

## Hampi

*"If dreams were made out of stone, it would be Hampi."*

**Overview of Hampi Tourism.** Listed as a World Heritage Site, Hampi, also known as the city of ruins, is one of the most captivating historical sites of South India. It is a city of nearly 500 monuments, each with a story behind it, reflecting a fascinating history reaching the pinnacle of glory and then stumbling to a decline of utter neglect. The name Hampi originated from the word Pampa, the ancient name of Tungabhadra river that flows through the city. There are other names that it goes by – Vijayanagara, named after the ruling kingdom, and Virupakshapura, named after the deity Shiva.

Hampi, in ruins today, once boasted riches known far beyond the shores of India. The 14th-century ruins lie scattered across an area of about 26 sq. km, amidst giant boulders and vegetation. Protected by the Tungabhadra in the north and rocky granite ridges on the other three sides, the ruins silently narrate the story of grandeur and splendour. The splendid remains of palaces and gateways of the ruined city tell a tale of man's infinite talent and power of creativity, together with his capacity for senseless destruction.

**Famous Attractions.** The temples of this city are noted for their large dimensions, florid ornamentation, bold and delicate carvings, magnificent pavilions, stately pillars, and a great wealth of iconographic and traditional depictions, which include subjects from the *Ramayana* and *Mahabharata*. Other temples in the surroundings are the Krishna temple, Pattabhirama temple, Hazara Ramachandra temple, Chandrasekhara temple and Jaina temple.

**King's Balance:** This nearly 5 metre tall balance is located near the Vittala temple, also called Tula Bhara or Tula Purushadana. The king used to weigh himself in gold, gems, silver and precious stones, which were then distributed to the priests.

**Queen's Bath:** This two-storey monument consists of a swimming pool that is 50 feet long and 6 feet deep, arched corridors, projecting balconies, and lotus-shaped fountains that once sprouted perfumed water.

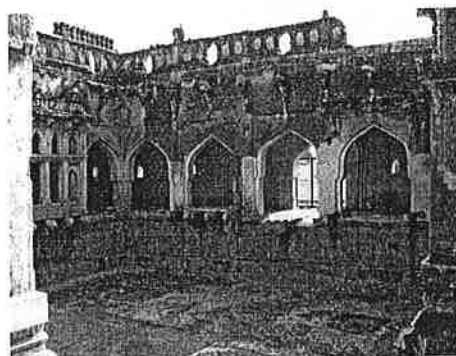
**Lotus Mahal:** Shaped like a lotus flower when viewed from the top, this two-storey structure has beautiful archways set in geometric regularity. It was an air-cooled summer palace of the queen.



Ugranarasimha at Hampi



King's Balance



Queen's Bath

- Also, there are indirect threats from other entertainment sources such as theme parks, shopping malls and the Internet.

### PEST Analysis of Hampi

**Political Factors:** Karnataka has always been a safe tourist destination. The government is politically stable and has been promoting tourism for a long time.

**Economic Factors:** The following are the key economic factors which can be listed out of the analysis:

- Hampi's economy is fuelled largely by agriculture and mining at present. The area is rich in iron ore and manganese. In addition, with its status as a World Heritage Site, tourism is another chief contributor to the economy.
- The tourist to Hampi can be a local or from other states or countries. There are transportation and accommodation facilities to cater to each of the above. Also, as part of the Incredible India campaign, there are special packages such as the Golden Chariot, named after the Stone Chariot in Hampi availed usually by foreign tourists.

**Socio-cultural Factors:** The following are the key socio-cultural factors which can be listed out of the analysis:

- The local language is Kannada, but guides and hotel staff can speak English and Hindi as well.
- Many of the present roads in Hampi are not original roads. There was a very good network of ring, radial and linear roads during the Vijayanagara period. The present asphalted roads do not merge with the monuments and stand out conspicuously. Heavy vehicular traffic in the prime archaeological zone of the site is causing serious damage to important archaeological remains. The site does not have any terminal and parking facilities.
- The entire Virupapura Gadda is characterized by illegal resorts, hotels and lodging activities. The construction of a controversial suspension bridge near Talarighat has endangered the entire site. The bridge stands on a major and extremely sensitive natural setting of the site – in the heart of the core protected area. It leads to heavy vehicular traffic and may affect the site environmentally. Besides this, it is very close to the ancient Anegundi gate and fort wall.

