

## TOURIST DESTINATION AND REVENUE EARNED FROM TOURISM: A STUDY OF VIJAYAPURA CITY OF KARNATAKA STATE

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### Abstract :

Tourism today is not only an entertainment, but is also being recognized as a tourism industry. It is an activity that promotes goodwill and fellowship around the world and is a great educational asset. Tourism industry is also considered as economic activity and it ranked second in the world, next to oil industry In ancient period tourism is only restricted to rich people only. But now it is no longer associated with only the rich who could afford it, but tourism today has been found accessible to the masses, involving a large magnitude of people. The word tourist is originally traced to 1292 A.D. It might be derived from the word 'tour' which in turn is from the Latin word, "Tornus" meaning a tool for describing a circle or turners wheel. It may have been used to denote a person undertaking a journey. Vijayapura is known as a historical city and at the same time it is well known for the Adilshahi monuments. There are countless opportunities for the development of tourism in Vijayapura. But it not developed as tourist destinations like other parts of the country.

**Keywords:** Tourism, entertainment, Tourism industry, Vijayapura, Adilshahi monuments

### **I. Introduction:**

Tourism today is not only an entertainment, but is also being recognized as a tourism industry. It is an activity that promotes goodwill and fellowship around the world and is a great educational asset. Tourism industry is also considered as economic activity and it ranked second in the world, next to oil industry. Tourism is a combination of economic and socio-cultural issue. It has a tremendous potential for earning foreign exchange, generating employment, increasing tax revenue and promoting business activities like transport, fruit production, agriculture, crafts, hotel industry, entertainment and productive services.

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There is no universally accepted definition of the tourism and because of this reason there are different definitions by the different writers. R. de Meyer defines tourism as "a collective term for human movement and its attendant activities caused by the exteriorization and fulfillment of the desire to escape that is, more or less, latent in everybody". This definition received the first prize from the Academic International de Tourism at Monte Carlo in 1952. According to Bernecker, "Tourism is the sum of the relations and services connected with a temporary and voluntary change of residence for non-commercial or non-professional reason". Swiss professor Walter Hunziker and Kurt Krapf (1994) describe the concept of tourism as, "tourism is the sum of phenomena and relationships arising from the travels and stay of non-residents in so far as they do not lead to permanent residence and are not connected with any earning activities".

## **II. Objectives:**

The objectives of this Paper are as follows:

- 1) To study the concept of tourism.
- 2) To know the tourist destination in Vijayapura city.
- 3) To understand the number of tourist arrivals in Vijayapura city.
- 4) To identify the revenue earned from tourism in Vijayapura.
- 5) To study the problems of tourism in Vijayapura.
- 6) To offer policy suggestions towards improvement of tourism in the study area.

## **III. Tourist Destination in Vijayapura:**

Vijayapura is bordered by the Bhima River in the north and Krishna in the south, present Vijayapura district consists of the dry and arid tract of the Deccan Plateau. Billowing treeless upland are interspersed with small woody valleys inhabited by shepherd communities. The jewel

of the district is the historical city of the Vijayapura with its beautiful Islamic monuments of the 14<sup>th</sup> to 17<sup>th</sup> Century, making it one of the classic tourism destinations in India.

The Chalukyan Rulers of Kalyani laid the foundation of the city naming it “Vijayapura” or “City of Victory”. Vijayapura came under Muslim influence, first under Allauddin Khilji, Sultan Delhi and then under the Bahamani Rulers of Bidar in 1347. Yusuf Adil Shah, Governor of Vijayapura in 1481, declared his independence in 1489, establishing the Adil Shahi Dynasty. The noble buildings of Vijayapura, mausoleum, mosques, palaces and fortifications, built mainly by the Adil Shahi Dynasty, give vijayapura an air of imperial grandeur.

The tourist destinations in Vijayapura city are as follows:

**1) Gol Gumbaz:**

Dominating in the sky line of Vijayapura city for miles around, is the Gol Gumbaz, hailed as “one of the finest structural triumphs of the Indian builders”. It was built by Muhammad Adil Shah, the seventh ruler of the Adil Shahi Dynasty, between 1626-1656, as a mausoleum for himself, it boasts of the second largest dome in the world, after St. Peter’s at Rome. On a raised platform in the center of the hall are the replica tomb of Muhammad Adil Shah and his family, enclosed by a wooden railing. The actual tomb lies in a crypt below.

**2) Archeological Museum:**

located in the building in front of Gol Gumbaz, the museum houses art from the Chalukyan to Adil Shahi period.

**3) Bara Kaman:**

Bara Kaman is in the center of the city, and to the north-west of the citadel, is a large square building, roofless and with unfinished arches in dark basalt. This tomb of Adil Shah II (1656-72). Probably begun on his accession to the throne in 1656 and intended to rival Gol Gumbaz, the tomb of his father, Muhammad Adil Shah. The building was conceived on a magnificent scale but was destined never to be completed. The whole structure with the lofty basement would, if it had been completed, have been a most graceful monument in Vijayapura. Though exposed for nearly 300 years to the rigors of climate, the arches of this roofless monument are well preserved, a fact, which speaks much for the excellent materials used. The building is one of the most striking ruins in the city. The building is well maintained

with a beautiful garden around the monument. This building was actually called as **Ali Adil Shah II's Tomb**, but it is called as **BARA KAMAN** by the people.

**4) Ibrahim Roza:**

On the western outskirts of the city, lies this exquisite group of buildings containing the twin edifices of the sepulcher of Ibrahim Adil Shah and a mosque. Adorned by slender minarets at each corner, of the utmost elegance and delicacy, fine stone filigree and decorative work. The Ibrahim Roza is rated as one of the most beautifully proportionate Islamic monuments in India and an inspiration for the Taj Mahal. The mosque is also beautiful edifice with five grand arches, ornamented with four graceful minarets, approached by a path through formal garden.

