

Study of Potential Destinations in Sirsi and its Promotion by Developing Package

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Abstract

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The scenario has been changed now. Anything which attracts or entertains people can be considered for tourism. In the case of Sirsi, it is a unique centre in the tourist map of Karnataka. The place is blessed with plenty of tourism potentials like pilgrim centres, reservoirs, dense green forests and tree plantation. They are also places of historical importance and nature are also the assets of the area. Most importantly Marikamba temple is a famous temple in the Karnataka. The water has medicinal properties as the water runs through forests of herbs. People come here not only to enjoy the beauty of the water falls, but also to have a bath there example benne hole falls (butter falls) and unchalli falls (Lushington falls). The place is a unique combination of medical tourism and eco-tourism. The Sirsi can be noted as a vast developing tourist spot in the State. The present study is intended to have a find untapped tourist destination in Sirsi by using observations, primary data through interacting with people and questionnaire. So study highly relevant and informative and will be useful to people who are interested in multipurpose tourism. SPSS tools used for analysing Questionnaire. It is concluded that the Sirsi has enormous growth of potential for development of tourism sector. This seems to be the appropriate time to revise and redesign the Central and State Governments' policies pertaining to tourism. With such aspirations, Made a few suggestions by way of conclusion. The researcher is optimistic that the implementation of similar suggestions and other measures are bound to pave the way for greater success.

Keywords: Tourism; Business; Green forests; Medical tourism; Eco-tourism; Tourist spot

Introduction

Tourism can be considered as most loved take a break when individuals get available time. A few travel associations are accessible on the web. The general population or the vacationer chooses their own particular Travel Bundle as indicated by their own advantage. The movement organizations focus on the premium related with visitor making a point to expand their specific market esteem and supply tremendous bundle bargains. So they can influence their Movement to bundle more viable. Presently a-days Recommender framework is ending up extremely celebrated and individuals are getting pulled in to it, as it is helping them to pick the best bundle in a brief span [1].

Introduction about Sirsi

The air in Sirsi is earnestly influenced by the rainstorm, and the environment is tropical, guided by region to the sea. In the midst of the tempests, the zone gets one of the heaviest precipitations on the planet. In this manner, the district moreover has a sweeping arrangement of untamed life [2]. The vegetation in the region is generally soaked deciduous, and huge timber wood is usually found in the boondocks of the district. Owing to the rich verdure, deforestation and poaching have been establishments for stress starting late [3]. The climate of Sirsi is immediate with winter temperatures now and again plunging under 13 degrees Celsius. Summers can get clumsy in view of the region to the ocean. The best time to visit Sirsi is in the midst of winter, when the soggy is lower and the nights can get to some degree fresh. The most critical temperature recorded here is 40 degrees Celsius and the slightest is 5.8 separate Celsius exclusively [4,5].

Background Study

It is a unique centre in the tourist map of Karnataka. The place

is blessed with plenty of tourism potentials like pilgrim centres, dense green forests and tree plantation. They are also places of historical importance. And nature are also the assets of the area. Most importantly Marikamba temple is a famous temple in the Karnataka. The water has medicinal properties as the water runs through forests of herbs [6]. People come here not only to enjoy the beauty of the water falls, but also to have a bath there example benne hole falls (butter falls) and unchalli falls (Lushington). are also the assets of the area. Most importantly Marikamba temple is a famous temple in the Karnataka [7]. The water has medicinal properties as the water runs through forests of herbs. People come here not only to enjoy the beauty of the water falls, but also to have a bath there example benne hole falls (butter falls) and unchalli falls (Lushington) [8].

The present study is intended to have a Find untapped tourist destination in Sirsi. So study highly relevant and informative and will be useful to people who are interested in multipurpose tourism [9]. The topic of the thesis is chosen to study what the behaviour patterns of tourists are while travelling and to share the information with people in the tourism industry such as tour guides or especially tour organizers. The goal is to create a package for a new tour organizer or an experienced one to read when facing difficulties in the planning process [10-13].

