

Tourism Potentialities of Dakshina Kannada – A Study With Reference to Mangalore

*Mrs. Preethi D'Silva**, *Ms. Caren Laveena Crasta*** and *Dr. P. G. Aquinas****

Tourism is a dynamic industry. It is the sum of phenomena and relationships arising from the travel and stay of non-residents, so far as they do not lead to permanent residence and are not connected with any earning activity.

It denotes the temporary, short term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations. It is said to be a composite industry and it consists various segments which can produce a wide range of products and services. Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Thus tourism can be summed up as follows:

- ✿ Tourism is a temporary and a short term movement of people.
- ✿ It is the totality of relationship.
- ✿ It is the activity concerned with the utilization of leisure hours.
- ✿ It is an activity involving a complex mixture of material and psychological elements.
- ✿ It is a composite industry consisting of various segments.

Types of Tourism:

- (a) Domestic Tourism involving residents of a country visiting their own country.
- (b) Inbound Tourism involving non-residents visiting a country other their own.
- (c) Outbound Tourism involving residence of a country visiting other countries.

These 3 basic forms of tourism can in turn be combined to derive the following categories of tourists:

- (a) Internal Tourism which comprises domestic tourism and inbound tourism.
- (a) National Tourism which comprises domestic tourism and outbound tourism.
- (b) International tourism: This comprises inbound tourism and outbound tourism.

Tourism both domestic and international is taking place on a large scale that it has become a major economic activity in the world.

Based on the purpose of travel tourism can be classified into 6 distinct categories. They are:

1. Recreational Tourism
2. Cultural Tourism
3. Sports/ Adventure Tourism
4. Health Tourism
5. Convention (business/ professional or interest) Tourism
6. Incentive Tourism (where holiday trips are offered as incentives).

Tourist – the concept: The origin of the word 'tourist' dates back to the 1292 AD. It has come from the word "Tour". A number of experts have defined the term:

"Tourists are voluntary temporary travellers, travelling in the expectations of pleasure from the novelty and change experienced on a relatively and non-recurrent round – trip".

Tourists are:

- ✿ Persons travelling for pleasure, health and domestic reason.
- ✿ Persons arriving in the course of sea cruise.
- ✿ Persons travelling for business purposes.
- ✿ Persons travelling for convention.

Not to be tourist:

- ✿ Persons arriving without a work to take up an occupation.
- ✿ Persons migrating from rural areas to urban areas.
- ✿ Students in boarding.
- ✿ Persons domiciled in one country and working in adjoining country
- ✿ Persons passing through a country / place without stopping.

*Lecturer, Department of Studies in Commerce, Mangalore University. preethi_ds@rediffmail.com

**Lecturer, Aloysius Institute of Business Administration, St. Aloysius College, Mangalore. carencrasta@gmail.com

***Professor & Dean, Aloysius Institute of Business Administration, St. Aloysius College, Mangalore. auleeda@hotmail.com

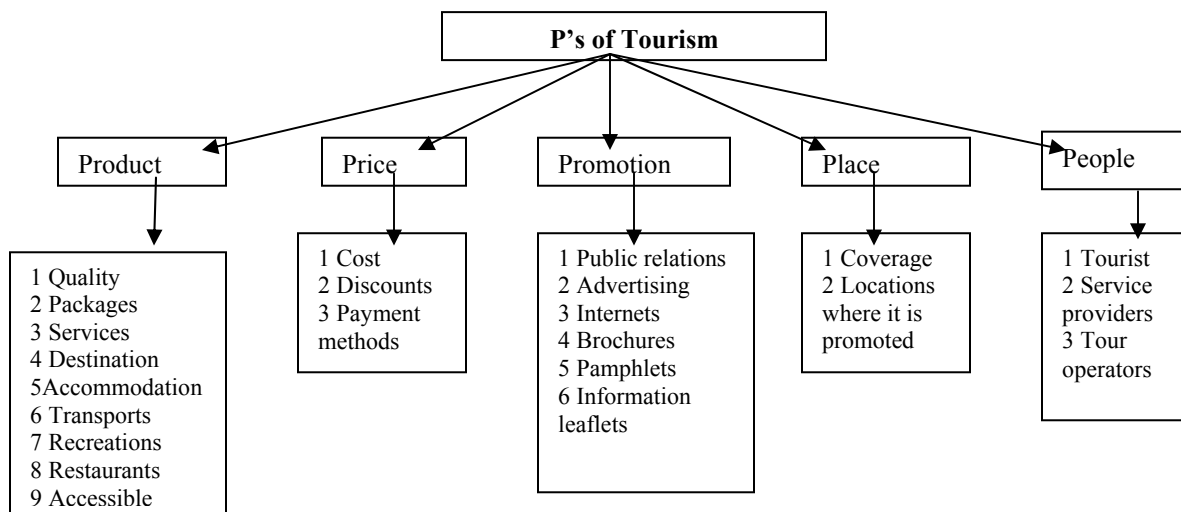
Destination: For any type of tourism destination is the main heart thrust. Destination is the reason for travelling and the attraction at the destination generates the visit. At the same time it has an inseparable nature of tourism consumption – It is consumed where it is produced. Destinations involve multiple use of tourism – demand, transportation, supply and marketing is a useful framework. Thus destination is authentically an important part of tourism. Destinations and their images attract tourists, motivate the visit and therefore energize the whole tourism system. So Destinations must be so designed and modified to have focus of facilities and services designed to meet the needs of the tourists.

