

# Relevance of 5A's in tourism: A case study at 3 destinations in Karnataka

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**Abstract--**Over the years, one of the major economic activities that have developed significantly is tourism - both in developed and developing countries. People move from one place to another for exploring and enjoying the beauty of places. This paper looks into the basic infrastructure facility at tourist destinations of Karnataka in India, by making use of '5As'. Earlier people used to travel by sea routes, though they are affordable and convenient it was time seeking. Also the people were not having enough information in- hand, ahead of the travel to a particular destination. Technology advancement changed the whole scenario and now people make a thorough study of a particular destination well ahead of their travel and do their planning accordingly. Usually a tourist does so by looking into five basic aspects – attractions, accessibility, accommodation, activities, and amenities. Thus people can travel easily and safely without wasting any time anywhere in the world, more conveniently and comfortably.

**Keywords--** Tourism, Infrastructure, Technology, 5A's.

## I INTRODUCTION

Tourism is one of the major economic activities that are widely accepted. Both in developed and developing countries tourism activities can be recognized. A traveller and a tourist are not the same in any aspect; both are entirely different from each other.

In a country's economic growth tourism plays an important role, especially in a country like India. Tourism is vital because of the taxes applied on different businesses in the tourism industry and it is meant for a country's economic growth, various employment opportunities available and economic advancement and also by consuming of goods and services the industry generates income. There are a lot of industries that bloom due to the tourism industry including transportation, arts, and entertainment, accommodation, wildlife, etc. To increase the tourism offering and tourist satisfaction, analysing, identifying and prioritising infrastructure shows a clear path. In the tourism industry it is not easy to structure and deliver modern infrastructure. This really makes an increase in the number of employment opportunities around. This fun activity is tiring and difficult even though it adds flavours to life.

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## II LITERATURE REVIEW

In recent years, there are various going on debates concerning the empirical researches around the idea of (CSR) corporate social responsibility. Many companies are expected to act as good corporate citizens and to behave ethically. For promoting environmental sustainability companies focus on fair handling with customers, employees, society and suppliers. As per (2017) WTTC, tourism industry in 2016, achieved INR 14.1 trillion, in terms of absolute size it is the world's 7<sup>th</sup> largest, the sum is comparable to 9.6 % of India's GDP. In addition to it, this sector widened the job opportunity which ranks India 2nd in the world in terms of employment. Tourism industry widened and thus it became one of the fastest growing economic sectors in Indian economy in the 21<sup>st</sup> century. Significantly, competition in the tour operation industry is becoming quite fierce; therefore, maintaining existing customers is a crucial way for tour operator to obtain a continuous competitive advantage over other businesses. The tour operation industry continues to seek diverse strategies to improve its brand image and maintain its customer loyalty. Tour operation company leaders have introduced Corporate Social Responsibility(CSR) as a strategy for achieving these goals. The tourism industry nowadays is dominated by small-and medium-sized enterprises (SME) namely travel agency and tour operation business. Most recently, there has been an increasing interest in the role of travel agency and tour operation business regarding social, economic and environment issues.

YAIR EILAT and LIRAN EINAV, Determinants of international tourism: a three-dimensional panel data analysis, 2004, stated that the International tourism is a fast growing industry generating half a trillion dollars in annual revenues and accounting for almost 10% of total international trade, and almost half of total trade in services. He provided an initial understanding of the determinants of international tourism. International tourism, as other forms of trade in services, is driven by unique factors of production, and may be better dealt with in a single industry study rather than in a general equilibrium trade model. In order to understand these determinants the world is viewed as a market of differentiated products and a discrete choice estimation technique is applied to a large three-dimensional data set of tourist flows.

According to Ministry of Tourism (2016), Travel agency and tour operator can contribute to sustainable tourism development through demonstrating corporate social responsibility performances. Tourism development is about making all tourism more compatible with the needs of a destination area. Tourism needs to take into account a holistic and comprehensive approach that balances tourism development with other activities yet tourism is made up of many sectors and is very fragmented, therefore effects and monitoring processes through one company or mechanism has been difficult.

