

KTS Chronicle

July to Sept 2024

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Editor's Note

As we see find ourselves at the cusp of the pre-tourism season, travel & trade members can be seen busy planning networking meets with associates & business partners from Indian and international markets. Exhibitions, Road shows, Seminars, FAMs, et al. The dilemma has always been which events to attend, which ones to give a miss (if one has to). Karnataka is yet to catch up with pre-COVID level of tourists' footfalls, especially in the case of international tourists. It is but natural that the Government is aware of these challenges facing our State's tourism sector.

It was indeed a welcome to see the DOT, GOK ramping up participation in B2B events, in India and international markets. July-Sept months began with KT participating in a spate of domestic and international trade events. While the trade exhibitions schedule looked pretty packed (in comparison to the last 3 years), Karnataka Tourism continues to lag far behind in terms of presence of advertising space in traditional and digital media. I strongly believe, it is equally important that we (brand-Karnataka Tourism) occupy a strong mind-space among target audiences. As the saying goes, our dilemma will always be - Out of sight is out of Mind (or consideration). My concern is, over the years, brand-KT's presence has been dwindling in travel and trade media. The Government needs to see how this can be overcome at the earliest.

One suggestion to overcome the issue of funding State Tour-

ism Board campaigns can be by allocating funds under co-marketing campaign by the Union Government. We often see mega campaigns by MOT, GOI and various State Tourism Boards running simultaneously in various Print & Television channels. I am not sure if such mega budget campaigns running into 100s of crores by various State Tourism brands translates into equitable return for each brand. However, if the Union Govt. allocates a certain % of its budget to the state boards to advertise their respective tourism circuits/experiences, my hunch is India as a destination benefits. This way, we can get better return on every 'Re' spent in advertising & promotion. It can also be a viable mechanism for states with smaller marketing budgets to catch the potential tourists' attention. If corporate sector brands (e.g. Tata, HUL, TVS, IOCL, HPCL, AMUL, etc) have for long been following this mechanism extensively to stretch their advertising budgets across various states, why can't tourism boards follow this.

Friends, let's work closely to get more guests visiting Karnataka in 2024-25. We have a long way still to catch up. I am sure a more coordinated and integrated approach is what will pave the way for our mission to make Karnataka among the top 5 destinations within the next 3 years.



S Mahalingaiah (Manu)
Secretary

Out-reach event held in Belagavi & Vijayapura



As a nodal association of Tourism stakeholders, Karnataka Tourism Society has from time-to-time organized CONNECT Meets, to bring together Members at the district level for networking among industry stakeholders and others operating along the tourism services value chain. We held two such CONNECT meets in August - on 13th Aug in Belagavi (at Hotel Sankam Residency) and on 14th Aug at Town Palace Hotel, Vijayapura.

Both events were well attended by a cross section of delegates from Travel agents, Hotels, Resorts, Fine-dining Restaurants & Cafes, Home stay operators, Tour Guides, District Tourism Council members, DC's office, District Police, Railways, ASI, Culture Department, Airport Authorities, Local Municipality. 135 delegates registered for the Belagavi meet, while at Vijayapura, there were nearly 150 delegates from Vijayapura and Bagalkote districts.

The dignitaries at both the meets in-

cluded the respective District Collectors along with Director, Tourism, DOT, GOK - Dr. Rajendra K.V., IAS. and the KTS Committee Members - Mr. PC Rao (Chairman, KTS-Connect Committee), Mr. S. Mahalingaiah (Secretary-KTS) and Mr. G.K. Shetty (Treasurer-KTS). The Chief Guest for the meet at Vijayapura was Dr. M.B. Patil, Hon'ble Minister of Large & Medium Industries & Infrastructure Development and Minister in-charge of Vijayapura district.

The Hon'ble Minister welcomed initiatives of the DOT and the KTS to hold such programs as it motivates stakeholders at grass root level and make them partners in the growth of the tourism services at the local level. He assured delegates that he will be happy to support initiatives necessary for growth of tourism at the District level. He also announced that the Vijayapura Airport will soon be a reality, giving a boost to the local economy. He further

mentioned about meeting Dr. Sudha Murthy, MP, Rajya Sabha, who has recently embarked on a recce of untapped tourism destinations in Bijapur, Gadag and Bagalkote and to identify developments can be undertaken. She has assured that she will utilize MP development funds allocated to her as well as bring in additional funds, if need be from The Infosys Foundation to develop such destinations.

