

DISSERTATION ON
“A STUDY ON CULTURAL AND SOCIAL ASPECTS OF RESPONSIBLE
TOURISM INITIATIVES IN KERALA WITH RESPECT TO KUMARAKOM
PANCHAYAT”

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Submitted by:

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CERTIFICATE

This is to certify that the dissertation report titled “A STUDY ON CULTURAL AND SOCIAL ASPECTS OF RESPONSIBLE TOURISM INITIATIVES IN KERALA WITH RESPECT TO KUMARAKOM PANCHAYAT” Submitted by NIMISHA C SATHYAN towards the partial fulfilment of the requirement for the award of degree of MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM) is a record of bonafide work carried out by her during the academic year 2021-2023.


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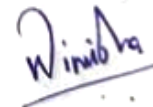

External Examiner

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DECLARATION

I NIMISHA C SATHYAN , do here by declare that the dissertation entitled “**A STUDY ON CULTURAL AND SOCIAL ASPECTS OF RESPONSIBLE TOURISM INITIATIVES IN KERALA WITH RESPECT TO KUMARAKOM PANCHAYAT**” is a bonafide record of work done by me under the guidance of Mrs **FIONA DUROM** of French department, St. Teresa’s college (Autonomous) Ernakulum, and submitted to Mahatma Gandhi university as the dissertation report for the post graduate degree of Master in Tourism and Travel Management.

I also declare that this project has not previously formed for the basis of award of any academic qualification, fellowship or other similar title of any other university or board.



NIMISHA C SATHYAN

Place: *Erna Kulam*

Date: *09/06/2023*

PREFACE

As a part of the Master's in Travel and Tourism Management (MTTM) curriculum, I embarked on research journey to gain practical knowledge in the field of tourism development. Throughout this dissertation, I have documented my personal experience, observation, and insights acquired during the research period. By studying the potential of responsible tourism and their impact on tourism development, I aimed to contribute to the existing body of knowledge in this field and provide valuable recommendations for future endeavours.

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CHAPTER 1

INTRODUCTION

1.INTRODUCTION

Throughout history, travel has been essential for survival, but as technology advanced, travel became more accessible for pleasure and exploration. With this increased tourism came the need for responsible practices to ensure that communities and destinations were not negatively impacted. Responsible Tourism, defined at the 2002 World Summit on Sustainable Development in Cape Town, requires everyone involved in tourism to take responsibility for making tourism sustainable. Kumarakom, an international tourist destination situated on the largest freshwater lake in Kerala, India, became a Special Tourism Zone in 2005. In May 2007, efforts to launch Responsible Tourism in Kumarakom began with the formation of the Destination Level Responsible Tourism Committee and three working groups in economic, environmental, and social areas. The official inauguration of Responsible Tourism in Kumarakom occurred on March 14, 2008, after a second meeting of the DLRTC in November 2007. Agriculture, fishing, and tourism are the main economic activities in Kumarakom. The popular tourist attraction in kumarakam is the Kumarakom Bird Sanctuary. There are a different varieties of birds in this sanctuary and also different types of seasonal birds can also be seen in Kumarakom

1.1 Scope of the study

This study is mainly related to the economic and cultural aspect of responsible tourism initiative in Kerala with respect to Kumarakom panchayat..

1.2 Statement of the problem

- 1 The project titled “Economic and cultural impact of responsible tourism initiative in Kerala - A case study of Kumarakom Panchayath” is mainly focused on effect of

responsible tourism on the resorts and locality of the Kumarakom Panchayath.

- 2 Responsible tourism by definition is tourism that minimizes negative social, economic and environmental impacts and generates greater economic benefits for local people. On implementing the responsible tourism, the social and cultural life of the local people has changed drastically. On this project, we are dealing with degree of the impact of the responsible tourism from the view point of the resorts.

1.3 Objectives of the study

1. To analyse the socio-economic conditions of local people in the study area.
2. To explain the concept of Responsible Tourism.
3. To analyze the socio-economic and cultural impact of responsible tourism initiative Kumarakom panchayat.
4. Make suggestions and recommendation

1.4 Research Methodology

Research is an art of scientific investigation. Research methodology is used to solve the research problem. The present study deals with economic and cultural impact of responsible tourism initiative in Kerala specially taking Kumarakom Panchayath as the universe. The following steps are needed for the present study

1.5 Research Design

The study is based on the facts collected and observation made from the local people engaged in tourism industry at Kumarakom Grama Panchayat.

Collection of data

The data required for this study were collected from primary and secondary sources.

Collection of primary data

Primary data required for this study were collected from 30 resorts located in seven wards of

Kumarakom Grama Panchayath. The Kumarakom Grama Panchayath consists of 16 wards, out of which 7 wards having the tourism activities and all these wards were selected for this study. The data is collected using direct questionnaire method

Collection of secondary data.

The secondary data is collected from news papers, internet, booklets, KTDC, DTPC offices etc.

Sample design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. The study involves resorts from 7 wards having tourism, out of 16 wards in Kumarakom Gramma Panchayat. These wards involve lakes, resorts, home stays etc. Since the population is very large, a convenient sample of 30 resorts is taken.

Tools for data analysis

Percentage analysis

Limitation of the Study

- In the case of data collection, non-co-operation of informants was another constraint.
- The study was limited to 30 resorts. The finding may differ with higher sample size.
- The resorts and the employees were not clearly aware about the responsible tourism, which may also influence the results.
- Personal bias and prejudice also influenced the data collected.

1.6 Need and significance of the study

As tourism emerged as a panacea for economic development in almost all the developing nations, the ruling authorities are permitting the tourism activities without any thinking. As a result, the negative effects which mentioned in the above paragraph will be more than that of positive effects.

After realizing this, certain governments introduced innovative tourism practices here and there. Responsible Tourism initiative launched in Kerala in the year 2008 is one such

example. So, considering the effects that is supposed to have on the local people is also an importance field to analyze and study.

CHAPTER- 2
REVIEW OF LITERATURE

Krispen karanda(2020)Conducted a study on ‘Ecotourism in the Mudumalai wild life sanctuary in Tamil Nadu. He concluded that ecotourism endeavors to encourage support the diversity of local economies for which the tourism related income is important. The revenue generated fromtourism helps and encourages government to fund conservation.

Mikovhe gadise (2020) This study employed the compensation variation (CV) and propensity score matching (PSM) methods to analyse the impact of government support services and programmes on the welfare of households. The findings revealed that government support programmes, such as Reconstruction and Development Programme (RDP) support, social grants and government-subsidised houses, impact positively on the welfare of households in low- and middle-income classes in the Limpopo province. The findings further revealed that welfare gains of households in the low-income category are higher than those of households in the middle-income category.

Viji M. (2014) in her paper titled ‘Ecotourism and the Sustainable Socio Economic Development’ speaks of how ecotourism can be made sustainable for the socio economic development of the region. The author feels that the income generated through ecotourism activities can be used in the development of the protected areas. Tourism can result in creation of direct and indirect employment opportunities to the people living in the region, which would result in reduction of excessive dependency on agriculture especially in rural areas.

Umesh Maiya (2011) conducted a study on ‘Assessment of host community attitudes towards the socio-cultural impacts of tourism in Karnataka. The result of the study showed that support for the tourism industry is strong among the local residents of the coastal Karnataka region. Furthermore, residents not only support the current size of the industry but also are in favor of its expansion. Despite the overall positive attitude towards tourism local residents also perceived negative changes as consequences of the impact of tourism in the region. The most

strongly perceived positive impact was the improvement of employment opportunities; the most strongly perceived negative one being a general increase in the cost of land and real estate. The respondents feel that the tourism industry is good for the local economy, but also feel that tourists create traffic and parking problems.

Abhijith Banerjee (2010) conducted a study on 'tourism in protected areas, worsening prospects for tigers' in India. He analyzed it against the background of the increasing popularity of eco-tourism and the drastic loss of tigers due to lack of funding, mismanagement, population and development pressures as well as poaching, this article found out that the present policies benefit neither conservation nor local communities. It is only by integrating eco-tourism into a broader array of sustainable livelihood, will local communities be more inclined to support conservation efforts.

Gawtham Patkar (2010) analyzed 'Tourism development and its environmental impacts' in North East India. According to him the development of tourism in north east region requires a caution approach. A right balance between the promotion of tourism and preservation of environment is a must. Less polluting greener vehicles are to be encouraged in and around tourist destinations for carrying people. Tourists also have to ensure that the rubbish and debris are not left behind. The use of plastic or tin container is to be avoided in the places they visit. The agencies involved in tourism must ensure that their conduct as well as the behaviour of the tourist is not detrimental to the ecology and socio-cultural environment.

S. Babu (2010) conducted a study on 'Ecotourism in the Mudumalai wild life sanctuary in Tamil Nadu. He concluded that ecotourism endeavours to encourage and support the diversity of local economies for which the tourism related income is important. The revenue generated from tourism helps and encourages government to fund conservation projects and training programmes.

Dr. Manish Srivasthva (2009) analyzed 'assessing international heritage tourist satisfaction in India'. He concluded that there is tremendous hike in tourism all over the world. Heritage tourism is a fertile ground for exercising creative talents, festering special kinds of relations

between the visitors and the host population, between the tourist and the host environment.

Abdul Malek (2008) analysed the 'investment incentives to encourage tourism development: a study of Republic of Yemen in Yemen. His findings as the program of investment incentives in Yemen is still at the beginning of its application and therefore, the work of this program in the tourism sector will appear only after several years. The program of investment incentives in Yemen does not put accurately tourist covered by the program which can make many of the components of the tourism sector benefiting from this program, such as car rental agencies.

Dr. A. Ramachandran (2008) conducted a study on 'Tourism awareness and satisfaction in Tamil Nadu with special reference to Mamallapuram'. The study highlights the necessary measures that need to be taken regarding issues relating to transport facilities, infrastructure development and environmental cleanliness and so on. From the study, the place is more suggestible for site seeing and it gives pleasure. It also shows that the place has high floating population and it gives good business. The stone sculptures were treated as the prime business entity for this place.

Dr. M. H Salim (2008) conducted a study on 'encash the tourism potential of Kerala through Kerala Financial Corporation'(KFC) in Kerala. This study analyzed that the infrastructure development holds the key to India's sustained growth in the tourism sector. Therefore, the ministry of tourism has been making efforts to develop quality tourism infrastructure at tourist destinations and circuits. The ministry of tourism has sanctioned 91 projects for an amount of Rs 503.56 Core for infrastructure augmentation including rural tourism projects in the year 2008-2009. The ministry has launched a scheme for development of nationally and internationally important destinations and circuits through mega projects. At this juncture the role of state financial institutions like KFC in promoting small and medium scale enterprises in the tourism sector cannot be ignored, especially in the state of Kerala

CHAPTER-3
THEORETICAL FRAMEWORK

3.1 Responsible tourism initiative

An experience with Kumarakom punchayat

Kumarakom gained recognition as a popular international tourist destination in 2000 after the visit of former Indian Prime Minister Atal Behari Vajpayee. The town is situated near the Vembanad Lake, which is the largest freshwater lake in Kerala, and offers breathtaking views. In addition to water-based tourism activities, the Kumarakom bird sanctuary spanning 14 acres is a prominent tourist attraction. The town's primary economic activities include agriculture, fishing, and tourism. The Government of Kerala declared Kumarakom a Special Tourism Zone in 2005

3.2 What is responsible tourism

In 2002, during the World Summit on Sustainable Development in Cape Town, Responsible Tourism was introduced as a concept. The main aim of Responsible Tourism is to create better living conditions for local communities while also making tourism more sustainable. All stakeholders, including tour operators, hoteliers, governments, local residents, and tourists, are responsible for taking action towards achieving this goal.

The World Travel Market has embraced the Cape Town Declaration of Responsible Tourism Definition and has instituted World Responsible Tourism Day to encourage the industry to demonstrate its commitment to sustainability. The Cape Town Declaration acknowledges that Responsible Tourism can take various forms, but it is essentially travel and tourism that emphasizes sustainability and takes into account the social, economic, and environmental impacts of tourism on local communities.

Minimize negative economic, environmental, and social impacts while generating greater economic benefits for local communities and improving their well-being.

- It also involves local people in decisions that affect their lives, and contributes positively to the conservation of natural and cultural heritage.

