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## **ECO-TOURISM IN KARNATAKA: A CASE STUDY OF JUNGLE LODGES AND RESORTS LTD**

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### **INTRODUCTION**

Tourism is one of the important emerging sectors in the world. It became the second largest industry in the world in terms of creating employment and generating income. Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. For many countries, it is a major source of foreign exchange earnings. In several of the countries it is mainly dependent on international tourists. Tourism contributes to Gross Domestic Product (GDP) through its contribution to employment and income.

The state of Karnataka is one of the top ten domestic tourism destinations in India and was ranked 4th in 2011. The state has various tourism assets such as beaches, hill stations, heritage monuments, national parks, wild life sanctuaries etc. Given the variety of the tourism assets, the state is promoted under the tagline "One state, many worlds".

Karnataka rich with scenic beauty is located at the southern part of India. Resourceful with all kind of verities including temples, wild life sanctuaries, waterfalls, cosmopolitan cities, valleys, hill resorts, beaches etc., Karnataka is a must visit state in India for all tourist enthusiasts and will not get disappointed. The weather is very moderate at southern districts. The temperature remains ideal throughout the year. Most part of the Karnataka state are agriculture lands as the state is rich in rivers. The western part has Arabian sea and then the range of Western Ghats follows. This is the eighth largest state in India both in area and population. This state is famous for its natural beauty, rich culture and pleasant climate. Bangalore is the capital city of Karnataka and is famous as IT hub housing many small and large IT companies. Kannada is the official (spoken and public correspondence) language of the state. We will discuss some important places of various districts to travel as destinations in Karnataka. Here are details of various districts on Karnataka tourism. Visit the individual district page for more details about important places to visit and the distances of each place from various other places.

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## **ECO-TOURISM IN KARNATAKA**

The term ecotourism cover all travel to natural area that conserve the environment, while at the same time contributing to welfare of the local community. Responsible and ecotourism activities should minimize negative impact and build environmental and cultural awareness. It should directly contribute for the environmental conservation and empowerment of local people. Different names like nature tourism, green tourism, responsible tourism, alternative tourism, etc are used. The international Ecotourism Society has defined ecotourism as “Responsible travel to natural areas that conserve the environment and improves the wellbeing of local people” Ecotourism involves more than conservation. It is a form of travel that responds to a regions ecological, social and economic need. It is also provides an alternative to mass tourism. It encompasses all aspects of travel-like airlines, hotel, tour operator etc. The eco-tourism should have the following features.

1. Minimum negative impact on nature.
2. Build environmental and cultural awareness among the local community.
3. Provide direct financial benefit for conservation.
4. Provide financial benefit to local people and empower them.
5. Raise sensitivity to host countries political environmental and socio- cultural climate.

Enough awareness is being created in the last 50 years about the concept of ecotourism. With the United Nation declaring 2002 as the international year of ecotourism, a large number of countries for environmental conservation, cultural heritage preservation and sustainable economic development. After declaring 2002, as the international year of economic, three developments have taken place.

Eco-tourism is established as a politically valuable concept. Over fifty countries have developed special policies and strategies which focused ecotourism at the national level, This concept proved its relevance as it positions natural and cultural diversity as a the tourism asset. It also stresses the participation of local community in the tourism activities, In many countries ecotourism has been managed in a sustainable manner. It conserves bio-diversity an alleviates poverty in rural areas.

Tourism is now acknowledged as a global economic driver. The main challenge for the future is to apply the principle of ecotourism and sustainable tourism to all forms of tourism development.



Ecotourism brings economic and socio-cultural benefits to host community. Through increased recognition of the importance of protecting biological diversity, ecotourism may raise appreciation for biological resources and reduce the environmental pollution.

