

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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A RELEVANCE OF TOURISM EMPOWERMENT AND TOURISTS VITALITY: A STUDY OF VIJAYAPUR

MALLIKARJUN M. MARADI
ASST. PROFESSOR & RESEARCH SCHOLAR
DEPARTMENT OF STUDIES IN COMMERCE
RANI CHANNAMMA UNIVERSITY
PG CENTRE
VIJAYAPUR

Dr. R. M. PATIL
ASSOCIATE PROFESSOR
G. P. PORWAL ARTS, COMMERCE AND V. V. SALIMATH SCIENCE COLLEGE
SINDAGI

ABSTRACT

A developing country like India, which is on path of modern economic growth through structure transformation of the economy. Tourism is the practice of travelling for pleasure or the business of offering information, accommodations, transportation and other services to tourists. This word was first documented between 1805 and 1815. Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another. From a country to another for performing a specific task, or it is a visit to a place or several places in the purpose of entertaining which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, cultures, and history. Tourism has a direct impact on the national revenue for all touristic countries, it creates work opportunities, industries, and several investments to serve and raise nations performance and cultures, also distributes their history, civilization, and traditions. It has the highest number of national protected monuments in India, at 507. The present study has carried for the purpose of understanding of growth of tourism, SWOT analysis of tourism industry in Vijayapur and factors impact of tourism on economic development of Vijayapur District, Karnataka State. The sources of information had been collected from secondary and primary data. The primary data had collected through a set questionnaire from 150 respondents included domestic and foreign tourists during 2016. The data has analyzed and interpreted with the help of statistical techniques. The study has found some of the challenges and potentialities of tourism entrepreneurship in Vijayapur District, 2016. The study was concluded that the tourism destiny is a vital arena of service and hospitality industry, which attracts and enhance worth of tourism destinations in Karnataka State.

KEYWORDS

Vijayapur, growth of tourism.

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INTRODUCTION

A developing country like India which is on path of modern economic growth through structure transformation of the economy. Tourism is the practice of travelling for pleasure or the business of offering information, accommodations, transportation and other services to tourists. This word was first documented between 1805 and 1815. Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another. From a country to another for performing a specific task, or it is a visit to a place or several places in the purpose of entertaining which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, cultures, and history. Tourism has a direct impact on the national revenue for all touristic countries, it creates work opportunities, industries, and several investments to serve and raise nations performance and cultures, also distributes their history, civilization, and traditions. It has the highest number of national protected monuments in India, at 507. We must also take note that India is best suited for all kinds of tourism. Rural, cultural, eco-tourism, spiritual, sports and adventure tourism and Indian tourism Industry must concentrate on encouraging Indian citizen to holiday within the country. It has outlined various dimensions of tourism. Though the shift to more recent forms of alternative tourism in the context of contemporary development in the tourism industry within and outside the country.

REVIEW OF LITERATURE

1. Singh M. (2003)¹, in his article reveals that many tourists coming from urban/suburban settings feel the need to get back in touch with nature. Bound by their daily desk routine they are looking for challenge and excitement. This is probably why eco-tourism is the buzzword nowadays. The most popular activities for eco tourist are spotting wild animals, trekking, hiking, bird watching, nature photography, wildlife safari, camping, mountain climbing, fishing, river rafting, scuba diving and botanical studies. The author said that the India has immense potential for eco-tourism. If conducted rightly it will not only yield significant economic returns but will help protect and preserve our natural resources and wildlife.
2. Kumar S. and Binu R. (2004)², in their article critically analyze the growth of tourism industry in Kerala. The study analyses development activities of tourism industry in Kerala, the role of different agencies involved in tourism development, infrastructure, and tourism vision of the State and compare it with that in other States. Despite being a small State with not much historical or heritage monuments, but with abundant natural beauty and good climate round the year, Kerala has achieved remarkable growth in tourism industry. It is the only industry in Kerala which has recorded continuous growth for the past few years.
3. Bhatia A. K. (2004)³, takes us through the harsh realities of travel during the ancient times to the present day pleasure travel. He cites a series of factors responsible for the growth of tourism worldwide. He claims that tourism is not only an economy activity of importance but also an important medium of social and cultural development. He has also discussed the service dimensions which will help in understanding and managing the tourism activity. He has outlined various dimensions of tourism. Though the shift to more recent forms of alternative tourism have not been elaborated upon.
4. Sundara S. (2007)⁴, discloses that India with its diverse socio culture, varied eco system and cost effective health care industry has immense potential to become the most preferred tourist destination. India is slowly but surely awakening to its tourism potential. Concerted efforts have been made by the Indian Government to boost tourism activity. Proper coordination between the centre and states will help in toning up the image of tourism. One must realize that sustainability of

¹ Singh M. (2003), "Peril and Perils of eco-tourism", Facts for you.

