



JOURNAL ON COMMUNICATIONS

ISSN:1000-436X

REGISTERED

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www.jocs.review

THE CONTRIBUTIONS OF THE HISTORICAL TOURISM IN THE DEVELOPMENT OF THE KARNATAKA ECONOMY

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ABSTRACT

A land known for its silks, spices and sandalwood, Karnataka adds up as an experience to remember for a lifetime. Tourism in Karnataka stands out with its diverse offerings that include wildlife & national parks, monuments & heritage sites, beaches and pilgrimage sites. Yet another notable point is that tourist attractions in Karnataka are located at geographically extreme ends which interestingly make the capital Bengaluru (Silicon Valley of India), the focal point of tour itineraries. Karnataka is home to several forts, architectural marvels and is blessed with a rich cultural heritage. Other diverse visitor attractions include pilgrim sites, coastal landscape and wildlife / national parks. The state also offers a variety of tourism products that cater to the demand from different visitor segments, such as, eco-tourism, wellness tourism and adventure tourism. Over the years, Karnataka has emerged as one of the most sought after tourism destinations in the country and also created a space for itself in the international tourism circuit. As of 2013, the State was ranked as the fourth¹ preferred destination among domestic tourists and ranked third with regard to attracting investments in the tourism sector.

Key Words:

Historical places and Tourism, Karnataka Historical sources, UNESCO

INTRODUCTION

During the policy period 2009-14, about 318 project proposals with a proposed investment of about Rs.950 crores was approved by the Department of Tourism, Government of Karnataka.

Of the total number of project proposals approved, 126 projects³ were completed and investment subsidies were disbursed. The government has constituted a Karnataka Tourism Vision Group (KTVG) in 2013, comprising eminent citizens and sector specialists to provide a road map for making Karnataka a tourist experience destination on par with international standards. The KTVG in its report has estimated the quantum of employment possibilities, additional revenue potential and the investments needed for providing a fillip to tourism in the State. As per the KTVG's report, the tourist traffic in the state is projected to increase from the current 100 million to 210 million by 2024. An investment of Rs. 54,000 crores has been estimated in the sector over the next five years (2015-20) and about half of this investment is likely to be mobilized from the private sector

REVIEW OF LITERATURE

UNWTO - Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.

UNESCO – Karnataka

World Heritage Week is celebrated to promote the heritage and the culture of monuments as well as important sites for their conservation. It aims at increasing awareness among general people about their culture and traditions and why they must be protected. The designation of a World Heritage Site provides evidence of a place being culturally sensitive and that it needs legal protection. Due to the emerged pandemic this year, the 2020 edition of World Heritage Week is celebrated digitally through online platforms. Karnataka is a state with a rich culture and heritage that is enriched with architectural jewels and natural enrichments like beaches and valleys.

India has 38 World Heritage sites that include 30 cultural, 7 Natural, and 1 mixed site. Karnataka has two UNESCO World Heritage Sites that are popular destinations and major tourist attractions- Hampi and Pattadakal. Hampi boasts of the ruins from the Vijayanagar Empire and is an ancient village located in North Karnataka, along the banks of the river Tungabhadra. Pattadakal on the other hand was built in the 18th century by the

Chalukya dynasty and is a marvellous group of monuments in Indo-Aryan design. Other than these, Karnataka boasts of more than 25 other heritage sites like Badami, Mysore, Belur, Sringeri, etc.

Tourists can plan to visit any heritage monuments in Karnataka to discover the historical significance the places have and to learn about the backdrop related to these fascinating places. Some of the destinations to choose from are:

- Mysore: The city which served to be the capital of the ancient Kings is a popular weekend getaway. The city is an exemplary destination of heritage, culture, and magnificent palaces.
- Hampi: Located at a distance of about 340 kilometers from Bangalore, Hampi is rightly called an open museum with ruins scattered all over the city.
- Badami: If you are fascinated by cave temples and historical monuments, then Badami must be on your bucket list. Situated in a valley that overlooks marvelous sandstone temples, the capital city of the Chalukyas surrounds the beautiful Agastya Lake.

Other than the above-mentioned destinations, you can choose any other heritage sites to celebrate this heritage week

FINDINGS

Visitor Arrivals: Local: Karnataka data was reported at 81,333,659.000 Person in 2021. This records an increase from the previous number of 77,453,339.000 Person for 2020. Visitor Arrivals: Local: Karnataka data is updated yearly, averaging 37,825,953.000 Person from Dec 1997 to 2021, with 25 observations. The data reached an all-time high of 227,934,714.000 Person in 2019 and a record low of 8,678,670.000 Person in 2002. Visitor Arrivals: Local: Karnataka data remains active status in CEIC and is reported by Ministry of Tourism. The data is categorized under Global Database's India – Table IN.QD001: Resident Visits: by States



Resident Visits: All India (Person) 677,632,981.0002021 Yearly

1997 -2021

Resident Visits: All India data was reported at 677,632,981.000 Person in 2021. This records an increase from the previous number of 610,216,157.000 Person for 2020. Resident Visits: All India data is updated yearly, averaging 610,216,157.000 Person from Dec 1997 to 2021, with 25 observations. The data reached an all-time high of 2,321,982,663.000 Person in 2019 and a record low of 159,877,008.000 Person in 1997. Resident Visits: All India data remains active status in CEIC and is reported by Ministry of Tourism.

SCOPE



Karnataka is primarily known for its Heritage destinations and its Wildlife/ National Parks. Apart from that, it is also famous for its magical hill stations, spectacular waterfalls, pilgrimage centres and a 320km long coastline dotted with un-spoilt beaches

Objectives of the Karnataka tourism industry

- To achieve the vision, mission and set the direction for the tourism industry over the next five years, the following objectives are outlined:
- Accelerate and facilitate private investments; and encourage entrepreneurship in the tourism sector. Motivate and enthuse different segments of the society to contribute towards development of the sector.
- Provide a ‘total quality’ experience to visitors, from before the arrival till after departure, Facilitate effective interdepartmental co-ordination, streamlines processes to improve sector performance.
- Enhance skills, knowledge and professionalism in the tourism industry.
- Encourage local employment opportunities.
- Support the use of Information & Communication Technology (ICT) based initiatives in improving quality of services to tourists.

CONCLUSION

The ‘Karnataka Tourism Policy 2015- 2020’

Focuses on accelerating and facilitating private investments in the tourism sector, and strives to be an outcome based initiative. The Policy follows a non-discriminatory approach to promote balanced regional development by attracting investments from the private sector and local entrepreneurs. The Policy strives towards creating an enabling environment for safe and sustainable tourism in Karnataka and lays emphasis on providing quality experience to tourists. The Policy encourages a positive shift in attitudes - from regulation and control to decentralization and empowerment at local levels; from patronage to building partnerships; and from linear government-led structures to alliances with diverse stakeholders in the sector.

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