At both the meets, the Tourism Director Dr. Rajendra K V, IAS explained the initiatives undertaken by the DOT, GOK to promote Karnataka, in India and in international markets. He said the objective is to work towards bringing the number of tourists to pre-Covid levels and to make Karnataka the top destination in India. Participants were keen to hear from the Director as to how the DOT, GOK plans to attract more tourists and develop Belagavi as a Tourist destination. Participants also wanted to know from the Director as to when the portal - tourismpolicy.karnataka.gov.in will be working.

The Hon'ble District Collectors, reiterated the local administration's commitment to support initiatives and suggestions made by the local stakeholders & the District Tourism Council Members to improve, facilitate and promote local tourism business, where ever required. In this matter, they also asked the District Tourism Council to take a lead in facilitating/promoting the local businesses in their activities.

Mr. S Mahalingaiah, Secretary, KTS made a presentation on initiatives taken in this year and plans for the rest of this financial year. He encouraged the delegates to take part in them and benefit from it.

Belagavi CONNECT 2024 | 13 Aug 2024 | Hotel Sankam Residency, Belagavi





Travel-Trade Events: July-Sept, 2024

As we get into the peak tourism season, Karnataka Tourism had a busy schedule participating in many trade events, connecting with old and new channel partner, FTOs as well as ITOs across India and in key international markets. Many stakeholders took the benefit by participating as co-exhibitors and made profitable networking. Here below is a snap shot of the various events participated between July and Sept, 2024:

**IITM, Bangalore | 26-28 July, 2024 |
Palace Ground, Bengaluru**

The Karnataka Tourism Pavilion was inaugurated by Dr. Rajendra KV, IAS, Director Tourism, GOK & MD, KSTDC Ltd.

Many stakeholders participated within the KT pavilion, and actively networked with visiting Buyer delegates, as can be seen in the pictures.



**Road show (on 11 July) + TTF, Kolkata
| 12 - 14 July, 2024 | Biswa Bangla
Mela Prangan**

DOT, GOK organised a Road Show on 11th July at The Park, Kolkata. This was followed with participating in the TTF Travel Exhibition, in which following stakeholders participated as co-exhibitors within the Karnataka pavilion:

- Ab travels South India
- Ayara Coorg Resort & Spa
- Big Travels
- Bindigaa Peak Resorts
- Cintacor Island Resort
- Crystal Inn
- Holiday Monk
- Hotel Le Ruchi the Prince
- Karan Tourist
- Lee Vacations
- Mysore International Travels
- Mookanamane Spa & Resorts
- Mysore Taxiwalla Car Rentals
- Palm Era Resort
- Quality Holidays & Cars
- Roopa Group of Hotels
- Skyway International Travels
- SPS holidays and Cabs
- Silver Sky Hotels & Resorts
- The Quorum Hotel
- Wisdom Vacations
- Woodstock Resorts
- Dept. of Tourism, GOK
- KSTDC
- Jungle Lodges & Resorts

The event was attended by Dr. K.V. Rajendra A V, IAS Director Tourism, GOK & MD, KSTDC, Mr. Prabhu Linga Talakere, JD, DOT, GOK, Mr. Ratnakar HT - Adviser, Tourism & Hospitality and Jungle Lodges & Resorts. The Director made a presentation on the tourism offerings of the state.

**Kolkata Road Show: 11 July 2024 |
The Park, Kolkata**



Kolkata Road Show: 11 July 2024 | The Park, Kolkata



**ROAD SHOW, ROME | 16 Sept. 2024 | Intercontinental Rome Ambasciatori
Palace, Rome**

The event was attended by Ms. Vani Sarraju Rao, IFS, Ambassador of India to the Republic of Italy along with Ms. Salma K. Fahim, IAS, Secretary to the Government, Department of Tourism, Government of Karnataka, and Dr. Rajendra K.V., IAS, Director of the Department of Tourism, Mr Prashant Shankhinamath IFS, MD - Jungle Lodges Resorts and Mr Devaraj A, KAS Commissioner, Archaeology Museum and Heritage.



ROAD SHOW, NEW YORK | 3 Sept, 2024 | Baar Baar Restaurant, New York

The Karnataka Tourism department was represented by Mr. Shivaputhra, PS to Hon'ble Minister of Law, Parliamentary affairs and Legislation and Tourism Department.