Eco tourism is the heartbeat of Karnataka. Pulsating with life time experiences, where you can inhale the silence of the moment that brings peace to your soul-twinkling rivers, sweeping landscapes, majestic wildlife. Ivory beaches and a rich diversity of flora and fauna. Karnataka is a home to some of the world heritage sites. Its geography has created some of the awesome eco-tourism places like Madikeri, Agumbe, Coorg, Shimoga and many more. The gateway to paradise on earth where nature best kept secrets has been ecologically preserved and natured for your family. A dramatic pause in time when Jungle and Resorts lets you enjoy a breath of spring protected and preserved all its natural way.

Karnataka tourism has chosen Jungle and Resorts to conserve ecology and wildlife because of its responsibility and commitment to preserve wildlife and protect our environment from deforestation air and water pollution and more. To make it easier for you to take a break from urban living, Jungle and Resorts provides creature comforts at all its eco-tourism destinations in Karnataka. A unit of Karnataka tourism Jungle Lodges and resorts was established almost two decades ago. Set amidst natural landscapes of babbling brooks and beckoning hills, each resort is an oasis of peace with an enchanting atmosphere.

Eco- tourism in Karnataka is expected to receive a big boost with the state cabinet on 15 August 2013 approving the proposal to set up Eco-tourism Development Board. It could help the government immensely in protecting the wildlife, creating awareness about it, encouraging eco-tourism, forest safaris and also prevent damage to eco-system in the name of tourism.

Karnataka Ecotourism will promote responsible travel to natural areas and provide opportunities for visitors to experience firsthand, understand and quietly enjoy states natural and cultural heritage. This will lead to conservation of nature sustaining of ecological processes increased respect for local cultural and tradition and tangible improvement in the local economy. To provide recreation and promote understanding about nature and wildlife conservation priority to bio-diversity conservation, ecosystem functioning and socio-economic development.



## REVIEW OF LITERATURE

Several studies have been conducted on different aspects of tourism world over focusing on different aspects of tourism. While some studies have looked in to economic aspects of tourism industry.

**A study by Mishra (2011)** on Causality between tourism and Economic Growth; Empirical Evidence from India. Analyze the growth of tourism in India and observed that it is one of the efficient tools for promoting economic growth of the host country. According to the study last few decades, tourism industry in India has been growing at a rapid pace for the last few decades and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and socio-cultural development. The study used popular time series models for the period spanning from 1978 to 2009. The results provide the evidence of long-run unidirectional causality from tourism activities to economic growth of the country. Based on this the study recommended for active partnership among the all wings of the central and state governments, private bodies and voluntary organizations in the Endeavour to attain sustainable growth in tourism and overall economy as well.

**Dritsakis (2010)** empirically examined the impact of tourism on the long-run economic growth of Greece by using the causality analysis among real gross domestic product, real effective exchange rate and international tourism earnings. A multivariate autoregressive VAR model is applied for the period 1960 – 2000. The results of co- integration analysis suggested that there is one co -integrated vector among real gross domestic product, real effective exchange rate and international tourism earnings. Granger causality tests based on error correction models (ECM) have indicated that there is a “strong Granger causal” relation between international tourism earnings and economic growth “strong causal” relation between real exchange rate and economic growth, and simple “causal relation” and between real exchange rate and international tourism earnings.

**Khalil etl (2007)** Examined the role of tourism in the short – run economic development in case of Pakistan through error correction models and the casual relationship between tourism receipts and economic expansion. The result points out that there is a strong relationship among tourism, receipts and economic expansion.



## **OBJECTIVES OF THE STUDY**

- To examine the size, growth and trends in Jungle Lodges and Resorts Ltd., in Karnataka.
- To document the working and constraints of Dubare Jungle Lodges and Resorts Ltd.

## **METHODOLOGY**

The paper is mainly based on the secondary data collected from various published sources and primary data collected in Dubare Elephant Camp Kodagu District.

