

# A STUDY ON MARKETING PROSPECTS IN PROMOTING HERITAGE TOURISM IN KARNATAKA

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## ABSTRACT

Globally Karnataka is well recognised to be a place of cultural and historical values. Promotion of the heritage tourism products enhances the interest of the state among the domestic and foreign tourists. The study was anticipated to enumerate the heritage importance and significance of the state and understand the promotional activities to develop the marketing strategies. Interviews were conducted among the tourist, tourism employees, agencies and other government tourist personnel to bring out the possible understandings and developing the strategies about heritage tourism in Karnataka. The study invokes an outcome to develop knowledge and inhibit the importance of these cultural sites among the youngsters and modernisation of these tourism products with an appropriate market mix upon the customer requisition improves the cultural tourism in Karnataka

**KEY WORDS:** Culture, Marketing, Promotion, Tourism & Karnataka

## INTRODUCTION:

Culture depicts the picture about the heritage and customs of the community. Heritage tourism is a part of tourism scout to a place to learn and know about the culture and societal behaviour or history of the place. Cultural tourism can be defined as a exceptional travel around places nationally or internationally to lean and experience about a new culture or a cultural attraction.<sup>1</sup> Promotion of cultural tourism invoke the cultural importance of a place to the world. Karnataka a southern state of India is a place with rich values of customs and heritage importance. Karnataka owes a culture of few thousand years past that still flourish with all rich valued feathers in its crown.

Heritage tourism endow the dual benefits of the social and economical benefits, it develops the cultural heritage image of a place. Heritage tourism develops a country's economical facts with employment and development of infrastructure of the place. Beside the advantages if being over used they also exploit the cultural value of a place.<sup>2</sup> tourism product are the packages of businesses with sub-services including travel, accommodation and food being a intangible product requires more skill to sell in the tourism market.<sup>3</sup> The paper involves the cultural tourism products of Karnataka and policies in promotion of these products domestically and internationally, evaluation and suggestion of problems involved in marketing the cultural tourism products.

**OBJECTIVE:**

To reveal the cultural products, promote and identify the difficulties in marketing the cultural tourism products of Karnataka. Exhibit the positive advantages in promoting and marketing the cultural tourism products of Karnataka

**SCOPE:**

To evaluate the market potential of heritage sites in Karnataka

**DATA COLLECTION:**

Primary and secondary data for the study involves the collections of information from government tourism policy manuals and personal opinions of the experts, magazines, journals and websites.

**CONCEPTS OF HERITAGE TOURISM:**

Tourism is a concept of travelling from one place to another nationally or internationally with no expectation of monetary benefits, Heritage tourism is a kind of tourism being defined by World Tourism Organization as a visit to a place with cultural features and heritage and historical value.<sup>4</sup> According to World Trade Organisation that globally 37% of tourist travels as a cultural tourist.<sup>5</sup> Heritage tourism is segmented upon the tourist attitude towards his travel to the cultural place as purposeful cultural tourism as the tourist immensely travels to these sites, tour-amateur the person's travel oriented towards the travel agents decision, occasional and incidental cultural tourist travel upon the situation and finally the accidental cultural tourist who travels upon a sudden or unintentional situation.<sup>6</sup> Cultural tourism endows with all indispensable values of historical and heritage value of a particular tourist site. It carries out these values worldwide and to the future generation to develop and protect their cultural values.<sup>7</sup>

**CULTURAL TOURISM IN KARNATAKA**

Karnataka is a land of ancient and rich heritage in the country. There is a diversity of living tradition and culture spread all over the state. Karnataka is a place with a diversity of living tradition and culture with historic temples, mosque and churches being found all over the state. All these places are famous for their artistic works, cultural, religious, colourful fairs and festivals. The state is a reserve for all man-made and natural attractions that brings in domestic and international tourist visiting the state throughout the year.

Beside religious sites various historical monument and buildings are found in all parts of the state right from Hassan to Bidar being built by the rulers of Karnataka at different periods of ages. Karnataka takes the fifth position among the states in India with a positive growth rate of 12 percentages with regard to tourism industry.<sup>8</sup>

Annual events like Hampi utsava, Karaga, Mahamastakabisheka, Pattadkal dance festival, Kambala and several others helps to sustain the interest of tourists to visit heritage sites in Karnataka.