Most tourist destination comprises a core of the following components:

- ✳ Attractions: Historical or religious monuments uniqueness to a particular place, climate etc.
- ✳ Access: Transport terminals (Land, rail, air and port) coupled with efficient local transportation.
- ✳ Amenities: Accommodation, tourist entertainment facilities, food both local and cosmopolitan.
- ✳ Ancillary services: Hospitality of the local population easy access to information etc.

This amalgamation of the component of a destination's come together in many different ways, to create a range of preferred and non preferred destination.

P's of Tourism



Product: Product covers the shape or form of what is offered to prospective customers; in other words, the characteristics of the product as designed by management decisions. The users of services look forward to quality product. Innovation in the tourism product helps raise sensitivity.

Some of the salient features of tourism product are:

- Tourism product is highly perishable
- The tourism product is a service product
- Intangibility complicates the task of marketers
- The services are for pleasure
- Users are supposed to visit the center
- Adequate infrastructural facilities for the tourism product
- The users are heterogeneous group of people.

In a modern context, products in travel and tourism are designed for and continuously adapted to match, target segment, needs, expectations and ability to pay.

Price: Price denotes the published or negotiated terms of the exchange transaction for a product, between a producer aiming to achieve predetermined sales volume and revenue objectives and prospective customers seeking to maximize their perceptions of value for money in the choices they make between alternative products.

The tourism product is experienced for a price. It involves price i.e. the cost to be paid by the tourist for all the amenities he/she uses in the tourism package. In tourism there is a regular or standard price for a

product and one or more discounted or promotional prices reflecting the needs of particular segments of buyers or particular market conditions, such as seasonality or short-run over capacity.

Promotion: The most visible is promotion and it includes advertising, direct mailing, sales promotion, merchandising, sales force activities, brochure production and public relations activities.

The tourism product needs to be promoted and it is the popularity of a destination that makes it a sought out place. The uniqueness of promotion of a destination is that it is not necessary to promote it in its destination but has to be promoted in all other places than the place of its origin.

Place: Place does not just mean the location of a tourist attraction or facility, but the location of all the points of sale that provide prospective customers with access to tourist products.

For example ‘Place’ for Essel World/ Water Kingdom in Mumbai is not only Dadar, Worli, Thane or Anderi but also the numerous travel agents located in the state of Maharashtra and also elsewhere inside and outside India.

People: Being a service industry, ‘people’ touch makes the experience special and enjoyable. There are many people who contribute to give life to the tourism industry. They involve the tourists who enjoy the tourism product and the service providers who give a complete package. An addition to people is the active public participation. Tourism is a multi-sectoral activity. However good may be the intentions behind government policy, however comprehensive the planning may be, they will be ineffective unless they are woven into the understanding of all the involved sections.

Contributions to the P’s of Tourism: Cowell (1903) when reviewing American contributions and drawing in particular on work by Booms and Bitter, recommends a ‘revised marketing mix’ which comprises

- ✱ Product
- ✱ Price
- ✱ Promotion
- ✱ Place
- ✱ People
- ✱ Physical Evidence
- ✱ Process

A similar approach to the marketing mix is adopted by Morrison (1989) whose definition comprises

- ✱ Product
- ✱ Price
- ✱ Place
- ✱ Promotion
- ✱ Packaging
- ✱ Programming
- ✱ People
- ✱ Partnership.

The central concept of designing a marketing mix is around the needs of identified customers and it needs to be clearly understood. Then the variations and extensions will not create differences.

Tourism in India: Travel and tourism in India is an integral part of Indian tradition and culture. In the olden days, travel was primarily for pilgrimage – as the holy places dotting the country side attracted people from different parts of the vast sub continent. People also traveled to participate in melas, fairs and festivals in different parts of the country.

The words of the famous orientalist, Max Mueller aptly sum up the strength of India ‘If we were to look over the whole world to find out the country most richly endowed with all the wealth, power and beauty that nature can bestow – in some parts a veritable paradise on earth – I should point to India. If I were asked under what sky the human mind has most fully developed some of its choicest gifts I should point to India”.

