

Tourists Behavior, Growth and Development of Tourism in Mysore Region of Karnataka

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Abstract

The behavior of the tourist refers to the way in which tourists behave according to their attitudes before, during and after travelling. It is adapt to the specific situation or a product. Knowledge regarding travel behavior will help in the overall development of tourism, marketing and product planning for example tourism products such as tourist spots, resorts, hotels, shopping etc. Tourist behavior starts in the planning and implementation stages of the holidays. The behavior of tourist's is the most important indicator or predictor of future development of tourism. The growth and development of tourism of any region depends on the number and type of tortures 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.

Keywords: Tourism, Tourist behavior, Growth and Development of Tourism and Categories of Tourist.

Introduction

Tourism has become a major and an integral part of geographical development comprises complete system of nation, the universe, the space and the galaxy, which includes man and his activities, wildlife, mountains and valleys, rivers and water and trees, social and cultural system, flora and fauna. Tourism is about economic and entertainment, about making money and having a good tune. Tourism can also be about the spiritual and it is that spiritual dimension which can make tourism so important in life and for life. The spirituality is very much important and relevant for contemporary tourism. Now tourism mainly may means of economy, employment generation etc. for a country. Tourist's point of view tourism makes dreams of sight seeing, experience, know about the historical accounts, means of hobby etc. However the flow of tourists to different places of country consists of important components of eco-systems.

Tourism as a service industry acts as a social and cultural linkage by providing a number of amenities whose range extends from hotels, motels and best transport network. All those activities, which cater to the demands of tourists with available resources, can be learned as tourism system. In order to understand tourism activity, an analytical system has been devised to provide a broad basis for understanding the phenomena. Tourism is different from other service industries in the sense that in this case visitors may have to fly to places to avail the services. Tourism has today, emerged as one of the fastest growing industries in the world and shows its importance in developing social and cultural linkages at the national and international level. In order to understand tourism activity an analytical system has been devised to provide a broad basis for understanding the phenomena. It generally refers to a temporary movement of people from one place to another. Tourism can be thus defined as the temporary movement of the people to the destinations outside their place of work and residence for its all religion, health, study, sports and finally to have a look at ancient archaeological places, wildlife and natural beauty, etc. basic concept of tourism reveals that it is of two types, one is domestic tourism in which movement of people within the country is referred while second one is international tourism in which movement of people across the country is referred.

Objectives

An attempt is made in this paper to explain the following specific objectives;

1. To analyze the Behavior of Tourist in Mysore Region.
2. To elaborate Growth and Development of Tourism in Mysore Region.

Part-I

Factors influencing on the behavior of the tourist

The tourist behavior changes from individual to individual, place to place and it also influence on the others. Behavior of an individual tourist can also be an indicator of the behavior of others. The behavior of the tourist influenced by the following factors.

1. Social Norms

Tourist behavior at the home town and at the place of destination and with the others at both the places reflected by his social status. The social norms include position of the tourists and his family in the society influences on the behavior of the tourists. If a tourist has earned a good status in the society certainly it influences on the selection of the tourists places, mode of travel selection of stay and his expenditure pattern.

2. Personal Factors

Such as gender, lifestyle, education, age and number of family members etc. influences on the behavior of the tourists especially in the initial stages of the tourism that is selection and planning of place of destination. The length of stay, mode of transportation, selection of boarding and lodging will be influenced by his personal factors.

3. Location of the Tourist

Location, topography and weather are the important factors which influence on the behavior of the tourist and act as a push factors. The tourists who reside at costal areas would like to visit the mountains areas and vice-versa. Likewise the people of hot weather wish to go to cool temperate placers. Weather also an important factor which influence on the behavior of the tourists. The people of tropical regions are short tempered, where as the people of temperate region are cool and mild.

4. The Economic Condition of the Tourist

Purchasing power and price are the two important factors which influence on the behavior. The selection of place, mode of transportation, choice of boarding and lodging, length of stay and purchase of things of interest all are influenced by the economic condition of the tourist.

