

# KTS Chronicle

April-June 2024

Volume 1, Issue 4

## Editor's Note

*Hello friends!*

**W**ith the onset of monsoons across India, we do hope India will be blessed with good monsoons. This is crucial for not just our farmers but is fundamental for the Indian economy too. Good monsoons = good agricultural produce = happy farmers = wealth in the hands of rural markets = good demand for all sectors = good prospects for travel and tourism sector too! It's fascinating to see how our business also is so often dependent on good Indian monsoon. That said, I would imagine that as you read my note, all of you must be already getting busy preparing for the pre-festival season period. Now is the time to put into place all preparations for the forthcoming tourism season.

From our side, the Society is working closely with the Department of Tourism to see how we can line up marketing contact programs for Tourism stakeholders in Karnataka to increase business opportunities. In the coming quarter we are hopeful of lining up

programs like CONNECT outreach, participation in Domestic Road shows & Tourism Marts and Destination Promotion events as well as PR Meets; all aimed at giving Karnataka destinations maximum publicity. We hope you will join in to encash on such opportunities.

I was happy that we have participation by many new Members in our 5th AGM held in June @ Hotel Maurya. In fact, the upbeat vigour with which these members participated has encouraged the Managing Committee that, going forward the KTS will truly become a more robust Society that will drive the destiny of its Members' business prospects. I encourage all Members to feel free and write to me any time, on what else we can do to 'push the envelope' in terms of improving business opportunities for our sector.



S Mahalingaiah (Manu)  
Secretary

## KTS Engagements this Quarter

### Meeting with BTTOA officials

The President, Secretary and MC Members, H Jagadeesh & Ramakrishna Holla met with Bangalore Tourist Taxi Owners Association on 28th May to discuss on how to engage with the GOK to create/ provide for basic facilities in Hotels and Resorts to drivers/Helpers who accompany Guests, like has been done in Tamil Nadu. This will help boost movement of tourist traffic across all destinations. President, Syama Raju & Secretary Mr. Manu + Mr. Jagadeesha and Mr. Radhakrishan Holla (MC Members - KTS) and Mr. Ratnakar HT - Convener(KTS) with President - B G Lingaraju (Shivanna) and General Secretary - S Rajkuma of BTTOA





### 5th Annual General Body Meeting

Soon after conclusion of the EGM, the Members gathered regrouped to hold the 5th Annual General Body Meeting. The AGM was called primarily to conduct routine business like approving the Annual Financial Statement and appointment of the Chartered Accountant of the Society. While that got done smoothly, the highlight of this year's AGM was the attendance by many first timer – new Members. The President and MC Members used the opportunity to engage in networking with all attendees. The President who chaired the

Meeting also took feedback from all Members present about issues that they would like the Society to focus in the coming months that will benefit out sector at large. Many useful points came up in this discussion, which the President and the Managing Committee assured the audience that it shall be duly looked into.

Senior officials from the Managing Committee from FKCCI had also been invited as special guests to the AGM this time to address our Members with regard to the Dakshina Utsav event that they were holding in July 2024 in Bengaluru.



### Extra-ordinary General Meeting

EGM was held on 7th June in to pass resolution to amendments to the MOU & Articles of Association, Rules & Regulations of the Society to bring it in compliance to Income Tax requirements to get 80G. Happy to inform that Resolution make all the necessary amendments were passed cordially. Since then, we are happy to inform that the IT department has given the KTS exemption from paying taxes. The same is being formalised and will soon be announced to all Members.



### Karnataka Tourism makes BIG presence @ Arabian Travel Mart (6-9 May, 2024)



Karnataka Tourism successfully participated at this year's Arabia Travel Mart (in Dubai) earlier this year in May 2024. The primary aim was to enhance international visibility, particularly within the GCC region, for Karnataka as a premier tourist destination, showcasing its distinctive attractions. Additionally, DOT sought to stimulate group and FIT arrivals for the upcoming tourist seasons.

