

Residents' perceptions of a tourist destination: An empirical study of Hyderabad Karnataka Region

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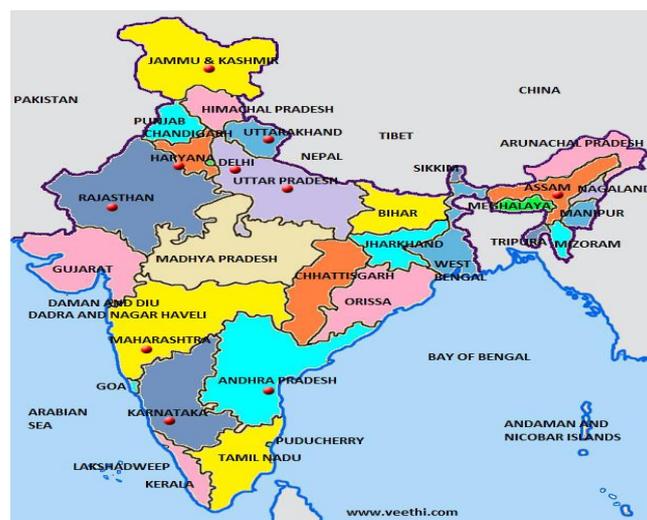
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Abstract

The unprecedented growth in the tourism industry during the last fifty years has created major challenges in tourism marketing. This growth has created greater competition amongst destinations in attracting more visitors. One of the most significant marketing challenges arising from this situation is the need for an effective destination positioning strategy. If we want to position the particular destination, we firstly need to understand what target market (consumers/visitors) have in their minds about the destination. The target market for a Regional Tourist Destination (RTD) includes firstly, its own people who want to visit close-to-home destinations. Secondly, people from outside the region and within the state or country also have ideas on visiting a destination. The final and most important target market is foreign tourists. The successful destination development, positioning and marketing depends upon the understanding of the regions stakeholders and the host communities. Many studies have shown the role of a host community in creating the image of a destination. There is however a lack of research on how its own people image of their destination influences destination marketing. This article firstly seeks to understand how its own residents perceive Hyderabad Karnataka Region (HKR) as a Tourist Destination compared to the rest of Karnataka. How is the present image driving them towards tourism development in the region and their participation in tourism development? Finally this article tries to establish whether there is any difference in their perceived image and the reality of the destination.

Key Words: Destination Image, HKR Tourism, Destination Positioning, Residents Perception



Source: http://www.jaiambeytransport.in/pic/india_state_map.jpg

Introduction:

The unprecedented growth in the tourism industry during the last fifty years has created major challenges in tourism marketing (Echtner and Ritchie, 2003). In India, tourism development is a recent trend. Most of the state tourism corporations came into existence after 1970s. This growth created more competition among similar destinations in attracting visitors. One of the most significant marketing challenges arising from this situation is the need for an effective destination positioning strategy (Echtner and Ritchie, 2003). If we want to position the particular destination first we need to understand what the target market (consumers/visitors) have in mind about a particular destination.

The first step towards positioning a tourist destination is to determine the most important variables tourists consider while evaluating the destination. By looking at the preferences of visitors on these variables, and then by matching these with their perceptions on the destination, the preferred position for a destination can be arrived at (Sharma, 2002). In tourism research, "...images are more important than tangible resources", because "perceptions, rather than reality are what motivate consumers to act or not act" (Guthrie and Gale, 1991). Residents of destinations may have images of their own place of residence that can be investigated in comparison with those of tourists (Sternquist Witter, 1985). This stream has been called 'residents active role' in destination image study (Gallarza et al., (2002).

This target market for a regional tourist destination includes firstly, its own people (residents) who want to visit 'near home' destinations (seeing their own region completely). Here residents means both tour and travel operators of the region, hoteliers, tour guides, politicians, local tourism officials and the general public. These people act as hosts as well as tourists. These tourists is called 'short

haul' tourists. Secondly, people outside the region and within the state or country. The final target market is foreign tourists. The successful destination development, positioning and marketing depends up on the stakeholders and the host communities perceptions and interests about tourist destinations in their region. Many studies have shown the role of a host community in creating a good image of the destination. The interest in residents' attitude towards tourism has brought another body of research (Getz 1994; Lindberg and Johnson, 1997; Ryan and Montgomery 1994; Smith and Krannich, 1998). Residents are often seen as part of the 'image elements' (Echtner and Ritchie 1991) and their support for the industry may affect the tourists' perceptions of the destination.

This second line of research is labelled 'residents passive role' in destination image study (Gallarza et al., 2002). But there is a lack of empirical research on how its own people perceive and how their perception the destination influence on the destination (HKR) development, positioning and successfully marketing. This article tries to understand how its own residents perceive Hyderabad Karnataka Region as a Tourist Destination when compared to rest of Karnataka? As Gallarza et al., (2002) states residents have an 'active role' in destination image study.

What is their opinion about present state of tourism infrastructure in the region? How does the present image drive them towards tourism development in the region and what is the level of their participation in tourism development? As Gallarza et al., (2002) states 'residents passive role' in destination image study is important to note.

