

Indigenous & Cultural Tourism: Envisioning Peace and Development for Wellbeing

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Abstract

In keeping with slogan one state many words Karnataka provides a wide range of tourist attractions Karnataka is a great place for businesses to established themselves and thrive thanks to its nice climate Cosmopolitan culture and very responsive government the states tourist sites of a white variety of tourism goods spanning in number of teams including as Heritage culture Eco tourism spirituality adventure costal wellness rural and urban Karnataka is the most popular to this destination because it offers variety of high quality tourism options that give the safe and enjoy your experience the present paper try to explore the initiative taken by Karnataka government to develop the tourism in Karnataka region and also focus on financial incentive and concessions provided by the government

Keywords: Tourism, Government of Karnataka, Initiatives, Incentives, Concessions

Introduction

One of the biggest sectors of the economy and a major force behind global growth is now tourism (Tippeswamy, 2014). Travel and tourism generated 319 million jobs or 10% of all occupations globally, according to the World Travel and Tourism Council (WTTC) annual's report, which found that in 2018. One key sign of a strong economy is a thriving tourism industry. The United Nations' 17 Sustainable Development Goals (SDGs) can be achieved in large part thanks to the tourism industry. The rise of India's service sectors has been significantly fuelled by the tourism industry and its related industries, including travel and hospitality. According to the WTTC's Economic Impact 2018 - India report, travel and tourism make up 9.2% of India's overall GDP, placing it third out of 185 nations in terms of the sector's overall economic impact.

The Karnataka government has designated the tourism industry as one of the state's top priority sectors and recognised its significance. The number of domestic visitors to Karnataka increased dramatically from 36.7 million in 2006 to 215.03 million in 2018. The State ranks third among Indian states in terms of the percentage of domestic tourists it draws. Additionally, over 5.4 lakh international visitors arrived in Karnataka in 2018, placing the State 11th in terms of FTAs in India. The tourist industry in Karnataka generated 14.8% of the state's GSDP in 2019 and supported over 30 lakh jobs directly and indirectly.

Karnataka is a state with rich historical past and abundant natural resources. Hampi, Pattadakal, and the Karnataka Western Ghats are three UNESCO World Heritage Sites that the State is pleased to hold. In addition, the proposed list of World Heritage Sites includes four additional locations: Aihole-BadamiPattadakal, Kalaburagi-Bidar-Vijayapura (Deccan Sultanate), Srirangapatna, and Belur-Halebidu. The State is home to approximately 840 State-protected monuments, over 600 ASI-protected monuments, and a number of important religious and sacred sites. Karnataka includes 5 National Parks, more than 30 Wildlife Sanctuaries, and Tiger Reserves. which contribute to the state's abundance of flora and fauna. Over 550 different bird species as well as over 100 different mammal species can be found in Karnataka. Karnataka is one of the top ecotourism locations in India because of its 40 gorgeous waterfalls, 17 picturesque hill stations, and other natural beauty.

Karnataka offers some of the best beaches in the nation along its 320 km long natural coastline, which extends across the districts of Uttara Kannada, Udupi, and Dakshina Kannada. The state also has enormous potential for the growth of coastal tourism. The goal of the Karnataka Tourism Policy 2020–26 is to realize the state government of Karnataka's vision. The previous Karnataka Tourism Policy 2015–20, as well as its accomplishments, setbacks, and lessons learned, served as a guide for the creation of new policy. For the purpose of encouraging investment in the tourism sector, the Policy suggests strategic interventions, alluring incentives, and necessary regulatory reforms. The Policy places a strong emphasis on giving visitors a secure and first-rate experience as it works to build a sustainable tourism ecosystem in Karnataka. Following the Covid-19 pandemic, the tourism sector has grasped the importance of connecting with the public in the greatest way possible to restore normalcy. A technology-driven and safety-protocolled initiative is referred to as the "New Normal" and is being debated in many areas (Chandan, 2022).

Review of Literature

Azeez Sait (1977) the organizational structure must be improved nationally in order to design and carry out the programmes to promote tourism under the Five Year Plans. tourism sector. is really sensitive. Global political and economic unrest immediately affects the industry. Being a people-to-people movement, it may be promoted with the help of everyone working in the travel and hospitality industries.

Chandra shekara (2018) Karnataka has a better potential for agritourism growth due of its natural splendour and variety of agro-based products. In Karnataka, there is a good possibility to grow an agrotourism business because over 38% of the population lives in metropolitan areas and would like to experience rural life. Significantly, state agricultural institutions' departments of agriculture should work to provide an introduction to the topic as well as some original ideas for agrotourism. The government and other organisations should make an effort to support these businesses for their income effectiveness. Finally, this would lead to the creation of jobs and the production of income.

