COMMUNITY BASED SUSTAINABLE TOURISM DEVELOPMENT
IN KARNATAKA: A STUDY ON MYSURU DISTRICT

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ABSTRACT

Tourism as a service industry is one of the largest businesses in the world which creates job opportunities directly or indirectly to skilled and unskilled. In tourism, people travel towards any destination which incorporates the economic support and socio-cultural improvement towards the destinations of visit. Tourism has got abundant resources to supply for the tourist demand in the form of natural and man-made attractions. But in spite of its richness the flow of tourist can be cut down due to various impacts of tourism. This impact can be studied based on two aspects namely regionalized and globalized. Community plays a major role to develop the regionalized of the destination and to design sustainable tourism products. Tourists’ satisfaction can be well identified by the host community with their direct interaction while providing the tourism resources and activities as the product service. Community participation to design, develop and manage the strategy in the production of sustainable tourism products will increase their responsibilities towards tourism growth.

This paper focuses to explore the regionalized potential related to Community Based Sustainable Tourism Development (CBSTD). The local community plays an important role to create awareness about the potential of tourism. A high positive level of tourists’ satisfaction can be achieved with the perceived experience with product offered and community involvement in extending their responsibilities. The communities’ responsibilities can be improved with their active part in designing, development and managing strategies in the production of the sustainable tourism products. This will reflect their significant role in supporting the tourism industry growth. This paper is an attempt to explore the potential of tourism in the Mysuru district, Karnataka in a sustainable manner to build the strategies to rationale CBSTD.

Keywords: Tourism potential, Tourism resources and activities, CBSTD, Strategy

1. INTRODUCTION

Tourism is one of the largest businesses in the world. In tourism, people travel towards any destination which incorporates the economic support and socio-cultural improvement towards the destinations of visit. Tourism has got abundant resources to supply for the tourist demand in the form of natural and man-made attractions. But in spite of its richness the flow of tourist can be cut down due to various impacts of tourism. This impact can be studied based on two aspects namely regionalized and globalized. This paper focuses to explore the regionalized potential related to Community Based Sustainable Tourism Development (CBSTD). The local community plays an important role to create awareness about the potential of tourism. A high positive level of tourists’ satisfaction can be achieved with the perceived experience with product offered and community involvement in extending their responsibilities. The communities’ responsibilities can be improved with their active part in designing, development and managing strategies in the production of the sustainable tourism products. This will reflect their significant role in supporting the tourism industry growth. This paper is an attempt to explore the potential of tourism in the Mysuru district, Karnataka in a sustainable manner to build the strategies to rationale CBSTD.
This paper is organized with section 2 related to the statement of problem, section 3 depicts to literature review, section 4 highlights the research questions, objectives of the study is stated in section 5, section 6 devoted for research methodology. The findings of the study are discussed in section 7, section 8 for suggestions and finally section 9 for conclusion.

2. STATEMENT OF THE PROBLEM
Mysuru district is one of the popular tourist destinations in Karnataka, India. Mysuru city is renowned for Dasara festival with royal procession, palace, pilgrimage centres, theme park and zoo which attracts tourists round the year. Inspite of district and state Government tourism planning, policies and strategies to develop Mysuru district yet there is no guarantee that the tourists stay in Mysore for a longer period. It is the right time to think about the root cause. Apart from Mysuru city other parts of the district namely Bettadapura, Hedathali, Kapadi, MudukuthoreBetta, Mugur, T.Narsipur and Nanjangud yet to see growth in tourism. Tourism potential in Mysuru district should be explored by the host community by taking the responsibilities to develop tourism by participating in tourism planning, policies and management of strategies in a sustainable manner. Tourism circuit should be designed with tourism resources and activities which might significantly increase the tourist flow in the district. This paper is an attempt to explore the potential of tourism in the Mysuru district, Karnataka in a sustainable manner to build the strategies to rationale CBSTD.

3. REVIEW OF LITERATURE
The literature review is based on the key concepts of the study which depicts tourism potential, CBSTD and strategy.