## **ABOUT JUNGLE LODGES AND RESORTS**

Karnataka is one of the important tourist destinations for many Indian and foreign tourists. Several innovative schemes were operating in the state introduced by both Karnataka Government (Karnataka State Tourism Department) and by the central government. Apart from this department is encouraged to promote tourism through innovative programmes. Introduction of Jungle Lodges and Resorts Ltd., is one of the innovative concepts introduced to take advantage of the wild life in the state. Jungle Lodges and Resorts Ltd (JLR), was established in 1980 as an effort to promote wildlife destination in Karnataka. It is one of the important innovative Destination management. India's first eco-tourism destination opened its doors to a waiting public and then came the challenges. In 1987, Tiger tops drew out of the partnership, and sold their interest to the Government of Karnataka. Looking Back, Jungle Lodges & Resorts becoming 100% owned by the Karnataka government, was perhaps the watershed in the history of the venture. Today were an eco-tourism brand with properties across Karnataka and countless fans all over the globe. The journey so far has been long winding sometimes a little rocky, but above all it's been adventurous.

**Objective:** The company promotes Eco-tourism, wildlife tourism, adventure tourism and various outdoor activities like trekking, camping, white water rafting, fishing etc., that are non consumptive components of eco-tourism and in general help in environment conservation.

**Activities:** Jungle Lodges & Resorts Ltd., comes under so many activities like Wildlife Safari, Joy Fishing, Trekking, Coracle ride, Bird Watching, Angling, Day visit, Nature Walk, Elephant Rides, Kayaking, Mountain Biking, Water Rafting, Snorkeling.



### **Establishments**

Spread over Karnataka, Jungle Lodges and Resorts Ltd., operates 15 resorts. Accommodations here vary from tent to room to independent cottages. Besides there are 4 resort operated on management contract.

1. Kabini River Lodge, Karapur, H.D.kote Taluk, Mysore District-Est.1982
2. Bheemeshwari Adventure and nature Camp, Mandya-Est-1982
3. B.R.hills Wildlife Adventure Resort, K.Gudi, Chamarajnar-Est-1994
4. Kali River Lodge, Kogli Ban Dandeli Uttara Kannada District- Est-1995
5. Doddmakali Fishing Camp, Malavalli, Taluk Mandya –Est-1997
6. Devbagh Beach Resorts, karwar,Uttara Kannada District.Est-1998
7. Galibore Fishing Camp, Kanakapura Taluk, Ramnagara-Est-2000
8. Bannerghatta Nature camp, Bannerghatta, Bangalore.Est-2003
9. The Old Magazine House, Ganeshgudi, Uttara Kannada District-Est-2003
10. Bandipur Safari Lodge, Melekamanahalli, Bandipur.Est-2004
11. River Tern Lodge, Lakavalli, Chickmagalur District-Est-2006
12. Dubare Elephant Camp, kodagu District. Est-2006.
13. Pilikula Nisarga Dhama, Mangalore.Est-2010.
14. Sloth Bear Resorty, Kamalapur, Hampi.Est-2010.
15. Balack Buck Resort, Vilaspur, Bidar.Est-2010.

### **Resorts operated on Management contact**

1. OM Beach Resort, Gokarna, Kumuta, Uttara Kannada District from many 2011 M/s Kairali Ayurvediv Heath Health Resort Pvt Ltd.,
2. Estuary view Resort, Sadashivghad, Karwar from many 2004 M/s Kairali Ayurvediv Heath Health Resort Pvt Ltd.,
3. Hotel Metropole, Mysore from May 2004 by M/s. Royal Orchid Hotel Ltd.,
4. Hotel Krishnaraja Sagara, Brindavan Gardens, Mysore from 2006 By M/s. Royal Orchid Hotel Ltd.,

### **Trends in the growth of JLR**

Though JLR started functioning from 1980, the real growth of the resorts started from 1994 onwards. There is a continuous increase in the number of units, occupancy and the turnover. While there were only three units in the beginning, the number increased to 15 by



2011-12. Along with this the occupancy also increased from 8699 to 108614 during the same period. Trends in the occupancy are presented in table 1.

