

Marketing Of Tourism Products In Karnataka: Policy Implications

* Dr. H. Ramakrishna

INTRODUCTION

The boom in travel and tourism is directly or indirectly helping in improvement of the socio and economic conditions of the stakeholders such as hoteliers, resort owners, tour and travel operators, guides and other dependents. The tourism sector is making a significant contribution to the state economy. Therefore, it needs to be well nurtured by making a proper policy on tourism by the central as well as the state governments. Though the tourism is not a State's related issue in India, however, the areas like application of luxury tax on the accommodates, issuing of certificates and licenses related to the establishment of tour and travel related activities, etc., come under the purview of state government control. Therefore, in the development of the tourism sector, the role of States in the democratic set-up of India needs to be recognized. Each state is responsible for making a proper policy on tourism at par with the National Tourism Policy to attract more number of tourists to their respective states. It is also the responsibility of the concerned State to exhibit the tourist spots and the opportunities available for investment under PPP. In order to give new shape to the tourism industry in Karnataka, in the financial year 2009-10, the Cabinet has approved the new Tourism Policy 2009-14. The policy has chalked out plans to tap the full potential of employment, revenue generation and growth prospects of tourism, to make it a principal economic activity of the state for the coming years.

It is known that, the new policy should avoid the loopholes of the earlier policy, create new avenues and opportunities. Above all, it should be stakeholders' friendly and investors' friendly and hurdle free.

AN OVERVIEW OF TOURISM

✿ **Tourism In India:** The Indian system of treating the guest is based on the concept “*Athithi Devobhava (Guest is God)*”. The success of the whole hospitality sector depends on the extension of good services and treatment to the tourists. Therefore, this sector needs to be cautiously managed. The existence of Pilgrim and holy places, and shrines in India has paved the way for inflow of more tourists from every nook and corner of the world. Due to the efforts of the Central government as well as the state governments, the inflow of Foreign as well as domestic tourists has been increasing in recent years. In 2008, out of the total 10.3 Million international tourist arrivals into South-Asia sub region, India had attracted 5.3 million Foreign Tourist Arrivals (FTA's). The growth of tourism in South Asia region was “boosted by India, the destination is responsible for half of the arrivals to the Sub-Region” (UN World Tourism Organization's “International Tourism -2009” Database). The immense potentiality in tourism in India naturally attracts the attention of the global tourists. This in turn has enhanced the responsibility of the concerned state governments to prepare a policy in such a way that the policy should have the features for attracting more tourists and foreign exchange. The Foreign Tourist Arrivals (FTA's) to India and Foreign Exchange Earnings from tourism are given in Table 1 and Table 2.

✿ **Karnataka Tourism:** Karnataka is the hub of tourism. The state is well known for peace and harmony. The state is a spot of various tourism products. Many opportunities are available for private players to take part in governmental activities. The domestic as well as foreign tourists prefer this state due to its positive attitude towards foreign tourists and nationals. Government's initiation in making the tourism policy as tourist friendly will naturally attract more number of tourists to the state. As a result of this, the tourists' arrival to the state is continuously increasing. The Ministry of Tourism, Government of Karnataka, expects 776.83 lakh domestic and 5.26 lakhs foreign tourists by 2020 (vide Table no.3). Karnataka, a '*Mini Incredible India*' is the country's fourth most popular tourist destination. With the largest number of institutes in hotel management and catering technology in the country, the State has a large pool of skilled human resources. The Sector is attracting significant investment by domestic and global players as

* Associate Professor, Department of Commerce and Management, Government First Grade College, Bellary - 583 101, Karnataka. E-mail : drhramakrishna@gmail.com

Table 1: Foreign Tourist Arrivals in India, 2000 to 2010		
Year	FTA's (in millions)	Annual growth (%)
2000	2.64	6.7
2001	2.53	-4.2
2002	2.38	-6.0
2003	2.72	14.3
2004	3.45	26.8
2005	3.91	13.3
2006	4.44	13.5
2007	5.08	14.3
2008	5.28	3.95
2009	5.11	-3.3
2010 (Jan-June)	2.63	---
Source: Tourism Annual Report-2009-10, p.71 India tourism, Incredible India		

