



RURAL TOURISM AND INFRASTRUCTURAL CONDITIONS IN B.R.HILLS (BILIGIRI RANGANA BETTA)

Vinodkumara H. G.¹ and Dr. H. Kamala²

¹Research Scholar, Department of Geography, Maharaja's College, University of Mysore, Mysore.

²Associate Professor, Department of Geography, Maharaja's College, University of Mysore, Mysore .

ABSTRACT

B.R.Hills renowned as Biligiri Rangana Hills (Betta) is a diversified tourist place of nature surrounded by flora and fauna. The celebrated and enchanted beauty of the nature attracts tourist around the world. The rural environment around the hill magnetizes the tourists of its culture, heritage, traditions and pilgrimage. Hence the factor of engulfing beauty of nature and scenery admired by the tourist proposes the study on the rural tourism and its infrastructural condition of the place. The tourism is considered as a defining factor for the developing economy of any hill stations. These places have created a scope for earning income from tourists who visit here. On the other hand; tourism is benefiting the localities' economically and socially, which helps in enhancing the economic competition within tourism sectors around the globe. Presently, the agenda of tourism has become the projection of rural life, art, culture and heritage based on its geographical locations. The main attention of the study is the infrastructural challenges faced by the rural tourists seems to be the lack of information the tourists visiting places and the services provided at the respective places like accommodation and restaurants. Other main hindrance faced by tourists at hill stations are lack of physical infrastructure like water supply, roads and transportation, SWM(solid waste management), tourist guide, administration system, etc. Most importantly, safety and security has also become a major challenge for tourist when they are in new places.

KEYWORDS: Infrastructure, Economy, Rural tourism, Culture, Recreation, Environment.

INTRODUCTION

Rural tourism is quintessential for the development of the economy at hill stations as well as the country. One such amazing hill station which draws the income from tourists is B.R.Hills (Biligiri Rangana Betta). The rural tourism sector has created the opportunity for income from tourist activities. As infrastructure is improving, the visitors get to recognize this place as they come from various parts of the world. Here, the mesmerizing environment is eco-friendly for tourist activities. Because of its sustainable feature, the hill station has been one of the most dominant heritage and religious place for the pilgrims. Indeed, the rural tourism has served many purposes by creating economy and over all development of the place.

Rural tourism has alternated its functioning by giving solace and calmness to tourist's who visits rural environment for recreational experiences. The participation of local people's makes the tourists to experience the rural culture, heritage and religious aspects. Through which the custom, values, beliefs, traditions, economy, history, and agriculture is expressed. Usually Rural tourism attracts a small number of people who are interested in rustics.



Biligiri rangana betta (B.R. Hills) located in a small village in Yelandur, Chamarajanagar district, Karnataka. Due to growing economic significance of tourism, B.R Hills has a good extent of forest land. As the place is one of the rich tourist spot and religious site for many religions. Hence, the rural tourism of B.R. Hills has given importance to its surrounding area and its infrastructural facilities. The place holding the seasons' fluctuations along with the enthralling environment with the responsibility of preserving culture, heritage, traditions and pilgrimage simultaneously holds the interest for rural tourism as well. Tourism is a sector which concentrates on the physical condition of the place for the people who visit there. On the other hand, the tourists who visit B.R Hill suffer for infrastructures like unimproved water condition, health centre, drainage system of UGD, roads and transportation, electricity, and parking facilities and banking facilities and even food.