### Objectives of the study

- To find out whether all five A's of tourism are satisfied at selected destinations
- To analyse the future potential of these destination based on present infrastructure

## III Methodology

Overall this paper is primarily a perception based paper. The construction of this paper is largely assembled with some exploratory practice. Exploratory unstructured in-depth interview is used in this study and for acquiring

utter and exact information descriptive research is adopted. Descriptive research incorporates fact finding enquires and surveys of individual kinds since the aim was to obtain complete and accurate data's. Face to face interview and In-depth telephonic Interview method are the other two approaches used. The method which is used here is basically based on real life experience. From different data's that were available from various sources helped the researchers to manage the research.

### **India Tourism**

Over the Indian Plateau, there are hundreds of tourist destinations spread across. There are many countries that have recognized the significance of Infrastructure, by recognising this significance, their governments used to coordinate activities regarding the same by providing infrastructural facilities that are required.

India is a fusion of multicultural experiences including rich heritage and attractions. It covers an area of 32,87,263sq.km from Himalayan to the tropical rain forest of the south. India is one of the most diverse countries among many.

India, the seventh largest country consists of 28 states and 8 union territories are famous for its beauty around the world. Kashmir known for its coldest places, one of the driest places on the earth The Thar Desert, Cherrapunji, the place that experiences highest rainfall in the world, are some of the unique places that can be experienced only in India. India is famous for its beaches, and on the northern part tourist can experiment the Himalayan Ranges which is the snow-capped mountains. Tourism directors have been willing to fuse environmental measures into current administration systems and techniques in the event that they brought about lower costs and additionally higher incomes and benefits (Stabler & Goodal, 1997, p.19).The Government of India conducted an International tourism campaign to promote tourism in India called, "Incredible India". Since 2002, the title was officially promoted and branded.

### ***Following are the 5A's required for successful tourism:***

- Attractions***
- Accessibility***
- Accommodation***
- Amenities***
- Activities***

These 5A's are the prime components for a tourist destination to be more attractive and successful. There should be a complete balance between all these basic prime components which is essential to build a successful destination.

### **Attractions**

Elements within the destinations are attractions which motivates the tourists for traveling. There are attractions like *natural attractions* including seascape, landscape, climate, and beaches, *built attractions* include theme parks, purpose build things like Cathedrals, Tower of London, historically famous buildings, townscapes etc., *cultural attractions* including museums, theatre, history presentation, etc. and *social attractions* are for personal enrichment by discovering new places, experiencing new culture, interacting with new people, etc. However, every visitor, with different purposes visits different spots with a specific motive with the destination even though the leisure attractions are still influencing.

### ***Accessibility***

Access is the transportation required to move from where they are to where they wanted to visit. It can be defined as the mixture of different framework, technology and transport infrastructure which comprises of harbors, motorways, rail networks and airports while the transport technology is essential as it helps to reduce the cost and it also helps them to know the time required to touch the landing place so that they can plan accordingly. There are three critical factors which make every trip successful; they are *cost*, *convenience* and *speed*. Every mode of travel is different from each other and each of them has different attractions like speed, comfort, convenience and will have distractions too such as safety, constraints of time, cost etc.

### ***Accommodation***

Accommodation is one of the sectors in the tourism industry, which is an important sector and its missing can affect the whole industry. If one of the tourism sectors is missing tourism cannot function well. The accommodation sector suggests appropriate accommodation depending on the capability of the tourists. Its importance could be imaging what would happen if all accommodation facilitates deleted from the tourist places. The functions of the accommodation sector are sharp in the tourism industry. They list the facilities available at various hotels, identify them then classify the types of accommodations available. This role of this sector facilitates the tourists to identify the best and possible options for their needs.

### ***Amenity***

Amenities are useful or pleasant facilities/services which are provided for people's convenience/comfort. All these facilities are essential for the tourist center, they are considered as the necessary aid to withstand. Amenities are purpose-built, they are provided based on the requirements of the potential customers. Facilities link up all types of needs such as accommodation, transportation, food and beverage and other additional services. For sure there will be some intersection between attractions and amenities, it is because both these attractions and amenities are interconnected somehow, lack of attractions/amenities pull visitors from visiting the place. It is important to ensure that their infrastructure facilities are of high standard for destinations if not it can affect the entire industry. Some basic Amenities/Facilities includes environmental management, telecommunications services, health and sanitation, and perhaps most critical, safety and security.

