

Strategies For the Development of Tourism in Karnataka: Problems and Suggestions**¹ Chikkappa Chikkannavar**

Research scholar

Department of Studies and Research in Economics

Rani Channamma University

Belagavi-591 156

Mail_id: cychikkannavar@gmail.com**² Kiran Kumar P**

Assistant professor

Department of Studies and Research in Economics

Rani Channamma University

Belagavi-591 156

Mail_id: kirankarkunja@gmail.com**Abstract**

Tourism sector is one of large the emerging service sectors of the Indian economy. This sector has the capacity to create scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a fillip to the country's overall economic and social development. The state of Karnataka is situated in the south western region of India. Spread over an area of 1, 91,791 square km, the state borders the western coast of the Indian subcontinent. Karnataka is situated in the Deccan plateau and it witnessed the convergence of the Western Ghats and Eastern Ghats into the Nilgiri Hills. Karnataka covers about 750 km from North and South and about 400 km from East west. The coastline of Karnataka stretches for about 320 km. With its long stretch of scenic coastline, lofty green hills and pleasant climate Karnataka enjoys an enviable location within the Indian subcontinent. The study deals with the tourism potential of Karnataka state and identify the various tourist places of Karnataka. The study will suggests taking necessary steps to develop of various tourism spots by Karnataka state tourist developers. Based on the study, it could be concluded that the state has rich tourism resources for the tourists visiting in Karnataka.

Key words: Tourism, Development, Economy, Employment, Problems and Suggestions

Introduction:

Tourism sector is one of the emerging service sectors of the Indian economy. According to economic survey 2020-21, tourism is a major engine of economic growth that contributes significantly in terms of GDP, foreign exchange earnings, and employment. However, the COVID- 19 pandemic had a debilitating impact on world travel and tourism, including India. As per the world tourism barometer of the united nations world tourism organisation by 72 percent globally over the first ten months of 2020, with restricted on travel, low consumer confidence and a global struggle to contain the COVID-19 virus, all contributing to the worst year on record in the history of tourism. World destinations received 900 million fewer international tourists between January-October when compared with the same period of 2019, translating into a loss of US\$ billion in export revenues from international tourism. Note that International Tourist Arrivals

(ITA) had reached a total of 1.5 billion in 2019. Similarly, the tourism sector in India had been performing well with Foreign Tourist Arrivals (FTAs) growing at 14 percent to 10.04 million and Foreign Exchange Earnings (FEEs) at 19.1 percent to US\$ 27.31 billion in 2017. However, the sector underwent a slowdown in 2018 and 2019 before declining sharply in 2020. The Foreign Tourist Arrivals (FTAs) in 2019 stood at 10.93 million compared to 10.56 million in 2018. In terms of growth, the growth rate of FTAs declined from 14 percent in 2017 to 5.2 percent in 2018 and further to 3.5 percent in 2019. Foreign Exchange Earnings (FEEs) from tourism stood at US\$ 30.06 billion in 2019 as compared to US\$ 28.59 billion in 2018. In terms of growth, the FEEs decline from 19.1 percent in 2017 to 4.7 percent in 2018, picking up slightly to 5.1 percent in 2019 (Economic Survey 2020-21).

Karnataka has seen immense growth in domestic tourist visits, growing from 36.7 million in 2006 to 229.93 million in 2019. Karnataka attracts approximately 9.8 percent of overall domestic tourist visits in India, placing at fourth place among Indian

states. Karnataka also saw over 6.08 lakhs foreign tourist arrivals in 2019 with Bangalore ranking 5th among international check posts of India for foreign tourist arrivals. Karnataka offers a multitude of tourism opportunities, living up to the promise of its brand “One State, Many Worlds”. The states pleasant climate, cosmopolitan culture and highly responsive administration make Karnataka an excellent destination for businesses to set up and flourish. The state’s tourism destinations encompass a wealth of tourism products across a range of themes including heritage, culture, ecotourism, spiritual, adventure, coastal, wellness, rural and urban (Economic Survey of Karnataka 2020-21).