Behavior of the tourist with Companion

The attitude of the tourist vary depending on whether he goes to tourism alone, with family, with friends or with his colleagues, the place of tourism also influences on this. The difference in the behavior of the domestic and interracial tourist can be noticed in the study area. The behavior of domestic tourist as shown in that the highest percentage of domestic tourist wish to visit places with family followed by friends, collegiums and alone. Whereas the behavior of the international tourist vary the highest percentage of them wish to travel alone, followed by the company of friends, colleagues and with family.

Table 1 Behavior of the tourist with Companion

Types of Tourism	With Family		Alone		Collegiums		Friends	
	Domestic	Foreigners	Domestic	Foreigners	Domestic	Foreigners	Domestic	Foreigners
Historical	45	19	10	26	20	24	25	31
Scenic attraction	49	21	9	27	15	27	27	25
Recreational	33	16	18	32	25	23	24	29
Religious	49	24	11	28	19	21	21	27

Source: Field Survey

Highest numbers of domestic tourists opt for company of family to the places of scenic attraction and religious places followed by historical and recreational where as very less number of them willing to visit places alone. Highest percentage of International tourists as shown opts for the tourism alone especially 32% for the places of recreational and 29% with friends. 27% of international tourists wish to visit the place of scenic attraction with colleagues and 26% willing to go the place of historical alone. With regard to the place of religious the main attraction especially in Mysore city St. Philomena's Church 27% of them would like to visit with family and 29% with friends.

Behavior of the Tourists in Selection of the Tourists Places

Knowing the behavior of tourists is an important element in the assessment of the work of planners and providers of tourist services so far, as well as in the planning and implementation of tourist services in the future. Tourist behavior is also a key factor for the successful development of tourism services, therefore an understanding and knowledge of tourist behavior is an indispensable element in the development of tourism. Knowing the behavior of tourists has practical value for all tourism stakeholders. Most commonly, the data on tourist behavior is relevant for the providers of tourist services, as knowledge of behavior enable the planning of business strategies and the designing of tourist products. The public sector, especially tourism institutions and organizations, use the data on tourist behavior to plan the developmental and marketing strategies of destinations and tourist regions. Information on the behavior of tourists is also useful for the general travelling population that is the tourists as it facilitates holiday planning.

Table 2 Choice of the Tourists in Percentage

Places	S.R.Patna	Mysore	Gopalswamy Betta	Bandipura	Shivanasamudra	K.R.S.	M.M. Hills	B.R.Hills	Nanjangud	Nagarahole	Destination/ Perception
S.R. Patna	0	30	0	10	10	40	0	0	5	5	Recreation
Mysore	20	0	5	10	10	30	0	10	5	10	Recreation
Gopalaswamy Betta	0	0	0	10	0	20	30	20	20	0	Religious
Bandipura	10	20	15	0	0	20	10	10	15	0	Recreation
Shivana samudram	20	35	0	10	0	20	0	5	0	10	Recreation
K.R.S.	20	25	0	10	15	0	0	10	10	10	Recreation
M.M. Hills	10	30	5	5	10	20	0	10	10	0	Religious
B.R. Hills	10	20	10	5	0	30	15	0	10	5	Religious
Nanjangud	10	30	10	10	0	15	10	10	0	5	Religious
Nagarahole	15	30	0	15	0	20	10	10	0	0	Recreation
Total	115	220	45	80	45	215	75	85	75	45	
Average	11.5	22	4.5	8.0	4.5	21.5	7.5	8.5	7.5	4.5	
Rank	III	I	VII	V	VII	II	VI	IV	VI	VII	

Source: Field Survey

The behavior of the tourist starts with the place of selection. In the Mysore tourists region table 4.5 there are ten tourists centers with fourteen tourists spots the first choice of the tourists is Mysore and its surroundings followed by the K.R.S. and S.R.Patna. This shows that most of visitor’s attitude is towards the historical and recreational centers.

