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#### INDIAN STREAMS RESEARCH JOURNAL



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## OPPORTUNITIES OF KARNATAKA'S HERITAGE IN TOURISM DEVELOPMENT (A Study on Major Monuments Of Karnataka)

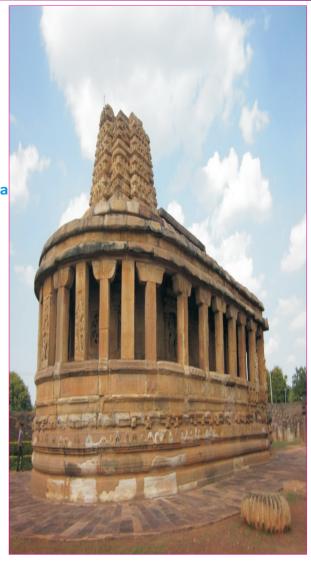
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#### **ABSTRACT**

his paper attempts to probe the importance of Tourism & dimensions of its development from the past few decades in Karnataka. Heritage resources are the valuable assets for any state which tells about the glorious past & rich culture of a particular state. Tourism can help in shaping our society. It can have advantages on rural as well as urban communities. There is a scope of tourism in Karnataka. The government is also encouraging Private enterprises to promote tourism. For developing the tourism by utilizing the heritage resources we need to understand the tourism environment, and socio-culture, economic,





historical impact of tourism. How we can involve the people to enhance their socio-economic condition. To develop a strategic plan for tourism we have to understand the heritage tourism resources and it's needs and wants and how to match it with our current scenario with our future to make successful utilization of heritage resources for the empowerment of the nation. Heritage Tourism can develop a win-win situation for both the rural and urban communities.

**KEYWORDS:**Karnataka Tourism Development, Heritage Resources, Karnataka Tourism awards and Achievements,

#### **INTRODUCTION:**

Heritage says about the past legacy of a particular place, with relation to its culture, tradition, history and community. Heritage is what we value as a people and choose to pass on to future generations. Heritage has shaped the past and present, will influence future development, and can contribute to stability, growth, and economic development. Heritage tourism encompasses elements of living culture, history, and natural history of placethat constitutes a community's value and steward for the future. These elements are very specific to a communityor region and can contribute to pride, stability, growth, and economic development. Heritage and culture are especially critical in rural settings. A person is identified from his land, language and culture. If the person achieves something them he or she becomes a matter of proud his whole community and region. Similarly by developing the land and highlighting the culture, the community becomes proud for the particular place. Heritage is what we pass from generation to generation. With the modernization of the society, the culture and tradition of the places are in extinct condition now. Many tourism efforts focus on cultural or natural resources. Heritage implies action as it is a responsibility for stewardship and protection—insuring continuation in the future.

#### KARNATAKA – ONE STATE MANY WORLDS

Karnataka is a state known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colorful fairs and festivals held abiding attracts the tourists. The glorious past of Odisha has ensured that the present and subsequent generations have plenty of natural and cultural heritages to be proud of. The fascinating monuments and heritage sites in the state stand quietly today to retell their story of joy, sorrow, courage and sacrifice before the visitors. Each of the attractions is so enchanting and singular that visitors will be left asking for more at the end of their visit to Karnataka. As one turns the pages of history, the rich heritage of Karnataka comes alive with all its fragrance and colour which are still breathing in the heritage temples, mosques, churches, and monuments fringed in each and every corner this multi facet state of Karnataka. The splendid architecture, minutely carved sculptures, embellished facades of the heritage monuments narrates the immense skill of the craftsmen of the yore which have been fascinating the world for many centuries. Nevertheless it will give visitor an admirable glimpse into the Karnataka's rich history and heritage. It is the home to many thousands of prolific artists and craftsmen; and possessing beaches, wildlife sanctuaries, and natural landscape of often-enchanting beauty, Karnataka tourism is a unique and fascinating land that is, nevertheless, still largely undiscovered by tourists.