The residents' active and passive roles in a particular region is very important for the development of tourism in that region. Hence this article tries to know these two aspects and suggest the strategies for the

tourism development, positioning and marketing of HKR.

Concept of Destination Image:

If we want understand the meaning of tourism destination image (TDI) it is better to look in to some of the definitions given by the scholar in this area. See the Table 1 selected definitions adopted from Gallarza, Giland and Calderon (2002).

Selected Definitions of Product, Place and Destination Image

Hunt (1971): Impressions that a person or persons hold about a state in which they do not reside

Markin (1974): Our own personalized, internalized and conceptualizing understanding of what we know

Lawson and Bond-Bovy (1977): An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place

Crompton (1979): An image may be defined as the sum of beliefs, ideas, and impressions that a person has of a destination

Dichter (1985): The concept of image can be applied to a political candidate, a product, and a country. It describes not individual traits or qualities but the total impression and entity makes on the minds of others

Reynolds (1985): An image is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions. It comes into being through a creative process in which selected impressions are elaborated, embellished and ordered

Embacher and Buttle (1989): Image is comprised of the ideas or conceptions held individually or collectively of the destination under investigation. Image may comprise both cognitive and evaluative components

Kotler et al (1994): The image of a place is the sum of beliefs, ideas, and impressions that a person holds of it

Gartner (1993), (1996): Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative

Tourism Profile of HKR:

Hyderabad Karnataka is a unique region in the state of Karnataka, and consists of six districts (Bidar, Gulbarga, Yadgiri, Raichur, Koppal and Bellary) of North-Eastern Karnataka and accounting almost 1/5 of the state's population and area. Originally Bidar, Gulbarga (includes present Yadgiri) and Raichur (includes present Koppal) 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. In 1956 states were formed on the recommendations of the State Reorganisation Committee (SRC), Language as basis these three districts became the part of then Mysore State. 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, Kalyani Chalukya, Kalachuryas, Vijayanagar, Bahamani Sultanas, 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 'Anubhava Mantapa of Basva Kalyana' 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. Bonal Bird Sanctuary for example, has an area of 720 acres and stands second in the state in size. 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.

Tourist Attractions of the 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 Ballary Gudda or Fort Hill, during Vijayanagar times by Hanumappa Nayaka. Hyder Ali took possession from the Nayaka's in 1769, got the fort renovated and modified it with the help of a French engineer. Legend has it that the engineer was hanged for overlooking the fact that the neighbouring Kumbra Gudda was taller than Bellary Gudda, thus compromising the secrecy and command of the fort. His grave is believed to be located near the East Gate of the fort, though some locals believe it to be the grave of some Muslim holy man. 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, Mahanavami Dibba, Queens Bath, Lotus Mahal, Elephant Stables, Pushkarni, Hazara Rama Temple, Vithala Temple, Virupaksha Temple, Lakshminarsimha, Badavilinga, Ganesha Images, Kamalapur, Tunga Bhadra Dam, near Hospet, Daroji Sloth Bear Sanctuary, Sandur Lakes and many more sights can be seen.

Tourist Destinations of Koppal

Anegundi is located in a village in Gangavathi taluk 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.

Potential Destinations of Raichur: 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. This

makes it a destination that takes one back through the pages of history. 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 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.

Firozabad A new capital build by Firoz Shah Bahamani on the banks of the Bhima River, Firozabad evokes comparison with Fatehpur Sikri. The ruined monuments here include palaces, mosques, gateways and a fort

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 (200-400 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.

Literature Review:

From 1970 onwards, many studies have been conducted on the issue of destination image. Two major studies are notable. One was by Pike (2002), namely "Destination Image Analysis: A Review of 142 Papers from 1973-2000" and the other was by Calderon, Gil, and Gallarza (2002) entitled "Destination Image: Towards a Conceptual Framework". The first one is based on empirical studies of destination image and the second one is a study of a conceptual framework. These two research papers have produced comprehensive literature reviews of destination image studies up until 2001. "Many authors agree that the TDI research line emerged from Hunt's work of 1971 (Driscoll, Lawson and Niven, 1994; Echtner and Ritchie 1991; Embacher and Buttle, 1989; Fakeye and Crompton, 1991; Gartner and Hunt, 1987; Reilly, 1990; Sternquist Witter, 1985). From this time onwards, there have been numerous and varied approaches to the study. Table 1 proposes a regrouping of 65 works, between 1971 and 1999, which study this subject". In their study Gallarza et al., (2002) grouped destination image studies in to seven categories. The researchers

felt that out of seven two are important for this research paper, number one 'assessment and measurement of destination image' and number two 'active and passive role of residents in image study'. Concerning the assessment and measurement of destination image, there are at least 36 studies in the Gallarza et al., (2002) study. Residents' perceptions are found in only 12 studies. In these most are on residents' attitudes and perceptions of tourism impacts. Pike (2002) states that 'a review of 142 papers in the destination image literature from the period 1973-2000 was undertaken, a total of 59 papers targeted visitors at destinations, while 55 papers included consumers at their place of residence. The latter approach enables the potential capture of previous visitors to the destination(s) of interest, as well as non-visitors. A number of papers sought the views of travel trade/experts (20), student samples (15), Destination Marketing Organisation (DMO) staff (3) and local residents (2)'. It means very few destination image studies have been conducted on the role of residents' perception or image for the destination development, positioning and marketing. Study by the Lawson R W et al (1998) compares the residents' attitudes towards tourism in 10NewZealand destinations.

