

## “COSTAL TOURISM IN KARNATAKA”

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### ABSTRACT

Karnataka rich with scenic beauty is located at the southern part of India. Resourceful with all kind of verities including temples, wild life sanctuaries, waterfalls, cosmopolitan cities, valleys, hill resorts, beaches etc..., Karnataka is a must visit state in India for all tourist enthusiasts and will not get disappointed. Karnataka have 320 km Long, virgin, pristine, and unexploited coast line. From Ullal to Karwar, Karnataka has the most beautiful and amazing coastal landscape. Also, it has a coastal location which is located in between two similar destinations i.e. Goa and Kerala. This paper focus on what are the costal destinations located in Karnataka, impact of costal destinations for Karnataka tourism Development and suggest guidelines for Development of Sustainable Costal Tourism in Karnataka with Sustainable costal products.

**KEYWORDS:** Costal Tourism, Impact, Products, Policies

### INTRODUCTION

Tourism matters as highlighted in the UN WTO 2013 report, Tourism can account for 9% of GDP (direct, indirect and induced), 1 in 11 jobs and 6% of world exports.<sup>1</sup>

Indian tourism industry is thriving due to an increase in foreign tourist arrivals and greater number of Indians travelling to domestic destinations than before. In the past few years the real growth has come from within the domestic sector as around 30 million Indians travel within the country in a year. India's demographic dividend of a younger population compared to developed countries is leading to greater expenditure on leisure services.<sup>2</sup> India has significant potential to become a preferred tourist destination globally. Its rich and diverse cultural heritage, abundant natural resources and biodiversity provides numerous tourist attractions. The total tourist visits in India have been growing at a steady rate of about 16 per cent over the past five years. The travel and tourism sector in India provides significant socio economic benefits. While the direct contribution to GDP is estimated at INR 2222 billion in 2013, the total contribution is estimated at INR 7416 billion in the same year. These have further been forecasted to rise at a growth rate of 12 per cent over the next decade. While the sector supported 25 million direct and 40 million total jobs in 2012, these have been forecasted to increase at a growth rate of 2.1 per cent by 2023.<sup>3</sup>

### KARNATAKA TOURISM SCENARIO

Karnataka, one of the most progressive and well developed industrial states in the country, is focused on development of trade and service sectors, through various initiatives and policies. It is home to several forts, architectural

marvels and is blessed with a rich cultural heritage of over 1500 years. Other diverse visitor attractions include pilgrim sites, coastal landscape, wildlife / national parks, Eco Tourism, Wellness Tourism – Alternate Lifestyle/ Yoga, Voluntary Tourism and Adventure Tourism. Over the years, Karnataka has also emerged as a strong contender in the global market for Business Tourism. The State has been ranked as the 4th preferred destination among domestic tourists and is the 3rd preferred destination for attracting investments in the tourism sector<sup>4</sup>

*Karnataka's* tourist inflow was close to 9 crores in 2012-13, compared to 3.87 crores in 2010. The Department of Tourism also looked to increase the number of PPP projects, and called for request for- proposals (RFPs) for 18 projects under the PPP mode. The state came out with its draft of the Karnataka Tourism Trade Act, meant to standardise the sector. In the 2012-13 budget, a total of 247 crores were earmarked for tourism in the state's budget. The government also set aside 150 crores for development of roads relevant for tourism activities.

In July 2012, the Karnataka Ecotourism Development Board was set up, with the main objective of creating awareness among people about conserving forest wealth, besides promoting ecotourism. The Board would also be responsible to form ecotourism policies and guidelines for the state.<sup>5</sup>

#### **Karnataka Tourism Offers Following Innovative Tourism Products to Both International Tourists and Domestic Tourists**

- Adventure Tourism
- Agri Tourism
- Coastal Tourism
- Event Based Tourism
- Eco/Wildlife Tourism
- Fort Tourism
- Golf tourism
- Heli Tourism
- Heritage Tourism
- Jain Tourism
- Jungle Resorts Tourism
- Medical /Wellness Tourism
- MICE
- Rural Tourism
- Urban Tourism
- Wine Tourism

Karnataka State Tourism development Corporation (KSTDC) promoted these Innovative Tourism products through a tagline of “One State Many Worlds”

## OBJECTIVES

- To identify costal destination in Karnataka.
- To know the impact of costal destination.
- To suggest proper guidelines for Development of Sustainable Costal Karnataka.

