

## **A Study On Role Of Public And Private Sector Tourism Development: An Analytical Approach**

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### **Abstract**

The article examined the role, issues and the partnership of the two industries to enhance tourism infrastructure, services and sustainability. This study examines the role of public and private sector participation in the tourism development of Hassan District, Karnataka. Tourism has emerged as a significant contributor to regional economic growth, employment generation, and cultural preservation. Hassan District is a very culturally endowed region and it relies heavily on tourism as a key source of economic development in the region. The article analytically looks at the role of both the public and the private sector in development of tourism in the district. Hassan has emerged as a major tourist attraction because of its history, architecture and religious significance. The study focused on understanding how collaborative efforts between government bodies and private enterprises influence the development and promotion of tourism in the district. A descriptive research design was adopted for the study. Primary data were collected from 200 respondents using a structured questionnaire based on convenient sampling. The respondents included tourists, local residents, and stakeholders associated with tourism activities. The study analyzes key factors such as infrastructure development, heritage conservation, policy formulation, and promotion and marketing initiatives undertaken by both sectors. The findings revealed that both public and private sectors play a vital role in enhancing tourism development. While the public sector contributes through policy support, infrastructure, and regulatory frameworks, the private sector enhances service quality, innovation, and marketing efficiency. However, the level of awareness and perception varies among respondents based on demographic factors. The study concludes that effective coordination and partnership between public and private sectors are essential for sustainable tourism development. It also suggests strengthening public-private partnerships, improving infrastructure, and adopting strategic marketing practices to enhance the tourism potential of Hassan District.

**Keywords:** Tourism Development, Public Sector, Private Sector, PPP, Hassan District, Karnataka and Heritage Tourism

### **Introduction**

One of the largest socio-economic development instruments in India has become tourism. The district of Hassan is famous in terms of cultural heritage particularly the Hoysala architecture located in Belur, Halebidu and Shravanabelagola. They are tourist attraction sites that attract both national and international tourists since they are historic, religious, and artistic. The concerted efforts of the state and separate companies are strongly dependent on the development of tourism in such regions. There is also the enhancement of convenience

with the use of smart infrastructure including digital ticketing, information kiosk, and mobile application. The sustainable infrastructure should also be developed as to decrease the environmental impact as well as to preserve the natural resources. Generally, infrastructure that is designed in a proper manner is the core of the development of tourism since it enables the destinations to compete in the international market, as well as deliver quality experience to various categories of tourists. The society is also required because the locals are the bearers of their culture. It should be sustainable tourism to ensure that there is no over-tourism and environmental degradation. Conservation is also improved with the help of digital records and contemporary preservation methods. The added advantage of heritage conservation lies in the fact that it strengthens cultural pride, not to mention that it makes a destination more attractive and competitive in the global tourist industry through its authenticity and historical relevancy.

### **Research Background**

Co-ordination problems between the public and the private stakeholders can hamper the successful development of the tourism industry. The policy formulation, infrastructure development and regulation are handled by the public sector whereas the service delivery, investment, and innovation are handled by the private sector. Lack of communication and coordination between these bodies often creates an illusion of inefficiencies, duplication and time wasting in the implementation of the projects. Differences in goals, priorities, and resource allocation also make the coordination complicated. There are also instances where vague policies and red tape put off the involvement of the private sector. In a bid to overcome such challenges, good working relationships and open channels of communication should be in place. Sharing of responsibilities and sharing of resources can be achieved through the use of public-private partnerships (PPP). This may be improved through regular stakeholder meetings, policies, and teamwork in planning. The right cooperation results in better delivery of the services coupled with cost effective management of the resources and sustainable tourism development which ultimately enhances tourism destination competitiveness and expansion.

### **Role of the Public Sector in Tourism Development**

**The public sector, primarily the Government of Karnataka, plays a foundational role in tourism development:**

1. **Development of the infrastructure:** Development of infrastructure is one of the most crucial factors in empowering tourism through making it more accessible, comfortable, and enjoyable to the tourists. It involves road, airports and railways construction and maintenance, accommodation, sanitation and digital facilities. Good transport systems reduce the amount of time spent in travelling and tourist inflow is improved and good accommodation facilities ensure satisfaction and repeat visits. The basic facilities such as clean drinking water, disposal and medical centers are also in equal demand in the new tourist destinations. Mobilization of resources and expertise in the collaboration of the public and the private sector may be necessary in large scale projects.