### ***Activities***

For the physical and psychological contentment of people activities are essential. It is important for a person who does not take time to relax or enjoy, they face various stress and other health problem. To refresh and enliven both the mind and body is absolutely necessary. Activities make people to use their bodies; it increases the physical fitness of a person. Physical activities such as team sports develop the skills of a team player, doing exercise, gym work out etc. are physical activities. There are activities which can decrease the stress of a workaholic person and improve mental intelligence. Non-physical activities such as games using cards, boards etc. and even video games increases curiosity and can also relax. Activities are offering a wide opportunity to meet new people, socialise with them which will surely give a new experience.

### ***Karnataka and Tourism***

Karnataka is the sixth largest state in southwest India and this state is a combination of shades, customs, flavors, topography, and eye-catching beauty. Karnataka is famous for its heritage destinations and it's a wildlife/national park, also well known for its magical hill stations, waterfalls, 320km long coastline dotted with un-spoilt beaches, pilgrimage centers. Karnataka also kept its name for the software industries and biotechnologies. Tourism industry in Karnataka can be divided as four sectors; they are North Karnataka, South Karnataka, the Hill station and Coastal Karnataka. To boost the tourism and hospitality sector in Karnataka, the state government undertakes many initiatives such as providing infrastructure and other facilities through Karnataka Tourism Infrastructure Limited at tourist destinations.

The three destinations that we conducted research were:

- Chikmagalur
- Belur
- Udupi

### ***Chikmagalur tourism***

Chikmagalur is a city in Karnataka and it is one of the top hill station destinations in India. Even in summer, the hill stations remain cool which makes Chikmagalur the best tourist spot. The first coffee plantation took place at Chikmagalur, it is considered as the coffee hub of Karnataka. Tourist spot includes hill stations, well-known temples, beautiful waterfalls, and national parks. This place is today a major center of education, trade, and commerce.

The Kodandarama temple is a combination of Hoysala and Dravidian styles of architecture, the new St. Joseph's Cathedral consisting of an attractive shell-shaped portico and the Jamia Mosque are some examples of the diversified existence in the town. They are the best places to visit in Chikmagalur and needless to say without visiting them, your trip will be simply incomplete.

### ***Belur tourism***

Belur is a historical town in the state of Karnataka and this town is renowned for its Chennakeshava Temple, a clear example of Hoysala architecture. Belur is located in Hassan district. Belur is called the modern Vaikuntha on earth, which means heaven on earth due to the history and culture of this blessed place. Every year thousands of tourists visit Belur for enjoying the beauty of architectural and spiritual gems. Belur is a mixture of temples and religious hubs, sightseeing, and cultures. Yagachi dam, Narasimha pillar, Madanikas, Doddagaddavalli are the most important places to visit in Belur.

### ***Udupi tourism***

Udupi, known for its Hindu temples, is a beautiful city in the southwest Indian state. Udupi is also known as Odipo is one of the fastest-growing cities in Karnataka. The vast greenery seen in Udupi attracts people and is preferred by nature-lovers. Kapu Beach, Sri Krishna Temple, Anegudde Vinayaka Temple, Kodi beach and, Mattu beach are the top attractions to visit in Udupi. There are some cultural traditions of Udupi including Bhuta,

Kola, Aati Kalenja, Karangolu, and Nagaradhane. Udupi district is the home for Yakshagana which is a Folk art and is considered as the pride of the district. This district is a unique spiritual center for devotees and optimists alike. Udupi consists of temples, churches, Jain monuments, historical places, protected forests, waterfalls, etc.