Table 2: Foreign Exchange Earnings from tourism in India, 2000 to 2010		
Year	FEE (in Mill US \$)	% change over previous year
2000	3460	15.0
2001	3198	-7.6
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11747	9.5
2009	11394	-3.0
2010 (Jan-June)	6842	---
Source: Tourism Annual Report-2009-10, p.71 India tourism, Incredible India		

infrastructure is being ramped up to meet the needs of the growing tourist activity.

Table 3: Government of Karnataka's projections on Tourism of the state			
Measures and indicators /projections	2005	2010	2020
Arrival of foreign tourists (in lakhs)	2.53	3.23	5.26
Employment generation by tourism(in lakhs)	4.49	5.72	9.32
Arrival of domestic tourists (in lakhs)	244.89	359.82	776.83
Revenue due to tourism (in ₹ lakhs)	25587	46039	119413
Forex due to tourism (in ₹ lakhs)	39153	49970	81396
Tourism contribution to state GDP (%)	13	15	25
Adopted from the Government of Karnataka, Global Investors Meet 2010, Sector profile Tourism: p.9 Source: Govt. of India, Department of Tourism, Market Research Division, Final Report on 20 year Perspective Plan for Development of Sustainable Tourism in Karnataka - March 2003 Prepared by Dalal Mott MacDonald			

The Cabinet of Karnataka state has approved the Karnataka Tourism Policy 2009-14 w.e.f. 2009-10. The new tourism policy of the state aims to transform Karnataka into a leading tourism destination. The strategic objectives highlighted in the policy are:

1. To focus of the customer, brand strategy and positioning and source marketing;
2. To focus on the tourist through segmented customer approach;
3. To create a culture of tourism in Karnataka with active involvement of all the stakeholders;
4. To disperse growth across the state to spread the economic and community benefit of tourism;
5. To tap effectively the full potential of employment, revenue-generation.

SIGNIFICANCE OF THE STUDY

For the past several years, the tourism in India has seen sea changes. Due to the efforts and budgetary support of the Central government and the coordination of the State governments, the sector was able to attract 50,81,504 Foreign Tourists in 2007, 52,82,603 in 2008 and 4,52,000 Foreign Tourists in the month of July 2010 alone as compared to 4,35,000 Foreign Tourists in the month of July 2009 and 4,32,000 in July 2008. The Foreign Exchange Earnings (FEE) from tourism in 2007 was ₹ 44360 Crores, FEE during the month of July 2010 was ₹ 5444 crores compared to ₹ 4983

crores in July 2009 and ₹ 3870 crores in July 2008. The growth rate in FEE in US \$ terms in July 2010 over July 2009 was 13.1%.

In respect of attracting the global FDI to this sector, in 2007-08, it was able to attract ₹ 830 crores, ₹1427 crores in 2008-09 and ₹ 2246 crores in 2008-09 i.e., 57.39% growth in 2009-10. From April 2000 to May 2010, out of total FDI of US \$120155 million, hotel and tourism sector of India has received US \$ 2091 million i.e. 1.84% (in Rupee terms, out of total FDI of ₹ 536492 Crores, ₹ 9411 crores flows to hotel and tourism) (www.Dipp.gov.in).

In order to improve the foreign exchange, and to make the stakeholders more active in tourism, the developing countries, including India are striving to attract more and more foreign tourists to their nations. Therefore, in coordination with the UNESCO and the State governments, India is putting its efforts in improving the tourist places, extending facilities for tourists, creating opportunities for foreign investment by introducing new tourism products in the recent years. Hence, in this direction, a study is needed to know the state government's initiations in making the State as a Tourist Hub. By this study, we can come to know of the efforts of the concerned state governments in marketing the tourism products. Moreover, this type of study will enable to find the loopholes of the state governments while framing the policy inconsistent with the National policies.