**Technological Factors:** There are plenty of Internet cafés in Hampi. Travel arrangements can be made online, including hotel bookings and reservations.

### International Tourist Destination: Singapore



It will be interesting to see how the Porter's model applies to international destinations. In this respect we have discussed Singapore here.

**Overview of Singapore Tourism.** Situated on the southernmost tip of the Malaysian peninsula, Singapore is one of the only four remaining city-states in the world. A country that achieved independence half-a-century ago, Singapore offers a rich and diverse mix in its people, culture and cuisine – a mix that is the only homogeneity spread over the 700-odd square kilometres of its area. This mix mirrors its colonial history and Chinese, Malay, Indian and Arab ethnicities in an environmentally friendly way that maintains natural- and heritage-conservation programmes.

**Famous Attractions of Singapore Tourism.** It is perhaps this mix that makes Singapore such an attractive tourist destination. The government recognizes tourism as one of the major contributors to the country's economy, and, as such, makes every attempt to welcome visitors to the smallest country in Southeast Asia.

The Orchard Road district, dominated by hotels and multi-storey shopping centres, is considered the main attraction of Singapore tourism. A prime tourist attraction is the Singapore Zoo, which has adopted the concept of "open zoo." It allows people to explore Asian, African and American habitats at night without any visible barriers between the guests and the wild animals. The Jurong Bird Park is a zoological garden centred on birds, and is dedicated towards exposing the public to as much species and varieties of birds from around the world as possible, including a flock of about 1000 flamingos. The tourist island of Sentosa attracts more than 5 million visitors a year, and consists of about 20–30 different landmarks.

Some shopping belts in Singapore apart from the Orchard Road are situated in Marina Bay, Bugis Street, Chinatown, Geylang Serai, Kampong Gelam and Arab Street, Little India, North Bridge Road, Riverside, Shenton Way and Raffles Place, and the Suburbs.

To further encourage shopping in Singapore, the Singapore Tourism Board (STB) organizes the annual Great Singapore Sale where shoppers enjoy great discounts and bargains at participating outlets. The STB also introduced "Late Night Shopping" in 2007. Initiatives like these enable Singapore to receive millions of tourists every year and make it an exciting and fun-filled experience.

#### *Porter's Five Forces Analysis of Singapore*

**Customers:** The following are the key customers (tourists) which can be listed out of the analysis:

- Singapore is home to over 7,000 multinational companies and acts as a hub for business tours and meetings.
- Located at a geographical vantage point, Singapore attracts global businesses and is seamlessly connected to almost every part of the world.
- As English is one of its numerous official languages, it is generally easier for tourists to understand when speaking to the local population of the country.
- Indonesia, China, Philippines and Malaysia remain its most prominent sources of tourists owing to its rich cultural diversity.
- Tourists enjoy their stay in this city, which is rich in contrast and colour but with a harmonious blend of cultures, cuisines, arts and architecture.
- Singapore seeks to be the business hub of Southeast Asia and has an expansive shopping precinct located in the Orchard Road district. Singapore took top spot as the most affordable shopping destination for tourists in Asia Pacific, according to the results from a comparative study by Euromonitor International on retail pricing in eight leading shopping destinations in the Asia Pacific region.
- Singapore is fast positioning itself as a medical-tourism hub – about 200,000 foreigners seek medical care in the country each year, and Singapore medical services aim to serve 1 million foreign patients annually by 2012 and generate US\$ 3 billion in revenue.
- Regional demand for travel will continue to be dominated by short trips by the Singaporean traveller to take advantage of cheap shopping. This trend seems to be supported by the growing popularity of low-cost carriers, which are being given access to the local market.





**Competition:** Singapore has been voted as the “best business city” by Asian readers of the *Time* magazine for five consecutive years. Yet, it faces close competition from other destinations like Hong Kong and Macau.

It also faces competition at a higher level from other tourist spots like Malaysia, Goa, Tokyo and Shanghai.

