

# Visvesvaraya Technological University

BELGAUM, KARNATAKA - 590014.



## AICTE Activity Report On “Tourism Promotion Innovative Approaches”

Submitted By

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*In partial fulfillment of the requirement for the award of degree of*

**BACHELOR OF ENGINEERING  
IN  
COMPUTER SCIENCE AND ENGINEERING**

Under the Guidance of  
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**PES Institute of Technology and Management  
Department of Computer Science & Engineering  
May - 2025**

# PES Institute of Technology & Management

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(Affiliated to Visvesvaraya Technological University, Belgaum)

## Department of Computer Science and Engineering



### CERTIFICATE

Certified that the AICTE activity report entitled "**Tourism Promotion Innovative Approaches**" carried out by Mr. **GAGAN R N** USN **4PM22CS040** a bonafide student of **PES INSTITUTE OF TECHNOLOGY & MANAGEMENT** in partial fulfillment for the award of Bachelor of Engineering in **COMPUTER SCIENCE & ENGINEERING** of the Visvesvaraya Technological University, Belgaum during the year **2025**. It is certified that all corrections/suggestions indicated for Internal Assessment have been incorporated in the report deposited in the department library. The report has been approved as it satisfies the academic requirements for the said Degree.

Faculty Advisor

HOD

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## AICTE Activity Evaluation Sheet

Title of the Activity: Tourism Promotion Innovative Approaches

Sl.No	Place of conducting activity	Date of Conducting activity	Number of Hours the activity conducted
1	Hampi, Karnataka	06/09/2025	3
2	Mantralayam, Andhra Pradesh	05/09/2025	4
3	Hanumanahalli, Karnataka	05/09/2025	4
4			
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11			
12			
13			
14			

Activity Points Secured for Conducting the activity \_\_\_\_\_ (max 15)

Activity Points Sectured for Report Submission \_\_\_\_\_ (max 05)

Total Activity Points \_\_\_\_\_ (max 20)

Signature of Mentor

Seal and Signature of HOD

# Chapter 1: Introduction

## 1.1 Importance of this Activity with Respect to Social Cause

Tourism is an important medium through which history, culture, and traditions are preserved and passed on to future generations. The visits to **Hampi**, **Mantralayam**, and **Hanumanahalli** provided an opportunity to understand the cultural value, architectural brilliance, and spiritual significance of these heritage locations. Hampi, with its historical monuments such as the Stone Chariot and the Lakshmi Narasimha statue, reflects the legacy of the Vijayanagara Empire and showcases India's artistic excellence. Mantralayam, a prominent pilgrimage spot, promotes spiritual harmony and attracts people from different regions, demonstrating how religious tourism brings together diverse communities. Hanumanahalli, known for its traditional worship practices, highlights the connection between culture and rural heritage.

Beyond cultural appreciation, tourism plays an important role in **local economic development**. It generates employment for guides, transport operators, local shopkeepers, artisans, and small vendors who rely on tourist activity for their livelihood. By visiting and promoting these places, awareness is created about the importance of **protecting monuments, uplifting local businesses, and encouraging responsible travel practices**. This activity emphasizes that tourism is not merely travel, but a meaningful social contribution that helps preserve heritage, support community growth, and strengthen cultural identity.

## 1.2 Existing System and Its Working

The tourism ecosystem in Karnataka, particularly in heritage and pilgrimage locations, is managed primarily by the Department of Tourism along with local temple administrations, archaeological authorities, and private service providers. In Hampi, a UNESCO World Heritage Site, tourism revolves around its ancient monuments, architectural marvels, and cultural heritage. The current system focuses on guided tours, temple visits, archaeological conservation, and local markets selling traditional crafts. However, most promotion still relies on word-of-mouth, community guides, and seasonal visitors rather than continuous digital outreach.

In Mantralayam, tourism is predominantly pilgrimage-based, centered around the sacred Raghavendra Swamy Matha. Visitors engage in religious rituals, darshan, lodging in Matha guest houses, and purchasing local offerings. The functioning system supports steady pilgrim flow but has limited modern tourist engagement such as interactive information systems or smart navigation guides. Similarly, locations like Hanumanahalli attract visitors for spiritual and cultural significance, where tourism activities are supported by temple trusts and nearby local vendors. Although these destinations hold immense cultural, religious, and historical value, the existing tourism model is still largely traditional, with minimal digital promotion, limited tourist information access, and fewer innovative visitor engagement approaches, indicating vast potential for modernization and sustainable tourism development.