In such a background has developed a cultural tradition where “Atithi Devo Bhava” (the guest is God) and ‘Vasadhaiva Kutumbakam’ (The world is one family) have become the bywords of Indian social and cultural behaviour. The beauty of India’s cultural heritage and the richness of nature’s endowments, make India a tourist’s paradise.

Tourism in Dakshina Kannada with special reference to Mangalore: The erstwhile Dakshina Kannada district was bifurcated into Udupi in the north and Mangalore to the south. The southern portion of Dakshina Kannada i.e. Mangalore retained the name of Dakshina Kannada.

A profile of Mangalore:

Mangalore lies between the ghats to the east and the sea to the west. It is lulled by the gentle breeze of the Arabian Sea in summer, but lashed by the furious rain-bearing winds during the monsoon (June to September). Mangalore is blessed with abundant rivers – Netravati, Gurpur, Gangolli, Sitanadi and Swarnanadi. The rich alluvial deposits on either side of the river banks provide fertile soil for paddy cultivation. One of the strong points of the native Mangalorians has been their devotion to work and their penchant for trade and commerce. The city is the cradle of commercial banking and has excellent quality clay for production of quality tiles. Sheltered by the soaring Western Ghats on the east and bordered by the blue waters of the Arabian Sea, Mangalore is blessed with abundant rainfall, fertile soil, lush vegetation; pristine beaches and a ben-rant culture. Mangalore is well known for Yekshagana (a costumed dance drama) Kambla (buffalo race) Korikatta (cock fight) and Boota Kola (Ghost quizaa).

History of Mangalore:

Mangalore is the anglicized version of the name Mangaluru. Premilla, a queen of Malabar, renounced her kingdom and became a disciple of Matsyendranath of the Nath cult. She traveled with her guru towards Mangalore but had to settle near Bolar as she fell ill on the way. Eventually she died there and local people built a temple in reverence to her. The temple was renovated subsequently by an Alupa ruler, Kundavarma during the year 968 AD. Thus the town was known as Mangalapura.

The term Mangala means fort. In fact, the name Mangalapura is found in the inscriptions earlier to the period of installation of Mangaladevi temple. This Mangaladevi temple in the southern part of the city, reminds us that the city was named after goddess Mangaladevi. Thus Mangalapura later became Mangaluru during the Vijayanagar period. They called it Mangalur Rajya. It is believed that in the Sahyadri Mountains the great sages Kanva, Vysa, Vashista, Vishwamitra and others in the Loral past spent their days of meditation.

The old Mangalore port at Bunder has a glorious history. The Chinese, Arabs, Greeks and Europeans traded at this port buying pepper, areca and other coastal products. Mangalore was known as Mangalapuram in the early 7th century the name by which it is still popular even today in Kerala. The locals call the place “Kodial” in Konkani and “Kudla” in Tulu. The name Kudla is a native geographic term indicating confluence of two rivers. The words Kood or Koodi (i.e. joined) + ala (i.e. rivers) have coined the term Koodala. This word Koodala has now become Kudla. In other words, Koodala or Kudla is the Tulu equivalent of the Sanskrit word ‘Sangam’. The word Koodala also exists in the Kannada language. The river confluence of Kudalasangama is famous since the time of Basaveswara, the social reformer.

Mangalore is between two preferred tourist destinations – Kerala to the South and Goa to the north. In the city of Mangalore one can find the narrow winding streets, lofty coconut trees, quaint gable-roofed houses, beautiful beaches, mosques, temples and churches which gives the city an old world charm. One can also experience the heady fragrance of the Mangalore Mallige, the aroma of spicy coconut curries, the rich unique folklore and people of various backgrounds. All this and more makes Mangalore a city of vivid contrasts. Mangalore is now an industrial hub with several leading industries, education, business and banking houses.

Mangalore is blessed with lush green fields, scenic waterfalls, beautiful beaches, historic monuments and a rich variety of flora and fauna. It is a land of blue and greens with a splash of colours. It has abundant natural beauties and man-made attractions. Many of these attractions are not made known and hence its tourist potentials are not exploited.

Mangalore is an important coastal city and commercial center in Karnataka. It is located at 12°-52'N latitude and 74°-49' E longitude. The city is located in the confluence of Nethravathi and Gurupura rivers. It is bound in the east by the Western Ghats and in the west by the Arabian Sea. Three National Highways viz., NH-17 linking Panvel and Kanyakumari, NH-48 linking Mangalore and Bangalore, NH-13 linking Mangalore and Solapur pass through the city. The city is well connected with all the modes of transportation.

Mangalore is famous for its beautiful, exotic, lustrous and virgin beaches and is termed by many as 'an entry point to the Beach Country'.