#### LITERATURE REVIEW

An extensive literature relating to the concept of heritage tourism and related subject has been collected and reviewed to understand the broader areas of previous research works and also to know the existing research gap. The National Trust for Historic Preservation defines the benefits of Cultural Heritage Tourism as following. The Cultural heritage tourism can have a tremendous economic impact on local economies.

S.P Guptha, Krishn Lal and Mahua Bhattacharya (2002), in their book published an account of India's people, history, national flag and national anthem, dance, drama, music, painting, textile, pottery, food and drink, customs and lifestyle that comprise the multifaceted components of India's culture. It describes all the major places of pilgrimage and festivals and scenic beauty in India, and lists state-wise historical cities, sites and monuments steeped in history and its museums laden with treasures from the past.

Kakote R. G. (2000), in his thesis provides a conceptual framework on topics such as tourist, tourism, tourism products and tourism spots in North Karnataka. He has also provided a review of India's and Karnataka's tourism, socio economic profile of the tourist and prospects of tourism in North Karnataka and also suggested suitable remedies.

Ahmed N. S. (2009), in his study he reveals the deficiencies in Karnataka's State Tourism. The focus of his research being tourist satisfaction and dissatisfaction. He has highlighted the impediments in tourism promotion from different angles such as tourist, tour operators. Government Agencies and other service providers. While at the same time he speaks about Karnataka abundant resources.

#### **RESEARCH GAP**

In the process of surveying the literature it has been observed that there has been substantial research conducted in the area of tourism, techniques of tourism development, development of tourist facilities, places of interest and various means of promoting tourism. The literature review reveals that not much research has been done in the field of Heritage Tourism in Karnataka.

#### **STATEMENT OF PROBLEM**

The glorious past of Karnataka has ensured that the present and subsequent generations have plenty of historical monuments to be proud of. As one turns the pages of history, the rich heritage of Karnataka comes alive with all its fragrance and colour which are still breathing in the Culture, tradition, handicrafts and historical monuments fringed in each and every corner of this multi facet state of Karnataka. The following researchable issues are identified after a thorough literature review.

- 1. What is the present position of heritage tourism in Karnataka?
- 2. Is there any sort of Developmental activities in regard to heritage tourism of Karnataka?
- 3. What are the sources available for heritage tourism in Karnataka?

#### **OBJECTIVE OF THE STUDY**

#### The objectives of this study are the following:-

- 1.To assess the present status of heritage tourism in Karnataka.
- 2.To evaluate the Developmental activities in heritage tourism existing in Karnataka.
- 3.To study the heritage sources of Karnataka.

#### **RESEARCH DESIGN AND METHODOLOGY**

Research is designed on the basis of descriptive method here the study will investigates heritage tourism in Karnataka. but getting detailed information about the subject and as the concept is emerging trend there is lack of existed information so here the study will designed by various methods The First, second objectives will be fulfilled by Descriptive method where Data will be collected by primary and secondary data gathered through various sources like through secondary data by conducting extensive literature review and collected information through books, tourism department annual report, articles, and discussion with expert in the field. Remaining objective will be fulfilled by Checklist methods.

#### Heritage tourism resources of Karnataka

Karnataka is the land of diverse and rich in heritage, Karnataka is the destination of countless stories that are narrated through its forts, palaces, and ancient towns. Any known with the state can be started with a splendid tour to understand its history, culture and ideal through its monuments.

#### Mysore

The Mysore royal palace is a prime attraction. The palace's KalyanaMantapa has eye-catching mural paintings of the Dasara procession and Durbar scenes. Lalita Mahal Palace is a hotel now. The Jagan Mohan Art Gallery also was a palace. The St. Philomina Church is an impressive Gothic style of architecture with imposing towers in N.R. Mohalla of Mysore. Its Dasara festival is the most attractive pageant.

#### Hampi

Hampi, the capital of the great Hindu empire is something very remarkable. It is situated in picturesque surroundings amidst striking and beautiful scenery depicting nature at its wildest and best. The

hills has the granite out crops intervening with the meandering river and its branches, gorges, and open the plains stretching into several miles in and around Hampi. The archaeological remains and edifices, religious canters lively and colossal images of gods and goddesses, forts and fortifications, gateways and watch towers, water tanks and pushkarnis and roads and lanes have a harmonious synchronization with the nature that give a marvelous landscape to Hampi and its environs a treat to the eyes to be seen and enjoyed.