2. **Heritage Conservation:** Heritage conservation is vital as far as the cultural, historical and architectural identity of a destination is concerned. It involves conservation of monuments, customs, art and local customs against deterioration and destruction. Through the preservation of the heritage, the future generations will be in a position to see and experience

the richness of the cultural heritage. In tourism, heritage sites which are properly maintained are used to attract local and foreign tourist's hence economic growth. Governments and other non-government organizations are more likely to collaborate in order to safeguard and conserve these sites through funding, know how and policy support.

**3. Policy Formulation:** At the policy formulation, it is very crucial in guiding the organised and sustainable development of tourism. It entails coming up with strategic frameworks, rules and guidelines that guide tourism activities on local, regional and national basis. Balanced growth will be ensured through good policies which will consider the economic, environmental and social aspects of tourism. The most important stakeholders in formulation of policies related to land use, investment incentives, safety standards, and environmental protection are the governments. Easy to understand policies will lure the private sector into the industry by providing it with a predictable and stable business environment. There are also policies that are conducive to the skill development and capacity development and quality standards in the tourism industry. Inclusive policy-making requires stakeholder consultations including the local communities, industry practitioners and environmental organizations. Monitoring and evaluation will help to amend policies in accordance with the constantly changing trends and problems. Overall, sustainable tourism development, good practices and sustainability of the tourism destinations would be ensured through good policy making.

**4. Promotion and Marketing:** The promotion and marketing is essential in raising awareness and bringing the tourists to a destination. To facilitate the positioning or placement of the destination within the competitive global market, the marketing strategies have to highlight the various attractions, culture and experiences that one can find in the destination. Some digital marketing tools that have become extremely powerful in reaching the wider audience are social media, websites, and online travel portals. Branding will be significant in creating a distinct identity that will be attractive to target tourists. In order to promote destinations, campaigns and tourism fairs are usually held by the public and the private sector. More visibility and credibility is achieved through influencer marketing and user-generated content. The reason is that data analytics can be applied to identify the preferences of tourists and plan the marketing strategies according to the preferences. Seasonal offers and customized packages can be applied to various groups of tourists. Overall, strategic promotion and marketing not only increase the number of tourists flowing, but also the income, employment and development of the tourism sector in general.

### **Role of the Private Sector in Tourism Development**

The private sector complements public efforts by enhancing service delivery and innovation:

1. **Hospitality and Accommodation:** Hospitality and accommodation are what the tourism sector is all about, and they have a direct impact on the satisfaction and the experience of the visitor. It includes hotels, resorts, guesthouses, homestays and other accommodation services that will satisfy various needs of tourists and their budgets. Good accommodation ensures comfort, safety and convenience that will ensure more stay and repeat. The other important elements in the sector regarding the generation of good impressions include customer service, cleanliness, and cultural sensitivity. Other types such as eco-lodges, homestays have gained popularity in the recent years because it offers real local experience. The collaboration of the civil and the corporate sector helps to raise the

standards, introduce new ideas, and capacity. Skills that lead to quality in the services should also be trained and developed in the employees of the hospitality. Sustainable practices such as energy conservation and waste management are also becoming important. Overall, a tourism destination would be more appealing and competitive with a well developed hospitality industry.

2. **Travel and Tour Services:** Travel and tour services play an important role in the facilitation of smooth and systematic traveling among the tourists. These amenities comprise travel agencies, tour operators, transport companies and guides that help in planning, booking and implementation of travel itineraries. The destinations are also made more accessible and attractive through well-organized traveling services that simplify the process of making traveling arrangements. Tour operators develop custom-made packages that satisfy different interests such as adventure tourism, cultural tourism and eco-tourism. Guides also enhance the experience through good insights on the local history, culture and attractions. The industry has been revolutionized by technology to the extent that online booking can be done, real-time updates can be made and personalized recommendations can even be made. The collaboration between the state and the corporate stakeholders will ensure the development of credible and standard services. The service providers must be certified and trained in order to be of quality and safety. Overall, the travel and tour services that is properly implemented assist in ensuring that the tourism experience is fun, easy and memorable.