- This approach aims to enhance the satisfaction of tourists by enabling them to establish more significant connections with local residents and gain a deeper appreciation of the local culture, social dynamics, and environmental concerns.
- Additionally, it seeks to promote accessibility for individuals with disabilities and those who are underprivileged.
- Moreover, this approach prioritizes cultural sensitivity, which fosters mutual respect between visitors and hosts and instills a sense of pride and confidence among locals.
- Finally, responsible behavior is contextual and varies based on the location's culture and environment.

Efforts to introduce Responsible Tourism (RT) in Kumarakom began in May 2007, and a meeting was held on 16th May 2007 to discuss the matter. During this meeting, the Destination Level Responsible Tourism Committee (DLRTC) was established, and three working groups were formed to focus on the economic, environmental, and social aspects of RT. Another DLRTC meeting was held on 27th Nov 2007 before the official inauguration of RT on 14th March 2008. Kumarakom Grama Panchayat took charge of implementing RT in Kumarakom and has been the most successful among the four destinations where RT was introduced in the State. To evaluate the implementation of RT at Kumarakom, personal interviews were conducted with the stakeholders, and a focus group interview was held with the members of the Grama Panchayat. The observations made during these interactions are based on the Terms of Reference provided.

RT related

structure DLRTC

The Secretary and Director of Tourism have been instrumental in supporting Kumarakom at the State level, which has facilitated the implementation of Responsible Tourism (RT) in the area. The President represents Kumarakom in the State Level Responsible Tourism Committee

(SLRTC). A former Panchayat President has recommended that the Chairman of the Welfare Standing Committee and a Panchayat member who is interested in RT implementation should also be included as members of the SLRTC. However, this suggestion may not be feasible when more destinations are added to the RT network.

Working groups

In Kumarakom Panchayat, tourism is important, and they have a working group dedicated to it, which has helped in implementing responsible tourism (RT). Panchayats can create working groups for local issues, and this has helped the RT implementation in Kumarakom. The tourism working group at the Panchayat level was formed by people interested in the concept of RT. Additionally, three working groups were formed under DLRTC to assist in the implementation of RT, but they did not contribute much except as individuals. Recently, more hotel and resort owners have shown interest in cooperating and participating in the RT implementation in Kumarakom.

Technical support cell at destination level

The Technical Support Cell played a significant role in the successful implementation of Responsible Tourism (RT) in Kumarakom. It was the focal point for RT implementation and remained active since its launch, providing timely support through various initiatives. Some of its functions included creating Kudumbasree units and farmer groups to enhance the production system, forming a group named 'Samrudhi' for collecting and distributing products, coordinating with hotels and resorts to encourage their participation in the RT movement, developing a production calendar to ensure a steady supply of vegetables throughout the year, and managing issues within and between production units. These were all responsibilities handled by the Technical

Cell Coordinator.

The Coordinator spent most of their time on economic responsibilities, while the Cell helped resolve labor disputes, such as a bonus disagreement for the houseboat crew. Initially, residents opposed a sewage treatment plant, but the Cell raised awareness and ultimately helped set it up. The Cell also convinced the Panchayat President to address protesters and promise to shut down the plant in case of malfunction. The plant is now supervised by DTPC. However, the RT Cell stopped operating in June 2010, leaving a leadership and guidance void for other players in the RT System who relied on the Coordinator.

Price fixing committee

Price Fixing Committee became part of the RT implementation structure during the Implementation phase. The evolution was the result of the realization that a price fixing Mechanism would help in arriving at a consensus price for the commodities supplied to Hotels by the community. DLRTC constituted the price fixing committee. The members of The Pricing Committee were from the Grama Panchayat, Kudumbashree, DTPC and purchase Staff of hotels. Other members of the Committee were Sales tax officer, veterinary officer, Agricultural officer, and representative from Kerala Agricultural University. The Committee Confined itself to vegetables and agricultural products that are available in open market. Initially, involvement of the Price Fixing Committee was more frequent. But later on, The Committee met only when a drastic variation in price was observed compared to the Market price. Currently, "Samrudhi", the collection and distribution group of the RT Implementation system fixes the prices of the items it sells to the hotels. After the takeover of the new Panchayat Samithi, no meeting of the price fixing Committee is held. Not all purchase managers of hotels who buy products regularly through "Samrudhi" are aware of the price fixing mechanism.

Quality committee

A committee called the Quality Committee was formed by DLRTC to address issues related to the quality of materials supplied to hotels. This was done to ensure that the products meet

certain benchmarks. Initially, hotels were reluctant to source their products from the community due to concerns about poor quality. The Quality Committee included members from various organizations such as Grama Panchayat, Kudumbashree, DTPC, chefs of participating hotels, veterinary surgeon, agricultural officer, and health inspector. However, the committee is no longer active under the new Panchayat committee. Some people feel that the Quality Committee is no longer necessary because there are no longer disputes regarding product quality. However, former Panchayat President suggested that representatives from Kudumbasree, Purusha Swayam Sahaya Sangham (Self-Help Group for Men), and Karshaka Koottayma be included in the committee to maintain quality standards at the producer and supply levels.

Samrudhi Activity group

The Samrudhi group is run by Kudumbasree members and is responsible for procuring and supplying both perishable and non-perishable local produce to hotels and restaurants. However, not all products are available locally year-round, so some are obtained from other sources. The group initially had six members, including two graduates, but has since reduced to three members, each earning a monthly salary of Rs. 2000. The income generated by Samrudhi was initially low but has improved over time, although it still fluctuates with tourist seasons. The collection and distribution system needed improvement, and the group's record-keeping was initially poor, but the CDS has helped to streamline these processes, resulting in a surplus income for Samrudhi.

Samrudhi group is facing a shortage of working capital, and they have received an interest-free loan of Rs. 30,000 from Kudumbasree. They procure coconut, coconut oil, and pappad on credit basis, and also source vegetables locally and from other places to fulfill the demands of hotels. Although this is not a part of their RT implementation, they have adapted to it to cover their operational costs. Initially, the RT Coordinator was responsible for collecting purchase orders from hotels and passing them on to Samrudhi, but since June 2010, the hotels have been contacting Samrudhi directly by phone and making payments by cheque within 15 to 45 days.

The chairperson of CDS suggests that at least five members are required to manage Samrudhi effectively, with three members currently in place. Two members manage the shop, and three more are needed for collection and distribution activities. Samrudhi does not have a vehicle to transport vegetables, and they currently hire vehicles for this purpose. The former Panchayat President and the Chairperson of CDS recommend seeking funding from the Department of Tourism to procure an auto-rickshaw.

Farmer group

The first link in the supply chain for agricultural supplies in Kumarakom, India is made up of 450 farmers who belong to 10 groups called “Karshakasamithis” associated with RT initiatives. In addition, there are 512 homestead farmers who cultivate various vegetables and other crops on their own property and sell them to hotels and restaurants through a program called Samrudhi. There is another group of farmers called “Karshakakootayma,” which receives financial support from Kudumbasree. However, not all farmers sell their products through Samrudhi, and not all the items needed by hotels are produced by the farmer groups in Kumarakom. Moreover, hotels in the area procure all of their agricultural products from the farmer groups.

Relationship among partners and stakeholders of RT

The partners and stakeholders at the destination level, such as Kumarakom Grama Panchayat, DLRTC, RT Technical Support Cell, Working Groups for Economic, Social, and Cultural Responsibility, CDS, Kudumbasree, Department of Tourism, DTPC, Samrudhi, Farmer Groups, Artisans, Cultural groups, and other SHGs, have different roles and responsibilities in the destination management. These players are mainly aligned along the supply side, and their roles vary from regulatory to monitoring and from facilitation to execution. However, the industry (hotels and restaurants) is the only player on the demand side.

Initially, the relationship with the industry was weak, but with the cooperation of State Tourism Department and Kumarakom Grama Panchayat, the RT movement succeeded in

bringing together 15 hotels/resorts. The RT Cell played an instrumental role in establishing units for vegetable cultivation, fish processing, chapatti making, chicken processing, supply of tender coconuts, gift making, pappad making, handicraft and painting, souvenir, and performing groups like Shinkarimelam and other cultural groups, operated by different micro-enterprises and individuals. However, only a few of these units survived, and the initial enthusiasm did not last long.

The local community had high aspirations, but the industry was cautious in sourcing their requirements locally, and the quality was a major factor that retarded their interest in buying local products. The hotels that cooperated with the RT implementation did so because they considered it as a social cause and due to political pressure at the local level. However, the industry has come forward to assist in establishing a water supply scheme at the destination

The implementation of a water supply scheme in Kumarakom demonstrated the Industry's collaboration with the community in community development, wherein they contributed to purchasing additional land when the Panchayat's possession was found to be insufficient. Additionally, the industry aided in organizing training programs aimed at making drivers and boat employees more hospitable towards tourists.

Ownership by the local body

The Kumarakom Panchayat has successfully implemented Responsible Tourism (RT) principles by effectively coordinating various players in the tourism industry, including Kudumbasree units, hotels and resorts, and the local community. The Panchayat's leadership played a crucial role in institutionalizing the RT system, and the initiatives of the former Panchayat Samithi are still being continued under the current leadership. The Panchayat has received recognition from the Central government and the recent PATA award has further motivated them to continue their efforts. The ward members are also cooperating in the

implementation of RT, and there is a suggestion to provide RT training to elected members for more productive roles. The new tourism working group of the Panchayat has taken decisions reflecting the influence of RT principles, and these decisions have been submitted to the Grama Sabha for approval.

- The aim is to establish outlets for selling local products, which is not limited to the tourism sector but can benefit visitors and stakeholders in tourism, ultimately improving the economic responsibility of responsible tourism.
- Additionally, dredging and deepening canals in the village will help enhance the destination's environmental quality.
- Training tourist guides falls under the category of economic responsibility, which can enhance the quality of tourism services and minimize leakages.
- Moreover, the decision to implement responsible tourism widely and evenly is a positive step that indicates the local body's acceptance of responsible tourism as a guiding principle for tourism development in Kumarokom.
- Finally, the future of responsible tourism hinges on the initiatives taken by the Panchayat, with support from the Department of Tourism

During a workshop held on May 16th, 2007 in Kumarakom, the Secretary of Tourism for the Government of Kerala addressed the complaints made by local hoteliers against the Panchayat and the community. Many locals held the belief that the tourism industry was controlled by outsiders who were exploiting local resources. Three hoteliers initially signed an agreement to cooperate with the implementation of Responsible Tourism (RT) in Kumarakom, and more hoteliers joined over time. However, the initial interest shown by the industry did not last, and out of the 15 hotels and restaurants that initially participated in RT, only five remained. The participating hotels and restaurants purchased products from local suppliers, generating substantial business from September 2008 to January 2010, amounting to about Rs. 27 lakhs. While most purchases were made for hotel staff rather than guests, this still had a positive impact on the local economy. The Zuri hotel in particular employed 28 out of 30 gardeners from the local community, as well as unskilled staff in the kitchen and housekeeping.

Kumarakom Lake resort is not only the main purchaser in the Responsible Tourism (RT) movement, but also encourages entrepreneurship. Other hotels participating in the RT movement are willing to buy more products as long as they meet quality standards and required volumes.

However, industry representatives have expressed concerns about Samrudhi, a vendor in the RT movement, charging higher prices than the market rate and providing poor quality products when demand increases. Some hotels have even switched to other vendors when Samrudhi could not meet their order quantity. As the industry is cautious about the quality of products sourced from places outside Kumarakom, most purchases are limited to consumption by hotel staff

Benefit to the local community

The RT Cell located in Kumarakom has recognized a number of social issues that are causing annoyance among the local community. These issues include

- Pollution of small canals and backwaters,
- Displacement of the local population,
- Conversion of agricultural land into non-agricultural use by

fillingpaddy fields,

- Refusal to grant local people access to the backwaters by tourism establishments,
- Pollution of public spaces,
- Unethical activities related to tourism,
- Rising alcohol consumption, and an inclination towards drug use,
- Occupation of backwater shores by tourism establishments.

The Grama Panchayat is working to address various issues, including pollution of Vambanadlake and the ban on plastic items. The Responsible Tourism (RT) initiative has helped in developing projects and securing funding for them. For instance, a sewage plant was set up in Kumarakom to control pollution caused by houseboats. The RT movement has also contributed to the development of infrastructure, such as street lighting and a drinking water scheme.

