



Analysis of Tourism Development of Mysore City, With Reference To Accommodation

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Abstracts: Mysore city is positioned well in tourism but its cluster has to be focused more to improve its promotional activities and facilities for attracting more number of international tourists. Tourism has become the world's largest industry, generating wealth and employment, opening the minds of both visitors and the visited to different ways of life. India has strong signs of becoming one of the emerging giants in world tourism. The main objectives of the study are to highlight the theoretical background of tourism industry in Mysore City: In general and to analyze demographic profile of tourist and to assess the tourist insights in different dimensions to visit Mysore city and also to study the different tourist places and the overall perception of tourists towards in Mysore city. Therefore finally this study covers the tourist perceptions towards Mysore city. To study the growth and development of tourist accommodation in Mysore city, To analyze the spatial distribution of accommodation in study area, the present study has been collected from primary data was collected by on the basis issue of questionnaire, and use sampling methods by visited few hotels and restaurants and gathered the information which is relevant to my study. Finally this study results majority of the tourist has strongly agreed and positive opinions about all tourist services available in Mysore City.

Keywords: Tourism Development, Accommodation, Spatial Analysis and Mysore city

INTRODUCTION

With a total area of 3,287,263 sq. km extending from the snow-covered Himalayan heights to the tropical rain forests of the south, India has a rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. This provides a significant opportunity to fully exploit the potential of the tourism sector. The government has taken steps to boost investments in facilitate spiritual tourism with states like Uttar Pradesh developing tourist circuits and Uttarakhand and West Bengal enhancing infrastructure for pilgrims. India being one the most popular travel destinations across the globe has resulted in the Indian tourism and hospitality industry emerging as one of the key drivers of growth among the services sector in India. With recent developments in the hospitality infrastructure, the segment envisages directly contributing Rs. 2,60,52,000 crore (US\$ 3 trillion) to the country's GDP by 2047. The tourism industry in India has significant potential considering that Tourism is an important source of foreign exchange in India similar to many other countries. It is widely acknowledged that the tourist and hospitality sector, which encompasses travel and hospitality services like hotels and restaurants, is a development agent, a catalyst for socioeconomic growth, and a significant source of foreign exchange gains in many countries.

The hospitality industry is part of a larger enterprise known as the travel and tourism industry. The travel and tourism industry is vast group of businesses with one goal in common: providing necessary or desired products and services to travelers. Hospitality can be termed as a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and the public i.e., the business of making and keeping friends, and promoting an atmosphere of better understanding. As per the Oxford Dictionary Hospitality is defined as Reception and entertainment of guest, visitors or strangers with liberality, and good will. The word hospitality is derived from the Latin word *Hospitalities*. The travel and tourism industry can be segregated into five main parts and further it shows the various sub components of each part. The hospitality industry consist of lodging and food and beverage operations – plus institutional food and beverage services which do not cater to the travelling public. Lodging operations stand apart from other travel and tourism businesses since they offer overnight accommodations to their guests. Many lodging properties provide food and beverage service, recreational activities and more. For many, the hospitality industry holds a certain glamour and sophistication. This is partly due to the image most hotels choose, refine, and project to the public. Much of this image is created through architecture and design. Yet a building is really only bricks, mortar, steel, glass and furnishing. The property's architecture and style may be important in setting the theme, but other factors are also important in differentiating one hotel from another. These factors can include the property location, variety and quality of food service, special features and amenities, and perhaps most important, a staff that puts all of this together with service to create the overall image and competitive position. Front office personnel are literally on the front line in creating that image. Reservations agents are often the first to have contact with the guest, while front desk agents, Concierges, bell attendants, and door attendants are among the first needed to satisfy guest needs make front office work interesting and rewarding. And since no two guest, two hotels, or – for that matter – two days are even the same, front office work can't help but be exciting and challenging. This chapter will outline some basics about the hospitality industry, as well as show how hotels can be classified by size, market, level of service, and ownership. For any kind of research the review of available literature is of very important which helps in finding the gap and formulating the research. The literatures have been previewed under several levels especially from the global perspective to the local level. Different expenditure patterns and behaviors of the tourists worldwide have been studied in-depth and have been referred from the research articles from various journals, books, etc. The present chapter presents the review regarding the growth and development of tourism, behavior of the tourist and their expenditure pattern.