The main perception of the tourists visit to Mysore is to visit historical sites and scenic attraction places. For every 100 tourists who visit Mysore 30% of them visit to K.R.S. 20% to S.R.Patna, 10% of them to Bandipura, Nagarahole, Shivanasamudram and B.R. Hills. Only 5% wish to go to religious places like Nanjangud and Gopalswamy Betta.

The behavior of the tourist decides the type of tourism and place of destination

The behavior of the children and the male of international tourist widely differs. 6.7% of the children and 2.5% of the male international tourist’s wish to visit the religious place but the highest of 18.8% of the female domestic tourist main activity of tourism is to visit religious places like M.M. Hills and Nanjangud.

Table 3 Demography influence on the purpose of visit

Activity	Things of Interest in Percentage				
	Domestic			International	
	Male	Female	Children	Male	Female
Dining at Restaurants	15.2	5.2	15.2	16.2	15.2
Shopping	5.5	16.5	19.5	5.3	5.5
Visiting a Religious Site	10.8	18.8	6.7	2.5	10.8
Sightseeing in a city	11	9	9	9	11
Touring the country side	11.3	7.3	9.3	14.3	11.3

Visiting a cultural heritage site	14.4	14.7	9.1	16.7	14.4
Visiting a recreational site and participating in water sports.	17.3	15	16.7	19.7	17.3
Visiting a natural park and wildlife	14.5	13.5	14.5	16.3	14.5

Source: Field Survey

International tourists especially the male 14.3% are much attracted in travelling country side where as it is around 11.3% among the female. 11.3% of male and 9.3% of female of domestic tourists are also interested in travelling country side. This activity is not much attracted among the children.

This is the activity which attracts all kinds of tourists especially in the summer vacation. K.R.S. Ranganathittu Birds Sanctuary and Shivanasamudram Waterfalls are the place of attraction of the recreational tourism. K.R.S. and Ranganathittu provides boating facilities where as G.R.S. Fantasy Park provides water sports. Highest percentage of 17.3% male domestic tourists and highest percentage of International Tourist's male 19.7% and female 17.3% main activity of tourism is to visit these places. Whereas 15% of children and 16.7% of female domestic tourist are attracted towards these places.

Part-II

Growth and Development of Tourism in Mysore Region

The growth and development of tourism in Mysore region 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 Mysore region.

Factors Favorable for the Growth and Development of Tourism in Mysore Region

Mysuru is considered as the cultural capital of the State with Dasara being the flagship event. It is one of the developing urban centers and used to be a major administrative centre in the pre-independence era. The region was under the rule of Wodeyar dynasty who have contributed immensely to the art, architecture, education, culture, heritage, social and tradition of the place. The region is well known for its heritage, religious, recreational and cultural destinations. It is one of the major destinations on the list of the International tourists visiting India and also the most visited place among domestic tourists. On an average every year Mysuru region attracts 15% of the total tourists coming to Karnataka the major factors responsible for it are as follows:

- The magnificent palaces in and around Mysuru.
- Proximity to the historical city of Srirangapatna and amazing Brundavan Garden.
- Good network to religious places like Nanjangud, B.R.Hills and M.M. Hills.
- Traditional handicrafts, cultural, educational and health tourism facilities.
- The city also offers reasonable tourist infrastructure like good hotels of all kinds from normal hotels to five star status.
- Well connected by road, rail and air which facilitate visits to various places within and outside the city.
- Fairly good tourism infrastructure like hotels, transport, restaurants, travel agencies and tourist information centers.
- Tourist destinations of all major categories currently - Heritage/Cultural, religious and Natural/Ecological-forests, hills, waterfalls, scenic beauty.

Infrastructure

The infrastructure is of paramount importance to successful tourism of any place or region. Road, Bank, ATM, Police stations, Travel agency, accommodation facility such as Hotels and Lodges constitute most important part of infrastructure facility required for tourism.