In addition to the DOT, GOK, Jungle Lodges & Resorts Ltd. and KSTDC Ltd., the travel trade of Karnataka was represented by following as co-exhibitors in the Karnataka Tourism Pavilion:

- Orchid Travel & Tours
- Mookanana Resorts
- Mysore International Travels Pvt. Ltd.
- Holiday Monk
- Tamara Leisure Experiences
- The Silver Sky Hotels & Resorts
- The Windflower Resorts & Spa
- Gamyam Beach Resort & Wellness
- Trivik Hotels & Resorts
- Rashi Eco Tourism Ltd
- Big Travels.

The stand was inaugurated by H.E. Mr. Satish Kumar Sivan – Consul General of India to Dubai and Mr. Gyan Bhushan, Senior Economic Advisor, Ministry of Tourism, Govt. of India in the presence of Mr. Janardhan H T Joint Director, Department of Tourism, Karnataka and the tourism stakeholders of Karnataka.

Over 490 B2B meetings conducted over 4 days between the tourism stakeholders and the trade from UAE at the KT Stand. The main buyers included the outbound tour operators from UAE & the neighbouring GCC Countries that currently promote India, MICE operators, group, business, and leisure tour buyers. There was also substantial interest from bloggers, influencers, and media from the UAE and its surrounding areas.

# Elevating Industry Status with Integrated Tourism Parks

**K**arnataka's tourism development is on an upswing. The recent industry status granted to hotels is a welcome step, but can the government do more? While individual hotels offer excellent experiences, a more holistic approach can truly propel us forward. Here's an innovative concept with immense potential: Integrated Tourism Parks.

Imagine dedicated zones modelled after the successful Industrial Parks, but catering specifically to tourism. These wouldn't be mere clusters of hotels, but vibrant ecosystems catering to every aspect of the tourist experience, making it investor friendly and minimizing environmental impact.

One of the biggest challenges in remote areas and eco-sensitive zones is the lack of proper waste management. Tourism Parks can incorporate centralized processing plants to ensure responsible waste disposal, safeguarding our natural treasures. Shared laundry facilities with high-efficiency machines can reduce water usage and energy consumption, benefiting both resorts and the environment. Additionally, centralized water treatment plants can enable the reuse of treated water, similar to what large apartment complexes already do in cities like Bengaluru.

Small properties often struggle to offer a variety of activities due to space and resource constraints. Similarly, most tourist destinations are pretty much shut after sunset and lack activities. Cultural stigma might exist regarding alcohol and nightlife. Tourism Parks can provide designated areas for entertainment, cultural events, and even curated nightlife experiences, all within controlled and secure environments. This caters to evolving tourist preferences while respecting local sensibilities.

Many tourist destinations lack platforms to showcase local crafts and products. Imagine dedicated spaces within these parks – a treasure trove for souvenir hunters, similar to Puducherry's thriving Art and Craft Village. This empowers local communities, promotes local craftsmanship, and injects vibrancy into the tourist experience. Narrow roads and overflowing parking lots plague many tourist destinations. Tourism Parks can change that by serving as hubs for day trips, with dedicated tourist buses reducing congestion and environmental impact.

The success of Integrated Tourism



Parks hinges on attracting a diverse range of investors. The Karnataka Industrial Areas Development Board (KIADB), with its experience in managing industrial parks, can play a crucial role in streamlining land allotment. Ideal districts for initial pilot projects would be Uttara Kannada, Udupi, and Chikmagalur, which currently have the lowest number of industrial parks but a high number of tourists. Furthermore, the location should be central to major tourist attractions in the whole district and in small towns like Honavar. Each park should be a minimum of 200 acres, preferably on non-arable land, away from eco-sensitive zones.

The plots within the tourism park should vary in size to suit the needs of large resorts, star hotels, restaurants, and even small wooden handicraft makers. The layout should be well-planned to include a helipad, a food street, a flea market, ample parking, and other common infrastructure. This collaborative approach will ensure a vibrant mix of offerings within the parks, catering to a wider range of tourist preferences. A transparent and efficient process can incentivize investors from the hospitality sector, local artisans, and entertainment companies to participate in this exciting venture.