## METHODOLOGY

The scope of the study is limited to understand the concept and applicability of costal tourism in Karnataka, the study includes the impact and appropriate frame work for development of Costal tourism in Karnataka. The present study is both Primary and Secondary data. Data collected through observation, interview, research related articles, research papers, Reports of Ministry of Tourism in central as well as the state and, Karnataka tourism policy 2009-14,2014-19. The data also collected from different websites related to the Tourism development.

### Costal Karnataka

Coastal tourism is based on a unique resource combination at the interface of land and sea offering amenities such as water, beaches, scenic beauty, rich terrestrial and marine biodiversity, diversified cultural and historic heritage, healthy food and good infrastructure.

Coastal and Beach Tourism forms one of the most important segments of a tropical country like India. Beach tourism is the largest segment used by the inbound tourists from western countries as well as domestic tourists. Locations such as Goa, Kovalam, Puri, Mahabalipuram, Pondicherry, etc. are extremely popular and well marketed.

Karnataka's coastal tourism is still at its infancy. Karnataka coastline is 320 km long where 8 main rivers drain into it – Nethravati, the Gurupur, Udiyavara, Mulki and Pavange, Sita and Swarna, Haladi, Chakra, Kollur and Baidur. Two major ports –Mangalore port and Malpe Fishing Harbour and 6 minor ports are located in the state. The NH 17 (west coast, road – Mumbai to Kanyakumari) and Konkan Railways link the state with Mumbai and Thiruvanthapuram. The major issue of beaches in the district is sand mining and solid waste management.<sup>6</sup>

Karnataka is bound by the Arabian Sea in the west, Andhra Pradesh States towards the east, Maharashtra and Goa State to the North and North West, Kerala and Tamil Nadu States to the South-west and South-east respectively. Karnataka can be broadly divided into 4 divisions, viz. (1) Northern Karnataka, (2) Southern Karnataka, (3) Central Karnataka, and (4) Coastal Karnataka. Coastal Karnataka, which is the focus of the present study comprises of three districts (1) Dakshina Kannada (South Canara), (2) Udupi and (3) Uttara Kananda (North Canara)

## STUDY AREA



**A. Dakshina  
Kannada district**

1. Mangalore
2. Ullal
3. Puttur

**B. Udupi district**

1. Udupi
2. Kundapura

**C. Uttara  
Kannada district**

1. Karwar
2. Ankola
3. Bhatkal
4. Dandeli
5. Sirsi

Source: [www.karnataholidays.net](http://www.karnataholidays.net)

Figure 1: Coastal Karnataka Districts



Source: [www.google.com](http://www.google.com)

Figure 2: Coastal Karnataka Districts

The major occupation of the people of the Coastal Karnataka is agriculture and fishing. The backward communities like Mogaveera, Billawa, Kharvi, Kotesherigara, Bunta, Siddi, Halakkigouda, Vakkaliga, Devadiga, etc., constitute a major portion of population of the area. Minorities like Christians and Muslims constitute a small portion and the upper caste, scheduled castes and tribes constitute a very small portion of the population in coastal Karnataka, languages like Kannada, Tulu, Konkani, Urdu, Byari, and Navayiti have shown great richness, capacity for harmony and have created a culture of give-and take.

There are three major ports, namely, Malpe, Mangalore and Karwar in this area that promote trade and commerce. Apart from these ports, there are also two minor ports like Bhatkal and Gangolli which have helped in the development of fishing. Four public sector commercial banks, viz. Syndicate Bank, Canara Bank, Corporation Bank and Vijaya Bank have originated in Coastal Karnataka. Karnataka Bank, one of the leading scheduled banks, has also seen its birth here.

Coastal Karnataka is fast growing as a tourism destination A number of tourists visit this region, especially for its scenic beauty and rich cultural heritage. The region abounds with marvelous beaches, meandering streams, magnificent waterfalls, etc., like Summer Sand Beach Resort at Ullal, Murdeshwara Beach, Pilikula Nisarga Dhama at Mangalore, St. Mary’s Island at Malpe, Light-house at Kaup, Koodluteeirtha and Magod Falls, Yana, Karwar port, Supa Dam at Joida Devbag Resort at Karwar.