Harini (2014) the case study made clear that there had been little investment in adding extra facilities. It is crucial to make investments to upgrade the camp site's connectivity and amenities. The promotion of jungle lodges as a cutting-edge tourism option offers two advantages. It contributes to environmental preservation while also generating revenue for the state government. N.D. Tiwari, the managing director of Jungle Lodges and Resorts, noted that the idea has gained a lot of popularity and that numerous other states' forest agencies are interested in promoting it as ecotourism. He claims that The Jungle Lodges has catered to a certain customer by providing packages appropriate for the locale. An example of successful tourism innovation is Jungle Lodges' success in

promoting ecotourism. Misra&Thangamani (1982)integrated development of tourism resources and tourist activities is referred to as "tourism complex planning," and it aims to maximise advantages in terms of social, economic, and ecological goals on the one hand, and visitor satisfaction on the other. Both tourist facilities and resources have geographical implications in terms of tourism nodes, areas, and networks.

A tourist complex is a collection of spatially created capabilities that are interconnected and dependent upon one another. The micro-complex of Mysore is analysed to show the value of

tourism complex planning. Findings point to the potential for creating a macro-complex by connecting Mysore to three additional tourism hotspots in the South Karnataka area. Both micro and macro planning must be careful and connected to accomplish this.

Kulkarni (2020) the purpose of the research is to analyse the state of cleanliness and how it affects the tourism industry using data from 600 sample visitors scattered over 12 chosen tourist destinations in Karnataka. It has been discovered that the chosen tourist destinations (with the exception of Dharmasthala) do not have basic sanitary amenities like toilets, trash cans, drainages, etc. The sanitation situation in tourist areas has gotten worse due to the disposal of plastic garbage, including water bottles, food packaging, and cups, etc. Tourist illnesses and a decline in tourism industry earnings were caused by poor sanitation. The estimated total cost of poor sanitation, including the expense of sickening visitors and lost revenue to the tourism industry, was Rs. 3063 crores, or 0.30 percent of the state's total gross state domestic product (GSDP) (2015-16).

Objectives of The Study

The primary objective of the study is to analyse the initiatives taken by the Government of Karnataka to develop the tourism in Karnataka. Besides the study also study the incentives and subsidies facilitated by the government.

Research Methodology

The present study is covering the conceptual aspects relating to the initiatives of the Karnataka Government towards tourism development. The other aspect of the tourism is outside the present scope. The study is purely based on the secondary data. The secondary sources are annual reports, Karnataka Tourism Policy reports, journals, websites etc.

Initiatives of Government of Karnataka to develop the tourism in Karnataka

Registration of tourism service provider and tourism project

To be qualified for the incentives, subsidies, and concessions provided under this Section, tourism projects and tourism service providers must be registered with the Department of Tourism. According to the operational guidelines of this policy, registration must be done. For the mandatory online registration of tourism projects and tourism service providers under the

Karnataka Tourism Trade (Facilitation and Regulation) Act, 2015 and amendments thereto, the Department of Tourism shall construct a well-established end-to-end system in the Karnataka Tourism Website. The Department will also work to develop a mechanism for rating tourism projects.

Marketing support

On a case-by-case basis, the Department of Tourism shall offer marketing assistance for tourism projects. In the promotional content and marketing materials for Karnataka Tourism, attractive tourism projects as determined by the Department will be highlighted. This covers advertising on websites, print media, social media, and brochures, among other channels.

Facilitation support

In order to ensure the rapid growth of tourism projects in the State and to handle interdepartmental issues while monitoring and ensuring the development of tourism projects, the Department shall put institutional structures in place. The Department of Tourism will assist tourism projects in securing the required permits, certifications, NOCs, clearances, and other similar authorization from the relevant government agencies.

Sustainable initiative assistance

In order to implement sustainable measures, the Department of Tourism shall give qualifying tourism projects that have registered with the Department financial assistance. The below table outlines the assistance given the department:

Table no: 1 – Financial assistance provided by the Government of Karnataka to the department

Sr. No	Measures	Assistance	Ceiling amount Subsidy per tourism project
1	Water conservation and harvesting	50% of capital cost for undertaking measure	Rs. 1,00,000/-
2	Adopting renewable energy sources	50% of capital cost for undertaking measure	Rs. 1,00,000/-

3	Adopting pollution Control measures	50% of capital cost for undertaking measure	Rs. 1,00,000/-
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Source: Table compiled from Karnataka Tourism Policy 2020-2026, Department of Tourism, Government of Karnataka.

A registered tourism project from each district in Karnataka must be chosen by the Deputy Commissioner in charge of that district in order to receive financial support for effectively implementing the policy. Each district in Karnataka must provide a maximum of three tourism projects with financial support each year during the policy period.

(1) Collaboration with online agents and tourism aggregators

The Department of Tourism will set up a system to identify aggregators and online travel agencies that operate in the industry and will work with them to launch projects and programme that will benefit tourism stakeholders.

(2) Capital investment subsidies

Only the following new tourism projects and expansion tourism projects The Capital Investment Subsidy will be available for approved tourism projects.