Objectives

- ❖ To know the current status of tourism development in Karnataka and India;
- ❖ To identify the various important tourist spots and level of visitors to Karnataka;
- ❖ To identify the problems and to suggest remedial measures for the development of tourism in Karnataka;

Methodology

The present study is based on secondary data, which is collected from reports of department of tourism, government of Karnataka, articles and thesis on development of tourism, books and various journals.

Review of Literature

Manoj Edward et.al (2008) studied that, the context and framework for assessing destination attractiveness of Kerala, an emerging tourism destination in India. This study is helpful for tourism decision makers in the public and private sectors to understand the potential and development strategies of tourism in Kerala. Its findings will provide inputs for planning, marketing and developing appropriate resource allocation strategies. This paper gives a glance into the development and prospects of tourism in the state of Kerala. It could be conclude that, Kerala Government should taken initial step to tourism development such as leading international travel firms and agencies, formulating comprehensive tourism policy, guiding and setting long term vision and goals for the tourism sector growth.

Mudasir Majid Malik et.al (2014) analysed that, the changes in number of tourist arrival from 1997-2012, increase in economic growth and the development of tourism as researchers focussed on foreign tourist arrivals, it is find out that India witnessed a grand total of 6.58 million foreign tourist arrivals with annual growth rate of 4.3% in 2012 it is the second largest foreign exchange earner in India recording estimated earnings of 94487 crore in 2011-2012. With world tourist arrivals expected to increase by 43 million every year on an average from 2010-2030, the domestic tourism is also a major factor which is contributing to the growth in tourism sector. The authors conclude that, Indian government by levying high luxury taxes on hotel and ensure greater cleanliness and safety for tourists it can help in giving a big boost to tourism sector.

Sultan Singh Jaswal (2014) discussed that, how India is emerging as a popular tourist destination in the world. It aimed change the attitude and behaviour toward foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient times. It also examines the impact of India’s economic growth on tourism, contributors to economic growth, role of tourism industry in India’s GDP (Gross Domestic Product), foreign versus domestic tourists. This study also explores that there has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. However, the author concludes that, the central and state governments, non-public sector and voluntary organizations ought to become active partners in improve the tourism development.

Nakajo Akihito (2017) studied that, the regional characteristics of the development of tourism accompanying economic growth in India and the tourist industry using development in the Kumaon region of Uttarakhand as author focussed on the development of hillside summer retreats in region with beautiful lakeside scenery and views of year round snow of the Himalayan Mountains, Hindu pilgrimage sites and so on. And the author find out that, the state government should promote the place of accommodation in order to facilitate tourism development. Finally the author concludes that Uttarakhand government should build

accommodation facilities in tourist place, it will help to tourism development of Uttarakhand.

Present Scenario of Tourism in India

The Indian tourism sector is one of the largest service industries in the country in terms of its contribution to the Gross Domestic Product (GDP) and Foreign Exchange Earnings, as well as for providing employment to millions. The sector in fact is expected to generate around US\$ 42.8 billion (INR 1897.7 billion) by 2017, according to an industry research (A Anand Kumar et.al 2014). The amount of Foreign Direct Investment (FDI) inflow into the hotel and tourism sector during April 2000 to June was worth US\$ 13 billion. Foreign Tourist Arrivals (FTAs) during 2018 stood at 10.56 million, achieving a growth rate of 5.20 percent year on year. FTAs in January 2019 stood at 1.10 million, up 5.30 percent compared to 1.05 million year on year. (FDI Finance Sector Tourism and Hospitality 2021), Tourism is one of economic sector in India that has the potential to grow at a high rate and ensure consequential development of the infrastructure at the destinations. It has the capacity to capitalize on the country’s success in the services sector and provide sustainable models of growth. the travel and tourism sector in India accounted for 8 percent of the total employment opportunities generated in the country in 2017, providing employment to around 41.6 million people during same year international hotel chains are increasing their presence in the country, as it will account for around 47 percent share in the tourism and hospitality sector of India by 2020 and 50 percent by 2022.