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Literature Review

- Koul [11] Dynamics of tourism A trilogy Vol2 the Accommodation. Researcher Focused on The role of accommodation in including and expanding tourism from historical perspective.
- Jayal ND and Motwani Mohan Conservation Tourism and Mountaineering in Himalayas 2007. The researcher findings there are no longer unpronounceable names on an unobtainable map but they are on list of “Must see place in the world atlas of the adventure.

Negi and Manohar [12] Tourism Development and Resource Conservation 2005 Researcher Focused on the financial and cost control techniques in a hotel and catering industries. Information collected by Secondary data.

Research Objectives

The study conducted in Sirsi untapped Tourist Destination aims to achieve the following objectives:

- To study the present scenario of the tourism in Sirsi
- To identify the tourist Destination of Sirsi
- To identify the untapped potential of tourist Destination like Natural resource, Temples, Cultural richness
- To suggest way to develop the untapped tourist Destination

Research Method

The survey is done through a questionnaire. The questionnaire is quantitative in order to reach as many different people at once as possible and to get a clear overview of the subject.

Tools used

SPSS software used for analysed the questionnaire and excel used for hypothesis (Table 1).

Regression analysis

In the above output, we can see that the variables are significant because both of their p-values are 0.000. However, the p-value 0.008167 is greater than the common alpha level of 0.05, which indicates Positive significant.

Conclusion

This chapter discussed the overall conclusion drawn from the findings of primary survey as well as secondary data and gives some practical suggestions and recommendations for the promotion of tourism in Sirsi. These suggestions and recommendations are of

utmost importance for further development of tourism in Sirsi. Finally the chapter ended the present work with the area for future research which will give us direction for further research on Sirsi tourism.

Recommendations

Transport and communication

Many recommendations were made for improvement of transport and communication, most of which highlighted the need to improve the road facilities and security. Complaints were also received concerning the high cost of transport services.

- Improve road conditions
- Drivers should be more careful on the roads
- Taxi fares expensive
- Improvement of public transport in general

Environment

Most of the respondents expressed their feelings for a general need to fight pollution. Hereunder are some specific recommendations.

- Preservation of the natural environment
- The country should be kept cleaner
- Towns and villages should be kept cleaner
- Emission of pollution from vehicles
- Stop polluting the environment
- Shortage of disposal bins in public places

Hotels some tourists have made observations on the need to enhance the level of services in certain hotels.

The major complaints were

- Prices of drinks generally charged too high
- Prices of food too high
- Prices of accommodation generally charged too high
- Hotel services in general need to be improved
- Shopping Prices charged to tourists generally too high

Other

- Too many stray dogs
- Improve security in the Sirsi

Package and destination

Package and Destination is given in below Table 2.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%
Intercept	22.40979	2.055167	10.90412	3.53E-05	17.38098	27.4386	17.38098
X Variable 1	-0.33499	0.086328	-3.88044	0.008167	-0.54623	-0.12375	-0.54623

Table 1: Regression analysis.

Destination	Time of days	Price
Unchalli falls, Benne hole falls, Moregar falls, Shivaganga falls, Mattigatta falls, Magod falls, Burude falls, Yana, Beemana gudda, Sahasra linga, Kailasa gudda, Marikamba temple, Banvasi, Sonda (mutt, Fort, jainamata, shalmala river)	2 Weeks	Rs 30000 per person (Inclusive Travel & Food & Accommodation & Wi-Fi & GST)

Table 2: Package and Destination.

Future Researches

This study was the first effort in the field of assessment of Designing Tourist Packages for Sirsi. I tried best to complete this study on the topic. This study tried to include maximum aspects related with Tourist destination and untapped tourist destination in Sirsi. But still there are various areas on which future research can be conducted. These areas are as follows:

- The present study was limited to untapped tourist destination of Sirsi. Further, research can be conducted on Untapped destination of other districts of the state also

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