

# A Study on the Promotional Strategies Adopted by Heritage Tourism in Karnataka

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**Abstract:-** Heritage tourism is a significant area in the tourism industry that has been growing for more than 10 years, with India being no exception. The demand for heritage tourism has been increasing on all scales from small trip advisor articles to major advertising campaigns on television. As Tourism is a global process of change and development, the progress in Tourism must be analyzed, with a focus on understanding the causes and effects of change. The author examines these changes through examining how the tourism experience is created. Heritage tourism is an industry worth billions. But how do you promote this when there are so many destinations to choose from? This article explores the marketing strategies that will get you started. The sample size is 100 and total responses collected were 99 , Non-parametric test Chi-Square was used to test the data collected Heritage Tourism facilities, Sensitization of Heritage Tourism, Grievance Redressal Mechanism, General Awareness of Heritage Tourism. Heritage Tourism Infrastructure, Pricing of Tourism Packages, Rate the local Amenities while in tour! People on the other hand were trained on how to handle the tourists and most significantly the socio-cultural etiquette were given importance to handle both domestic & foreign tourists. The respondents also stated that there are variety of environmental factor, technology which has direct impact on heritage tourism, People from different walks of life, educational background, age, students, graduates, visits these places as study tour, educational purposes, research etc. The major factors influencing travel for domestic & foreign tourists are vacation, season, climate and events.

## I. INTRODUCTION TO TOURISM

Heritage tourism is a significant area in the tourism industry that has been growing for more than 10 years, with India being no exception. The demand for heritage tourism has been increasing on all scales from small trip advisor articles to major advertising campaigns on television.

As Tourism is a global process of change and development, the progress in Tourism must be analyzed, with a focus on understanding the causes and effects of change. The author examines these changes through examining how the tourism experience is created.

Heritage tourism is an industry worth billions. But how do you promote this when there are so many destinations to choose from? This article explores the marketing strategies that will get you started.

### ➤ Background of Tourism

Early forms of tourism, people seeking positions were encouraged to travel, for people in Great Britain an educational tour that lasted for months, typically following common paths around major cultural centers of Europe. The Grand Tour favored by aristocrats offered the chance to expand one's knowledge of art and other literary topics before returning to regular society or perhaps even entering university.

Tourism attracts people with inquisitiveness, curiosity, and love of new experiences. These three ingredients highlight the major successes that vacationers and travelers alike enjoy. We coordinate with tour and travel companies and encourage them with advertising and mention in our publications to promote tourism in Karnataka. Tourism is a complex form of the Indian economy, the mobile population contributing to tourism in Karnataka is quite high. Why you should check out Bengaluru's best spots if you are new in town.

The U-turn: Regaining Marketing and Marketers Happiness, Find out how the experiences of this study of heritage tourism in Karnataka has led to various attempts on new marketing strategies.

### • Cultural Tourism & Heritage Tourism

Cultural tourism is now on your reading list, how to have a cultural tourism experience, why individuals want to explore heritage tourism, Cultural tourism differs from heritage tourism. Cultural tourism is the use of one culture with another for the benefit of people from one culture. If people from culture develop, then it is considered tourism. A reason for cultural and heritage tourism.

How to provide the best experience while traveling, our aesthetic environment depends on someone else, Tourism is often intangible. By dealing with it as such, marketers are able to make up for its differences. Experiences shape and mold cultural and heritage tourism and it can be said to be shaped by our exposure and experience.

Cultural and heritage tourism: What motivates the invisible? As tourists arrive at a destination, they often have their own perceptions of how the land should be enjoyed. Tourists may want to hike through mountains or enjoy pristine beachfronts, while others might prefer museums. However, each tourist has their own perception of what would make for an enriching experience, which can make it difficult for tourism industries to focus on specific goals.

