

# A Study of the Tourism Industry in Hassan District, Karnataka, India: Opportunities, Challenges, and Sustainability

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**Abstract-** Hassan district in Karnataka, India, is renowned for its rich cultural heritage, historic landmarks, and natural beauty, making it an attractive destination for tourists. This study aims to explore the current state of the tourism industry in Hassan district, identifying opportunities, challenges, and sustainability concerns.

Using a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods, this research investigates the tourism industry's economic, social, and environmental impacts. The study reveals that while tourism has contributed significantly to the local economy, it also poses challenges related to infrastructure, environmental degradation, and cultural preservation.

The research provides recommendations for sustainable tourism development in Hassan district, emphasizing the need for collaborative efforts among stakeholders, including the government, local communities, and tourism industry operators. This study contributes to the existing literature on sustainable tourism development and provides valuable insights for policymakers, tourism industry practitioners, and researchers.

**Keywords:** Sustainable tourism, tourism industry, Hassan district, Karnataka, India, economic impacts, social impacts, environmental impacts.

## INTRODUCTION

As per World Tourism Organization estimates, it is going to hit 1.5 billion in the next 20 years. In addition, the Global Travel and Tourism market is expected to achieve a turnover of US \$2.295 billion this year, representing a growth of 3.7% over 2003, according to the latest Tourist Satellite Accounts produced by the World Travel and Tourism Council (WTTC). The forecast promises blue sky for a sector beset by heavy unpredictable storm clouds for the last three years. It places the industry on track to return to the long-term historical growth trend of 4% annually until 2010 that was knocked off course in recent years by an

unprecedented combination of unforeseen external events affecting the sector including war, terrorism and SARS. (Web Site)

Today tourism has achieved the status of an industry. Governments all over the world are competing with each other in selling "tourism and travel concept", its history, culture, etc. It attempts to harness the multiplier effects of tourism for employment generation, economic development and providing an impetus to rural tourism. In fact, tourism has led many people to seek more responsible holidays. Currently, tourism is being diversified into several other channels such as adventure tourism, cultural tourism, ecotourism and sustainable tourism, which is at present becoming a new hub. All tourism activities of whatever motivation such as holidays, business travel, conferences, adventure travel and ecotourism needs to be sustainable. Sustainable tourism is defined as "tourism that respects both local people and the traveler, cultural heritage and the environment". It aims in providing an exciting and educational holiday that is also of benefit to the people of the host country. On the other hand, eco - tourism means making as little environment impact possible and helping to sustain the indigenous populace, by encouraging the preservation of wildlife and habitats when visiting a place. This encourages going back to natural products in every aspect of life. The fastest growing markets in terms of annualized growth for travel and tourism demand include Angola, Mexico, Turkey, China and India.

## NEED FOR RESEARCH STUDY

The intention behind choosing this topic is, I would like to know the major hindrances causing low growth of tourism. Because, Tourism is a booming industry that has a very bright future. However, due to

negligence it is not able to grow in a fully fledged manner. The necessity of choosing Hassan district of the purpose of empirical study is very essential, as three places in Hassan district i.e., Belur, Halebid and Shravanabelagola are the tourist's hub for domestic as well as for foreigners. These three places are world renowned for its impressive and eye - catching architecture. Therefore, it becomes necessary to study the problems and prospects of tourists regarding tourism industry in Hassan district, which will help in developing tourism industry in Hassan district in a full-fledged manner.

### OBJECTIVES

The main objective of this study is to empirically examine the problems and prospects of tourism industry in Hassan district.

The specific objectives are:

- [1] To examine the major problems and opportunities of tourism industry in Hassan district.
- [2] To examine the perceptions of tourist guides regarding tourism industry in Hassan district.
- [3] To suggest recommendations for strengthening tourism industry.

### RESEARCH METHODOLOGY

The sample for the study consists of tourist places, tourist guides, tourists and tourist hotels. Three major tourist places in Hassan district have been taken as sample for study. They include Belur, Halebid and Shravanabelagola. All these places belong to Hassan district. They are historically known for tourist places. A sample of tourist guides consists of 22 wherein, 9 are from Belur, 12 from Halebid and 1 from Shravanabelagola. A sample of 8 tourist hotels consists of, approved by department of Tourism, Government of Karnataka, KSTDC hotels and ITDC hotel. Of these 2 are KSTDC hotels, 5 are approved by department of Tourism, Government of Karnataka which are private owned hotels and 1 is ITDC hotel. A sample of tourists consists of 54, among them 50 are domestic and 4 are foreign tourists.

#### Data Collection

The main sources of data collection for the study are primary data and secondary data:

The secondary data is collected from department of tourism such as publications like Tourism Policy, documents, brochures, study reports Etc, internet sites, journals and newspapers.

The primary data for the study is collected through questionnaire method and through personal interview method. The period of Study July 2018 to December 2018.

#### Data Analysis

Primary data and secondary are analyzed using simple descriptive statistics such as mean, percentage, ratios, tables and graphs that are extensively used for analysis and interpretation of the data.

#### Limitations

The study covers only the tourist places in Hassan district and therefore, the findings and suggestions are relevant only to Hassan district. The main reason for limiting the study to local area is the availability of limited resources.

