic Tourism Statistics for the State: Karnataka

Note: Other Country includes Sri Lanka, Japan, Malaysia, Singapore, Nepal, Pakistan, Bangladesh, UAE, Spain, Switzerland, China, Saudi- Arabia, Greece, Belgium, Russia etc.

Fig. No. 1 indicates that the foreign tourists received by the state are mainly from, UK, USA, Canada, Germany, Australia, France, Italy, Korea, Israel, Switzerland etc. out of the total foreign tourists 13.08% came from USA followed by U.K(8.33%), Australia (7.91%), France (7.59%), Italy (6.33%),. Apart from these country Karnataka is also an important tourist destination for countries like Netherlands, Spain, and Belgium etc. A large number of tourists also come from Asian Countries, Particularly from Sri Lanka, Japan, Malaysia, Singapore, Nepal, China, Saudi Arabia etc.

General impact of Tourist Trend

Tourism is emerging as an important activity in India. Contributing directly to the national and regional economy. Benefits gaining from of infrastructural facilities and amenities employment generation on the national and global scene. Tourism can generate economic benefits for destination area, such benefits often; have not been achieved without adverse effect on the environment. Tourism has come to be recognized as significant factors in the economics of many nations. (Parabati Nandi and Premagushu, Chakraborty, 1999) There are clearly identified of impact of tourism i.e. Economic, Socio-Cultural, impact on environment etc.

a) Economic impact

(1) Tourism is the biggest foreign exchange earner for countries. (2) Tourism affects the economy of the host nation. (3) Tourism as an important contribution to make the Gross Domestic product. (4) The state is a major beneficial from tourism in terms of taxes. (5) Tourism provides large scale employment. (Sushma S.Bhat, 2006)

Tourism sector is linked with other important sectors such as transportation, infrastructure and handicrafts, which further help in the growth and development of the state. It is a major contributor to foreign exchange earnings and provides employment to millions directly and indirectly. The average expenditure per visitors each day was in tune of Rs. 1027 at the overall level. The figure for the domestics' overnights visitor was Rs. 880 and that for the foreign overnight visitors was Rs. 1174. The average total monthly expenditure for visitors at the overall level was Rs. 3663 lakhs, and domestics' overnight visitors were Rs. 3296 lakhs and RS. 367 lakhs, for the foreign overnights visitors.

Table No. 1.2
Expenditure pattern for tourists under different Heads
(Percentage Distribution of visitor's expenditure on different items of expenditure)

Sr. No.	Items of Expenditure	Percentage of Tourists (Domestic & Foreign)	Sr. No.	Items of Expenditure	Percentage of Tourists (Domestic & Foreign)
1.	Accommodation Services	21.1	8.	Tobacco Products	2.3
2.	Food & Beverages Services	20.2	9.	Alcohol	3.3
3.	Transport Equipment Rental	16.6	10.	Durable Goods	4.3
4.	Travel Agencies	5.1	11.	Footwear	3.3
5.	Other Recreational Facilities	3.6	12.	Toiletries	2.9
6.	Clothing & Garments	3.4	13.	Gems & Jewelers	5.2
7.	Processed Food	3.3	14.	Medicines & Health related	2.6

Source: Annual Final Report: Domestic Tourism Statistics for the State: Karnataka

The average expenditure pattern in different heads is as elaborated in the table no. 1.2. The above table highlighted higher proportion of expenditure for accommodation services i.e. (21.1%) followed by food and beverage services (20.2%) and transport equipment expenditure rank is thirds i.e. 16.6 percentage. The proportion of other expenditure shows in table no 1.2. So most tourists prepare for any kinds of services taken from tourists' destination, it is directly and indirectly co- relate with tourism activity and changes socio- economic situation of study area. Local transportation, hoteliers, shopkeepers, staff associated with monuments and museums, tourists guides and tour operators are just a few who survive through tourism.

b) Socio-cultural Impact

It creates opportunity for better understanding of each other's ways of life and institutions (1) People visit to foreign country attending convention, special festivals and celebrations. The visit help improve the image of the country. (2) Social and cultural background affects the mode of life at the destination as well as host countries. (3) Exchange better knowledge with study tour, seminar and conferences etc. (4) Tourism contributes to the rebirth of local arts and crafts and traditional activities.

CONCLUSION

In 21st century tourism is one of the largest and fast growing industries across the world. Tourism is an important economic activity for any region. It plays a vital role in national integration and enriches social and cultural lives of people. Millions of domestics and foreign tourists visit to Karnataka and after visit they are better understanding of the people of Karnataka. Tourism activity plays a significant role in Karnataka's economy and creation of employment. The tourism industries inter linkages with accommodation services, food and beverages, transport modes, travel agencies, clothing and garments, and other products which needs to tourists during travel in Karnataka.

REFERENCES

1. Annual Final Report: Domestic Tourism Statistics for the State : Karnataka
2. Bhat Sushma B. (2006): "Successful Tourism Management," Sterling Publishers, Pvt. Ltd Pp. 75-95.
3. Economic Survey of Karnataka State 2011-12
4. Parbati Nandi and Premangshu Chakraborty (1999): "Tourism and environmental degradation: Facts and remedies," Geographical review of India, March 1999, Pp22-28.
5. KSTDC: Karnataka State Tourism Development Report and Policies(2009-2014)
6. Ranganath & Somashekhar : Geography of Karnataka
7. Web. Bharathonline. Com, (<http://www.tribuneindia.com>)
8. <http://en.wikipedia.org>
9. <http://www.karunadu.gov.in>

Publish Research Article

International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ International Scientific Journal Consortium
- ★ OPEN J-GATE

Associated and Indexed, USA

- Google Scholar
- EBSCO
- DOAJ
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Indian Streams Research Journal
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.isrj.org