3. **Investment and Entrepreneurship:** Investment and entrepreneurship are the largest sources of growth and innovations in tourism industry. Infrastructure, accommodation, transport and recreational facilities are developed with increased investment and this increases the attractiveness of a destination. Both internal and external investments also help in developing the economy through creation of job opportunities and increasing local earnings. Entrepreneurship enhances the creation of small and medium-sized enterprises, which travel agencies, handicraft, and local experience providers. The government policies and incentives that are paramount in attracting investors and making startups are tax benefits and ease of doing business. The civic-corporate interactions are often very instrumental in the execution of gigantic tourism projects. Entrepreneurs are innovative and creative and they sell unique products i.e. experiential tourism and sustainable tourism. Access to finance, training and market information also contribute to the entrepreneurial growth. Overall, investment and entrepreneurship help the tourism ecosystem and increase sustainable development in the long term

4. **Digital Promotion:** Digital promotion is another important tool in the contemporary tourism marketing since it allows destinations to have access to a global market. It involves using digital technology such as social media, websites, mobile applications and online travel portals in the promotion of tourism products and services. They can be used to attract potential tourists by using interesting information, including pictures, videos, virtual tours, etc., and influence their decision to visit a specific attraction site. Targeted advertising and search engine optimization (SEO) increase the visibility and reach particular segments of the population. The role of social media influencers and travel bloggers in the development of the perception and promotion of destinations in the most authentic way is important. Through data analytics, marketers stand to understand the consumer behavior and formulate personalized campaigns. Digital promotion is inexpensive and provides measurable results,

which is why it is the strategy of choice as far as both the public and the private stakeholders are concerned. Regular updates and interactivity improve the interaction of the audience. In totality, digital promotion strengthens the destination brand, enhances the flow of tourists, and competitiveness in the tourism market in the world.

### **Challenges in Tourism Development**

1. **Lack of Good Infrastructure in remote tourist areas:** Lack of good infrastructure in remote tourist areas is a tremendous setback in tourism development. Most of the destinations do not have good roads, transport facilities, good supply of electricity, water supply and communication. These deficiencies make the tourists incapable of accessing such locations in a comfortable and safe manner. Infrastructure is also poor, thus discouraging individual investment to boost the hospitality and other related services. In most cases, absence of basic facilities such as sanitation facilities and medical services among others has a negative effect on tourist satisfaction. It has also been known that remote regions harbor a substantial amount of natural and cultural resources, but their potential has not been exploited to the full extent because of the infrastructure gaps. In order to contain such issues, the government must step in and adopt a partnership with the private sector, which is geared towards targeted investments. Sustainable infrastructure planning is also required to ensure that there is ecological balance of these sensitive zones. When the remote areas are developed in terms of infrastructure, it does not only boost the tourism but also boosts the socio-economic development of the locals.

2. **Low International Promotion:** Low international promotions reduce the international coverage of majority of the tourism destinations. Without appropriate marketing strategies, the potential international tourists will be unaware of the special attractions and experiences of such areas. This will lead to a decrease in the number of foreign tourists and the level of foreign exchange. Some of the causes of this challenge include poor attendance at global tourism fairs, poor online presence and lack of strategic branding. The majority of destinations do not utilize the modern marketing tools such as social media campaign, influencer collaboration and online travel agencies. In addition, the absence of collaboration between the non-governmental agencies and other interested parties as well as the governmental agencies also limits the promotional activities. The necessity to develop efficient destination branding, online marketing investment and necessity to establish partnership with international travel agents are the major factors that are to be considered to overcome this issue. One can focus on cultural heritage, natural beauty, and unique experiences that will attract more people in the world. Good international promotion will increase competitiveness and make destinations conspicuous in global tourism market.

3. **Absence of Advanced Tourist Facilities:** The absence of advanced tourist facilities in some places may impact greatly on the overall traveling experience. Although such simple facilities can be offered, the lack of such facilities like high-quality housing, digital facilities, leisure facilities and features of accessibility restricts the attractiveness of a destination. The current tourists are seeking comfort, convenience and a blend of technology including Wi-Fi, online booking and smart services. Poor facilities may cause discontent and discouraging returns. This is one of the biggest issues particularly in the developing or less commercialized destinations where the investment is minimal. Enhanced amenities are an expensive and long term initiative which can include the government and investors. It is also necessary to train

