



## THE ROLE OF MYSORE CITY IN THE DEVELOPMENT OF TOURISM IN KARNATAKA STATE WITH SPECIAL REFERENCE TO E-COMMERCE

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### Abstract:

Tourism is an industry concerned with attracting people to a destination. Tourism is [travel](#) for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists and the business of operating tours. E-travel is the leading and fastest growing category of e-commerce. In order to exploit these opportunities in the market environment, tourism businesses have developed and implemented several business models. Mysore is one of the famous tourist places in Karnataka and south India also. The tourist comes from all over the world to this place. Now days the numbers of tourist in this place has been increased rapidly. As we compare the state of Karnataka, then is famous for the Mysore city. Mysore, officially renamed as Mysuru by the state government. Mysore is also known as the Palace City of India. The Mysore Palace in the city is the most visited place in India, above Red Fort, Qutb Minar, and even the Taj Mahal as of 2006. The New York Times recently listed Mysore as one of the 31 must-see places on Earth for two consecutive years. But infrastructure in Mysore is well developed properly and promotion of this place is very less as compare potentials having by this city.

**Keywords:** Tourism, E-travel, E-commerce, Infrastructure, Environment.

### Introduction:

Travel & Tourism is the world's major business industry even Mysore is also second most populated tourist place in Karnataka. Mysore is located in the South Indian state of Karnataka around 140 km from Bangalore. Mysore is well connected through road and rail networks with other parts of Karnataka and India. Here considering aspect like historical background and profile of Mysore city, Popular Tourist point and tourism management in Mysore city.

Tourism is [travel](#) for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

With economic agents operating in global networks of interaction, we now have a global economy, in which the use of information and communication technologies (ICT) and e-commerce has an impact on entire industries, regions, and firms of all sizes (Lundvall & Archibugi, 2001). As the e-commerce definitions given by various sources differ significantly, it is important to adopt a clear and consistent definition of e-commerce. "From a communication perspective, e-commerce is the delivery of goods, services, information, or

payments over computer networks or by any other electronic means".

Digital Commerce industry has seen a significant increase from INR 19,249 Crores in the year 2009 to INR 47,349 Crores in 2012. This growth has been mainly driven by the Online Travel industry, which contributes 71% to the total Digital Commerce industry in India today. In 2013, the market is estimated to mature and reach INR 62,967 Crores showing a year-on-year CAGR of 34% since 2009. Travel transactions have proved to be the primary fueling factor of the digital commerce industry. As of 2012, among Internet users, online travel leads the pack with 73% share in Digital Commerce (INR 34,544 Crores). This segment is estimated to show 30% growth by the end of year 2013 and reach to INR 44,907 Crores.

Mysore (or Mysuru), a city in India's southwestern Karnataka state, was the capital of the Kingdom of Mysore from 1399 to 1947. In its center is opulent Mysore Palace, seat of the former ruling Wodeyar dynasty. The palace blends Hindu, Islamic, Gothic and Rajput styles. Mysore is also home to the centuries-old Devaraja Market, filled with spices, silk and sandalwood.

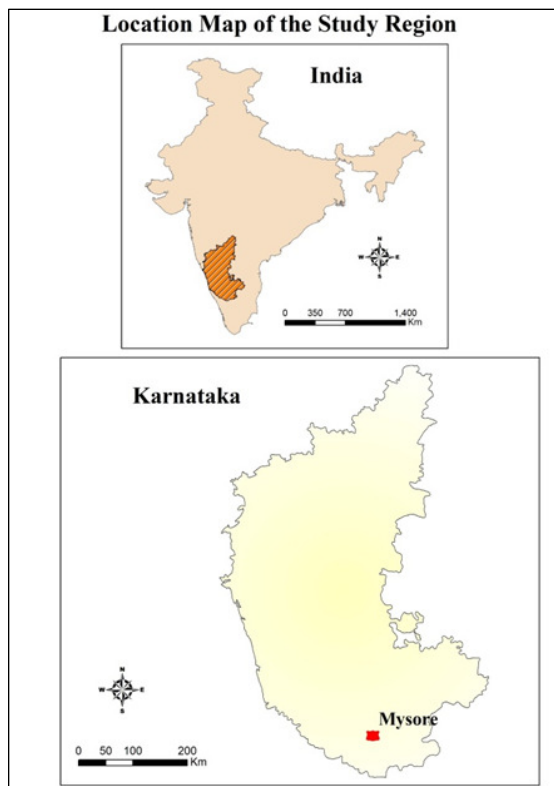
Mysore was the previous capital city in the state of Karnataka, [India](#). It is the headquarters of the Mysore district and Mysore division and lies about 140 km (87 mi) southwest of Bengaluru, the capital of Karnataka. The city covers an area of 128.42 km<sup>2</sup> (50 Sq. mi.) and is situated at the base of the Chamundi Hills. Mysore is one of the most prominent tourist areas of India. Mysore is also known as the Palace City of India. The Mysore Palace in the city is the most