#### **Bijapur**

The city of Bijapur nested splendid architectural monuments like Gol-Gumbaz, Ibrahim Rouza, Malik- E- Maidan, Gagan Mahal, Bara Kaman, Chand Bawadi etc, each one of the monument located in this city are telling their glory of the past of the city.

#### **Pattadakal**

Pattadakal, situated on the banks of the Malaprabha River, declared as World heritage site in 1987 by UNESCO. Which represents the high point of temple architecture under the Chalukya dynasty. Earlier called Kisuvolal or Pattada Kisuvolal that literally translates to City of Crown Rubies. All the Hindu temples in the city are dedicated to Lord Shiva and are noteworthy for their craftsmanship and architectural brilliance. While four of the temples in Pattadakal are built in the Dravidian architectural style, the other four reflect Nagara style.

#### **Aihole**

The village is known for the temple complex which is famous for its Chalukyan architecture and has a hundred of different stone temples built in the 5th Century. Aihole is known for its vast array of temples that have accumulated a cult status for being architecturally rich and historically diverse.

#### **Badami**

Situated in a ravine and surrounded by golden sandstone hills, Vatapi, as Badami was called back then, was one of the earliest places in Southern India to see a frenzy of temple building activities. Badami is famous for its beautiful cave temples, which are located around the Agasthya Lake that lies at the center of the ravine.

#### **Chitradurga Fort**

It is rocky fort located at 1 km distance from main city. This is one of the strongest forts which were fortified with seven layers of walls. Small villages, Banashankari temple and caves are nearby attractions in this fort.

#### **Belur**

Belur is known for its Chennakesava Temple. The temple, which was earlier called VijayanarayanaTemple is one of the best architectural marvels of Hoysala workmanship. There are numerous other well-known temples in Belur, which include KappeChennigaraya temple and Veera Narayana temple among others.

#### Halebidu

The prominent temples like Hoysaleswara temple, Shantaleshwara temple and Kedareshwara temple which had been built by Ketamala and dedicated to Vishnuvardhana, ruler of Hoysala Empire. The temples are named after the VishnuvardhanaHoysala and his wife, Queen Shantala.

These temples are built out of Chloritic Schist, a soft stone which allows minute detailing work on the walls of the temple. The sculptures of the temple reveal the usage of ivory and sandalwood in the construction of these temples. The temples are often compared with the temples of Khajuraho because of the heavy carvings and magnificence.

#### **Highlights of Karnataka Tourism**

Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2015

Rank	State/UT	Domestic Tourist visit in 2015			
		Number Share	Percentage %		
1	Tamil Nadu	333459047	¥23.3		
2	Uttar Pradesh	204888457	14.3		
3	Andhra Pradesh	121591054	8.5		
4	Karnataka	119863942	8.4		
5	Maharashtra#	103403934	7.2		
6	Telengana	94516316	6.6		
7	Madhya Pradesh 77975738		5.4		
8	West Bengal	70193450	4.9		
9	Gujarat	36288463	2.5		
10	Rajasthan	35187573	2.5		
	Total of top 10 States	1197367974	83.6		
	Others	234605820	16.4		
	Total	1431973794	100.0		

**Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2015** 

Rank	State/UT	Foreign Tourist visit in 2015		
		Number Share	Fercentage %	
1	Tamil Nadu	4684707	20.1	
2	Maharashtra#	4408916	18.9	
3	Uttar Pradesh	3104062	13.3	
4	Delhi #	2379169	10.2	
5	West Bengal	1489500	6.4	
6	Rajasthan	1475311	6.3	
7	Kerala	977479	4.2	
8	Bihar	Bihar	4.0	
9	Karnataka	636502	2.7	
10	Goa	541480	2.3	
	Total of top 10 States	20620863	88.4	
	Others	2705300	11.6	
	Total	23326163	100.0	

Source: State/UT Tourism Departments. # Figures have been estimated.