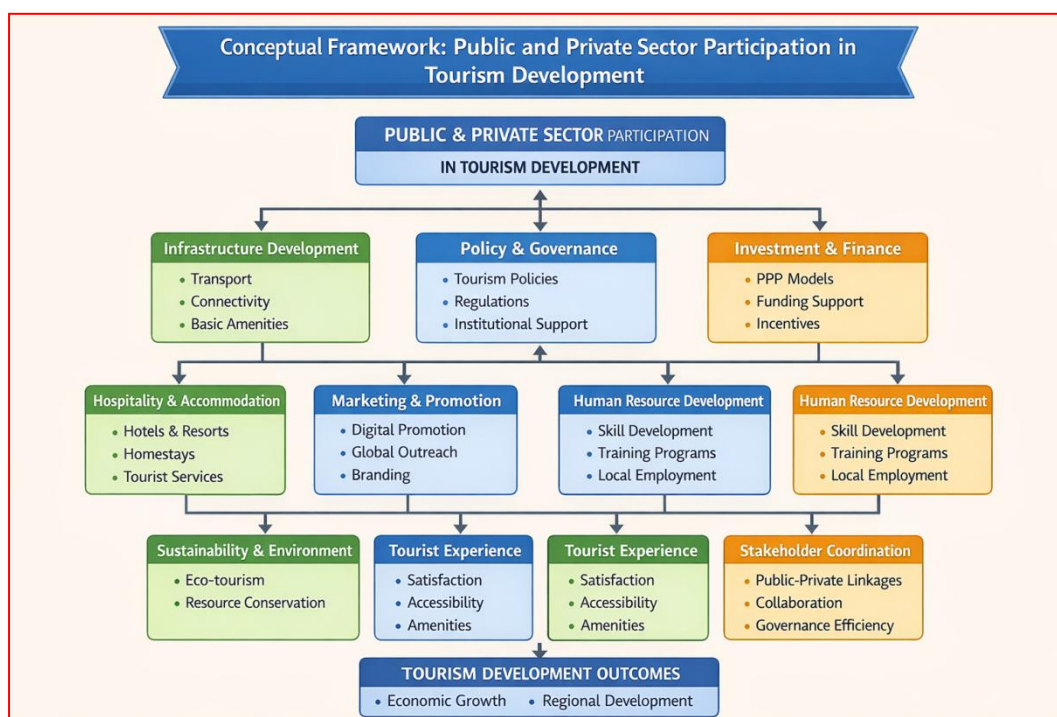
service providers to international standards. Better tourist facilities will mean that the destinations will be prepared to address the diverse needs of the tourists, increase the level of satisfaction and competitiveness in the tourism sector in addition to offering inclusive and accessible tourism experiences.

**4. Impact on Environment because of increased number of tourists:** The environmental issues, which come as a result of increased number of tourists, are a big challenge to the development of sustainable tourism. Too much tourism is likely to lead to pollution, wastage, deforestation, degradation of natural ecosystems. Popular places are usually characterized by congestion, water shortage and destruction of the natural habitats of wild animals. The ecological balance may be disrupted by the uncontrolled tourism and decrease the long-term appeal of a destination. Climate change is also a further aggravation of these problems, and environmental protection becomes the centre of attention. The solution to these impacts is to adopt sustainable tourism activities, such as waste management systems, environmentally-friendly infrastructure, visitor regulations, etc. The awareness program can be used to promote responsible behavior among the tourists and local communities. Strict conservation policies and government measures are important in conservation. The trade-off between tourism development and environmental sustainability will ensure that the natural resources would be preserved and simultaneously produce revenue through the tourism activities.

### Tourism Potential of Hassan District

Hassan district is often referred to as a “treasure house” of historical monuments and natural beauty. Chennakesava Temple and Hoysaleswara Temple represent the peak of Hoysala craftsmanship, attracting global attention. Additionally, religious tourism at Shravanabelagola, eco-tourism in the Western Ghats region, and cultural festivals contribute significantly to the tourism appeal of the district

Figure: 1



Research Gap Despite the fact

that tourism development in Hassan District, Karnataka has gained attention owing to its rich cultural heritage, and other attractions like Belur Temple and the Halebidu Temple, there is lack of research that has been carried out to investigate the comparative roles of the involvement of the public sector and the private sector in a holistic way. The current literature is usually concerned with the infrastructure development or promotion strategies and overlooks coordination, policy effectiveness, and stakeholder collaboration. Moreover, empirical information on the effects of partnerships on sustainable tourism, local job creation and economic development is limited. This leaves a discrepancy in the perception of the combined effects of the two industries in promoting balanced and inclusive tourism development.