Moreover, RT has helped in the development of local entrepreneurs. The Responsible Tourism Destination Cell has developed three souvenirs in Kumarakom, which are crafted and sold by three local entrepreneurs. These souvenirs include a houseboat model, a snake boat model, and a depiction of traditional angling. The entrepreneurs earn up to Rs. 20,000 per month by making these models. Additionally, tour packages like “Village life experience” and “A day with the farmer” give tourists the opportunity to experience village life and support local communities directly.

There are also examples of local units that have benefited from RT. For instance, the “Geethabhai” unit, which is one of the largest suppliers of vegetables in Kumarakom, employs 21 persons and engages in cultivation of paddy, homestead farming, and poultry farming. The entrepreneurs of this unit have attended classes on organic farming and believe that it could generate more profit for the unit. Another unit, “Earamattom,” led by a woman entrepreneur, has 19 members and has also benefited from the implementation of RT.

The unit engages in multiple activities such as growing vegetables, providing catering services, tailoring, and organizing cultural performances. The Gopika Cultural Group is one of these activities, which was established after the implementation of RT by another

woman. However, despite performing a few times, the group is currently not active. Previously, the RT coordinator assisted the group in obtaining invitations for performances. Currently, the members of the group are involved in other tasks such as producing brooms and mats that are supplied to Samrudhi.

Role of Kudumbasree

The Kudumbasree units are groups formed by women members of Ayalkootam or Area Development Societies that fall under the CDS. In Kumarakom, there are 301 Kudumbasree units with a total membership of 4500 women, which is a significant portion of the total female population of the Panchayat. Kudumbasree played a vital role in the implementation of RT, and the District Mission facilitated their participation. The number of Kudumbasree units has increased from 167 to 301 since the initiation of RT, and some units focus on vegetable cultivation to supply participating hotels/resorts. Kudumbasree was expected to strengthen the production system and participate in the collection and distribution of products, which is carried out by the Samrudhi Activity Group. Unlike other Kudumbasree units, Samrudhi has two male members and is not involved in any production. It operates under a separate byelaw and is financially assisted by CDS. Samrudhi has a shop for open sale, and the Panchayat provides free space for it.

The production units have faced difficulties due to climate-related issues. They sell their vegetables in the open market and to Samrudhi, but the RT market is not crucial for their business. Despite high demand for their products, the units have struggled to meet production targets required by the industry. To address these challenges, it is necessary to establish more Kudumbasree units, improve production capacity, planning, and marketing, and provide financial support. Currently, only the State Bank of Travancore is providing financial assistance, and more banks need to step in. The units should also collaborate with the Agricultural Department and agencies like Matsyafed. These efforts are being suggested by the Panchayat President

Gender aspects

Kudumbasree has played a significant role in the successful implementation of RT, which has

improved the status of many women in Kumarakom. These women have been given opportunities to find employment and develop leadership skills. One Kudumbasree member was recently elected to the local body and is now a successful entrepreneur, with her vegetable supply unit generating over Rs. 10000 per month. Other women entrepreneurs have also benefited from RT, with some involved in cultural groups and the “Village Life Experience.”

Before RT, members of the Samrudhi unit were all housewives, but now the movement has benefited over 100 families in Kumarakom. Women from the local community have also gained employment in hotels and resorts, with The Zuri hotel having more female employees than male. The success of RT has been showcased on a Belgian TV channel, which broadcasted it to 12 countries. The program highlighted the success of RT in empowering women and eradicating poverty, with over 900 women in Kumarakom directly involved in the movement.

Production system

KITTS conducted an evaluation of the demand for locally produced goods, but the production by Kudumbasree units, farmer groups, and home-stead farmers fell short of the estimated demand. The RT cell in Kumarakom received regular orders from participating hotels and resorts, but the quantity ordered was different from the estimated demand due to concerns about the quality of locally supplied products. In order to improve the situation, the products supplied through the RT movement must be of higher quality. Agriculture is the mainstay of Kumarakom’s economy, so the RT initiative has given due importance to this sector, bringing an additional 55 acres of uncultivated land under cultivation through lease agreements funded by CDS. Fish farming was also promoted in ten ponds in the Panchayat area, with the participation of 10 Karshakasamithis comprising 450 members, 510 home-stead farmers, and 25 micro-enterprises. The formal RT production system relied on Kudumbasree, home-stead farmers, and farmers, who brought an average of 6 acres, 14 acres, and 40 acres of land, respectively, under cultivation per month between September 2008 and January 2010. Additionally, 16 acres of land were brought under cultivation due to the RT initiative.

Collection and supply mechanism

The Samrudhi group is responsible for collecting and supplying goods in the RT system. It has been successful in Kumarokom, generating a turnover of Rs. 12 lakhs in the first 18 months and competing with established distributors and traders. Samrudhi supplies hotels, restaurants, home-stays, and houseboats, as well as operating an open shop. However, Samrudhi faces several challenges, such as difficulties in supplying imported or non-local produce, issues with credit periods and quality, lack of working capital, and a limited role in the supply chain. Some items, such as Plantain flower, papaya, tender coconut, and plantains, are sourced directly from farmers, offering them an opportunity to sell directly to consumers. An analysis suggests that Samrudhi could maintain or improve its business by focusing on the consistent supply of a few key items, such as fish, coconut, tender coconut, handicrafts, and souvenirs.

Local awareness and involvement

The people in Kumarokom are familiar with the Responsible Tourism (RT) concept, and its recognition at the national level has increased awareness. Winning the PATA award recently has further strengthened the belief in the RT concept among the community. To enhance this awareness, training programs should be conducted based on the experiences gained from implementing RT, and the ward members should also be included in the training. It would be beneficial to repeat the training every three months to ensure that the entire community is covered.

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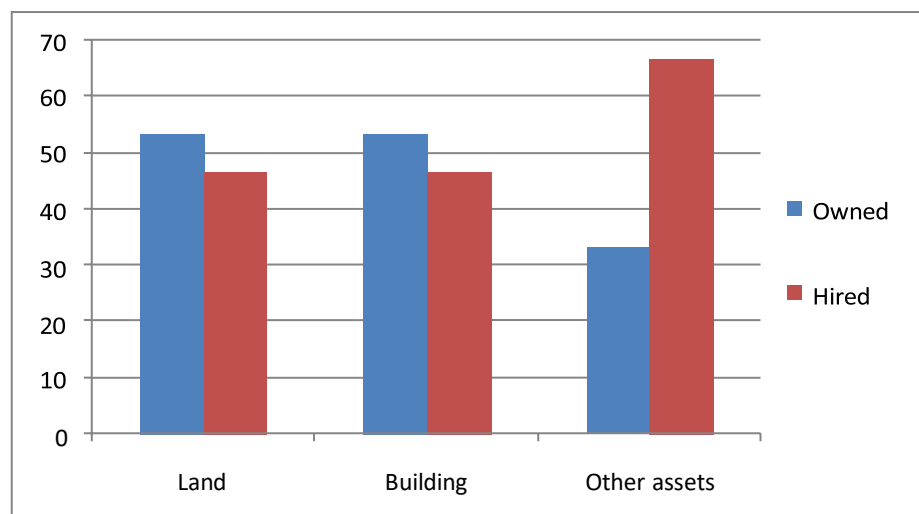
CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

RESORT

	Owed	Hired	Total
Land	16	14	30
Building	16	14	30
Other assets	10	20	30

Source: Primary Data

FIGURE 3.1
OWNERSHIP OF
RESORT



INTERPRETATION:

The table 3.1 show the ownership of the resorts. Out of 30, 54 percent own their land and buildings (16 each out of 30) and land and building of the 46 percent (14 out of 30) is hired. Then the other assets is owned by 10 out of 30 of the respondents (33 percent) and hired by 20 (67 percent).

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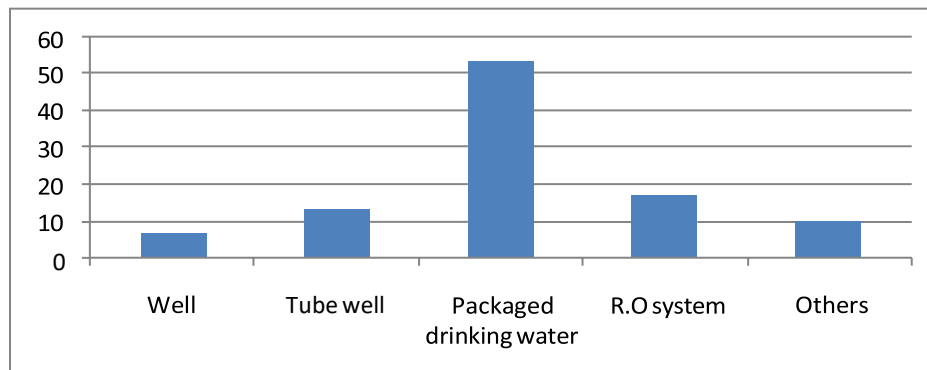
SOURCE OF DRINKING WATER

	Source	Frequency	Percentage
1	Well	2	6.67
2	Tube well	4	13.33
3	Packaged drinking water	16	53.33
4	R.O system	5	16.67
5	Others	3	10
	Total	30	100

Source: Primary Data

FIGURE 3.2

SOURCE OF DRINKING WATER



INTERPRETATION:

The table 3.2 shows various sources of drinking water. Out of 30, 16 (53.333 percent) have their source of drinking water from packaged drinking water and 5 (16.666 percent) from R.O system, and 4 (13.333 percent) uses tube well, 3 (10 percent) uses other sources and 2 (6.666 percent) rely on well for their drinking water.

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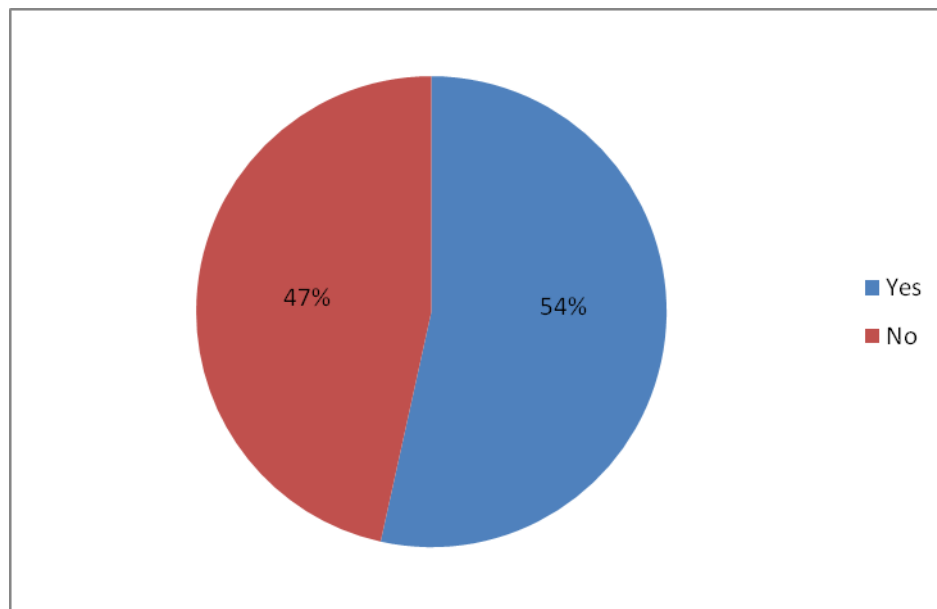
LOAN AVAILED OR NOT

Loan availed	Frequency	Percentage
Yes	16	53
No	14	47
Total	30	100

Source: Primary Data

FIGURE 3.3

LOAN AVAILED OR NOT



INTERPRETATION:

The table 3.3 shows the number of resorts that availed loan. Out of 30, 16(53 percent) have availed loan, and 14(47 percent) have not availed any loan. It is clear that more than 50 percent are availed loan

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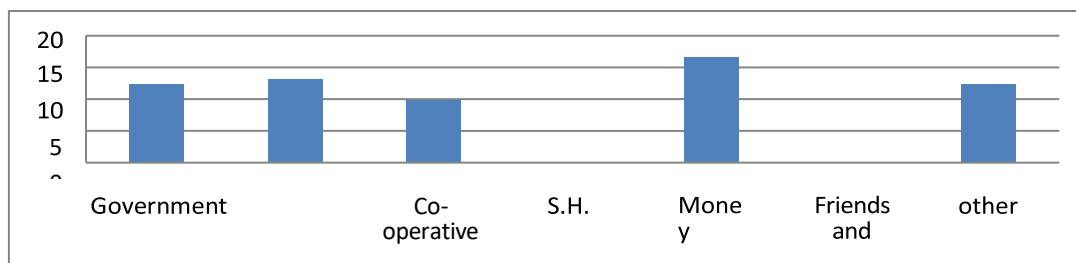
SOURCE OF LOAN AVAILED

NO.	Source	Frequency	percentage
1	Government	2	12.5
2	Bank	4	13.33
3	Co-operative societies	3	10
4	S.H.G	0	0
5	Money lenders	5	16.67
6	Friends and relatives	0	0
7	Others	2	12.5
	Total	16	100

Source: Primary Data

FIGURE 3.4

SOURCE OF LOAN AVAILED



INTERPRETATION:

The table 3.4 shows the sources of loan availed. Out of 16, 5 (16.67 percent) have loan availed from money lenders, and 4 (13.33 percent) have availed loan from bank, and 3(10 percent) have availed the loan from co-operative societies and 2 (12.5 percent) have loan availed from government and others sources.

