VISVESVARAYA TECHNOLOGICAL UNIVERSITY

Jnana Sangama, Machhe, Belagavi-590018

An AICTE Activity Points Report On

"TOURISM PROMOTION INNOVATIVE APPROACHES"

Submitted in partial fulfillment required for award of the Graduation Degree

Bachelor of Engineering
In
Computer Science and Engineering
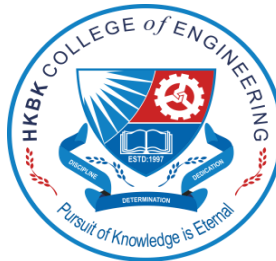Submitted by

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Under the guidance of

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2024-25

Certificate

Certified that the AICTE Activity Points entitled **"TOURISM PROMOTION INNOVATIVE APPROACHES",** carried out by **Kavya R Naik (1HK21CS063)** is a Bonafide student of **HKBK COLLEGE *of* ENGINEERING**, in partial fulfillment for the award of **Bachelor of Engineering** in Computer Science and Engineering of the **Visvesvaraya Technological University**, Belagavi, during the year 2024–25. It is certified that all corrections/suggestions indicated for AICTE Activity Points have been incorporated in the report deposited in the departmental library.

Guide   HOD-CSE

Prof. Husna Tabassum   Dr. Smitha Kurian

NSS Coordinator   Principal

Dr. S. Arshad Pasha   Dr. Mohammed Riyaz Ahmed

CERTIFICATE

Certificate of Completion

This is to certify that, KAVYA R NAIK (1HK21CS063), from HKBK College of Engineering, in recognition to the completion of the AICTE activity by promoting tourism at the TIPPU SULTAN's SUMMER PALACE located in Chamarajpet , Bengaluru , which is also renowed as "ABODE OF PEACE" a revered structure famous for its amazing teakwood cravings and an Indo - Islamic architecture, teaching us to appriciate different cultures and infrastructure development.

Signature

Dated on
03/05/2024

Karnataka
One state. Many worlds.
Department of Tourism

DECLARATION

I hereby declare that the AICTE activity work entitled as "**TOURISM PROMOTION INNOVATIVE APPROACHES"** is a record of an original work done by me under the guidance of Prof. HUSNA TABASSUM, Department of Computer Science and Engineering, HKBK College of Engineering, and this activity work is submitted in the partial fulfillment of the requirements for the award of the degree of Bachelor of Engineering in Computer Science and Engineering. The result embodied in this has not been submitted to any other University or Institute for the award of any degree.

1HK21CS063   KAVYA R NAIK

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1HK21CS063   KAVYA R NAIK

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HKBK COLLEGE OF ENGINEERING

VISION

To empower students through wholesome education and enable the students to develop into highly qualified and trained professionals with ethics and emerge as responsible citizen with broad outlook to build a vibrant nation

MISSION

- To achieve academic excellence in science, engineering and technology through dedication to duty, innovation in teaching and faith in human values.

- To enable our students to develop into outstanding professional with high ethical standards to face the challenges of 21st century.

- To provide educational opportunities to the deprived and weaker section of the society to uplift their socio-economic status.

DEPARTMENT VISION AND MISSION

VISION

To advance the intellectual capacity of the nation and the international community by imparting knowledge to graduates who are globally recognized as innovators, entrepreneur and competent professionals.

MISSION

- To provide excellent technical knowledge and computing skills to make the graduates globally competitive with professional ethics.

- To involve in research activities and be committed to lifelong learning to make positive contributions to the society.

PROGRAM OUTCOMES(POs)

PO-1. Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.

PO-2. Problem analysis: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.

PO-3. Design/development of solutions: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

PO-4. Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

PO-5. Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

PO-6. The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

PO-7. Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO-8. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

PO-9. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO-10. Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO-11. **Project management and finance:** Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PO-12. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO-1. Problem-Solving Skills: An ability to investigate and solve a problem by analysis, interpretation of data, design and implementation through appropriate techniques, tools and skills.

PSO-2. Professional Skills: An ability to apply algorithmic principles, computing skills and computer science theory in the modelling and design of computer-based systems.

PSO-3. Entrepreneurial Ability: An ability to apply design, development principles and management skills in the construction of software product of varying complexity to become an entrepreneur.

