

# The Constraints of Tourism Development for a Cultural Heritage Destination: The Case of Karnataka State

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## Abstract

*Cultural Heritage tourism has recently been approved as a growing segment of tourism in business and research circles. A Cultural Heritage tourism system is described with emphasis on the fulfilment of the expectations of visitors ranging from spiritual pilgrims to secular tourists tourism attractions because of various combinations of historical, artistic, and scenic site characteristics. The purpose of this specific paper to investigate this factors which could add on the enlargement with the traveller expertise in addition to even though you will find there's vacation possible, you will find problems that needs to be resolved in order to market vacation inside the state, and tell holidaymakers with the appearance in this historical place. For example, removing difficulties, crime, decrease in authenticity, in addition to the deficiency of details, features in addition to traveller providers in your community. Besides the possibility associated with bringing in revenue, vacation progress inside the state could also produce this availability in addition to rebirth with the social- cultural traditions associated with its group.*

**Key words :** Tourism, Culture, Religion, Karnataka, Handicraft

**JEL Code :** L83,Z10,Z12,R10,H41

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## **The Constraints of Tourism Development for a Cultural Heritage Destination: The Case of Karnataka State**

### **Introduction**

Tourism is one of the most sizably voluminous industries in the world contributing 9% to the global Gross Domestic Product (GDP), and this sector has been identified as a potential income-engenderer and economy-diversifier in all over the world. This is verbally expressed in a number of official documents including national development plans and tourism master plans of the country in the UN WTO 2013 report.

Karnataka's cultural heritage and its contribution to the field of art, music, religion and philosophy are well apperceived. Mysore, Hampi, Shravanabelagola, Belur, Halebid and Bijapur are some of the consequential historic and cultural centres in Karnataka. Karnataka is well endowed with natural resplendency especially along the Western Ghats; the state has the potential to become one of India's major tourist destinations.

Kannada is one of the four classical languages in the country and occupies a consequential position in Indian history. A comprehensive understanding of the country's history and culture is highly desirable, for which opportune study and analysis of both Aryan and Dravidian traditions are consequential. It is, therefore, critical to promote Kannada by denotes of preservation of its literature and the language itself.

Karnataka State possesses sundry alluring spots of natural comeliness and affluent cultural heritage. There is an array of archaic sculpture site of heritage value, breathtaking landscape, exotic wildlife, temple towns, Heritage sites, Temples, Forts, Sandalwood Forests, Coffee plantation, Water Falls, Wildlife, Western Ghats, Hill Stations. In this background, there are ample opportunities for tourism in Karnataka having traditional tourist spots, temples with good sculptural glory, religious places, seashores with spectacular comeliness Malnad area and good climatic conditions. In the year 2010, Karnataka ranked fifth among States as a tourist destination with around 3.8 lakh international and over 382 lakh domestic tourists visiting the State. The State has the second-highest number of for fended monuments in the country (507 centrally and 750 adscititious bulwarked by the State Governments) to nature and wildlife –

there is much to draw the tourist to Karnataka.

Karnataka is the country's fifth most popular tourist destination. With the most astronomically immense number of institutes in hotel management and catering technology in the country, the State has an immensely colossal pool of adroit human resources. The Sector is magnetizing consequential investment by domestic and global players as infrastructure is being ramped up to meet the desiderata of the growing tourist activity. Through the Karnataka Tourism policy 2009-14, the state regime sets a vision to promote tourism as Karnataka's principal and most sizably voluminous economic activity, as an employer, revenue-engenderer and engine of magnification, by being among the top two tourism destinations in India.