² Kumar S. and Binu R. (2004), "Performance of Tourism Industry in Kerala", The Indian Journal of Commerce, Vol-57, No-2. April-June

³ Bhatia A. K. (2004), "Principles and Practices (2nd Revised edition) Sterling Publishers Private Ltd.

⁴ Sundara S. (2007), "Tourism: India Awakens to Incredible Opportunities," Facts for you. December

tourism activity in the long run is more important than immediate gains. We must also take note that India is best suited for all kinds of tourism. Rural, cultural, eco-tourism, spiritual, sports and adventure tourism and Indian tourism Industry must concentrate on encouraging Indian citizen to holiday within the country.

5. **Sanchay Malviya**, Tourism: Policies, Planning and Governance, Volume-3, ISHA Books, Delhi, ISBN-81-8205-15-3, 2005. This book concerned with the planning and governance of tourism. This book covered human resource planning, tourism policies, motivation of nature tourism, tourism and heritage, community based tourism, transportation and tourism and promotional methods in tourism.

OBJECTIVES OF THE STUDY

1. To study the growth of tourism industry in selected Vijayapur city, Karnataka
2. To analyse the degree of satisfaction of tourist about selected tourist destination.
3. To study the various forces impact on tourism industry selected area.

HYPOTHESIS

1. **Ho1:** there is no growth of tourism industry in selected Vijayapur city
2. **Ho2:** there is no significant relationship between tourist destiny and degree of satisfaction of tourist.
3. **Ho3:** there is no forces impact on tourism industry in Vijayapur area.

RESEARCH METHODOLOGY

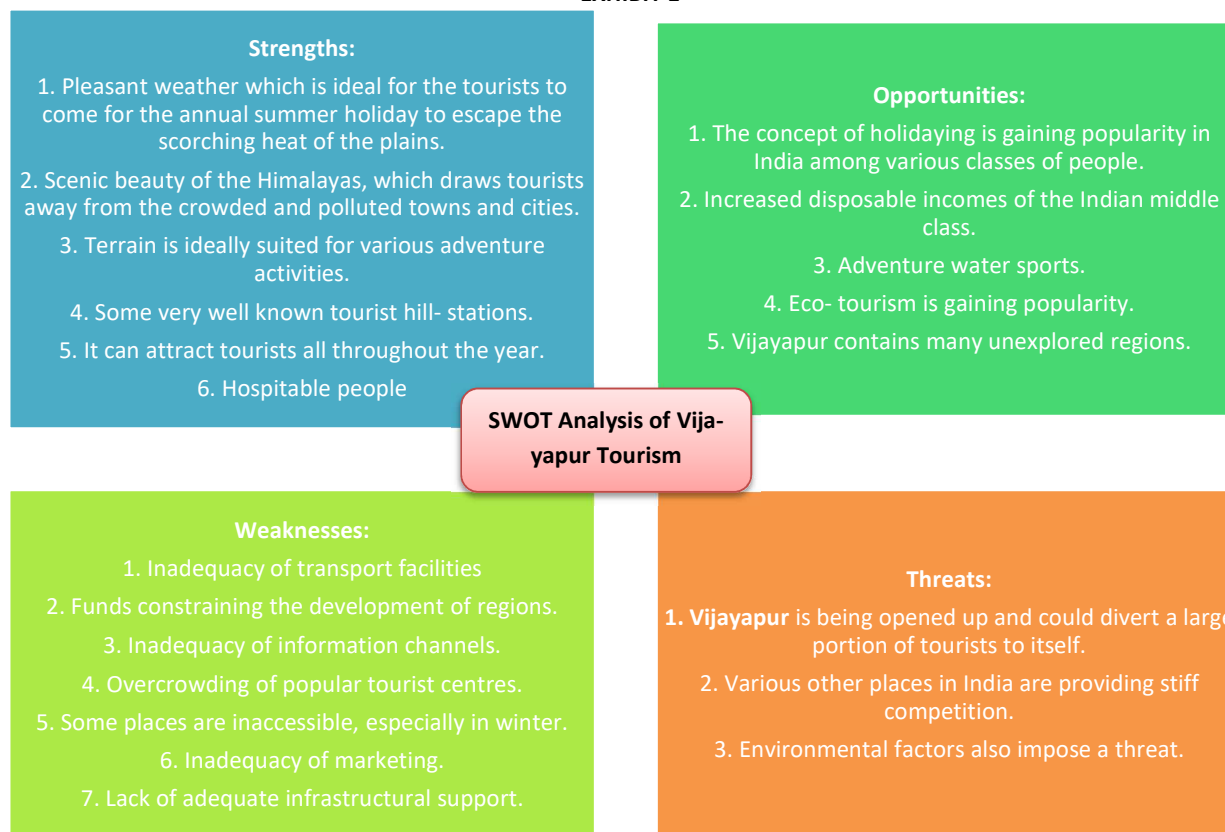
The present study has descriptive and analytical in nature and encompasses both primary and secondary data. The primary data has been collected through the interview, discussing the subject matter by the set open ended and close ended questionnaire to the domestic and foreign tourist. The sample size obscured 150 tourist respondents from various parts of nation and world during 2016. The secondary data was collected from the journals, textbooks, reports of tourism department, Karnataka and relevant websites etc. The simple statistical measurements has been used to analyse the data and had been used SPSS programme for data analysis.