LITERATURE REVIEW

Sharma and Giri in their study (2009) observed the importance of transport infrastructural facilities and changes in number of pilgrims visiting the Shrines in Jammu and Kashmir and contribution of such Shrines to the state economy. In the study, the necessity of PPP has been identified in the development of roads to Shrines. In another study (2009), Manikanda has analyzed the tourism sector of Tamil Nadu by using SWOT analysis. The relationship between the developments of allied industries along with tourism has been identified in the study. Querishi and Hamid (2008) in their HR-related tourism study, have observed the importance of multi-skilled employees in the tourism sector. The role of travel companies in meeting international standards and the emergence of knowing the tourist needs are also highlighted in the study. Subbarao (2008) in his study on tax-related issues, focused on the impact of multi-taxes on tourism stakeholders. He has traced the necessity of rationalization of tax on the hotel industry and single luxury tax across the nation. The Hindu survey (2010) on Indian industry has traced the initiations of Government of India in marketing of tourism products to the domestic as well as foreign tourists. The UNESCAP study (2001) on promotion of investment in tourism infrastructure has focused on the position of infrastructure tourism in India such as hotels, restaurants, all forms of transport and communication infrastructure and basic amenities. The survey intends to have the private participation in tourism infrastructure development and has suggested measures for creating a favorable atmosphere for such investment. UNCTAD Series (2010) "*The Tourism Industry: Trends And Opportunities*" analyzed the concentration of FDI in few activities such as accommodation, restaurants and car rentals. Finally, the study has stressed on the necessity of FDI in infrastructural development in the tourism market.

OBJECTIVES OF THE STUDY

The following objectives have been set for the present study:

1. To analyze the Karnataka Tourism Policy 2009-14 from marketing point of view.
2. To analyze the various tourism products introduced by the Government of Karnataka in its Karnataka Tourism Policy 2009-14.
3. To know the strategies adopted by the State government in marketing of tourism products.
4. To offer suggestions in the light of findings.

METHODOLOGY

The present study is strictly focused on the strategies adopted by the state government in marketing of tourism products through its new policy on tourism 2009-14. The study is purely based on secondary data. The main sources of data are the publications of Ministry of Tourism Government of India, Government of Karnataka. The data is also collected from the publications of reputed institutions like UNWTO, UN ESCAP, UNCTAD, Karnataka Udyoga Mithra (KUM), KSTDC. Apart from this, the studies /Research works already published in journals, books and newspapers have been used to support the work.

✿**Period Of The Study:** In order to know the marketing skills and strategies adopted in the policy, the study has

concentrated on the year of implementation of new tourism policy i.e. the financial year 2009-10. However, the outcomes and effectiveness of new tourism policy are prospective in nature.

AN ANALYSIS OF KARNATAKA TOURISM POLICY 2009-14

✿ **Classification Of Tourism Zones:** In order to attract tourists to all tourist places in the state of Karnataka and to make the state as good destinations for investment in the tourism sector, the State has been divided into 4 zones. The zone 1 is limited to Bangalore Development Authority and carries low tax benefits, whereas, for the zone 2, extensive government support, including the tax breaks are available. The comprehensive tax breaks and benefits, including comprehensive clearances for large projects are available for zone 3 places. The places under zone 4 also enjoy tax benefits and concessions. The rationality behind this classification is to identify the needy spots which are eligible for concessions and incentives.

✿ **Green Police:** The new tourism policy has paved the way for deployment of green police (tourism police) in key tourism areas. They will act as coordinators of security between the tourists and the police department. Though the green police will have no authority to take actions against the culprits, they can act as a friend, guide and informant. This type of arrangement will certainly increase the sense of security and confidence in the minds of foreign tourists.