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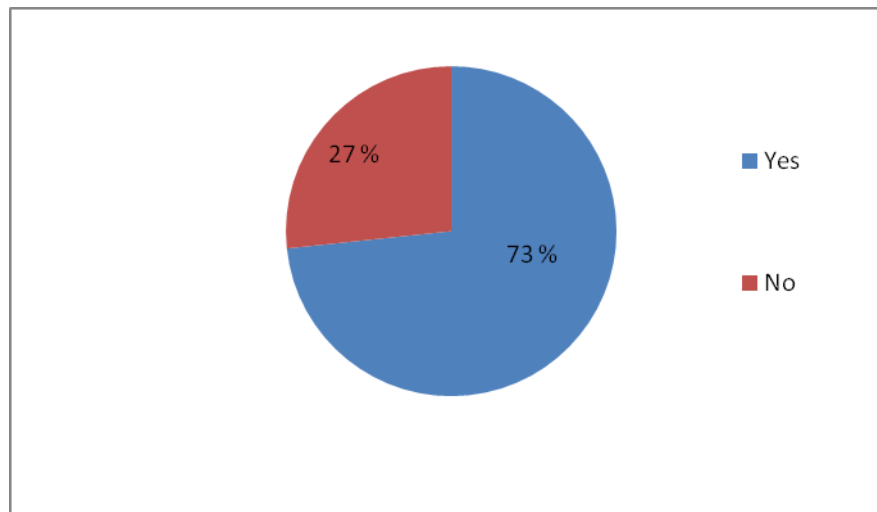
**AVAIL GOVERNMENT ASSISTANCE IN THE FORM OF SUBSIDES,
MATERIALS, TRAINING SKILL ETC**

Government assistance	Frequency	Percentage
Yes	22	73
No	8	27
Total	30	100

Source: Primary Data

FIGURE 3.5

**AVAIL GOVERNMENT ASSISTANCE IN THE FORM OF SUBSIDES,
MATERIALS, TRAINING SKILL ETC**



INTERPRETATION:

The table 3.5 shows the availing of government assistance. Out of 30, 22 (73 percent) availed government assistance in the form of subsidies, materials, training skill etc; but 8(27 percent) have not availed government assistance in the form of subsidies, materials, training skill etc.

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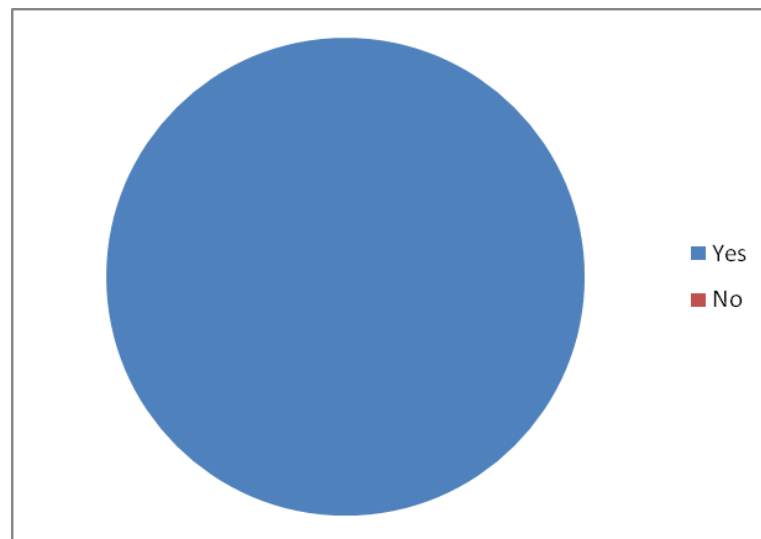
APPLICATION OF RESPONSIBLE TOURISM INITIATIVE IN YOUR ORGANISATION

Responsible tourism initiative	Frequency	Percentage
Yes	30	100
No	0	0
Total	30	

Source: Primary Data

FIGURE 3.6

APPLICATION OF RESPONSIBLE TOURISM INITIATIVE IN YOUR ORGANISATION



INTERPRETATION:

The table 3.6 shows the initiative of responsible tourism in their organization. Out of 30 all of them (100 percent) have initiated responsible tourism in their organization.

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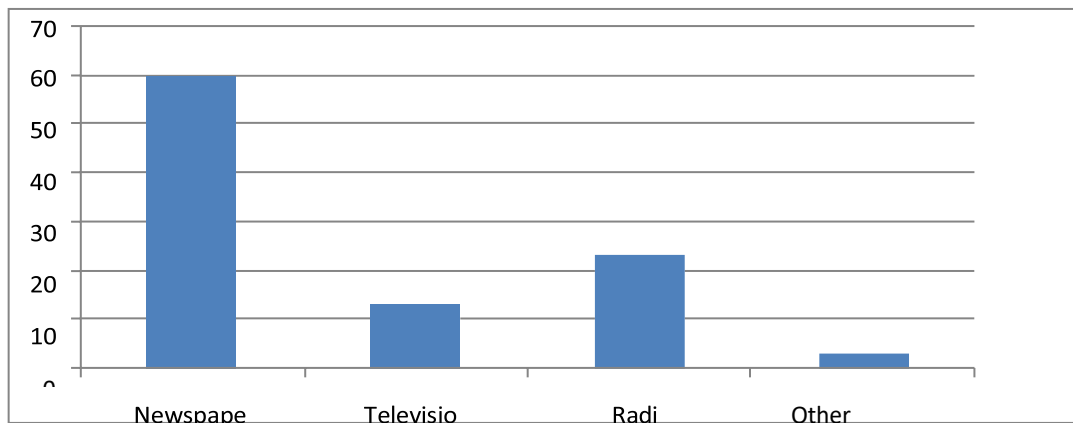
SOURCE OF RESPONSIBLE TOURISM INITIATIVE

NO.	Source of responsible tourism initiative	Frequency	Percentage
1	Newspaper	18	60
2	television	4	12
3	Radio	7	24
4	Other sources	1	4
	Total	30	

Source: Primary Data

FIGURE 3.7

SOURCE OF RESPONSIBLE TOURISM INITIATIVE



INTERPRETATION:

The table 3.7 shows the source of responsible tourism initiative in the resorts. Out of 30, 18 (60 percent) have their source from the newspaper, 7 (24 percent) have the source from radio and 4 (12 percent) have their source from television and 1 (4 percent) have their knowledge from other sources. It is clear that more than 50 percent of the source of responsible tourism initiative by newspaper.

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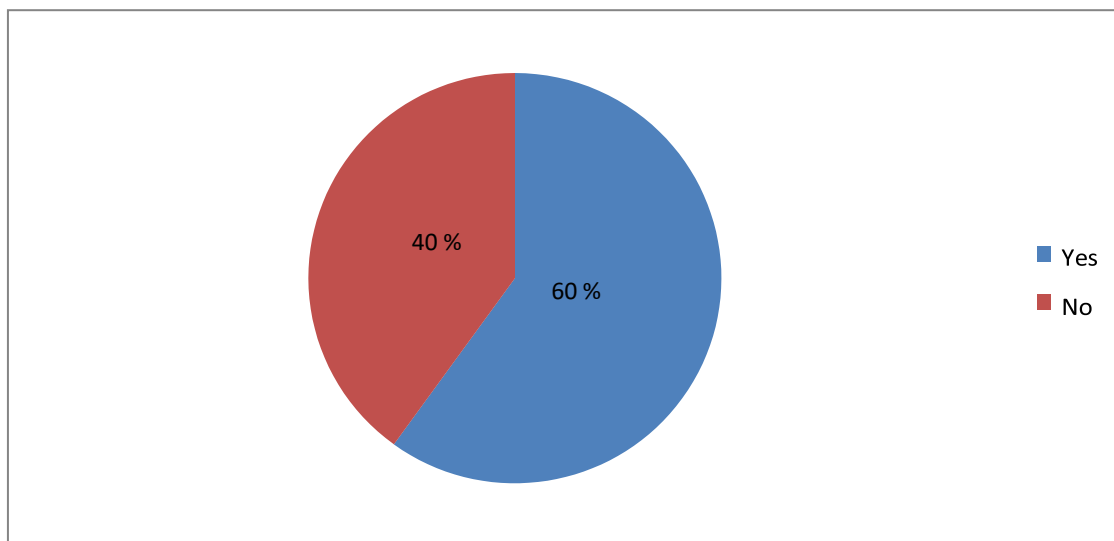
GOT ANY TRAINING OR PRACTICE CONCERNING R.T

Training to practice	Frequency	Percentage
Yes	18	60
No	12	40
Total	30	

Source: Primary Data

FIGURE 3.8

GOT ANY TRAINING OR PRACTICE CONCERNING R.T



INTERPRETATION:

The table 3.7 shows the number of resorts that got training. Out of 30, 18 (60 percent) have facilitate training to practice, and 12 (40 percent) have not facilitate or provide training to practice. From the above table it is clear that more than 50 percentage of resorts got training to practice

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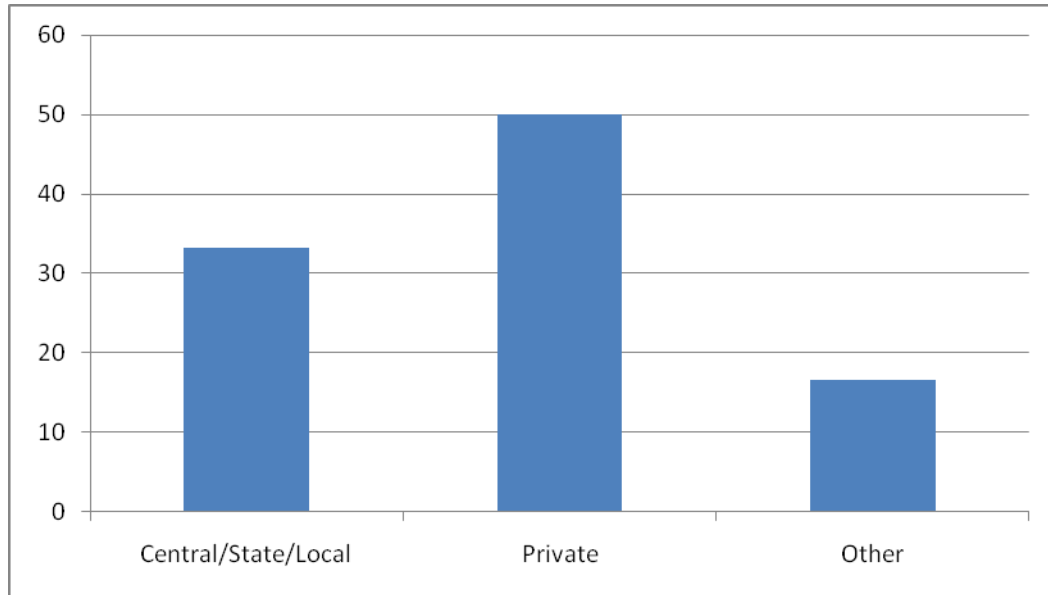
SOURCE OF TRAINING OR PRACTICE

No.	Source of training to practice	Frequency	Percentage
1	Central/State/Local	6	34
2	Private	9	50
3	Other	3	16
	Total	18	

Source: Primary Data

FIGURE 3.9

SOURCE OF TRAINING OR PRACTICE



INTERPRETATION:

The table 3.9 shows the source of training the resorts got. Out of 18, 9 (50 percent) have their source of training to practice from private institutions and 6 (34 percent) got their training from Central/State/Dept/Local and the 3(16.6 percent) have from others.