### **Significance of the Research**

The research is significant because it brings out the joint role of both the government and the business sector in developing tourism in Hassan District. As the major destinations, such as Shravanabelagola receive the domestic and international visitors, it becomes necessary to learn about the cooperation between the two. The research assists policy makers to come up with strategies that work, promotes investment among the private people and enhances infrastructure and quality of services. It also helps in sustainable tourism practices, as it helps to identify the gaps in the coordination. The findings also aid in the economic development of the local communities by supporting job creation and safeguarding culture, which makes growth of the tourism industry useful to the region and its stakeholders.

### **Statement of the Problem**

The major tourist attractions like Hoysaleswara Temple have been affected by lack of proper infrastructure, poor marketing, and poor service delivery. Although Hassan District, Karnataka, has the potential of tourism, it is a problem that the sector lacks proper coordination of the public and the private stakeholders. The roles of the public sector initiatives tend to be inefficient and the roles of the private sector are still disjointed and profit oriented. This disproportion stifles the development of sustainable tourism and makes the district less competitive as a tourist attraction site. Consequently, there is a need to discuss the level and efficiency of the involvement of the state and the business sector to overcome these issues and enhance the overall results of tourism development.

### **Objectives of the Study**

1. To analyze the role of the public sector in tourism development in Hassan district.
2. To examine the contribution of the private sector in promoting tourism.
3. To evaluate the effectiveness of public-private partnerships (PPP).
4. To identify challenges and suggest measures for sustainable tourism development.

### **Analysis, Findings and Suggestions**

The analysis examines whether there is a significant association between demographic characteristics and the level of awareness towards tourism development. Although variations in awareness levels may exist across different groups, statistical testing reveals that these differences are not strong enough to establish a meaningful relationship.

The Chi-square test result indicates that the association between the variables is not statistically significant at the conventional level of significance. This suggests that the level

of awareness towards tourism development is not dependent on the demographic category considered.

**Null Hypothesis: There is no significant association between Level of awareness towards Tourism Development and Marital Status.**

**Table.1**  
 Marital Status and Level of Awareness

Marital Status	Level of Awareness			Total
	Less	Moderate	High	
Unmarried	21	52	35	108
	19.4%	48.1%	32.4%	100.0%
Married	21	33	38	92
	22.8%	35.9%	41.3%	100.0%
Total	42	85	73	200
	21.0%	42.5%	36.5%	100.0%
Chi-Square	3.110	Df-2	.211	

The Chi-square test was conducted to examine the association between **marital status** and **level of awareness towards tourism development**. The calculated Chi-square value is **3.110** with **2 degrees of freedom**, and the corresponding **p-value is 0.211**. Since the p-value (**0.211**) is greater than the standard significance level of **0.05**, the result is **not statistically significant**.

The null hypothesis is **accepted**, indicating that there is **no significant association between marital status and the level of awareness towards tourism development**. Although the distribution shows slight variations (for instance, married respondents have a relatively higher percentage of high awareness compared to unmarried respondents), these differences are **not strong enough to be statistically significant**. Therefore, marital status does not appear to influence awareness levels in this study.

### **Educational qualification and Level of Awareness**

Null Hypothesis: There is no significant association between Level of awareness towards Tourism Development and Educational qualification.

Table: 2  
**Educational qualification and Level of Awareness**

Educational qualification	Level of Awareness			Total
	Less	Moderate	High	
UG	11	13	18	42
	26.2%	31.0%	42.9%	100.0%
PG	20	46	25	91
	22.0%	50.5%	27.5%	100.0%
Professional	11	26	30	67
	16.4%	38.8%	44.8%	100.0%
Total	42	85	73	200
	21.0%	42.5%	36.5%	100.0%
Chi-Square	7.925	Df-4	Sig .094	

The analysis examines the association between **educational qualification** and the **level of awareness towards tourism development**. It is observed that respondents with different educational backgrounds tend to exhibit varying levels of awareness. However, these variations are not substantial enough to indicate a strong relationship. The Chi-square test result ( $\chi^2 = 7.925$ ,  $df = 4$ ,  $p = 0.094$ ) shows that the **p-value is greater than 0.05**, indicating that the association between educational qualification and awareness level is **not statistically significant**. Since the significance value (0.094) exceeds the 5% level, the **null hypothesis is accepted**. This implies that there is **no significant association between educational qualification and the level of awareness towards tourism development**.