### Significance of Tourism in Karnataka

One of the fastest and largest growing economic activities that can be felt is tourism. This industry makes an increase in employment generation, balance of payment, foreign currency earnings and is an intrinsic part of the state's economy. Karnataka, with its immense potential, attracts tourists from different parts of the world which made Karnataka a must-visit state in India. To market the destinations in Karnataka, investments should be made in the 5 A's of tourism and other following infrastructure including local transport, construction of highways, luxury sightseeing coaches, etc. Karnataka depends on both natural and man-made resources for the development of tourism in Karnataka. Sustainability is the avoidance of the depletion of natural resources for maintaining ecological balance. The term sustainability implies the prevention of the exhaustion of common assets with a specific end goal to keep up a biological harmony (Devika Ram, 2018). Biodiversity spot of Karnataka, the Western Ghats is included in the list of UNESCO. According to the UNWTO, 2015, there will be an increase in the number of International tourists almost of 3.3% and it will reach 1.8 billion by 2030.

Areas which attract tourists:

- Heritage and Culture
- Wildlife
- forests
- Beaches
- House of worship
- Adventures
- City tourism and MICE tourism
- Hill stations

**Table 1:** Table showing the status of 5A's at 3 locations in Karnataka

5A's in tourism	Chikmagalur	Belur	Udupi
Attractions	Chikmagalur is the Coffee land of Karnataka and is famous for its peaceful environment, lush green forests, and mountains	The only place that exemplifies the royal beauty and exquisite craftsmanship of South Indian architecture	With several mesmerizing places Udupi is truly a goldmine of the south
Accessibility	Railways, Roadways and airways, there are airports in Karnataka (Bangalore,	Railways, Roadways and airways	Railways, Roadways and airways

	Mangalore, Belgaum, Hubli-Dharwad, Mysore, Toranagallu)		
Accommodation	There are several luxury resorts and homestays for the tourists	Hotels, Resorts, Accommodation, homestays, Rental apartments, 3-star 5-star hotels are available in Belur	Several hotels, residency and many more options are available near Udupi
Amenities	Transportation facility, Accommodation, Food and beverage, and all other necessary favours. (retailing, visitor information etc)	Travel and hospitality, Food and beverage, and other additional services	WiFi, Multi-cuisine restaurant, STD/ISD facility, Laundry services etc are available
Activities	For enjoying light-hearted activities and more sightseeing experiences Chikmagalur is the perfect destination for tourist	There is nothing hip and trendy in and around Belur as it is a historic heritage place. Activities such as trekking, water games can be seen	Boating, Trekking, Water sports, River rafting, Pilgrimage are the fun activities in Udupi

### Challenges of tourism industry in Karnataka

- Tourism depends on infrastructure like accommodation, amenity, accessibility, etc. A combination of tourism and good infrastructure increases the economic, environmental and social benefits.
- Lack of marketing and promotional tool.
- Environmental pollution poses a serious threat to life on earth and it causes various diseases that affect the tourism industry.
- Lack of hygiene in tourist destinations
- Lack of skilled and professional labours
- Special permit required for certain areas to visit
- Factors such as social, economic, technological and political directly affect the tourism industry
- Lack of passionate people to work in this industry as people are not aware of the scope in this industry
- Poor administration and management
- Legislative laws are not implemented

## IV Recommendations

To increase the visibility of Karnataka on the World Tourism Map developing and adopting a comprehensive marketing strategy benefits. For the development of a tourism resource rich region, infrastructure is highly imperative and it requires reasonable planning and management for such infrastructure development. In the world market Infrastructure provides functions for effective tourism development and the success of tourism destination. It acts as the nervous system and influences tourist regions that focused on destination image or attractiveness.

- Tourism infrastructure, current and future scope of tourism industry have to identified and discussed
- The role of government in initiating and improving tourism facility for the traveller is vital in this industry
- Hygiene and sanitation facilities at tourist destination have to be taken in order to maintain the tourist spot attractive and clean
- Technology usage can be widened, people depends more on technology as it is convenient for every people
- Developing amenities, accommodation facilities, activities etc. increases the number of visitors
- Both traditional and non-traditional products can be made by Karnataka with the help of Karnataka's natural resources and labour force
- Proper training and awareness classes on the relevance of A's i.e. Attractions, Accessibility, Accommodation, Amenities and Activities can make aware of its importance in tourism industry

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