



MEDIA'S ROLE IN PROMOTING TOURISM IN HYDERABAD KARNATAKA REGION

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ABSTRACT:

Tourism is an activity in which individuals can engage themselves during the free time at their disposal. For this they must have a passion for travelling and exploring places which could give them pleasure. They can undertake a tour to a nearby destination they have visited before or travel to a new destination. Media plays a significant role in the latter situation as it is a tool to provide the information of such places that are unknown to tourists and also highlight their hidden secrets at a longer platform. Today the media is promoting tourist destinations through newspapers, magazines, television, radio and cinema. By this vast variety of tools of media tourists are able to get easy information about different tourist destinations. This paper consists of two parts. First part is how media works to promote tourism by both traditional media and electronic media. Second part is how media has promoted India as a tourist destination for the whole world.

KEYWORDS: *Tourism, Electronic media, Print media, Tourism promotion, Tourism impact.*

INTRODUCTION :

Tourism is concerned with holidays, travelling, going and arriving somewhere and most importantly pleasure. Tourism involves the business of providing information, transportation, accommodation and other services to the traveler. Tourism industry is made up of companies that provide services to all types of travelers, whether travelling for business or pleasure. Tourism promotion is one of the elements of the marketing mix. This promotion is done by advertisements which are part of media. Advertising is an activity designed to spread information with a view to promoting the sales of the marketing goods and the services. It operates in two ways: Firstly, by spreading information amongst consumers and secondly by seeking to influence their judgment about particular goods and services which in



this case are the tourist destinations. Any organization which uses this promotional instrument has to use the media. The different media that are used for promoting tourism are newspapers, magazines, radio, cinema, photography, internet, brochure, mails, videos and cable TV, broadcasting and telecasting programs. In the field of tourism all these promotional activities are designed to transmit to the public and to the travel trade specific professionals detailed information on aspects like transportation, communication, accommodation, prices, attractions etc.

HYDERABAD KARNATAKA REGION- A VIEW

Historical significance

Hyderabad- Karnataka region a seat of ancient history heritage and culture.

Hyderabad- Karnataka region is the melting pot of culture where one can see the unique cultural diversity and rich historic monuments. If one traces the history of Hyderabad- Karnataka region then one has

to go back to the bigon era of newlethic and Mesolithic ages (Sities like sannatie is the best example). Dynasties like maurya, Shatavahana, Rashtrakuta's, Kalachuri's, Chalukya's of kalyana, Vijaya nagara, Bahamanies, bijapur adil shahi, Barid shahi and hyderabad nizams ruled Hyderabad- Karnataka region. Philosophers and saints like lord sharnabasaveshwara, khaja Bande Nawaz, Shaikh Sirajuddin Junaidi, Allama Prabhu, Akka Mahadevi and siddaippajji enrich the culture and tradition of the region. The first known Kannada prose "Kavi Raja Marga" penned by Amonghavarsha Nirupatunga during the Rashtrakuta regime originated from Manyaketa, now known as Malkhed, in Sedam talika in Gulbarga district.

Hyderabad- Karnataka region was not just the seat of the great Bahamani kingdom but also had many other rulers over the centuries and all of them made an impact on Hyderabad- Karnataka region. One can see the influence of various rulers and their cultures in the architecture traditions, festivities, customs, food, costumes and languages. It is due to the influence of all these plural cultures that the heritage of Hyderabad- Karnataka region is exhaustive and vibrant. This richness goes a long way in projecting Hyderabad Karnataka region as the ultimate tourist destination and thus boosting tourism here.

The glorious past Hyderabad- Karnataka region has ensured that the present and the subsequent generations are plenty of historical and rural heritages to be proud of. The fascinating monuments and heritage sites in the region stand quietly to retell their stories of joy, sorrow, courage and sacrifice. Each of these stories is so enchanting and tours to the sites so captivating that it leaves the visitors asking for more at the end of each visit.

As one turns the pages of history, the rich rural heritage of Hyderabad- Karnataka comes alive with all its fragrance and colour which are still fresh in the handicrafts, cottage industry, cuisine and costumes etc. Historical monuments are scattered across the length and breadth of this multi facet region of Hyderabad-Karnataka. The splendid architecture, minutely carved sculptures, embellished faceds of the heritage monument narrates the immense skill of the craftsmen of yore bygoness which continue to fascinate the world till today.

The number of important monuments in Gulbarga is so great that a single tour to discover the multifarious facets of its wonderful heritage is not enough. Nevertheless, it will give the tourist an admirable glimpse into the rich history and heritage of Gulbarga. At the end of the trip the tourist is left craving for more such tours in the future.