Yet, both types of tourist will arrive at the same destination to fulfill their needs. The cultural tourist may focus on religious sites, events, and cuisine while the heritage tourist will most likely focus on colonial buildings or natural areas that have not changed in centuries. How one tourist experiences a destination while another does not? Cultural heritage tourism is different from other types of tourism because it can't be projected in tangible form.

## II. LITERATURE REVIEW

Tourism is a small part of the total leisure industry. A few thoughts on what some people think of as leisure activities, tourism is an industry that's made up of many levels, from big airlines to basic tourism, travelling without your spouse can be lonely, Identifying tourism issues, how does tourism affect better than ever comfort and modern, Tourism coordination is necessary to let travelers report their concerns. What is the purpose of tourism? Tourism and the Importance of Transport and Barrier Tourism, Basic tourism tactics, Period of religious-oriented tourism and resulting cultural ramifications, Seize the opportunities of Tourism, these are certain things which are need to be addressed to promote tourism in Karnataka.

Marketing tourism products requires a keen understanding of the nuances that attract a particular set in a focus group or a demographic (Pearson, 1995). The art in attracting heritage tourists rests on knowing the sensitivities in the cultures and finding resemblances with the place to gain identity (Poria et al, 2006). A review on Heritage, while living and travelling in different eras and cultures changes your perspective, does living in the future make tourism for heritage experiences obsolete? (Scofield et al, 1999)

What do management professionals define as the key factor in tourism to destinations (Silva, 1989) Make room on your list for this Michelin-starred series! No matter how the economy is doing overall, you can make sure your business survives. It is a diverse type of tourism that demands introspection on the experience and on one's beliefs on things such as equality (Slitvold, 1996), As a result, the ability to generate quality blog posts in a short period of time is essential. Currently, the market is flooded with advertisements for products believed to make life easier. But these products are really created by consumers' inputs. Consumers all around the world, voicing what they want in an effort to make life better. Consumer is always given primacy.

The great thing about heritage tourism is that, who often feels the most affinity for the ways of their ancestors? How environmental preservation has changed in the last 50 years (Stebbins, 1996), discuss the significance of the Elsewhere Project and the project heritage and the Journey Continues. This is one of the reason as to why International Organisation as argued, project heritage as the shared and common heritage of humanity depicting the continuous evolution to seek spiritual comfort embedded in culture (Siberberg,1995).

What the Association wants to happen in the area with heritage assets (Otake, 1997). The World Association of Buddhists explores Buddhist heritage as a community responsibility, the Heritage of Christ that is linked to Humility. Why infrastructure is important in constructing development (Palm, 1999) discusses two aspects of electricity, road ways and water supply.

It seems like heritage is often seen negatively (McIntosh et al, 1999). Fellow bloggers share their views. This has an increasingly negative impact on the tourism product as this is the most expensive type of tourism product. (Becki Ellis) reviews antique treasure topics covered in Solberg's are Cannabis, Criminals, and Societies, Customs and Border Protection's 36% Slump in Anti-smuggling Cases, The review involving pushing and pulling systems (Robb,1998), Reviews International Political Philosophy.

## III. RESEARCH METHODOLOGY

### ➤ *Statement of the Problem*

Tourism is one of the most profitable industries in the world today. Did you know there are over 400 Million Tourist Travelers annually to all countries? Cultural understanding of various tourist destinations, the difference between successful and struggling businesses. 12% of tourists aren't temporary. Tourism go to places normally outside of their locations and it depends on mainly 3 major industries like transportation, accommodation, tour operators and tour agents.

The best thing about India is that it is impossible to generalize India when compared to the world as India offers a wider variety of sights, landscapes, food, Fantastic Destinations, you'll Love Trekking in the Himalayan mountains, Karnataka is a kaleidoscope of nature's abundance. India in particular Gujarat as a wonderland for tourists, with a variety of rich commodities to explore, a multitude of captivating attractions. Karnataka is home to many seekers of joy for any kind of traveler. A Study on the Promotional Strategies adopted by Heritage Tourism in Karnataka. a questionnaire was devised to conduct the survey.