STUDY AREA

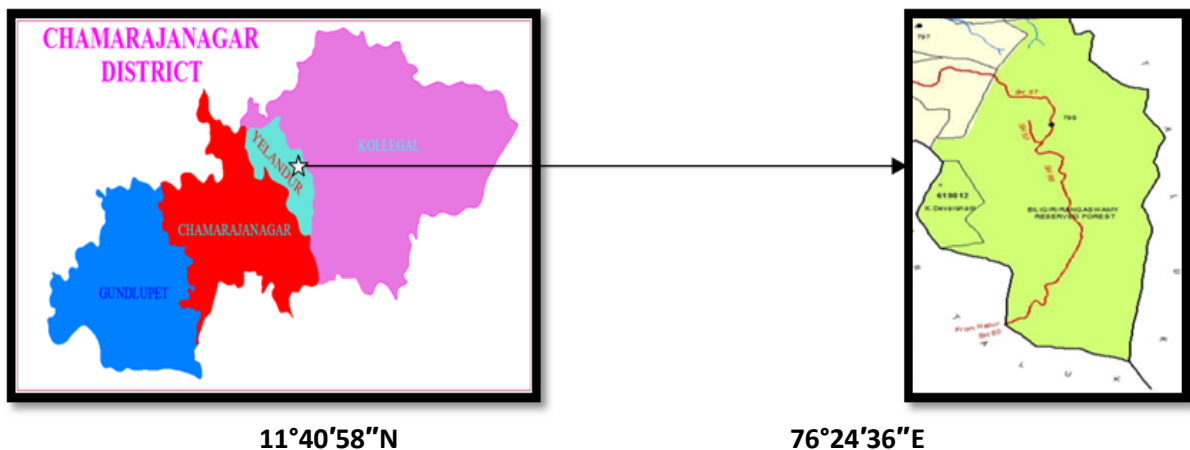
The B.R Hills are located at the easternmost edge of the Western Ghats and support diverse flora and fauna in view of the various habitat types supported. At a height of 5,091 feet above sea level, this hill stretches from north to south for about 16 km. its 11°40'58"N, to 76°24'36"E, and 12°06'32"N, to 77°46'55"E It is located between 11° and 12° N and the ridges of the hills run in the north-south direction.

Location

12°06'32"N

77°46'55"E

B.R.Hill



11°40'58"N

76°24'36"E

Population

In this study area, having total population is 63 families residing. The Biligiri rangana betta village has population of 244 of which 127 are males while 117 are females as per Population Census 2011. B.R. Hills village has lower literacy rate compared to Karnataka. In 2011, literacy rate of B.R.Hills village was 61.89% compared to 75.36 % of Karnataka. In B.R Hills, the Male literacy stands at 68.05 % while female literacy rate was 54.07 % in study area. In this study area,

Here the local people involved in tourism sector for business and local business 27% like small hotels and small petty shop, roadside sellers etc., they are adopting, because there are no more activities for communities because it is tiger reserve forest and wild life conservation forest.

Issue and problems

The main problem in the study area of rural tourism is Lack of information about tourist places and related to accommodation and restaurants. Lack of physical infrastructure mainly water supply, roads and transportation, SWM (solid waste management), tourist guide, administration system, etc and most importantly Safety and security is a major challenge for tourism in this study area.

OBJECTIVES

1. To analyze existing infrastructure facilities in the rural tourism study area.

METHODOLOGY

To fulfill the above objective present study based on both secondary and primary data. The entire study area will be considered, as unit of analysis from each area will be getting primary data for the in-depth analysis of the problems specified. Relevant information will be in secondary data also. The study area will be considered of units, information will be obtained from the land sat imaginers. The secondary data will provide the information to the data consisting Annual report of Karnataka State Tourism Department, International Tourism Agency, internet, news papers, magazines, books, brochures, articles and thesis. All Factors will be collected from various sources like revenue records, statistics department and internet also.

Flow of visitors in B.R. Hills

Years	No of visitors
2011	724349
2012	949876
2013	927037
2014	1259092
2015	1334910
2016	5600725
2017	4568571
2018	4494731

Source: district tourism department

B.R.Hills rural tourism is very famous in attracting the visitors and increasing the visitors year by year. Being the most enchanting religious place, the study area records that there is no good infrastructural condition and visitors are not interesting in staying at this place.

