

A Study on Tourism Growth

R. Sangeetha

Department of Tourism and Hospitality Management, Bharath University, Selaiyur,
Chennai -600073, Tamil Nadu, India

Abstract

The word “tourism” is related to tour which is derived from Latin word “Tornos”. ‘Tornos’ means a tool for describing a circle or turner’s wheel. This is a word compasses or rather a pin at the end of stretched string, used to describe a circle.

History of Bangalore: Bangalore is one of the most travelled destinations in southern India, known as the garden city of India. Bangalore has many stories and legends related to it. Bangalore was founded by Kempe Gowda I, a chieftain of Vijayanagar in 1537. The four limits of this town was decided by The extent to which four carts could be pulled by their bullocks. This town he named after a village, which has called Bengaluru, a colloquialism of “Benda Kalu” which means, “boiled beans” in Kannada language. Local folklore has it that a 10th century ruler, Veera Ballala lost his way in the forest while on a hunt. Bangalore – the capital of Karnataka is one of the most liveliest and charming of all Indian cities. It is a serene and spacious city, when avenues lined with acacia and flame of the forest trees, situated at an attitude of 914 meters.

1. Introduction

Karnataka – “The priceless gift of indulgent nature”, is a unique blend of a glorious past and rich present. Situated on the lower west coast of South India, Karnataka was formerly known as the Mysore state. Ancient sculptured temples; magnificent places, ornate buildings and colourful festivals blend beautiful with evergreen forests, golden beaches, orange groves and garden cities to form this exquisite land. Climate: Summer: 35 c to 26 c, Winter: 25 c to 14 c, Monsoon: June to October.

2. Objectives of the Study

To identify the features of Bangalore and to relate these to the development of tourism in the study area

- To bring out the factors of tourism perceived by the sample respondents.
- To analyse the data contributed by the sample respondents to arrive at findings, this will help development of tourism in the study area.

- To highlight the problems faced by the sample respondents.
- To provide and suggest the various measures to solve the problems.

3. Scope of the Study

The scope of the study is given in three heads as follows:

3.1 Area Covered

The study covers one of the attractive places for the foreign tourists i.e., Bangalore and the researcher covers the sample respondents in the various tourist spots of Bangalore such as Vidhanasaudha, Cubbon park, Lalbaugh gardens, Museum etc.

3.2 Respondents Covered

The researcher covers the 40 foreign tourists, which have formed the basis for analyzing the development of tourism in the study area.

3.3 Period Covered

The research is undertaken for 3 months in the study area to cover the said respondents from 05.09.2012 to 05.01.2013

4. Research Methodology

4.1 Research Design

The study follows the exploratory research to define the title and the researcher has followed the literature survey and the expert survey towards their endeavour.

4.1.1 Descriptive Design

The researcher has followed the descriptive research design to conduct the field survey to collect data, using the interview schedule.

4.1.2 Sampling Design

The researcher has followed the simple random sampling to cover forty respondents who were from different countries as shown in Table 1.

Table 1. Sampling design

Country	No. of Respondents
United States of America	10
Australia	5
UAE	8
United Kingdom	7
France	5
South Africa	5
Total	40

4.1.3 Data Design

The researcher has used the interview schedule, which has been designed in consultation with the various experts concerned. The researcher has used editing, coding, classification and tabulation for analysis of data and for the interpretation; tools such as percentage, diagram, and arithmetic mean have been used.

5. Limitations of the Study

The study has been conducted within the following limitations:

- The researcher has focused only foreign tourist to identify the real development of the tourism in the

study area as it is difficult to differentiate the local and tourist from outside Bangalore.

- The researcher has followed simple random sampling, which is unrestricted probability sampling kind, and he could not adopt the census method.
- There may be personal bias as it is a social science research, which is certainly different from scientific research.

Table 2. Age wise distribution

Age	No. of Respondents	Percentage(%)
15-20	2	5
20-25	12	30
25-30	12	30
30-35	5	12.5
35-40	5	12.5
40-45	2	5
45-50	2	5
Total	40	100

Source: Primary data.

The maximum number of sample respondents is in the age group of 20–30, i.e., as the average age is 29.125% the respondents are highly matured. Hence the researcher can believe that the data are highly genuine to analyze and to achieve the study objective.

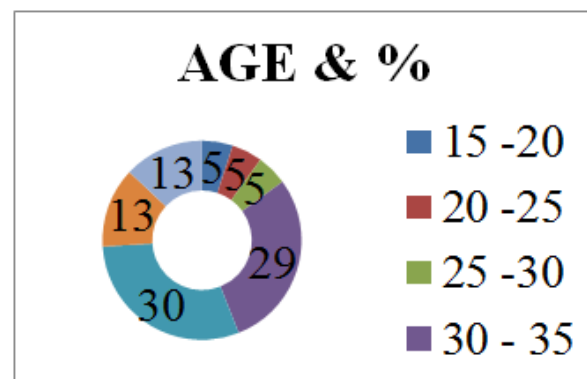


Figure 1.