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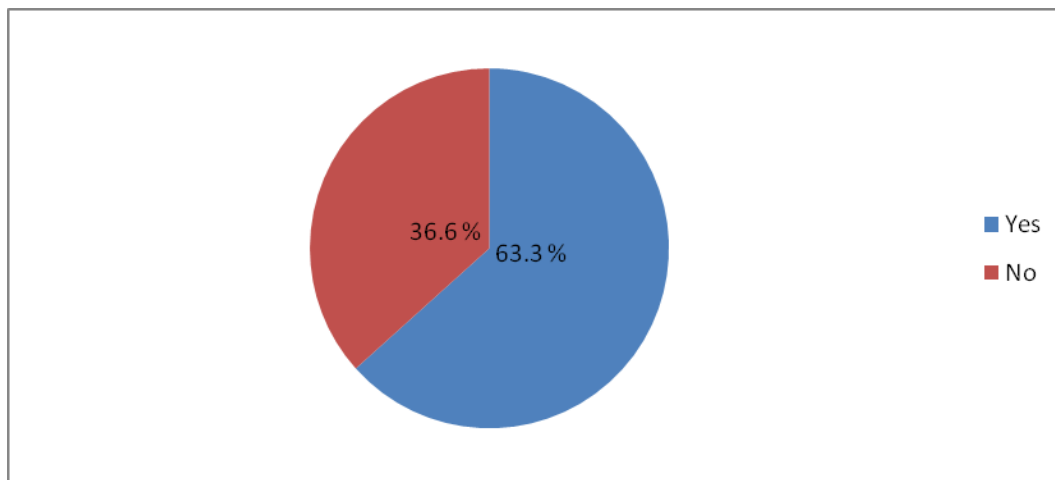
PRACTICE OF RESPONSIBLE TOURISM IN YOUR ORGANISATION

Practicing responsible tourism	Frequency	Percentage
Yes	19	63.3
No	11	36.3
Total	30	

Source: Primary Data

FIGURE 3.10

PRACTICE OF RESPONSIBLE TOURISM IN THE ORGANISATION



INTERPRETATION:

The table 3.10 shows the practice of responsible tourism in the organization. Out of 30; 19 (63.3 percent) organization were practicing responsible tourism and 11(36.6 percent) is not practicing responsible tourism in their organization. From the above table it is clear that more than 50 percent are able to practicing responsible tourism in their organization.

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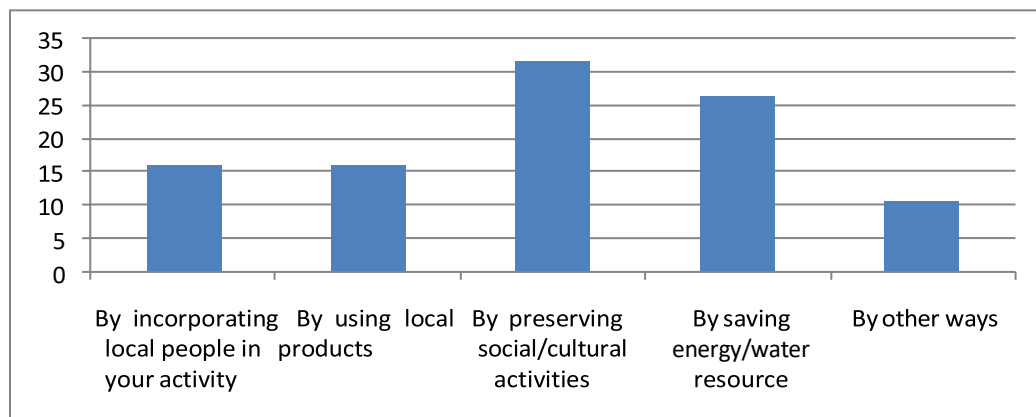
NATURE OF PRACTICE

NO.	Nature of practice	Frequency	Percentage
1	By incorporating local people in your activity	3	15.8
2	By using local product	3	15.8
3	By preserving social/cultural activities	6	31.57
4	By saving energy/water resource	5	26.31
5	By other ways	2	10.52
	Total	19	

Source: Primary Data

FIGURE 3.11

NATURE OF PRACTICE



INTERPRETATION:

The table 3.11 shows the mode of practice of responsible tourism. Out of 19; 6 (31.57 percent) is practicing responsible tourism by preserving social or cultural activities and 5 (26.31 percent) is practicing responsible tourism by saving energy or water resources; 3(15.8 percent) by incorporating local people in their activity and by using local product and 2(10.52 percent) is practicing responsible tourism by other ways.

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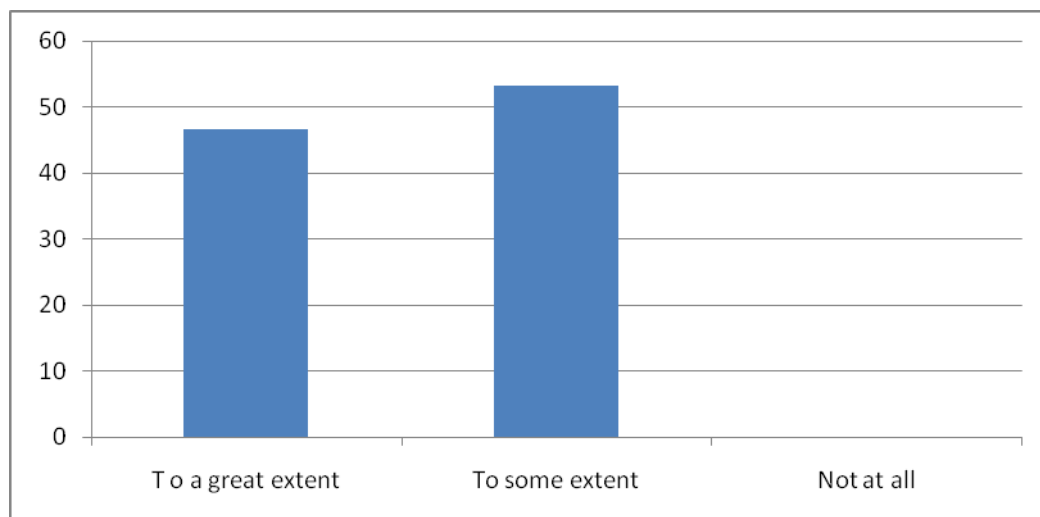
ECONOMIC LEAKAGE PREVENTION

NO.	Economic leakage prevention	Frequency	Percentage
1	To a great extent	14	46.7
2	To some extent	16	53.3
3	Not at all	0	0
	Total	30	

Source: Primary Data

FIGURE 3.12

ECONOMIC LEAKAGE PREVENTION



INTERPRETATION:

The table 3.12 and figure 3.12 shows the extent of prevention of economic leakage. Out of 30; 16(53.3 percent) had economic leakage prevention to some extent and 14(46.6 percent) have economic leakage prevention to great extent. From the above table, it is clear that more than 50 percent have been prevention for economic leakage.

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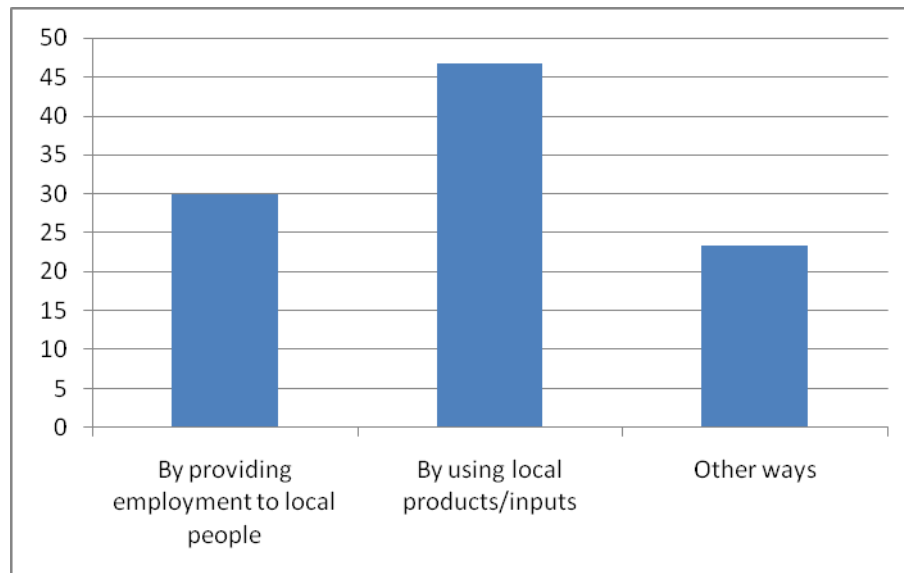
ECONOMIC LEAKAGE PREVENTION WAYS

NO.	Economic leakage prevention ways	Frequency	Percentage
1	By providing employment to local people	9	30
2	By using local products/inputs	14	46.66
3	Other ways	7	23.3
	Total	30	

Source: Primary Data

FIGURE 3.13

ECONOMIC LEAKAGE PREVENTION WAYS



INTERPRETATION:

The table 3.13 shows the different ways of economic leakage prevention Out of 30; 14(46.66 percent) done the economic leakage prevention by using local products/inputs, and 9(30 percent) have economic leakage prevention by providing employment to local people and 7(23.3 percent) have using the other ways for economic leakage prevention

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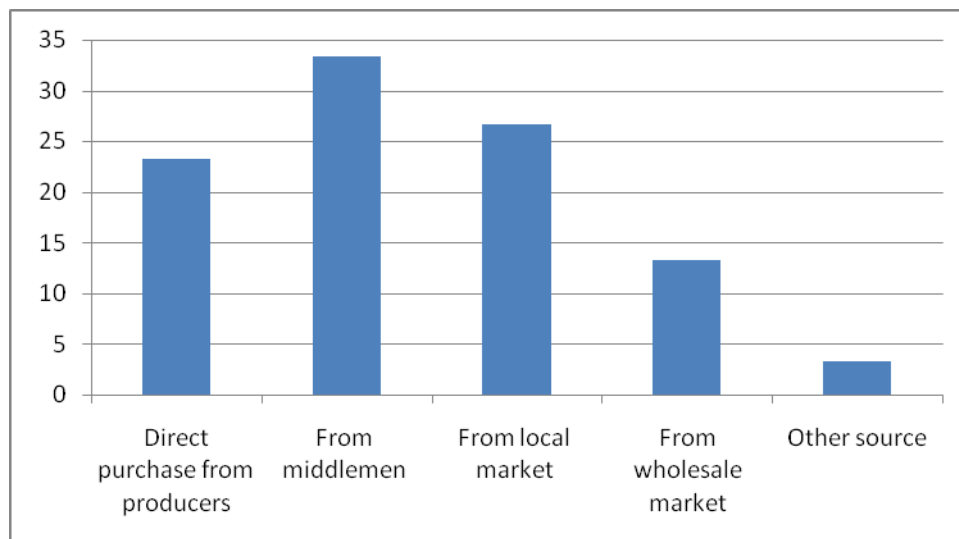
NATURE OF PURCHASE OF LOCAL ITEMS

NO.	Nature of purchase of local items	Frequency	Percentage
1	Direct purchase from producers	7	23.3
2	From middlemen	10	33.3
3	From local market	8	26.6
4	From wholesale market	4	13.3
5	Other source	1	3.33
	Total	30	

Source: Primary Data

FIGURE 3.14

NATURE OF PURCHASE OF LOCAL ITEMS



INTERPRETATION:

The table 3.14 shows the nature of purchase of local items. Out of 30; 7(23.3 percent) make direct purchase from producers, 10 (33.3 percent) from middlemen, 8(26.6 percent) from the local market, 4 (13.3 percent) from the wholesale market and only 1 resort buy from other source in the case of nature of purchase of local items.