**IMPACT OF CULTURAL TOURISM IN KARNATAKA**

Karnataka is a home town of many natural and man-made amenities constituting a multi-religious pilgrimage spots, UNESCO approved heritage sites of cultural and architectural importance. It brings in 25.6% of domestic tourists and 20.6% of foreign tourists contributing a largest share of foreign exchange to the country.<sup>9</sup> A recent survey states that the foreign arrival to Karnataka has been significantly increased earning a income about 8,354 crores about 22.56% of whole nations income.<sup>10</sup>

The Heritage tourism enhances the cultural value of the place among the domestic and foreign tourists. It professionally develops the management of tourism and creates a new segment of consumers and expands the market.<sup>11</sup> Apart from the economical development of people, infrastructural development of the destination the Heritage tourism brings into a sense of respect about the destination to the younger and future generation to protect and preserves these cultural heritages sites.

## **Challenges and marketing strategies in promotion of cultural tourism in Karnataka**

The tourism sector has to spare more concentration in the promotion of cultural tourism in Karnataka. New market policies must be formulated and also need more market researches to endow the data on tourist visiting Karnataka to learn the cultural interest.

### **PRODUCT:**

Basically the local tourists have to be educated more about the cultural sites and their importance, new measures to be done to maintain peaceful atmosphere and cleanliness.<sup>12</sup> The cultural tourism product, the packages must also constitute some adventurous activities beside the historical monuments and pilgrimage centres. The package has to be altered and designed according to customer the tourist preferences upon the possible criteria.

### **PRICE:**

Tourism in India is more oriented towards cultural and heritage than recreational grounds. In Karnataka all range of products are available not concerned or restricted to any price discrimination for example a traveller can accommodate in any place upon his spending capacity as there is a wide range of accommodation is available starting from a simple lodge to star properties.

### **PLACE:**

Here the place may be concerned towards the cultural tourist destinations to be explored. The tourist sites have to be well mannered with good infrastructure facilities like roads, hotels, sanitation, water supply, electricity etc.

### **PROMOTION:**

Promotion involves a good master plan in marketing the sites around the world. New products, the packages have to be developed by the agencies and new market segment has to be created among the customers.

## **ACTIVITIES TO MARKET CULTURAL TOURISM IN KARNATAKA**

The cultural importance of the state has to be more spoken among the younger generations at schools and colleges. History of the cultural spots has to be spoken to these generation and bring in a respect towards these sites.

Seminars, cultural events, trips have to be arranged to these people to bring into a knowledge about the cultural importance and knowing one's own culture and respect others.

Conduction of fairs and festivals like food festivals, dances, dramas, music, and exhibitions attracts more tourist nationally and internationally. These activities bring in a new generation of travellers into the sector.

Encouragement of tourism literatures like books, articles, documentaries about a cultural site helps the tourist to know more about the destination. This enhances the interest to travel to those sites.

Travel agencies have to be promoted by the state government in developing their contacts to sign bilateral or multilateral memorandum of understanding between foreign nations to bring in the foreign travellers.

Promoting educational courses for tourist personnel like package developers and tourist guides to improve their knowledge about the tourist destination and maintain a hospitality attitude towards the travellers.

More funds to be invested by the government sector in developing the destination either man made or natural amenity. The place has to be connected to all nearby major cities.

More websites and pages to be created to explain all possible description about these cultural places has to done. This self markets the cultural destination worldwide. Maintenance of call centres and tourism offices at these sites improves the provision of information about the site to the local and foreign visitors.

#### **SUGGESTION:**

Karnataka is a state of prosperous cultural values improvement of infrastructure, incorporation of knowledge of these culturally valued places among the upcoming generation will keep these sites thrive more years. More archaeological studies has to be promoted, awareness about the protection of these sites has to be invoked among the localities. Development of new marketing strategies brings in a new segment of people to visit these sites to make them live and flourish more years.

#### **CONCLUSION:**

Karnataka has a wide scope of cultural tourism with an endeavour of historical sites and ancient culture, not being overrun by any cultural invasions. There exists a steady increase in foreign and domestic travellers that improves the socio-economic potentiality. A well defined marketing strategies always improves the tourism in turn enriches the cultural values of the state.

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