Table 1: Top 10 Most Visited States of India by Foreign and Domestic Tourists in 2019

States	Domes tic Tourist s	Ra nk	States	Internati onal Tourists	Ra nk
Tamil Nadu	385909 375	1	Tamil Nadu	6074345	1
Uttar Pradesh	285079 848	2	Maharashtra	5078514	2
Karnataka	214306 456	3	Uttar Pradesh	3780752	3

Andhra Pradesh	194767 874	4	Delhi	2740502	4
Maharashtra	119191 539	5	Rajasthan	1754348	5
Telangana	928783 29	6	West Bengal	1617105	6
West Bengal	856573 65	7	Punjab	1200969	7
Madhya Pradesh	839697 99	8	Kerala	1096407	8
Gujarat	543698 73	9	Bihar	1087971	9
Rajasthan	502356 43	10	Goa	933841	10

Source: Ministry of Tourism, Government of India

The above table shows that, top 10 most visited states of India by foreign and domestic tourists in 2019, Tamil Nadu is the got first rank in arrived both foreign and domestic tourists. Rajasthan is the got last rank in arrived domestic tourists and Goa is the got last rank in arrived foreign tourists. And also other states have most number of tourists in 2019.

Tourism Statistics of India and Karnataka Foreign Tourist Arrivals in India from Different Regions

Table -2: FTAs in India from Different Regions of the World, 2016-2018

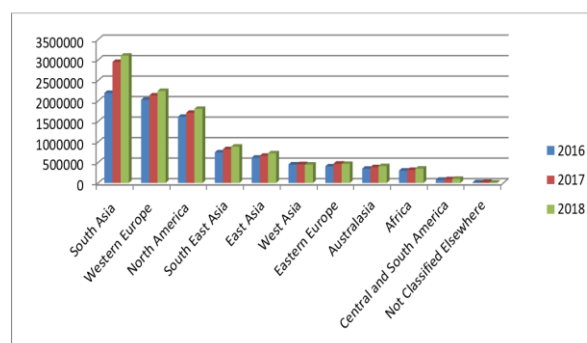
Region/ Country	Number of Arrivals			Percentage Share			2017	2018
	2016	2017	2018	2016	2017	2018		
South Asia	219 455 5	295 166 5	310 442 2	24 .9 3	29 .4 1	29 .4 0	34.5	5.2
Western Europe	202 941 2	213 367 3	224 363 5	23 .0 5	21 .2 6	21 .2 5	5.1	5.2
North America	161 417 8	171 235 8	180 771 8	18 .3 3	17 .0 6	17 .1 2	6.1	5.6
South East Asia	746 069	824 575	887 088	8.47	8.22	8.40	10.5	7.6

East Asia	617	663	724	7.	6.	6.	7.4	9.2
West Asia	451	457	449	5.	4.	4.	1.3	-
Eastern Europe	406	472	466	4.	4.	4.	16.	-
Australasia	348	386	412	3.	3.	3.	10.	3.9
Africa	302	318	351	3.	3.	3.	5.2	10.
Central & South America	787	920	101	0.	0.	0.	16.	9.8
Not Classified Elsewhere	149	234	100	0.	0.	0.	56.	-
Grand Total	880	100	105	10	10	10	14	5.2

Source: Bureau of Immigration, India

The above table shows that, foreign tourist arrivals in India from different regions of the world during last three years. It can be observed clearly that the FTAs in India have been increasing from all regions. The growth was maximum from Africa 10.4 percent followed by Central and South America 9.8 percent East Asia 9.2 percent, South East Asia 7.6 percent, Australasia 6.9 percent, North America 5.6 percent, South Asia 5.2 percent and Western Europe 5.2 percent. The percentage share in FTAs in India during 2018 was the highest for South Asia 29.40 percent followed by Western Europe 21.25 percent, North America 17.12 percent South East Asia 8.40 percent, East Asia 6.86 percent, Eastern Europe 4.41 percent, West Asia 4.26 percent, Australasia 3.91 percent, Africa 3.33 percent, Central and South America 0.96 percent.