INTRODUCTION TO VIJAYAPUR TOURISM

Vijayapur is rich in historical attractions, mainly related to Islamic architecture, especially those of the Vijayapur Fort. Vijayapur is a town blessed by scattered ruins and still intact gems of the 15th to 17th century Muslim architecture. It was the capital of the Adil Shahi dynasty (1489-1686), one of the splinter states formed when the Bahamani Muslim kingdom broke up in 1482. The town is dotted with mosques, mausoleums, palaces and fortifications. A formidable fort surrounds the town, which has some of the finest mosques in the Deccan and retains a pleasant atmosphere.

STRENGTH, WEAKNESSES, OPPORTUNITIES AND THREATS ANALYSIS OF VIJAYAPUR TOURISM

EXHIBIT 1



Source: Author's design

DATA ANALYSIS AND INTERPRETATION

TABLE 1.0: DISTRIBUTION OF RESPONDENTS ON THE BASIS OF RESIDENTIAL STATUS

Residential Status	Male				Female				Gross Total	% to Total
	Married	Unmarried	Total	% to Total	Married	Unmarried	Total	% to Total		
Domestic	42	12	54	60.00	28	08	36	40.00	90	100.00
Foreign	25	14	39	65.00	16	05	21	35.00	60	100.00
Total	67	26	93	62.00	44	13	57	38.00	150	100.00

Source: Field Survey, 2017

From the above table 1 it is understood that, Out of 150 respondents of the study, 60% are domestic respondents and 40% belongs to foreign countries. Of the domestic respondents, 60% of the respondents are male and remaining are female respondents. The percentage of foreign male respondents is more in number compared to female foreign respondents. It clearly states that more number of male respondents is selected for the study and of the total respondent's majority is married.

TABLE 1.1: PROFILE OF THE RESPONDENTS

	Frequency	Percent	Valid Percent	Cumulative Percent
I. Age of the respondents				
a. less than 15 years	9	6.0	6.0	6.0
b. 15 years to 25 years	41	27.3	27.3	33.3
c. 25 years to 45 years	65	43.3	43.3	76.7
d. More than 45 years	35	23.3	23.3	100.0
Total	150	100.0	100.0	
II. Educational qualification				
a. Illiterate	10	6.7	6.7	6.7
b. Matriculation	31	20.7	20.7	27.3
c. Under Graduation	55	36.7	36.7	64.0
d. Post-Graduation	54	36.0	36.0	100.0
Total	150	100.0	100.0	
III. Occupation				
a. Govt. worker	24	16.0	16.0	16.0
b. Private worker	32	21.3	21.3	37.3
c. Businessman	53	35.3	35.3	72.7
d. Professional	18	12.0	12.0	84.7
e. Students	12	8.0	8.0	92.7
f. Others	11	7.3	7.3	100.0
Total	150	100.0	100.0	
IV. Annual Income				
a. Up to Rs. 50,000	7	4.7	4.7	4.7
b. Rs. 50,000 to Rs. 1,00,000	27	18.0	18.0	22.7
c. Rs. 1,00,000 to Rs. 1,50,000	54	36.0	36.0	58.7
d. More than Rs. 1,50,000	62	41.3	41.3	100.0
Total	150	100.0	100.0	
V. Annual Budget for tour and entertainment				
a. Up to Rs. 25,000	25	16.7	16.7	16.7
b. Rs. 25,000 to Rs. 50,000	30	20.0	20.0	36.7
c. Rs. 50,000 to Rs. 75,000	35	23.3	23.3	60.0
d. More than Rs. 75,000	60	40.0	40.0	100.0
Total	150	100.0	100.0	