JATA TOURISM EXPO, JAPAN | 26-29 Sept. 2024 | Tokyo Big Sight

The Government of Karnataka was represented through the Department of Tourism, Jungle Lodges & Resorts Ltd. and KSTDC Ltd. The attending officials were: Ms. Salma K Fahim, IAS, Secretary to the Government, DOT, GOK, Mr. Prashant Shankhinamath, IFS, MD, Jungle Lodges and Resorts, Mr. Janardhan HP, Joint Director, DOT, GOK and Mr. Shivaputra, PS to the Hon'ble Tourism Minister. The Karnataka Stand was inaugurated by Mr. Sibi George, Ambassador of India to Japan. Mr. Kuniharu Ebina, President of the Japan Associate of Travel Agents (JATA) also visited the Karnataka Pavilion.



IFTM TOP RESA, PARIS 2024 | 17- 19 Sept, 2024 | Porte de Versailles Exhibition Center

The Government of Karnataka was represented through the Department of Tourism, Jungle Lodges & Resorts Ltd. and KSTDC Ltd. The attending officials were: Ms. Salma K Fahim, IAS, secretary to the Government, Department of Tourism, Govt. of Karnataka, Dr. Rajendra KV, IAS, Director, DOT, GOK, Mr. Srinivas M, Chairman, KSTDC and Mr. Ratnakar H T - Advisor, Tourism & Hospitality, Jungle Lodges & Resorts.

The Karnataka Tourism stand was inaugurated by his Excellency. Mr. Jawed Ashraf, Ambassador of India to France.



A Journey through the 'Many Worlds' of Karnataka

Karnataka (a state in the Southern region of India), perhaps offers the widest genre of tourism destinations any Indian state has to offer. With India's 3rd busiest airport in Bangalore (Karnataka's capital) connected to all key cities across the world with direct flights, access to the State or even the Southern part of India is just a flight away.

The tourism genres in Karnataka include - Heritage, Wildlife, Nature, Adventure, Beaches, Trekking, Hill stations, Plantations, Religion, Culinary, Art & Culture and many more. Suffice to say, one short holiday wouldn't be enough to satiate your appetite to explore all. Many international tourists visiting Karnataka for the first time come back again to experience what they couldn't cover in their earlier visits. That's the charm Karnataka has over guests visiting the land.

That said, you can still give your clients a fantastic experience of what Karnataka can offer by taking them on an itinerary that touches some of the most iconic destinations to get a feel of the MANY WONDERS that are spread across the length and breadth of Karnataka.

Here's a snapshot of one such itinerary most popular among international tourists visiting Karnataka. Most popular travel itinerary promoted by Foreign Tour Operators (FTO). Indeed, it is called "A Journey through Many Worlds".

14 Nights / 15 Days (Fixed Departure Tour: Every Friday from Bangalore)
Bangalore / Mysore / Nagarhole National Park - Kabini / Hassan - Belur - Halebeedu - Shravanabelagola / Hospet - Hampi / Badami - Aihole & Pattadakal / Karwar / Gokarna / Bangalore.

Overview

Embark on a luxurious voyage of discovery through the Cradle of Stone Architecture. Visit famous Stone Chariot in Hampi, a world heritage site, in Southern India, will travel through timeless Historical Heritage Sites, Resplendent Palaces, Wildlife and Golden Beaches. From Bangalore and traverses through Mysore, visiting Srirangapatna, Somanthpur, Mysore Palace, the Nagarhole National Park (Kabini) and continuing to the historical sites of Shravanabelagola, Belur-the 11th century cradle of Hoysala architecture and a world heritage site, Halebidu,

Hampi and thereafter entering into the triangular heritage site of Badami, Pattadakal, Aihole, and finally the serene beaches of Karwar and Gokarna.

Itinerary

Day 1: Arrive at Bangalore, the Capital city of Karnataka



Meet on arrival and transfer to a Hotel. Bangalore - the city boasts of spacious gardens, parks, tree-lined avenues, a profusion of flowering trees, lakes, earning it the sobriquet of "Garden City." The once-separate cantonment settlement of the British has now spread way beyond the mud fort and the four towers constructed by Kempegowda in 1537. Depending on the arrival time, proceed for half-day city tour - visit Cubbon Park, Vidhana Soudha - this massive building houses the State Legislature and the secretariat. Evening, return to hotel and overnight.

