The Role of Digital Media in the Promotion of Tourism in Mysore

Ms. M. Hemalatha[1], Ms. S. Aishwarya[2],Mrs. Rachana C.R[3]

[1],[2]*III SEMESTER M.C.A., PBMMEC,Mysuru,*

[3]*Associate Professor and Head,D.O.S in Computer Science, PoojaBhagavatMemorial MahajanaEducation Centre,Mysuru.*

Abstract:

Now-a-days, tourism sector is making significant progress towards Economic Development of a nation. As the visit to different places increases, it directly or indirectly helps in economic growth the state/country. Mysore is one of the famous historical and Heritage cities of Karnataka state. People visiting a place for the first time may find it difficult to find or search a desired location. Not only that, the guides who are guiding visitors must be well trained in communicating with people and should also be able to speak fluently. Here the role or presence of digital media comes into existence. Digital media adds value to the process of promotion of tourism. Travellers share online their travel experiences and special moments, their opinions about hotels, restaurants, airlines, or car rental services. This also influences their peers' decisions about their future trips. The objective of this paper is to study and present the various digital media available to guide tourists to Mysore. Further, this paper also puts forth the shortcomings of these applications and proposes better features for the effectiveness of the digital applications.

Keywords: Digital Media, Mobile Applications, Mysuru, Tourism.

Introduction:

Tourism, in simple words is described as one of the industries that arises when the activity or association of people moving to visit different places occurs. Tourism is the growing industry; it is the economic growth activity of immense global significance. Tourism brings changes in both economic

and non-economic benefits and costs to host communities, means providing employment opportunities to the various sectors like guides, travel agencies, hotels, resorts and hospitality etc.

There are many famous and popular tourist places all over the world. In which Mysore is one of the most famous historical and heritage cities of Karnataka state. Mysore is famous for places like lakes, museums, palace, Zoo and religious places etc. As a whole Mysore is well known for sight-seeing & is a place of tourist attraction.

People from different places with their family members visit the place with excitement, if they are visiting the particular place for first time they tend to feel that the place as new and unknown environment for them. So they need a proper guide for the same. The visitors especially people from other Countries (foreigners) may not get convinced by guides i.e the guides who convey/provide the information to them. In order to maintain sustainability of travellers and to attract the visitors to make them visit often, there should not be any inconvenience in travelling from one place to another and also in gathering all other needed information. So in such cases visitors can make use of digital media which plays a major role.

Digital media is one of the way through which anyone can access data i.e collecting the required information. Through websites, applications-magazines and so on.

Technology as an enabler for Mysore tourism:

Tourist tracking system to coordinate transport as per the number of tourists.

Suggestions based on tourist interests and preferences resulting in higher spends.

Explore more of what one likes

Deterring crime by CCTV cameras.

Real time updates about new tourist places and facilities.

FIGURE.1

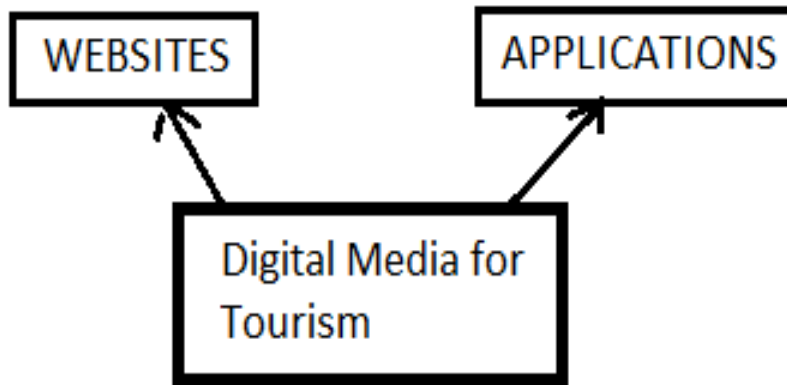### I.   Promoting Mysore Tourism - The Digital Way:

FIGURE 2. DIGITAL MEDIA UNDER STUDY
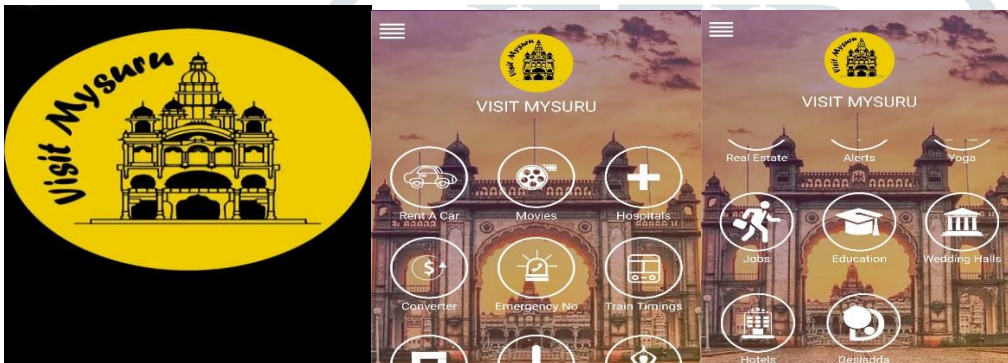
Visit Mysuru Mobile Application:

FIG.2.1

Visit Mysuru, this app contains features about tourist places, reaturants, events, movies, yoga, wedding hall, real-estate, train timings and so on
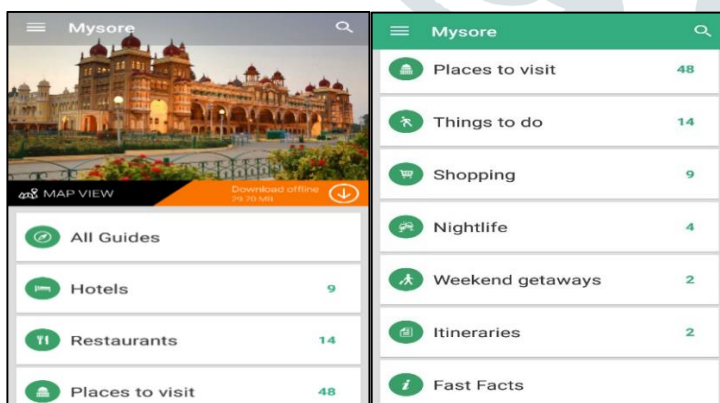
Mysore Travel Guide Mobile Application:

FIG.2.2

Mysore travel guide is a mysore tourism app, which provides many details to tourist like about guides, hotels, things to do, shopping, nightlife, weekend getaway etc.
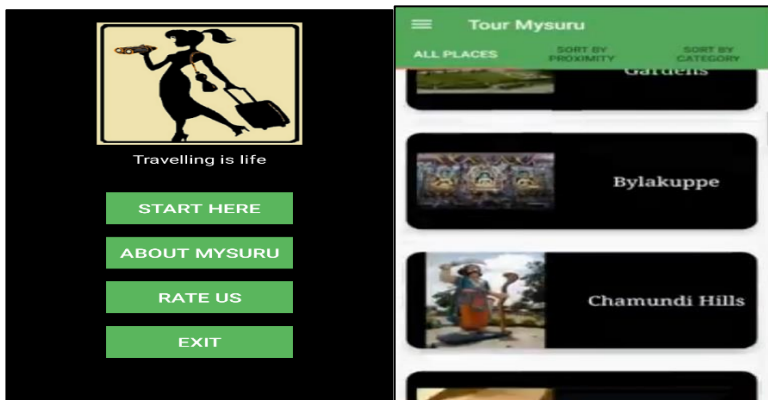
Tour Mysuru Mobile Application:

FIG.2.3

Tour Mysuru app consists details of only tourist places i.e bandipur national park, balmuri edmuri water falls, biligiri range hills and many other places.

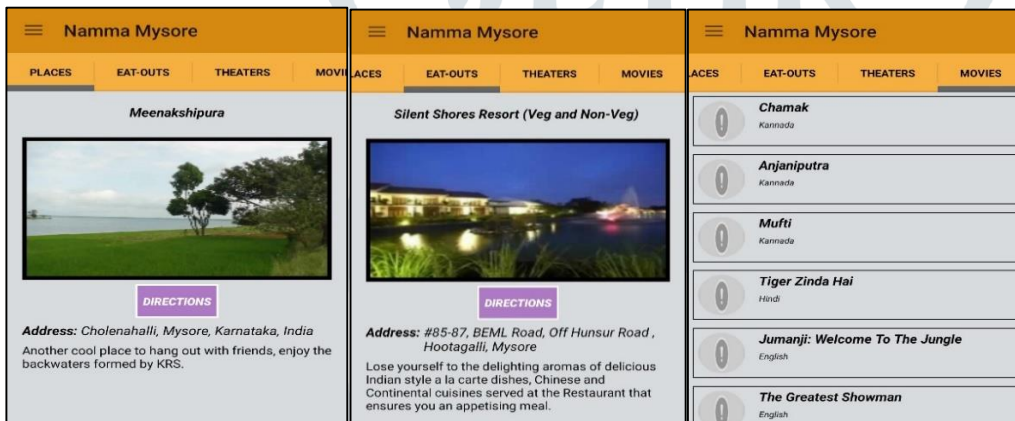**Namma Mysore Mobile Application:**

FIG.2.4

Namma Mysore, this app consist only features like places with address, eatouts, theaters, movies.

