

# HOSPITALITY AND HEALTH TOURISM IN KARNATAKA

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## **Abstract:**

Tourism and hospitality are one among the full-fledged revenue generators of present G.D.P of India. To encourage the Tourism Department Government of Karnataka has taken legible steps to improve it as it has the famous Ambavilasa Palace and Chamaraja Zoological Garden which have their own standard in the world. Karnataka is also famous for its National Festival called Dasara . Hence, this paper highlights the principle investigations on decline in tourism; suggest measures to improve it still more during the worst situation like covid 19 and other disasters like flood and earth quakes.

**Keywords:** G.D.P-Gross Domestic Price, Legible-Luculent,Ambavilasa- palace in Mysore, Chamaraja – A Famous Zoo in India, Dasara-A Festival Celebrated in The Month of October

## **Introduction:**

Tourism as a service industry consists of several allied activities which are taken together from the tourism products. Hospitality industry can be identified by products needed to meet the demand for travel accommodation and food away from. There are many places of tourist spots in India which generate good tourist traffic. Few examples can be cited as Belur and Halebidu in Karnataka. Kajeraho in Madyapradesh, Jaipur and Udaypur in Rajasthan, Agra in Uttarpradesh and Konark in Orisa. There are a number of hill stations in the country such as Ooty in Tamil Nadu, Madikeri in Kodagu and number of beaches in Goa and Kerala. Kerala is also famous for Ayurvedic treatment. There are also a number of places of historical importance such as Baikal fort in Karnataka, Agra fort, the red fort, Qutub Minar in Delhi etc. many religious places like Talakaveri in Karnataka, Thanjavur in Chennai which also attracts tourists. Therefore, tourism can play an important role in the economic development of India and can become a good foreign exchange earner.

This article tries to highlight the relationship between health and hospitality tourism and challenges of health tourism and futurity of health tourism in Karnataka.

Tourism can be attractive for developing countries like India. But there are also social, economic and environmental disadvantages inferred with the development of tourism industry.

Objectives of the study:

1. To highlight the relationship between hospitality and wellness industry: Hospitality can respond by adjusting its facilities through smart designs. It can also train its staff to better understand the needs of this increasingly demanding segment. Wellness real estate has recently seen a big boom and will be the gaining further momentum in the coming years. Serviced residential compounds with common community spaces and nursing care, along with socializing activities will seriously challenge hotels.
2. To highlight the problems of hospitality industry: Many medical facilities provide high quality medical services but suffer from un-utilized excess capacity. These institutions are looking for ways to exploit it by attracting other customers from out of town, whether from other cities in the Kingdom or from other countries.
3. Accessing new markets at lower costs: Tour operators can market health and wellness tourism in regions and cities that cannot access medical facilities at a lower cost for an extended period. This can provide more clients for these installations.
4. The customer is considered as the King in the hotel industry or hospitality industry on the whole. The whole purpose of the industry is to keep customers happy. But the margins are now decreasing. Keeping customers happy is not enough anymore. As a Hotel Manager, you need to find ways to delight customers now. You would need to find a way to bridge the gap between perception and actual delight.
5. Health tourism services: Travelling for health and wellness is one of the most important tourist patterns of economic returns generated by the tourism industry, tourist destinations and the health sector. With the Kingdom's economic renaissance and the great development in the medical field, Health and wellness Tourism pattern has become most viable tourist and development pattern in the Kingdom aided by both natural and those created by the State and the private sector.
6. Problems of KSTDC: The industry still is hampered by several problems like
  - Poor transportation
  - Lack of basic hygienic amenities at halting points
  - Non-standardization of rates and fares
  - Lack of sound marketing and promotion strategies
  - Poor maintenance of heritages
  - Issues regarding security and harassment
  - Lack of passionate and trained professionals
  - Inadequate capacity
  - Lack of supportive infrastructure – bad roads, improper health and hygiene, communication gaps,

Tourism industry has been massively affected by the spread of corona virus, as many countries have restricted the visitors. In Karnataka nearly planned travel went down by 80-90%. Many tourist attractions around the Karnataka such as museums, amusement parks and sports venues are closed. Tourism department is in a worse situation, unable to revive from its past condition.

**Accessing new markets at lower costs:** Tour operators can market health and wellness tourism in regions and cities that cannot access medical facilities at a lower cost for an extended period. This can provide more clients for these installations.

### Recent Trends in Health Tourism

Health care tourism is growing importance due to increasing demand for health care interference of insurance companies by taking over the burden of increased cost in health care to a certain extent in India.

When a patient enters a hospital, many groups are getting involved. The patient has to be admitted the nurses follow, followed by doctors, then duties. Therefore, six stages involved with respect to hospital treatment right from admission to discharge there are mutual exclusive but may be interlinked. Many hospitals do take proactive role to improve the health of population.

In India more than 300 companies are offering medical transcription service. Medical transcriptions are a permanent legal document which gives the results of medical investigation. It facilitates communication and helps in insurance claims.

### Disease cure and health care

Cure is the result of treatment quality. It is the area where the hospital under study has to focus its attention and action on patient treatment.

Care is an outcome experience of functional quality of the system. Care has to be perfect. Care can be provided by

1. Accurate and timely information to patients
2. Proper communication
3. Position attitude by the staff
4. Ability to meet unique and unforeseen needs of patients

The perceived service quality (PSQ) in health service can be measured with respect to employees, customers and service providers.

**Cure:** Technical quality includes the precision of equipment and diagnostics, competence of the technical staff, qualification and experience and professional training of doctors and nursing staff.

**Care:** Functional quality shows how well the medical service system is geared up to serve the customers' needs and requirements. It is the way the health service is delivered. It is a qualitative, suitable and intangible part of the service.

Health care service is based on five dimensions- ratibility, tangibility, empathy, assurance and responsiveness. The first two dimensions are relevant for health care and the last three dimensions are relevant for health care services.

So, a hospital should provide these services which are required most by the medical staff.

It should:

1. Launch a re-orientation programme for the medical group, medical camps and community programmes.
2. Carry out patient satisfaction survey and give the feedback to the medical staff and make their role and responsibilities clear.

Tourism accounts for 9% of the world trade hospitality products. These are outputs of the hotel and catering industry. Customer's satisfaction and dissatisfaction depends upon hospitality experience. They may be physiological fulfillment of needs, status and security.

The care products offered by most of the hotels are well furnished bedrooms or accommodation and eating place. It also includes other supporting services provided by hotels such as shops, restaurants, banks, medical centers, travel agents, tour operators and transport facilities. Tourism growth and the development of hospitality industry are closely related to the development of transport systems. If you provide transport facilities such as taxi stand or tempo and other facilities near by a hospital or hotel industry, automatically tourism will be developed in the particular locality.

The infrastructure requirements are also highly needed for the development of hospital and hotel industry. It could be roads, airports, electricity or sewage disposal. The best example is K.S.T.D.C (Karnataka State Tourism Development Corporation). It was set up in the year 1971, to promote tourism in the state by providing facilities to domestic and foreign tourists. The corporation has two divisions, transportation and hotels.

#### Conclusion

Until the world gets vaccine for covid19, tourism in Karanataka has to suffer with the devastating stage. Although it is a known factor the tourism department can handle the loss by encouraging locals, by advertising cut off in entry fees and with attractive packages with lodging and traveling facilities. Government should take care of agencies and tourist guides by insuring their loss at least in the near future. Insurance should be extended to the unorganized business sectors whoever relays on tourism.

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