

Development of Tourism in Karnataka - A Case Study of Mysuru Division

Shruthi.D. B

Research Scholar

E-mail: shruthieeshanye@gmail.com

Poornima Karthikeyan

Head of Department & Associate Professor

School of Commerce, Presidency University

Bengaluru.

poornikarthik@gmail.com

Abstract

Karnataka is a “Theater of Inspiration” where marvelous monuments, people’s practice a vibrant culture, rich natural resources and IT hub Bengaluru with global recognition, which makes this state more attractive to tourist all around the World. Tourism is a service industry and is one of the largest businesses in the world which create job opportunities directly or indirectly to skilled and unskilled. Tourism incorporates economic support and socio - cultural improvement towards destination visit. Tourism has got abundant resources to supply for the tourist demand in the form of cultural and manmade attractive. But despite its richness the flow of tourists can be cut down due to various impacts of tourism. The State Government has implemented various initiatives, such as the Karnataka Tourism policy 2020-25, to promote sustainable tourism, enhance infrastructure, and utilize digital marketing strategies to boost the sector. This includes focusing on heritage conservation, ecotourism, adventure tourism and leveraging social media for promotion. Mysore division has been chosen for an in-depth study to evaluate the facilities available, to understand the problems of tourists and to provide suggestions for an orderly growth of tourism in this division. To analyze, five regions belonging to different categories have been selected for the study and they are:

- | | | |
|---------------|------|--|
| i) Coorg | ... | Hill station and Scenic beauty |
| ii) Mysore | | Historical and pleasure oriented |
| ii) Mangalore | ... | Religious cum Beach |
| iv) Hassan | ... | Monuments, Sculptures and Health Resorts |
| v) Mandya | ... | Flora, fauna & Sanctuary |

These centers are selected based on the regional and national importance besides the size and functional characteristics.

Key Words: *Tourism, resources, Job opportunities, Economy & Largest Business.*



Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysuru, India

**3rd International Leadership Conference on Leading in a Disrupted World: Reimagining
Leadership for Complexity, Sustainability, and Human-Centric Innovation – September 19, 2025**

Introduction

Tourism in India is a fascinating subject because of its glorious history. Tourism thrives on the history of the country. Throughout the ages, many races and people either temporarily encountered India or settled permanently within its borders contributed to its richness, India's glorious tradition and rich cultural heritage are linked with the development of tourism. Its magnificent monuments attract large number of visitors from all over the world. The wealth of cultural tradition extending over thousands of years, the natural surroundings, the architectural masterpieces, music, dance, paintings, philosophy, yoga, ayurveda and customs and languages– all these go to make India as a tourists' paradise.

The first conscious and organized effort to promote tourism in India was made in the year 1945, when a committee was set up by the Government of India under the chairmanship of Sir. John Sargent to advise the Government of India. The main objective of the committee was to survey the potentialities of developing tourist traffic in the country. The Sargent Committee submitted its interim report in October 1946. The main recommendation of the Committee was that a separate tourist organisation should be set up at the centre with regional offices in metropolitan cities. The recommendations of the committee had far-reaching effects on tourism during the subsequent years especially after India attained independence.

With its rich heritage, cultural diversity, and breathtaking destinations offering a wealth of possibilities, India's tourism industry is emerging as a global favorite. As a key driver of economic growth, the tourism sector not only promotes development but also improves the quality of life by creating various job opportunities. The sector of tourism is witnessing a remarkable recovery post pandemic, with domestic tourism leading the way, tourism sector contributed over 19.13 TN to the GDP 10% above 2019 levels and created 43 million jobs. With government initiatives like 2047 vision targeting 100 million inbound tourists by 2047.

Although India shows a continuous growth of tourism industry, very little planning effort has been taken up. This is one of the reasons why India's share in world tourism market is less. Therefore, the tourism growth cannot occur by itself to give maximum benefit, but it must be planned. A systematic approach with defined policies to all touristic regions of the country is what exactly the need of the hour.

