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BIDAR DISTRICT AS A POTENTIAL TOURISM DESTINATION: CHALLENGES FROM MEDIA PERSPECTIVE

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ABSTRACT:

World Trade Organization has defined tourism as, activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business and other purposes. Tourism is travel for pleasure or business; also, the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism includes the industry that package,

facilitate, promote and deliver such travel and take care of those on the move and also influence the visitors and host communities for the mutual benefit of both. India is the land of two ancient civilizations like Indus valley civilization and Aryan civilization(UK essay, 2017). Planned and institutionalized effort on tourism started in India in from the early seventies. The development of tourism as an alternative revenue source is the new strategy in most countries because of its multiplier effect on other sectors of the economy, creating large volume of job for both skilled and unskilled labor.

KEYWORDS: World Trade Organization , usual environment , Indus valley civilization.

INTRODUCTION

Karnataka has the distinctive identity in Indian tourism, famously called one state several worlds, that was the tagline given by tourism department of the state. State tourism department started in 1974, focuses on implementing the tourism Department's choices and endeavor overseas/ domestic promotion and promotional material. It has nineteen district offices and eight tourism offices. It promotes the state tourism, and

its sustained promotions and campaigns have finally created the the world sit up and take notice of the 'Many Worlds' that make up this vibrant state (DOT, Karnataka).

Karnataka's tourism attractions embody Heritage to Spirituality, Nature to Wild and Beach to journey. This large choice tourism landscape witnessed the visits of 2.2 crore domestic tourists and 4 lakh foreign tourists in 2002. It has raised upto 9.8 crore and 6.8 lakh respectively in 2013 (Dept. of Tourism). Though this hike in tourism trend, one major region has neglected throughout the history of state tourism is Hyderabad state region.

Sinnuraganpathi opined that, like its backlog in socio-economic development, its tourism is additionally neglected and lacks development. Before 1948, H-K region was below the management of Hyderabad Nizams and later it joined Mysore state. This region consists of half-dozen districts that encompasses one fifth of Karnataka's landscape and population. Koppal, Ballari, Raichuru, Yadagiri, Gulbarga and Bidar area unit the six districts consists of heritage, life and fashionable handicrafts tourism attractions. Out of six H-K districts, Bidar stands distinctive through its large choice of tourism attractions like historic

monuments, non secular places, wealthy socio-cultural options of Bidar individuals. Bidar could be a hill prime town within the north-eastern a part of state state in south Bharat. it's one among the tiniest districts of state state and Hyderabad-Karnataka region, elements of that area unit transferred to the neighboring states throughout Nov 1956 states reorganization. Up to that date, the district was a part of the erstwhile Hyderabad state.

Geographically, it resembles the "Crown of the State", which consist of around 17 lakh population in 5448 km square area. Hindu religion population is in substantial number with 75 percent of share, 15 percent are of Muslims and rest are other religion community. Bidar District of Karnataka spans from 17°35' to 18°25' North latitude and from 76° 42' to 77° 39' East longitude. Its average altitude is 660 meters above mean sea level (MSL) and lies in the extreme North of the state. The district has more population density at rural areas than the urban, and it has average performance in the literacy rates with 70.51 percent. Presently Bidar district constitutes five Talukas viz., Aurad, Basavakalyan, Bhalki, Bidar and Humanabad. Dr. D M Nanjundappa report (2002), classified Bidar's taluks as most backward areas but Bidar city taluk is under not backward status.

Bidar is believed to have got its name from Bidri works. The district contains a nice history. It was the capital for a few royal dynasties that held sway within the ancient and medieval amount, and witnessed many upheavals during twelfth century. The Sharana movement led by Basavanna, Allama Prabhu among others ushered in a vibrant social, religious, cultural and literary revolution.

Bidar was the capital town of Bahamani kingdom. Barid Shahi, one among the five dynasties of Bahamani social group dominated from Bidar. With the autumn of Barid Shahi kinsfolk, Bidar was annexed to Mughal Empire by their subsidiary Nizam of Hyderabad. Bidar was a part of Nizam, until states were reorganized after independence. Once the states were organized on linguistic basis in 1956, Bidar was enclosed within the fresh shaped state of Mysore. These days Bidar is one among the districts of Karnataka state (Jange, 2015).

The wealthy history and heritage Bidar created it doable to grow as a serious tourism attraction of state. Contrary to the current, the district tourism potentialities were utterly neglected and face several issues. Till 2002, Basavakalyan and Bidar town taluks were received 50000 to five lakh tourists each year. However others have received less than 50,000 tourists annually (Dr D M Najunadappa report as cited in tourism policy, 2014).

TOURISM OPPORTUNITIES AND ATTRACTIONS

The entire district of Bidar is part of Deccan upland. Major a portions of the district is within the Godavari river basin and a small portion is situated in Krishna basin. The district holds the border of Telangana and geographic region states. Therefore Urdu and Telugu influences area unit there on Bidris (People of Bidar). The district is one hundred thirty kilometer off from Hyderabad and around 700 km away from Bangalore, the capital of the state.