## COASTAL DESTINATION

### Gokarna Beach

Gokarna is famous for its beautiful virgin beaches and breathtaking landscapes. The drive up the winding path to Gokarna is a panoramic with the mountains and rocks, Western Ghats on one side and the Arabian Sea on the other.



Source: Author Photo

Figure 3: Gokarna Beach

### Karwar Beach

Karwar has a number of beautiful beaches and idyllic beauty inspired the great Indian poet Rabindranath Tagore to pen his first play. Devbagh is the most enchanting of Karwar five islands along the coast. The Devbagh Beach is a must for the beach lovers.



Source: Author Photo

**Figure 4: Karwar Beach**

### **Kaup Beach**

Kaup has a lovely beach, a ruined fort and an old 100 ft high lighthouse. Kaup Beach is one of the famous beaches of Karnataka where tourists enjoy the beauty of the environment, the long stretches of golden beaches and the cool sea breeze.



Source: Author Photo

**Figure 5: Gokarna Beach**

### **Kudle Beach**

Kudle Beach is one of the five beaches located south of the Gokarna town in the Uttara Kannada district of the Karnataka state. Kudle Beach is just twenty-minute walk from Gokarna.



Source: Author Photo

**Figure 6: Kudle Beach**

### **Kumurgard Beach**

Kumurgard Beach is very popular for the Narasimha temple, which becomes a major attraction for religious thousands of devotees who visit the temple at the time of the annual fair, which takes place during the Pushya Purnima in January.



Source: Author Photo

**Figure 7: Kumurgard Beach**

### **Malpe Beach**

Malpe is a perfect picnic place with its silvery, virgin beach. St. Mary's Island is nearby attraction. The endless stretch of golden sand, palm trees, blue sky and the flow of the sea, attracts a large number of tourists to Malpe beach.



Source: Author Photo

**Figure 8: Malpe Beach**

### **Marawanthe Beach**

Marawanthe beach offers a spectacular view when the sun sets. Marawanthe Beach is also popular for its water sports. Marawanthe beach is one of the must visit tourist spots of Karnataka.



Source: Author Photo

**Figure 9: Marawanthe Beach**

### **Murudeshwar Beach**

Murudeshwar is a popular picnic spot, having beautiful blue waters of the sea and the majestic mountains. With the roaring sea to the west, the towering hills to the east and the coconut and areca groves nearby, the temple attracts a lot of devotees and tourists as well.



Source: Author Photo

**Figure 10: Murudeshwar Beach**

### **OM Beach**

The famous OM beach is located in Gokarna, a temple town in Uttara Kannada district of Karnataka state. Shaped like the Hindu spiritual symbol of OM, this is the most famous beach in Gokarna.



Source: Author Photo

**Figure 11: OM Beach**



**Panambur Beach**

Panambur beach is located at a distance of 13 Km from Mangalore on the north of the National Highway. Panambur is the name of place where New Mangalore Port is situated. There is a beautiful beach on the shore of Arabian Sea at Tannirbavi to south of sea port at Panambur.



Source: Author Photo

**Figure 12: Panambur Beach**

**Someshwar Beach**

Someshwar Beach is located at a distance of 9 Km to the south of Mangalore and 0.5 km from Someshwar Bus Stand. Someshwar beach is well known for the large rocks called "Rudra Shile".



Source: Author Photo

**Figure 13: Someshwar Beach**

**St. Mary’s Island**

St. Mary’s Island is a collection of small islands in the Arabian Sea off the coast of Malpe in Udupi district. The St. Mary’s Island beach is special for the unique formation of basalt rocks that have crystallized into whole columns and split into vertical hexagonal blocks.



Source: Author Photo

**Figure 14: St. Mary's Island**

### **Tannirbavi Beach**

Tannirbavi beach is one of the best beaches of Dakshina Kannada. One can enjoy the sunset view here. It is located at a distance of 12 Km from Mangalore. Tannirbavi Beach is the property of Mangalore port trust.