Inbound and Foreign Tourists' Arrivals India

In 2023, India recorded 9.24 million Foreign Tourist Arrivals (FTAs), a growth of 43.5% compared to 6.44 million in 2022. FTAs contributed Foreign Exchange Earnings (FEEs) of Rs. 2.3 Lakh Crores (Provisional Estimates), a growth of around 65% in the same period compared to Rs. 1.39 lakh crores in 2022.

TABLE 1.0 : Inbound Tourism: Foreign Tourist Arrivals (FTAs), Arrivals of Non-Resident Indians (NRIs) and International Tourist Arrivals (ITAs) 1981, 1991, 2001 & 2011-2022

Year	FTAs in India (in Million)	Percentage (%) Change over Previous year	NRIs arrivals in India (in Million)	Percentage (%) Change over Previous year	International Tourist Arrivals in India (in Million)	Percentage (%) Change over Previous year
1981	1.28	2.0	-	-	-	-
1991	1.68	-1.7	-	-	-	-
2001	2.54	-4.2	-	-	-	-
2011	6.31	9.2	-	-	-	-
2012	6.58	4.3	-	-	-	-
2013	6.97	5.9	-	-	-	-
2014	7.68	10.2	5.43	-	13.11	-
2015	8.03	4.6	5.74	5.7	13.76	5.0
2016	8.80	9.6	6.22	8.4	15.03	9.2
2017	10.04	14.1	6.77	8.8	16.81	11.8
2018	10.56	5.2	6.87	1.5	17.42	3.6
2019	10.93	3.5	6.98	1.6	17.91	2.8
2020	2.74	-74.9	3.59	-48.6	6.33	-64.7
2021	1.52	-44.5	5.48	52.6	7.00	10.6
2022	6.44	321.5	7.89	43.9	14.33	104.43

Source: Bureau of Immigration, Govt. of India

FTAs during January-June 2024 were 47,78,374 (Provisional) . FEEs during January -June 2024 (Provisional) were Rs. 1.27 Crores. To increase the number of FTAs, various steps have been taken, such as promoting adventure and niche tourism, making easy the availability of E-visas, and Launching a 24*7 multilingual helpline for tourists. Also on World Tourism Day 2024, 'Paryatan Didi and Paryatan Mitra' were launched to create a hospitable and memorable experience for tourists in India.

TABLE 1.1 : Month-wise break-up of International Tourist Arrivals (ITAs) in India 2020-2022

Months	2020	2021	2022	Growth 2021/20 (%)	Growth 2022/21 (%)
January	1730952	581000	731848	-66.43	25.96
February	1513549	541430	745608	-64.23	37.71
March	615985	613085	1013967	-0.47	65.39
April	3053	491807	1142523	16008.97	132.31
May	29524	224663	1118772	660.95	397.98
June	189546	253543	1320293	33.76	420.74
July	297298	411527	1538050	38.42	273.74
August	290430	457561	1100609	57.55	140.54

September	302558	550855	1047229	82.07	90.11
October	373708	845186	1305864	126.16	54.51
November	477918	947525	1448754	98.26	52.90
December	512601	1091453	1816160	112.92	66.40
Total	6337122	7009635	14329677	10.61	104.43

Source: Bureau of Immi

Source: Bureau of Immigration, Govt. of India

Tourism Growth in Karnataka

Karnataka, being the study region from where the study centers are selected, the growth of tourism industry and its organizational set up are over viewed in this section.

Karnataka is a veritable treasure trove of tourism. Towering hills, bewitching white sand beaches, historic monuments resplendent with architectural marvels belonging to a bygone era, exciting wild life, exquisite handicrafts, salubrious and eco-friendly climate, immortal sculptures, palaces as well as temples, forests and even the hustle and bustle of industries, endless variety of mouth-watering cuisine, divine hospitality of the people, a rich heritage and a glorious culture, large species of flora and fauna make the whole state a tourist paradise.