visited place in India, above Red Fort, Qutb-Minar, and even the TajMahal as of 2006. The New York Times recently listed Mysore as one of the 31 must-see places on Earth for two consecutive years (Wikipedia).

#### Objectives:

Following are the major objectives of the present study.

1. To assess the relationship between tourism industry and E-commerce.
2. To study the status of tourism in Mysore city.



Map No. 01

#### Historical background of Mysore tourist place:

The location where Mysore Palace now stands was occupied by a village named Puragere at the beginning. Mysore city was the capital of the old royal Mysore region. The word Mysore expands to "Mahishasurana Ooru" which means the town of Mahishasura. The story goes that the evil spirit Mahishasura was killed by goddess Chamundeshwari atop the Chamundi hill near Mysore, hence the name. Ever since, the Mysore royal family has worshipped Chamundeshwari as the palace deity. Hills dedicated to her stand at the eastern end of Mysore town today.

#### Data base & Methodology:

The present study is depending on the secondary data. For that essential information is collected from records of Mysuru Municipal Corporation. As well as some information has been collected from reference books, Magazine, newspaper, internet, published sources etc.

#### Study Area:

Mysore city is located to the southernmost tip of the Karnataka state. The city extends from 12°18'1" north latitude and 76°38'34" East longitude, having height from the mean sea level is 758 meters (Map 1). The Wodeyar family ruled Mysore since 14th century except for a short period of 40 years when Hyder Ali and Tipu Sultan were the rulers. Mysore has never failed to mesmerize the tourists with its quaint charm, rich heritage, magnificent palaces, beautifully laid-out gardens, imposing buildings, broad shady avenues and sacred temples. The charm of this city leaves no one untouched.

#### Concept of Tourism Management and Commerce

Karnataka, the eighth largest state in India, has been ranked as the third most popular state in the country for tourism in 2014. In early days raj - maharaja was ruling to Mysuru but now a day all the rule were taken by government of Karnataka. Tourism is an important, even vital, source of income for government of Karnataka. Tourism's economic impact are therefore an important consideration in Karnataka state planning and economic development, economic impacts are also important factors in management decisions.

In the commerce and management field e-commerce is important concept now a days. E-commerce in travel and tourism is growing day by day which provide opportunity to this industry to groom and grow. Due to change in Information technology, e-commerce is emerged in this industry and companies are now heading toward e-business through website, internet and different online software. Moving from traditional business way to e-commerce way is quite challenging and various factors are standing as a barrier for companies to adapt e-commerce. There several advantages and disadvantages of e-commerce in travel and tourism industry. To adapt e-commerce, this industry's main challenge is to transform traditional buyers to e-commerce buyers.

These factors, taken together, have resulted in the travel and tourism sector taking a larger and larger share of e-commerce globally. As a result, the Internet is revolutionizing the distribution of

tourism information and sales. Not only does it provide tourism destinations and businesses with direct access to end consumers, but also it is becoming the primary channel for business to business communication. The tourism market demand is growing and nearly all tourism firms have invested in the construction of e-commerce. The business world is being gradually changed to an e-economy by the ever-increasing global competition, increased information availability, knowledgeable consumers, changing relationships, rapid innovations, and increasingly complex products. As a result of which, no industry is left untouched in today's consumer-centric e-marketplace. Going by the preliminary findings it can be easily summarized that e-commerce can indeed emerge as a major business opportunity and contribute to the overall success of the organization. The study of E-Commerce in the tourism industry has emerged as a "frontier area for information technology. E-commerce deals with the process of buying and selling or exchanging products, services and information via computer network including the Internet.