3.1 Tourism potential
According to Glavan (1996), the potential of tourism is defined as “the assembly of natural, historical, cultural, social, demographical, technical and economical components scientifically recognized (quantitative and qualitative) and practically proved and which confer the possibility of touristic capitalization and give a certain functionality for tourism”. Krippendorf (1980) states that, tourists satisfaction can be achieved by providing their needs and benefits as per expectation with the supply of complex elements of material and nonmaterial as tourism products for consumption.

3.2 CBSTD
Hatton (1999) describes CBT as active participation of host communities, small entrepreneurs, individual or group of local public and the Government to develop tourism. Brohman (1996) states that, community based tourism development provides a platform for the local community to involve and promote the economic, socio-cultural standards of the people. Sharon Harwood (2010) emphasizes that CBT is the alternative tourism which provides an opportunity for the local residents to participate and take decision to promote the tourism products as a small tourism entrepreneur in the destination.

3.3 Strategy
Maythawin Polnyotee & Suwattana Thadaniti (2015) highlighted that, “The strategic management is the process of management which the responsible person uses to manage tourism in the area for being sustainable tourism destination with four steps, which are environment scanning, strategy formulation, strategy implementation and strategy evaluation”.

4. RESEARCH QUESTION
Literature review raises the following research question which needs to be answered in this study.
* Does tourism potential play a vital role in sustainable tourism development?
* Whether involvement of community might increase their responsibilities towards tourism growth?
* What are the strategies to rationale CBSTD?

5. OBJECTIVES
The objective of the study is
i) To explore the tourism potential in Mysuru district
ii) To identify suitable strategies to promote CBSTD

6. RESEARCH METHODOLOGY
The data are collected from secondary sources like articles, reports, publications both in printed and electronic form, newspapers and writings in books which examines the potential of tourism in the Mysuru district, Karnataka in a sustainable manner to build the strategies to rationale CBSTD.

6.1 CONCEPTUAL FRAMEWORK
6.1.1 TOURISM POTENTIAL IN MYSURU DISTRICT
Mysuru district is a fabulous tourism destination which attracts tourist and stabilizes the living standards of the community. Mysuru city is internationally branded with the platform of Dasara festival and Palaces. Yet other parts of Mysuru district tourism potential need to be explored so that new tourism products can be developed which gradually increase the footfalls of tourists towards the destination. Tourist attractions which are manmade or natural related to mass and alternative tourism should be
identified with the involvement of host community and other stakeholders. Mysuru tourism should create an opportunity for the tourists to stay longer and experience the attractions in a sustainable manner.

Study Area

The tourism potential of Mysuru district is stated with the taluk and major attractions in the below table 1.

Table 1: Tourism potential of Mysuru district

<table>
<thead>
<tr>
<th>Taluk</th>
<th>Major Attractions</th>
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<tbody>
<tr>
<td>Heggada devana kote (H.D.Kote)</td>
<td>Nugu Dam, Nagarahole National Park, Kharapura (Jungle retreat)</td>
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<tr>
<td>Hunsur</td>
<td>Gomatagiri (Jain temple)</td>
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<tr>
<td>Krishna raja Nagar (K.R.Nagar)</td>
<td>YedathoreArkeshwara Temple, Kapaditemple, Chunchanakatte</td>
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<tr>
<td>Mysuru</td>
<td>Mysuru Palace &amp; Art Gallery, Chamundi Hills, Sri Chamarajendra Zoological Gardens</td>
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<tr>
<td>Nanjanagud</td>
<td>Hedathali, Sri Kanteshwara Temple, Kapila (Kabini) River</td>
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<tr>
<td>Periyapatna</td>
<td>Bylukuppe (Golden Temple), Sri Masanikamma Temple, Bettadapura</td>
</tr>
</tbody>
</table>

Tourism awards received by Mysuru

* Tourist Friendly Railway Station - Mysore Railway Station, Karnataka (National Tourism Award from Ministry of Tourism in 2011-2012)
* Cleanest city in the country on two Swacch Bharat parameters - reduction of open defecation and solid waste management. (Government of India, 2015)
* Swachh Sarvekshan-2016 ‘Cleanest City’ (Government of India, 2016)

Tourism Resources and Activities

In the contemporary tourism scenario it is a major key issue to identify the needs of the tourists based on time, cost and quality. The host community can support to enhance the experience of the tourists with their active participation in designing and planning the tourism resources and activities. It is most important to attract the tourists, to create interest to know about the tourism products features and services offered which could increase their desire and take necessary action to purchase the tourism products. This is
possible only if the tourism and activities of the destination to be explored which could increase the tourists’ satisfaction gradually. Hence in near future the district might succeed in extending the tourist stay in the destination for a longer period.