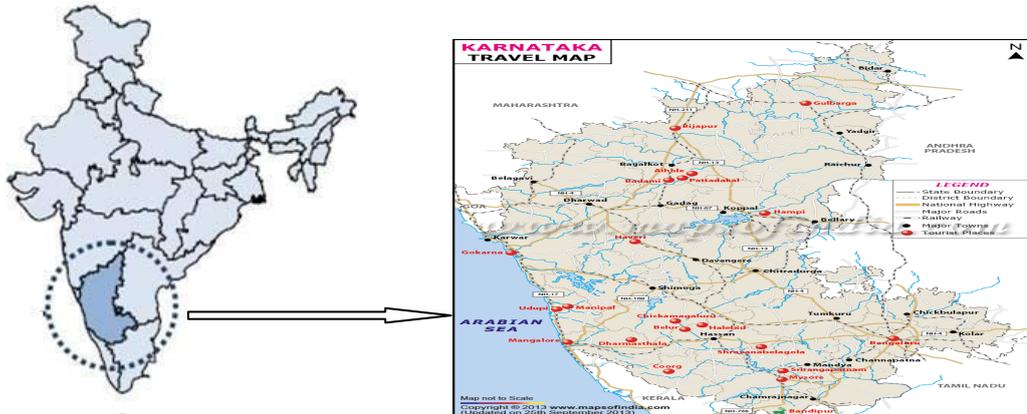
### **Methodology:**

The research study includes both the primary and secondary data sources. The major data and information pertaining to the research study have been accumulated from the primary sources. The main sources of primary data were personal visits to cultural & heritage sites and their observation. The secondary sources, the main source of secondary data was a Ministry of Tourism, Government of India including the Department of Tourism & Culture, Government of Karnataka and its cognate departments, books, journals, portals and newspapers.

### **Objective of the study**

This paper accommodates to examine the status of Karnataka state in the context of tourism orchestrating and development. It will analyse the present constraints that may obstruct or obstruct the progress of the tourism industry, and conclusively, discuss the prospect of Karnataka as a tourist destination in benefiting the economy and society, and in advancing the sustainability of the cultural heritage of Karnataka state.

## Study area



### Karnataka as a tourism destination

#### What is the attraction that makes Karnataka a tourist destination?

Karnataka with its great Heritage and Cultural Background has astronomical potential for the sustainable development of tourism industry. State Government has declared 'Tourism as an industry' since 1988. The Department has brought out a series of Tourism Policies with the package of incentives, concessions and subsidies for development of Tourist Infrastructure in the State through the private investment. Tourism has been given priority and it is instrumental for Socio- Economic magnification of the State as well as providing lot of employment opportunities for both adroit and maladroit man potency. The tourist flow in to the State has been incrementing steadily in the last decade.

In view of integrated development of tourism, the State regime has promulgated incipient tourism policy for 2009-14. In the overall period of this policy (5 years), it is estimated that Rs.25,000 crore of private investment will be invested in the tourism sector. And in the same period 29 to 41 lakhs of employment opportunity will be engendered. To minimize the financial burden, the PPP scheme has withal been introduced to magnetize more number of mega investors. Revenue realised by the tourism in Karnataka by the three organization viz., Directorate of Tourism, Jungle Lodges & Resorts Ltd. and Karnataka Tourism Development Corporation during the year 2007-08 was Rs 62.77 crore and it was Rs 68.98 crore in the year 2009-10.

## **Broadly, tourist destinations in Karnataka can be divided into the following**

**Source:** Collection of Domestic Tourism Statistics for the state of Karnataka Annual Final Report

By Acnielsen org-marg pvt. Ltd New Delhi

- Heritage Destinations
- Natural and Hill Destinations
- Wildlife Destinations
- Coastal Destinations
- Cultural Destinations
- Adventure Destinations

Five circuits have already been identified by the Government of Karnataka to develop tourism infrastructure and in order to identify new tourism destinations. Apart from these five circuits, as part of their on-going activities to boost up tourism sector in the state, they are also trying to develop some more attractive tourist circuits. However, these are yet to be given a concrete shape. The five circuits which have been already identified by the state government are as follows:

1. Northern Circuit
2. Southern Circuit
3. Coastal Circuit
4. Wildlife Circuit
5. Hill Resort Circuit

### **Northern Circuit**

The Northern Circuit consists of Northern Districts of Karnataka namely Belgaum, Bijapur, Dharwar, Bidar, Gulbarga, Raichur, Bellary and Chitradurga. Once the capital of the early Chalukyan dynasty (6th to 8th centuries), Aihole and Patadakal (Bagalkot District), are picturesque villages on the banks of the Malaprabha river and are historically famous as the cradle of Hindu temple architecture built between the 6th & 8th centuries and some even earlier. Badami is known for its rock-cut cave temples. Hampi - a world heritage centre which

is the ruins of the great capital of Vijayanagar dynasty is also a part of the circuit.