The advantages of Tourism Parks extend beyond the immediate benefits to tourists & investors. These parks can be centers for skilling and local employment opportunities with dedicated training centers. Standardized service protocols and quality control measures can be implemented with greater ease, ensuring a consistently positive experience for visitors. Imagine the collective marketing muscle these parks can harness – attracting a wider



tourist base and showcasing Karnataka's diverse offerings. Each tourism park can easily garner over 1 crore tourists annually with over 10,000 crores of combined annual revenue. The parks can also be platforms for public-private partnerships, attracting investments and fostering innovation in tourism.

The concept of Integrated Tourism Parks presents a holistic approach to tourism development in Karnataka. It promises not only to enhance the tourist experience but also to promote sustainability, economic growth, and cultural enrichment. By working on this innovative concept, the Karnataka Tourism Department can pave the way for a thriving, sustainable tourism industry that benefits all. Let us work together to create a future where Karnataka is a leader in sustainable, integrated tourism, setting a benchmark for other regions to follow.

Article Credit: Sandeep Hegde, Proprietor, ARECA COUNTY, Honnavara | [sandeep@arecacounty.com](mailto:sandeep@arecacounty.com)

# Best of Karnataka: A journey through culture & different landscapes

**K**arnataka is a state in south West India is known to have an user friendly policy towards tourism. It has been ranked as fourth most popular destination for tourism amongst all states in India and it has the highest number of national protected monuments in India, at 507. Thus, from a traveller's perspective, it has a bouquet of attractions which would keep all strata of tourists intrigued with its enchanting tourist destinations.

What is interesting about Karnataka as a preferred tourist destination is, the vast expanse of coastline dotted with innumerable beaches, pilgrimage and heritage sites, wild life sanctuaries, mountains and hills projecting panoramic landscape. For the more adventurous tourist, trek, hiking, and adventure forms part of their holiday escapade. Lastly, not to forget the gastronomically inclined traveller, who get to relish local cuisine, hitherto not found commonly in other parts of India. The shift in cultural diversity is both interesting and intriguing when traversing the length and breadth of the state.

The official tag line of Karnataka tourism is "One State Many Worlds". The pragmatic tourism promotion policy has resulted in generation of income for the state, which accounts for almost 15% of the state's revenue earnings. Employment opportunities for the masses, as the stake holders are the hoteliers, restaurateurs, travel related services provider, tourist taxi operators, and free lance guides responsible for adding value to a travellers tourists' goals.

## Land lived, ruled and enriched by renowned dynasties

Kadamba Dynasty , Chalukya Dynasty, Rashtrakuta Dynasty, Hoysala Dynasty, Vijayanagara Dynasty, Wodeyar Dynasty

The UNESCO recognised heritage sites in Karnataka is replete with rich History and an awe inspiring culture. Karnataka is a kaleidoscope of ancient civilisation, historical growth, and modern day era of technological advancement. The worthy coverage for UNESCO sites (from a historical & Cultural perspective) should be given to following destinations in the latest list recommendation for UNESCO status:



- Paddadakal
- Hampi
- Halebid and Belur
- Somnathpura;
- Srirangapatna

The Western Ghats – for the immense raw picturesque beauty it has to offer allowing humans to inter act with nature.

The coastline abutting the Arabian Sea is abutted with beaches, each holding a beauty of its own. The lapping waters of the sea add to the aura of a perfect get away holiday. Some of the famous beaches in the state are:-

- Om Beach, Gokarna.
- Panambur Beach, Mangalore.
- Kudle Beach, Gokarna.
- Paradise Beach, Gokarna.
- Tannirbhavi Beach, Mangalore
- DevBagh Beach, Karwar
- Half Moon Beach, Gokarna
- Malpe Beach

Karnataka is one of the top destinations for wild life. It has the largest population of tigers in the wild. The state has 5 Tiger Reserves, 15 conservation reserves and approximately 30 wild life sanctuaries.