ABSTRACT

Tourism in India plays a pivotal role in the global economy, generating substantial income and creating millions of jobs. The sector has evolved significantly, with traditional promotional methods giving way to innovative strategies that leverage technology and social media. The rise of platforms like Instagram and Facebook has transformed how travellers share experiences and seek inspiration, prompting tourism organizations to invest heavily in social media marketing. These campaigns allow businesses to target specific demographics and engage potential customers through interactive content and influencer partnerships. Additionally, the integration of augmented reality (AR) and virtual reality (VR) technologies offers travellers immersive experiences, enabling them to explore destinations before making travel arrangements. This technological advancement not only enhances the travel experience but also provides destination marketing companies with opportunities to showcase their offerings in engaging ways.

The significance of tourism extends beyond economic contributions; it fosters cultural exchange and promotes environmental conservation. By generating jobs and income, tourism supports local entrepreneurs and increases tax revenue for community projects. It also encourages cross-cultural interactions, broadening perspectives and fostering social harmony. Furthermore, tourism raises awareness of natural and cultural resources, promoting sustainable practices that minimize environmental harm. The development of infrastructure benefits both tourists and local communities, enhancing their quality of life. As the tourism industry continues to grow, innovative approaches such as sustainable tourism, eco-tourism, and cultural immersion are essential for preserving the environment and supporting local communities. By prioritizing responsible practices and engaging local populations, the tourism sector can create memorable experiences for travellers while safeguarding cultural and natural heritage for future generations.

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CHAPTER – 1

INTRODUCTION

1.1.   TOURISM IN INDIA

With its ability to generate billions of dollars in income and create millions of jobs worldwide, tourism is a key economic contributor. Tourism promotion, which aims to draw tourists and promote destinations, attractions, and activities, is a crucial component of the tourism sector. Traditional methods of tourism promotion may, however, not be sufficient to achieve a competitive edge given the stiffer competition in the market. This has caused the emergence of creative methods for promoting tourism that make use of technology and shifting consumer trends.

The rising use of technology and social media platforms is one of the biggest developments in consumer behaviour. Travelers now use social media platforms like Instagram, Facebook, and Twitter to share their travel experiences and look for travel inspiration. Social media has become an essential element of the travel experience.

Tourism organizations have made significant investments in social media marketing campaigns after realizing the potential of social media as a tool for marketing. Tourism businesses can utilize social media to target particular demographics and communicate with potential customers through interactive campaigns, user-generated content, and influencer marketing.

Figure 1 : The Big Wave of Tourism in INDIA

The application of augmented reality (AR) and virtual reality (VR) technologies is another cutting-edge strategy for promoting tourism. Visitors can explore places and attractions in VR and AR before they travel, creating a more immersive and interesting experience. Before choosing to make travel arrangements, a traveller might utilize VR technology to explore a hotel room, a museum, or the streets of a city. The use of VR and

AR technologies also gives destination marketing companies the chance to exhibit their products and build virtual experiences that can be shared on social media.

1.2.   SIGNIFICANCE OF TOURISM

Tourism significantly impacts society by generating jobs and income, benefiting individuals, businesses, and governments. It allows local entrepreneurs to create ventures, increasing tax revenue for community projects. Additionally, tourism promotes cross-cultural interaction, broadening perspectives and fostering social harmony among diverse populations.

Tourism significantly contributes to environmental conservation by increasing public awareness of natural and cultural resources. Educated visitors are more inclined to support conservation initiatives, while tourism promotes sustainable practices that reduce environmental harm. The development of infrastructure benefits both tourists and local communities, improving their quality of life and attractiveness of destinations. Additionally, tourism aids in the preservation and restoration of historical and cultural landmarks for future generations.
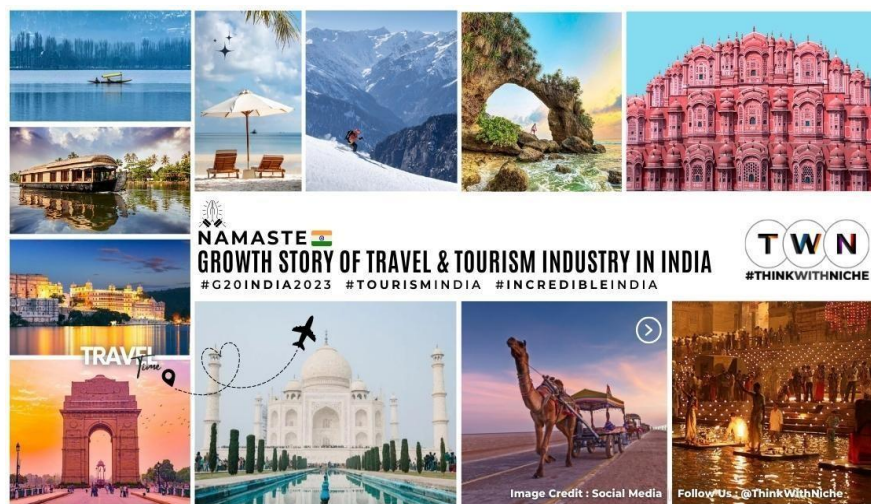