✿ **Wilderness Tourism:** Out of the total area of 19179100 ha, the forest area covers 3828439 ha, within this, there are 5 national parks and 21 sanctuaries together constituting 631933 ha. In response to the tourism policy 2002-2007, the state government has issued wilderness tourism policy in national parks, sanctuaries, reserve forests and other forests (GO. no FEE/60/FPA/2003 dated 28-08-2004). The policy has permitted the tourists to take up certain activities like Safari in vehicles, trekking, nature walk, overnight camping in designated camping sites, bird watching, boating to view wildlife. Apart from this, the trained guide facility needs to be arranged by the government or the Department of Tourism to assist and guide during nature study or trekking, night safari, etc. the spots available for marketing of this product in Karnataka area are: Bannerghatta National Park, Nagarhole Reserve Forest, etc.

✿ **Home Stay Policy:** In order to minimize the problem of shortage of accommodation, in the tourism policy, the state has announced a unique plan called "*Home stay*" through its GO No. KCIT 32: TTM 2006 dated 12-7-2007. The home stays (Athithi) is a minimally regulated, non-commercial venture. The operators of home stays can earn an additional income. They are allowed to make use of the brand "*Karnataka Tourism*" for marketing of this product. The individuals or families who own a house/s of good quality can spare atleast 2 rooms (limited to 5) for the tourist accommodation. However, the scheme is suffering from lack of a proper promotional mix.

✿ **Problem Of Quality Human Resource:** The abundant amount of Quality HR is the backbone of the tourism industry. The marketing of tourism products, that too in heritage tourism, need trained human resource (Guides). The success of heritage tourism is dependent upon the involvement of multi-skilled human resource. A proper institutional infrastructure is needed at all tourism spots to meet the growing needs of the industry. The institutions offering the education in hospitality, food, and catering, crafting can cater to the needs of domestic as well as foreign tourists. In this regard, in the new tourism policy, the state government has proposed to start additional institutes for hotel management, crafting, food and catering etc., but, after one year of implementation of Karnataka Tourism Policy 2009-14, no institutes for hospitality, hotel management, food and catering were established by the Ministry of Tourism in the state.

✿ **Theme Park:** The government has encouraged the private investment through PPP by promoting theme parks across the state. With reference to the new tourism policy, the government has proposed to establish a theme park in Hampi Development Area by using the land belonging to the Kannada University, Hampi (vide notes on Hampi Kannada University at the end). Due to the improper groundwork, the theme park proposal of the state government was totally agitated by the intellectuals, students and local people, and even by the employees of the Kannada University. The theme of the Theme park was not clarified to the public clearly. The bureaucratic system failed to initiate the strategies on positioning the "*Theme Park*" product into the market.

✿ **Medical Tourism/Health/Wellness Tourism:** Karnataka became a major hub of medical tourism. The MM Hills, Western Ghats, Bababudan Giri are well-known places for opening nature therapy centers. The strategy of medical tourism products should be on a cost-effectiveness basis. Medical tourism/ or healthcare can be a package of the Indian

traditional therapies like yoga, naturopathy, siddhi, unani, Ayurveda, meditation etc. The Government of Karnataka intends to develop a virtual healthcare and wellness city with international standards. Karnataka offers a great potential in the medical tourism industry. Medical tourism is gaining momentum and the following initiatives have been taken to market this segment.

- ✿ Allowed to start wellness centers (Ayurveda, holistic and naturopathic).

- ✿ Rejuvenate wellness centers, combine a holiday/leisure experience with rejuvenate treatment, whereas curative well centers purely address health problems with or without leisure setting.

- ✿ Proposed to start “*Health City*” with super-specialty facilities. The major facilities will be interlinked through high-speed transit system.

- ✿ **MICE (Meetings, Incentives, Conferences, Exhibition) Tourism:** The MICE tourism converts the annual meetings, board meetings, annual day functions of educational institutions into glamorous and memorable events for the delegates and participants. The development of MICE tourism helps to improve the economic conditions of the dependents. The state's new policy on tourism has considered the MICE tourism as one of the thrust areas. The government has proposed to have an adequate number of world class and word scale convention complexes to promote under the PPP model. The government has also proposed to develop the MICE industry in collaboration with international exhibition companies. Let us note the initiations made by the central government to promote MICE sector in India.