Figure 1: Foreign Tourist Arrivals in India from Different Regions during 2016-2018



Source: India Tourism Statistics 2019

The above figure shows that, foreign tourist arrivals in India from different regions during 2016 to 2018. South Asia was the largest source of foreign tourists arriving to India in 2018 at over 3104422 lakhs visitors. In 2018 citizens from Western Europe, North America, South East Asia, East Asia, West Asia, Eastern Europe, Australasia, Africa, Central and South America had the highest number of tourists visiting India. In 2016 and 2017 citizens from those regions had the lowest number of tourists visiting in India compared to year 2018.

Mode of Travel of Foreign Tourist Arrivals in India

Foreign Tourist Arrivals in India during the period of 2010 to 2018, in the year 2010 foreign tourists are 5775692 lakhs and in 2011, 2012, 2013, 2014, 2015, 2016, 2017 and 2018 foreign tourists are 6309222, 6577745, 6967601, 7679099, 8027133, 8804411, 10035803 and 10557976 lakhs arrivals to India, which is given in the table 3.

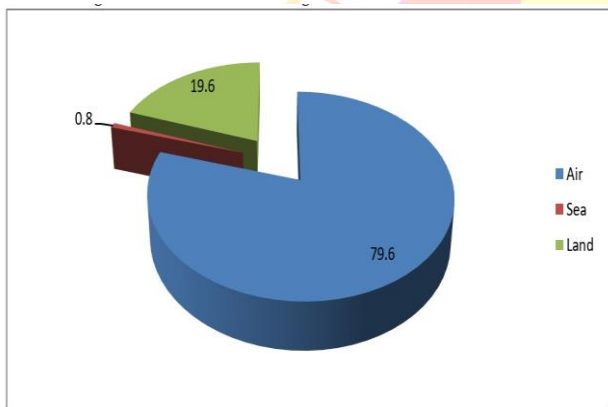
Table 3: FTAs in India According to Mode of Travel, 2010-2018

Year	Arrivals	Percentage Distribution by Mode of Travel		
		Air	Sea	Land
2010	5775692	91.8	0.7	7.5
2011	6309222	92	0.8	7.2
2012	6577745	91.7	0.7	7.6
2013	6967601	91	0.5	8.5
2014	7679099	86.1	0.4	13.5
2015	8027133	84.5	0.7	14.8
2016	8804411	84.1	0.9	15
2017	10035803	79.6	0.7	19.7
2018	10557976	79.6	0.8	19.6

Source: Bureau of Immigration, India

The above table shows that, the foreign tourist arrivals in India through air, land and sea routes during 2010-2018, Prior to 2010, share of air was approximately 91.8 percent and land was 7.5 percent. Air travel has been the most preferred mode of travel for the FTAs over the years, according for above 79 percent share each year during this period though a clear decreasing trend is visible. During 2018 the percentage of FTAs travelling to India by air remained same to 79.6 percent. The share of arrivals through land check-post has been above 7 percent during 2010 to 2012 and 2014 to 2018. Arriving through sea routes have remained less than 1 percent from 2010 to 2018.

Figure 2: Mode of Travel of Foreign Tourist Arrivals in India in 2018



Source: India Tourism Statistics 2019

The above figure shows that, mode of travel of foreign tourist arrivals in India in 2018. Air is shows 79.6 percent, sea is shows 0.8 percent and land is shows 19.6 percent. In the mode of travel air has percent of Foreign Tourist Arrivals and sea has low percent of Foreign Tourist Arrivals in India.