## NUMBER OF VISITORS TO CENTRALLY PROTECTED TICKETED MONUMENTS, 2012 – 2014 (Bangalore and Dharwad Circle)

Sl.No	Name of the	2012		2013		2014	
	Monuments						
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Gol-Gumbaz,	1045718	2992	1064265	2978	1083474	2869
	Bijapur						
2	Daria	863665	25888	933385	25519	950224	23784
	DaaulatBagh,						
	Srirangapatna						
3	World	502014	38173	487995	39473	511533	40362
	Heritage Site,						
	Hampi						
4	Chitradurga	376665	764	378629	911	440877	1067
	Fort,						
	Chitradurga						

5	Keshava Temple, Somnathpur	154500	13396	180490	12236	175273	11139
6	Tippu Palace, Bangalore	136769	6432	132423	4974	215357	8192
7	Bellary Fort, Bellary	7477	49	8806	91	7235	64
8	JainaVaishnaC aves at Badami	458785	7507	463994	7437	479240	7396
9	Group of Monuments (WH),Pattadak al	345021	6263	339319	6266	347252	6104
10	Durga Temple complex, Aihole	245862	5024	232560	5209	247014	5251
11	Ibrahim Rouza, Bijapur	231219	2370	237486	2405	207081	2260
12	Temple & Sculpture Shed, Lakkundi	14644	339	13538	214	14382	309
	Total	4382339	109197	4472890	107713	4678942	108797

Source: ASI ticketed monument Report

#### Karnataka Tourism Awards (by Ministry of Tourism, GOVT. of India) and achievements

- + In 2008, 2009, 2010 Best Tourism Promotion Collateral Publicity Material.
- + Best Wellness Center Soukya International Holistic Health Center, Bengaluru (2009)
- + Best Tourism Film Karnataka Tourism (2010)
- + Best Responsible Tourism Project-Orange County Resort, Kabini (2010).
- + Best Eco friendly hotel ITC Gardenia, Bengaluru (2011).
- + Best State/UT For comprehensive Development of Tourism (Rest of India), 3rd Prize (2014 15)
- + 747ASI protected monuments, 765 protected Monuments by State department of Archaeology, Museums and Heritage.
- + Two Cultural World Heritage center (HAMPI & PATTADAKAL) & one Natural World Heritage (Western Ghats).
- + 30 Major Museums of Heritage, Archaeology, Folklore, Natural History, Geological, Science, Anatomical Museums across Karnataka.

#### Role and Benefits of Heritage Resources in Tourism

Cultural heritage tourism or heritage tourism is a niche element of the overall tourism spectrum. It is meant to gain an appreciation of the past or something we have got in legacy. It is one of the oldest forms of travel, and involves heritages of all kinds – colonial heritage, urban renewal, religious tourism, genealogy, industrial heritage, and ethnicity. Thus a visit to a tiny village of Hampi or to Aihole constitute heritage tourism in the Indian context. The native culture of the sites are highlighted and represented in the international level. The tourists are getting knowledge about various culture and tradition. More than 636502 foreigners visited Karnataka in 2015, and out of these, at least, 60000 visited heritage sites in Karnataka. The share of cultural heritage tourism in the overall tourism figures in Karnataka, be it domestic or foreign travelers, is over 85 percent, according to various estimates. The heritage tourism not only focuses the resources for the purpose of economic growth, but also for the protection of the regional