## 1.3 Government Initiatives in This Area

The Government of India and the Government of Karnataka have taken several steps to preserve and promote culturally important places such as **Hampi**, **Mantralayam**, and **Hanumanahalli**. Hampi, being a **UNESCO World Heritage Site**, receives dedicated support for monument conservation, tourist facilities, and guided heritage tours. Mantralayam, being a major pilgrimage destination, is developed under spiritual tourism programs focusing on accommodation, crowd management, and temple-based tourism. Hanumanahalli and similar village-temple heritage sites are being supported through rural tourism and temple renovation schemes to encourage local cultural identity and devotional tourism. The objective is to make tourism more accessible, sustainable, and beneficial to local communities.

## **Government Initiatives Supporting These Regions:**

- **Hampi World Heritage Area Management Authority (HWHAMA):** Ensures conservation, restoration, guided tours, heritage pathways, and protection of archaeological structures in Hampi.
- **PRASAD Scheme:** Supports infrastructure development in pilgrimage centers like Mantralayam, including improved roads, sanitation, lodging, and visitor facilities.
- **Swadesh Darshan Scheme:** Promotes themed tourism circuits such as Heritage Circuit (for Hampi) and Spiritual Circuit (for Mantralayam and nearby temple towns), improving connectivity and tourist convenience.
- **Karnataka Tourism Department Promotions:** Organizes cultural events, information centers, and travel campaigns to boost awareness of local heritage sites including rural shrines like Hanumanahalli.
- **Local Handicraft and Souvenir Support:** Encourages artisans and local vendors to sell traditional crafts, supporting livelihood through tourism-generated income.

These initiatives aim to preserve historical identity, promote religious and cultural tourism, improve visitor experience, and enhance economic opportunities for local communities.

## **Chapter 2: Description of the activity**

### **2.1 Description of the Activities Conducted by You and Its Impact on the Society**

As part of this tourism promotion activity, I visited Hampi, Mantralayam, and Hanumanahalli, which are well-known for their historical, cultural, and spiritual significance. The purpose of the visit was to understand how tourism contributes to heritage preservation, local livelihood, and cultural awareness. During the visit to **Hampi**, I explored prominent monuments such as the **Stone Chariot** and **Lakshmi Narasimha statue**, observing how heritage tourism is managed through guided tours, archaeological maintenance, and local souvenir shops. In **Mantralayam**, I observed the functioning of temple-based tourism where pilgrims are supported through lodging facilities, food services, and devotional offerings. The visit to **Hanumanahalli** provided insights into **rural and devotional tourism**, where local communities actively maintain cultural traditions and temple environments.

Interacting with local residents, shopkeepers, and service providers helped in understanding how tourism directly supports employment and income generation. Many families earn their livelihood through guiding services, hospitality, transport, food stalls, and the sale of traditional handicrafts or religious items. This activity highlighted that tourism is not just about travel, but a strong instrument for economic upliftment, cultural preservation, and community development. It also showed that maintaining cleanliness, improving basic facilities, and promoting digital awareness can significantly enhance the tourist experience.

#### **Impact on Society:**

This activity helped create awareness about the importance of protecting heritage sites and supporting community-based tourism. It encouraged appreciation of local culture, promoted responsible travel behavior, and highlighted the role of tourism in improving livelihoods. By sharing these experiences, awareness can be spread on how sustainable and inclusive tourism benefits both visitors and local residents.

### **2.2 Observations Made on Existing System and Government Initiatives Along with Pros and Cons**

During the visit to **Hampi, Mantralayam, and Hanumanahalli**, it was observed that the tourism system in these regions is supported by temple authorities, local communities, and the Karnataka Tourism Department. Heritage structures in Hampi are protected and maintained through archaeological supervision, while Mantralayam and Hanumanahalli are managed through temple-based administration, ensuring basic facilities such as accommodation, food services, and crowd movement. The local community actively contributes by guiding tourists, maintaining cultural practices, and running small shops and stalls that support their livelihood. Additionally, government schemes like PRASAD and Swadesh Darshan have improved road connectivity, temple surroundings, and basic visitor amenities.

However, limitations were also identified. Digital tourism tools like QR-based navigation, mobile information guides, multilingual tourist instructions, and online cultural interpretation are still underdeveloped. Waste management systems require better monitoring, especially in high-visitor areas. Signboards and guidance systems are often limited to local languages, making it difficult for tourists from other regions. Seasonal crowd congestion in pilgrimage spots also affects visitor comfort. These observations indicate that while the foundation is strong, improvements in digital engagement, environmental management, and visitor support systems can make tourism more efficient and sustainable.

#### **Pros:**

- Heritage sites and temple surroundings are generally well-maintained.
- Good road connectivity and availability of essential accommodation and food services.
- Strong role of local communities in guiding visitors and preserving cultural practices.
- Government schemes actively promoting heritage and spiritual tourism development.