Figure 2 : Explore India: Where history meets modernity

1.3.   IMPORTANCE OF TOURISM IN THE ECONOMY

The multi-trillion-dollar tourism industry is vital to the global economy, contributing significantly to job creation, income generation, investment attraction, and cultural exchange.

- ➢ **Employment Opportunities:** Tourism creates jobs across various skill levels, from entry-level positions to management roles, including tour guides, hotel staff, and entertainers. It also fosters small and medium-sized enterprises (SMEs) catering to tourists, benefiting traditional sectors like agriculture and handicrafts.
- ➢ **Income and Revenue Generation:** Tourism can greatly impact regions with limited revenue sources, funding public services and infrastructure. It provides foreign exchange earnings, crucial for economic stability, especially in developing nations.
- ➢ **Investment Attraction:** Tourism drives investment in infrastructure, hotels, and transport services, enhancing regional economic growth. It also promotes sustainable practices by supporting the conservation of natural and cultural resources.

➢ **Cultural Exchange:** Tourism facilitates cultural interaction, allowing travellers to engage with local traditions and lifestyles, fostering tolerance and understanding. It also supports the preservation of cultural heritage and boosts local crafts and businesses.

➢ **Export Earnings:** Tourism is a significant source of foreign exchange, improving a nation's balance of payments and stimulating economic growth by increasing demand for local products and services.

1.4. INNOVATIVE APPROACHES

Sustainable tourism promotes cultural and ecological preservation while minimizing tourism's negative impacts on the environment and local communities. It focuses on reducing the carbon footprint through eco-friendly practices like recycling, water conservation, and renewable energy. Tour operators encourage responsible visitor behaviours, such as using public transport and choosing eco-friendly accommodations.

Virtual reality (VR) tourism offers immersive experiences, allowing travellers to explore destinations virtually, fostering cultural interaction without physical travel. It provides access to hard-to-reach locations and personalized experiences, enhancing understanding of a destination's history and culture.

Eco-tourism promotes intimate outdoor experiences and environmental protection by providing economic incentives for local communities to conserve natural resources and engage in sustainable practices. It allows visitors to participate in conservation activities and educational campaigns that encourage ethical travel habits. Additionally, cultural immersion offers authentic experiences through interactions with local populations, culinary workshops, and language lessons, fostering understanding and respect for diverse cultures while supporting local communities and preserving cultural heritage. This combination enhances travelers' experiences by equipping them with skills and insights into local customs.

Figure 3 : Innovative Approaches for tourism promotion

CHAPTER – 2

PROJECT IMPLEMENTATION

2.1 HISTORY TIPPU SULTHAN PALACE

Of the seven palaces that dot the cityscape of Mysore, this royal edifice is the most splendid one. The palace had its foundation laid way back in the 14th century by the Wodeyars or Wadiyars, the royal family of Mysore. It is believed that Yaduraya Wodeyar, the first ruler of the Mysore Kingdom, built a palace in Puragiri aka the Old Fort during his reign. This palace, which is believed to be the predecessor of the current palace, has been demolished and reconstructed multiple times over a period of six centuries.

Figure 4 : Wodeyars of Mysuru

Initially, the palace was a wooden fortress which was struck by lightning in 1638 and reconstructed under the rein of Kantirava Narasa Raja Wodeyar. In 1793 AD, when Tipu Sultan took over the Wodeyar Dynasty, he demolished the palace and rebuilt it. In 1799, soon after the death of Tipu Sultan, the palace came under Krishnaraja Wodeyar III, who redesigned the palace as per the Hindu architectural style.