Table 4 Infrastructure-Facilities of Tourism Places

Taluk / Place	Lodges	Hotels	Bank	ATM	Police Station	Travel Agency
Mysore	521	986	91	1465	51	165
Nanjangud	26	30	9	42	2	12
Nagarahole (Hunsur)	21	23	10	32	2	12
K.R.S.	10	4	2	12	1	5
S.R. Patna	25	27	10	25	01	18
Bandipura	24	14	8	8	1	1
B.R. Hills	12	2	7	7	1	2
Gopaldaswamy Hill (Gundlupet)	12	13	8	8	1	1
M.M. Hills	31	8	1	2	1	5
Shivanasamudram (Kollegala)	9	14	17	14	2	5
Total	691	1121	163	1615	63	226

Source: Field Survey

It caters the need of money for tourist. These days tourists are more depend on cashless transaction but sometimes ATM and banks are inevitable for the tourists. In Mysore region all the tourist spots are having Banking and ATN facilities and there are about 1615 ATM centers and 163 banks.

Awareness about Tourist Places of the Mysore Region

Normally print, audio and visual media are the powerful media through which the tourist places are come to the knowledge of the tourists. In Chamarajanagara district as per the questionnaire survey both print and visual media are equally strong enough to give publicity of the tourist places to the tourists. 43.5% of the tourists come across these places through print media and 46.5% of the tourists through visual media.

Table 5 Publicity of places by Media

Place	Print media / Audio (%)	Visual media (%)
Mysore	4.0	8.0
Nanjangud	3.0	4.0
Nagarahole	3.0	7.0
S.R. Patna	4.0	6.0
K.R.S.	6.0	7.0
Bandipura	5.0	5.0
B.R. Hills	4.5	5.5
Gopaldaswamy Betta	5.0	4.0
M.M. Hills	4.0	4.0
Shivanasamudram	5.5	5.5
Total	44.0	56.0

Source: Field Survey

Categories of tourist to Mysore

The category of tourist is of very important to know the behavior and expenditure pattern of the tourist. For the purpose of the study the tourist are mainly categorized into two as Domestic and International tourist. The Domestic tourists are further classified into three categories as Adults, students and Children. As usually the numbers of adults are more followed by the students, children and foreigners.

Table 6 Categories of tourist to Mysore

Year	Adults	Foreigners	Students	Children	Total
2012	2158202	50985	252529	130335	2592061
2013	2635665	73636	320229	227469	3256979
2014	2721988	70983	539426	39922	3372318
2015	2876801	68547	542013	31749	3518005
2016	2868650	65964	397319	27009	3358942
2017	2721988	77983	539426	30942	3343339

Source: Questionnaire Survey 2017

Table 7 Seasonal flow of tourist to Nanjngud (2012 to 2017)

Months	Adults	Foreigners	Students	Children	Total
January	253439	11766	82214	3588	351007
February	156709	10125	34740	1728	203302
March	164660	7806	26367	1317	200150
April	270536	4057	7016	4905	286514
May	477675	3974	5281	8687	495617
June	277721	2958	4283	2249	287211
July	175667	4175	8985	1279	190106
August	246466	4463	28636	2230	281795
September	164660	3744	31550	1995	201949
October	264600	4026	47520	4387	320533
November	184989	7723	81929	2608	277249
December	259487	7900	180905	4949	453241

Source: Field Survey

The flow of tourist of all category to Mysore region is always more during the summer vacation of April-May and during the time of Dasara as it is evident from the following table but those who have considered as children are below 12 years age group are more during the period of Dasara and in the month of Christmas vacation of December and January.

Conclusion

The age of sex and category of the tourist are the main factors influencing on the behavior of the tourist. The behavior of the tourist in turn influence on the planning and development of tourism as the behavior of the tourist influencing on the plan for tourism and type of tourism which can be very well noticed from the study. This study will help especially on the expenditure pattern of the tourist. 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.

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