A very important study has been done on the residents' image of their own destinations and its role in destination development . Schroeder (1996) says:

'while a number of studies have measured or determined the images that potential visitors have of tourist destinations (Crompton 1979; Embacher and Buttle 1989; Gartner 1989; Gartner and Hunt 1987; Gartner and Shen 1992; Goodrich 1978; Hunt 1975; Reilly 1990), few have looked at the tourism image that local residents have of the destination area. It might be expected that the image that the host population has of its home area would be important because of its relationship to two aspects of tourism development: (1) it may influence political support for

efforts to promote and develop tourism, and (2) it may influence the organic image developed in potential visitors via the information provided by host residents to friends, relatives, and business associates.

Aspirations of a particular community about their region play very important role in the destinations brand building efforts. Goswami (2011) notes that the aspirations of a nation and the brand of a nation are inevitably linked to their rise, economic power, and military might and also on their influence on regional and global geopolitics. This implies that once self-confidence and a positive self-image are in place, these help to build a destination brand with positive image. If residents themselves are negative about their region's potential and attractiveness, how can they communicate positivity to visitors? Goswami (2011) undertook a study on India's image among a group of International Citizen Journalists and speaks of famous quotes on India such as 'India is unique country in the South Region with a beautiful cultural background which is one of the oldest in the world'. The tourists to India are attracted to such comments and the culture so that the beauty of the human race in its beautiful form of diversity is a measure of its identity (Mathur and Nihalani, 2011). The 'India destination' has to promote and build brand and image in the eyes of the global customers.

The basic aim of this paper is to study tourist behaviour (Mathur and Nihalani, 2011). Residents of any destination may be having positive as well as negative images about their destination. A destination image is considered an important part of the decision-making process of consumers when they consider their destination alternatives (Jayswal, 2008). It all depends up on the status of the tourism development and socio-cultural and economic benefits. In order to realize the economic benefits in a concrete way, the mindset of the society

has to be changed so as to create a better atmosphere paving the way for the development of this novel and human industry for the betterment of Malabar in particular, and the entire State of Kerala and its people in general (Mammooty and Raveendran, 2008).

A longitudinal study was conducted by Getz (1994) between 1978 and 1992 about perceptions and attitudes of residents of the Spey Valley, Scotland, towards tourism and related issues. It was found that a remarkable stability in attitudes persisted over the 14-year period and, although most residents are positive towards tourism, through use of an index of consensus it was revealed that negative views had somewhat increased. This can largely be explained by an economic downturn, decline of the main resort facility, and perceived failure of tourism to provide desired benefits combined with recognition of the area's dependency on tourism'. According to Ryan and Montgomery (1994) resident attitudes are far from homogeneous, but that for many, tourism in Bakewell is seen as part of everyday life, bringing benefits and some problems, but generally evoking supportive attitudes towards the current levels in the tourist industry.

Smith and Krannich (1998) point out that when tourism growth is up to optimum levels, residents accept this and that when beyond maximum growth, residents tend to have negative attitudes toward tourism growth. A study conducted by Ekrem et al., found that the local residents perceived the economic aspects of tourism impact most favourably. Residents also evaluated social and cultural impacts of tourism positively. However, quality of environment, community attitude, and crowding and congestion were found to be the least favourable aspects of tourism impact. It has been proven that positive images have helped several economies boost their exports, attract tourism and visitors, residents and investment. Dubai is one such example where within 10 years this destination has managed to change from desert to a destination

(Vardhan, 2008). It was only possible for Dubai to become 'desert to dreamland' because its people understood, what they are and what they want to become? So understanding of a destination is very important and is the first priority for any destination to develop sustainably.

Building the destination brand is very important for the effective marketing of the destination. Clear brand ownership is also very important for its effective measurement and management. Panda (2004) asks if it is the brand managers in product and service brands who should bear the responsibility of development? And also who should do the same for a national brand? Here he speaks about a tourism destination ownership idea. Naturally it the destination community led by the local government and industry bodies who bear the responsibility. To do their job well, residents of the destination should understand what they stand for (their image). It should be the endeavour of the concerned departments to study the nature of images held by the tourists as well as various concerned organizations about the city tourists wish to visit (Gupta, 2008). The success of a destination, to a greater extent, is reliant on its image (Vardhan 2008). Overall synergy between all the stakeholders in creating the destination vision is required for successfully marketing a destination (Vardhan, 2008). Along with literature reviews of international studies, Indian literature reviews of destination image were also carried out. Very few studies have been however been conducted on destination image and positioning. On residents' image of their own destination no studies have been conducted. Hence this study has been proposed.