**Table: 1 Growth in Jungle Lodge Resorts in Karnataka**

Year	No. of units	Occupancy Achieved	Per unit occupancy
1994-95	3	8699	2899.67
1995-96	3	10087	3362.33
1996-97	4	11027	2756.75
1997-98	5	12200	2440.00
1998-99	6	14770	2461.67
1999-00	6	15400	2566.67
2000-01	6	18520	3086.67
2001-02	6	22838	3806.33
2002-03	7	30718	4388.29
2003-04	9	43348	4816.44
2004-05	12	50301	4191.75
2005-06	12	63555	5296.25
2006-07	12	76263	6355.25
2007-08	12	75285	6273.75
2008-09	12	79931	6660.92
2009-10	12	74856	6238.00
2010-11	15	82455	5497.00
2011-12	15	108614	6788.38

Source: Jungle Lodges & Resorts Limited. Bangalore.

There is a considerable increase in the per unit occupancy also. Per unit occupancy doubled between 1994-95 and 2011-12. It increased from 2,900 to 6,800 during this period.

#### **Performance of Jungle Lodge Resorts in Karnataka**

Turnover is generated at Jungle Lodges and Resorts Ltd., through the entry fee from various activities and facility tariff. Special rates are fixed for Indian and foreign tourists. The following table gives trends in the revenue generated at different Jungle Lodge Resorts tourists from 1994-95 to 2011-12.

**Table: 2 Trends in the performance of Jungle Lodge Resorts in Karnataka**

Year	Total Turnover (In Millions)	Turnover Growth in %
1994-95	11.96	17
1995-96	16.5	38
1996-97	21.49	30
1997-98	27.24	27
1998-99	36.39	34



1999-00	42.81	24
2000-01	61.06	43
2001-02	58.67	-4
2002-03	57.99	-1
2003-04	77.59	34
2004-05	112.06	59
2005-06	143.67	28
2006-07	192.74	34
2007-08	214.33	11
2008-09	259.76	21
2009-10	278.54	7
2010-11	329.87	18
2011-12	426.82	30

Source: Jungle Lodges & Resorts Limited. Bangalore.

The table: 2 indicate that the Jungle Lodge Resorts is an innovative intervention in tourism. There is a continuous increase in the turnover of these lodge resorts are earning profit increasing contribution of tourism to state revenue. Out of all the destinations, Jungle Lodges & Resorts Ltd., received maximum revenue from tourism. The turnover increased from Rs. 11. 96 millions in 1994-95, to Rs.426.82millions by 2011-12. Though turnover in absolute value is increasing, the rate of growth is fluctuating. Though the growth rate was positive till 2000 – 01, the later years registered a negative growth for two years and the growth rate picket up from 2002-03.

### **Dubare Elephant Camp and Jungle lodges Resorts**

In order to understand the concept as an innovative model for the promotion of tourism, a case study of Dubare Elephant Camp, which is one of the Jungle Lodge Resorts, is undertaken and it is presented below.

Dubare Elephant camp and Jungle lodges Resorts was established in 2006 as an effort to promote wildlife destination in Coorg. The camp is located in the Coorg District and enjoys idyllic weather condition. The Dubare Elephant Camp is sandwiched between the south bank of the Cauvery and Dubare Reserve Forest. This was where the Maharaja of Mysore used to train elephant for the famous Mysore Dasara. The camp is a settlement of 30 tribal families, was once engaged in the capture and training of wild elephants. The Camp is open throughout the year. Monsoons (July to mid- September) are heavy. The camp employs 34 staff members.





**Activities:** The camp offers a glimpse in to the life of the pachyderms. Apart from watching elephant being looked after, visitors can participate in bathing and feeding elephants. A specialist provides the visitors with an insight into the life of these fascinating animals through a lecture and participating in various activities involving elephants, Coracle ride Wildlife Safari, River rafting, Bird Watching, Day Visit, Nature Walk, Mountain Biking, Joy Fishing, Trekking.

**Table: 3 Dubare Elephant Camp Activities Tariff**

Activities	Foreigner	Indian
River View cottage	6,500	4000
Cottage	6,000	3500
Elephant Activities	1000	500
Day Visit	1500	1000

Source: Dubare Elephant Camp Kodagu District.