Sadly, in 1897, the palace was destroyed by fire during the wedding ceremony of Princess Jayalakshmmanni. Again, Maharani Kempananjammanni Devi and her son Maharaja Krishnaraja Wodeyar IV decided to rebuild the palace. The task of revamping the palace was commissioned to a British architect named Henry Irwin, who designed and completed this palace in 1912, at a whopping cost of over 41 lakh Indian rupees. Further expansions were done and a Public Durbar Hall wing was added to the palace under the reign of Jayachamarajendra Wadiyar during the 1930s.

2.2 ARCHITECTURE OF MYSORE KINGDOM

Designed by Henry Irwin, the Mysuru Palace is one of the finest achievements of Indo-Saracenic architecture, summing up many diverse themes that have played through Indian architecture over the centuries. Muslim designs and Rajput style combine with Gothic elements and indigenous materials in an exuberant display of grandeur.

Figure 5 : Darbar Hall

The palace is set among meticulously laid gardens and has an intricately detailed elevation with a profusion of delicately curved arches, bow-like canopies, magnificent bay windows and columns in varied styles ranging from Byzantine to Hindu. The striking façade has seven expansive arches and two smaller ones flanking the central arch, which is supported by tall pillars. Above the central arch is an impressive sculpture of Gajalakshmi - the Goddess of wealth with elephants.

Figure 6 : Entrance of Mysore Palace

The sumptuous interiors of the palace, in keeping with the grand exteriors, are replete with exquisitely carved doors, expansive pavilions, delicate chandeliers, exquisite stained-glass ceilings and decorative frescoes depicting scenes from the Indian epics. An enduring reminder of the splendour of the Mysuru maharajas and a testament to the dexterity of the local artisans and craftsmen.

2.3   VISITING INFORMATION

PALACE ENTRANCE TIMINGS: EVERYDAY FROM 10.00 AM TO 5.30 PM.

- ➢ Entrance to Palace for Tourists from three Gates: Varaha and Amba Vilas Gate at South and Jayarama Balarama Gate at North.
- ➢ Tickets issued for Palace Entrance between 10.00AM – 5.30 PM.
- ➢ Tickets for (Indian / Foreign) Adults Rs 100 / head, Children above 10 years and below 18 years Rs 50 / head.

ILLUMINATION TIMINGS - SUNDAYS & PUBLIC HOLIDAYS: 7.00 PM - 8.00 PM

The activity involved engaging with visitors to gather their perspectives on the location. By recording their viewpoints, we gained valuable insights into their thoughts and feelings

about the place. This interaction not only enhanced our understanding of their experiences but also highlighted the aspects they appreciated and any areas for improvement, ultimately enriching our knowledge of visitor perceptions.

2.4   SNAPSHOTS OF THE ACTIVITY:

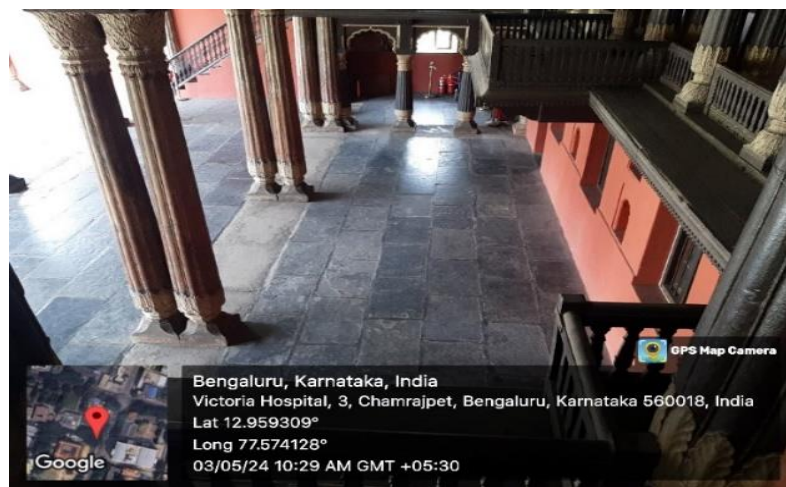*Figure 7 : Exploring Tipu Sultan's Summer Palace in Bengaluru.*

Figure 8 : Stepping back in time at Tipu Sultan's Summer Palace.

Figure 9 : Exploring the grand Diwan-i-Aam at Tipu Sultan's Summer Palace.

Figure 10 : Admiring the intricate details of Tipu Sultan's Summer Palace.

Figure 11 : A glimpse of the majestic Vidhana Soudha, Bangalore's seat of power.

Figure 12 : Explore the wonders of Bengaluru - a city of heritage and modernity.