Research Methodology:

The majority of the destination image studies used structured methodologies. In such studies respondents will choose the option which researcher used. It may fail to know what the respondents feel. After the extensive literature review Echtner and Ritchie (2003) say 'a critical review of

previous destination image studies has revealed that researchers have not been successful in completely conceptualizing and operationalising destination image. Researchers to date have relied heavily on the use of structured methodologies. As a result they have been unable to capture the more holistic and unique components of the destination image. Furthermore, the psychological characteristics of destination image have not been adequately measured in the majority of the studies.' To overcome this problem in this study, open-ended as well as closed-ended structured questions

were used in a single questionnaire to measure the image of HKR. The questions in the structured part were based on the literature review. Selected and relevant attributes were chosen from the Echtner and Ritchie (2003) study. The demographic profile of respondents is given in the table 2. HKR is the universe of the study. Purposive Sampling technique was used. Respondents were chosen from all the district of the HKR. It was tried to give equal weightage to all districts but we did get good response from the Bellary and Yadgiri.

Table-1. Demographic Profile of the Respondents (N=348)

		Number of respondents	Percentage
Gender	Male	257	73.9
	Female	91	26.1
Age:	15-21	27	7.8
	22- 30	127	36.5
	31-45	128	36.8
	46 and above	49	14.1
Profession:	Student	124	37.3
	Teacher	49	14.8
	Lecturer	37	11.1
	Household	13	3.9
	Businessman	40	12.0
	Farmer	21	6.3
	Politician	13	3.9
	Bureaucrats	18	5.4
	Travel Agent	6	1.8
	Hotelier	5	1.5
Education:	Journalist	6	1.8
	Primary	13	3.8
	High school	34	9.9
	P U C	101	29.4
	Degree	96	27.9
	P G	100	29.1

Table 2: Distribution of Respondents

District	Frequency	Percent
Bidar	77	22.1
Gulbarga	71	20.4
Yadgiri	35	10.1
Raichur	73	21.0
Koppal	63	18.1
Bellary	29	8.3
Total	348	100

Hence

their

respondents' number is less compared to the other four districts. To make the attributes used in questionnaire more relevant, a pilot study was conducted and appropriate changes were made. For analysis of the data descriptive statistical tools were used. Qualitative information collected through open-ended questions were analysed by grouping the common

words used by the respondents for describing the image of the destination.

Analysis and Interpretation:

The responses gathered through the structure questionnaire from the respondents about HKR tourism are analysed in through following tables and graphs.

Table 3: HKR is a Tourism Destination

Opinion	Frequency	Percent
Yes	336	98.5
No	5	1.5
Total	341	100.0

Table 4: HKR has

Opinion	Enough Tourism Destinations		Scope for Tourism Activities	
	f	%	f	%
Yes	207	60.0	194	57.1
No	21	6.1	48	14.1
Few	117	33.9	98	28.8
Total	345	100.0	340	100.0

Table 5: HKR in Terms of Historical Sites, Architecture/Building and Fairs and Festivals

Opinion	Historical Sites		Architecture/Building		Fairs and Festivals		Customers and Culture	
	f	%	f	%	f	%	f	%
Very Rich	50	14.6	34	9.9	55	16.1	56	16.1
Rich	165	48.1	99	28.9	126	37.0	124	35.6
Average	109	31.8	190	55.4	148	43.4	154	44.3
Poor	17	5.0	20	5.8	12	3.5	7	2.0
Very Poor	2	.6	0	0	0	0	7	2.0
Total	343	100	343	100	341	100	348	100

From the table 3 it is very clear that 98 % respondents feel HKR is a tourism destination. Table 4 also show that there are lot of tourism destinations and there is huge scope for tourism activities in the region. It means potential tourism destinations of the regions must be identified and developed. Table 5 also

clearly exhibits that in HKR is very potential region for historical and cultural tourism. Because more than 60% of the respondents feel this region is rich in terms of historical sites. Even 39% of the respondents feel HKR's tourism destinations are monumentally and architecturally rich and 55% says average.

More than 43% of the respondents feel that HKR is rich in terms of Fairs and also Festivals

Table 6: Rating of Natural Attractions and Restful and Relaxing Destination of HKR

Opinion	Natural Attractions		Restful and Relaxing Destination	
	Frequency	Percent	Frequency	Percent
Very Rich	14	4.3	21	6.5
Rich	103	31.6	97	29.8
Average	181	55.5	176	54.2
Poor	28	8.6	28	8.6
Very Poor	0	0	3	.9
Total	326	100.0	325	100.0

Table 6 shows that HKR is not only a historical and cultural destination but also a natural attraction area. Nearly 36% of the respondents say it is rich in terms of natural attractions as well as restful and relaxing destinations. And 55% of the respondents say HKR is average destination in terms of natural attractions

as well as restful and relaxing destinations. Very disturbing issue is maintenance of tourism destinations. Table 7 shows that 37% of the respondents say tourism sites and monuments are poorly managed.