- ✿ **Abolition Of FBT And The Opportunity For The Expansion Of MICE Marketing:** The abolition of FBT led to spend more on MICE activities by the corporate sector. Even the employees can also go for travel and leisure at their end (use of health club, free/concessional ticket for private journey etc). This will enable them to take-up more economic activities. Apart from this, the expansion in personal income tax exemption will also help to boost the tourism sector.

- ✿ **Rural Tourism:** The rural tourism has a great potential for tourism. The 65% of the total population of Karnataka lives in villages. Rural tourism showcases the rural life, art, culture and heritage and other aspects of rural Karnataka. The showcase of rural art and craft and heritage spots at rural locations in villages helps to improve rural community economically and socially. Rural tourism also enables in enriching experience between tourists and rural people.

- ✿ **Adventure Tourism:** The adventure-related tourism activities can take place on land, air and water. The activities like mountaineering, trekking, river crossing, Parasailing, rock climbing, Paddle boating are a part of adventure tourism. The infrastructure facilities required for these adventure-related activities need to be developed by the concerned state governments. The successful marketing of this product depends on the infrastructural facilities available in the spots. The areas in Karnataka that are suitable for adventure tourism are, Yana (rock formation, stand tall among the forests of the Western Ghats) Ramanagar hills for rock climbing, Biligiri Hills and the coastal belt. In the policy, it is planned to encourage adventure promotion organizations in the state who arrange adventure-related activities and events for the tourists.

- ✿ **Eco- Tourism:** It involves the visiting of natural areas without disturbing the fragile eco system. Eco tourism relates to nature and its attractiveness. The development of this sector will helps to exhibit hill stations, remote villages, wild life, sunset spots etc., Through the new policy, the state government has proposed an eco-tourism zone stretching from Coorg to Karwar. Still many opportunities for marketing of this product are available in Biligiri Hills, Chikamangalore etc. The new policy on tourism has paved the way for private sector players to take part in eco-tourism activities.

- ✿ **Highway Tourism (Wayside Amenities):** Another area under tourism identified by the state government is highway tourism. The longest highways in the state such as Pune-Bangalore, Mangalore-Bangalore, Bidar-Srirangapattana, and Bangalore - Sholapur are available for the development of wayside amenities. The new policy has allowed to take-up of cafeteria, mini store, dormitory, etc. It is also proposed in the policy to take-up the wayside amenities through private enterprises and franchisees. The state government has promised in the policy to provide the required land on a lease basis.

- ✿ **Cruise Tourism:** Karnataka is one of the states in India with a long coast. Part of this state touches Arabian Sea and is very scenic. An opportunity is present for the development of cruise tourism in Karnataka. The success of this product depends upon the availability of infrastructural facility and the policy environment. Mangalore and Karwar are the two coastal areas identified for the development as cruise hubs under the PPP model. The beaches along the coastal belt of

Karnataka such as Malpe, Gokarna, Murudeshwara are not only important from pilgrimage tourism point of view, but also from the cruise tourism point of view.

✿ **Heli Tourism:** Heliport tourism is proposed by the state government to promote tourist destinations in hilly and remote areas of the state. The success of this sector depends upon the availability of heliports. A huge investment is inevitable for this sector. It is proposed in the policy to set-up 20 helipads. It is also planned to offer helitourism on a cost-effectiveness basis. Four circuits have been identified for this purpose. First, the heritage circuit is the base at Hampi, Badami, Pattadakal, Aihole and Bijapur; secondly, the coastal circuit is the base at Mangalore, Udupi, Kundapur, Gokarna and Karwar; thirdly, the Malnad circuit base at Shimoga, Chikamagalur and Hassan; and lastly, the Religious circuit base at Mangalore or Udupi, Kollur, Horanadu, Sringeri, Karkala, Dharmasthala and Kukke Subramanya. This tourism product is affordable for those who wish to cover more places in a short time and those who cannot undertake long journeys, particularly, by senior citizens.