In order to maintain its competitive advantage, the tourism industry in Singapore should stress on the following issues:

- Positioning Singapore as a destination for the next 10 years to ensure tourism remains a sustainable engine of economic growth for Singapore
- Improving Singapore’s position as a tourism hub in the face of developments in the aviation industry
- Developing Singapore as a strong “events” destination
- Developing Singapore as a choice “business travel” destination

**Suppliers:** The following are the key suppliers which can be listed out of the analysis:

- STB offices initiated a series of business travel, meetings, incentive travel, conventions and exhibitions (BTMICE) road shows, and established strategic partnership between STB, Sentosa, Star Cruises and Suntec Singapore to market Singapore as a BTMICE destination.
- STB has tie-ups with several cruises internationally to tap new markets and customer segments. ROYAL Caribbean International (RCI) is the latest cruise operator to tie up with the STB on a series of marketing initiatives under the recently launched Singapore Fly-Cruise Development Fund.
- An efficient public-transportation network of taxis, buses and the modern mass rapid transit (MRT) rail system ensures that getting from point A to point B is hassle-free and extremely affordable.
- To attract more tourists, the government decided to legalize gambling and to allow two casino resorts (euphemistically called Integrated Resorts) to be developed at Marina South and Sentosa.

**Substitutes:** The following are the key substitutes which can be listed out of the analysis:

- With the growth of globalization and the availability of the state-of-the-art technology, business tours are being replaced by video conferencing
- Virtual Web sites on the Internet

**New Entrants:** Each country is vying for more tourists in the age of rapidly increasing disposable incomes. Countries within the region like Malaysia, India, and China, and in the Middle East like UAE and Kuwait are aggressively promoting tourism, as represented by these slogans:

- India – Incredible India
- Malaysia – Truly Asia
- Taiwan – Touch your heart

#### *PEST Analysis of Singapore*

**Political Factors:** The following are the key political factors which can be listed out of the analysis:

- Very stable political environment and good control on immigration. The government is very lenient about tourist visa as they promote it as an excellent tourist spot

- Malaysia was founded in 1963. Malay, Sabah, Sarawak and Singapore became one nation and established itself as a good shopping and tourist destination across the world
- Singapore is a parliamentary democracy representing different constituencies that have good representation of all classes and religions
- The government is very liberal in terms of spending and policies regarding tourism, which makes the place congenial, to enjoy the shopping experience and to attract tourists from all across the globe.

**Economic Factors:** The following are the key economic factors which can be listed out of the analysis:

- Singapore enjoys very low inflation and unemployment because of its stable government and financial stability.
- Experts are very hopeful about growth in the economy, and the same has been justified through the GDP growth rate since 2000.
- Hotels, restaurants and travel rates are not deterrents in Singapore. There is a plethora of hotels and restaurants. People of each class and various preferences can easily locate a guesthouse within their budget. As Singapore is a multi-ethnic city, it is easy to find food according to one's tastes. There are several restaurants offering ethnic Indian foods (vegetarian as well as non-vegetarian), continental foods, Chinese Foods or western foods.

**Socio-cultural Factors:** The following are the key socio-cultural factors which can be listed out of the analysis:

- All classes and religions are present in good numbers, whether it's Chinese, Indian, and Malaysian, or Hindu, Muslim, Buddhist, and Christian.
- Although many languages are spoken, English is the main language and is spoken and understood by most of the residents and local people.
- Although the country is recognized as highly literate and advanced, there is a low rate of education among women.

**Technological Factors:** The following are the key technological factors which can be listed out of the analysis:

- The air network of the country is exceptionally good, whether it is national or international. The country's airlines are renowned for their hospitality and comfort.
- As the country is highly advanced in technology, a variety of TV and radio stations are available for people to enjoy their leisure time and receive information.
- Country connectivity through the Internet is worth mentioning as numerous Internet service providers (ISPs) are available in all parts of the country. Ticket bookings and other Internet bookings are available at one's fingertips.
- Another major advantage for foreign visitors is that the country has a good number of airports with the latest facilities. Intra-city transportation is also very good.
- Singapore's government lays high emphasis on the tourism industry as it accounts for a good amount of the GDP. They have created a good information base on the Internet and other media. They also aggressively promote tourism by various means of communication throughout the world.