Foreign Exchange Earnings from Tourism in India

Table 4: Foreign Exchange Earnings from Tourism in India during 2010-2018

Year	Fee in Rs. Terms	
	Rs. in Crore	Percentage Change Over Previous Year
2010	66172	23.1
2011	83036	25.5
2012	95607	15.1
2013	107563	12.5
2014	120367	11.9

2015	1348844	12.0
2016	154146	14.3
2017	177874	15.4
2018	194881	9.6

Source: Indian Tourism Statistics 2019

The above table shows that, Foreign Exchange Earnings from tourism in India during 2010 to 2018, FEEs from tourism in India in 2010 in terms were 66172 crore as compared to 83036 crore in 2011 registered a growth of 25.5 percent in 2011 over 2010. And Foreign Exchange Earnings from tourism in India in 2017 in terms were 177874 crore as compared to 194881 creore in 2018 registered a growth of 9.6 percent in 2018 over 2017. The FEEs from tourism in India in Rs terms from 2010 to 2018 are shows the above table.

Important Tourist Places in Karnataka

Coorg: Coorg is a famous tourist hill station in Karnataka. There are three wildlife sanctuaries and a famous national park called Nagarhole. There are several options for sightseeing.

Halebeedu: the town of Halebeedu was once the 2nd capital of the Housalas. The temples which stand today are specimens of architectural excellence. These are Kedareshware and Hoysaleshwara.

Mysore: It was once the capital of Tipu Sultan, known as the Tiger of Mysore. Some of its tourist attractions are Mysore Palace, Devaraja Market, Crawford Hall and Jagan Mohan Palace.

Srirangapatna: Visit Srirangapatna for its royal past. It served as the capital of various kings and dynasties. Visit palaces, temples and forts here during your sightseeing tour.

Agumbe: Those who have read Malgudi Days will be familiar with Agumbe. A high-altitude village, its home to indias online Rainforest Research Station. There are several sightseeing sites.

Shravanabelagola: Shravanabelagola is a famous Jain pilgrimage destination in Karnataka. This is believed to be the place where Chandragupta Maurya breathed his last. The most famous tourist attraction is Bhagawan Bahubali Statue.

Bijapur: Bijapur was founded by the Chalukyas during the 10-11th centuries. It is great for those who want to explore historical sites. Some of the attractions are Bijapur fort and Jama Masjid.

Badami: Situated in a ravine and surrounded by golden sandstone hills, Vatapi, as Badami was called backthen, was one of the earliest places in Southern India to see a frenzy of temple building activities. Badami is famous for its beautiful cave temples, which are located around the Agasthya Lake that lies at the center of the ravine.

Somnathpur: Visit Somnathpur for the fabulous structure built during the reign of the Hoysalas. You will come across the most spectacular temples here.

Bengaluru: Bengaluru the capital of Karnataka is dotted with high tech industries. Go shopping, visit a sanctuary, and spend some time in one of its many parks or hangout at the glitzy malls.

Udapi: Boasting one of the longest walls in the world, Kumbhalgarh is the second-largest fort in india. This impressive fort is not to be missed witnessing in Rahasthan.

Bandipur National Park: Bandipur National Park is a part of the Nilgiri Biosphere Reserve. Spot Royal Bengal Tigers, Asiatic Elephants and a wide variety of bird species. Rosewood and sandalwood are found in plenty here.

Tourist Arrivals to Karnataka

Aggressive promotion and marketing campaigns through print and electronic media at the domestic, national and international levels and creation and up gradation of basic amenities and infrastructure at tourist spots have resulted in the increase of tourist arrivals to karnataka as furnished below:

Table-5: Tourists Arrivals from the Year 2017 to 2020 (No. in lakhs)

Year	Domestic Tourists	Foreign Tourists	Total Tourists
2017	1799.80	4.98	1804.78
2018	2143.06	5.44	2148.50
2019	2279.34	6.08	2285.42
2020	774.53	1.65	776.18

Source: Department of Tourism

The above table shows that the arrival of domestic and foreign tourists in Karnataka from 2017 to 2020. In the year 2017 domestic tourist are 1799.80 lakhs and foreign tourists are 4.98 lakhs arrived in Karnataka and in 2020 domestic tourists are 774.53 and foreign tourists are 1.65 lakhs arrivals to Karnataka. Finally it will show that

domestic and foreign tourists arrived to have increased from 2017 to 2019 in Karnataka tourist destinations. But in the year 2020 domestic and foreign tourists arrived decrease due to Covid-19.