Source: Field Survey, 2016

Inference: The above table inference that the profile of the respondents such as their age, education, occupation, annual income and annual budget for tour and entertainment. 41 out of 150 respondents arrived to visit various historical monuments in Vijayapur and Bagalkot districts and their age group were 15 years to 25 years old tourist at 35% respondents. The majority of the respondents were in the age group of 25 year to 45 years i.e., 43.33% and very least age-old respondents visit, tourist destinations. The majority of under graduation and post graduate qualified tourist visit tourist destinations at 36.7 % and 36% respectively. The study shows that the most of government and businessmen visits Pattadakallu, Aihole, Badami, Vijayapur city, Alamatti etc. at 16% and 35.3 % respondents. Only 8% students' respondents had been visited to tourist areas. 54 no. of the respondents out of the 150 respondents has Rs. 1,00,000 to 1,50,000 annual income and 62 (41.3%) of the respondents has more than Rs. 1,50,000 annual income during the study period. 23.3 % of the respondents' annual budget for tour and entertainment were Rs. 50,000 to Rs. 75,000 and the most of the respondents has tour budget more than Rs. 75,000 annually i.e., 40%.

TABLE 1.2: THE AWARENESS ABOUT VIJAYAPUR TOURISM

	Frequency	Percent	Valid Percent	Cumulative Percent
Advertisements	44	29.3	29.3	29.3
Friends and Relatives	35	23.3	23.3	52.7
As a Researcher	11	7.3	7.3	60.0
Reading	52	34.7	34.7	94.7
Any Others (Specify)	8	5.3	5.3	100.0
Total	150	100.0	100.0	

Source: Field Survey, 2016

Interpretation: the above table explains that 34.7 % of the respondents knew the Vijayapur tourist spot by their reading and 29.3% of the respondents come to know about Vijayapur tour destiny by an advertisement. The friends and relatives also participated in word of mouth communication to create the awareness regarding our Karnataka tourism.

TABLE 1.3: NO. OF TIMES HAD BEEN VISITED TO VIJAYAPUR

	Frequency	Percent	Cumulative Percent
Once	104	69.3	69.3
Two times	24	16.0	85.3
Three times	13	8.7	94.0
Four times & More	9	6.0	100.0
Total	150	100.0	

Source: Field Survey, 2016

Inference: The study shows that the 104 no. of the respondents out of 150 respondents first time visited to Vijayapur, Badami, Pattadakallu and many other tourist places i.e., 69.5% and 16% of the respondents had been visited at two times. Hence, the study reflect that majority of respondents visited first time to our selected tour destinations.

TABLE 1.4: WHICH OF THE NORTHERN KARNATAKA TOURIST DESTINATIONS DO YOU PREFER TO VISIT?

	Frequency	Percentage	Cumulative Percent
Badami	24	16.0	16.0
Aihole	24	16.0	32.0
Pattadakallu	21	14.0	46.0
Kudalasangama	19	12.7	58.7
Alamatti	16	10.7	69.3
Vijayapur	36	24.0	93.3
Lakkundi	10	6.7	100.0
Total	150	100.0	

Source: Field Survey, 2016

Inference: The above table explains that the tourists preference about the northern Karnataka tourist destinations such as Badami, Pattadakallu, Aihole, Kudalasangama, Alamatti, Vijayapur and Lakkundi and many others destinations. Badami Taluq tourist destinations has more preference on an average at 19% and Vijayapur is also more preferable to visit and enjoy the art, culture and architecture of monuments at 24%. Hence, Vijayapur had attracts more no. of tourists towards its beauty of architecture.