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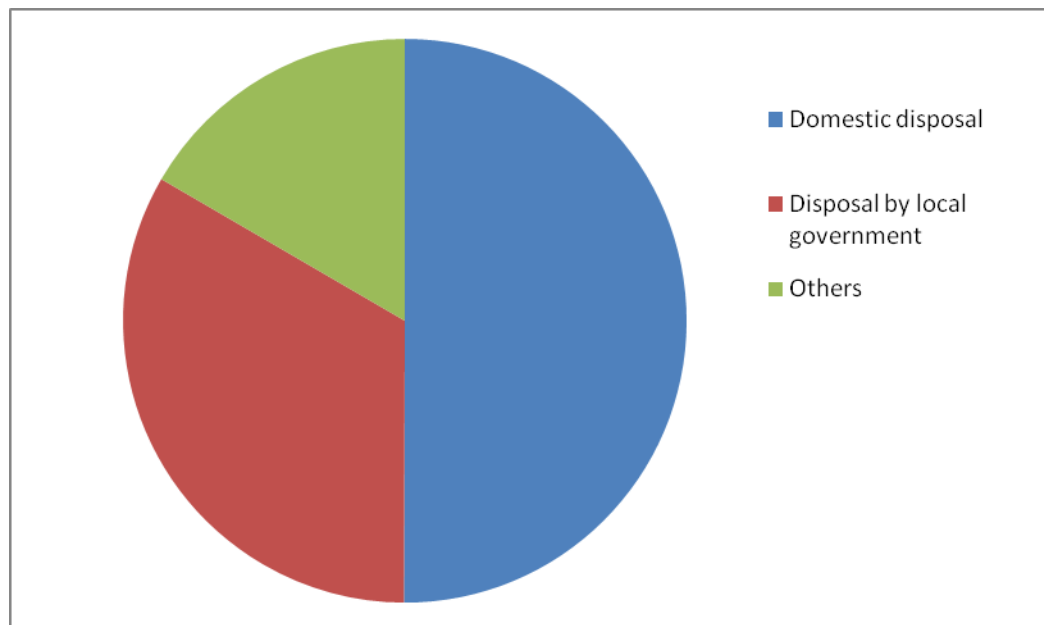
DISPOSAL OF WASTE GENERATED BY ACTIVITY

NO.	Type of disposal of waste	Frequency	Percentage
1	Domestic disposal	15	50
2	Disposal by local government	10	33.3
3	Others	5	16.6
	Total	30	

Source: Primary Data

FIGURE 3.15

DISPOSAL OF WASTE GENERATED BY ACTIVITY



INTERPRETATION:

The table 3.15 and shows the mode of disposal of waste generated by the resorts. Out of 30 resorts, domestic disposals were chosen by 15(50 percent), 10(33.3 percent) dispose their waste with the help of local government and 5 (16.7 percent) resorts selected other activity to dispose their waste.

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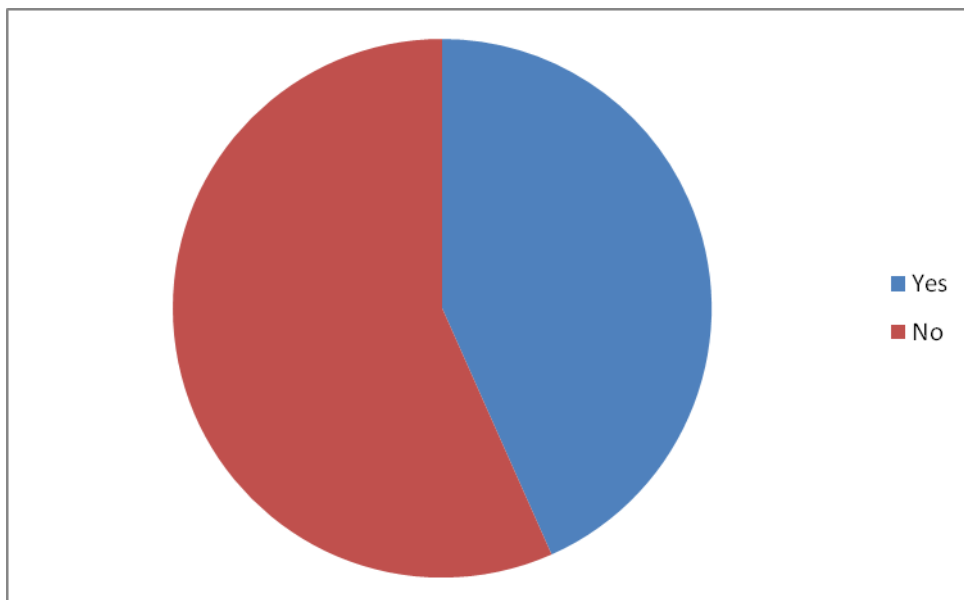
WHETHER THE ORGANISATION MAKES ANY ENVIRONMENTAL THREAT

whether the organization makes any environmental threat	Frequency	Percentage
Yes	13	43.3
No	17	56.6
Total	30	

Source: Primary Data

FIGURE 3.16

WHETHER THE ORGANISATION MAKES ANY ENVIRONMENTAL THREAT



INTERPRETATION:

The table 3.16 shows that whether the organization makes any environmental threat. Out of 30 resorts, 13 (43.3 percent) organization cause environmental threat and 17 (56.6 percent) didn't cause any environmental threat

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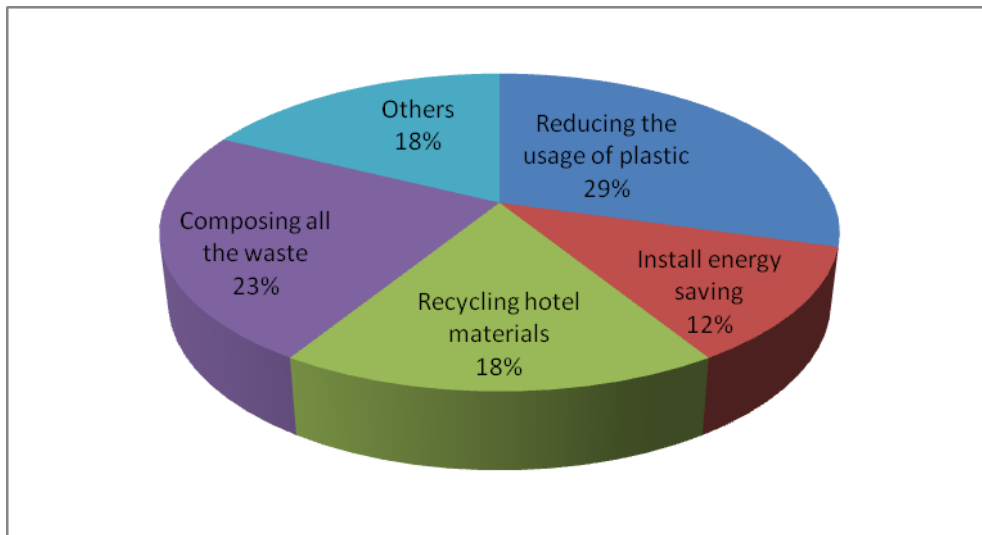
LIST OF METHOD OF MINIMISING ENVIRONMENTAL PROBLEM

NO.	Minimising methods	Frequency	Percentage
1	Reducing the usage of plastic	5	29.41
2	Install energy saving electronics	2	11.76
3	Recycling hotel materials	3	17.64
4	Composing all the waste	4	23.52
5	Others	3	17.64
	Total	17	

Source: Primary Data

FIGURE 3.17

LIST OF METHOD OF MINIMISING ENVIRONMENTAL PROBLEM



INTERPRETATION:

The table 3.17 and figure 3.17 shows the methods of minimizing environmental threats. Out of 17, 5 (30 %) reduced the usage of plastic. 2 (12 %) were install energy saving electronics, 3(18%) recycle their hotel materials. 4 (24 %) were composing all the wastes and 3 (18%) were chosen other minimize method

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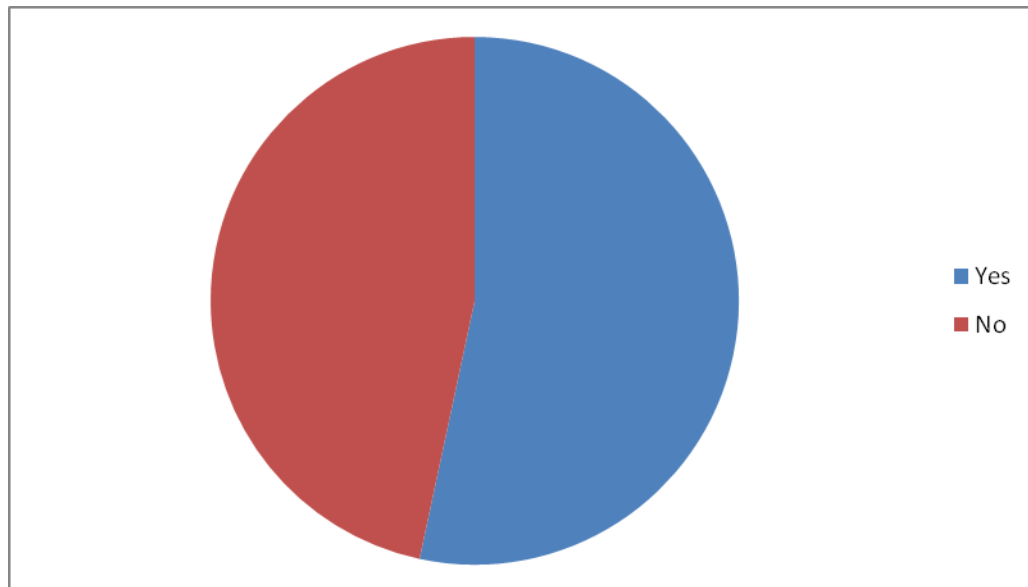
WHETHER ORGANIZATION PRODUCTS THE MEETS SOCIAL AND CULTURAL ASPECTS OF THE LOCAL PEOPLE

Organization products	Frequency	Percentage
Yes	16	53.3
No	14	46.6
Total	30	

Source: Primary Data

FIGURE 3.18

WHETHER ORGANIZATION PRODUCTS THE MEETS SOCIAL AND CULTURAL ASPECTS OF THE LOCAL PEOPLE



INTERPRETATION:

The table 3.18 and figure 3.18 shows whether organization products the meets social and cultural aspects of the local people. Out of 30 resorts, products of 16 organizations meet the social and cultural aspects of the people and 14 do not meet the social and cultural aspects of the people and 14 do not.

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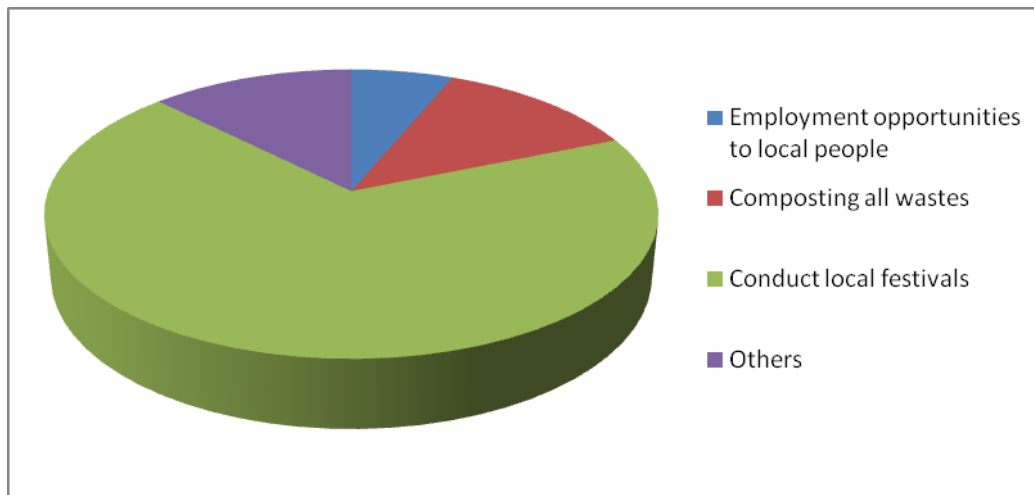
WAYS TO PRESERVE THE SOCIAL AND CULTURAL ASPECTS OF THE LOCALITY

NO.	Ways to preserve the social and cultural aspects	Frequency	Percentage
1	Employment opportunities to local people	1	6.25
2	Composting all wastes	2	12.5
3	Conduct local festivals	11	68.75
4	Others	2	12.5
	Total	16	

Source: Primary Data

FIGURE 3.19

WAYS TO PRESERVE THE SOCIAL AND CULTURAL ASPECTS OF THE LOCALITY



INTERPRETATION:

The table 3.19 and figure 3.19 shows the ways to preserve the social and cultural aspects of the locality. Out of 16, 1 resort provide employment opportunities to local people. 2 compost all their wastes. 11 conduct local festival and 2 preserve social and cultural aspects in other ways.