Table 7: HKR in Terms of Maintains of Tourism Sites and Monuments

Opinion	Frequency	Percent
Excellent	15	4.4
Good	201	58.6
Poor	127	37.0
Total	343	100

Table 8: HKR in Terms of Hospitality/Friendliness/Receptiveness

Opinion	Frequency	Percent
Highly Hospital	43	12.5
Hospital	160	46.6
Moderately Hospital	125	36.4
Not Hospital	7	2.0
Hating	8	2.3
Total	343	100

Table 8A: HKR in terms of Tourist Safety

Opinion	Frequency	Percent
Very Safe	27	8.0
Safe	183	54.5
No Idea	91	27.1
Not Safe	35	10.4
Total	336	100.0

Table 8 shows that people of HKR are friendly and hospitable to the tourists. 59% of the respondents HKR people are friendly, receptive and hospitable to the tourists. 36% says moderately hospitable. It means 95% of the respondents say HKR people are tourist friendly. 4.3% say not hospitable show that some respondents might have experienced unpleasant situation when they were on tour. It shows we need to educate the host community importance of being friendly to the tourists.

Table 8A also shows that 62.5% responds feel HKR is safe place for tourists. 27.1% said they no idea and 10.4% said not safe. As said in the table 8 these people might also experienced unpleasant situation during their visit to any destination of the region. Table 8B says people of the region are not aware of the Green Police. Hence awareness must be created about Green Police it will build confidence about safety and security.

Table 8 B: Awareness about Green Police

Opinion	Frequency	Percent
Yes	60	18.6
No	263	81.4
Total	323	100

9: Scope for Developing following as part of HKR Tourism

Opinion	Cultural Destination		Handicraft		Nightlife & Entertainment Activities		Sports Tourism		National Parks & Bird Sanctuaries		Knowledge Tourism	
	f	%	F	%	f	%	f	%	f	%	f	%
Yes	212	62.5	211	63.7	117	34.9	180	55.0	216	65.1	198	58.8
No	127	37.5	120	36.3	218	65.1	147	45.0	116	34.9	139	41.2
Total	339	100	331	100	335	100	327	100	332	100	337	100

Table 9 shows the scope of tourism development in the region with respect to various tourism products such as cultural tourism, handicraft, night life and entertainment, sports tourism, national parks and bird sanctuaries and knowledge

tourism. In all the aspects except night life and entertainment 55% to 65% of the respondents said there is a scope for tourism development in the region. Tourism destinations pertaining to these aspects must be identified and developed.

Coming to the availability of sport facilities this is very unsatisfactory. Table 9 shows that 55% of the respondents believe HKR can be developed as sports tourism destination. But table 10 exhibits that only 18.6% respondents feel that adequate sports facilities are available and more than this 19.8% respondents say no and 61.5% said very few. For an open ended

question which are the sports areas this region can develop majority of the respondents said volleyball, kabaddi, cricket, tennis, basket ball, khokho, football, etc. More than this many respondents said every taluk stadiums must be developed and adequate sports equipments should be provided.

Table 10: Availability of Adequate Facilities in HKR

Opinion	Sports Facilities		Hotels and Accommodation Facilities	
	f	%	f	%
Yes	63	18.6	139	40.9
No	67	19.8	43	12.6
Few	208	61.5	158	46.5
Total	338	100	340	100

Table 11: Potentiality of Developing Adventure Tourism Activities in HKR

Opinion	Frequency	Percent
Highly Potential	12	3.6
Potential	93	27.6
Average	173	51.3
Not Potential	19	5.6
Very Poor	40	11.9
Total	337	100

Table 11 shows HKR has the potential to be developed as an adventure tourism destination. More than 31% respondents feel HKR has potential to be developed for adventure tourism activities and 51.3% said this was possible as well but were less enthusiastic.

A very important aspect for tourism is accommodation. Table 10 shows that 46.5% respondents feel existing accommodation facilities are limited and 12.6% feel they are not adequate. The Government and hotel industry have to

ensure that adequate accommodation facilities are available. Table 12 makes it very clear that cost of hotel accommodation at HKR is value for money, because 63.8% respondents feel it is moderately price. Quality of service is the most important aspect of the tourism industry. Whole experience of the tour is depending up on the quality of service tourists get. 55.7% respondents said average, it is more than the very good and good which are combined less than 35%. Hence hotel should concentrate on improving the quality of service.

Table 12: Cost of Accommodation

Opinion	Frequency	Percent
Very Costly	3	1.0
Costly/Prices are High	61	20.3
Moderately Priced	192	63.8
Cheap	41	13.6
Very Cheap	4	1.3
Total	301	100

Table 13: Quality of Service of the Hotels

Opinion	Frequency	Percent
Very Good	31	9.1
Good	87	25.5
Average	190	55.7
Not Good	28	8.2
Very Bad	5	1.5
Total	341	100.0

Transportation and quality of the roads are very basic and important aspects of tourism development. Table 14 clearly exhibits that HKR is not have up to the mark tourism infrastructure. 28.8% of the respondents said transportation facilities are underdeveloped and backward, 36.2% said moderately developed or average development and only 35% said

developed. It shows many of the tourism destinations don't have the proper connectivity. It is again reflected in the quality of roads only 27.2% respondents said roads are in developed condition, 29.2% said moderately developed and 43.5% said it was underdeveloped and relatively backward.