TABLE 1.5: SHOWS THE REASONS BEHIND TOUR PLAN OF RESPONDENTS

Reasons	Frequency	Percent	Cumulative Percent
Health and wellness	9	6.0	6.0
Cultural tour	50	33.3	39.3
Eco-tour	22	14.7	54.0
Incentive travel	21	14.0	68.0
Research tour/ Industrial tour/ Conference	48	32.0	100.0
Total	150	100.0	

Source: Field Survey, 2016

Inference: the above table shows that the reasons behind tour plan of respondents is health and wellness, culture, eco-tour, incentive travel and research conference. 33.33% of the respondents were plan to travel historical places because cultural tour, 32% of the respondents are interested in the research conference and 6% of the respondents were interested in health and wellness. Henceforth, majority of the respondents were visit tourist destination due to cultural and research conference.

TABLE 1.6: SHOWS FACTORS EFFECTS ON TOURISM INDUSTRY IN VIJAYAPUR

Sl. No.	Key Factors	A	b	c	d	e	Total
1	Tourist Accommodation	16	34	49	35	16	150
		10.7%	22.7%	32.7%	23.3%	10.7%	100
2	Service quality by hotels	7	39	34	29	41	150
		4.7%	26.0%	22.7%	19.3%	27.3%	100
3	Services by tour agencies	9	39	29	35	38	150
		6.0%	26.0%	19.3%	23.3%	25.3%	100
4	Value for money	14	43	33	29	31	150
		9.3%	28.7%	22%	19.3%	20.7%	100
5	Safety	5	16	39	35	55	150
		3.3%	10.7%	26.0%	23.3%	36.7%	100
6	Cultural attractions	16	35	45	25	29	150
		10.7%	23.3%	30.0%	16.7%	19.3%	100
7	Water sports	3	10	17	25	95	150
		2.0%	6.7%	11.3%	16.7%	63.3%	100
8	Infrastructure	9	11	51	34	45	150
		6.0%	7.3%	34.0%	22.7%	30.0%	100
9	Airline connections	0	0	0	0	150	150
		0%	0%	0%	0%	100%	100
10	Train connections	27	64	21	20	18	150
		18.0%	42.7%	14.0%	13.3%	12.0%	100
11	Tour and travel consultancy	4	7	35	31	73	150
		2.7%	4.7%	23.3%	20.7%	48.7%	100
12	Internet facility	0	5	7	47	91	150
		0%	3.3%	4.7%	31.3%	60.7%	100

Source: Primary Data, 2016.

Note: a- Excellent b-Very Good c- Good d-Fair e- Poor

Interpretation: From the above table encompasses that the factor effects on tourism industry of Vijayapur such as tourist's accommodation, hotel service, service of tour agency etc. are taken in to consideration. 32.7% of the respondents were satisfied regarding accommodation facility facilitated by lodge in Vijayapur and 11% of the respondents said that a poor about accommodation.

The majority 27.3% of the respondents were not satisfied about with a service quality of hotels in Vijayapu and 26% of the respondents said a very good of service quality of the hotels in Vijayapur. Service by tour agencies are satisfactory to the tourists at Vijayapur at 26% and 38 respondents out of 150 respondents disagreed

about a service by tour agencies. The majority of the respondents not satisfied towards a safety of tourists i.e., 36.7% and 23.3% of the respondents are said fair. 30% of the respondents expressed their opinion about cultural attractions of Vijayapur has more and touch an every tourists. The majority 63.3 % of the respondents are not satisfied about water sports facility at tourist destiny and 16.7% of the respondents are merely agreed. 34% of the respondents were said good about infrastructure of tourist place but Vijayapur city has to improve in various factors such as dust, road facility, more needy of tourist information centre, and other aids to vijayapur tourism destiny. 100% of the respondents were unhappy about airline connections to Vijayapur and its negatively impact on tourism industry. 42.7% of the respondents were happy about train facility to Vijayapur city. 73 respondents out of 150 respondents strongly disagreed about tour and travel consultancy to domestic and foreign tourists at Vijayapur city. Therefore, many force adversely effected on the Vijayapur tourism industry and few factors are favorable on the perspectives tourism development.

TABLE 1.7: SHOWS THE KEY STRENGTHS OF VIJAYAPUR AS A TOURISM DESTINATION

Key strengths	Frequency	Percent	Cumulative Percent
1. Shopping	5	3.3	3.3
2. Culture	50	33.3	36.7
3. Value for money	10	6.7	43.3
4. Friendliness of people	13	8.7	52.0
5. Safety and security	8	5.3	57.3
6. Good hospitality	12	8.0	65.3
7. Entertainment	5	3.3	68.7
8. Historical education	44	29.3	98.0
9. Festivals and events	3	2.0	100.0
Total	150	100.0	

Source: Field Survey, 2016

Interpretation: The above table 1.7 explains that the strengths of Vijayapur as a tourism destination such key strengths shopping, culture, friendliness, safety and security, hospitality, entertainment, education and festivals. 33.33% of the respondents are impressed about the culture of the Vijayapur, 8.7% of the respondents are happy towards the friendliness, 8% of the respondents are felt happy about good hospitality and 29.33% of the respondents were thought that the Vijayapur is utmost suitable for historical education. Hence, the research survey has resulted that the Vijayapur is one of the best tourist places in India.