Source: Author Photo

**Figure 15: Tannirbavi Beach**

### **Ullal Beach**

Ullal beach is popular and best beach offering a perfect holiday destination for those looking for a tranquil holiday. Tourists spend weekends enjoy a day in the beauty of Ullal beach. The Ullal beach is best spot for swimming and sun bath.



Source: Author Photo

**Figure 16: Ullal Beach**

## IMPACT OF COSTAL KARNATAKA

Costal areas are transitional areas between the land and sea characterized by a very high biodiversity and they include some of the richest and most fragile ecosystems on earth, like mangroves and coral reefs. At the same time, coasts are under very high population pressure due to rapid urbanization processes. More than half of today's world population live in coastal areas (within 60 km from the sea) and this number is on the rise. Additionally, among all different parts of the planet, coastal areas are those which are most visited by tourists and in many coastal areas tourism presents the most important economic activity. In the Mediterranean region for example, tourism is the first economic activity for islands like Cyprus, Malta, the Balearic Islands and Sicily. Forecast studies carried out by WTO estimate that international tourist arrivals to the Mediterranean coast will amount to 270 millions in 2010 and to 346 millions in 2020 (in 2000 around 200 million foreign visitors per year)<sup>7</sup>.

### Positive Impact for Sustainable Costal Karnataka

#### Economic Benefit

The main Economic impact of Sustainable costal tourism Development are:

- **Contribution to Government Revenues:** The costal tourism provides both direct and indirect contribution to Karnataka Tourism development. Direct contributions are Income Tax generation, Employment Opportunities. Indirect contributions are taxes on goods and services supplied to tourists (taxes on tickets, entry pass) and income generation through sales like Souvenirs, Alcohol, Restaurants, Hotels etc..
- **Foreign Exchange Earnings:** Tourism expenditures, the export and import of related goods and services generate income to the host economy. Tourism is a main source of foreign exchange earnings for at least 38 % of all countries.<sup>8</sup>
- **Employment Generation:** The improvement of costal tourism in Karnataka leads to significant employment generation both directly and indirectly to skilled and unskilled costal Karnataka peoples.
- **Infrastructure Development:** Development of costal tourism leads to good infrastructure in costal Karnataka by creating Better water and Sewage systems, roads, electricity, telephone and public transport networks, green tourist police. All these can improve the standard of living for residents as well as facilitate tourism.
- **Nature Protection:** Tourism is revenue generating activity these revenue (park entrence fees, taxes, license fees for activities such as hunting and fishing)support for conservation of natural resources.

#### Environmental Management and Planning Benefits

Sound and efficient environmental management of tourism facilities and especially hotels (e.g. water and energy saving measures, waste minimization, use of environmentally friendly material) can decrease the environmental impact of tourism. Planning helps to make choices between the conflicting interests of industry and tourism, in order to find ways to make them compatible. By planning sustainable tourism development strategy at an early stage, prevents damages and expensive mistakes, thereby avoiding the gradual deterioration of the quality of environmental goods and services significant to tourism.

### Socio-Cultural Benefits

- **Tourism as a Force for Peace:** Travelling brings people into contact with each other. As sustainable tourism has an educational element it can foster understanding between people and cultures and provide cultural exchange between guests and hosts. This increases the chances for people to develop mutual sympathy, tolerance and understanding and to reduce prejudices and promote the sense of global brotherhood.
- **Strengthening Communities:** Sustainable Coastal Tourism can add to the vitality of communities in many ways. For e.g. events and festivals of the local communities where they have been the primary participants and spectators. Often these are refreshed, reincarnated and developed in response to tourists' interests. The jobs created by tourism can act as a very important motivation to reduce emigration from rural areas. Local people can also increase their influence on tourism development, as well as improve their jobs and earnings prospects through tourism-related professional training and development of business and organizational skills.

### Benefits for Sustainable Tourism

The benefits of sustainable tourism for visitors are plenty: they can enjoy unspoiled nature and landscapes, environmental quality of goods or services (clean air and water), a healthy community with low crime rate, thriving and authentic local culture and traditions.