Table 14: HKR in terms of Transportation Facilities/Accessibility, Quality of Roads & Economic Development

Opinion	Transportation Facilities/Accessibility		Quality of Roads		Economic Development and Affluence	
	f	%	f	%	Frequency	Percent
Highly Developed	4	1.2	3	0.9	7	2.1
Developed	115	33.8	90	26.3	80	23.6
Moderately Developed	123	36.2	100	29.2	106	31.3
Under Developed	62	18.2	75	21.9	94	27.7
Backward	36	10.6	74	21.6	52	15.3
Total	340	100.0	342	100.0	339	100.0

If the road and transport facilities are in a poor condition, tourist visits to such destinations is impossible. 25.7% of respondents said the are was

economically developed, while 31.3% feel it is moderately developed and 43% feel it is in fact underdeveloped and backward.

Table 15: HKR in terms of Availability of Tourism Information Centres

Opinion	Frequency	Percent
Excellent	6	1.8
Good	131	39.1
Not Bad	127	37.9
Bad	49	14.6
Worst	22	6.6
Total	335	100

Table 16: Response of the Politician for Tourism Development in the Region

Opinion	Frequency	Percent
Highly Proactive	5	1.5
Proactive	57	16.8
Moderately Proactive	112	33.0
Not Proactive	126	37.2
Reactive	39	11.5
Total	339	100

Table 15 shows that 21.2% respondents feel availability of tourism information centres in HKR is bad. Hence more tourism information centres need to be established. If possible tourism destination tourism information centres must be established nationally. Any region or state development is largely dependent on the quality of its leadership. Table 16 clearly shows political leaders of the region are not proactive or committed. 48.7% of the respondents said politicians are not pro

active and they are rather reactive. For the open ended question, what are the reasons for the today's state of tourism in the region?, the majority of the respondents said 'lack of political leadership', 'politicians are eater not working' along with 'lack of education', 'lack of transportation facilities', 'bad roads', 'no guides', 'no proper information', 'low level of hospitality', 'this region is far away from Bengaluru', 'nobody cares and all is neglected by the government'.

Table 17: Tourism Destinations of HKR are

Opinion	Frequency	Percent
Family Oriented	267	79.7
Adults Oriented	31	9.3
Children Oriented	37	11.0
Total	335	100.0

Regarding categorising of the tourism destinations of HKR, from table 17 it is clear that tourism destinations are family, adult as well as children oriented. These destinations must be promoted. It also shows most tourism destinations are predominantly family oriented.

Table 18 and 19 talk about HKR tourism compared to other regions of Karnataka (ORK). Table 18 shows that 39.8% respondents feel that HKR has abundant and more tourism destinations than other parts of the Karnataka, 26.9% said it offers the same as ORK and 33.3% said it has less to offer than ORK. This means that

2/3 of the respondents say this region has the same potential for tourism development as ORK. But table 19 shows 35.6% of the respondents said it is less developed than ORK. 55% of the respondents said it is developed and more so than ORK. As Hampi is a world heritage site, it is more developed but it is not up to the level of a world heritage site. Other destinations are really in very poor shape. For example, Basavakalyan has a fort but its condition is not good and Kalagi has very good architecturally interesting temples but nobody cares for them. Tourism destinations of HKR need an integrated master plan to develop them to their full level of potential.

Table 18: Availability of Tourism Destination in HKR Compared to Other Regions of Karnataka

Opinion	Frequency	Percent
Abundant	19	5.7
More than ORK	114	34.1
Same as ORK	90	26.9
Less than ORK	60	18.0
Very Few	51	15.3
Total	334	100.0

Table 19: Tourism Development in HKR Compared to Other Regions of Karnataka

Opinion	Frequency	Percent
Highly Developed	16	4.8
Developed	74	22.4
More Developed than ORK	91	27.5
Same as ORK	32	9.7
Less Developed than ORK	118	35.6
Total	331	100

destinations are developed and 2/3 of the destinations need to be developed.

Table 20 shows 50.9% of the respondents feel tourism development in the region is average, 6.7% feel it is very good and 27.1% feel it is good, 12.8% feel it is neither good nor bad. Table 19 and 20 both give the same impression that only 1/3 the respondents feel HKR tourism

Table 21 shows friends and family is the most influential and effective source of

communication followed by books and news paper both have got equal number of response, TV third most influential media and internet and advertisements are least influential medias. As news papers carry lots of article and news on local destinations and our knowledge about our region is also based on what we studied in our schools and colleges. These

create word of mouth possibilities through family and friends. It means 81% the respondents are aware about HKR because of these three Medias. Hence it better to include the tourism destinations of HKR in the schools and college syllabus to create awareness at early stage. And regularly news papers should keep writing about the region's tourism destinations.