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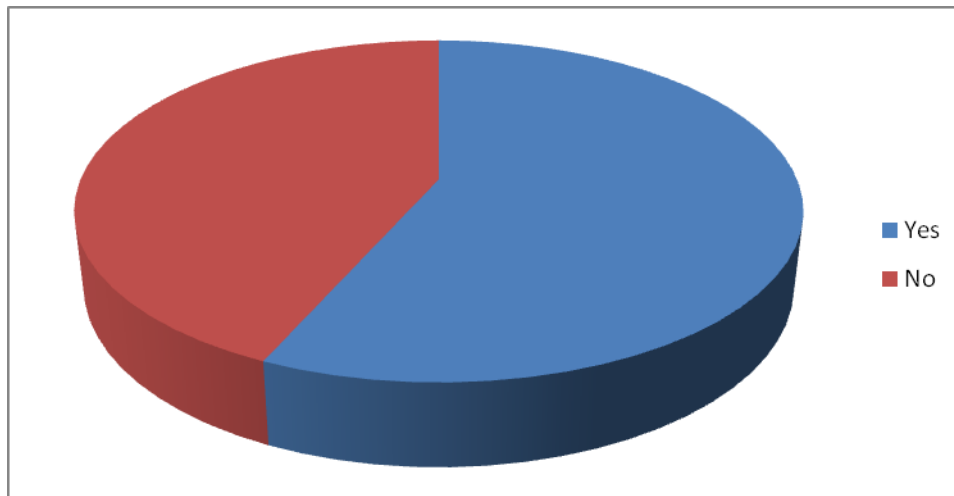
WHETHER ORGANIZATION SAVES ENERGY/ WATER RESOURCES

Organization saves energy/water resources	Frequency	Percentage
Yes	17	56.6
No	13	43.3
Total	30	

Source: Primary Data

FIGURE 3.20

WHETHER ORGANIZATION SAVES ENERGY/ WATER RESOURCES



INTERPRETATION:

The table 3.20 and figure 3.20 shows whether organization saves energy/ water resources. Out of 30 resorts 17, saves energy and/ or water resources and 13 do not saves energy and/ or water resources.

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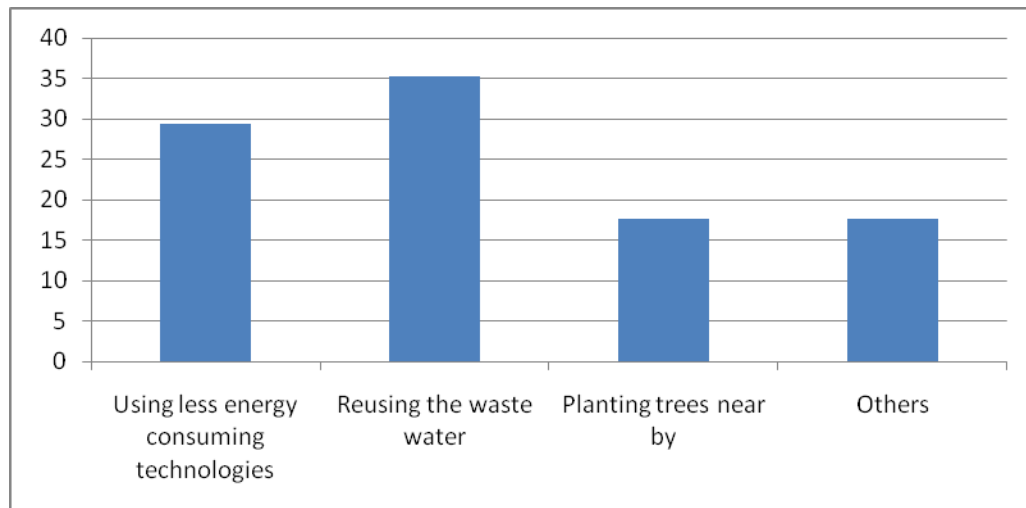
THE VARIOUS WAYS TO SAVE ENERGY/WATER RESOURCES

NO.	Ways to save energy/ water resources	Frequency	Percentage
1	Using less energy consuming technologies	5	29.41
2	Reusing the waste water	6	35.29
3	Planting trees near by	3	17.64
4	Others	3	17.64
	Total	17	

Source: Primary Data

FIGURE 3.21

THE VARIOUS WAYS TO SAVE ENERGY/WATER RESOURCES



INTERPRETATION:

The table 3.21 and figure 3.21 shows the various ways to save energy/water resources. Out of 17 energy/ water saving resorts 5 are using less energy consuming technologies. 6 are reusing the waste water. 3 are planting trees nearby and 3 resorts are saves energy/water through other ways.

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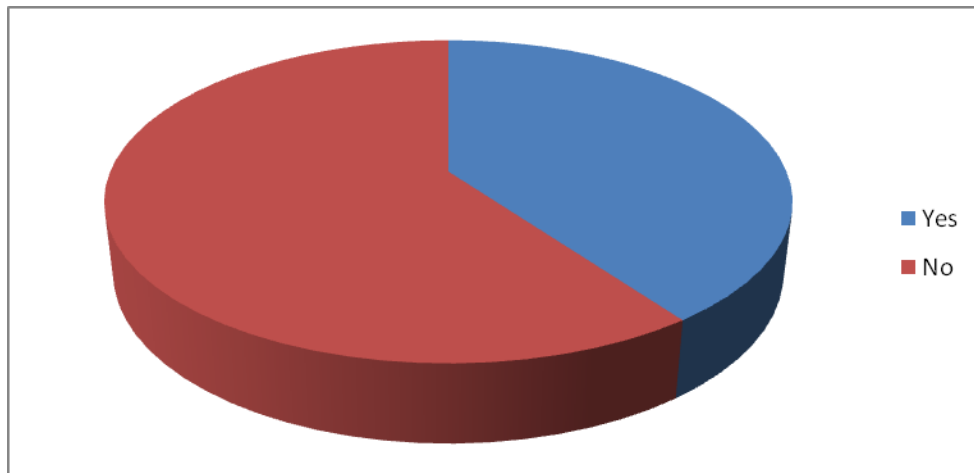
WHETHER THE RESORTS ALLOW THE LOCAL PUBLIC TO ENTER THEIR PREMISES

Local public to enter the premises of institution	Frequency	Percentage
Yes	12	40
No	18	60
Total	30	100

Source: Primary Data

FIGURE 3.22

WHETHER THE RESORTS ALLOW THE LOCAL PUBLIC TO ENTER THEIR PREMISES



INTERPRETATION:

The table 3.22 and figure 3.22 shows whether the resorts allow the local public to enter their premises. Out of 30 resorts, 12 allow the local people to enter the premises of institutions and 18 do not allow the local people to enter the premises of institutions.

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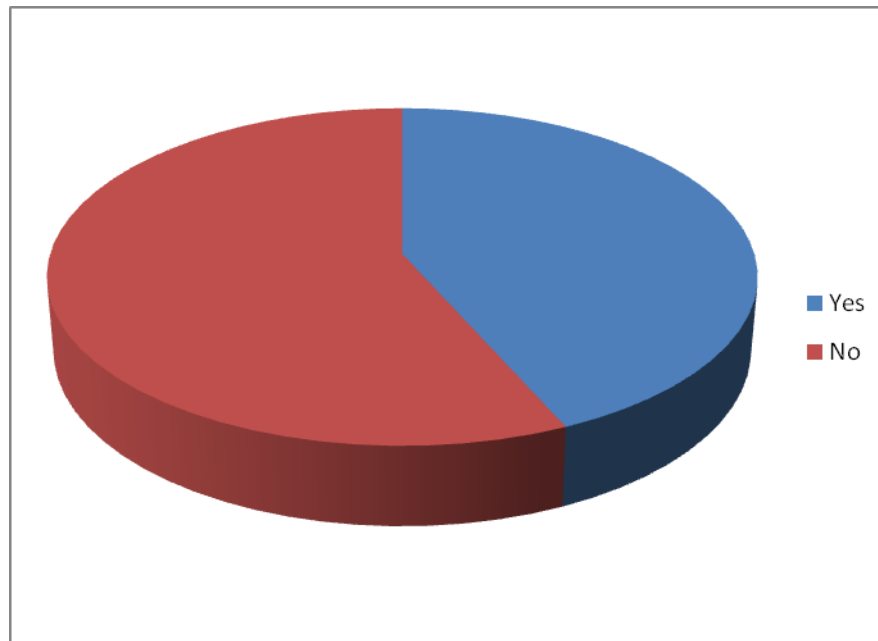
WHETHER THE INSTITUTION CAUSE AN OBSTACLE TO THE LOCAL PUBLIC IN LIMESHELL COLLECTION, FISHING AND OTHER ACTIVITIES.

obstacle to the local public	Frequency	Percentage
Yes	13	43.3
No	17	56.6
Total	30	

Source: Primary Data

FIGURE 3.23

WHETHER THE INSTITUTION CAUSE AN OBSTACLE TO THE LOCAL PUBLIC IN LIMESHELL COLLECTION, FISHING AND OTHER ACTIVITIES.



INTERPRETATION:

The table 3.23 and figure 3.23 shows whether the institution cause an obstacle to the local activities. Out of 30 resorts 13 institution cause an obstacle to the local public in lime shell collection, fishing and other activities and 17 do not cause any obstacle.

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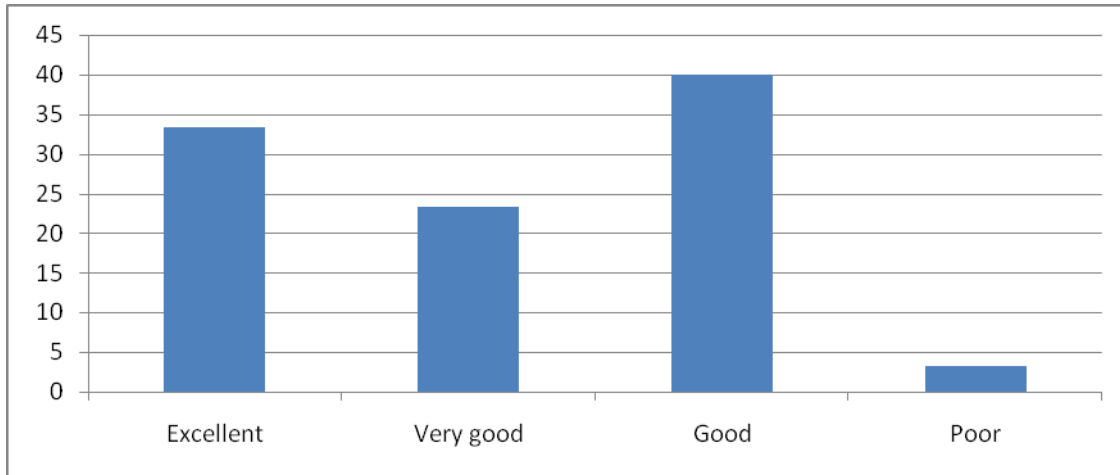
**TABLE OF TOURISM INFRASTRUCTURE FACILITIES
FAVOURABLE TO R.T. INITIATIVE**

NO.	Tourism infrastructure facilities	Frequency	Percentage
1	Excellent	10	33.3
2	Very good	7	23.3
3	Good	12	40
4	Poor	1	3.3
	Total	30	

Source: Primary Data

FIGURE 3.24

**TABLE OF TOURISM INFRASTRUCTURE FACILITIES
FAVOURABLE TO R.T. INITIATIVE**



INTERPRETATION:

The table 3.24 and figure 3.24 shows the performance of tourism infrastructure facilities favorable to R.T. initiative. Out of 30 resorts having tourism infrastructure facilities, 10 performing in excellent manner, 7 in very good manner, 12 in good manner and 1 in a poor condition.