### **Inference**

Although slight differences in awareness levels exist among respondents with different educational qualifications, education does not play a significant role in determining awareness towards tourism development. Other influencing factors may be more important in shaping awareness levels.

### **Tourism Development and Age of the Respondents**

The need to increase the visibility of tourism sites in the global market is crucial by improving digital marketing and global coverage. The growing use of the internet has seen the utilization of the online platform as a powerful promotional tool such as social media, travel sites and mobile applications.

**Null Hypothesis: There is no significant association between factors influencing towards Tourism Development and Age of the Respondents**

**Table : 3**  
**Factors influencing towards Tourism Development**

Factors		N	Mean	Std. Deviation	F	Sig.
Infrastructure Development	Less than 30	151	3.62	1.100	26.824	.000
	30 to 50	30	2.30	1.008		
	More than 50	19	4.00	.000		
	Total	200	3.32	1.209		
Heritage Conservation	Less than 30	151	3.25	1.072	14.912	.000
	30 to 50	30	2.30	1.008		
	More than 50	19	4.00	1.414		
	Total	200	3.04	1.132		
Policy Formulation	Less than 30	151	3.19	1.191	3.968	.020
	30 to 50	30	2.61	1.291		
	More than 50	19	3.00	1.414		
	Total	200	3.05	1.234		
Promotion and Marketing	Less than 30	151	3.13	1.151	19.812	.000
	30 to 50	30	1.98	1.125		
	More than 50	19	4.50	.707		
	Total	200	2.87	1.247		

The above table presents the analysis of variance (ANOVA) examining the differences in perception of various tourism development factors across different age groups.

For **Infrastructure Development**, the F-value is 26.824 with a significance value of 0.000, indicating a statistically significant difference among age groups. This suggests that perceptions regarding infrastructure development vary considerably across different age categories.

Similarly, **Heritage Conservation** shows a significant difference (F = 14.912, p = 0.000), implying that respondents from different age groups perceive the importance of heritage conservation differently.

In the case of **Policy Formulation**, the F-value is 3.968 with a significance value of 0.020, which is also less than 0.05. This indicates a statistically significant difference, though comparatively weaker than other factors.

For **Promotion and Marketing**, the F-value of 19.812 and significance value of 0.000 reveal a strong statistically significant difference among age groups, showing varied opinions regarding promotional and marketing efforts in tourism development.

### **Inference**

Since the significance values for all factors are less than 0.05, it can be concluded that **there is a significant difference in perceptions across age groups for all the selected tourism development factors.**

## Discussion

- There is a significant difference in respondents' perception of **Infrastructure Development** across different age groups.
- There is a significant difference in respondents' perception of **Heritage Conservation** across different age groups.
- There is a significant difference in respondents' perception of **Policy Formulation** across different age groups.
- There is a significant difference in respondents' perception of **Promotion and Marketing** across different age groups.
- Overall, age significantly influences respondents' opinions on all the selected factors of tourism development.

## Suggestions and Implications

**1. Improvement of the PPP Models in the infrastructure development:** Infrastructure that is developed in the tourism industry demands the necessity to enhance Public-private Partnership (PPP) models to hasten the process. PPP will help in transferring resources, risk and expertise between the government agencies and the private investors leading to the smooth running of projects. Under these partnerships, the mass infrastructure such as roads, airports, hotels and recreational facilities can be constructed at a higher standard and at a reduced financial burden to the government. It involves having clear policies, open contracts and the ability to have favourable regulatory structures that will attract the participation of the private. Governments should also ensure that approvals are passed on time and provide incentives such as tax breaks and subsidies. Successful monitoring and accountability mechanisms also increase the success of PPP projects. With cooperation and mutual trust, the PPP models can contribute to the level of infrastructure, the tourist experiences and the overall competitiveness of the destinations both in the domestic and the international tourism markets.