#### Tourist Guides Percentage about Problem and Prospects of Tourism Industry in Hassan District

Personal interviews are conducted taking 22 samples of tourist guides at three places to understand their perceptions about the problem and prospects of tourism industry in Hassan district. Let us discuss the major problem accounting according to tourist guides in Belur and Halebeedu, as the problem faced in these two tourist places are similar in nature.

#### Sample of Tourists

A survey has been conducted as a part of the study of 54 samples of domestic and foreign tourists at Belur, Halebid and Shravanabelagola.

The samples of Tourists are:

Sample of Tourists Visited Places In Hassan District:

Table No.1

Countries/States	Karnataka	12
	Tamil Nadu	16
	Andra Pradesh	12
	Maharashtra	10
	Germany	2
	France	2
		54
Places visited in Hassan District	Belur	24
	Halebid	20
	Shravanabelagola	10
		54

Table No.1 Shows about the tourists from which country/states they belong to, places visited in Hassan district. As you know that Belur, Halebid and Shravanabelagola are famous for magnificent and impressive architecture, it attracts many tourists around the world. In the above table about 22% of the tourists are from Karnataka, 30% from Tamil Nadu, 22% from Andra Pradesh, 18% from Maharashtra, 4% from Germany and 4% from France. Here we can observe that as Tamil Nadu, Andra Pradesh and Maharashtra are the neighbouring states of Karnataka, many domestic tourists arrive from these places.

Places visited by these tourists in Hassan district i.e., to Belur is 44% , to Halebid it is 37% and to Shravanabelagola it is 19%.

#### Tourists Perceptions about Problem in Tourism Industry in Hassan District

Personal interviews were conducted with 54sample of tourists at three places to understand their perception regarding problems faced by them and the relative prospects of tourism industry in Hassan district. Most of the tourists who were interviewed expressed their dis-satisfaction regarding lack of infrastructure facilities. In Belur, tourist complained about lack of drinking water facilities, un- availability of goods hotels. Bad roads, lack of parking facilities, lack of toilet facilities, lack of shopping centers, lack of cleanliness outside the temple premises, etc. another major problem is lack of bathroom facilities for those tourists who visit the temple of Belur. Therefore, to solve this problem, bathrooms in large numbers should be constructed.

#### Perceptions of Tourist Department Officials about Problems and Prospects of Tourism Industry in Hassan District

According to the tourist officials, tourism industry is not developing in an effective manner due to the political reasons. Political leaders are not having clear vision and foresightedness about developing tourism industry in Hassan district. If any project schemes is proposed for the development activity like providing hi-tec Shouchalayas, amusement parks, etc, the government does not release sufficient funds which is a major encumbrance coming in the way of development of tourism industry in Hassan district. Other major problems stated by them are, lack of

active travel agencies or travel operators, lack of support by local people and Gram Panchayat. To solve this problem, awareness should be created among the local people. Promoters voluntarily are not coming up to start the developing activities though tenders are notified regarding commencement of wayside facilities, hotels, etc. in Hassan district Yatri Nivas has been constructed for the tourist welfare purpose. But, private people are not coming forward to open restaurants, travel agencies, etc in the Yatri Nivas. To overcome this, private people should be provided with some incentive packages like exemption in stamp duty or giving tax holidays etc. Another problem is, non availability of computer facility in the Tourism Department of Hassan district through which tourist officials face difficulty while providing information to the visitors.

#### CONCLUSION

The problems and proposed of tourist guides, tourists, tourist hotels and that of tourist officials were incorporated. Major problems existing in the tourist places were highlighted like lack of infrastructural facilities, lack of toilet facilities and lack of drinking water facilities, etc. and some suggestions are given to improve the tourism industry in tourist places.

#### Recommendations to further strengthen Tourism Industry in Hassan district

To strengthen tourism industry at Hassan district it would be better to undertake SWOT Analysis.

1. Strengths Tourism in Hassan district has much strength like unique architecture, history, arts, climatic variation and as many as 10 unidentified tourist places of importance and 3 identified places of importance. These 13 places should be developed as a package of integrated tourism.

2. Weaknesses: Inadequate infrastructural facilities and their poor maintenance are major hurdles in the way of faster tourism growth in the district. Lack of awareness and apathy of local people towards tourism industry also contributes to it.

3. Opportunities: In terms of opportunities, tourism support to the economy of the Hassan district. There is a large scope for tourism industry in the district. People are mainly depending on the Agricultural industry is yet to be developed. The immediate

opportunity for diversification is tourism industry-where in a large population of young people who could be given appropriate training, orientation and financial assistance to take up jobs, which directly promotes tourism and supports the economy.

4. Threats: Tourism is going to be one of the competitive industries in coming years. If the people of Hassan and district administration keep silence now, it may lose the existing status and image as an important tourist center.

To remove weaknesses immediate attention is to be focused on improving infrastructural facilities and enlighten people to take active part in tourism.

As this study is a pioneering study on research in tourism in Hassan district there is a prospect of conducting many research studies by taking large sample of tourist guides, tourists, hotels and tourist officers. The detailed study will enable to pinpoint the specific problems and prospects of tourism industry in Hassan district.

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