



Hyderabad Karnataka Tourism: Challenges, Opportunities and potential Tourist Attractions

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ABSTRACT

Tourism development is a priority for rural and regional areas of Hyderabad Karnataka Region. Its considered to be economic bonanza for Hyderabad Karnataka districts because industrial development is very limited among six districts, being a labour –intensive industry the scope of employment is very vast. Hyderabad Karnataka is an area with great tourism's potential and provides immense business opportunity for backward region. The state is bestowed with beauty and rich of heritage monuments, ancient unidentified spots etc

Tourism is an industry capable of change the socio- cultural economic and environmental face of the world tourism is one of the largest and fastest growing industries in the world it has the potential to influence the living pattern of communities it is the collection of activities services and industries that deliver a travel experience including transportation, accommodation, eating and drinking establishments of retail shops, entertainment, business, and other hospitality services provided for individuals or groups of travelling from home.

KEYWORDS

Hyderabad Karnataka Region, Challenge and Opportunities, Tourism Potential.

I Introduction

Tourism has become a phenomenon in both developed and developing economies across the globe, Tourism as a displacement activity, involves being away from home on a temporary short-term visit to and stay at places of interest outside one's domicile and work. United Nation World Tourism Organization (UNWTO) however put a time limit of within a year of stay outside the environment other than your home either for business, leisure or other purposes to the definition of tourism. But strictly speaking, tourism encompasses the industry that package, facilitate, promote and delivered such travel and care for those on the move as well as the impact the visitors and host communities have on each other before, during and after the experience.

Tourism has no doubt wage enormous economic impact on all sphere of the society to become one of the fattest growing industries globally (Aliyu, Abdul Kadir, & Aliyu, 2013). The strength of tourism performance is obvious in poverty reduction, employment generation and income redistribution effect on rural communities (Kurian, Varadharajan, & Rajasekar, 2010). With the revolution in tourism industry, both the government and private entrepreneurs have started to optimize the opportunities of attracting tourists to their countries. In other to explore these numerous potentials that are inherent in tourism industry, many countries have started to design their regions, cities and states in a manner that will attract tourist and tourist investors (Gil & Ritchie, 2008). The development of tourism as an alternative revenue sources is the new strategy in most countries because of its multiplier effect on other sectors of the economy, creating large volume of job for both skilled and unskilled labor.

Back Ground of the Hyderabad Karnataka Region

Hyderabad Karnataka is a unique region in the state of Karnataka, and consists of six districts (Bidar, Gulbarga, Yadgiri, Raichur, Koppal and Bellary) of NorthEastern Karnataka and accounting almost 1/5 of the state's population and area. were under the rule of Hyderabad Nizam before the independence. Bellary district was under British Cantonment. After the independence these three districts became part of Hyderabad State in 1948. To identify the area of these three districts this region was called as Hyderabad Karnataka Region. When the divisions were formed by the government of Karnataka for administrative convenience purposes, Bellary was been added to the Gulbarga division and it became part of Hyderabad Karnataka Region. Many kingdoms like

Mouryas, Shatavahanas, Rastarkoot, KalyaniChalukya, Kalachuryas, Vijayanagar, Bahamani Sultanates, Nayakas of Surpur and Nizams of Hyderabad ruled this region. It is full of historical monuments belonging to different ancient Kingdoms.

The world's first spiritual parliament „AnubhavaMantapa of BasvaKalyana" is in this region. Hyderabad Karnataka is also known for famous religious pilgrimage centres. Even though situated in the tropical region zone, it has an immense biodiversity.

Over View of Potential Tourism

North-East Hyderabad Karnataka has the potential to attract tourists of diverse Interests. . It has diverse endowments of tourist interests. The existing and potential variety of tourism can be listed as follows:

1. Nature Tourism- scenic beauty.
2. Unique and Unidentified Cultural Tourism Monuments-Hampi Group of Temples, Forts, Ancient Monuments, Hampi Festival ,BidarUtsav etc.
3. Immense Potential Adventure Activities across the HK Districts.
4. Pilgrim temples
5. Heritage Tourism

Tourist Potential of Attractions in Hyderabad Karnataka Region:

Hyderabad Karnataka Region is known as land of empires and legacies. It has many places of interest, which are elucidated on briefly below:

The Bellary Fort is built on top of the BallaryGudda or Fort Hill, during Vijayanagar times by HanumappaNayaka. Hyder Ali took possession from the Nayaka's in 1769, got the fort renovated and modified it with the help of a French engineer. Recently the fort has been illuminated on a 2 km stretch, using 188 special lights and supported by separate substation. Visit the illuminated fort in the evening and watch the past come alive.