In 2022, Karnataka saw a significant rebound in tourism, with 18.26 crore domestic tourists and 1.28 lakh foreign tourists visiting the State. The State ranks fourth in India for both domestic and Foreign Tourist arrivals. Karnataka's tourism sector also generated Rs. 1.39 lakh in revenue in 2022, with a target of 10% annual growth over the next 10 years. Karnataka is actively working to enhance its tourism sector, with a focus on safety, inclusiveness, and creating a welcoming environment. The Karnataka Tourism Policy 2020-25 aims to position the state as a leading tourism destination in India. The policy emphasizes an integrated approach to developing a comprehensive tourism ecosystem.

Review of Literature

There are only two types of literature available for tourism studies in India. Published books and articles which are descriptive and very limited. The booklets of tourism promoters and the government reports are the other types of literature available in tourism which gives information only about the foreign tourists, mostly at the national level and sometimes at the regional levels. Although the literature's available on tourism research in developed countries are not directly applicable for Indian situations, it forms background literature. It is therefore, the review of previous literature, both in India and other countries becomes necessary for this present study.

DR. K.V.Suresha & Smt. Tulasi B.V. (2018)¹ - In this literature it is proved that healthy blending of all the 14Ps namely price, product, place, promotion, people, process and physical evidence, postulating, permeate, permanency, proficiency and preponderance. significantly contribute to the sustainable growth of tourism industry. Further, the domestic tourists expect that, innovations in the place concept on regular basis assure continued patronizing whereas out station tourists expect high quality support

¹ Dr. K.V.Suresha Smt. Tulasi B.V (2018) - 2018 JETIR December 2018, Volume 5, Issue 12 www.jetir.org (ISSN-2349-5162)- BLEND OF 14 Ps

services in vehicle parking, clean environment, boarding, lodging facilities, affordable entry fees, proper tourist guide and logistics.

Pawanpreet Kaur, Dr. Mandeep Kaur (2024)² - Tourism is the largest service economy in India with the share of US\$178 billion to the national GDP and 6.9 percent to the total employment in the year 2021. India outnumbered more than one million annual foreign tourist arrivals and exceeded

600 million domestic tourist visits in the year 2021. Moreover, the authorities must decline laissez-faire policy to promote tourism.

Suraj Jaywant Yadav (2021)³ - The role of Indian film industry is continuously growing and putting a global influence with highest earning which indirectly supporting a tourism industry by which Bollywood destinations attracting tremendous amount of tourist. This research study majorly focuses on various producing factors and constituent products of Bollywood tourism with their numerous challenges.

Roopa U & Dr.S.T Ramachandra (2022)⁴ - This reveals the upswing in the tourist arrivals have resulted in the rapid boom of tourism sector in Karnataka. The growth of tourism sector has resulted in employment generation, socioeconomic growth, increasing in the contribution to GDP and it's improved the sustainable and inclusive economic growth of the state.

Srikanth H.S & Dr.M. Kumaraswamy (2015)⁵ - Public Private Partnerships aim to gain advantage of the strength of the public sector through stable governance, citizen's support and those of private sector by their enhanced operational efficiency, innovative technology, managerial effectiveness so as to entrust higher standard of service to the people with better value for money and thus fulfilling needs and expectation of all tourists in the state. In this context, study is confined to the study on expectation and satisfaction of tourists in Karnataka. It helps to identify the major loopholes and lacking behind the quality service of tourism industry and expectation and satisfaction level of the tourists in the state of Karnataka.

DR.Prasanna Kumar. K. R (2020)⁶ - The relationship between destination and mankind is major focus of tourism as it is a combination of natural, sociocultural and politico-historical base make suitable for tourism development in any region. All of them relief features are significant in determining suitable places and spatial distribution of tourist destinations which makes tourism opportunities. It is therefore, necessary to evaluate the profile of study region Karnataka state, through the salient features. This research paper is an attempt to explain physical and sociocultural characteristics of Karnataka State.