Growth and Development of Tourism

The first conscious and organized effort to promote tourism in India was made in 1945 when a committee was constituted by the government of India under the chairmanship of Sir John Sergeant, educational advisor to the Government of India (Krishna, 1993). Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the second five year plan. The sixth plan marked the beginning of a new era when tourism began to be considered as a major instrument for social integration and economic development (www.incredibleindia.com) a national policy on tourism was announced in 1982. Later on in 1988, the national committee on tourism formulated a comprehensive plan to achieve sustainable growth in tourism (www.ibef.org). In 1992, national action plan was prepared and in 1996 the national strategy for promotion of tourism and in 1997, new tourism policy was drafted. Policy has recognized the roles of central, state governments, public sector undertakings and the private sectors for the development of tourism incomes, government revenues through multiplier effects and improvements in balance of payments, and growth of the tourism industry (Kareishan, 2010). The reasons that government supports and promotes tourism throughout the world are that tourism has a positive impact upon economy growth and development (Ivanov and Webster, 2006). The growth of tourism in a broad sense refers to the gradual evolution of tourism which considered being a major factor of productivity for a country's economy (Dritsakis, 2004). Travel and tourism is world's largest industry and job creator across international, national and regional economy (Aliquah, 2010). The rapid growth and development of tourism leads to an increase of household

The growth and development of tourism in Study area trace its history since the Dasara festivities began with the Vijayanagar kings as early as the 15th Century. The festival played a historical role in the 14th Century Vijayanagara Empire, where it was called Mahanavami after the fall of the Vijayanagar to Deccan Sultanates, these Hindu celebrations came to an end under Muslim rulers. The Wodeyars of Mysore formed a kingdom in Southern parts of the Vijayanagara Empire and continued the Mahanavami (Dasara) festival celebration, a tradition started initially by Raja Wodeyar I (1578-1617 CE) in the year 1610 at Srirangapatna. Then onwards the tourism began to flourish in Study area.

STUDY AREA

Mysore city is located at 12° 13' North to 12° 22' North latitudes and 76° 33' East to 76° 45' East longitudes and has an average altitude of 770 meters. It has spread across an area of 128.42 km² (50 sq ml) at the base of the Chamundi Hill in the southern region of Karnataka. Mysore is the southern-most city and second largest city in the state of Karnataka. It is described as one of the Garden city of India. The population of Mysore city is 1,261,000 lakh in 2021.

OBJECTIVE

To study growth and development of tourist accommodation in Mysore city
To analyze the spatial distribution of accommodation in study area

METHODOLOGY

The major emphasis of the present research would be to study the behavior and expenditure pattern of the tourists visiting study area. Since the present study is an empirical study data is to be collected from both the primary as well as the secondary sources, the Primary data plays a vital role in the research.

SOURCES OF DATA

Two types of data are collected for the purpose of the study apart from the literature survey.

1. Primary-Questionnaires.
2. Secondary Data –Tourists flow-Place-Zoo-K.R.S. & Hotels
3. Literature survey

Components of Tourism

There are mainly four components of tourism in the form of 'A' for the successful growth and development of tourism and they are as follows.

Attraction: It is either by Natural like wild life sanctuaries in Bandipura or manmade like Mysore Palace and most important element and object that attract the people to travel. It is a precondition of travel which attracts and involves people in tourism activates to provide pleasure. It includes Historical, cultural, recreational, scenic attraction sites

Accessibility: It is important factor for the development of tourism Attraction may be wherever but without accessibility in the form of mode of transportation people cannot reach the destination. The study area is served by Road, Rail and by Airways.

Accommodation: Sometimes it provides both boarding and lodging facilities which is known as serviced accommodation like Star hotels. Self catering or supplementary accommodation which provides only accommodation like lodges and youth hotels etc all these types of facilities are available in the study area.

Amenities: It is just like complements to attracts tourists. The study area includes all types of facilities and services required to the guest while traveling and after travelling at the place of destination. Amenities may be natural like rock climbing, trekking, rivers waterfalls etc and manmade like swimming pool, Fair and festivals like Dasara in Mysore.