AN ANALYSIS OF KARNATAKA TOURISM POLICY 2009-14 FROM MARKETING POINT OF VIEW

The policy has chalked out plans to tap the full potential of employment, revenue generation and growth prospects of tourism to make it a principal economic activity of the State by 2016. The new policy aims at attracting a large share of tourism traffic to the Southern region from the favored North (Golden triangle tourism circuit of Delhi-Agra-Jaipur). For this, in the policy, it is planned to set up **South India Tourism Council** based on co-operation. The new Tourism Policy of Karnataka also aims at wooing both foreign and domestic tourists.

MAJOR HURDLES IN THE DEVELOPMENT OF TOURISM IN KARNATAKA

1. Lack of infrastructural facilities is the major impediment for the development of tourism in Karnataka. The last-mile connectivity leading to all tourism destinations is an urgent need in the present context.
2. A proper mix of all four P's is essential while marketing the product. The new products of the tourism are to be introduced in proper time and the stakeholders are to be properly educated. For example, the bureaucratic system has failed to explain the theme of the Theme Park to the people of Karnataka. This is one of the reasons for failure of Theme Park project in the state.
3. Long pending demands of the hoteliers in heritage places such as consideration of this sector under infrastructure category, treatment of electricity tariffs, post-sanction hassles faced by the hospitality sector with the government are also hindering the development of this sector.
4. Lack of institutional infrastructure is another impediment in the development of tourism in the state.
5. Working of the single window system is not up to the expectation of the investors of the tourism sector.

POLICY IMPLICATIONS IN THE DEVELOPMENT OF TOURISM IN KARNATAKA

The following measures have been taken by the government in the development of tourism in the state.

1. Green Police: Arrangements of the green police at tourist spots will enhance the feeling of security and confidence in the minds of foreign tourists.

2. Incentives and Concessions: In order to boost this sector, the government of Karnataka has extended the following incentives and concessions:

✿ **Stamp duty / Registration charges:**

1. 50% exemption on stamp duty for investment below ₹ 50 Crores.
2. 75% exemption on stamp duty for projects of ₹ 50 Crores and above.
3. 75% exemption on stamp duty for projects of over ₹10 Crores in Zone 3 and Zone 4.

✿ **Entertainment Tax :** 100% exemption for all cinema theaters newly constructed, including any new I-Max or Multiplex theaters situated within the limits of the local authority other than the Corporation of the City of Bangalore, for a period of three years is allowed as provided under Notification No.FD: 48:CEX: 96 dated 30-10-1996 and is

subject to the conditions stipulated therein.

3. Concessions For The Hotel Industry: Government of India has extended 5 year tax holiday u/s 80ID to hotels of 2,3 and 4 star category and convention centers, which have been started between 1-4-2007 to 31-03-2010 in the districts of Faridabad, Gurgaon, Noida and Ghaziabad in order to meet the demand for rooms that would occur due to Commonwealth Games 2010. 5 year tax holiday from Income Tax to 2,3 or 4 star hotels, which are established in specific districts, which have UNESCO declared heritage sites, provided the hotels should be constructed and start functioning during the period from April 1, 2008 to March 31, 2013.

4. Eco-Friendly Vehicles At Heritage Places: The government has initiated to create pollution free atmosphere at heritage spots. Initially, the eco-friendly, battery run vehicles are allowed to visit the important spots in Hampi.

5. Clean Hampi: The government has introduced mobile toilet vehicles to keep the heritage places free from open toilet system. Initially, the government has implemented this project in Hampi. Now, the residents of Hampi can make use the mobile toilets vehicles to keep Hampi clean and pollution free.

SUGGESTIONS

The following suggestions have been made to improve the tourism sector in Karnataka to attract more number of foreign as well as domestic tourists.