² Pawanpreet Kaur, Dr. Mandeep Kaur (2024)-Journal of Management & Technology Vol. XV No. I, June 2024 A Study On Growth And Development of Tourism Industry in India.

³ Silver Mountain Research Book of Hotel Studies Bollywood Tourism: Constituent Products & Challenges in India.

⁴ Roopa U & Dr.S.T Ramachandra (2022)-International Journal of Advanced Research in Management and Social Sciences- Vol. 11 | No.4 | April 2022 www.garph.co.uk/IJARMSS | 67.

⁵ A Study on Expectation and Satisfaction of Foreign Tourists towards PPP Services in Karnataka Tourism- Volume-4, Issue-12, Dec-2015 • ISSN No 2277 – 8160 - GJRA - GLOBAL JOURNAL FOR RESEARCH ANALYSIS.

⁶ Dr.Prasanna Kumar. K. R-A geographical study of tourism development in Karnataka State IJCRT2011352 International Journal of Creative Research Thoughts (IJCRT) www.ijcrt.org Volume 8, Issue 11 November 2020 | ISSN: 2320-2882

Nagaraja & Dr. Abbokar Siddiq (2024) – Findings indicate a significant positive influence of community involvement on tourism development in coastal Karnataka. The results shed light on promoting community involvement, encouraging social engagement, cultivating community spirit, nurturing community development, facilitating community action and supporting community outreach in tourism planning and management to achieve sustainable development goals in coastal regions.

Manas Umesh Hire & Dr. Reena Rani (2023) - The analysis reveals significant hurdles that the sector is facing. However, the analysis reveals significant barrier that the sector is facing. Seasonality and fluctuations in demand, the need for specialized skills and training, the impact of technical improvements, changing consumer preferences like evolving tastes, shifting desires, fluctuating inclinations, dynamic preferences and evolving choices and the impact of global events and crises, such as pandemics or natural calamity, are among the problems.

Mudasir Majid Malik & Asima Nusrath – This paper study the changes in number of tourist arrivals is directly proportional to the economic growth. With world tourist arrivals expected to increase by 43 million every year on an average from 2010 to 2030. The domestic tourism is also a major factor which is contributing to the growth in tourism sector.

Greg Richards (2018) - The field also reflects several ‘turns’ in social science, including the mobilities turn, the performance turn and the creative turn. The paper concludes with several suggestions for future research directions, such as the development of trans-modern cultures and the impacts of new technologies. Chloe Shinae Kim & et al. This study contributes to the hospitality and tourism literature by furnishes a table of reference for future researchers. Taking a look at the past and how far we have come as a discipline should reveal unexplored research avenues for the future.

Dayanand K.C (2014)⁷ Kodagu the most beautiful place, blessed with beauty and bounty of forest and mountains, is truly a nature lovers’ paradise with great landscape, lush green valleys, misty woods, Racing River and enchanting waterfalls. Kodagu has great opportunities for tourism development, thus creating large scale employment opportunities, generating income, improving standard of living and contributing for economic development of the nation. All these developments truly depends on the people of Kodagu, as they have a great responsibility of overcoming the challenges and marching towards sustainable development.

Wang & Yang (2023)⁸ -This paper develops a conceptual framework by introducing a novel “4Is” taxonomy of metaverse tourism: Imitation, Intensification, Interaction, and Integration. These dimensions reflect the depth and scope of virtual engagement in tourism experiences. The study further presents a research agenda outlining theoretical, practical, and ethical considerations for future studies. This taxonomy not only provides a road map for researchers but also informs industry practitioners on leveraging the meta verse in delivering innovative and immersive tourism experiences

Hemanth Rai M. & Prof. T. N. Sreedhara (2023)⁹ - This paper offers insight into the importance of tourism in Karnataka’s Western Ghats, figure its challenges to natural safety and environmental concerns, and stimulates policy recommendations to achieve sustainability in Karnataka tourism.

