

TABLE OF CONTENTS

SL. NO	NAME OF CHAPTER	PAGE NO.
	INTRODUCTION	
1.	1.0 INTRODUCTION 1.1 STATEMENT OF THE PROBLEM 1.2 OBJECTIVES 1.3 SIGNIFICANCE AND SCOPE OF THE STUDY 1.4 METHODOLOGY OF THE STUDY 1.5 LIMITATIONS OF THE STUDY 1.6 CHAPTERIZATION	
2.	REVIEW OF LITERATURE	
3	SRI ANNAPOORNESWARI TEMPLE	
4.	DATA ANALYSIS AND INTERPRETATION	
4.	FINDINGS, SUGGESTIONS & CONCLUSION	
	BIBLIOGRAPHY	
	APPENDIX – 1	
	Questionnaire	

CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

Tourism is an ever growing industry and it takes in to its sweep the global boundaries. Tourists bring nations together. They are means of not only cultural exchanges but also bring economic prosperity of the nations they visit. Tourism is the largest export industry in the world. International tourism is the largest single item in the world's foreign trade and for some countries it is already the most important export industry and earner of foreign exchange. Interestingly, tourism receipts have registered a higher growth than that of world export in services and merchandise exports.

Blessed with natural abundance, Karnataka attracts huge number of tourists every year. In 2014, Karnataka was ranked as the third most popular state for tourism in India. Karnataka has many captivating hill stations such as Coorg, Nandi Hills and Chikmagalur. People in search of pristine beaches enjoy its scenic coastal destinations like the famous Blue Lagoon Beach and Ladies Beach in Karwar, dotted with Casuarina trees. In addition, Karnataka is home to UNESCO World Heritage Sites like Hampi and Pattadakal, ideal for heritage tours.

Gommatesvara statue at Shravanabelagola and Gol Gumbaz in Bijapur are two other remarkable heritages that have drawn visitors for ages to Karnataka. This state also has 21 wildlife sanctuaries and 5 national parks including the well-known Bandipur National Park in Mysore. Places like Kudremukh and Madikeri have now become popular eco-tourism destinations. The Golden Chariot, a train, connects most popular tourist destinations in Karnataka for tourists' convenience. Read more about tourism in Karnataka.

Hampi was the capital of the Vijayanagara Empire in the 14th century. Chronicles left by Persian and European travellers, particularly the Portuguese, say that Hampi was a prosperous, wealthy and grand city near the Tungabhadra River, with numerous temples, farms and trading markets. By 1500 CE, Hampi-Vijayanagara was the world's

second-largest medieval-era city after Beijing, and probably India's richest at that time, attracting traders from Persia and Portugal. The Vijayanagara Empire was defeated by a coalition of Muslim sultanates; its capital was conquered, pillaged and destroyed by sultanate armies in 1565, after which Hampi remained in ruins

1.2 STATEMENT OF THE PROBLEM

Cultural tourism has enabled the countries to accord importance to the development of cultural products intended for visitors and to the protection of natural environment. Tourism destinations reinvent themselves for various reasons. The focus of cultural tourism is on culture, art, literature, history and architecture of a country. Thus tourism has a significant role in India's pattern of inbound tourism. Cultural tourism is a major tourism resource of any tourist destination. The importance of preservation and management of cultural heritage has been realized as an increasing number of tourists are visiting cultural attractions. In this context the researcher decided to study the importance of scope of developing tourism in Vijayanagara district with special reference to Hampi temple.

1.3 OBJECTIVES OF STUDY

- To study about the importance of cultural tourism
- To study about the importance of Hampi temple in the cultural heritage of Vijayanagara district
- To study about the rituals and customs related with Hampi temple
- To find out the visitors' opinion about the facilities available in the Temple.
- To study about the major cultural tourist attractions of Vijayanagara district

1.4 SCOPE AND SIGNIFICANCE OF THE STUDY

The purpose of this project report is scope of developing tourism in Vijayanagara district with special reference to HAMPi temple. Also this study intends to know they are the problems faced by tourism sector in Vijayanagara district.

1.5 METHODOLOGY OF THE STUDY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm theoretical model phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions, it is not the something as a method, set of methods or so called, “the best practices” can be applied to specific case for example, to calculate a specific result. The proper objective setting of the study is ensuring a specific result. Taking this objective into consideration, the methodology comprises the source of data, selection sample size and methods, questionnaire construction of data.

1.5.1 SOURCES OF DATA

Both primary and secondary sources of data were used together the data with regard to tourist and officials. Primary data include the method of gathering data with the help of questionnaire. Tourists and officials were administered the questionnaire at the study state. The secondary data pertaining to the cope of developing tourism in Vijayanagara district with special reference to HAMPI temple. In addition many institutions, libraries, interpretation centres, were also visited to collect hard and soft copies of literature for getting an indebt knowledge and clear understanding on the research problem. Several research references, such as journals, books periodical web references and data basis were also reffered to understand the concepts, current trends, challenges, problems and development of tourism and aspects in relation with other key elements.

1.5.2 Selection of Sample size and sample method.

A convenient sampling method is adopted for the study. A total 50 tourist and travelers are interviewed with a structured questionnaire. Questionnaire distributed to the tourist and travelers in the site area to collect the visitor experience and suggestions for the better development of cope of developing tourism in Vijayanagara district with special reference to HAMPI temple. The time period for the collection of data is schedule from November 2019 to February 2020.

1.5.3 SAMPLE SIZE

For the present research work a total of 50 samples have been collected from the tourists of cope of developing tourism in Vijayanagara district with special reference to HAMPI temple. The data collected, filtered and finally determined for data analysis.

1.5.4 QUESTIONNAIRE CONSTRUCTION.

Questionnaire is considered a research instrument used to capture the best data from the field after the preliminary field works. Survey and review of literature. A well-structured questionnaire was prepared.

The questionnaire was designed for the tourists of cope of developing tourism in Vijayanagara district with special reference to HAMPI temple

1.5.5 DATA ANALYSIS AND INTERPRETATION

After the primary data is collected the data is coded and filtered and finally the 50 questionnaires from the tourist have been finally retained for data anlaysis. The selected data is coded and feuded in Microsoft Excel software and analyzed to get the output. Simple percentage method is used to get the output. And this data are to be converted into the graphs and diagrams.

1.6 ORGANIZATION OF CHAPTERS.

The project report layout has been outlined as below:

Chapter 1

Deals with the introduction of the study. The introduction chapter starts with a brief introduction about the topic. This chapter also included major objectives, significance and scope of the study in a systematic manner. The chapter also highlights the sources of data collection method, sampling method, sample size, questionnaire design, pilot study and use of statistical tools.

Chapter 2

The second chapter contains review of literature. This chapter deals with the scholarly articles related with the project topic.

Chapter 3

This chapter begins with the introduction of the cultural tourism. The major part of this chapter deals about scope of developing tourism in Vijayanagara district with special reference to HAMPI temple.

Chapter 4

This chapter presents the analysis of Primary Data collected from the visitors of scope of developing tourism in Vijayanagara district with special reference to HAMPI temple. It presents the output of the primary data in different tables relevant to the study. This chapter presents interpretations consists of data analysis of visitor respondents.

Chapter – 5

This is the final chapter which highlights various findings of the study in a systematic manner and the chapter also suggests some important improvement of preservation of the scope of developing tourism in Vijayanagara district with special reference to HAMPI temple.

1.7 LIMITATIONS OF THE STUDY

- Time constrain was the main limitations of the study
- This study mainly based on the secondary data source.
- Unavailability of books related with the structural, architectural features of the temple
- Lack of prior research studies on the topic