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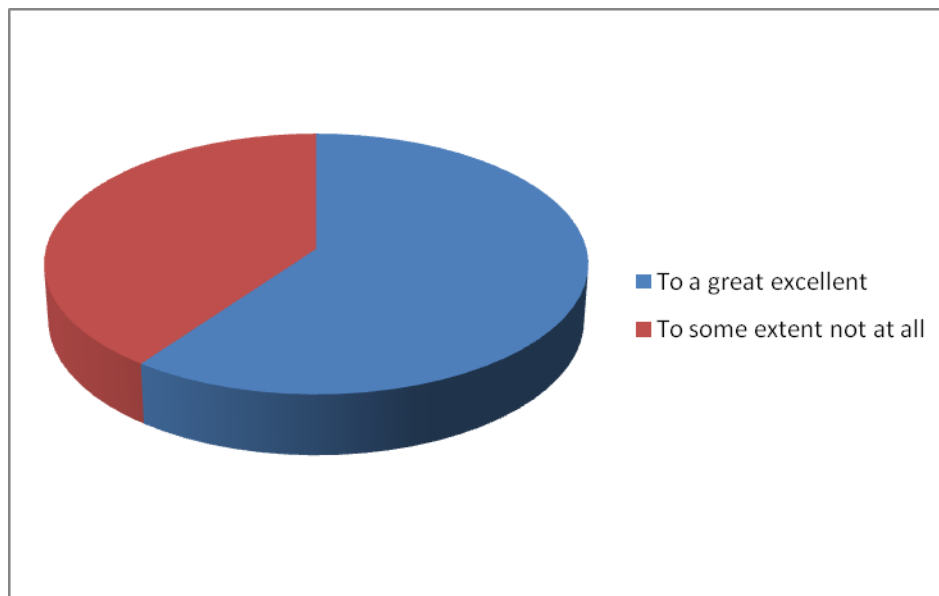
TABLE OF SOCIAL CHANGE IN THE AREA AFTER THE IMPLEMENTATION OF R.T

Social change in the area after the implementation of R.T	Frequency	Percentage
To a great excellent	18	60
To some extent	12	40
Total	30	

Source: Primary Data

FIGURE 3.25

FIGURE OF SOCIAL CHANGE IN THE AREA AFTER THE IMPLEMENTATION OF R.T



INTERPRETATION:

The table 3.25 and figure 3.25 shows the social change in the area after the implementation of R.T. Out of 30 resorts, 18 of them made an excellent change in the society after the implementation of R.T and 12 made changes to the society to a good extent.

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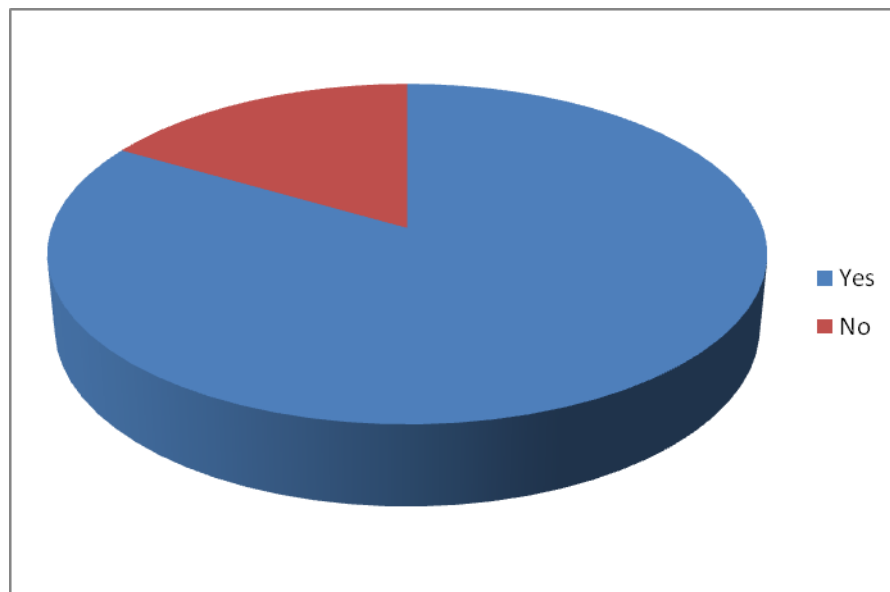
**WHETHER R.T INITIATIVE HAD IMPROVED THE ECONOMIC
CONDITION OF LOCAL PEOPLE**

R.T initiative improved the economic condition of local people	Frequency	Percentage
Yes	25	83.3
No	5	16.6
Total	30	

Source: Primary Data

FIGURE 3.26

**WHETHER R.T INITIATIVE HAD IMPROVED THE ECONOMIC
CONDITION OF LOCAL PEOPLE**



INTERPRETATION:

The table 3.26 and figure 3.26 shows that whether the responsible tourism initiative have improved the economic condition of the local people. Out of 30 resorts, 25 opinioned that the economic condition of local people had improved after the R.T initiative and 5 says there was no major changes.

4.1 Findings

As tourism plays an important role in the modern world, it is necessary to find out the impact of tourism on different economics of the world. Most of the under developed countries consider tourism as a panacea for economic development. But they will never consider the negative impact of tourism and this will create certain detrimental as well as catastrophic effects on their economies as a whole. In order to avoid these negative effects, the tourism planners should focus on innovative tourism practices. Responsible tourism is a best example for alternative tourism practices. As one and only responsible tourist destination in India, Kumarakom was the apt place for the researcher to conduct his study. The following were the findings of this study.

1. Majority of the respondents in this study area were engaged in clam collection, toddy tapping, fishing, casual employer works etc. after the implementation of responsible tourism initiative, they got a lot of employment opportunities in the tourism sector and this enhanced their living standards as well as their social status.

The employment profile of the respondents were shifted to drivers, home stay owners, resort owners, workers in tourist resorts and other works related with tourism.

2. Income pattern of the respondents have changed a lot after the implementation of responsible tourism. Certain respondents reported that they had no regular income before the implementation of this scheme. After implementing this scheme, their income raised to a range of 0 - 6000.
3. Majority of the respondents opined that the development of infrastructure is the major achievement of responsible tourism initiative. They also opined that the employment opportunities in the local area have increased to a great extent and trade and commerce has also showed an upward trend after the implementation of this new initiative.
4. Majority of the respondents have opined that their standard of living has increased after the implementation of responsible tourism initiative. They consider this as the major achievement of this scheme other than increases in income or employment opportunities. Other benefits which they received from this initiative were the improvement in language and cultural advancement in their area.

5. More than fifty percent of the respondents have the opinion that they are fully satisfied with the tourism development in there are. But they small percentage opined that the tourism development is the major reason for the skyrocketing of land prices in the study area and this exorbitant land value creates a lot of hardships to the local public when they want to purchase land.
6. More than eighty percent of the respondents have opined that there are still some problems persisting in the tourism sector even after the implementation of responsible tourism in Kumarakom. Environmental problems are the foremost among them. The use of plastic as well the contamination of water is the serious threats to the environment in tourism sector. The contamination of water in vembanad lake due to the development of tourism leads to the extinction of certain fish species also. Certain respondents opined that there is some economic inequality may arise due to this tourism development. It is interested to note that nobody reported any social problems in this tourist destination after the implementation of this new scheme.
7. Most of domestic tourists used rented vehicles locally and this will create more linkage effects in the local area. More than forty percent of foreign tourists used public conveyance for the local visits. This will reduce the environmental pollution to a great extent.
8. It is interested to note that even after the implementation of responsible tourism initiative, still the ownership of resorts are vested in the hands of corporate giants (either in India or foreign). More than fifty percent of the resort owners are the representatives of big business tycoons in India or abroad. So the decisions regarding the day to day operations will be taken by the corporate headquarters and this may create some difficulties to the local public as well as environment.
9. In this study it is noticed that the working population with the resorts are the local origin after the implementation of responsible tourism initiative. In the same way majority of the tourist resorts gave priority to give employment opportunities to women and this lead to the empowerment of women in this locality.
10. The procurement of items for the functioning of resorts is done locally. More than fifty percent of the items like vegetables, meats, fish, cereals, pulses etc are purchased locally

and this will enhance the local trade and commerce and will create more linkage effect in the local area.

11. In the case of social service activities, certain resorts constructed infrastructure to the local people by spending money from their own pocket. Two resorts are providing financial assistance to the local children for their education.

4.2 Suggestions

Studies pertaining to tourism connected with developing countries are very limited and hence there is a wider scope for further studies. The present study has included variables affecting tourism industry like tourist, resort owners, local people etc. there is ample scope for separate studies on each group.

- ➔ Studies can be made on the government policies, measures, planning and development of tourist spots in relation to the need of the growing tourism demands.
- ➔ As a major area of research, women empowerment can be the perspective in tourism development.
- ➔ Study can also be made on tourism and its growing environmental effect and the measures to protect environmental damages caused by tourist inflows.
- ➔ A number of countries conduct large scale tourist exhibitions, travel mart etc to promote tourism. India and Kerala must also follow the same. Studies can be made on which method of sales promotion activity is more effective to promote tourism.
- ➔ As a multidisciplinary topic tourism can also be studied from various angles.
- ➔ More resorts must be made aware of the responsible tourism imitative and implement the same in their arena.
- ➔ The resorts and the employees must made aware of the requirement to sustain the cultural and social nature of the locality.

2.3 Conclusion

The entire discussion in this work has been made to understand the socio economic and cultural impact of responsible tourism initiative in that place. In order to understand these concepts, the researcher gave more emphasis on the views of sresort operators.

This study revealed that the development of infrastructure, more employment opportunities, stimulation of business activity, concern for culture and history, conversation of historical monuments and ecology, women empowerment etc are the benefits derived from the new and innovative tourism practice.

From this study, it is clear that this initiative can be replicated in various tourist spots in India and can reduce the intensity of the disintegration of various tourist spots.

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QUESTIONNAIRE- RESORTS

1. Name: Owner.....Gender.....

Institution.....

2. Ownership and Value of Assets

	Owned	Hired	Total
Land			
Building			
Other assets			

3. Souce of drinking water : 1. Well

2. Tube well

3. Packaged drinking water

4. R O system

5. Others

4. Have you availed any loan : Yes/ No

5. If yes, source : 1. Government

2. Bank

3. Cooperative society

4. SHG

5. Money lenders

6. Friends and relatives

7. Others

6. Have you got any other government : Yes/ No

assistance in the form of subsidies, materials,
training skills etc

7. Have you heard about Responsible Tourism : Yes/ No

Initiative

8. If yes, what is the source	: 1. Newspaper 2. Television 3. Radio 4. Other source
9. Have you undergone any training to practice responsible tourism	: Yes/ No
10. If yes, the source	: 1. Central or State or Local 2. Private 3. Others
11. Do you practice responsible tourism in your organization	: Yes/ No
12. If yes, mention the nature of practice	: 1. Incorporating local people 2. Using local products 3. Preserving social/ cultural activities 4. by saving energy/ water resources 5. other ways
13. Whether your organization prevent economic leakage:	:1. To a great extent 2. To some extent 3. Not at all
14. In what ways your organization prevent economic leakage:	: 1. providing employments to local people 2. using local products or inputs 3. Other ways
15. Nature of purchase of local items:	1. Direct purchase from producers 2. From middle men 3. From local market 4. From wholesale market 5. Other source
16. How you are disposing waste generated by your activity	1. Domestic disposal 2. Disposal by local government 3. Others

- | | |
|--|---|
| 17. Whether your organization caused any environmental threats | : Yes/ No |
| 18. If no, mention methods you adopted to minimize the environmental problems | : 1. Reducing the usage of plastic
2. Installing energy saving appliances
3. recycling hotel materials
4. composing all waste
5. Others |
| 19. Whether your organization preserve the social and cultural aspects of the local people | : Yes/ No |
| 20. If yes, what ways you preserve the social and cultural aspects of the locality | : 1. Employment opportunities to local people
2. Composting all waste
3. Sponsoring local festival and programs
4. others |
| 21. Whether your organisation saves energy Or water resources | : Yes/ No |
| 22. If yes, mention it | : 1. Using less energy consuming technologies
2. reusing the waste water
3. Planting trees nearby
4. others |
| 23. Whether you allow the local public to enter the premises of your institution | : Yes/ No |
| 24. Does your institution cause an obstacle to the local public in lime shell collection, fishing and other activities | : Yes/ No |
| 25. Is the tourism infrastructure facilities favourable to R.T initiative in this area | :1. Excellent
2. Very Good
3. Good
4. Poor |

26. If there any social charge in the area after the implementation of R. T

:1. To a great extent

2. To some extent

3. Not at all

27. Whether the R.T initiative improved the economic condition of the local people

: Yes/ No