Hampi its surroundings: It is a world heritage site and a very well-known destination. We can see the Kings Palace, MahanavamiDibba, Queens Bath, Lotus Mahal, Elephant Stables, Pushkarni, Hazara Rama Temple, Vithala Temple, Virupaksha Temple, Lakshminarsimha, Badavilinga, Ganesha Images, Kamalapur, TungaBhadra Dam, near Hospet, Daroji Sloth Bear Sanctuary, Sandur Lakes and many more sights can be seen.

Anegundi is located in a village in Gangavathitaluk of Koppal district across river Tungabhadra. It has history which is almost 5,000 years old. It is at a distance of 5 kms from Hampi. It is also, believed to be the monkey kingdom of Kishkinda in the epic of Ramayana. Anegundi means in Kannada "elephant pit" said to have been the place where the elephants of the Vijayanagara kings were kept, it is just opposite the ruined capital of the Vijayanagara Empire. Anegundi's architectural heritage is still relatively unspoiled and an inspiring landscape makes it not only a historical heritage site, but a living, natural one. The village consists of several ancient temples and temple complexes. With the help of The Kishkinda Trust (TKT), the implementing agency of Endogenous Tourism in Anegundi, the village has become a role-model in heritage conservation and Sustainable Rural Tourism.

Navabrindavana is a small island located at the Tungabhadra River near Anegundi in Koppal District. This place is famous for the nine Brindavanas (tombs) of nine famous Madhva saints including that of Vyasa Tirtha. Tourists can reach Navabrindavana from Anegundi by crossing the River Tungabhadra. Navabrindavana can also be accessed through Hampi in Bellary District.

Other Tourist destinations of Koppal need to be developed and brought to the fore front and are **Itagi Mahadeva Temple, Pampa Sarovar, Kanakagiri, Sri Gavishiddeswar Math, Kukanoor, Hirebenakal and Hulagi. Itagi Mahadeva Temple** is known as „Emperor of Temples" so beautiful in terms of sculpture, architecture and design.

Raichur Fort, and other monuments, House of Ghjana Gouda, Mudagal Fort, Narada Gadde, Gudgunti, Jaladurga, Sajjalagudda, Maski.

Gulbarga is a land where the past meddle with the present. This historically rich region of the Deccan has been part of a number of kingdoms, prominent among which are the Rashtrakutas and the Bahamanis. It was the capital city of Bahamanis. In 1347 Hasana Gangu Bahaman Shah established his rule from this city. A treasure home of architectural delights, Gulbarga is justly famous for the grandeur of the many Indo-Saracenic monuments that dot the landscape. Here we can see the mighty Fort, **Jumma Masjid** which is located inside the fort. This is the only Masjid of it's kind of in the world which we find in Spain's city of Cordova.

Chor (Shor) Gumbaz is known as mini Golgumbaz. **Shaha Bazar Mosque** is an attractive mosque with beautiful columns, arches and domes. An arched entrance with tall minarets on either side lead into an open courtyard and a prayer hall at the rear. **Dargah Khwaja Banda Nawaz** a great sufi saint of this region. **Sath (Seven) Gumbaz** a group of seven tombs of Bahamani rulers. **Lord Sharnbasveshwara Shrine** a great saint of this region and who gave and popularised the concept of Dasoha".

Aiwan-E Shahi visiting palace of the Nizams of Hyderabad. Buddha Vihara is a modern-day monument that pays tribute to the Buddha and draws inspiration from Sanchi and the Ajanta and Ellora caves. Many more attractions are in the city.

Malkhed historically, the capital city of one of the great dynasties of south India Rashtrakutas, is located on the banks of the Kagini, a tributary of the Bhima. Once a city with beautiful palaces and gardens, it also has monuments from Bahamani times, besides a number of Jain Basadis.

Ganagapur Lord Dattatreya: Ganagapur is 45 km from the Gulbarga on the western side. It is the place of Lord Dattatreya. Famous God of the Vaishnava cult. Many pilgrims visit around the clock. Most of the devotees come from Maharashtra State.

Kalagi: It has more than five temples belonging to the Chalukya period. The unique architecture and the style of the temples are worth seeing.

Nagavi is in Chitapur taluk of Gulbarga District. Once upon a time, it was an educational hub. This place is known due to presence of Nagavi University.

Sannati an important archaeological site, where pre-historic implements as well as Buddhist sculptures and monuments from the Mourya and Satavahana period (200 to 400 AD) have been uncovered. A number of edicts in Prakrit have also been excavated. This is a very important destination to visit because one can see the sculpture of the one of the great emperors of the world, Ashoka the great. We can also get the blessing of Goddess Chandrala Parameshwari Temple is just 2km away from the Buddhist Stupa.