The most popular wild life destination and most frequently visited are:-

- Kabini, Southern part of Nagarahole National Park,
- Bandipur National Park
- Anshi National Park - Kali Tiger Reserve, Dandeli
- Kudremukha National Park -BhadraTiger Reserve
- Bannerghatta National Park
- BRT Tiger Reserve and MM Hills,

As the range of tourist related activities is pretty diversified, Karnataka has aptly earned the name of "heaven for tourists". The diverse range of attractions, including historical and cultural monuments including temples, ancient ruins, lush forest and idyllic beaches, scenic and picturesque hill stations are reasons to consider Karnataka for a gorgeous family holiday.

Article Credit: S Mahalingiah (Manu), Director, Skyway Intl Travels Pvt. Ltd., Bangalore | manu@skywaytour.com

# The impact of multifaceted Adventure Tourism

Tourism is evolving drastically and the shift from postcard destinations to unexplored or less explored places is gaining more traction. The infrastructural advancement over the years has also made travelling accessible. Credit should also be given to contribution from social media for creating the awareness and massive reach that has given more opportunities to other tourism themes in acquiring interest. Since the last couple of years, more and more travellers, especially the 'young as well as young-at-heart' travellers are turning away from travel experiences beyond just pretty destinations, shopping jaunts or simply meeting family-and-friends type of holidays. The era of experiential holidays is becoming more and more popular with today's holidaymakers.

It is in this context that Adventure Tourism is getting the attention of tourists. The trend has shifted towards travel for experiences to learning new skill, backpacking and the interest towards eco-tourism and sustainable travel is also growing rapidly in India. Sports and Adventure Tourism was an underrated segment, but this one specific segment has a huge potential if harnessed well has a direct impact on tourism. Adventure tourism is not just about having set-up a high rope course, letting people kayak down the rivers, having a thrill of safari, it's beyond that. Infrastructure is one part, and the other is to connect these adventure activities to a sport with substantial impact.

There are certain sports that are focused towards sustainable and eco-tourism, uplifting and highlighting community efforts and more. One such sport is Adventure Racing, a globally recognized sport that primarily focuses on sustainable eco-tourism, highlighting the states Heritage, Wilderness, Cuisines, local culture, villages and more. An endurance-based course that is designed tourism focused, having a direct economic impact. These travellers are not just athletes, but volunteers, media houses, friends and family who want to visit new destination events to explore and experience.

We are fortunate to have many experiential holiday (more specifically Adventure Tourism) hotspots that can be packaged to both, inbound domestic as well as the international tourists. Some of the destinations popular among tourists coming into Karnataka include the following:



- Dandeli (for that adrenaline-pumping water rafting experience in Kali river)
- Surfing and Water-boarding in the Arabian seas along the Dakshina Kannada and Udupi district coastline that offer multiple spots at Tannirbavi, Mulki, Kaup, Panambur, Padubidri.
- Kayaking and Coracle in the serene waters of Shambhavi river in Mulki or near Marvante
- Scuba diving at Netrani just along the coast off Murudshwara near Mangaluru
- Trekking and Rock climbing at multiple locations in diverse terrain across Karnataka. Examples as diverse as Yana Rocks along the Coastal seas to deep in deep in the Western Ghats at multiple locations like Kudremukh Hills, Kodachadri Hills, Kumara Parvatha Trek, Kundadri Hills in Agumbe Ghats, Badami, Sada Falls Trek in Belagavi district and Tadiandamol in Coorg.

The list of destinations and the ad-

venture experiences that Karnataka offers to tourists who wish to indulge is literally endless.

Our experiences has been that, over the years customers who go through exhilarating adventure holiday experiences have always rewarded us with repeat visits as well as many referrals, helping us build longer, lasting relationships.