1. Bureaucratic Delays: The major hurdle to start any industry in Karnataka is the bureaucratic delays. Many industries will close before they come into operation due to this specific reason. An entrepreneur has to submit a number of documents at various levels. This problem is not only related to the hotel industry, but also to other sectors. Setting up of a quasi-regulatory body with industry representation can solve this type of hurdle. The body should act as a facilitator between the prospective investor and the government to tackle the post-sanction hassles faced by the entrepreneurs. So that it is possible to improve the investment environment in the tourism sector.

2. Management Of Off-Seasons: Yet another problem faced by the tourism sector is the off-season problem. The tourism is a seasonal one. The variants of tourism like adventure, cruise, Wilder life, beach, etc. will attract the visitors in certain seasons only. The slash of room rent and discounts offered in off seasons affects the economic conditions of the hotelier. Therefore, uniform applicability of luxury tax on accommodation during off season needs to be slashed.

3. Institutional Infrastructure: The success of the hospitality sector is dependent upon the quality of HR working in that sector. Retention of skilled force is the challenging factor for the tourism industry. Abundant graduates should be added to this sector every year. Hence, institutions offering education in hospitality need to be established in the state.

4. Rural Tourism: A little attention has been given in the new tourism policy towards rural tourism. Improvement and investment in this sector certainly helps in the upliftment of the economic conditions of the rural poor. Rural tourism showcases the rural life, art and heritage. Exposure of this sector enables in enriching experiences between tourists and rural people. Therefore, in order to boost this segment, a separate policy is needed. However, the following suggestions have been made to improve the rural tourism.

1. Craft training centers need to be established at the Gram Panchayat level to train the rural youth.

2. Rural talents to be identified with proper machinery. A proper training should be given to them in the hospitality sector also.

3. Rural food and its importance in the fast food culture needs to be introduced in the home stays.

4. A separate outlets for rural tourism needs to provided at government sponsored festivals like District level cultural fests, heritage fests etc.

5. Promotional Activities: Promotion mix is most important while marketing a product or a service. Proper promotional activities are needed in marketing of rural tourism. The existing promotional methods are not enough to propagate this product. As suggested in the Tourism Report 2009-10 (Published by Ministry of Tourism, Government of India), encouragement to rural tourism will improve the socio-economic benefits and thereby, enable to put a stop to the exodus of the people from rural to urban areas.

6 Strengthening Of The Single Window System Of Clearing The Project: Single window system of clearing the projects is essential in the present context. The investor usually wants to get clearance for their projects as early as

possible. The bureaucratic system should be free from post-sanction hurdles. In order to make this mechanism more active and meaningful, proper guidelines to the departments, involved in this mechanism with regard to leaving up of powers to single window agency is the need of the hour. Such a system is required so that the single window system of clearing the projects may give expected results. Hospitality is primarily labour intensive. Every dependent will observe the developments in this sector. The policy decisions of the State or Union will certainly affect the investors as well as the dependents of this sector. Therefore, it is the responsibility of the concerned state government to introduce a proper policy in this direction. New avenues of marketing are to be introduced by the policy makers to propagate the tourism products at the right time and in the right direction.

NOTES

1. Kannada University at Hampi was established in-1991. Though the university was established in 1991, the demand for such a university was there in Karnataka since the mid 1980s. The university is research oriented, engaged in research work in Kannada language and folklore studies. The university was established due to the efforts of intellectuals, educationalists and students across the state.

2. Classification of Tourism zones for development purposes(made under KTP 2009-14)

Zone 1: Within limits of Bangalore Development Authority (BDA) area.

Zone 2: Priority zone for attracting destination projects and acting as a national hub for global events and activities.

Zone 3: Mysore, Coorg, Hampi, Badami, Pattadakal, Bidar, Bijapur, Aihole, coastal line from Ullal to Karwar.

Zone 4: All other tourist destinations and wayside facilities in approved locations on national and state highways.

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