Yadgiri Fort: is also built on the rock hill. It is similar to that of the Bellary Fort

Megalithic tombs of Rajan-Kollur: Philip Meadows Taylor's describes Rajan Kollur as a major megalithic site of Karnataka. On the village outskirts my inquires for "Morayara Mane" resulted in blank faces. But when I inquired "Buddara Mane" the term was recognized immediately. Its important to know the local terms. We were asked to take the dirt path running parallel to the canal and look on the left. Found it! There were 8 to 10 of them scattered over a small area, the structures were almost the same size as dolmens of Aihole. The site was open with no protection. no efforts to preserve them.

Bonal Bird Sanctuary: Bonal Bird Sanctuary also spelled as Bohnal Bird Sanctuary is a bird sanctuary that allures a large number of migratory and local birds for its ambience. Bonal Bird Sanctuary is located on the wetland near Bonal village in the Shorapur taluk of Yadgir district in Karnataka. It is the second largest bird sanctuary in the state, after Ranganthittu Bird Sanctuary in Mysore, and around 21 species of birds have been recorded here, including purple heron, white-necked stork, white ibis, black ibis, brahmyn duck, and bar-headed goose.

Dhab Dhab Water Falls Gurumithkal: Rainy season is one of the duller seasons for tourism but there are some places one should only visit when it's raining and such beautiful place is Dhab Dhab Water Falls it is 150 kms from Gulbarga and is a best day out picnic spot around and is very popular amongst the young.

Bear sanctuary, the only of its kind in southern India is located at **Daroji** near Kudatini in Bellary district. It has many rivers, reservoirs and small but very beautiful waterfalls. This region is known as land of kingdoms.

II Methodology and data collection

The present study is based on both secondary and primary data. Primary sources are personal interview method, field survey, scheduled questionnaires etc. Various secondary sources are data consists Annual report of Karnataka State Tourism Department, Information and Broad casting department, Hyderabad Karnataka district Statistical Department, Kannada and Cultural Department, International Tourism Agency, internet, newspapers, magazines, books, brochures, articles and thesis etc. Hyderabad Karnataka districts has six districts namely Bidar, Gulbarga, Yadgiri, Raichur, Koppal and Bellary each Districts has good number of tourist spots which attracts more number of tourists from domestic as well as foreign..

Objectives of the study

1. To Study the Challenges, Opportunities of the HK Districts in tourism.
2. To know the potential tourist attractions of HK Districts.
3. To investigate the problems connected with the tourism industry and formulation of appropriate and practical solutions to them.
4. To study the factors determining the Growth of Tourism in HK Districts.

Problems of Hyderabad Karnataka Tourism

Hyderabad Karnataka tourism is a big foreign exchange earner

inKarnataka, yet the industry still is hampered by several problems like–

- Poor transportation
- Lack of basic hygienic amenities at halting points
- Non-standardization of rates and fares
- Poor maintenance of heritages
- Issues regarding security and harassment
- Lack of passionate and trained professionals
- Lack of supportive infrastructure – bad roads, improper health and hygiene, communication gaps, etc
- Uneven progress – slow growth of village tourism, lack of information about tourist profile etc

Challenges of tourism in HK districts:

- **Limited access to international markets:** The existence of small individual hotel units creates a fragmented industry with small capacity to access international markets and promote supply.
- Border formalities and visitors access to destinations (particularly from Maharashtra and Telanghan) need to be facilitated.
- **Expensive livelihood:** The rates of each and every commodity are increasing as the demand for the goods is also increasing. This has made common man to struggle for life.
- **Loss of valuable Culture:** Tourism leads to demonstration effect, as a result youths are completely westernizing themselves adopting western culture and neglecting our precious cultural.
- **Basic amenities:** In many tourism centers, basic amenities are woefully absent. Even if they are provided, there is no assurance regarding continued availability and quality in services.
- Guides must be qualified candidates having adequate training to lead adventure tourism, wildlife safari trekking and rock-climbing. A guide should be perfectly a guide ready to serve the tourist in his/her needs and not to exploit him/her.
- Educating Taxi/Auto driver's foreign tourists have much complaint in this regard. Main complaint is overcharging of the time hire

Opportunities of tourism in HK districts:

- Location in one of the fastest growing tourism regions in the world.
- Unique selling propositions for religious and cultural tourism.
- Significant number of same day visitors that can be maximized to increase average spend, length of stay and hotel occupancy rates.
- Good conservation of sites and good access to main tourist attractions.

III. Conclusion

The travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. The Indian tourism industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India is a sun rise industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and host communities. For those in the tourism sector there is a need to understand the needs of host communities as well as the principles and concerns that are part of preserving cultural heritage.

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