Table 3. Duration of visit by sample respondents

Duration of Visit	No. of Respondents	Percentage(%)
3-10 Days	8	20
10-30 Days	20	50
1-3 Months	10	25
3-6 Months	2	5
Total	40	100

Source: Primary data.

Table 3 shows the data regarding the duration of visit by sample respondents. Out of 40 respondents, 70% of the respondents are visiting one month and more, hence overall the level of duration of visit is extremely good and it will help to move the tourism at right path, which will improve the foreign exchange of India too. This is illustrated in the Figure 2.

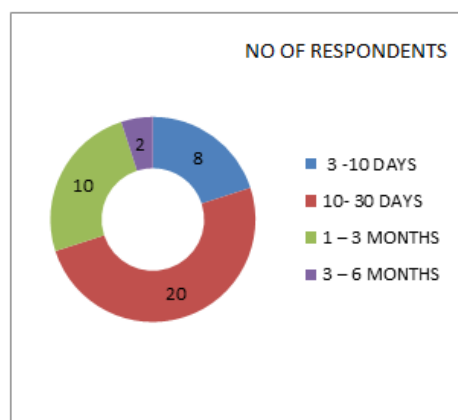


Figure 2.

Table 4. Purpose of visit by sample respondents

Purpose of Visit	No. of Respondents	Percentage(%)
Official	6	15
Tourism	20	50
Sports	4	10
Bussiness	6	15
Personal	4	10
Total	40	100

Source: Primary data.

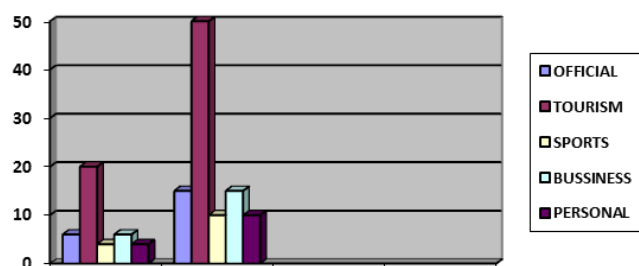


Figure 3.

Table 4 shows the data regarding the purpose of visit by sample respondents. Out of 40 respondents 50% are visiting for the tourism purpose and 30% are visiting for business and official purpose. It is illustrated in the Figure 3. It shows that tourism has a role to play in maximizing the revenue for the government.

Table 5. Satisfaction level towards food

Food	No. of Respondents	Percentage(%)
Excellent	16	40
Very Good	6	15
Good	16	40
Fair	-	-
Poor	2	5
Total	40	100

Source: Primary data.

Table 5 shows the data regarding the satisfaction level of sample respondents towards the food in Bangalore. Among the 40 respondents 95% of the respondents are in the category of excellent, very good, good. Only 5% of the respondents under the poor category. The guide must help tourist in the selection of good food, which is nutritious, drinks and typical restaurant for particular dishes, for continental cuisines. The guide must also tell the tourist about the dishes, which are famous and known in the particular locality. This is illustrated in the Figure 4.

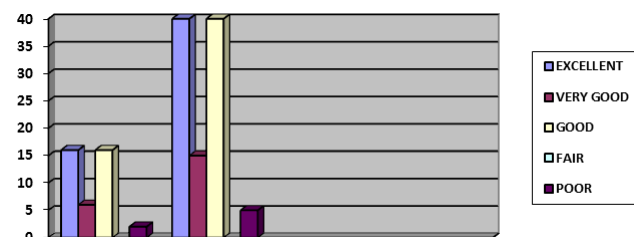


Figure 4.

Table 6. Opinion regarding hygiene factors

Hygiene	No. of Respondents	Percentage(%)
Highly Satisfied	-	-
Satisfied	20	50
Not Satisfied	20	50
Total	40	100

Source: Primary data.

Table 6 shows the data regarding hygiene factors in Bangalore. Out of 40 respondents 50% are satisfied with hygiene factors. 50% of the respondents are indifferent. The foreign tourist is afraid of the various kinds of pollution around the places of visit, accommodation and transport. Most of the foreign tourists pointed out that there are dirty toilets and rooms in the hotels, which are harmful for their health. Hence, it is suggested that the authorities concerned should seriously take this factor in

to consideration to promote tourism. This is illustrated in Figure 5.