Figure 13 : Explore the rich history of Bengaluru at Tipu Sultan's Summer Palace.

Figure 14 : Admiring the intricate details of Tipu Sultan's Summer Palace.

2.5   TOURISM IN BANNERGHATTA NATIONAL PARK

Bannerghatta National Park, located 22 km from Bengaluru, Karnataka, is a key tourist destination known for its biodiversity and eco-tourism. Established in 1971, it covers over 260.5 square km and features attractions like the Biological Park, Butterfly Park, Jungle Safari, and trekking trails. Promoting tourism is vital for visibility and sustainable conservation.

2.6   CURRENT TOURISM STATUS

1. **Visitor Demographics**:

   ➤ Domestic and international tourists visit the park, with the majority being families, students, and wildlife enthusiasts.
   ➤ Seasonal influx during holidays and weekends.

2. **Facilities Available**:

   ➤ **Safari Tours**: Wildlife safaris offering sightings of lions, tigers, and other animals in their natural habitat.
   ➤ **Butterfly Park**: India's first butterfly park with a museum and a conservatory.
   ➤ **Zoo**: A rich collection of species, including exotic and native animals.
   ➤ **Trekking and Nature Trails**: Popular among adventure and nature lovers.

Figure 15 : A Day at the zoo is a day well-spent.

2.7   CHALLENGES IN TOURISM PROMOTION

1. **Limited Awareness**: Inadequate marketing campaigns and digital presence reduce visibility among potential visitors.

2. **Infrastructure**: Insufficient parking, restrooms, and food outlets detract from the tourist experience.

3. **Environmental Concerns**: Overcrowding during peak seasons poses a threat to the ecosystem.

4. **Funding**: Limited financial resources hinder development and maintenance.

2.8   STRATEGIES FOR PROMOTION

1. **Enhanced Marketing Campaigns**:

   - Launch digital marketing initiatives targeting wildlife enthusiasts, families, and eco-tourists.
   - Collaborate with travel influencers and bloggers to promote the park through blogs and social media.
   - Use visual content such as videos and virtual tours to showcase the park's attractions.

2. **Eco-Tourism Initiatives**:

   - Promote sustainable tourism practices, such as limiting plastic usage within the park.
   - Introduce educational programs and guided tours to increase awareness about wildlife conservation.

3. **Improved Visitor Facilities**:

   - Develop eco-friendly infrastructure like solar-powered facilities and biodegradable restrooms.
   - Expand food and beverage options with regional cuisines to enhance the visitor experience.

4. **Partnerships**:

   - Collaborate with schools, colleges, and corporate organizations for group tours and awareness programs.
   - Partner with travel agencies and online booking platforms for easy access to tickets and packages.

5. **Events and Festivals**:

   - Organize annual wildlife festivals, photo competitions, and workshops to attract tourists.
   - Introduce seasonal discounts or family packages to boost footfall during lean periods.

6. **Technology Integration**:

   - Develop a mobile app for the park, offering information on attractions, ticket booking, and interactive guides.

➢ Install QR codes and augmented reality setups for an immersive learning experience about the wildlife.

Figure 16 : Experience the beauty of a butterfly garden.

2.9   BENEFITS OF TOURISM PROMOTION

1. **Increased Revenue**: Enhanced tourism can generate funds for park maintenance and wildlife conservation.

2. **Community Involvement**: Local communities can benefit through job creation and opportunities to sell handicrafts and food.

3. **Conservation Awareness**: Educating tourists about the importance of biodiversity fosters greater support for conservation efforts.

Effective tourism promotion in Bannerghatta National Park can transform it into a globally recognized eco-tourism destination. By combining sustainable practices with modern marketing strategies, the park can attract a larger audience while preserving its ecological integrity. The focus should remain on balancing visitor satisfaction and environmental conservation, ensuring that the park thrives as a natural and cultural treasure for generations to come.