**5) Mehtar Mahal:**

It is an ornamental gateway, leading to a mosque and garden. Mehtar Mahal is a small, beautiful monument built by Ibrahim Adil Shah II.

**6) Anand Mahal:**

Anand Mahal was built by Ibrahim Adil Shah II. This is a two storied palace, with an open front platform, reached at both ends by a broad flight of steps.

**7) Jod Gumbaz:**

The twin domes of the Jod Gumbaz, built on an evaluation by Aurangzeb are tomb of Khan Muhammad who betrayed the Sultan and Khawaskhan, who betrayed Sikandar during the time of Ali-11.

**8) Jumma Masjid:**

This mosque was built by Ali Adil Shah-I (1558-1580). It is a suitable place for worship for the ever increasing population of the city. The mosque is finely proportionate. The flooring of the prayer hall is marked with 2250 musullahs, defined by black borders, each large enough for one worshiper. The central mihrab on the western wall is covered with lines from the Holy Qurqan etched in exquisitely gilled calligraphy.

**9) Malik-E-Maidan:**

The Serzi Buruz or Loin Tower is one of the bastion of the fort in the lower of the two raised circular platforms, meant for cannons, lies at 55 ton cannon is one of the largest medieval cannon in India is the Malik-E-Maidan. It was cast in 1549, in Ahmednagar at the order of Burhan Nizam Shah-I for his son-in-law Adil Shah. Cast on 1 of gun metal, the

muzzle is shaped as the head of the lion devouring an elephant. The surface is adorned with inscription in Arabic and Persian. The “Monarch” is said to have belched forth destruction at the Battle of Talikota in 1565.

#### IV. Tourist Arrivals in Vijayapura (2012-2015):

**Table No. 01**  
**Tourist Arrivals in Vijayapura**

Year	Domestic Tourist	Foreign Tourist	Total
2012	1045678	2578	1048256
2013	998902	2900	1001802
2014	1083374	2718	1086092
2015	1157794	2791	1160585

Source: Regional Tourism Department, Vijayapura.

The above table explains the number of tourist arrivals in Vijayapura city. From the above table we may observe that;

- ❖ The number of tourist arrivals in India from 2012-2015
- ❖ The numbers of domestic tourist arrivals are more than 10 lakhs per year.
- ❖ The numbers of foreign tourist arrivals are in and around two thousand per year.
- ❖ This is the worst situation in Vijayapura that compare to all other parts in Karnataka; the numbers of foreign tourist arrivals are very low.
- ❖ To attract the foreigners the tourism department must develop some new Tourism Policy in Vijayapura district.

#### V. Revenue Earned from Tourism in Vijayapura:

**Table No. 02**  
**Revenue from Tourism**

Year	Revenue From Domestic Tourist (Rs. in Crore)	Revenue From Foreign Tourist (in U.S.Dollar)
2012	1.56	5156
2013	1.49	5800
2014	1.62	5436
2015	1.73	5582
Total	6.4	21974

Source: Regional Tourism Department, Vijayapura.

From the above table number 02 we may understand that;

- ❖ The revenue earned from domestic as well as foreign tourist in Vijayapura.

- ❖ The revenue earned from the foreign tourist is calculated in terms of U.S. Dollar.
- ❖ The revenue earned from the domestic tourist is calculated in terms of Indian Rupees in crores.
- ❖ For domestic tourist, the revenue is calculated on the basis of the number of tickets sold to the tourist per ticket.
- ❖ For foreign tourist, the revenue is calculated on the basis of the U.S. Dollar i.e. \$2 per ticket.

## **VI. Problems of Tourism in Vijayapura:**

The problems of tourism are as follows:

- 1) Poor transportation.
- 2) Lack of basic hygienic amenities at halting points.
- 3) Non standardization of rates of fair.
- 4) Lack of sound marketing and promotion strategies.
- 5) Poor maintenance of heritages.
- 6) Issues regarding securities and harassment.
- 7) Lack of passionate and trained professionals.
- 8) Inadequate capacity.
- 9) Costly travels.
- 10) Lack of supportive infrastructure.
- 11) Gap between demand and supply of manpower.
- 12) Lapses in security.
- 13) Uneven progress.
- 14) Non implementation of legislative laws.
- 15) Excessive formalities for issues.
- 16) Lack of trained guides.
- 17) Absence of alternate sites nearby.
- 18) Involvements of too many agents.
- 19) Politicians are the hindrances in the development of tourism in India.

## **VI. Policy Suggestion for the improvement of tourism in Vijayapura City:**

1. There is lack of supportive infrastructure in case of tourism in Vijayapura District. So Government should give more importance for the development of infrastructural development in Vijayapura District.
2. The monuments in Vijayapura are very beautiful, but they have to maintain properly. For this both Government and public should take proper initiatives.

3. The transportation facility is also very poor in Vijayapura district, so the government has to take planning regarding the transportation facility in this area. This will attract foreign tourist.

## VII. Conclusion:

Vijayapura is the best example of Islamic architecture. The town is dotted with more than 50 mosques, 20 tombs and number of places with Islamic type of architecture. The Adil Shahis were great patrons of art and architecture. Vijayapura was the capital of the Adil Shahi and today is a driving business centre. Ibrahim Adil Shah II of vijayapura also patronizes Hindu temples. He was an expert in Indian Classical music. Though there are many tourist destinations in Vijayapura city, but still it is not recognize as a best tourist place. There are many reasons for it, but now it is our duty to take interest to make Vijayapura as best tourist destinations in Vijayapura.

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