Parking facilities and entry charges in B.R.Hills

Vehicle	charges
Two-wheeler	10/- Rupees
Jeep/car	25/- Rupees
Tempo	30/- Rupees
Bus/mini bus	50/- Rupees

Source: field work

Parking vehicles at B.R Hills is one of the major issues created by the increasing vehicles and the road traffic. The availability of parking space is a tough task in any tourist places. In rural tourism, places for parking is charged very less compared to other tourists places, because this place is sustainable movement of developing also. Here in this hill the parking place is not very well maintained and no security for vehicles.



Sources: Field visit - Parking facilities

Facilities in B.R.Hills

Police station	1
Hotel	5
Check post	2
Toilet/bath rooms	2
Hospital	2
Lodges/resorts	8

Source: field work

In spite of having the faults, the B.R Hills maintenance faculties are tried hard to give the best possible and minimum facilities such as the police station for security purpose for visitors and food serving small hotels, free use of toilet rooms and bathrooms and two hospitals. The study area also identified few costly resorts and lodges for visitors around the nearby place.

CONDITIONAL INFRASTRUCTURE

Water supply has a long depressing story at Hill stations. Whereas drinking water facility seems to be very sufficient at this place. Water outlets like bore wells and water tanks are situated at the top side of the hill station which is maintained by the temple administration committees. They even take the responsibility of generating the bore systems in lifting water from underground waterbed to tanks which help in providing drinking water facility to visitors. At present, B.R Hills is having 4 Stand tanks and 6 of 1000 liters tanks.



Sources: filed visit –Facility of Water supply stand tank and hand pump

Drainage system for waste water at the hill station is maintained properly. The proper delivering of sewage water from one place to drainage easily during rainy season, the hill stations can be seen with drainages constructed to flowing to down wastewater.



Sources: Field visit- After drainage cleaning

Accommodation for visitors at hill station like lodges and resorts are in very good condition but available at very high cost for staying purpose. There is no accommodation at affordable rate to visitors. Some list of accommodation places are Biligiri Bhavana, Giri Darshini, Akasha Resorts, Gorukana Resorts, Rajathadri Resorts, and Champaka Resorts.



Sources: field visit -Hotel and Accommodation

Transportation from Yelandur to B.R Hills is at very good condition of pucca roads. The road for hill station is very narrow and its width of road is seven meters. The distance between Yelandur to B.R Hills is 25 Km and there is sufficient bus facility is provided to B.R hills. On special days and on special occasions there is special bus availability and there is no permanent bus stand in study area.



Sources: field visit – Pucca road Temporary bus stand

Electricity is main problem at places like hill stations. The KEB boards provide electricity for a very short time in spite of its necessity over the place for much needed works.

Solid Waste Management are controlled and instructed to avoid solid wastes. All the places around are cleanly maintained to balance eco system and cleanliness of the place. To avoid and control of waste products there are check post to dump wastes. Here very few amount of solid waste are found at this area. After collection of solid wastes they dump and burn it at pits only.



Sources: field visit – Garbage collection

CONCLUSION AND SUGGESTIONS

Rural tourism is the significant factor which emphasizes on the infrastructural issues of Hill station, B.R Hills. The rural tourism sector has successfully created the source of income due to tourist activities. Infrastructure is improving at the various parts of this place. There are mainly food, water facilities, health centre, drainage system, roads and transportation, electricity facilities, parking facilities, finally banking facilities.

My suggestion about B.R. Hills is that the place has the average condition. There is need to have much more improvements in rural tourism of B.R. Hills, such as improvement of transportation facilities include private and public, there are no bus stand facilities and establishment of road maps and sign boards, providing of tourism information centers (enquiry centers).The fore most is the Health care center which is identified during the survey of the area. I even suggested having the shopping complex which attracts more of the visitors to the place.

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Vinodkumara H. G.

Research Scholar, Department of Geography, Maharaja's College, University of Mysore, Mysore.