### Negative Impact for Coastal Tourism Development Karnataka

- **Damage Coastal Environment:** Massive influxes of tourists, often to a relatively small area, have a huge impact. They add to the pollution, waste, and water needs of the local population, putting local infrastructure and habitats under enormous pressure. For example, 85% of the 1.8 million people who visit Australia's Great Barrier Reef are concentrated in two small areas, Cairns and the Whitsunday Islands, which together have a human population of just 130,000 or so.
- **Careless Resorts, Operators, and Tourists:** The damage doesn't end with the construction of tourist infrastructure. Some tourist resorts empty their sewage and other wastes directly into water surrounding coral reefs and other sensitive marine habitat. Recreational activities also have a huge impact. For example, careless boating, diving, snorkeling, and fishing have substantially damaged coral reefs in many parts of the world, through people touching reefs, stirring up sediment, and dropping anchors. Marine animals such as whale sharks, seals, dugongs, dolphins, whales, and birds are also disturbed by increased numbers of boats, and by people approaching too closely. Tourism can also add to the consumption of seafood in an area, putting pressure on local fish populations and sometimes contributing to overfishing. Collection of corals, shells, and other marine souvenirs - either by individual tourists, or local people who then sell the souvenirs to tourists - also has a detrimental effect on the local environment.
- **Cruise Ships & Floating Towns:** The increased popularity of cruise ships has also adversely affected the marine environment. Carrying up to 4,000 passengers and crew, these enormous floating towns are a major source of marine pollution through the dumping of garbage and untreated sewage at sea, and the release of other shipping-related pollutants.

- **Environmental Impacts:** Tourism can create great pressure on local resources such as energy, food, land and water that may already be in short supply. According to the Third Assessment of Europe’s environment (EEA, 2003<sup>9</sup>), the direct local impacts of tourism on people and the environment at destinations are strongly affected by concentration in space and time (seasonality).

They result from:

- The intensive use of water and land by tourism and leisure facilities.
  - The delivery and use of energy.
  - Changes in the landscape coming from the construction of infrastructure, buildings and facilities.
  - Air pollution and waste.
  - The compaction and sealing of soils (damage and destruction of vegetation).
  - The disturbance of fauna and local people (for example, by noise).
- **Impacts on Biodiversity:** Tourism can cause loss of biodiversity in many ways, e.g. by competing with wildlife for habitat and natural resources. More specifically, negative impacts on biodiversity can be caused by various factors.

- **Socio-Cultural Impacts**

Change of local identity and values:

- **Commercialization of Local Culture:** Tourism can turn local culture into commodities when religious traditions, local customs and festivals are reduced to conform to tourist expectations and resulting in what has been called "reconstructed ethnicity"
- **Standardization:** Destinations risk standardization in the process of tourists desires and satisfaction: While landscape, accommodation, food and drinks, etc., must meet the tourists expectation for the new and unfamiliar situation. They must at the same time not be too new or strange because few tourists are actually looking for completely new things. This factor damages the variation and beauty of diverse cultures.

### Why Costal Tourism in Karnataka

- Long, virgin, pristine, and unexploited coast line. From Ullal to Karwar, Karnataka has the most beautiful and amazing coastal landscape. Also, it has a coastal location which is located in between two similar destinations i.e. Goa and Kerala.
- Due to the draining of two major rivers into the sea near Mangalore, the city has one of the longest and most scenic riverfronts. And there is scope for village tourism around Mangalore
- Unlike Goa where most of the beaches are crowded and commercialized, Karnataka can truly create a classy coastal destination focused on experiences of ethnic culture, serenity, exclusivity and quality action/adventure.

- Ample opportunities exist to set up quality accommodation facilities in the sea coast where only few properties have been developed.
- Other than the beautiful beaches one can see innumerable river mouths that have stunning backwaters around cute islands. These Backwaters and islands are yet to be discovered for Tourism where opportunities are unlimited.
- Snorkeling locations that we have along the coast is an added advantage which many other states do not have.
- Festivals like Kite Festival at Pannambur Beach can be promoted.