The historical monuments and sites in and round the Bidar town belong to completely different periods of history, pre-Kakatiya, Tughluq, Bahamani, Barid Shahi, Adil Shahi, Mughal and Nizam. As so much the designthinks about there's associate intermixture of Hindu, Turkish and Persian artisanship. a number of the stylesand ornamental patterns seen within the monuments of Bidar area unit distinctive in Bharat. Hence, Bidar is symbolically represented as town of Whispering Monuments (The Hindu, 2011). The mountaintop town that served as the capital of medieval Deccan, has ninety eight monuments of that four national monuments area unit protected by the Archeological Survey of India and fourteen by the Archeological Department of Karnataka. Some of the major tourist attractions of Bidar are as follows:

MAHMUD GAWAN MADRASA

Mahmud Gawan was thought of a good lover of learning. He supported the Madarasa, a multi-disciplinary university that was engineered and maintained on the lines of the Madarasa of Khurasan within the late fifteenth century. This imposing associated spacious establishment is taken into account an discipline gem, and a vital land mark of Bidar. The structure is rectangular

in form and is constructed in a neighborhood of 4624 sq.mts. The building is beautifully embellished with blue tiles, the fragments of which might be seen even these days. The Madarasa was a 3 storied building housing a Masjid, a library (contains three thousand valuable manuscripts), lecture halls, professors quarters associated students' cubicles facing an open cartilage. Arabic, Persian, theology, philosophy, astronomy, arithmetic etc, were schooled here besides free boarding and lodging facilities.

The grave of Mahmud Gawan placed on a large platform to the south of Bidar city could be a easy structure with stone pill speaking a couple of 'martyr while not fault' and his 'unjust execution'.

Bidar Fort

Bidar Fort is considered one of the most formidable forts of the country. The main citadel complex houses the royal palaces, Mahals and Mosque. Adjoining to this on the southern side, the city was built for the people. Both the citadel complex and city had separate forts. For protection, the plan of the Bidar city fortification is pentagonal. There are five gateways for entry into the city fort. It is main citadel complex fort which is stronger. It is built on the brink of the plateau. Engineers and architecture of various countries were employed on its design and construction. A Museum is preset there having old armor, old sculptures. including many of the ancient stones.

Gurudwara Nanak Jhira Sahib

Guru Nanak Jhira Sahib is a Sikh historical shrine situated in Bidar. Gurdwara Nanak Jhira Sahib was built in the year 1948 and is dedicated to the first Sikh guru Guru Nanak. is known to be one of Holiest Place for Sikh Devotees in India and is believed that Saint Guru Nanak visited the place during famine in this region. The water from the spring is collected in a small Amrit Kund (a holy water tank) built opposite to the front stairs of the Gurudwara . It is believed that a holy dip is enough to cleanse the body as well as the soul. There is a free community kitchen (Guru Ka Langar) where free food is given to pilgrims 24 hours night and day. A Sikh museum has been built in the memory of Guru Tegh Bahadur, depicting the important events of Sikh history through pictures and paintings.

Gumbaz Darwaz

The Gumbaz Darwaz, is a vast, awe exalting structure. The thickness of its wall are twenty two feet, the peak is forty five feet besides the dome. A large passage links it to SharzaDarwaza. Between these two gateways, concerning three thousand army men might take up position for the defense of the fort. With variety of massive bastions, large guns, arms storage, tunnels for escape in emergencies.

Takht Mahal (Throne Palace)

The Royal Palace was engineered by Ahmed Shah of Iran and selected as the royal residence. The palace was embellished with colored tiles and stone carvings, a part of which might be seen even these days. It had two aspect royal pavilions with lofty arches, and a spacious hall, at the rear of that was the Sultan's area. The building had stately dimensions and exquisite surface decorations. The coronations of many Bahamani and Barid Shahi Sultans were held here. From the royal pavilion which is situated behind throne palace one can view the valley and low land below.

Rangeen Mahal

Though relatively smaller in size this palace situated close to Gumbaz Darwaza is exclusive attributable to its decoration with colored tiles and different art work. Wood carving done here isn't snot only precious, but also distinctive The walls of Mahal are adorned with Mother-of-Pearl of the finest quality inlaid in jet-black stone. Floral patterns and hand texts also are carved here. Stone carving, stucco art are other attractions of this monument. The styles of this monument represent a mix of Muslim and Hindu design.

Bahamani tombs

The Bahamani Sultans were fond of constructing huge sepulchers. Several majestic Mausoleums of their period are at Ashtur, 4kms east of Bidar. In all there are 12 magnificent tombs in a row which together give a very impressive look. Beautiful arches, niches and lofty domes all make up these tombs. The tomb of Ahamad Shah-al-Wali is known for its walls on which verses are written in gold with a dark background. The interior is decorated with fine paintings.