### ➤ *Objectives of the Study*

- *To identify the promotional strategies adopted by Heritage Tourism in Karnataka*
- *To study the availability of infrastructure in the form of basic facilities to attract both inland & Foreign tourists*
- *To appraise the extent of growth of heritage tourism in Karnataka*

### ➤ *Hypotheses for the Study*

- *Null Hypothesis:*

There is no significant impact of the factors identified in promoting heritage tourism in Karnataka

- *Alternate Hypothesis:*  
There is a significant impact of the factors identified in promoting heritage tourism in Karnataka

➤ *Methodology*

- *Primary Data*  
The current study involves both primary and secondary data. The primary data have been collected through survey method and a structured questionnaire was canvassed among the selected samples from various people operating in the field of tourism. Primary study consisting of quantitative method will be conducted in Karnataka

- *Secondary Data*  
The secondary data pertaining to the study has been collected from various agencies and sources like tourism websites, Department of tourism, KSTDC, journals, articles, newsletters, and magazines were relied upon.

- *Sampling Technique & Sample Size*  
The population identified were various tourist spots, agencies, tour operators, simple random sampling technique was adopted for this study. The sample size identified was 100

**IV. DATA ANALYSIS AND INTERPRETATION**

Data Analysis chapter assess the Marketing Strategies for Promoting Heritage Tourism in Karnataka. Data analysis presenting the results, analysis of what certain techniques have been applying on a product to reveal its true state. This research is largely concerned with the analysis of the primary data. It aims to take users through an academic course in analyzing statistical relationships.

The chapter also explains the most and least important factors/ variables which impacts the research problem above. The Researcher has adopted a Simple Random Sampling which is a Probability Sampling, hence the statistical tools used are Descriptive Statistics, Regression Analysis and Factor Analysis to analyze the data

*A. Descriptive Statistics:*

Table 1 Descriptive Statistics

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>Std. Deviation</b>
Heritage Tourism Promotional Strategies	99	1	5	3.33	1.294
Heritage Tourism Administration	99	1	5	3.58	1.356
Preservation & Conservation of Heritage Tourism	99	1	5	3.58	1.356
Sensitization of Heritage Tourism	99	1	5	3.46	1.288
Heritage Tourism Facilities	99	1	5	3.17	1.415
Grievance Redressal Mechanism	99	1	5	2.93	1.402
General Awareness of Heritage Tourism	99	1	5	3.10	1.225
Heritage Tourism Infrastructure	99	1	5	2.99	1.241
Pricing of Tourism Packages	99	1	5	3.10	1.225
Rate the local Amenities while in tour	99	1	5	3.23	1.292
Rate the Activities in the destinations of package tour.	99	1	4	2.67	1.050
Rate your satisfaction level of the Promotional Activities of Heritage Tourism in Karnataka					

The above Descriptive Statistics gives us the side-by-side comparison of the all the variables. This makes us to quickly observe all the details of the data like total samples (N), Minimum, Maximum, Mean and the Standard Deviation and can infer how the data is deviated from the mean and can also give information about each variables state in the analysis.

*B. Chi-Square Test*

A non-parametric test Chi-square was chosen to do the statistical test for the data compiled for this study. Chi-square compares two or more variables from randomly selected data. This test help us to find the relationship between two or more variables. The researcher has used MS Excel to calculate the chi-square and p-value for the data. The entire calculations has been done using mathematical formulas as Excel does not have an in-built function.