#### **Guidelines for Development of Sustainable Coastal Karnataka**

- **Coastal Environmental Management:** Preparation of coastal resource management and conservation plans Industrial pollution control and environmental monitoring programme Urban water front rehabilitation plan for Mangalore Coastal erosion prevention through mangrove afforestation.
- **Mangrove Rehabilitation:** Mangroves are the unique ecosystems rich in nutrients, highly productive and suitable as habitat for the fishes, prawns and other marine life forms on which livelihood of coastal people depends upon. The area under mangroves is getting reduced causing threat to the very survival of the mangrove species. Mangrove Rehabilitation and coastal plantation programs have been initiated by the Department of Forests, Environment and Ecology.
- **Eco-Tourism:** The coastal districts of Dakshina Kannada, Udupi and Uttar Kannada form vital tourist attraction. Due to non-development of adequate tourist infrastructure, the region has always remained underdeveloped. It is proposed to promote the region and create necessary tourism infrastructure, promote awareness among the people as to the importance of conservation of wildlife for maintaining ecological balance. KUIDFC plans to address the related issues in this area in association with the Department of Tourism.
- **Solid Waste Management (SWM):** The ten project towns of KUDCEMP together generate and process about 1840 tonnes of solid waste per day. These towns would require an investment of Rs 26.06 crore towards integrated SWM. KUIDFC has prepared master plan and the action plan for all the towns, which includes segregation, collection, primary transportation, secondary storage, transportation, treatment and engineered landfill operations.
- **Marketing:** While marketing, we can target various groups within the coastal tourism segment itself, like the young and adventurous, who would enjoy water sports, paragliding, etc. or tourists who would come to experience the serenity, calmness and exclusivity. The idea is to segregate locations according to the activities that are offered in each location and market such locations to attract each segment.
- **Infrastructure:** It is most important that facilities and properties are developed in each location. Hence, a parallel activity for drawing investors and developers to set up projects in these areas have to be taken up, or else we will have large inflows into these locations with no capacity to service these tourists and the entire exercise will turn out to be negative. Water sports complex, development of Beach entrance plaza, etc. need to be undertaken. The other support activities such as construction of boat jetties, construction of fuelling stations, dredging, etc. need to be taken up by the concerned authorities.

- **Festivals:** To ensure wider publicity for the beaches of Karnataka, it would perhaps make sense to organize some beach festivals at some of the coastal locations in the State. One way could be to hold a cultural/ literary/ art festival at one such location. This would attract those with creative bend of mind to the shores of Karnataka and at the same time ensure wide publicity to beaches of the State. Another way could be to encourage some of the Hindi film makers to shoot some of the film sequences along beaches in the State. This would ensure publicity to our coastal treasures.
- **Connectivity:** Direct connectivity is the key to attracting more visitors to the coastal areas. Perhaps, it may not be possible to have air connectivity to all coastal locations. But train connectivity from some major centres can play a crucial role in increasing the inflow of tourists.
- **Building carrying capacity:** State already has a pro-active policy to encourage Home Stays for the tourists. The same may be leveraged to increase the number of rooms available for tourists in the coastal belt. At the same time, efforts would have to be made to ensure availability of friendly and hassle free means of transport for local travel within and around towns/ cities adjoining the coast.
- **Maintaining the Environment:** While aspiring to increase the number of tourists to coastal destinations, efforts will have to be simultaneously made to ensure that coastal ecosystems are protected so that there is no negative impact on lives of local population as well as health of our ocean and the creatures residing under it. ‘Environmental footprint’ of tourism is an important concern.

## CONCLUSIONS

Karnataka's coastal tourism is still at its infancy. Karnataka coastline is 320 km long where 8 main rivers drain into it – Nethravati, the Gurupur, Udiyavara, Mulki and Pavange, Sita and Swarna, Haladi, Chakra, Kollur and Baidur. Two major ports –Mangalore port and Malpe Fishing Harbour and 6 minor ports are located in the state. Definitely Karnataka Costal region is upcoming destination in India As well as the global level. Many of the foreign tourists are rushed to the Karnataka costal circuits especially in December to June. In addition to existing costal circuits Karnataka Tourism department provide innovative Sustainable costal products(Fun fair/theme park, Snake park, Water world parks, Aquarium, Zoo, Herbarium, Animal farm, Crocodile farm, Research centre, Marine fishing, Golf, Horse riding, Sailing, River rafting Scuba diving) to attract new tourists for creating new unforgettable experience in their minds.

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