Mysore Palace Mobile Application:

FIG.2.5

Mysore Palace, this app is fallacious which is not working.

Kiran's Mysore Mobile Application :

FIG.2.6

Kiran's Mysore this app provides the details like travel-to-in around, tourist attractions, events, bus/train/flight facilities etc.
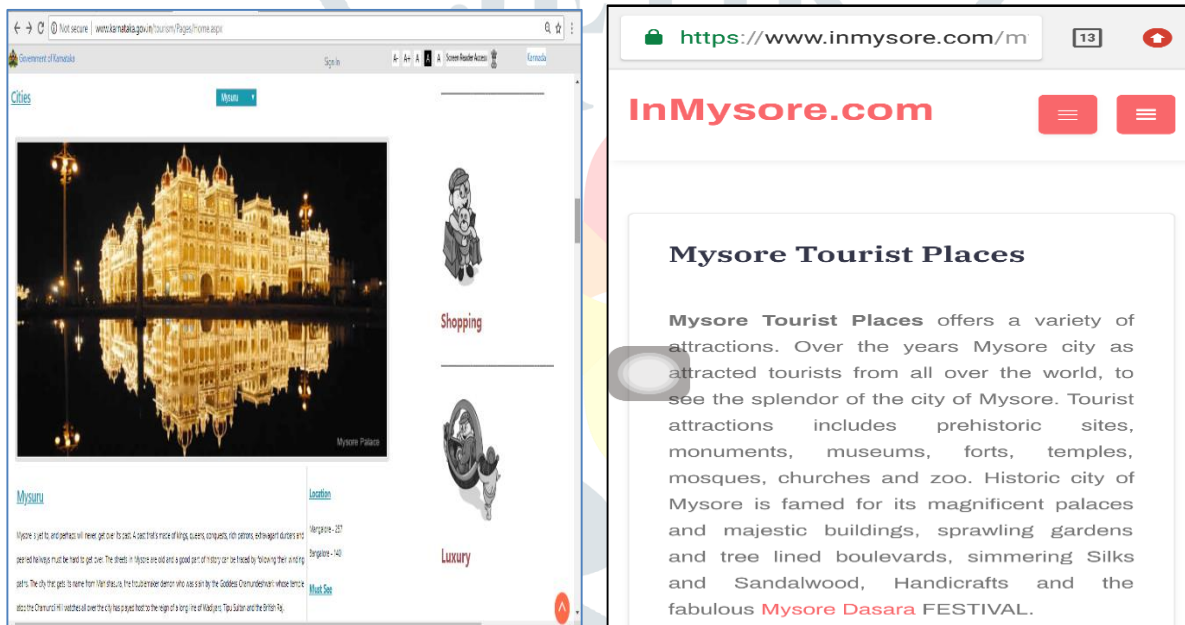

FIG.2.7FIG.2.8

FIG.2.9

FIG.2.10

All the above Shown website figures is regarding mysore tourism. Websites, in which it contains the details of tourism facilities like Tourist places with images, Hotels, Resorts, Travel Tips, Mysore climate, Transportation, Restaurants, Trekking, Booking enquiry of Bus ,Train etc.

Social interaction of people is increasing day to day. People started to focus on digital media for many purposes it depends on their needs. As the usage of digital media reduces the risk of finding or getting required information and also reduces manpower to some extent, people started to make use of digital media often to lead their life easier and also in better way with the updated technology like Websites, Mobile Applications etc.

Let us consider existing websites and applications which are dedicated for promotion of Mysore tourism,

Mobile applications like,

- Visit Mysuru
- Mysore travel guide
- Tour Mysore
- Namma Mysore
- Kiran's Mysore

And websites like,

- http://karnataka.gov.in/tourism
- http://www.mysore.nic.in>tourism
- https://www.inmysore.com>mysore_tourism
- https://www.tourmyindia.com/states/karnataka/mysore

In the above mentioned applications and websites they have described briefly about tourism places and provided the details of guide, hotels, resorts, places to visit, shopping, weekend gateway, bus facilities, hospitals, historical places with images and they have also mentioned some importance of that places. Drawbacks of existing system:

According to study of existing Digital Media (Mobile applications and websites) of Mysuru Tourism, we observe that the details of one application to another application and one website to another website differs. Visitors may not able to get all the required information in particular application or website i.e if we take into consideration one website it is not enough for gathering all information, visitors need to depend on other websites also. This is same in the case of mobile applications too. This results in untrustworthy. And also to access a websites and applications a good network is necessary, but in every place it is not possible to be surrounded with proper signal. Network problem may arise at any moment. So this may lead pilgrims to trouble. And there are a no updated features available.

