



**SAMBHRAM SCHOOL OF
MANAGEMENT**

**NATIONAL CONFERENCE ON
PUBLIC PRIVATE PARTNERSHIP WITH
SPECIAL REFERENCE TO
DEVELOPMENT OF TOURISM IN
KARNATAKA**

May 10, 2013

THE REPORT

Karnataka
One state. Many worlds.
Department of Tourism

INTRODUCTION

Sambhram School of Management, the Post Graduate Management wing of Sambhram Group of Institutions, Bangalore conducted this Conference in collaboration with Department of Tourism, Government of Karnataka on May 10, 2013 at its campus at Bangalore.

As a B-School we are committed to deal with all stakeholders' issues and accordingly aware and sensitize the budding managers groomed here about the intricacies of managing the whole gamut of affairs. The debate of public private partnership is not pretty new but still evolving in the government agenda, hence we decided to work it out in the sector of tourism for the prosperity of our State, Karnataka and accordingly the topic was conceived and support urged from the Government to do the needful.

PANEL DISCUSSION

Topic: ***“Public Private Strategies Directing Tourism in the Development of Karnataka”***

Panelists:

- ❖ **Mr. Arvind Jadhav**, IAS, Additional Chief Secretary to Government of Karnataka, Tourism Department
- ❖ **Dr. Vithal D. Poddar**, Professor and Head, Department of History and Ancient Culture, Seshadripuram First Grade College, Bangalore

PLENARY SESSION - I

Topic: ***“Cultural Tourism of Karnataka is the Key to Peace, Reconciliation and Economic Development”***

Resource Person:

- ❖ **Mr. Ullash Kumar R K**, Environmentalist and Writer, Bangalore

PAPER PRESENTATION TRACKS

Track – 1

- ❖ **Chairperson:** Mr. Ullash Kumar R K, Environmentalist and Writer, Bangalore
- ✓ **Number of papers presented:** 07
- ✓ **Broad theme of the papers:**
 - Legal and Policy Reforms in PPP Model in Tourism
 - Sustainable Tourism in Economic Development
 - Cultural Tourism in Karnataka
 - Karnataka Tourism Policy, 2009-2014

Track – 2

- ✓ **Chairperson:** Dr. K.C. Mishra, Director, Sambhram School of Management
- ✓ **Number of papers presented:** 08
- ✓ **Broad theme of the papers:**
 - Need for public-private partnership
 - Customer satisfaction towards KSTDC
 - Tourism as a tool for peace and dialogue

SPIRITUAL DISCOURSE

Topic: “Repositioning Tourism of Karnataka in the Global Map”

Discourse by: Swami Muktidananda, Sri Ramakrishna Ashram, Mysore

BASIC THRUST OF THE CONFERENCE

- Creating a vibrant PPP model for destination-targeting projects for tourism development.
- To direct Karnataka tourism as an active employer, tax generator and vehicle of growth.
- To bring in innovative investment culture in this sector to evolve new strategies and strengthen core competencies of the government.
- Tourism to promote cultural diversity, sustainable development and struggle against poverty.

FINDINGS FROM THE PANEL DISCUSSION

Tourism being a passion, it is really high time to define a tourist who comes to Karnataka; if the purpose is entertainment and enjoy during the stay there is the necessity to create all sorts of

awareness, provide necessary infrastructural facilities, safety and security so that the tourist goes back with an experience of Karnataka tourism.

Authenticity in tourism can be defined as the value that tourists and hosts place on the development and consumption of what are perceived to be genuine cultural events, products and experiences, viz.,

- The tourists' experience of places and culture
- The nature of the host-guest relationship
- The production of cultural objects and events consumed by tourists

The panelists concluded their discussions as follows:

- (1) The whole venture of tourism should be really effective
- (2) Proper awareness should be created to facilitate this sector navigate into the future with a clear cut direction.
- (3) For evolving public private partnership model, a genuine environment has to be created
- (4) All other supply chain logistics have to be taken care to attract tourists to Karnataka.
- (5) Safety of tourists has to be given top priority at any cost
- (6) Tourists must gain experience out of their visit to the State and such remembrance to be of importance to them.
- (7) Innovations have to be brought about into tourism of Karnataka.
- (8) Involvement of all stakeholders, NGOs, Civil Society and all Institutions is required to bring in place a genuine PPP model.
- (9) Development should be sustainable and then the culture of tourism can be better created.

OUR SAY

Our B-School, Sambhram School of Management is ready to work with Tourism Department on innovations in tourism management of Karnataka.

ESSENCE OF SPIRITUAL DISCOURSE

Swami Muktidananda gave a discourse on "Repositioning Tourism of Karnataka in the Global Map". He gave a clarion call to work to "Up India and Conquer the World" with everybody's spirituality. All the beauties of human creation can be grouped as 'Spiritual Science and Ecology' which shall rule the world in the days to come. This ecology is nothing but the study of relationship of human animate being with the nature and even the great Universe. He was of the opinion that the Religio-Spiritual Tourism expressions have not been tapped properly in

Karnataka. He concluded his discourse by saying that making people travel to see things / bounties of nature thus realize and gain experience should be our motto. Spirituality is the 'jeevanadi' of all and hence all human creations do synergize with spirituality.

CONFERENCE DECLARATION

- 1) Paradigm shift required in the meaning of a tourist
- 2) Effective tourism should be the order of the day.
- 3) Proper awareness on "Karnataka Tourism" has to be created.
- 4) All branches of supply chain logistics to be properly taken due care.
- 5) The need of the hour is to unfold the culture of environment of public private partnership and then lead the model further.
- 6) Tourism is tourism of experience only.
- 7) Karnataka Tourism has to innovate in its true latter and spirit in the interest of all tourists visiting the State.
- 8) The NGOs and Civil Society have a decisive role to play to upscale Karnataka Tourism.
- 9) The Sambhram School of Management volunteered to work for a paradigm shift in Karnataka Tourism thus innovate many more.
- 10) Up India to Conquer the World with the structural edifice of Spiritual –Ecology development.