TABLE 1.8: SHOWS WEAKNESSES OBSERVED IN THE VIJAYAPUR TOURISM

	Frequency	Percent	Cumulative Percent
1. Air access	40	26.7	26.7
2. Standard of accommodation	23	15.3	42.0
3. Range of products	14	9.3	51.3
4. Tourism awareness	16	10.7	62.0
5. Infrastructure	31	20.7	82.7
6. Quality of service	13	8.7	91.3
7. Cleanliness	10	6.7	98.0
8. Others	3	2.0	100.0
Total	150	100.0	

Source: Field Survey, 2016

Inference: From the above table inference that the weakness of Viayapur tourism in Karnataka because many of the drawbacks showed while doing pilot survey about tourism. 27% of the respondents are expressed negative opinion about air connectivity, 15.3% of the respondents are not comfort with accommodation facility, lack of infrastructure, lack of service quality, least cleanliness and many others weaknesses are there. The study has found that many things are not yet improved according to the changes take place a world tourism and even the local govt. politicians and officials not interested to improve tourism industry in Vijayapur.

FINDINGS

1. The percentage of foreign male respondents is more in number compared to female foreign respondents i.e., 65%.
2. The majority of under graduation and post graduate qualified tourist visit tourist destinations at 36.7 % and 36% respectively.
3. 54 no. of the respondents out of the 150 respondents has Rs. 1,00,000 to Rs. 1,50,000 annual income and 62 (41.3%) of the respondents has more than Rs. 1,50,000 annual income during the study period.
4. 34.7 % of the respondents knew the Vijayapur tourist spots by their reading and 29.3% of the respondents come to know about Vijayapur tour destiny by an advertisement.
5. 104 no. of the respondents out of 150 respondents first time visited to Vijayapur, Badami, Pattadakallu and many other tourist places i.e., 69.5%.
6. Vijayapur has more preferable to visit and enjoy the art, culture and architecture of monuments at 24%.
7. 33.33% of the respondents were plan to travel historical places such as Viayapur in the name of cultural tour.
8. 32.7% of the respondents were satisfied regarding accommodation facility facilitated by lodge in Vijayapur.
9. 38 respondents out of 150 respondents disagreed about a quality service by tour agencies.
10. 73 respondents out of 150 respondents strongly disagreed about tour and travel consultancy to domestic and foreign tourists at Vijayapur city.
11. 29.33% of the respondents were thought that the Vijayapur is utmost suitable for historical education.
12. 27% of the respondents are expressed negative opinion about air connectivity, 15.3% of the respondents are not comfort with accommodation facility, lack of infrastructure, lack of service quality, least cleanliness and many others weaknesses are there.

SUGGESTIONS

Suggestions based on the research survey and tourists direct relation to inconveniences faced during visit destinations were as expressed like a provision of required information in tourism centers, clean and maintain the environment in certain places, improve roads and transport facilities, shopping complexes, provision for hot water, more coverage in the media, more parking space, diverse culinary must be available, presence of hotels for the lower segment in peak months, clinics must be provided, exploitation by locals, parks and play grounds must be provided, improve higher education facilities, should be well connected and accessible, more entertainment facilities for tourists, display of required information and publicize local handicrafts. All the above information is very valuable as it directly provides the attitudes, behaviour, needs, wants, preferences, etc of the tourists, which are very helpful in building tourism strategies to encourage tourism.

CONCLUSION

Tourism is the practice of travelling for pleasure or the business of offering information, accommodations, transportation and other services to tourists. Tourism has a direct impact on the national revenue for all touristic countries, it creates work opportunities, industries, and several investments to serve and raise nations

performance and cultures, also distributes their history, civilization, and traditions. The study has found that many things are not yet improved according to the changes taken place in a world tourism and even the local govt. politicians and officials not interested to improve tourism industry in Vijayapur. Vijayapur is being opened up and could divert a large portion of tourists to itself, various other places in India are providing stiff competition and environmental factors also impose a threat.

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