Tourist Attractions in Mangalore: The Temples



Kadri Manjunath Temple:

Kadri Manjunath Temple is another ancient historic spot in Mangalore, dating back to about 1068 A.D. With its nine tanks, square temple, nestling at the foot of the highest hill, the temple captivates hundreds of visitors annually to Mangalore. The Lokeshwara bronze statue of the Kadri Manjunatha Temple is tipped to be the best bronze statue in India. On top of the hill King Kundavarma Bupendra built a mutt which is called as 'Jogimutt'. There are some stone caves on top of the hill which are believed to be the caves of the Pandavas. This temple is considered to be very sacred and as the name suggests it is dedicated to Lord Manjunatha. The ever flowing water of this temple from the “Gomukha” or “cow’s mouth” is believed to have curable properties.

Shri Sharavu Mahaganapathi Temple

Out of the many pilgrimage places of Mangalore the Sri Sharavu Sharabeshwara - Sri Mahaganapathy Kshetra is an outstanding, pious center of great illustrious history of marathion 800 years. This temple attracts many visitors and devotees all round the year.

Kudroli Gokarnath Temple

The temple is situated 3 Km. away from main Nehru Maidan Bus Stand. Recently this temple has been renovated and now it is one of the tourist attraction places in Mangalore.

Kudroli Gokarnatheshwara Temple is set by Shri Narayana Guru, the great philosopher, saint and social reformer from Kerala. The temple is built in the Chola Gopuram style.

Mangaladevi Temple

Mangaladevi temple is dedicated to Mangaladevi, the presiding deity of Mangalore. . The name Mangalore is derived from this presiding deity of the Temple. Mangaladevi was a princess of Kerala, who came here accompanying Matsyendranatha, one of the propounders of the Nath cult and breathed her last on this land. The 10th century temple is situated 3 Km. away from main City Bus stand. This temple built by the Ballal family of Attavar.



St. Aloysius College and Chapel

One of the oldest colleges in India, St. Aloysius College was built on the top of the Light House Hills in Mangalore by Jesuits in 1880. College houses a well maintained museum Aloyseum, an observatory Al-Solarium. St. Aloysius Chapel is situated 1 km away from Nehru Maidan bus stand which is in the heart of the city. Built in the year 1899-1900, the chapel is dedicated to the patron St. Aloysius Gonzaga. The walls of the church are covered with the paintings of the artist Antony Moshaini of Italy. St. Aloysius College Chapel, an architectural gem, comparable with the Sistine chapel in Rome, is situated on lighthouse hill. The special beauty of the chapel is the wonderful series of paintings that virtually cover every inch of the interior roof and walls.

Holy Rosary Church

The most Holy Rosary Church is one of the three oldest churches in Dakshina Kannada. The original church building was built in 1526 and the present structure which is ‘worthy of the dignity of a Cathedral’ came up in 1910. This is the only church in the Mangalore Diocese which can boast of the magnificent dome crowning the spacious sanctuary. This dome is built on the pattern of the dome of St. Peter’s Basilica of Rome.

Light House Hill-Garden

This garden is situated in the heart of the city nearly 1km away from the bus stand. The garden offers beautiful sea view, sunset view which is exotic and one can also see the sailing ships and boats in the sea.

Sultan Battery

Situated in Boloor 6 Km. away from Mangalore, the structure is built in Black Stones by Tippu Sultan to prevent warships to enter the Gurgur River. At present the remaining part of the fort is called as Tippu's well. Sultan Battery is today is becoming a tourist spot and is admired for its construction which is bafflingly exquisite.

Jumma Masjid: This is an ancient place of worship of the Muslim community. This community has also from the ancient past contributed to the growth and development of Mangalore. The Jumma Masjid is also situated in the heart of the city.

Beaches:



The most famous beach in Mangalore is the Ullal Beach. The famous Summer Sands resort is located there and is surrounded by casuarina groves which make this a beautiful place. Karwar Beach is also a fascinating and serene location amongst the beaches of Mangalore. Besides this there are other two beaches called the Taneerbhavi and Panambur Beach near the Mangalore Port. Kite festivals and Beach festivals are now becoming a popular trend in Mangalore.

Pilikula Nisargadhama

Located at Mudushede, just 10 Kms from Mangalore, Pilikula Nisargadhama is an integrated nature park that will offer a delightful variety of attractions to the eco-tourist and nature lovers. Spread over 300 acres of land the park has a lake with boating facilities, a wild life safari, a mini aquarium and science centre.

The unique culture and Folklore:

Tiger Dance:

Tiger Dance, a unique form of folk dance is performed mainly on Dussehra and Krishna Janmashtmi. The tiger is said to be the mount of Goddess Sharada (the warrior-goddess worshipped during Dussehra).