### **Southern Circuit**

The Southern Circuit consists of Districts of Bangalore, Mysore, Mandya, Hassan, Kolar, Shimoga, Chikmagalur and Tumkur. The southern circuit includes Bangalore, the capital of Karnataka. Bangalore ranks as one of the fastest growing cities in Asia and is also known as "Garden City of India" "IT Hub" etc. Mysore is also known as the City of Palaces and the political capital of the Wodeyar dynasty. Mysore City also possesses a number of gardens, shady avenues and sacred temples. Carnatic Classical music and dance is also a prominent aspect of the city. The other major destinations of the circuit include Srirangapatna which was once the capital of the warrior king Hyder Ali and his son Tipu Sultan.

### **Coastal Circuit**

The coastal circuit consists of the coastal districts of Uttar Kannada, Udupi and Dakshin Kannada. Uttar Kannada is considered to be the eco-tourist's paradise is a place of immense natural beauty. Its wide variety includes Beaches, Wild life sanctuaries, Scenic views, Adventure sports, Rock climbing and also religious shrines. Dakshin Kannada is surrounded by the soaring Western Ghats and Arabian Sea, the district is blessed with lush green vegetation, abundant rain fall, beautiful beaches, picturesque mountain ranges, temples and many more.

### **Wild Life Circuit**

The wild life circuit consists of Wild Life Sanctuaries, National Parks and Bird Sanctuaries. There are 5 National Parks, around 22 Sanctuaries and around 3 Jungle Lodges and Camps. Bandipur National Park nesting in the foothills of the Nilgiris, Kabini -situated amidst the Kharapur Forest, Kabini is the pristine pieces of land that abound with nature.

### **Hill Resort Circuit**

The Hill circuit covers the Hill stations of Mercara, Kemmannagundi, Kudremukh, Male Mahadeshwara Hills, BR Hills, Sandur, Nandi Hills and Jog Falls. Madikeri or Mercara, the district headquarters of Kodagu (or Coorg) also known as the Scotland of India, is gradually catching up as one of the most sought after Hill stations of the country.

A visit to India is not complete without visiting Karnataka state. This is a common expression conveyed to tourists visiting the country. Karnataka is thus one of the mandatory destinations for tourists in Brunei Darussalam, synonymous with the Great Wall in China, Eiffel Tower in France, pyramids in Egypt, and windmills in The Netherlands.

### **Constraints to tourism development at Karnataka**

Although cultural tourism has the potential to be further developed state, there are a number of challenges and threats that need to be addressed to prevent the disappearance and its heritage and lifestyle. It is essential that these issues are considered in order to avoid the adverse impact of tourism in this region, and thus to promote tourism activities in region and convince the tourists of the distinctiveness of this historic place. These challenges and threats include problems of waste disposal, fire disasters, crime, and the authenticity of Kampong Ayer, as well as the problem of lack of information, Facilities and tourist services in tourist destination.

### **Crime and drugs**

Malefaction and sexual harassment activities that transgress the law such as the distribution and abuse of drugs, larceny and illicit immigrants in state are increasingly rampant and the situation is worrying the ascendant entities and local communities. Police raids are frequently held in state in order to combat these illicit activities. For example, Bangalore has reported the highest incidence of cheating (3,155 cases), larceny (783 cases) and 'preparation and assembly for dacoity' (342 cases) among the mega cities. It additionally features among the police districts that have recorded more than 10,000 IPC malefactions during 2011 with 30,283, and ranks third in the list, just behind Ernakulam (Rural) and Mumbai. Another worrying statistic is that of reported 'violent crimes', where 11.8 per cent of the total malefactions in Karnataka were relegated as bellicose. This accounted for over 10,000 reported cases last year.

News on this matter would taint the image of the state, as well as that of the country, which is well-known for its stability, peacefulness and friendly people. Personal safety is certainly a major factor for any traveller to make decisions and choices about the places to be visited. If a place is not safe and there is a crime, tourists will certainly avoid it. Studies have shown that in recent years, safety and security have become one of the most perceived inhibitors that avert

prospective tourists from travelling to their preferred destinations.