2.10   ACTIVITY SNAPSHOTS:

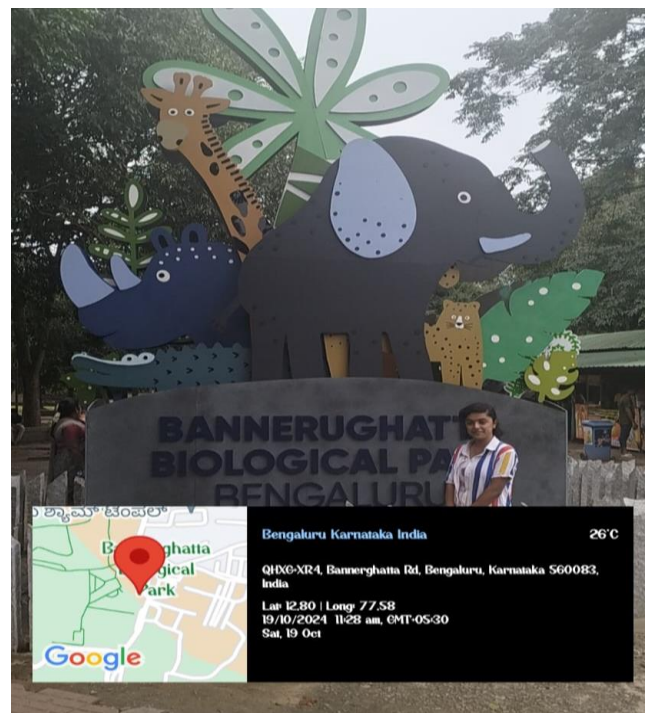*Figure 17 : Experience the beauty of a butterfly garden.*

Figure 18 : Discover the wonders of the animal kingdom at Bannerghatta Biological Park.
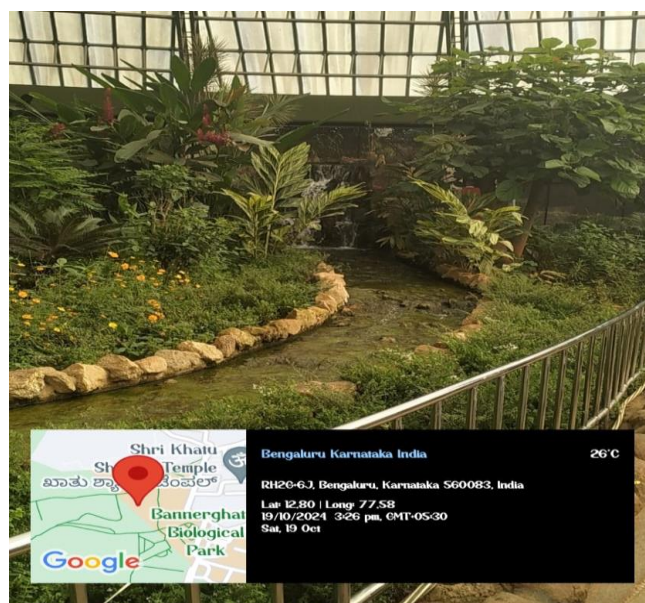

Figure 19 : Exploring the waterways of the city.
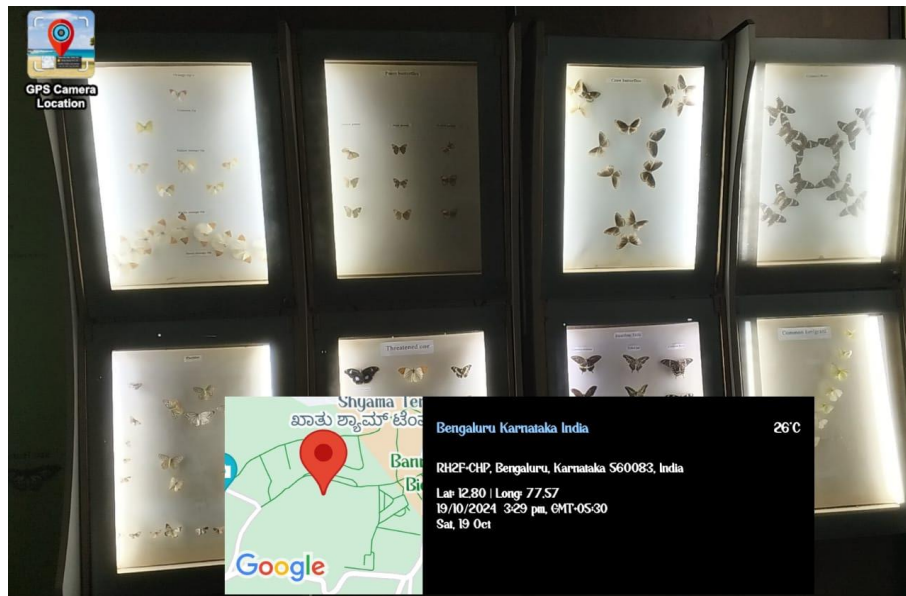

Figure 20 : Get your wings on!