Day 02: Bangalore

Breakfast, proceed for full day sightseeing, visit ISKCON Temple - the Krishna temple is a blend of modern technology and spiritual harmony. Drive



around Bangalore Palace and after lunch visit Lalbagh - 240 acres of beautifully sculpted gardens, with a rare collection of tropical and sub-tropical plants. Evening is free to experience Bangalore's pub culture and shopping and overnight.

Day 3: Bangalore / Mysore (140 Kms / 3 Hrs.)



Morning at 06.00hrs (optional) proceed for a Bangalore walk conducted / guided by Mr. Arun Pai, Founder of Bangalore Walks. Walk around Bangalore streets with fellow Bangaloreans. Breakfast is organized during the walk. Return to hotel, check out and proceed to Mysore - known for its magnificent palaces and majestic buildings, sprawling gardens and tree lined boulevards, shimmering silks and sandalwood, the 'City Royale' always figures in the tourist's itinerary. On arrival, check into a hotel. In the evening, visit the famous Mysore Market; later proceed to the Maharaja's Palace to see the illumination. Return to hotel and overnight.

Day 4: Mysore

Breakfast and proceed for sightseeing - visit Chennakeshava temple situated in



the unobtrusive village of Somnathpur, 35km from Mysore. The exquisitely carved, star shaped temple with triple towers is a perfect example of Hoysala architecture. Drive to - Island fortress of Tipu's Sultan - visit, Mosque, and Ranganatha Swamy Temple. Break then for Lunch. Then, visit (Seasonal) the Ranganathittu Bird Sanctuary and later proceed to the Krishna Raja Sagar Dam / Brindavan Gardens after sunset, when musical fountains & colored lights transforms this place into a magical fairyland. Return to hotel and overnight.

Day 5: Mysore / Nagarhole National Park - Kabini (80 Kms / 2 Hrs)



Breakfast, check out at 09.00hrs and proceed to visit Chamundi hill & Maharaja's Palace. At 11.30hrs drive to - Nagarhole - Kabini - nestled in the southern fringes of the Nagarhole National Park, it is a perfect getaway for

nature lovers. The breathtaking locale with the tranquil backwaters of the River Kabini presents an ideal setting for a long-awaited vacation. Check in on arrival and proceed for buffet lunch. Wildlife safari in the evening. Wildlife Film followed by camp fire and buffet dinner. Overnight.

Day 6: Nagarhole National Park - Kabini / Hassan (170 Kms / 04 Hrs)
Early Morning Jeep safari or boating, breakfast, check out at 10:00 Hrs and proceed to Hassan, enroute visit Shravanabelagola - Asia's largest monolithic statue of Lord Gomateshwara, a Jain saint and an object of worship for centuries, standing atop one of the hills. On arrival check into a hotel at Hassan. Evening free and overnight.

Day 7: Hassan - Belur - Halebidu - Hassan



Breakfast and proceed for a day tour to Belur - Halebidu, the most photographed and perhaps the best examples of Hoysala Temple architecture. They are a must on every tourist's temple itinerary. The temples, perched on a star-shaped base amidst lawns, are a sculptural extravaganza. Return to hotel for lunch. Spend the rest of the day at leisure. Overnight.

Day 8: Hassan / Hospet - Hampi (310 Kms / 6 Hrs)
Early breakfast, checkout and proceed to Hampi - A world heritage center, the ruins of Hampi, the capital of Vijayanagar Kingdom evoke memories of the grandeur of a bygone era. On arrival at Hospet check into a hotel. Evening drive around Hampi. Return to hotel and overnight.

Day 9: Hospet - Hampi



Breakfast, proceed for a full day sightseeing, visit King's Palace - this is the largest enclosure, including two major platform structures, an underground chamber which must have served as a treasury or private audience hall. Mahanavami Dibba - equally impressive is the massive Mahanavami Dibba, where the kings once sat on gem-studded golden throne and watched processions pass by. Queen's Bath - this Structure has a very plain exterior but the interior is stunningly ornate, with graceful arched corridors, projecting balconies and lotus-shaped fountains that used to spout perfumed water for the ladies of the court. Return to hotel and overnight.