Tourism Development Strategies of Karnataka

Development Strategies

- ❖ Karnatakas tourism development strategy should focus on the following priorities:
- ❖ The management and implementation of the tourism master plan.
- ❖ Promoting travel in karnataka and establishing karnatakas position as a world-class tourism destination while retaining its distinctive identity.
- ❖ The restoration and preservation of tourism attractions and the promotion of eco-tourism.
- ❖ Promoting repeat visits and educational trips.
- ❖ Raising karnatakas profile and showcasing the state as a global destination.
- ❖ Increasing visitor arrivals and positioning karnataka as a hub for meetings, conventions and exhibitions.

Marketing Strategies

For increasing the tourist inflow aggressive marketing strategies will be adopted to publicize the tourist potential of karnataka both nationally and internationally. Some of the main features of this strategy are as follows:

- ❖ Opening of tourist information centers in other states.
- ❖ Appointment of marketing agents throughout the country and also abroad.
- ❖ Advertisement blitzkrieg in print and electronic media.
- ❖ Published of high quality literature in indian and foreign languages.
- ❖ Screening of documentaries in theatres, railways stations, airprts, bustermini etc
- ❖ The government will gradually assume the role of a catalyst/facilitator and involve the private sector in restoring the prime position occupied by the state in tourism earlier.
- ❖ Other strategies include; attract visitors from new markets; generate longer stays; increase

the expenditure of each visitor; extent the tourism season; and attract special interest tourists.

Problems

- ❖ Lack of master plan
- ❖ Encroachment by the local people and lack of clear defined boundaries by the government
- ❖ Lack of information for tourists
- ❖ Lack of basic hygienic facilities at tourist destination
- ❖ Lack of sound marketing strategy
- ❖ Environmental pollution
- ❖ Lack of professional trained tourist guides
- ❖ Poor administration and management
- ❖ Challenges in planning, regulating and implementing regulations in the built environment of protected monuments

Suggestions

- ❖ Tourism Department should act as a nodal agency for co-ordinating with various other States and Central departments in order to promote the state and to provide better infrastructure.
- ❖ A single window clearance of tourism projects with a transparent process should be evolved.
- ❖ The dual reporting structure should be removed and the tourism heads at the district level should be at helm of affairs in their location. The role of the District Collector in Tourism needs to be re-examined.
- ❖ More budgetary support to the department should be provided by the state government
- ❖ Additional assistance from Central Government should be sought for developing mega tourism projects envisaged for the state
- ❖ Awareness should be created among the locals on the earning potential/employment opportunity on account of tourism, thereby changing the closed and conservative mindset of the people
- ❖ A tourism university can be developed with Mysore /Bangalore and the state should take

the lead role in developing tourism professionals.

- ❖ The role of private entrepreneurs in Tourism promotion and in implementing projects should be recognised and a Public-Private Tourism model should be evolved.
- ❖ The Government should focus its efforts in promotion of the State abroad and in other States and act as a facilitator by limiting itself to providing infrastructure support.

Conclusion:

To conclude, as per the observation Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a flip to the country's overall economic and social development. Karnataka, especially its coastal areas are unique and priceless treasure of India with tourism point of view. The government should assure this growth by adopting strategies to enhance private sector participation in tourism, as well as take advantage of resources available through the IT industry. Likewise, the state government should provide proper basic services and the academic environment for the proper training of tourism operators. With regard to tourism development, the state has assumed the high status in order to attract the maximum tourists a large number of tourism development activities is rapidly taking place because of the strategic location of its tourist destinations. Karnataka tourism will work hard to achieve the objective of to make Karnataka one among the top states of India in terms of domestic and international tourist visits. Based on the analysis of the tourism potential of Karnataka it could be conclude that the state has rich tourism resources for the tourists visiting in this state.

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