* Agri Tourism
Agri tourism needs to be promoted in Mysuru district which provide experience to the tourists about the life of farmers and also the Indian agricultural system. The harvesting period can attract more tourists to the region. Tourism village concept to be developed in Nanjangud and T.Narasipur which will promote the agro based tourism activities. The tourists will get an opportunity to experience the traditional cuisines and the method to serve it in this ambiance. Further investment in food processing units and organic food outlets will create job opportunities to the community which will develop their economy and lifestyle.

* Rural Tourism
Rural tourism will showcase the rural life, art, culture, cuisine and heritage which will directly or indirectly provide opportunities for economic and social development of the communities. Homestay concept can be promoted to enhance the experience of the tourists towards this rural tourism which generate employment to both skilled and unskilled workers.

* Wellness & Health Tourism
Mysuru and Nanjangud are promoted as health care destinations based on Ayurveda treatments. Mysuru is the Yoga capital of India, but lacks to provide an air link that creates inconvenience for the tourist to travel far-off to Bengaluru. Tourists flow towards this district can be increased round the year with supporting traditional systems of medicine and wellness like Ayurveda, Homeopathy, Yoga, Unani, Siddha. Rented house, vehicle can be provided to enhance their stay in the district and promote the products locally and globally.

* Adventure Tourism
Aero adventure, Aqua adventure and Land adventure are the three adventure activities which can be supported by adventure operators in the district. H.D.Kote, Periyapatna, Nanjangud and Mysuru can be promoted to attract alternative tourism with activities related to adventure tourism. Kabini river rafting, jungle lodging and resort in H.D.Kote, trekking in Bettadapura, Periyapatna taluk can be planned.

* Heli Tourism
Heli tourism can attract not only the inbound tourist but also domestic tourist in Mysuru.

* Weekend Tourism
Tourist destinations which can be reached with shorter travel time can be developed to encourage recreational and leisure activities for tourists to plan in the weekend getaway. Mysuru, T.Narasipur, Periyapatna and H.D.Kote can be promoted with the contribution of resort services which offers recreational and leisure activities.

* Urban Tourism
To increase the positive significance of tourist experience it is necessary to develop urban areas with attractions, entertainment parks, golf courses, museums and gallery for art and craft.

* Wildlife Tourism
Wildlife tourism in Nagarahole National Park, H.D.Kote with elephant safari, jeep safari, wildlife photography, fishing camp and luxury safari lodge can attract tourist from Mysuru city for a stay and retreat.

* Religious/ Pilgrimage Tourism
Being the home to famous temples and pilgrimage sites in the district it is more important to encourage tour operators and facilitate pilgrimage tourism between various religious attractions. Gomata gir (Jain temple), Tibetan culture depicted in Bylukuppe (Golden Temple), Panchalingasof T.Narasipur (MudukuthoreBetta and Mugur temple), Hedathale in Nanjangud taluk, Kapadi temple in K.R.Nagara taluk is the place of great spiritual significance and other religious places to be identified and a tourism circuit especially for religious tourism to be developed.

* Film induced Tourism
Film shootings at tourist locations will be encouraged, provided due measures are taken to protect the natural environment and promote the destinations, local art, craft and culture. H.D.Kotte, Nanjanagud and T.Narasipur can be developed to attract film shooting.

* MICE Tourism
To focus on business visitors, Mysuru should be promoted as a MICE destination (Meetings, Incentives, Conferences and Exposition) to attract tourists round the year. Further offer attractive packages to visit and extend the tourist stay in the taluk.