➤ *Questions used for Chi-square Test*

Table 2 Questions used for Chi-square Test

Variables	Variable Dimensions
Q6	Heritage Tourism Promotional Strategies
Q7	Heritage Tourism Administration
Q8	Preservation & Conservation of Heritage Tourism
Q9	Sensitization of Heritage Tourism
Q10	Heritage Tourism Facilities
Q11	Grievance Redressal Mechanism
Q12	General Awareness of Heritage Tourism
Q13	Heritage Tourism Infrastructure
Q14	Pricing of Tourism Packages
Q15	Rate the local Amenities while in tour
Q16	Rate the Activities in the destinations of package tour.
Q17	Rate your satisfaction level of the Promotional Activities of Heritage Tourism in Karnataka

• *Hypothesis Defined for this Research*

✓ *Null Hypothesis:*

There is no significant impact of the factors identified in promoting heritage tourism in Karnataka

✓ *Alternate Hypothesis:*

There is a significant impact of the factors identified in promoting heritage tourism in Karnataka

Table 3 Data Coded; Chi Square - Observed Value Table (O)

Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	
18	28	28	30	24	20	16	14	16	21	0	30	<b>245</b>
37	37	37	17	19	14	20	19	20	25	26	17	<b>288</b>
17	12	12	29	23	23	32	32	32	17	31	29	<b>289</b>
14	8	8	15	16	23	20	20	20	28	25	15	<b>212</b>
13	14	14	8	17	19	11	14	11	8	17	8	<b>154</b>
<b>99</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>1188</b>

Table 4 Chi Square - Expected Value Table (E)

20.42	20.42	20.42	20.42	20.42	20.42	20.42	20.42	20.42	20.42	20.42	20.42	20.42
24.00	24.00	24.00	24.00	24.00	24.00	24.00	24.00	24.00	24.00	24.00	24.00	24.00
24.08	24.08	24.08	24.08	24.08	24.08	24.08	24.08	24.08	24.08	24.08	24.08	24.08
17.67	17.67	17.67	17.67	17.67	17.67	17.67	17.67	17.67	17.67	17.67	17.67	17.67
12.83	12.83	12.83	12.83	12.83	12.83	12.83	12.83	12.83	12.83	12.83	12.83	12.83

Chi Square – (O-E) Table

-2.42	7.58	7.58	9.58	3.58	-0.42	-4.42	-6.42	-4.42	0.58	-20.42	9.58
13.00	13.00	13.00	-7.00	-5.00	-10.00	-4.00	-5.00	-4.00	1.00	2.00	-7.00
-7.08	-12.08	-12.08	4.92	-1.08	-1.08	7.92	7.92	7.92	-7.08	6.92	4.92
-3.67	-9.67	-9.67	-2.67	-1.67	5.33	2.33	2.33	2.33	10.33	7.33	-2.67
0.17	1.17	1.17	-4.83	4.17	6.17	-1.83	1.17	-1.83	-4.83	4.17	-4.83

Chi Square – (O-E) ^2 Table

5.84	57.51	57.51	91.84	12.84	0.17	19.51	41.17	19.51	0.34	416.84	91.84
169.00	169.00	169.00	49.00	25.00	100.00	16.00	25.00	16.00	1.00	4.00	49.00
50.17	146.01	146.01	24.17	1.17	1.17	62.67	62.67	62.67	50.17	47.84	24.17
13.44	93.44	93.44	7.11	2.78	28.44	5.44	5.44	5.44	106.78	53.78	7.11
0.03	1.36	1.36	23.36	17.36	38.03	3.36	1.36	3.36	23.36	17.36	23.36

Chi Square – (O-E) ^2/E Table

0.29	2.82	2.82	4.50	0.63	0.01	0.96	2.02	0.96	0.02	20.42	4.50
7.04	7.04	7.04	2.04	1.04	4.17	0.67	1.04	0.67	0.04	0.17	2.04
2.08	6.06	6.06	1.00	0.05	0.05	2.60	2.60	2.60	2.08	1.99	1.00
0.76	5.29	5.29	0.40	0.16	1.61	0.31	0.31	0.31	6.04	3.04	0.40
0.00	0.11	0.11	1.82	1.35	2.96	0.26	0.11	0.26	1.82	1.35	1.82