Aati Festival:

One of the regional festivals of Mangalore, a ritualistic folk dance called Aatikalañja is performed during this festival the Nalke community. About a month long festival, Aati stretches from July 17th to August 15th and is said to be the month when nature is at its best according to the Tulu calendar and Kalañja is the name of the spirit-deity who ensures the protection of the village folk during the rainy season.

Yekshagana

It is unique and elaborate form of a costumed dance drama which is popular in the place of Mangalore. A story or message is narrated through this piece of art.

Kambla

The Kambla is the buffalo race which is conducted in Mangalore in the Month of December. This is an exciting regional event. This is one of the traditional sport/ competition which is kept alive by the Mangalorians.

Korikatta

Korikatta is the local word for the cock fight. This was the famous mode of entertainment and fun with the local public. This sport united the population of the places and is still played when the local festivals are celebrated.

Boota Kola

This is a unique culture of the Manglorians. This Ghost quizaa is very popular in the Hindu culture and is given a great amount of significance by the local public.

Talamaddlay

In a performance known as Talamaddlay a local deity Sharbeshwara Maha Ganapathi (Ganesha) is worshipped in an elaborate festival that marks the auspicious day of Ganesh Chaturthi every year.

Significance of the Study: The study titled ‘Tourism potentialities of Dakshina Kannada – A study with reference to Mangalore’ is an attempt to explore this unexplored destination as a tourist spot. The study is an attempt to give a unique face lift to Mangalore as ‘an entry point to the Beach Country’ and ‘the Pleasure Garden of India.’ Mangalore is a place of historical importance, has magnificent places of worship and scenic beauty par excellence. Yet it is not adequately marketed as a tourist destination. The study also evaluates the role of local people, government and other public and private organizations towards the place. This study tries to measure the tourist potential and examine the infrastructure amenities, nature of the people, cost of living, accessibilities by mode of transport etc. Thus the study is relevant to understand the prospects and opportunities for tourism as a service industry in this unique place “Mangalore”.

Objectives

1. To assess the tourism potentials of Mangalore.
2. To study the important tourist destinations in Dakshina Kannada.
3. To examine the role of social and cultural factors for the development of tourism in Mangalore.
4. To highlight the contribution of public authorities and private participation in the development of tourism in Mangalore.
5. To assess the possibility of promoting Mangalore as ‘an entry point to the Beach Country’ and ‘the Pleasure Garden of India’.

Research Methodology: The value of any scientific research lies in its methodology because it presents a clear idea of research procedure used in the study. Keeping the above stated objectives in mind, proper collection of data, sampling, questionnaires, interviews and keen observation is followed by the researcher to formulate conclusion. The main methods used to collect data in this study are:

- ✿ Field Survey: Fields survey helps in viewing the changes taking place and to find out whether sustainable development is possible if Mangalore is developed as a tourism destination and the impact it will have on the culture of Mangalore.
- ✿ Discussion: Discussion was carried out with service providers, local people residing in and around tourism destinations like beaches, churches and temples and historical monuments. Discussion is through a structured interview schedule.
- ✿ Questionnaires: Questionnaire is for the tourists who visit Mangalore. The questionnaire attempts to collect information on the demographic profile of the respondents and also attempts to get first hand information on the quality of service in the destination, the promotional activities, the entertainment and recreational facilities and the overall ambiance of tourism destinations.
- ✿ Secondary Data: The journals and the internet are the secondary data tools used for the study.

Limitations: Any study needs enough time to probe into every detail of the topic under consideration. The study regarding the potentialities of Mangalore as a tourist destination needs to be probed in detail. Therefore it is suggested that the study be conducted after a period of at least 2 years so that in the second phase of the study more information and practical suggestions could be got based on the then present trend of tourism. Further, the respondents were randomly selected and comparatively few in number so the scope of the study was limited. The area of study was in the city of Mangalore. The tourist spots for the study were chosen based on their accessibility.

Findings of the Study:

Table: 1 Gender of the Respondents:

Gender	Number of tourist respondents	Percentage
Male	34	56.66
Female	26	43.34
Total	60	100

The number of male respondents is higher than the female respondents. This was so because the male population is traveling little more than the female. It is so because the male travel in groups while females usually travel with family.

Table: 2 Age of the Respondents:

Age	Number of tourist respondents	Percentage
15 - 30	24	40
30- 45	12	20
45 - 60	14	23.34
60 and above	10	16.66
Total	60	100

From the above table we can conclude that the younger generation (age group 15 – 30) prefers coastal areas. It was also observed that young couples come with their children and therefore the number of respondents in this age group is higher.