Day 10: Hospet - Hampi / Badami (130 Kms / 4 Hrs)



Breakfast, check out and proceed to Badami, enroute visit Pattadakal - A World Heritage Site it has 10 major temples representing early Chalukyan architecture. Visit Virupaksha, Mallikarjuna and Papanatha Temples. Lunch and there on drive to Aihole - The famous as cradle of Indian temple Architecture, it has over 125 temples all intricately carved and rich in detail. Famous ones are Lad Khan temple, Durga temple, Ravalphadi Cave temple, Konti temple complex, Jain Meguti temple are a few not to be missed. On arrival at Badami, check in to a hotel. Overnight

Day 11: Badami / Karwar (290kms / 6hrs)

Breakfast, checkout at 08.00hrs and proceed to visit to Badami Caves - picturesquely situated at the mouth of a ravine between two rocky hills, the exquisite sculptures and the rust red sandstone cliffs of Badami tell many a Tales of Yore. North Fort - a climb takes you to the Temples, the remains of a granary, a treasury and a watchtower on top of the fort. Banashankari - is a quaint hamlet taking its name from the temple to goddess Banashankari. Thereon proceed to Karwar. On arrival check in to a Beach Resort. Evening free and overnight.

Day 12: Karwar



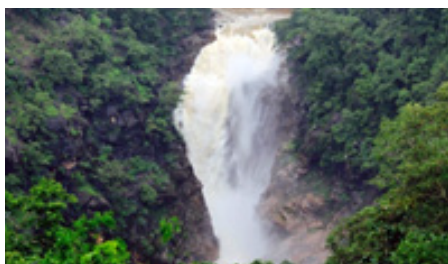
Karwar is a port city and has some of the most scenic beaches. It is surrounded by casuarinas trees all along the Arabian Sea coastline. Located just 15kms away from Goa, on the west coast of Indian Peninsula, It is both a natural harbour as well as a town with a history that goes back to the 15th century. Karwar is filled with places that provide exhilarating adventures as well as serene and peaceful spots.

After Breakfast, you can choose to drive to Shivaganga Falls or take the early morning ferry to the Devbagh Beach which is about 3 KM in the Arabian Sea. Next you can visit the Sadashivgad Hill Fort and the Durga Temple, situated on an almost 200 feet high hillock. Or, you can also take an early morning walk along the pristine beach or go on a boat ride on the Kali River for Dolphin sighting, snorkeling, scuba diving, surfing, par-gliding or river rafting. The list of 'adventure sporting activities' is pretty much long. Don't miss to have lip-smacking local sea food delicacies at any of the local restaurants. Return to the hotel and rest for the day. Overnight.

Day 13: Karwar

Breakfast and proceed to Gokarna (a laid-back, quaint and serene town in Uttara Kannada district). Check into your pre-booked hotel, freshen up and get ready to explore the beautiful places of Gokarna. You can start by a visit to Paradise Beach – a beautiful stretch along crystal clear water and

long curved stretches of sand. If you are game, you can then move to Gokarna Beach, the main beach of Gokarna



town for Surfing in the crystal clear waters. After that hectic Surfing, relax on the Om Beach that offers a great view of the sunset, with a perfect boat ride. Or if you are the adventurous type of a person, indulge in a wide choice of water sports available like parasailing, banana boat rides and jetski rides. As darkness sets in, get back to your hotel for the delicious dinner waiting for you. Overnight stay at the hotel.

Day 14: Gokarna

Breakfast, proceed to explore other interesting locations in and around Gokarna. Visit the Mahabaleshwar Temple, faced towards Gokarna Beach on the Arabian Sea dedicated to Lord Shiva, and a very revered place for the Hindus. You can then also visit the Shiv Cave Temple near Kudlu beach. Although a small temple of Lord Shiva, this is a fascinating place and worth a visit. Proceed then to visit

Yana Caves. Situated amidst the lush greenery of the Western



Ghats in Uttara Kannada district, Yana Caves is a small village near Gokarna that is famous for its unique rock formations and spiritual significance. The site attracts nature lovers, trekkers, and devotees alike. The Yana Caves, composed of two massive monoliths known as Bhairaveshwara Shikhara and Mohini Shikhara, stand tall in the midst of dense forests, creating an awe-inspiring sight. Return to hotel for dinner. Overnight.