<b>Chi Square Calculated</b>	<b>137.00</b>
<b>Chi Square Critical</b>	<b>60.48</b>
<b>p-value</b>	<b>0.000</b>

➤ *Inference drawn from Chi-Square Test:*

**Since the P-value (0.00) is less than  $\alpha = 0.05$ , the researcher rejects the null hypothesis, “There is no significant impact of the factors identified in promoting heritage tourism in Karnataka” based on the results from chi-square test.**

## V. FINDINGS, CONCLUSIONS & SUGGESTIONS

➤ *Findings*

The above titled research started with a thorough review of literature, the advantage of reviewing the literatures had provided the scope to carry out research work in the area of heritage tourism. There existed some research gaps both horizontally & vertically especially in this area of topic chosen. Subsequently discussions had with academicians, professional in this area gave the researcher an insight and a sense of direction for framing the questionnaire and also the collection of data. This research study resulted in the following findings followed by suggestions & recommendations.

- Karnataka Tourism is one of best destinations in the country and play a important role in its development. The attractions of any tourist destinations also depends on the various factors like facilities, infrastructure available in the tourist places.
- Marketing Strategy from the department of tourism (Karnataka) is based on Product (Destinations), Promotion of Products, Distribution People and finally at what cost (price)
- The Promotional Strategies involved were on health tourism, cultural tourism, eco-tourism and more on heritage tourism. The Karnataka tourism banked mainly on foreign tourists, but the domestic tourist ewer also given importance.
- Karnataka tourism tide up with railways, airports and harbor authorities. Hotel wings of KSTDC, Hampi Tourism were streamlined to facilitate the tourists
- Heritage Tourism facilities, Sensitization of Heritage Tourism, Grievance Redressal Mechanism, General Awareness of Heritage Tourism. Heritage Tourism Infrastructure, Pricing of Tourism Packages, Rate the local Amenities while in tour!
- People on the other hand were trained on how to handle the tourists and most significantly the socio-cultural etiquette were given importance to handle both domestic & foreign tourists.
- The respondents also stated that there are variety of environmental factor, technology which has direct impact on heritage tourism,

- People from different walks of life, educational background, age, students, graduates, visits these places as study tour, educational purposes, research etc...
- The major factors influencing travel for domestic & foreign tourists are vacation, season, climate and events

➤ *Conclusions*

- All the stakeholders in Karnataka Tourism should meticulously plan and execute promotional strategies and implement all the factors mentioned above
- With rich heritage tourism in Karnataka, department of tourism should allure the tourists from different parts of the world by promoting the infrastructure, facilities available and provide the required ambience for tourists
- Karnataka Heritage Tourism should showcase across all national borders and utilize the tourist potentialities by using the right celebrities to promote.
- A holistic approach should be provided for the tourists as this will increase the inflow of people to visits different destinations
- The opportunities are plenty to the Heritage Tourism in Karnataka and in fact the tourism department can make this a Global Brand. Even the tourism department know that if they invest 100 rupees, they can get atleast 1000 rupees from this! This needs to be captivated to become the market leaders in heritage tourism in India.

➤ *Suggestions*

- Tourism is an evergreen industry and the business can always bring in a lot of revenues! The growth depends on attractive tourist destinations, facilities and infrastructure at the tourist place. The Karnataka Heritage Tourism can make a Public-Private-Partnership (PPP Model) to raise funds and develop the above requirements
- The Karnataka Tourism should really work to Brand Heritage Tourism as Brand is the buzz word today. They should take or consult different states like Kerala, Gujarat and Rajasthan

- A lot of awareness, education is needed along with the promotion of heritage tourism! We consider treat our tourists are our guests and instill that the concept of “Athithi Devo Bhava” still exists in Karnataka as these tourists are cultural ambassadors and heritage tourism gets promoted through word-of mouth.

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