### **Loss of authenticity**

Karnataka has an affluent and diverse heritage that is an integral part of the national heritage. It encompasses sundry aspects of the human civilization and represents a cultural as well as natural heritage of national and international value. However, for sundry reasons, the value of this heritage has not always been recognised. Thus, entire portions of the state's heritage were disoriented, and are often threatened by the impact of natural forces (rain, wind, vegetation etc.) or transmutation in conditions of its aegis and maintenance. This necessitates that this state wealth in the form of architecture, arts, folklore and natural comeliness be accurately and purposefully documented and preserved.

Heritage can be divided into two main categories. On the one hand, there is a heritage that presents itself in a material, tangible form: archaeology, art, movable objects, architecture, landscape and biodiversity (both the animal and plant forms). On the other hand, intangible cultural heritage encompasses cultural expressions such as dance, oral literature, local customs, and other rites and rituals.

The preservation of this heritage has to be a collaborative effort amongst and between the states regime, local communities, artists and citizens of the state. While the regime has the legislative potencies, the local community and citizens have the capacity to identify their own heritage; heritage will remain coherent and pertinent as long as it remains alive in the context where it originated

The documentation of this cultural heritage is a fundamental step for gaining a general conception of its richness and diversity. The main purport of this exercise is to engender a compilation of documents relating to the state's cultural heritage, and to make this accessible and available to apprise and sensitise the general public as well as guide decision makers on development issues at the cultural, economic and gregarious levels. A comprehensive documentation of cultural heritage should encompass all types of heritage whether movable or immovable, tangible or intangible.

Most of the artisans are incognizant of the institutions established to avail them with aspects

ranging from design, technology, credit availability, marketing, packaging etc. Due to their dispersed and remote location and constrained inculcation, most artisans and weavers lack information on paramount market and customer trends, as well as regime initiatives designed to address their desiderata. A recent study by the National Institute of Science, Technology and Development Studies found that artisans customarily lack information relating to:

New markets available for their products

- Appropriate market rates for their product
- Market potential of their products
- Rates of raw materials used by them in various markets
- Government schemes instituted for their welfare
- Diversification and value addition to their products

Establishing Artisans & Weavers Service Centres (AWSC) at the district level will make such information accessible at the district level and avail the artisans and weavers in their economic and convivial development.

Karnataka has a diverse range of handicrafts that showcase the state's affluent and diverse culture and age old heritage. Handicrafts and diminutive-scale industries represent an astronomically immense and dynamic segment of the manufacturing sector, characterised by high labour intensity and scattered presence. At the national level, handicraft is the second highest employer, behind agriculture, employing a majority of women and persons from economically rearward classes. Apart from high employment potential, this sector is economically paramount due to its low capital intensity, high ratio of value integration and high exportability and peregrine exchange earning potential.

### **Lack of information for tourists**

Information plays a consequential role to magnetize the attention and interest of tourists to visit a destination. It is desirable if tourist-cordial information relating to the history of state is provided. The Tourism Development Division or peregrinate agents should strive to publish a brochure concretely about the cultural heritage of the state, which should be simple and clear to understand and practical for tourists. This brochure should include an adumbration map of state

together with information relating to the history, places of interest, activities that can be done by tourists, the expedient to visit, and the materials that can be obtained as a keepsake in the state.

### **Lack of facilities and services for tourists**

It is important that tourists are satisfied with their visit to a destination. Basic needs such as tourist lodges or hotels, resting huts, clean toilets and eating places, as well as safe jetties should be available to convince tourists to visit Kampong Ayer. Apart from the state of infrastructure, tourist services such as guides who are knowledgeable about Kampong Ayer need to be provided as well. It is observed that local people still shy away from the tourism industry in the country such as providing guide services. Travel agents still hire foreigners to provide guide services to the tourists. More than 27% of the state population consists of migrant workers, while as much as 4.9% of the Brunei nationals have been unemployed (Tasie, 2009). As a result, there is still a lack of guides who are capable and knowledgeable to provide their services to tourists interested to visit Kampong Ayer. Professions such as tourist guides can be done on a part-time basis, which can bring additional income to the individuals.