Table 20: Status of Tourism Development in HKR

Opinion	Frequency	Percent
Very Good	22	6.7
Good	89	27.1
Average	167	50.9
Not Good	42	12.8
Bad	8	2.4
Total	328	100

Table 21: Source of Information

Opinion	Frequency	Percent
Book	81	23.28
News Paper	81	23.28
TV	51	14.66
Friends & Family	120	34.48
Advertisement	23	6.61
Internet	32	9.20
Others	35	10.06

Table 22:

Opinion	HKR WORD is Symbol of Backwardness		HKR should be called as Kalyana Karnataka	
	f	%	f	%
Yes	201	65.9	171	70.4
No	46	15.1	72	29.6
I Don't Know	58	19.0	0	0
Total	305	100.0	243	100.0

It was noticed that the name Hyderabad Karnataka Region has negative perceptions among the people of the region as well as other regions. When we

say 'Hyderabad Karnataka' many people think of 'backwardness'. To test this idea further, a question was asked: 'is the word Hyderabad Karnataka a symbol of

backwardness' 65.9% of the respondent (table 22) said that 'it is the symbol of backwardness', 15.1% said 'no', and 19% said, 'I don't know'. It is clear that the majority of the respondents feel word HKR is symbol of backwardness. For the question of alternative names 70.4% respondents feel it should be called 'Kalyana Karnataka' (table22) and 29.6% said it should not be called 'Kalyana Karnataka'. In the open-ended questions respondents were asked to know 'why' and 'why not' HKR should be called 'Kalyana Karnataka'. Those who said 'yes'

gave reasons such as as 'it is a symbol of development', it 'shows our culture and tradition, link with Basavakalyana and Anna Basavanna and Vachankaras, inspiring, land of Sharanas and Saints'. Those who said no gave reasons that 'HKR is still not developed', 'politicians only promise', 'facilities are less than required', 'lack of basic facilities', 'it is economically not good and has bad politicians', 'it is a backward region', HK is good. Some respondents said they had 'no idea' and others stated 'I don't know'.

Top 23 HKR Tourism Destinations Based on Number of Respondents Aware

Destination	No. Of Respondents aware	Ranking
GULBARGA	226	1
BIDAR	212	2
HAMPI	185	3
RAICHUR	85	4
HOSPET	82	5
T B DAM	79	6
BELLARY	68	7
GAVIMATH	56	8
BASAVAKALYANA	50	9
ANEGUNDI	46	10
SANNATI	46	11
YADGIRI	42	12
GANAGAPUR	41	13
MASKI	38	14
KOPPAL	35	15
SHAHAPUR	34	16
NARAYANAPUR DAM	33	17
MALKED	32	18
SURPUR	30	19
KANAKAGIRI	29	20
TINTANI	29	21

From the table 23 it is clear that most of the respondents are not aware of their own area as destination for tourists. Better known destinations are Gulbarga, Hampi, Bidar, Hospet, Bellary and Raichur.

Findings and Suggestions:

1. 98.5 respondents feel HKR is a tourism destination and there are lot of tourism destinations and there is huge scope for tourism activities in the region. It is also clear from the profile of the HKR. It means potential tourism destinations of the regions must be identified and developed. HKR should

develop and position itself as a Regional Tourism Destination (RTD). Even Karnataka Tourism Vision Group report also talks about the relevance of Regional Tourism Entities (RTE). It says "while the STC is a central board for the State, the roll out of specific initiatives will reside with the Regional Tourism Entities (RTE) – this is a grouping of all entities involved in making the wholesome tourism happen at the local level. This is essentially a decentralised arrangement, where local communities come together with local government to implement a shared tourism vision for the region across Tourist verticals." As per article 371J separate Board was already established for the development of HKR. This board should take up the whole responsibility of developing tourism in HKR.

2. HKR is very potential for developing tourism in terms of Historical Sites, Architecture/Building and Fairs and Festivals and customs and culture. Bidar, Astur, Basavakalyan, Narayanpur, Gulbarga, Kalagi, Malked, Ganagapur, Sannati, Shirwal, Shurpur, Wagangera, Maski, Mudgal, Raichur, Etagi, Kanakagiri, Gavimath, Kiskinda, Bellary and Hampi must be developed as part of historical and cultural tourism. They are very rich in terms of art and architecture and history hence knowledge tourism should be developed. District utsavas and local fairs and festival must be used for tourism development. Especially Hampi utsava should be made as grand utsav and showcasing the whole region.
3. HKR is not only historical and cultural destination it is also a natural attraction, restful and relaxing destination. Already JLR is operating a property at Blackbuck Resort at Vilaspur Forest and Lake near Bidar. Similar development can be done at Bonal Bird Sanctuary, Chandrampalli Dam, Konchavaram Forest, Islands of the Krishna River, Sloath Bear sanctuary near Kudatini, Bellary.
4. Very disturbing issue is maintenance of tourism destinations HKR tourism sites and monuments are poorly managed. As I have personally visited to the many of the tourism destinations it was clearly visible to the necked

eyes. Preservation, development and maintenance of the tourism destination should be done on priority basis. Regional Tourism Board (RTB) or RTE under Hyderabad Karnataka Development Board should take up the responsibility.