The typical value chain in tourism consists of four components: travel services provider, travel operator, travel agent and traveler. The travel services provided by travel service providers can be distributed by the joint operation of travel operator and travel agent, or just by travel operator to traveler. On the intermediary level, normally the travel operator plays the role as a wholesaler of travel service, which integrates a number of different travel services and offers them as a packaged service through travel agent. Here, travel agent is the retailer of travel service, which ties prospective travelers and service providers together by controlling the information flow among the different participants in the value chain, and selling the information to travelers. The value chain is based on the co-operation among travel service provider, travel operator and travel agent. In developing countries the intermediary function of travel operator is weaker compared to that of travel agent and most travel agents take the responsibilities of the travel operators. The proposed research has been undertaken to gain a better understanding of the aspects that have to be taken into account during the implementation of the e-commerce business in travel related organizations.

**Observation:**

Dussehra in Mysore is a one would remember for a long time remembers for long time even

after leaving the place. The tradition of celebrating dussehra with such grandeur started with the 16<sup>th</sup> century rulers of Vijayanagar. After the disintegrated of Vijayanagar empire, the tradition was kept alive by rulers of Mysore and continues till now Famous Festival in Mysore city. In month October and November for ten days the Dussehra festival is celebrate.

**Places to Visit in Mysuru (Mysore):**

**1. Mysore Palace:**

Mysore Palace, also known as Mysore Maharaja Palace is one among the largest palaces in India. It is situated in the city's center. The palace was built in the year 1897 using wood, which was damaged due to fire. It was later reconstructed in the year 1912. The architecture is a blend of Hindu, Islam, Gothic and Rajput styles. The stunning interior is a display of intricate craftsmanship. While it is a feast to your eyes during daytime, you will be completely mesmerized by the sight of the palace illuminated by over 98000 bulbs in the night.

**2. Karanji Lake:**

Karanji Lake is situated at the foot of the famous Chamundi Hills. King of Mysore constructed the lake. The 90-acre water body is amongst the biggest lakes in the state of Karnataka. The lake is behind Mysore Zoo and under its control. Karanji Lake encourages migratory birds and you can find over 90 species of birds here. There is a picturesque park around the lake. The park has a huge enclosure for birds and it is considered the largest of its kind in the country. This gives you the opportunity to closely observe the birds.

**3. Chamundi Hills:**

Chamundi Hills is 1065 meters above the sea level. It is just 3 kms from Mysore. The Chamundeshwari temple on top of the hill belongs to 11th century. It was renovated in 1827. Half way up the hill, you will find an idol of bull, called Nandi. The specialty of the 5-meter tall statue is that it was sculptured out of a single rock in 1659. You need to climb 1000 steps to reach the Chamundeshwari temple.

**4. Mysore Zoo:**

Mysore Zoo also known as Shri Chamarajendra Zoological Gardens offers wonderful experience. This is one among the oldest zoos in India having been constructed in 1892. The Zoo is spread in a sprawling 250 acres of land and houses stunning range of species. It might interest you to know that the zoo not only contains animals of our country but it also houses animals from around the world.

### 5. St. Philomena's Church:

The 200-year old St. Philomena's Church is also called as St. Joseph's Church. The Church is built in Gothic Style. Originally, a small church was in the place. Later, it was Maharaja Krishnaraja Wodeyar IV, who laid the foundation for the present St. Philomena's Church. It is one among the largest Cathedrals in the whole of South Asia. St. Philomena's relic belonging to the 3rd century is found in the Church.

There is lot of places to visit also in this Mysore city, but there are taken only few places due to limitations.

### Conclusion and Suggestion:

Tourism is backbone of country's economy. Due to increment on people income, more and more people are travelling and they are using various channels to purchase their holiday. Mysore is a popular tourist place in Karnataka. Mysore is not only famous for tourism and also for its cleanliness. There is need for social awareness about e-commerce in society. After the adaption of e-commerce in business, it has to face many challenges; one of the main challenges is to attract traditional buyers who prefer buying products from travel agencies rather than booking through web. To lure these customers, awareness towards e-commerce is necessary; website should be user friendly, informative, should have very rich contents, if possible they should provide virtual tour of the destination. Tour operator, travel industry companies need to ensure they attain the right volumes of business by consistently finding and retaining new clients.

Tourism in Mysore through growing consisting is yet to realize its full potential. The travel and tourism industry offers significant opportunity for fulfillment of Mysour city growth imperative including employment generations across all city of the Karnataka and growth in the sector

can contribute to overall economic development of the Karnataka. There is need for the devolvement of infrastructure, because infrastructure is not developed properly and promotion of this place is very less as comparey potentials having by this city.

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