Table 3 Reasons/Purpose of the visit:

Purpose of visit	Number of tourist respondents	Percentage
Pilgrimage	18	30
Rest and Leisure	22	36.67
Business	7	11.67
Curiosity	13	21.67
Total	60	100

A large number of tourist visit Mangalore for leisure. It is this potential that should be encouraged by giving the tourist, facilities especially in beaches along the cost, boating in the rivers and other forms of entertainments so that they enjoy their leisure. Further the places of pilgrimage should be encouraged.

Table: 4 Reasons to Prefer Mangalore as a Tourist Destination:

Reason for preferred destination	Number of tourist respondents	Percentage
Beaches/ Scenic Beauty	26	43.33
Religious places	18	30
Cultural Interest	10	16.66
Infrastructure/facilities available	4	6.67
Any Other	2	3.33
Total	60	100

Majority of the respondents opt to come to Mangalore for the beach that has done the coastline. It is therefore necessary that infrastructure for beach tourism should be developed to attract the tourist to visit Mangalore. The researchers feel that marketing the tourism potentials of Mangalore is necessary by giving a stress on this aspect of tourism. The religious places of worship should also be developed. So far as the infrastructure is concerned, it could be a potential area that needs to be looked into. The unique culture of Mangalore also draws tourist. So this area also needs encouragement.

Table 5 Different Modes of transport to arrive Mangalore

Options	Number of respondents	Percentage of Respondents
Taxi/ Tourist Vehicle	12	20
Own Vehicle	18	30
Public Transport	20	33.33
Train	6	10
Air	4	6.67
Total	60	100

A large number of respondents use their own vehicle to come to Mangalore. This goes to show that the middle/ upper middle class prefer to come to Mangalore. Moreover people use own vehicle, only when they travel a short distance. This goes to prove that a lot of marketing needs to be done to sell Mangalore as a tourist destination to tourists who come from a further distances.

Table 6: Travel arrangements made:

Options	Number of tourist respondents	Percentage
Self	42	70
Through travel agents	12	20
Any other/ Family/ Friends	6	10
TOTAL	60	100

A majority of the responds come on their own to Mangalore. This goes to show that if Mangalore has to become a tourist destination then a wide publicity has to be given for the place as a tourist destination where the tourist has to be shown the uniqueness of the place and its culture and what he can get if he were to visit Mangalore. Total and authentic information should be provided and an official website is the need for developing tourist potential of Mangalore. The travel agents are doing good work to send people from Mangalore to other places. In fact the reverse is also required to make Mangalore a favorite tourist destination.

Table 7: Places of stay by the respondents:

Options	Number of tourist respondents	Percentage
Hotels	30	50
Resorts	5	8.33
Family/Friends	16	26.67
Choultries	9	15
Total	60	100

Large numbers of the tourist stay in hotels. While the next preferred place of stay is with family and friends. This goes to show that the hotel accommodation needs to be improved both in quantity and quality to attract tourist to Mangalore. Further as a large portion of the tourist stay with family/ friends it goes to

show that much awareness of the potentialities of Mangalore as a tourist destination is not available for the tourist community.

Table 8: Respondents opinion about potentialities of Mangalore:

Options	Number of tourist respondents	Percentage
YES	37	61.67
NO	18	30
Cant Say	5	8.33
Total	60	100

Majority of the respondents feel that the potentialities of Mangalore as a tourist destination are there and so the place should be developed. It is here that the role of Government, Local Public, Private Business Houses, and Chamber of Commerce etc needs to be well defined and built upon if Mangalore has to become a tourist destination.

Table: 9: Major contributors towards the development of Mangalore as a tourist destination

Options	Number of tourist respondents	Percentage
Government	18	30
Local Public	16	26.67
MNC's/ Private Business Houses	20	33.33
Kanara Chamber of Commerce	6	10
Total	60	100

A look at the table shows that major respondents feel that the contributions to the development of Mangalore as a tourist hub must be jointly done by the Government and the Private Business Houses. But in reality the state government has done pretty little to develop additional attractions and facilities in Mangalore to make it a tourist destination. The local public is also expected to play a major role in societal and cultural areas. Institutions like the Kanara Chamber of Commerce should put in their mite to make tourism popular in Mangalore. As a matter of fact they have started towards this direction. Government initiative together with private participation will help in building the image of Mangalore as a tourist destination.

Table – 10: Role of Culture in the development of Tourism

Options	Number of tourist respondents	Percentage
YES	57	95
No	3	5
Total	60	100

As per the study, culture plays a primary role in the Tourism Industry. Mangalore is well known for Yekshagana (a costumed dance drama) Kambala (buffalo race) Korikatta (cock fight) and Boota Kola (Ghost quiza). One of the strong points of the native Mangalorian has been their devotion to work and their penchant for trade and commerce. The city is the cradle of commercial banking and has excellent quality clay for production of quality tiles. Therefore, we should showcase this unique culture of Mangalore and help it keep alive.