**Cons:**

- Limited use of digital guides, tourism apps, and multilingual information systems.
- Waste management and crowd handling require further improvement.
- Signage and instructions are often restricted to local languages.
- Visitor facilities may become insufficient during peak crowd seasons.

## 2.3 Suggestions Based on Your Observation to Improve the Existing System

Based on the observations, several suggestions were identified to strengthen and improve the existing system:

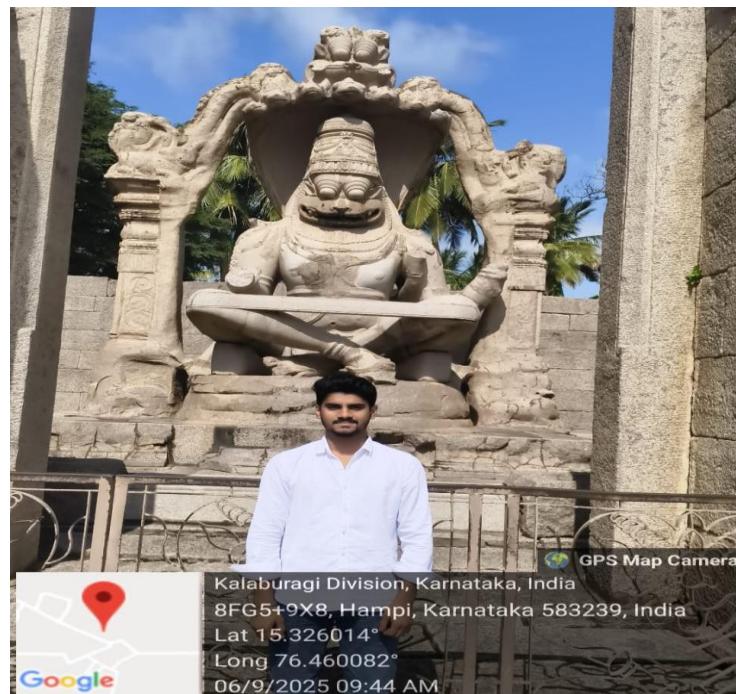
- **Introduce Digital Guide Systems:** QR-based audio guides and mobile information apps can help tourists understand the cultural and historical importance of Hampi, Manralayam.
- **Improve Waste Management:** Increasing dustbins, regular cleaning, and proper waste segregation will help maintain cleanliness in temple and heritage zones.
- **Add Multilingual Signboards:** Providing directions and information in Kannada, English, Hindi, and Telugu can help tourists from different regions navigate easily.
- **Support Local Handicraft Sellers:** Setting up organized souvenir stalls can promote local products and improve the livelihood of local families.
- **Strengthen Crowd and Parking Control:** Proper queue lines and parking arrangements during peak days can reduce congestion and improve visitor experience.
- **Encourage Youth Volunteers:** Training local students as tourist volunteers can enhance guidance services and promote responsible tourism.
- **Enhance Public Restroom Facilities:** Well-maintained and easily accessible restroom facilities should be provided near major tourist spots.
- **Install Tourist Help Desks:** Setting up small assistance counters can help visitors with directions, local information, and safety guidance.
- **Promote Eco-Friendly Tourism:** Encouraging tourists to avoid plastic and maintain cleanliness can protect the natural and cultural environment.
- **Improve Public Transport Connectivity:** Increasing bus frequency and shared travel options can make travel to these locations easier and more affordable.
- **Cultural Event Promotion:** Organizing cultural shows, heritage walks, and local tradition demonstrations can enrich the tourist experience.

## Chapter 3: Photo Gallery



*Figure 3.1*

Heritage Visit to the Stone Chariot, Hampi,



*Figure 3.2*

Exploring the historic Lakshmi Narasimha sculpture at Hampi.



**Figure 3.3**

Visiting Sri Raghavendra Swamy Mutt, Mantralayam – A journey of devotion, culture, and spiritual learning.



**Figure 3.4**

Heritage and pilgrimage exploration at Hanumanahalli Temple.

## CONCLUSION

The visit to Hampi, Mantralayam, and Hanumanahalli provided a meaningful understanding of how tourism helps preserve cultural heritage, support local livelihoods, and strengthen community identity. These locations represent history, spirituality, and tradition, showing the deep cultural roots of our society. Observing the architectural marvels of Hampi, the devotional environment of Mantralayam, and the cultural practices at Hanumanahalli highlighted the importance of protecting such heritage sites for future generations.

This activity showed that tourism is not only about travel but also a powerful tool for **social awareness, economic development, and cultural education**. By promoting sustainable tourism practices, encouraging cleanliness, supporting local businesses, and improving visitor facilities, these destinations can continue to benefit both the local communities and the visitors. The experience reinforced the need for responsible and respectful tourism that honors the culture while contributing to the well-being of society.