### **The impuissance of Karnataka as a tourist destinations are as follows**

- The image of Karnataka as a Technology Capital of India than a Tourist destination amongst both Indians and peregrine tourists
- Most of the major destinations are stand alone and far off from Bangalore
- Poor accessibility to many tourist destinations due to rudimentary Infrastructure bottlenecks
- Lack of tourist infrastructure & rudimentary amenities at many tourist destinations
- Lack of information about tourist destinations
- Limited vigilance among local community and misconceptions that tourism will bring environmental and gregarious quandaries
- Unaggressive marketing and promotion of the tourist destinations
- The ascendant entities should additionally identify routes that can be utilized by tourists. This tourist route must traverse areas that could showcase the cultural heritage of state. Armed with simple and clear information, through brochures, signs or other audio

contrivance, the tourists will be able to follow the description of the history, patterns of culture, tradition and life in. With this tourist route, it will constrain the areas visited by tourists, and reduce disruption and negative effects on the residents of state.

### **Tourism prospect**

The state has the potential to be a tourist destination that engenders financial benefits or income to the country, in general, and to the community as well as dwellers, in particular, but additionally maintain, preserve or revive the social-cultural heritage of the state.

Local residents should be inspired to venture into the tourism industry. As the residents themselves are more acclimated with their strengths and opportunities, as well as their impuissance and threats, they are in a more preponderant position to shape and offer the products and accommodations felicitous for the tourists. Thus, there is potential for the residents to provide conveyance and guide accommodations for the tourists in the state. Career in the peregrinate industry can provide an opportunity to earn a living and avail reduce the unemployment rate in the country.

Improving the fundamental amenities at all sites of tourist/ religious interest to enhance the overall tourism experience and build an auspicious perception in the minds of tourists. This will enable the state to achieve the Vision 2020 goal of incrementing the number of domestic tourists visiting the state from 1.1 crore to 3 crore and number of peregrine tourists from 5 lakh to 25 lakh. Fully explore the tourism potential of the state, and make tourism one of Karnataka's largest economic and employment contributor as envisaged in the State Tourism Policy. This will enable the state to increment the number of persons directly employed in tourism from 1.56 lakh to 5 lakh to meet the goal set in Vision 2020.

By involving the local community in the tourism development in state through exhibitions, dance and cultural performances, and cuisine, this will appeal to the people of Karnataka to identify and understand their culture and tradition that have not been practised. Indirectly, this activity will revive and thus preserve their cultural values. This was demonstrated in a study of tourism development in Merimbun Heritage Park, an ecotourism site in Brunei Darussalam, where locals have been involved in traditional activities such as weaving. This has led to providing a livelihood to those who do not have a fixed job including mothers and the elderly

(Ahmad, 2011). Because the activity of weaving was never practiced by the young or was less practiced by the elderly, those who are now involved in these activities are not only of the opinion that weaving can produce woven materials for sale to tourists, but also at the same time, it is reviving a local tradition that was once abandoned. Weaving activity also appears to have succeeded in generating awareness particularly among the youth of the community. With the involvement of young people, it will ensure that the traditional skills will not disappear, and thus, will continue to be inherited by future generations.

## Conclusion

Karnataka state is prominent as a captivating tourist destination for visitors to travel in India. It offers the charm of culture, history, traditions, customs, notion and life of the country that is unique. However, pollution from the indiscriminate disposal of waste, hazards, malefaction, loss of authenticity, lack of information, and lack of facilities and tourist accommodations in the state are several factors that can affect and challenge the progress of as a tourist destination.

The heritage of Karnataka state needs to be preserved. The ascendant entities need to perpetuate to ameliorate the quality of life in heritage sites in order to embolden the inhabitants to stay living in their native place. As a national heritage, needs to be for fended against a more dynamic and sophisticated development. To make it as a model of development of a modern city, it is time to invest in heritage destinations' potential as tourist destinations with infrastructure, facilities and accommodations that meet the desiderata of peregrinates.

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