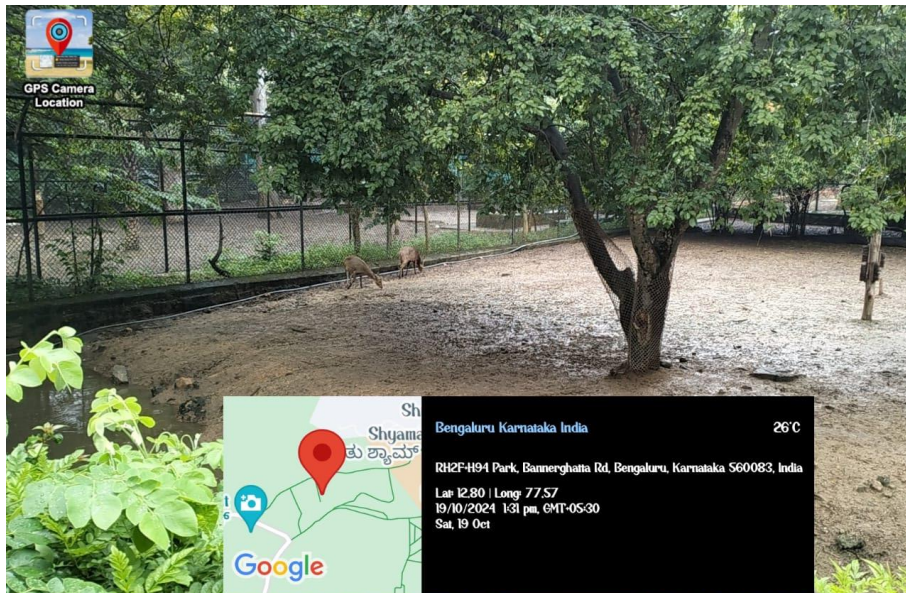*Figure 21 : Discover the magic of butterflies.*

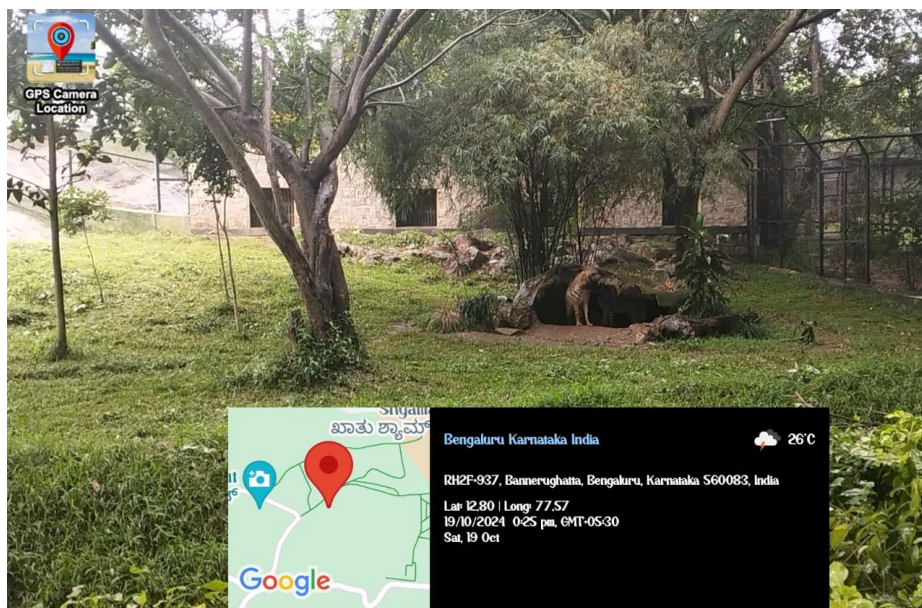*Figure 22 : Supporting wildlife conservation in Bengaluru.*