* Sports Tourism
Jayachamaraja Wodeyar Golf Club, Mysuru is well maintained which attracts the golf players which needs further promotions to increase the flow. International cricket stadium with required standards to be constructed and seasonal sport events should be organized which could attract the tourist.
6.1.2 STRATEGIES TO PROMOTE CBSTD

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<tr>
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<th>Marketing Strategies</th>
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<tbody>
<tr>
<td>1</td>
<td>- Promote existing tourism products for existing tourism markets</td>
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<td></td>
<td>- Promote existing tourism products for new markets</td>
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<td></td>
<td>- To introduce new products for the existing markets where similar products are sold at different locations</td>
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<td>- Promoting of new tourism products among new tourists where potential are existed</td>
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<th>Sustainable Environment</th>
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<td>2</td>
<td>- Tourism entrepreneur training and development programs conducted for the host community and other stakeholders</td>
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<td></td>
<td>- Ecological balance and awareness society are formed and maintained</td>
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<td></td>
<td>- Promote the concept by conducting competitions to public like drawing and painting expo, documentary, fest, travel talk</td>
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<th>Infrastructure Development</th>
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<td>3</td>
<td>- Safe and Good connectivity through Air, road</td>
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<td></td>
<td>- Ecofriendly and clean city concept</td>
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<td></td>
<td>- Hygiene food &amp; water, electricity, telecommunication and Internet/Wifi facilities</td>
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<td></td>
<td>- Sustainable maintenance - community participation and awareness</td>
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<th>Resources for Tourism Product</th>
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<td>4</td>
<td>- Public private partnership</td>
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<td></td>
<td>- Private investments</td>
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<td></td>
<td>- Start up for young entrepreneurs</td>
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7. FINDINGS
Tourism is one of the major revenue generators which create employment opportunities directly or indirectly to skilled and unskilled which increase in communities’ quality of life as a tool for poverty alleviation. It is necessary to improve the public awareness of CBSTD and its activities through the involvement of all stakeholders. Tourism potential of the destination needs to be promoted through the active participation of the community. The rural life style, agro-based livelihood of the community, pilgrimage and religious visit states their tradition and culture, Ayurveda and Yoga can attract alternative tourist to experience the wellness and health tourism aspects, other alternative tourism like adventure, heli, MICE, sports, film induced tourism can be promoted to increase the tourist tap towards this district. Boosting CBSTD can result in strengthening the links between the community and tourists. Community involvement will increase their responsibilities towards tourism growth. CBSTD focuses on satisfaction of tourists’, environmental protection and benefits to the community are balanced simultaneously.

8. SUGGESTIONS
- Develop tourism promotional plan to Mysuru district.
- Brand ambassador for the Mysuru district tourism.
- Dynamic website to provide information based on time, quality and cost.
- Mobile app based access to Mysuru district tourism activities.
- Develop Mysuru district tourism circuit to attract tourist throughout the year.
- Enhance Community-based information centers.
- Encourage well developed hosts-guests relationships.
- Integrate local tourism development with state planning and objectives.
- Preserve and promote the tourism products locally and globally.
- Promote the tourism industry and the need of the hour is to ensure that the tourists stay in Mysore for a longer period.
- The Golden Chariot to be scheduled to tap Mysuru which will increase the tourists.
- Lack of air connectivity to Mysuru creates inconvenience to tourists which needs to be addressed.
- Tourism promotional campaign such as culture, heritage, spiritual, nature, sports, MICE, wellness tourism.

9. CONCLUSION
Tourism being a sunrise industry, linked to global economic, social, environmental, and political and technological trends. Mysuru district needs to be boosted with new tourism circuits and activities to increase tourist traffic which is possible by enhancing and exploring tourism potential with ecological balance in the society. For further convenience accessibility, accommodation, activities, security measures should be extended to perceive the satisfaction of the tourists. The host community should explore new openings to tourism activities which will attract the tourist and tap them to stay for longer days. Supply-push strategies should be emphasized. Positive impact in infrastructure development for tourism activities can be sustained with the awareness and active participation of the community together with the stakeholders of the industry. The participation of community, private investors, public sector, and other related stakeholders are extremely important in achieving the targeted goals. CBSTD could successfully create awareness and responsibilities in protecting the environment and development tourism which improves their living standards.
BIBLIOGRAPHY