Basic Components of Tourism

place	Attraction	Accessibility	Accommodation	Amenities
Mysore	Historical Mysore Palace St. Philomena's Church	Road Rail Air	Hotels Motels INN Home Stay Cottages Guest House Youth Hostel Resorts	Star Hotels Lodges Banks ATM Tourists Information Centers Guides Travel Agencies
	Recreational Water Sports-G. R. S– Fantasy Park			
	Religious Place ChamundiBetta			
	Scenic Attraction-			
	Wildlife Sanctuaries			
	zoo			

The growth and development of tourism in the study area depends on the number and type of tourist's spots, the facility available and the flow of tourist. Mysore is a unique city and was the capital of former princely state of Karnataka. It has kept alive the royal traditions and splendor. It is one of the best developed cities in Karnataka state and also a well-known trading and commercial centre with a number of Educational Institutions, recreational and tourist spots. It is also popularly known as the **"Cultural Capital of Karnataka"**. Mysore city is a divisional headquarters and is also garden city of India. It is well connected by road and rail routes with the adjoining states of Kerala and Tamilnadu. In a way, Mysore city serves as a growth centre for the development of tourism for the places around it which is known as tourism circuit or tourism region. Study area which comprises the fourteen tourist spots comprising of Mysore City Mysore a heritage city, as a main hub of tourist centre recognized as one of the important tourist centre in the world map, around it several major and minor tourist sites are located in three districts out of which fourteen spots are selected for the study in which the tourists mostly visits and are located in and around 65 Kms. from the centre of the Mysore city.

Process of tourism development

The process of tourism development starts when one or few tourists discover an area or destination. Initially the local people welcome the visitors with great hospitality. This is extremely important in the process of tourism development because on return to the originating place tourist's first talk about the place and then the host people and this stimulates interest on others. When people starts moving towards found destination in good number local entrepreneurs become active and provide facilities and services. This process continues, flow increases public and private sectors show interest in tourist activates. As result the demands of the tourists are met professionally and the relationship between the tourists and locals changes from informal to formal.

Analysis of Accommodation

For successful tourism, accommodations must be available in sufficient quantity and of good quality to match the demand of the travelers who arrive at the destination. Given access to the destination, accommodations should precede any other type of development; their importance cannot be overemphasized. There are about 440 lodges and 702 hotels in 2001 including of all categories as against to 691 and 1122 in 2021 the remarkable development is noticed in the Mysore. The demand for accommodation varies according to prices; Guests are willing to pay for the services required and similar considerations. Among the fourteen tourist centers of the region In Bandipura, Nagrahole and B.R, Hills Jungle resorts are available. In Mysore all kinds' hotels from normal to star status are available. Accommodation either in the form of Home stays, Jungle Resorts, Hotel or lodging structures are among the most important parts of the super structure it is either maintained by the public or private. The goal should be to produce an architectural design. A tourist is often more attracted by a facility designed in conformance with local architecture as a part of local landscape than by the modernistic hotel that might be found at home. Attention must be given to this subject because people often travel to immerse themselves in an environment totally different from their own. Modern amenities such as air-conditioning, central heating, and plumbing are often take care. However the building's Interior design should also be stimulating and attractive. Lodging structures need local décor and comfort.

Findings

The study reveals that Mysore as a heritage place is not only one of the important tourist circuits of Karnataka but also in India. It is catering all kinds of tourism consisting mainly ten centers with fourteen spots attracts both domestic and international tourists but the place of attraction to the International tourists are only two places namely Mysore and K.R.S. the rest places are not well known to the International tourists.

- The four major components Attraction, Accessibility, Accommodation and Amenities are the dominant components of tourism of the study area.
- The geographical factors are very favorable for the growth and development of tourism for the study area.
- The City of Mysore caters major types of tourism spots like Historical-Scenic attraction - Recreational and Religious. It is an added attraction to the tourists.
- Dasara season is the peak season for the flow of tourist.
- The infrastructure facilities like Hotels, Lodges, Banks and ATM etc., have increased in number since last 18 years. This shows that there is growth in the flow of tourist.
- K.R.S. and Mysore are the main attraction of the tourist in Mysore tourist region.
- Even though the Mysore is having nearly more than 15 of minor tourism spots like Kukkarahalli Lake, Varuna Lake and Karanji Kere, etc., these are not attracting the tourists.
- Even though there is a fluctuation in the flow of tourist there is an increasing in the flow to Study area since 2012-2017.
- The growth and development of tourism in Study area mainly depends on the Domestic tourists.

CONCLUSION

The growth and development of tourism, the flow of tourist, their behavior and influence of behavior on the accommodation pattern of the tourists is a unique study. This study is specially a combination of study of geography, psychology and economics. It provides useful information for the promotion of tourism. Apart from it is very useful for the providers of products to the tourists at the place of detention. This study is mainly a general study of tourist's accommodation pattern.

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