Of course, there are many other activities & interesting experiences and places you could be visiting.

Day 15: Gokarna / Bangalore

Breakfast, checkout and proceed to Bangalore or to Goa Airport to board your flight. Tour Ends.

Should this be interesting for your clients, talk to a Tour Operator in Karnataka to plan a tour package.

By S Mahalingaiah, Skyway International Travels Pvt. Ltd.
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Rethinking Home stay Regulations & Ease of Registration

Karnataka's tourism sector holds immense growth potential, driven by its unique offerings - from the lush greenery of the Western Ghats to historic temples and a vast coastline. Home stays have become an integral part of this landscape, offering visitors an authentic, community based experience that often surpasses traditional hotels in cultural richness

and local flavour. However, despite their significant contribution to the state's tourism appeal, small property owners face considerable challenges in formalising their operations due to restrictive regulations and a complex registration process. With over 10,000 unregistered home stays in the state, it is clear that these regulatory barriers deter potential

hosts from formally joining the sector.

What defines a Home stay?

A home stay is a unique form of accommodation where travellers rent a room, part of a home or an entire property for a short-term stay. In Karnataka, home stays are often located in picturesque or culturally rich areas such as coffee plantations or rural villages, offering



guests the chance to experience local life and traditions firsthand.

Furthermore, a home stay is technically a residential property rented out on a short-term basis while facing stricter regulations than standard home rentals - without receiving any special subsidies!

Financial Realities

The financial model for home stays in Karnataka presents significant challenges. Assuming an average rate of ₹1500 per room per night and a 55% annual occupancy rate, a six-room home stay can generate just ₹18 lakh annually. Operating costs such as utilities, housekeeping, maintenance and food service add further pressure. Unlike larger hotels that benefit from economies of scale, home stay owners often pay higher rates for supplies like cleaning products, linen and guest amenities. For those with the expertise to run a home stay, the financial reward is often disproportionate to the time and effort required, especially when compared to other, less demanding job opportunities.

Despite these challenges, most home stay owners operate their properties out of passion for hospitality, cultural exchange, or for secondary income. Daily maintenance, including housekeeping and property upkeep, is typically handled by local staff. Imposing regulations, such as requiring the owner's physical presence on the property, is outdated - especially in the digital age, where property management and communication can be handled remotely. Regulations should focus on empowering individuals to run small scale, passion driven projects, promoting unique guest experiences rather than imposing restrictive rules that hinder growth



Guest Preferences: Why Home stays Matter

In today's open market, travellers have numerous accommodation options. When selecting a place to stay, guests prioritise ambiance, location and amenities. While some resorts may offer luxurious facilities at lower costs, many tourists choose home stays for their unique offerings. For instance, home stays often provide self-cooking options or home-cooked meals tailored to specific dietary preferences, such as pure vegetarian dishes or meals free of onion and garlic. These personalised touches are particularly valued by families with young children, senior citizens, or guests with special dietary needs. Guests are not looking for owners to cook but are comfortable with local staff or cooks catering to these specialised needs. Larger hotels and resorts often fail to offer the same level of customisation.

Guests also highly value safety, cleanliness, and personalised service. Properties that fail to meet these expectations receive poor reviews online, which impacts their reputation and business. This self-regulating aspect of the market ensures that only well-maintained home stays offering excellent

guest experiences will thrive. Consequently, excessive regulations are unnecessary, as the market itself effectively weeds out underperforming properties.

A misconception about Tax Revenue from Home stays

A common misconception is that home stays bypass GST obligations and do not contribute to the state's tax revenue. However, the reality is that most home stays are listed on online platforms like Airbnb, MakeMyTrip and Agoda, which are required by law to collect and remit

GST on behalf of property owners, even if the home stay is not individually registered for GST. This ensures that tax revenue is generated even for smaller operators who might otherwise be GST exempt due to their lower income levels.

For home stays that exceed the GST threshold, regulatory mechanisms are already in place to monitor transactions through the owner's PAN, bank accounts, and financial records. Once revenue surpasses the threshold, the owner registers for GST, ensuring compliance with tax obligations. This system allows the government to efficiently collect taxes from both small and large operators without overburdening home stay owners with unnecessary regulation.