Table: 11 Different ways in which Mangalore can be developed to make it a preferred tourist destination

Improvements needed	Number of tourist respondents	Percentage
Develop additional attraction/ facilities	28	46.67
Improved transport facilities	9	15
Maintenance and cleanliness	15	21.675
Hotel and Accommodations to be constructed	5	8.33
Any other/ public participation	5	8.33
Total	60	100

It is clear from the above table that we need to develop additional attractions for the tourist to make Mangalore a preferred destination. Some of the suggestions are water based activities like bathing, diving,

swimming, surfing etc. and also a new theme of Cultural tourism can be developed. The local culture and traditions need to be showcased to make it a rich and rewarding experience for the tourist.

Table 12: Areas in which Public/ Private Bodies role is essential:

Options	Number of tourist respondents	Percentage
Transport facilities	8	13.33
Accommodation	5	8.33
Maintenance of Tourism attraction	32	53.33
Popularizing places of visit in and around Mangalore through promotional measures	13	21.67
Any other	2	3.33
Total	60	100

Mangalore has all the ingredients of a tourist destination. But the place lacks in the present tourist attractions like theme based water parks or adventure sports. The possessions of Mangalore are from the past with no major additions are done by the present public or private bodies. In the study respondents feel that if tourist attraction is created and maintained, clubbed along is public participation to promote Mangalore, then definitely the place shall become as popular as its neighbor tourist destinations i.e. Goa and Kerala.

Table 13: Overall Grading of Mangalore as a Tourist Destination:

Options	Number of tourist respondents	Percentage
Excellent	15	25
Good	32	53.33
Satisfactory	8	13.33
Not satisfactory	5	8.33
Total	60	100

The respondents in the study have rated Mangalore fairly good as a tourist destination. But lots need to be done by the interested parties to promote it further. Enquires need to be made as to why some are not satisfied with Mangalore and timely action need to be taken.

Practical Implications of the study: The study is exploratory study to know and understand the potentialities and impact of tourism on the cultural fabric of Mangalore. Tourism is in its infantile stage and therefore it is imperative for us to know the impact of tourism on Mangalore. This is necessary so that a decision could be taken at the local level to build the potentials necessary for having tourism of the highest order. Mangalore is a destination blessed with natural beauty and fantastic landscape. This scenic view has been attracting thousands of tourists. Water sports should be introduced, boating facility provided and adequate security arrangements and rescue arrangements should be provided to make the sea a safe destination. The tourism departments together with private participation should build enough guesthouses, resorts and restaurants so that they become an added attraction for the tourist. This would definitely build a brand personality for Mangalore as ‘an entry point to the Beach Country’ and ‘the Pleasure Garden of India.’

Cultural tourism as stated earlier can be encouraged. This will not only justify the preservation of antiquities but will also help in keeping the local craft industries alive, which are appearing to fade away from the market. Events and exhibitions in Mangalore such as the sea food festivals, art exhibitions, kite festivals etc can provide huge impetus to tourism and can create repeat customers. Developing Mangalore carnival in line with the carnival at Goa could be explored. At the carnival, Mangalorian folklore and cultural tradition could be show cased.

Suggestions: Mangalore has all the ingredients mix required for it to succeed as a tourist destination - The lush green fields, the scenic waterfalls, beautiful beaches, historic monuments and rich variety of flora and fauna. Efforts must be made to promote this picture of Mangalore among the tourist population.

- ✳ The “S” of tourism in Mangalore under the theme of ‘HOLIDAY TOURISM’ can be showcased as a unique product. They are the Sea, Sand, Sun, Society, Specialties, Sightseeing and Service providers. This combination definitely will lead to make Mangalore a ‘niche’ in the tourism industry.

- ✿ Positioning a balanced approach: Goa to the north and Kerala to the south are famous tourist destinations. As a two sided coin tourism has negative impacts. Mangalore needs to learn from these tourist destinations, on the negative impacts and plan wisely to negate these impacts while building up a tourist destination. The need of the hour is to create and foster a tourism department specifically for Mangalore and Udupi (the erstwhile South Kanara district) which is sustainable in the following areas:
 - Economically: Generate sound level of economic gain
 - Ecologically: Check that tourism does not cause irreversible changes in the ecosystem.
 - Socially: Try to avoid social disharmony
 - Culturally: Retain and showcase our own distinctive cultural traits as distinct from the State of Karnataka and Karnataka Tourism.
 -
- ✿ Eco-friendly sustainable development: The gifts of nature and endowments of history and civilization are non renewable. Tourism development must enhance the quality of the inheritance and leave future generations a better and richer heritage. Such an objective can be achieved by a mixture of various measures like pragmatic regulations, their effective enforcement, extensive public awareness programmes and constructive and continuous mechanism for public participation.
- ✿ People participation and Awareness Creation: Creating awareness on tourism, its importance is very vital among the public of Mangalore as they are the people who interact more with the visiting tourist. Such awareness campaigns have several elements:
 - Awareness should be on socio-economic importance of tourism: Firstly, the common perception that tourism is for the elite people and the common public has nothing to do with it must be changed. Secondly, cheating the tourist, harassing them, giving wrong direction should be curbed and self discipline must set in. If not this act by the public over a period of time will build up huge negative impacts.
 - Awareness campaigns should lead to the growth of a movement for public action in various areas of sustainable tourism development. When the local public adheres to rules and regulations, keeps surroundings clean and neat, follow public instructions and have a positive attitude, the tourist will follow suit.