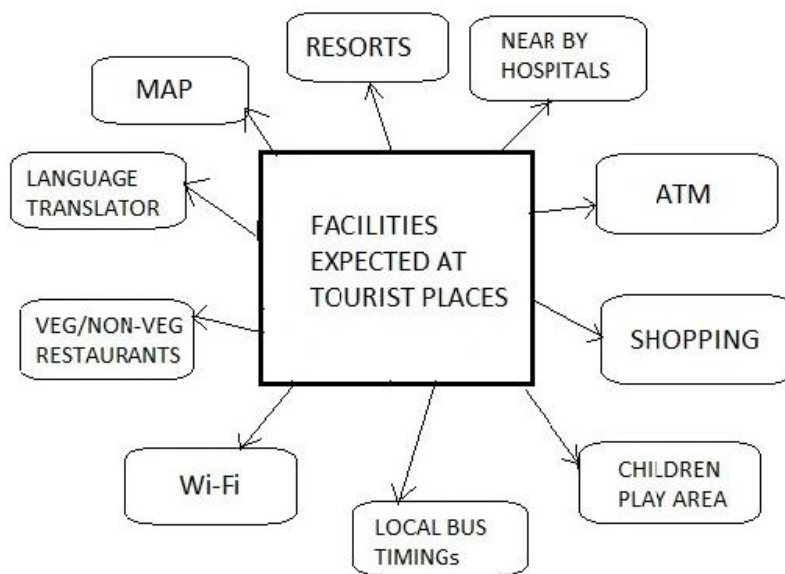1. **Proposed Outcome and Suggestions:**

FIGURE 3. PROPOSED MODULE

To Overcome the drawbacks of Existing System, mainly there should be well structured websites and mobile applications should be designed which includes all the facilities of existing system and also in addition to some modernize features like "ATM, Language Translator, Nearby Hospitals, Local Bus Timings, Wi-Fi, Children play area, Emergency No" and Websites and Apps are continually updated according to the streamline. In application and websites there should be user friendly option to be implemented like the one who visit the places can take images of that place and post them in application or websites. They can also mention some details related to that places and can give the feedback which

will be useful for others. The solution for the network issues is, it is necessary to design an apps in such a way that it supports both online and offline.

The Importance and need of few proposed facilities:

ATM: They may arise such situations, in which visitors might face problem like insufficient of money. So in the case of any need of money ATM is the best choice in providing money.

Language Translator: Everyone may not be familiar with the English Language; In Few applications they have mentioned some importance of places. So if there is choice of selecting our well known language it helps people in getting to know about those places. Here Language Translator plays the major role.

Wi-Fi: It is well known that the basic facility everyone expects Now-a-Days is internet connection, where ever they go. So if there is the Wi-Fi Situated in that location it provides internet facility to the people who are present in that area.

Children's play area: Children always prefer free environment for playing. If there is play area like parks located at tourism places, not only children even an elderly person also feels fresh and energetic.

Nearby Hospitals: Medical facilities are the most and need facility to be provided at any cost. Hospitals should be constructed very nearby tourist places because in case of any emergency visitors should not face difficulty in search of medical help far from their location.

Local Bus Timing: There are excellent local bus facilities in Mysore. It is important for visitors to travel in and around a Mysore with convenience, tired-free, in order to visit all the planned location in schedule.

It is very important to provide an assurance with an excellent convenience for pilgrims where impact of digital media helps to interact with visitors.

Conclusion

Tourism is the platform where people from different countries visit the places, interact with different kinds of people, get to know and experience many new things etc. To attract visitors, the tourism environment should be friendly in nature. Every Year tourism department are trying to increase the growth of tourists by implementing new technology and easy measures for the comfort of travellers. Digital media is the best way which fulfils the Visitors needs in all way. If they implement the new advanced feature which is mentioned in the proposed outcome, there is chances of attracting Visitors and may increase the growth level of Visitors. If this advanced features are implemented in correct way and comes into existence, it brings drastic changes in better way. This could create an impact on people that this is the best and simpler way for the tourists and there is no need in search of any other option further in getting required information, travelling details, staying etc.

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