Adventure Tourism Project

Caravan Park Project

Caravan Tourism Project

Hotel Project–Budget(1-staror2-starclassificationhotels/resorts)

Hotel Project–Premium (3-staroraboveclassificationhotels/resorts)

Houseboat Project

Wayside Amenities

Wellness Centre

For each tourism project, a capital investment subsidy will be provided as a percentage of the project's eligible project cost (EPC). The Capital Investment Subsidy Offered to Tourism Project Under the Policy Is Summarized in the Following Table:

Table no: 2 – Tourism Projects and Subsidies details

Sl. No.	Tourism Project	Minimum EPC Investment for Project(Rs)	Percentage of Subsidy against EPC(%)	Maximum Ceiling Amount of Capital Investment Subsidy	Locations where subsidy shall be provided
1.	Adventure Tourism Project	Rs. 25Lakh	25%	Rs. 2 Crore	Focus Tourism Destinations
2.	Caravan Park Project	Rs. 25 Lakh	25%	Rs. 2 Crore	All of Karnataka
3.	Caravan Tourism Project	Rs. 25 Lakh	25%	Rs. 1 Crore	All of Karnataka
4.	Hotel Project – Budget	Rs.5 Crore	15%	Rs. 2 Crore	Focus Tourism Destinations. Note: 1
5.	Hotel Project – Premium	INR10 Crore	15%	Rs.5 Crore	Focus Tourism Destinations. Note: 2
6.	Houseboat Project	Rs.1 Crore	25%	Rs. 2 Crore	All of Karnataka
7.	Wayside Amenities	Rs. 2 Crore	25%	Rs. 2 Crore	All of Karnataka
8.	Wellness Centre	Rs. 2 Crore	25%	Rs. 2 Crore	Focus Tourism Destinations

Note: 1 – Excluding Municipal Corporation limits of Bengaluru, Hubli-Dharwad, Mangaluru, and Mysuru.

Note: 2 – Excluding Municipal Corporation limits of Bengaluru, Hubli-Dharwad, Mangaluru, and Mysuru.

Table no:3 – Details of additional subsidies criteria and its percentage

Sr. No.	Criteria for Additional Subsidy	Additional Percentage Subsidy against EPC of the Tourism Project
1	Tourism Project is undertaken by Women, SC, ST, or differently-abled Entrepreneur	5%
2	Project is a Hotel Project–Premium that is undertaken at Focus Tourism Destination within districts of Kalyan Karnataka region viz. Ballari, Bidar, Kalaburagi, Koppal, Raichur, Vijayanagara and Yadgir	5%

Source: Table compiled from Karnataka Tourism Policy 2020-2026, Department of Tourism, Government of Karnataka.

When requesting more capital investment subsidy, the maximum ceiling amount of subsidy for the specific tourism project remains the same. Only one of the aforementioned conditions must be met in order for applicants to be eligible for further capital investment subsidies.

Subsidies to interest

New and expanded tourism projects are eligible for an interest subsidy of 5% per year on the term loan taken³ for the project's fixed capital investment, up to a maximum of INR 25 Lakh over a five-year period. The Tourism Project's interest subsidy is limited to INR 7.5 Lakh per year and is only offered for on-time repayment of the principal amount of the loan plus interest.

Concession stamp duty (Exemption)

⌘ Loan contracts, credit deeds, mortgage deeds, and hypothecation deeds executed in order to obtain loans from the State Government, National Level Financial Institutions, Commercial

Banks, RRBs, Co-operative Banks, the Khadi and Village Industries Board (KVIB) / Khadi and Village Industries Commission (KVIC), the Karnataka State SC/ST Development Corporation, the Karnataka State Minority Development Corporation, and other institutions that may be periodically.

For leasing agreements, lease-cumulative sales agreements, and absolute sale agreements signed in connection with tourism projects. However, no stamp duty exemption applies to the development of tourism projects under the Bruhat Bengaluru MahanagaraPalike's purview (BBMP).

Concession on registration fees

New tourism projects and expansion tourism projects shall be entitled for 100% exemption of registration fees for all financing documents and sale deeds as indicated under the head "Exemption on Stamp Duty".

Exemption on motor vehicle tax

New vehicles, including tourist coaches, caravan vehicles, and campervans, purchased by tourism service providers in Karnataka for use in conducting tourism-related activities shall be excluded from payment of motor vehicle tax during the term of this policy (pro rata to the life time tax applicable for

Conclusion

The Karnataka government has designated the tourism industry as one of the state's top priority sectors and recognised its significance. Karnataka delivers on the promise of its slogan, "One State, Many Worlds," by providing a wide variety of tourism options. Karnataka is a great place for businesses to start and grow thanks to its nice climate, cosmopolitan culture, and very responsive government. The State's tourist sites offer a wide variety of tourism goods spanning a number of themes, including heritage, culture, ecotourism, spirituality, adventure, coastal, wellness, rural, and urban. Make Karnataka known as a desirable travel destination and prominently display it on both the domestic and international tourism maps. Increase the contribution of tourism to Karnataka's inclusive socioeconomic growth. Create a tourist-focused ecosystem that ensures all visitors to Karnataka have a safe and pleasurable time.

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Karnataka Government has facilitated in terms of incentives, subsidies and concession to develop the tourism in Karnataka.

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