One can reasonably expect that once such a movement for public action is generated by the awareness campaign, it will also lead to the emergence of a ‘Culture of Tourism’.

- ✿ Marketing of Mangalore as ‘an entry point to the Beach Country’ and ‘the Pleasure Garden of India.’ Mangalore as a tourist destination can be branded as above as it is done for other places of interest. This will give it a unique recognition. The following tourisms can be blended to give Mangalore this unique personality. They are Eco Tourism, Rural Tourism, Experimental Tourism, Nature Tourism, Adventure Tourism, Heritage Tourism, Cultural Tourism, Beach Tourism and Holiday Tourism.

Conclusion

Tourism has enormous scope to expand. Travel has become part of the life style of the people all over the world. Increasing prosperity, better health, faster means of transport and communications, more paid holidays will contribute to the steady increase in travel both domestic and international.

Mangalore’s development in water based activities like sunbathing, diving, swimming, surfing etc., can attract all age groups of people. The role of the Government as well as the local authority in development of Mangalore as a tourist destination is very essential. While an image of safety and security is already an important deciding factor for tourists, holiday makers of the 21st century will be looking for places with a trendy image. A sincere effort by all in the destination, towards this uniqueness can place Mangalore and make it shine in the map of tourism in the country. As stated earlier Mangalore can be showcased with the various ‘S’ of tourism. In addition the three ‘E’ mixtures i.e. Entertainment, Excitement and Education can be a perfect blend to make Mangalore the preferred tourist destination.

People visit Mangalore for purpose like leisure, pilgrimage and entertainment. Development showcasing the unique culture of Mangalore is the need of the hour. If Mangalore has to become a unique tourist destination then it is necessary to promote the folklore of Mangalore and the cultural traditions of

Mangalore. This is the pivot on which tourism promotion should be build and integrated into the Mangalorian cultural fabric.

References

- Allen L.A Management of Organization, McGraw Hill 1988.
- Badan B.S, Impact of Tourism in south India, 1997, Commonwealth Publications, New Delhi.
- Bezbaruah M.P, Indian Tourism, Beyond the Millennium, 1999, Gyan Publishing House, New Delhi.
- Bhatia A K (2002), International Tourism Management, Sterling Publishers Pvt. Ltd., Delhi
- Bhatia A. K (1991), Tourism Development, Sterling Publishers Pvt. Ltd., Delhi
- Bhatia A.K tourism in India – History and Development” Sterling Publishers, New Delhi 1978.
- Ghosh Bishwanath, Tourism and Travel Management, 2nd edition, 2000, Vikas Publishing House Pvt Ltd.
- Khan .M.A ‘Introduction to Tourism’, 2005, Anmol Publications Pvt Ltd, New Delhi
- Khan A Nafees, Development of Tourism in India 2001 Anmol Publications Ltd New Delhi.
- Max Muller, in his lecture in Cambridge University UK 1882, Quoted by Jawaharlal Nehru – ‘The Discovery of India’ The Signet press, Calcutta 1946 page 90
- Narasaiah M.L, Globalisation and Sustainable Tourism Development, 2004, Discovery Publishing House, New Delhi.
- Sarkar Kumar Arun and Dhar Premnath, Indian Tourism-Economic Planning and Strategies, 1998, Kanishka Publishers, Distributors, New Delhi – 110002
- Sarkar Kumar Arun, Action plan and priorities in Tourism Development 1998 Kanishka Publishers, distributors, New Delhi – 110002
- Seth Pran Nath (1999), Successful Tourism Management- fundamental of Tourism, Sterling Publishers Pvt. Ltd., Delhi
- Sethi Praveen, Edited, ‘Tourism Today and Tommorrow’, Anmol Publications Ltd., New Delhi
- Sinha P.C Edited, ‘Tourism Marketing’ 2002, Anmol Publications Pvt Ltd, New Delhi