TOURIST DESTINATIONS IN HYDERABAD KARNATAK REGION

As stated above Hyderabad Karnataka Region is known the land of empires and legacies. It has many places of interest, which are listed briefly

- 1) Gulbarga is a land where the past meddle with the present. A treasure home of architectural delights, Gulbarga is famous for the grandeur of the many Indo-Saracenic monuments that dot the landscape. The temple dedicated to Lord Sharnbasveshwara - a great saint of this region and who gave and popularised the concept of Dasoha" is a must visit for hindu tourists. Here we can see the mighty Gulbarga Fort with thw world famous Jumma Masjid which is situated inside the fort.. Shaha Bazar Mosque is an attractive mosque with beautiful columns, arches and domes. Chor (Shor) Gumbaz is known as mini Golgumbaz. Dargah Khwaja Banda Nawaz dedicated to a great sufi saint of this region, Sath (Seven) Gumbaz a group of seven tombs of Bahamani rulers. Buddha Vihara is a modern-day monument that pays tribute to the Buddha and draws inspiration from Sanchi and the Ajanta and Ellora caves.
- 2) Bellary- In this district of the Hyderabad Karnataka region are present innumerable destinations that tourist adore. The most prominent being the Bellary Fort – It is situated on top of the Ballary Gudda or Fort Hill. It was built by Hanumappa Nayaka during Vijayanagar empire. Hyder Ali took possession of the fort from the Nayaka's in 1769,. With the help of a French engineer he renovated the fort and modified it. In modern times a 2 km stretch of the fort has been illuminated, using 188 special lights and is a spectacular sight to watch. Tourists are advised to visit the illuminated fort in the evening and watch the past come alive.
- 3) Hampi and its surroundings: Hampi is a world heritage site and a very well-known destination. Numerous sites that are opular among the tourists in this region are -the Kings Palace, Mahanavami Dibba, Queens Bath, Lotus Mahal, Pushkarni, Elephant Stables, Vithala Temple, Hazara Rama Temple, , Virupaksha Temple, Ganesha Images, Lakshminarsimha, Badavilinga etc. The temples of modern India are our Dams and

so we have the - TungaBhadra Dam, near Hospet which attracts tourist. Wild life enthusiasts get to visit the Daroji Sloth Bear Sanctuary. Natural lakes such as Sandur Lakes and many more are refreshing to soar eyes.

MEDIA IN TOURISM INDUSTRY

Media comes from the word "Medium", a way through which one can communicate with others by using interaction methods such as letters, posters, email, public meetings are forms of media. When innumerable number of people have to be communicated different type of media are used, it includes TV, Radio, internet etc. In the tourism sector media advertises the various tourism products. Information and highlight the heritage sights to attract tourist. And for this purpose all the above mentioned means are used. Various types of media are contributing to promote tourism The most popular media used in tourism are print in the way of –newspapers and magazines and electronic media by way of films & slides etc.

The newspapers and magazines have today started publishing tourism related information in a big way. Especially periods considing with vacations in the educational institutes as in India family vacations are the norm. According to a research in India all the leading publications include tourism related newspaper publishes be they in the form of special supplements or articles and travelogue by guest writers. Print media is publishing thousands books like – Outlook traveler, Discover India, Travel Torch, Wildlife etc. which are providing the information easily to people.

The electronic media also does not lag behind - TV serials, sponsored and featured programmers, films, commercials, documentaries, promotional films etc are becoming an important source of promoting tourism too. With the help of dedicated travel websites one can get the information of various tourism services and packages offered..Tourism industry with the help of electronic media provides the information of tourism product on the websites like as www.travel-directory.com, www.india-tourism.net , www.incredibleindia.org , www.rajasthantourism.gov.in etc. Statistics show that there is increase in tourist inflow from foreign countries to India because of advertising in media abroed. With the promotion of tourism as an important industry there has begun specialized monographs on various aspects of tourism. Those monographs also play a good role to attracting the tourists to India. These foreign tourist bring with them foreign currency which heips in strengthening the economy of our country.

FUTURE OF TOURISM INDUSTRY AND MEDIA

The tourism department plans to spend Rs 4 crore every year for the next 3-4 years on promotional campaigns on globally reputed television channels such as Sony, Star Plus and Zee TV. Business channel CNBC AWAAZ, in association with e-commerce business One Stop Shop, will honor India's best-in-class travel destinations and tourism ancillary services at the fourth edition of CNBC AWAAZ Travel Awards 2016. Supported by Incredible India - the nodal agency for the development and promotion of tourism in India, the awards will be held at The Taj Palace on September 8 ,2016, in New Delhi. The theme of this year's awards is 'Ghoom India Ghoom'. This year, the awards will aim at recognizing the stellar efforts of those organizations that have created newer standards with their unique and innovative business models. In addition, the introduction of new categories of awards such as 'Emerging Trends in Indian Tourism' and 'India Going Global' seeks to encourage not only the pioneering concepts of the brands that have presented Indian culture and heritage to a global audience but also highlight their success and achievements. The channel will also present a citation-'Indian Heritage Renaissance'- to The Taj Mahal Palace & Tower (Colaba, Mumbai) as a special recognition for the revival of the heritage wing post the Mumbai terror attacks.

The best stakeholders from emerging categories like medical tourism, eco tourism, adventure sports and heritage tours will also be honored with Jury Category Awards.

CONCLUSION

Tourism is a very large industry in India. According to a survey done in 2014 it contributed about near 6.5% in domestic product and provided 8.5% employment. Per year, 50 lakh foreign tourists come in India and the market of domestic tourists has risen to 5 crore 60 lakhs.(Yojana May 2010) and it is possible because media is playing a meaningful role of its promotion. With the media promotion foreign currency trade which was 23.8lakhs American dollars in 2002 now it has reached 52.8 lakh American dollars in 2008. In spite of recession foreign currency hold the rate of 41.3% with the advertisement of tourism promotion.

This task has been done with the parts of media(Yojana May 2010). In the Indian tourism field one brand as a name of incredible India promoting by media, print media, internet and outdoor media.

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