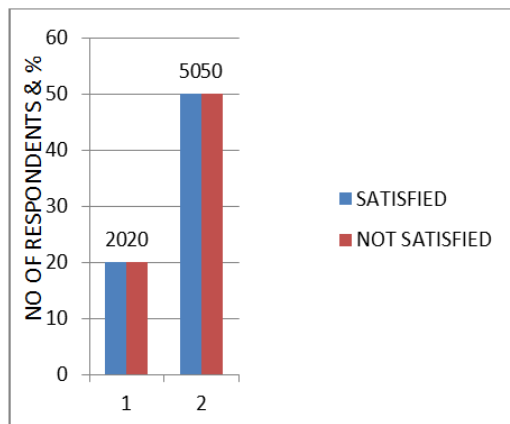


Figure 5.

Table 7. Opinion regarding quality of food

Quality of Food	No. of Respondents	Percentage(%)
Highly Satisfied	12	30
Satisfied	24	60
Not Satisfied	4	10
Total	40	100

Source: Primary data.

Table 7 shows the data regarding quality of food in Bangalore. Out of 40 respondents 12 bearing 30% are highly satisfied, 24 respondents bearing 60% are satisfied, 4 respondents bearing 10% are not satisfied, they have not selected good restaurant or hotel to take good quality and hygienic foods. Hence the researcher may ignore this factor. This is illustrated in Figure 6.

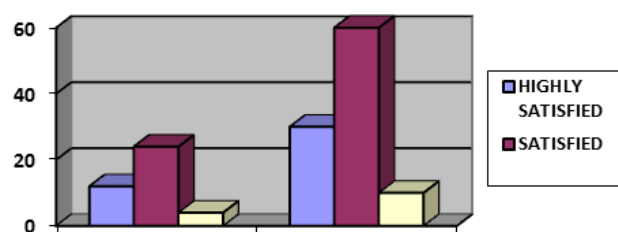


Figure 6.

Table 8. Opinion regarding entertainment

Entertainment	No. of Respondents	Percentage(%)
Highly Satisfied	4	10
Satisfied	24	60
Not Satisfied	12	30
Total	40	100

Source: Primary data.

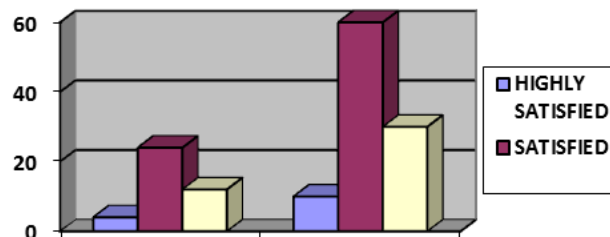


Figure 7.

Table 8 shows the data regarding entertainment in Bangalore. Out of 40 respondents 28 bearing 70% are under the category of satisfaction. This proven that the tourists have got adequate entertaining facilities such as park, Museum, theatre, night club, etc. This is illustrated in Figure 7.

6. Findings

- Total number of sample respondents is 40.
- The average age of sample respondents is 29.125.
- The respondents are equally distributed with reference to sex.
- 100% of sample respondents are from various occupations such as sports man, self-employed etc.
- 80% of respondents are satisfied with nature of the city.
- 70% of respondents are not satisfied with the cleanliness.
- 50% of respondents are satisfied and 50% of respondents are not satisfied regarding hygiene factor.
- 90% of respondents are agreed that behavior of localities is good.
- 60% of respondents are satisfied regarding water facilities and 40% of respondents disagree.
- 90% of respondents are under satisfactory level towards quality of food in which 30% of respondents are highly satisfied.
- 70% of respondents are satisfied regarding adequate entertainment facilities.

7. Suggestions

- To improve the tourism, the guides are playing vital role as they are representing the places for many facilities such as lodging, boarding, transportation, communication mediator and so on. Hence it is suggested that the guides should be trust worthy and they should realize the importance of long – run effect of their behavior in improving the tourism. They must be sympathetic in every moment of their guidance.

- The environments should be conducive, it is the responsibility of the general public and government to ensure effective and congenial environment by removing the pollution due to air, water, noise, soil, etc.
- The unnecessary disturbances due to robbers, prostitutes, beggars should be rooted out by persistent and continuous steps of the authorities concerned.
- The frequency of various transport modes such as air and rail should be increased.
- The subsidies due to tariff, food, lodging and so on may be extended during the off-season by the KTDC.

8. Conclusion

Tourism is one of the means of improving foreign exchange. It is a less risky project to exploit the foreign resources. The basic motive of a human being is to live in peace. That is they would like to run their life without stress. Stress is the part and parcel of every one's life in this era of LPG (liberalization, privatization and globalization) so as to compete individually, institutionally and globally. The tourism during the holidays helps all kind of people to achieve the stress free life. The success of tourism lies on the effective conscious effect of the various people such as foreigners, local people, government, authorities and guides and so on. The suggestion followed, the tourism will really full fill the objectives of tourism in the modern world.

9. References

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