#### culture and resources.

- The values of the Historical places are raised up by boosting the heritage tourism development. The historic environment plays as the role of the base of a region. The glory of the past is reflected through them. The historic environment underpins many successful projects aimed at improving quality of life, transforming failing areas, empowering local people and creating a better and more sustainable environment. Historic Buildings have their own intrinsic value and any nation that claims to cherish cultural achievement in any field has a duty to care for them.
- Heritage Buildings and places have intrinsic value in their own right as the fabric of human achievement in arts, design and construction, essential to the spiritual and cultural well being of the nation.
- The residing community gets a lot of benefits through the heritage enhancement. Selective redevelopment based around the historic environment is almost more successful as we can fulfill the needs of local communities and maintain the local cultural, social and economic diversity.
- Retaining heritage places amounts to a substantial environment and financial saving in embodied energy. It avoids creation of waste and the need for replacement building materials.
- By focusing the heritage tourism agenda, we too can concentrate on a sustainable way of preservation of the monuments. The conservation and refurbishment of historic buildings is an intrinsically sustainable form of development, by avoiding the use and waste of scarce resources associated with demolition and redevelopment, helps to achieve sustainable growth..
- Historic preservation or heritage conservation is a professional endeavor that seeks to preserve, conserve and protect buildings, objects, landscapes or other artifacts of historic significance. Other names for the discipline include urban conservation, landscape preservation, built environment conservation, built heritage conservation, object conservation, and immovable object conservation. Through the preservation, not only the ancient monuments are preserved by also the local tradition and culture is maintained.
- The future generation will be able to have the experience of their native's past. Their environment will be surrounded with the smell of own culture which is in recent era is in an extinct condition.
- An integrated harmonious environment will be maintained by the people as there will an obligation towards their own community as well as towards other communities.

#### **OPPORTUNITY IN HERITAGE TOURISM**

#### 1. Knowledge about the culture

A place is known for its past legacy and its culture. Heritage tourism says to highlight the destination culture and tradition. By stabilizing the heritage tourism the tourist will have accurate knowledge about the Karnataka's culture and tradition. The tourist travelling towards the state will be benefited from the trip as they will be having the exact knowledge about the Karnataka.

#### 2. Employment opportunity

Tourism is the largest service industry in the world and it creates thousands of employment opportunities for the local people. Tourism boosts employment for all the levels of the society starting from the unskilled to the skilled people. The local people can be appointed as security guards, tourist guides, cleaners etc.

#### 3. Market for local art and crafts

When tourists visit to any destination, they purchase the local handicrafts. This gives a good market for the local people to display their crafts and get recognition from the people. Like Hampi of Karnataka is renowned for stone work or Anegudi for its banana fiber crafts.

#### 4. Revenue generation for local community

As the local people will be employed and will have a good market, then simultaneously the revenue will be generated. The tourists will be spending money to purchase the crafts, for ticketing, to have the local

cuisine and many more.

#### 5. Economic benefit for the country

The economic benefits of heritage tourism include creating new jobs and businesses, increasing tax revenues, and diversifying the local economy. These economic benefits are not the only reason why heritage tourism may be good for your community but also it has quality of life benefits as well. Heritage tourism helps preserve a town's unique character, which results in greater civic pride.

#### 6. Development of Information technology

Information technology plays vital role in promoting tourist destination & branding of a destination. If a place is having a heritage monument, fort, temple etc, then more number of tourists will come to that place if web pages are created by highlighting the destination. The place will be automatically popular if it is having a unique culture and tradition.

#### 7.Increase market access

Promotion & Publicity through multiple media, events, various exchange programmes made easy access for travel market in Heritage sites. Even though many heritage sites are having immense potentiality in tourism industry with its wide variety of colorful tourist destinations still they are facing some problems related to the inflow the tourist because of some or the other reasons.

Heritage is everything that is or may be inherited for the Karnataka culture in popularizing the native culture, art, architecture, social lifestyle etc of the people. Karnataka tourism has bagged the Best State/UT For comprehensive Development of Tourism (Rest of India), 3rd Prize in 2015. Karnataka boasts up a long and rich cultural heritage. The artistic skill of the Karnataka artists is unsurpassable in the world. The discovery that traditional artists still live and work throughout Karnataka, producing various objects in many media, is an exciting part of any visit to the state. Being the land of ancient and sacred temple and a state where all major religions i.e. Hinduism, Islam, Christianity, Jainism and Buddhism flourished is thronged by pilgrims throughout the year. Heritage can incorporate both tangible and intangible products. State government, local governments and property owners and members of the community all have a role to play in ensuring that the valuable asset of our heritage is recognized, respected and protected.

Thus, we should contribute our own part of act toward the society in order to sustain our heritage, our culture, our tradition, our community and the most important "Our Identity".

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