**2. Improving Digital Marketing and Global Outreach :** Strategic use of search engine optimization (SEO), targeted advertisement and interesting content can help to attract a global audience. Cooperation with the influencers, travel bloggers, and foreign tourism institutions also increase reach and credibility. The virtual tours, good images, and narration techniques are helpful to show the cultural and natural sites of uniqueness. Tourism boards and governments have to invest in strong digital strategies and keep updated and easy to use online platforms. The tastes of the tourism audience can be analyzed basing on the data analytics and separate campaigns are created. The increase in international outreach has the implications of increasing the number of foreign tourists in addition to destination branding, competitiveness and creation of revenues in the tourism sector.

**3. Eco-Tourism and Sustainable Practices Publicity:** The eco-tourism and the sustainable practices are supposed to be promoted so that the tourism development might be realized in the long term and natural and cultural resources were preserved. Eco-tourism is interested in responsible tourism to the natural environments to minimize the impacts on the environment as well as to assist in conservation of the environment. Sustainable practices encompass waste management, energy conservation, water resource management as well as use of environmentally friendly materials in tourism infrastructure. Community participation renders the local people economically viable and it also conserves their environment and

culture. The governments and other concerned parties in the environment should have tough environmental regulations in place and make the tourists aware of responsible behavior. Businesses can be encouraged to be sustainable by certification programs and eco-labels. Sustainability is also promoted through construction of accommodations that are environmentally friendly and motivating the activities in the nature based tourism. By conserving the environment and developing the tourism sector, the destinations will be in a position to stabilize the ecological setting, reduced the negative impacts and turned tourism to an economically feasible and beneficial industry to the future generations.

**4. Improving Last-Mile Connection and Facilities:** The strengthening of the last-mile links and facilities is essential in terms of providing the free access to the tourism locations, especially the ones located in remote or underdeveloped areas. Last-mile connectivity is the last segment of the route, which links the major transport centers with a particular tourist destination. Lack of proper connectivity may put off the tourists, regardless of the attraction in the destination. Road networks, local transport choices and signage systems can be greatly improved to increase accessibility. In addition, the basic amenities such as clean toilets, drinking water, information centers and safety amenities are available, which makes the tourists comfortable and satisfied. The electronic incorporation, such as navigation application and real-time updates, improves hassle-free travel experiences. The cooperation between government agencies and the operators should result in the development of effective and stable services. By focusing on the last-mile connectivity and facilities, the destinations can attract more visitors and improve the overall experiences and make the inclusive tourism grow.

**5. Training and Development of Skills of Local Workforce:** The local labor force should be trained and developed in terms of skills to ensure that their services in the tourism industry are of high quality as well as offering them sustainable employment. Customer satisfaction is attained through a well trained workforce that is capable of providing the customer with a professional service, communication and cultural sensitivity. Hospitality management, tour guiding, language skills and digital literacy, along with customer service are the areas that need to be covered in the process of training programs. The efforts of the government through training institutes and certification programs can be implemented in order to increase the level of skills. The education and training of the local communities also leads to the development of the community in an inclusive way and reduces unemployment. It must specifically target females and the younger generation to bring more people to tourism. There should be constant updating of skills to ensure that they abide by the changing trends in the industry and technological changes. Overall, the human resource development is strength in enhancing the quality of service, tourist experiences, and the success of the tourism development in the long term.

## **Conclusion**

Tourism development in Hassan District is a combined outcome of public sector initiatives and private sector participation. While the government provides infrastructure, policy support, and heritage conservation, the private sector enhances service quality and innovation. Effective collaboration between these sectors can transform Hassan into a globally recognized tourism destination. Sustainable and inclusive tourism strategies will ensure long-term economic growth and cultural preservation. . Age plays an important role in

shaping perceptions towards tourism development factors such as infrastructure, heritage conservation, policy formulation, and promotion. Different age groups have distinct viewpoints, indicating the need for age-specific strategies in tourism planning and development. The findings of the study clearly indicate that marital status does not have a significant influence on the level of awareness towards tourism development. The Chi-square analysis revealed no statistically significant association between these variables, suggesting that both married and unmarried respondents exhibit similar patterns of awareness. Although minor differences were observed in the distribution of awareness levels, these variations are not meaningful enough to establish any relationship. Therefore, it can be concluded that marital status is not a determining factor in shaping individuals' awareness of tourism development in the study area.

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