⁷ Nagaraja & Dr. Abbokar Siddiq - The Role of Community Participation in the Tourism Development in Coastal Regions of Karnataka: An Analysis of Beach Households-International Journal for Multidisciplinary Research (IJFMR), Volume 6, Issue 5, September-October 2024.

⁸ Manas Umesh Hire and Dr. Reena Rani –A study of state- wise tourists arrival in India – International Journal of Emerging Knowledge Studies – Volume: 02 Issue: 12, December-2023.

⁹ <https://doi.org/10.1016/j.jhtm.2018.03.005>

Vijay Kumar Dhannur & Rakesh H. (2023)¹⁰ - The present study seek the analyse of heritage tourists' satisfaction in the three UNESCO-listed heritage sites (Hampi, Pattadakal and Belur). It was found that both domestic and foreign tourists are satisfied with all the factors except maintenance of the natural environment and cleanliness.

Venkatesh.B.G. (2019)¹¹ - The study concludes that while tourism has come up with significantly to the local economy, it also produces challenges related to infrastructure, environmental degradation, and cultural preservation. The research gives recommendations for sustainable tourism development in Hassan district, emphasizing the need for collaborative efforts among stakeholders, including the government, local communities, and tourism industry operators. This study contributes to the existing literature on sustainable tourism development and gives valuable insights for policymakers, tourism industry practitioners, and researchers.

Suman Kalyan Chaudhury et al (2025)¹² This study examines the dynamic relationship between tourism and economic growth in Karnataka from 2008 to 2022. Using both qualitative and quantitative methods, the authors rate key economic indicators—such as GDP, employment, infrastructure investment, and foreign exchange earnings—in relation to tourism activity in the state, including major heritage destinations like Belur, Halebid, and Shravanabelagola in Hassan district. The research reveals that tourism significantly contributes to state GDP and job creation, while also highlighting infrastructural and sustainability challenges. Finally, the paper offers policy recommendations aimed at maximizing tourism's economic benefits through improved connectivity, stakeholder collaboration, and strategic marketing.

Anusha S. ET AL. (2023)¹³ - The present study finds that there is much impact by construction of expressway on hotel business in Mandya and also festivals impacting both positive and negative on hotels.

Krishnamurthy, B. Y. (2024)¹⁴ - The research identifies key dimensions influencing tourism competitiveness and offers a comprehensive understanding of visitor satisfaction at Mysore Dussehra

Baraker, V. (2023)¹⁵ - The research insights into the digital drivers influencing the tourism sector, examines how digitization affects various industry stakeholders, and identifies emerging challenges. It

¹⁰ Review of reviews : A systematic analysis of review papers in the hospitality and tourism literature .International Journal of Hospitality Management- volume 70, March 2018, pages 49-5.

¹¹ Dayananda.K.C(2014)- Tourism and Employment: Opportunities and Challenges in Karnataka- Special Reference To Kodagu District- IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 19, Issue 11, Ver. IV (Nov. 2014), PP 01-11 e-ISSN: 2279-0837, p-ISSN: 2279-0845. www.iosrjournals.org.

¹² Wang & Yang (2023) Rethinking Metaverse Tourism: A Taxonomy & an Agenda for Future, Journal of Hospitality and Tourism Research, Volume.49 Issue 1(3-12) DOI: 10.1177/10963480231163509.

¹³ Hemanth Rai M. & Prof. T. N. Sreedhara (2023). Sustainability in the Tourism of Western Ghats of Karnataka – A Roadmap Approach to Policy Makers-Educational Administration: Theory and Practice, Vol. 29(1), pp. 351.

¹⁴ Vijay Kumar Dhannur & Rakesh H. (2023). A Study on Heritage Tourist Satisfaction in Karnataka Tuijin Jishu – Journal of Propulsion Technology, Vol. 44 (4), pp. 1959–1967.

