

Shopping Tourism in Karnataka

Rajani Korah

Mount Carmel College, Bangalore
E-mail: rajanikorah@yahoo.com

Abstract—Shopping at tourist destination have become an increasingly relevant component of the tourism value chain. Many at times it becomes the prime travel motive. Shopping has converted into a determinant factor affecting destination choice, an important component of the overall travel experience. Destinations have thus an immense opportunity to leverage this new market trend by developing authentic and unique shopping experiences that add value to their touristic offer while reinforcing, and even, defining their tourism brand and positioning.

More importantly, shopping is one of the major categories of tourists' expenditure, representing a significant source of income for national economies. It builds an inner source that can be tapped from different parts of the world. Tourist destinations are places of leisure, where people are prepared to pay for anything exclusive. Shopping tourism ensures regular turnover once an impact has been created in the minds of travellers. Along with retail shopping this would earn foreign exchange.

Shopping in Karnataka can be a marvellous experience as Karnataka has much to display to its tourist in terms of Art and Culture. Emphasising on Indian Culture and Art forms giving priority to Karnataka as a state. Indian Brand has its own image which can attract tourist for various reasons. Portraying this at different states would attract tourist to explore -**The Incredible India**.

Shopping at Karnataka should mean shopping the best brands at dazzling shopping arcades and shopping malls. Exclusive art form and culture at a specific destination to discover the real India. Karnataka would take pride in its Sandal wood sculptures, incense sticks, Perfumes, sandal wood oil, wood carving, Mysore silk sarees. Etc. Creating a brand image for shopping tourism destination would include creating an atmosphere for tourist to visit and revisit.

Encouragement to shop at Tourist destination should include, leisure shopping to be included in tour packages by Tour operators and Transport operators should promote tourist to explore shopping at destinations.

Create a brand for Shopping Festival in Karnataka by Identify a period to carry out this festival or have it regularly throughout the year upholding the Indian culture and art forms, giving it a broader base.

Create a Tourist Guide with detailed map, enquiry cell and help desk. Tourist spots in Karnataka followed by other destinations that could be explored by tourist have to be highlighted. Cooperation between states will project our country as "**Incredible India**". A good experience will bring back tourist to explore more. Beautification of tourist destination, greenery to ensure a safe atmosphere, Clean Roads, and eco friendly products to be a part of the tourism.

Maintain health and hygiene at tourist destinations. Regular inspection by departments to all food outlets at tourist destinations, Strict rules to carry out restaurants and hotels at tourist destinations, waste disposal to be catered by local authorities, dispensaries at all destinations to provide first aid if required or providing ambulance services on call to the nearest hospitals and mobile toilets at every destination to be maintained under contract to ensure cleanliness.

Introducing Indian Culture to tourist by portraying the different states culture and art gives an assurance that the respective states will cater to more. We have ample to offer to tourist, who could return back saying Incredible India.