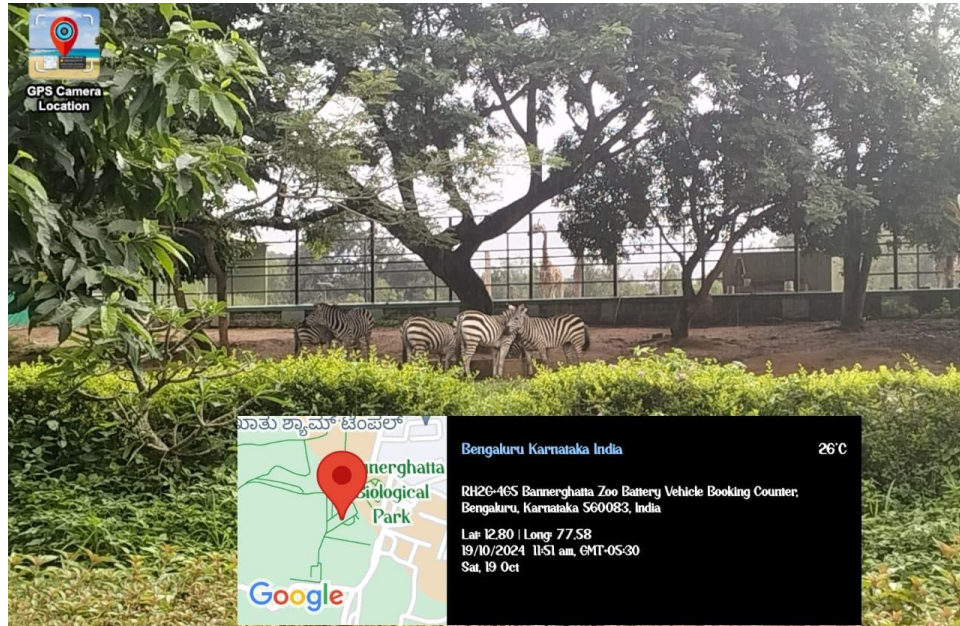*Figure 23 : Supporting wildlife conservation in Bengaluru.*
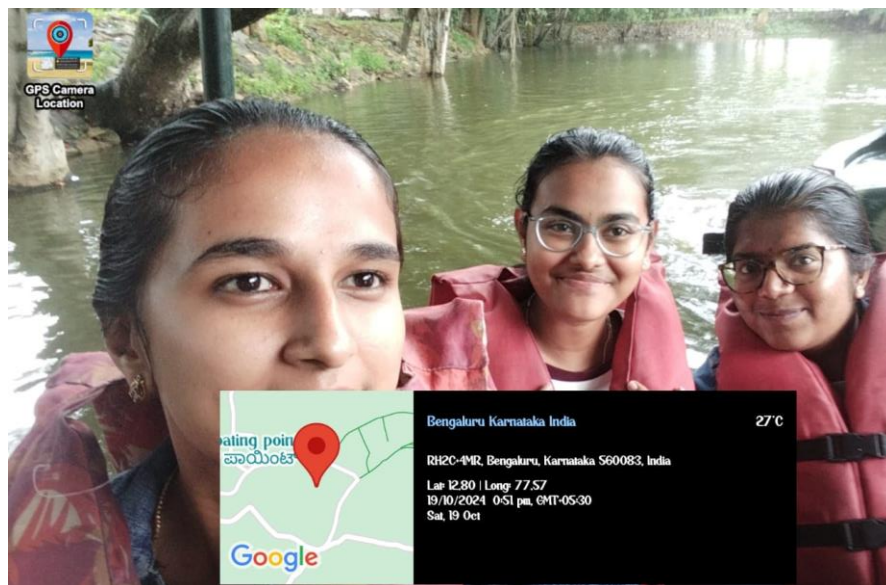
Figure 24 : Say hello to our four-legged friends.

Figure 25 : Enjoying a peaceful boating experience in Bengaluru

Figure 26 : Bannerghatta Biological Park Tariff Chart.

CONCLUSION

Innovative strategies are essential for promoting tourism, which plays a vital role in the economy of any nation. The integration of technology, social media, and sustainable practices can significantly enhance the tourism experience, making it more engaging and accessible to a broader audience. By leveraging these modern tools, tourism organizations can effectively reach potential visitors, showcase unique attractions, and foster a deeper connection between travellers and destinations. This approach not only attracts tourists but also encourages them to share their experiences, further amplifying the reach of promotional efforts.

Moreover, sustainable tourism practices are crucial for preserving the environment and supporting local communities. By prioritizing eco-friendly initiatives and responsible visitor behaviour, the tourism sector can minimize its ecological footprint while maximizing economic benefits. Engaging local populations in tourism development ensures that the advantages of tourism are shared, fostering community involvement and cultural exchange. Ultimately, a balanced focus on innovation and sustainability will create memorable experiences for tourists while safeguarding the cultural and natural heritage for future generations.