

**“EFFECT ON TOURISM IN ERNAKULAM  
DISTRICT WITH SPECIAL REFERENCE TO  
KUMBALANGI PANCHAYATH”**

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## **CERCITIFATE**

This is to certifies that the dissertation, "**EFFECT ON TOURISM IN ERNAKULAM DISTRICT WITH SPECIAL REFFERENCE TO KUMBALANGI PANCHAYATH,**" submitted in partial fulfilments of the requirement for MA Degree in ECONOMICS to the St. Teresa's College (Autonomous), Ernakulam (Affiliated to Mahatma Gandhi University, Kottayam) is a bona fide record of work done by the project under my supervision and guidance.

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## **DECLARATION**

We hereby declare this dissertation entitled, “ **EFFECT ON TOURISM IN ERNAKULAM DISTRICT WITH SPECIAL REFERENCE TO KUMBALANGI PANCHAYATH**” submitted by us in partial fulfillment of the requirements for the award of M.A Degree in Economics is our original work.

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# INTRODUCRTION

## 1.1 INTRODUCTION

The tourism sector is often regarded as the largest industry globally, contributing significantly to job creation across the economy. One of the biggest trends in contemporary society is tourism, which has important socioeconomic consequences. The tourism industry has shown signs of growth in terms of job creation and revenue. The sector makes a substantial contribution to the state economy. According to the World Travel and Tourism Council (WTTC), the tourism industry is the one that is expanding the fastest around the world.

Tourism is a significant source of income and development. In terms of financial gains, tourism undoubtedly presents developing nations with a chance for economic growth, diversification, and the expansion of allied industries. With its increasing emphasis on natural areas, tourism is one of the fastest-growing sectors in the world. It also provides a significant number of jobs and foreign exchange profits for many developing nations.

God's own country, Kerala, is unmatched in the natural beauty this blessed land has to offer and in its rich cultural traditions. Many travellers from all over the world are drawn to this special location by its attractiveness. Kerala is renowned for its delectable food and hospitality, in addition to its natural beauty. Travelers choose a cozy setting when they want to experience the true essence of this beautiful country. The significance of homestays, which became popular in Kerala around seven years ago, is as follows:

The typical high-cost aircraft is about to give way to the cozy, individualized setting of a home in the tourism scenario. The homestay model effectively addresses visitor demands and boosts the travel industry's bottom line. Modern lodging amenities, an environmentally responsible setting, and warm hospitality are all provided by the homestays to visitors. It is anticipated that the redistributive, economical, environmentally friendly, and people-to-people aspects of modern tourism will encourage homestay travel both conceptually and practically.

The speed of tourism has grown due to the involvement of technology and communication. It assisted those from many industries in changing the economy and society. The tourism sector plays a significant role in the nation and throughout the world in terms of revenue generated from exports and employment development for the local populace. In many nations, the travel

and tourism sector serves as both an effective business and a vehicle for advancing world peace and understanding.

The variety and quality of accommodation offered at the location have a significant impact on tourism. One sector of the tourism industry, accommodation, is important to the growth of this constantly growing sector. During the 1963 United Nations Conference on International Travel and Tourism in Rome, concerns about conventional and alternative forms of accommodation as benefits for foreign travel were specifically examined.

Homestays are essential to Kerala's tourist industry because they provide visitors who value authenticity and high standards of alternative tourism with a unique hospitality experience. The purpose of homestays is to provide comfortable accommodation, a relaxed atmosphere, opportunities for family time, and support for regional tourism, among other benefits. Both luxury and low-cost vacationers today want to locate the best house stays based on their ideas and areas of interest. Travelers may choose from a variety of house stays, including those in villages, historic homes, Ayurvedic and meditation centres, etc. Kerala Tourism and the government promote house stays throughout the state and set standards of excellence for these accommodations. The combined efforts of the homestay units will undoubtedly positively boost tourism.

The tourism sector, which is India's largest service sector, can promote the nation's economic growth. The development of the tourism infrastructure and maintenance of tourist attractions, including hotels, rest houses, airports, and railway stations, become important for all inhabitants.

## **1.2 RIVIEW OF LITERATURE**

1. According to Yojana (1999), a journal, "cultural tourism is one of the important features of tourism in India." This is a fascinating idea with more potential in India. In addition to spreading tourism over broader regions, it also helps improve historical structures and create jobs for rural' people."