¹⁵ Venkatesh B G (2019), A Study of the Tourism Industry in Hassan District, Karnataka, India: Opportunities, Challenges, and Sustainability, International Journal of Innovative Research in Technology, Vol 5 Issue 8 (Jan 2019), pp 372–375.

concludes with actionable recommendations for the Karnataka Tourism Board to optimize social media engagement for tourism promotion.

State Level (2018)¹⁶ - This study covers the destinations in Hassan district such as Belur, Halebid, and Shravanabelagola. It highlights opportunities in cultural and rural tourism, adventure activities, and community-based engagement and concludes with strategic recommendations for infrastructure enhancement, public-private partnerships, targeted marketing, and policy interventions to foster inclusive and sustainable tourism development.

Government Of Karnataka (2024)¹⁷ The district features a diverse tourism portfolio comprising natural, cultural, historic, wildlife, and spiritual sites. This brochure emphasizes Mandya's tourism richness—from ecological treasures to cultural festivities and structured digital outreach.

Statement Of Problem

The tourism development itself has something to do with regions and the nation. It is observed that a tourist' in these days would like to have comfortable stay though expenditure may be more. Nowadays tourism has been taken seriously by the State Government. Therefore, clear assessments about the provision of infrastructure and other facilities have to be kept in mind to develop tourism. Since tourism brings money from other divisions and abroad, this study has made an analysis of the impact of tourism on hotel industry, souvenir trade, entry fees, food items, health facilities and safety of tourists.

Objectives of the Study

a) To study the Present Scenario of Tourism Industry in Karnataka.

To assess and compare the role of public and private sectors in Tourism Infrastructure, service quality and innovation in Mysuru Division.

To analyze the effectiveness of Tourism Policies and their implementation in facilitating sectoral growth.

To identify Digital Transformation levels and Smart Tourism initiatives in both sectors.

To give suggestions for the overall Development of Tourism in Karnataka based on the findings of the study.

Methodology

The Study is based on secondary sources of data. The secondary data has been collected from various articles, world tourism organisation, Ministry of Tourism, Karnataka State Tourism Development Corporation, Incredible India Reports, Invest Karnataka Report, Tourism Policy Karnataka 2020-25, Journals and Research Papers.

Scope Of the Study

The scope of the study extends to the whole of Mysore division. As it has been meant to exemplify that category of tourist center, it has wider scope and applications. Therefore, most of the results

¹⁶ Suman Kalyan Chaudhury, Sukanta Sarkar & Pradeep Kumar Acharya (2025), Exploring Karnataka: Unveiling the Economic Impact of Tourism, *Journal of Indian Research* (Mar 2025).

¹⁷ Assessment of Opportunities and Challenges of Tourism Industry in Karnataka *International Journal of Academic Research and Development*, Vol 3 Issue 2 (2018).

obtained by this study could be applied to similar tourists' spots in the region or any other region in the country, despite the unique feature which every popular tourist spot has.

However, the structure of the tourists' spots, economic impacts of tourism and estimated demands for the future are very much pertaining to the study centers. It may be used for future planning purposes as there is no detailed study so far conducted on these aspects. Since the study centers are spatially well distributed in the region, the findings of the study may represent tourism development in the entire region. An attempt has been made in this study to patronize the tourists' expenditure and its impact on the local economy in each type of resort.

Importance of the Study

Development of Tourism in Karnataka is very important because the Karnataka is one of the India's Cultural and diverse rich destinations. Following are the main points highlighting its Importance.

Generation of Employment

Investment

Boosting Economy

Heritage

Global Recognition

Eco Tourism

Infrastructure

Cultural and Community Empowerment

Educational Value

Conclusion

Tourism industry serves as a powerful engine for economic growth, creation of various jobs and foreign exchange, while also fostering cultural preservation and infrastructural development. However, its successful future hinges on addressing challenges like environmental sustainability, responsible technology adoption, and inclusive development that benefit local engagement, and the cultivation of new skills are crucial for building a resilient and transformative tourism sector.