5. People of HKR are friendly, hospitable and HKR is very safe place for the tourists. Still some people raised concerns about security of the tourists. Ours is the land of '*Punyakoti*' and we believe in '*Athiti Devo Bhav*', 'Tourist is God'. Hence we need to educate the host community about our philosophy and the importance of being tourist friendly. Awareness about Green Police is less. Hence awareness must be created among the people it will build confidence about safety and security.
6. There is lot of scope for developing handicraft as part of tourism. Bidari ware, Kinnal Dolls, Lambani handicraft must be developed as part tourism.
7. Availability of sport facilities it is very unsatisfactory. Because 55% of the respondents believe HKR can be developed as sports tourism destination. But only 18.6% respondents feel that adequate sports facilities are available and more than this 19.8% respondents say no and 61.5% said very few. Many sports such as volleyball, kabaddi, cricket, tennis, basket ball, khokho, football can be developed by developing stadiums and sports complexes at every taluk.
8. HKR has potentiality of being developed as adventure tourism destination. More than 31% respondents feel HKR is potential to be developed as adventure tourism activities and 51.3% said average. Yadgiri, Shapur, Surpur, Bellary have many hill stations and mountains. These can be developed as adventure destinations.
9. Very important aspect of the tourism is accommodation. 46.5% respondents feel existing accommodation facilities are very few and 12.6% feel not adequate. Government and hotel industry has to ensure that adequate accommodation facilities are available. Its good Cost of accommodation at HKR is value for money. But concern

is quality of service is the most important aspect of the tourism industry. Whole experience of the tour is depending up on the quality of service tourists get. Quality of service must be improved.

10. Transportation and quality of the roads are very basic and important aspects of tourism infrastructure. HKR don't have up to the mark tourism infrastructure in terms of roads and transportation. Tourism destinations don't have the proper connectivity. It is again reflected in the quality of roads only 27.2% respondents said roads are in developed condition, 29.2% said moderately developed and 43.5% said underdeveloped and backward. If the road and transport facilities are of this condition tourist visit to such destinations is unimaginable. The economic development of the region is still worst. 25.7% respondent said developed, 31.3% feel moderately developed and 43% feel underdeveloped and backward.
11. 21.2% respondents feel availability of tourism information centres in HKR is bad and worst. Hence more tourism information centres need to be established. If possible every district head quarter and major tourism destinations tourism information centres must be established.
12. Any region or state development is largely depending up on the quality of leadership it has. Political leaders of the region are not proactive and committed. 48.7% of the respondents said politicians are not pro active and they are reactive. People of the region have the feeling that the reasons for the today's state of tourism in the region is lack of political leadership, 'politicians are eater not worker' this region is far away from Bengaluru nobody cares and neglected by the govt. People should ask the politician and remind their responsibility. Every citizen of the region must feel equally responsible and participate in the development process.
13. Tourism destinations of HKR are family, adults as well as children oriented. Hence HKR must be positioned as 'destination for all'.
14. HKR tourism compared to Other Regions of Karnataka (ORK) has abundant and more tourism

destination. It means this region is equally potential for tourism development compared to ORK. But it is less developed than ORK. Except Bidar and Hampi all other tourism destination are really very bad shape. Tourism destinations of HKR need integrated master plan to develop them to their potential level. People think this region is backward and there is nothing to see. In reality lot of things are there it requires open mind, heart and honest effort to develop this region and explore its potential. State level as well as national level these monuments must be highlighted. During 2011-13 nearly 10 Kannada movies and two Hindi movies shooting took place in Bidar. It shows its architectural and scenic beauty.

15. Friends and family is the most influential and effective source of communication followed by books and news paper both have got equal number of response, TV third most influential media and internet and advertisements are least influential Medias. As news papers carry lots of article and news on local destination and our knowledge about our region is also because of what we studied in our schools and colleges. These two interns create word of mouth through family and friends. It means 81% the respondents are aware about HKR because of these three Medias. Hence tourism destinations of HKR must be in promoted through the schools and college syllabus to create awareness at early stage. And regularly news papers should keep writing about the region's tourism destinations.
16. It was noticed that the word Hyderabad Karnataka Region having negative perception among the people of this region. People link Hyderabad Karnataka with backwardness. It is clear that the majority of the respondents feel word HKR is symbol of backwardness. Perception is important than reality. Hence to erase the tag of backwardness and nothing is there to see region must be repositioned with different name. As 70.4% respondents feel it should be called as 'Kalyana Karnataka'. People felt the word 'Kalyana Karnataka' is symbol of development and HKR is developing, it is the symbol of region's

literature, culture and tradition. Through an Integrated Marketing Communication a wave of development, positive thinking, ray of hope and confidence must be built. People have great hope about development with article 371J. Awareness about its advantages and how to explore the opportunities must also be communicated to the people. HKR must be repositioned land of many kingdoms, Sharana and Sufism, Vachana literature, land of art and handicrafts, warm and friendly people, once great centre of learning, holy pilgrim places, land of Gold, iron and cement industries, nest for birds coming across the world, reveres, dams and islands, Ture bowl of nation, land having connection with great epics, once the regional capital of Buddhist empire, only place you can see 'Ashoka the Great' many more.

Conclusion

Residents of HKR strongly feel it is a good Tourist Destination. Compared to rest of Karnataka, HKR also has many sites and areas which are suitable tourism destinations. In terms of development, it is clear that this region is less developed. People of the region feel HKR is a symbol of backwardness and they feel 'Kalyana Karnataka' is good alternative for a name by which the area should be called. Schroeder's (1996) idea that image that the host population has of its home area would be important because of its relationship to two aspects of tourism development: (1) it may influence political support for efforts to promote and develop tourism, and (2) it may influence the organic image developed in potential visitors via the information provided by host residents to friends, relatives, and business associates, is indeed very true in the case of HKR.

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