Current Challenges for Property Owners

Under the current regulations, home stay owners must navigate a complex series of requirements, including obtaining a No Objection Certificate (NOC) from other departments. This bureaucratic red tape often discourages potential hosts from registering their properties. The physical presence requirement is not a standard practice in most other countries for short-term rental



licensing. As a result, a large number of small property owners remain unregistered, keeping a significant portion of the industry outside formal regulatory oversight.

Furthermore, without government registration, home stay owners are unable to join tourism associations such as the Karnataka Tourism Society. This limits their opportunities for networking, support and collaboration within the broader tourism sector. Simplifying registration not only brings property owners into the formal economy but also connects them with state level initiatives and resources aimed at enhancing the tourism experience. While regulations are important, they should be practical and streamlined to reduce the number of unregistered home stays.

A Simplified Framework for Home stay Registration

To overcome these challenges, the home stay registration process needs to be simplified. Drawing inspiration from the Ministry of Micro, Small & Medium Enterprises Udyam initiative, a similar online platform could streamline the registration process for home stays. This digital platform would allow property owners to register and renew licence through self-declaration, submitting necessary details such as PAN, bank account information and property address as per ownership document. The platform would eliminate the need for physical paperwork or repeated visits, offering a more efficient, user-friendly process for both property owners and regulatory authorities.

To balance ease of registration with essential safety standards, certain requirements could still be mandated to enhance guest security. For example, home stay operators could still be required to maintain a digital guest register, report foreigners on the e-FRRO portal and install outdoor CCTV cameras. It is also easier to regulate large online booking portals to verify the property registration details before listing them on their platform. For example, while the Goa

Tourism Department mandates that Airbnb displays the registration certificate number on every listing, Karnataka does not have a similar requirement. These straightforward measures ensure accountability and enhance guest safety without placing unnecessary burdens on property owners. By focusing on practical standards that do not restrict the owner's management flexibility, the government can encourage more home stays to register formally, supporting a well regulated yet accessible tourism sector.

Conclusion

Simplifying the home stay regulation and registration process would not only make it easier for owners to operate but would also significantly enhance Karnataka's tourism sector. By aligning home stays with rental properties in terms of registration requirements, the government can empower small scale hosts to run their properties as passion projects without the burden of excessive regulations. This change would encourage more participation, generate greater tourism revenue and provide travellers with unique, personalised experiences that large resorts and hotels cannot replicate. With guest reviews and market forces driving quality and service standards, there is little need for heavy-handed regulations. Instead, the focus should be on creating a supportive environment that helps local hosts thrive and preserves the authenticity and charm that make Karnataka's home stays a sought-after experience.

By Sandeep Hegde
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Placement of Advertisement and/or Advertorial

Karnataka Tourism Society will be happy to carry your advertisements and promotional messages in the KTS Chronicle. The KTS Chronicle reaches focussed audiences comprising over 10000 member institutions across the Indian Tourism fraternity. The KTS Chronicle is published every Quarter and is circulated among all Members of the KTS as well to member organizations: SHIRA, IATO, BCIC, FCCI, TAFI, ETTA, SKAL, KTF, KSTOA, MTA, Dept of Tourism Govt. of Karnataka, JLR and KSTDC office and the Minister of Tourism, Govt. of Karnataka's office as well.

Advertisements can be carried in following sizes and positions. The tariff is as follows:

Size/ Position	Cost/ Ins (in ₹)
Full page (inside pages)	9,000/-
Half Page (inside pages)	5,000/-
Quarter Page (inside pages)	3,000/-
Back cover (full page)	15,000/-
Quarter page (front page (solus)	7,500/-
A4-Gatefold (front or back page) – single side	25,000/-
Centre spread (double spread)	17,500/-

Kindly Note

- The above rates are valid for both, advertisements as well as advertorial content
- Client to provide content in digital format.
- Above costs are exclusive of GST, as applicable
- Material to be provided at least 15 days prior to date of publication.
- Payment to be made in advance and may be paid along with ad content to be published.
- Ad cancellation will not be entertained within 15 days from publication date.
- KTS will not be responsible for authenticity or veracity of ad content. Any disputes or legal resulting in lieu of the same will be borne by the Advertiser.
- All payments to be made via check only and in favour of Karnataka Tourism Society.

For all enquiries with regard to placement of advertisements/advertorials are to be addressed to: The Secretary, Karnataka Tourism Society at karnatakaturismsociety@gmail.com