The tomb of Sultan Alauddin-Shah II consists of tile panels and carvings on the black stone margins of arches which are very impressive. Other tombs here are built up of trap masonry. The arches in tombs are elegantly decorated with stucco work.

Jharani Narasimha Cave Temple

Legend has it that Lord Narasimha, associate avatar of Lord Vishnu came to live in this underground cave. There's a roughly graven image of Narashimha on a fencing at the top of the cave to examine the divinity, guests need to plow through a canal of ninety one meters. The depth off the water within the channel is usually 1.37 meters. A number of devotees visit this temple. Papanash Kshetra is another sacred place in Bidar town. The Shivaling here is worshiped with abundant devotion. The place is set in a picturesque valley.

Basavakalyan

Situated 80 kms away from Bidar, Basavakalyan holds a vital place in the history of the region as the capital of Chalukyas of Kalyan and as karmabhoomi of Basavanna and many different Sharanas of the twelve Century. Basavakalyan is quickly developing as a major tourist destination. The beautiful fort, museum and a number of places connected with Sharanas are great attractions of Basavakalyan.

Bidari Ware

The gorgeous fort, deposit and variety of places connected with Sharanas area unit nice attractions of Basavakalyan. Influenced by Hindu, Muslim, Persian, Turkish and Iranian forms of art Bidari Ware forms an integral part of Bidar's Heritage. 'Bidari Ware' is a special style of work called 'Damascening' in silver. The craftsmen follow both traditional and modern designs to create this unique art form. Silver, gold, brass, copper are used for inlaying. Lead, tin, copper, zinc are used as base materials for preparing the articles. The Bidari articles created here were historically utilized by nobility. Water jugs, wash basins, hookahs, candle sticks, cosmetic boxes, dishes, flower vases area unit just a few of those.

Among the standard styles derived on Bidari articles the 'Poppy flower', the Persian rose' and therefore the 'Phool Jari' area unit the foremost well-liked. so as to suit fashionable tastes, new styles also are being incorporated by the artists. Along with these some a lot of notable historic attractions of Bidar area unit as follows: Jama house of God, Chaubara, Shahi Hamam (Royal bath), Shahi Malbak (Royal Kitchen), Tarkash Mahal, Gagan Mahal (Heavenly palace), Gumabaz Darwaz etc., Bidar conjointly well-known for its instructional establishments like Mahmud Gawan Madarasa, Air coaching centre, state Veterinary animal and Fisheries sciences university, Medical and Engineering schools. In Karpakpalli village of Humnabad taluk, a medicinal Plant Conservation space (MPCA) has been established, a large population of Blackbucks were there at Bidar etc.,. Though the numerous tourism attractions, the district lag behind in receiving tourists. Major downside of the district is its socio-economic underdevelopment as like whole H-K region. Binoy and Hanamantaroy (2017), realized the explanations that affects H-K region tourism area unit as follows: Lack of basic hygienical amenities at halting points, security issues, poor transportation, lack of trained professionals, lack of infrastructure.

Tourism Challenges in Bidar District

Tourism Promotion: The Hindu reported that H-K region tourism grand plan remains on paper (2015). First major challenge is to promote Bidar tourism with high rate of publicity. Department of Tourism and KSTDC must take ground level interest to promote this destination.

Access improvement: The district has shared its border with two states hence border formalities and easy access mechanism to be built by State government. Along with the tourism attractions of Telangana and Maharashtra, H-K region tourism corridor can be built.

Amenities development: Whole Indian tourism is facing the problem of basic amenities. Especially H-K region is far behind in this feature. The hotel industry of the city to be developed to cater the international visitors. Presently its in poor condition with small hotels. Guide availability, Taxi/Autos number and their attitude towards domestic and foreign tourists must be nurtured to treat them in a good way.

Preservation of valuable culture: By promoting tourism, the area gets economic support. Hence it will be helpful to protect monuments and preserving district's Hindu-Muslim cultural history.

Expensive: Though the quality of service is poor in this area, the costs are very high. Public are demanding high prices for hotels, taxi etc., In consideration with domestic visitors, tourist friendly public transportation system to be developed.

Air transportation mode: Bidar is a home town for Indian Air force. The largest air training school is available here, still its not open for civilians use. Central Government included this in UDAN scheme, but further steps have not seen. The airport has the immense potentiality to develop the entire H-K region tourism. Central and state governments must act immediately regarding this.

Jange's study (2015) revealed that, though the presence of numerous heritage monuments in this region, there is no tourism office in this district. State Government should allot more funds for H-K tourism. Along with the improvement of basic amenities and services, entry charges should be collected from tourists to maintain them in an economically profitable way. The thrust to tourism development of this region will lead to the Socio-economic transformations of the region.'

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