This tariff includes stay, Lunch, Dinner & Breakfast, Elephant interaction, Jeep safari into the Dubare Forest, Coracle Ride, Bird watching/ Trekking & taxes.

#### **Tourist arrivals in Dubare**

Dubare Elephant Camp is a one of the best ecotourism destination in Karnataka Jungle Lodges Resorts Ltd. The data relating to the number of visitors, both foreign and Indian is presented in table 4.

**Table: 4 Tourist Statistics of Dubare Elephant Camp 2008-2009 to 2012-2013**

Year	Indian	Foreigner	Total
2008-2009	6316	271	6587
2009-2010	2938	123	3061
2010-2011	3767	208	3975
2011-2012	5163	136	5299
2012-2013	4623	249	4872

Source: Dubare Elephant Camp. Kodagu District

The data shows that the visitors to Dubare Elephant Camp have been increasing from 2008-09 to 2011-2012. During the year 2008-09 6,316 Indian tourists visited the camp. It increased to 5,163 by 2011-12. There a decline in the number of visitors during 2012-13. There were 4,623 Indian visitors during 2012-13. According the manager of the camp, the reduction in the number of visitors is due to the failure of monsoon. The main attraction in the camp is rafting and boating which are water based activities. Due to low rainfall during 2012-13, these activities were not offered for a longer period. This is one of reasons for lower number of visitors. In the case of foreign tourist, there is a greater fluctuation in the arrivals. The



arrivals declined during 2009-10, though it increased in the next year. However, due to the terrorist activities, there is a reduction in foreign tourists 2011-12, but picked up next year.

### Financial Performance of Dubare Elephant Camp

Financial performance of Dubare Elephant Camp is presented in table 5. Financial performance is measured in terms of turnover of the camp between 2008-09 and 2012-13.

**Table: 5 Total Turnover of Dubare Elephant Camp**

Year	Total Turnover ( In Millions of Rupees)
2008-2009	0.73
2009-2010	9.03
2010-2011	13.30
2011-2012	17.64
2012-2013	20.05

Source: Dubare Elephant Camp Kodagu District.

The table: 5 indicates increasing turnover at Dubare Elephant Camp. It increased from Rs. 0.73 million rupees in 2008-09 to Rs. 20.05 millions in 2012-2013. The revenue earned is directly proportional to the number of visitors. During 2012-13 also the turn over increased, though there is a decrease in Indian tourists. It is due to increase in the foreign tourists. Between 2011-12 and 2012-13, the turnover increased by approximately rupees three million.

### OBSERVATIONS

Jungle lodges and Resorts Ltd., is one of the innovative tourism interventions by the department of tourism in Karnataka. Karnataka tourism has chosen Jungle Lodges and Resorts Ltd., to conserve ecology and wildlife because of its responsibility and commitment to preserve wildlife and protect our environment from destination air, water pollution and more. The Jungle Lodge concept is very successful in Karnataka. Over a period of time, the concept has evolved into an eco tourism which not only promotes inflow of tourists, but also conserves the environment. It introduces nature to the tourists and helps in sensitizing people about the need for protecting environment to preserve it for future generation. Being a labour intensive industry, jungle lodges provide employment and livelihood opportunities to the families living around the lodges in the interior forest areas through the forward and backward linkages.

The case study revealed the lack investment in providing more facilities. It is important to invest to improve the connectivity and facilities on the camp site. Promotion of jungle



lodges as an innovative tourism has double benefits. It earns income to the state government at the same time it helps in preserving the environment. N.D Tiwari, Managing Director of Jungle Lodges and Resorts, observed that the concept has become very popular and forest departments from several other states are interested in promoting this under eco tourism. According to him "The Jungle Lodges has been catering to the niche clientele by offering packages suitable to the respective area,"

The success of the Jungle Lodges as promoters of eco tourism is a success story of innovative tourism efforts.

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