Karnataka is blessed and truly aligns with "One State, Many Worlds" has so much potential for Adventure Tourism that we are yet to harness. A systematic approach, support from decision makers, collaborations between the private and government organization, contributing to the communities, building sustainable and safe infrastructure, is the present need.

Article Credit: Ms. Ajita Madan (Co-Founder), Nth Adventure Evento Pvt.Ltd. | [www.nthadventure.com](http://www.nthadventure.com)

# Karnataka Tourism Society Renewal and New Membership Enrolments

To apply for new membership or to renew your membership, kindly log on to the link provided here below. Please note - ONLINE RENEWAL HAS BEEN SIMPLIFIED EVEN MORE:

<https://www.karnatakaturismsociety.org/membership-registration/>

## For New Membership - kindly note:

Please keep following documents (in < 1 GB in pdf format) while applying online

### For HOTELS:

1. Trade Licence
2. PAN Card
3. GST Certificate
4. Labour Licence

### For TRAVEL AGENTS / TOUR OPERATOR:

1. Trade Licence
2. PAN Card
3. GST Certificate
4. Labour Licence

You may upload any 2 documents in all and proceed. Approval will be granted.

**ONLINE RENEWAL HAS BEEN SIMPLIFIED**

Please log in to your account for renewal.

## KTS Membership and Subscriptions:

Admission & Subscription Fee					
No	Membership Category	One time Admission Fee	Annual Subscription	GST	Total
1	Active Member	2500	3000	990	6490
2	Affiliate Member	2500	2000	810	5310
3	Ordinary Member	1000	1000	360	2360
4	Life Time Member *	<del>50000</del>	NIL	<del>9000</del>	<del>59000</del>
	Life Time Member	25000*	NIL	4500*	29500*

  

Renewal Fee					
No	Membership Category	One time Admission Fee	Annual Subscription	GST	Total
1	Active	Nil	3000	540	3540
2	Affiliate Member		2000	360	2360
3	Ordinary Member	Nil	1000	180	1180

\*Life Time Membership is being offered at a 50% discount just for this financial year; i.e. 2024-25

For any clarifications, feel free to contact **Mr. Ganesh Kamath on 99869 30885**

## Placement of Advertisement and/or Advertorial

Karnataka Tourism Society will be happy to carry your advertisements and promotional messages in the KTS Chronicle. The KTS Chronicle reaches focussed audiences comprising over 10000 member institutions across the Indian Tourism fraternity. The KTS Chronicle is published every Quarter and is circulated among all Members of the KTS as well to member organizations: SHIRA, IATO, BCIC, FCCI, TAFI, ETTA, SKAL, KTF, KSTOA, MTA, Dept of Tourism Govt. of Karnataka, JLR and KSTDC office and the Minister of Tourism, Govt. of Karnataka's office as well.

**Advertisements can be carried in following sizes and positions. The tariff is as follows:**

Size/ Position	Cost/ Ins (in ₹)
Full page (inside pages)	9,000/-
Half Page (inside pages)	5,000/-
Quarter Page (inside pages)	3,000/-
Back cover (full page)	15,000/-
Quarter page (front page (solus)	7,500/-
A4-Gatefold (front or back page) – single side	25,000/-
Centre spread (double spread)	17,500/-

### Kindly Note

- The above rates are valid for both, advertisements as well as advertorial content
- Client to provide content in digital format.
- Above costs are exclusive of GST, as applicable
- Material to be provided at least 15 days prior to date of publication.
- Payment to be made in advance and may be paid along with ad content to be published.
- Ad cancellation will not be entertained within 15 days from publication date.
- KTS will not be responsible for authenticity or veracity of ad content. Any disputes or legal resulting in lieu of the same will be borne by the Advertiser.
- All payments to be made via check only and in favour of Karnataka Tourism Society.

For all enquiries with regard to placement of advertisements/advertorials are to be addressed to: The Secretary, Karnataka Tourism Society at [karnatakaturismsociety@gmail.com](mailto:karnatakaturismsociety@gmail.com)