2. It is often acknowledged that tourism plays a major role in the development and expansion of economies in many areas. The economic effects of tourism, including its contribution to job creation, foreign exchange profits, and regional development, have been thoroughly examined in studies by Ritchie and Crouch (2003) and Dwyer et al. (2010).
3. The book "Tourism Promotion and Development," edited by Batra G.S. and Dangawal R.C. (2001), shows how the tourist sector requires planning and development guidelines to guarantee greater localised economic impacts of the sector without any bad influence on culture and environment
4. "Marketing of tourism in India: New Paradigms," a presentation by R.C. Dungwal (2001), states that "India has great tourism potential due to its unique cultural and natural attractions." The majority of the promise has been realized, while the dissection's attempts have fallen short of expectations.
5. According to Ajith Kumar M.K. (1998), Department of Applied Economics, CUSAT, foreign tourists' spending patterns in Kerala and India are influenced by their lifestyle characteristics and demographic profiles. He states that tourists come to India for two reasons: (1) to witness the country's legacy and culture, and (2) to take a vacation in the mountains.
6. The 1994 book "Temples and Legends of Kerala" by K.R. Vaidyanathan provides a thorough overview of Kerala's temples and legends. He states, "And the beautiful imagination of passionate saints, poets, and people created a rich heritage of unique temples, built like domestic houses with ample courtyards and tiled conical roofs." . Generation after generation practiced the associated ritualistic arts of dance drama, including Kathakali, Koodiyattom, Mohiniyattom, and folk styles like Theyyam and Ottamthullal. To contrast with the earth's green hue, the walkways leading up to the

shrines were painted with expansive murals depicting the stories of the gods in vibrant hues.

7. "Sudheer" (1993) gives a comprehensive picture of Kerala's tourist potential as well as the challenges the state's tourism sector faces. He believed that tourism both directly and indirectly promotes the growth of numerous other industries while also serving as a catalyst for the country's economic, social, and physical development. He also makes note of how the economic advantages provided by tourism are classified.
8. In his research, K.R. Anantha Krishnan attempted to show that tourists go to locations not just for fun but also to learn about them and create lasting memories. The admission of visitors and so-called tourists ought to be subject to certain limitations. Unrestricted entry could undermine the location's sacredness.
9. The book "Tourism Problems and Prospects" by S.V. Sudheer contains his research on the potential for development of underutilized natural resources. Extreme caution must be used to maximize the physical appeal and minimize the expense of using natural resources. There may be more clean, reasonably priced, and highly rated hotels and restaurants in the immediate area of the tourism hub.
10. Mr. Javaid Akhtar tried looking at how management concepts were applied in those inbound tourist-focused tourism firms. Four businesses were chosen to investigate how management structure might be applied to the organization of tour operators.
11. The subject of Sachida Nand Singh's research is Varanasi City: A Study in Tourism and Recreational Geography of a Kaval Town. Once the numerous tourist attractions, their distinguishing qualities, historical, social, religious, and cultural aspects, as well

as other noteworthy considerations of tourism and its related phenomena to existing and potential resources, problems, and prospects, have been enumerated and discussed, the data is analysed for the overall planned development of tourism and the preservation of the city's glory and heritage. He offers recommendations for city planning and upkeep.

12. Bijendra K. Punia conducted research on the challenges and opportunities facing Haryana's nascent tourist sector. The goal of the study was to identify solutions for issues and shortcomings related to the development of infrastructure, the quantity and quality of transportation, lodging, entertainment and leisure, and training. advertising, media attention, etc. He asserts that a scientific approach to planning and administration is necessary for India's tourist industry to flourish.
  
13. The Lake Palace hotel in Udaipur, Rajasthan, was the subject of a case study by Leela Shelly, who published the findings in her book "Tourism Development in India." This is an attempt to give a board-level overview of the hospitality sector. She approaches it with a new perspective and offers a critical analysis of the current state of the hospitality and tourism industries, which are closely related.
  
14. The study by Mrs. Suhita Chopra, "Impact of Resort Development on Social Patterns: A Case Study of Khajuraho (M.P.), "examines the social and cultural effects that resort development has on society in addition to its economic effects.

### **1.3 STATEMENT OF THE PROBLEM**

Tourism is one of the spreading bases and economic, social and cultural development is very important in all population, especially in developing ones. Rural tourism as a powerful

activity in village is a factor to empower the rural capabilities, prevent the migration from village to city and promote the life level of villagers. The aim of this research is to investigate and study economic, social and bioenvironmental effects of tourism and villagers attitude respect to rural tourism.

The development of tourism-related activities and the introduction of some tourist attractions in Iran, particularly in the villages, can significantly contribute to the improvement of the villagers' quality of life. Tourism is now recognized as one of the key pillars of the global economy and plays a significant role in international economic equations. An analysis of Kerala, sometimes known as "The God's Own Country," and its rural tourist potential, with a particular emphasis on job opportunities for the locals in Kumblangi, India's first model tourism village.

Growing tourism in rural areas supports sustainable rural development by promoting the population and economic viability of these places and laying the groundwork for future economic diversification. In order to better understand the connection between tourism and rural development in Kamblangi, this study set out to explore it. In order to gather data for this study, a questionnaire and secondary data sources were used in conjunction with the survey approach.

## **1.4 OBJECTIVES**

- To analyse the factors responsible for the promotion of Tourism in Kumbalangi panchayath
- To study the new changes in Kumbalangi panchayath
- To analyses the tourist satisfaction with the facility provided by the Kumbalangi panchayath

## **1.5 THEORETICAL FRAMEWORK**

- **Multiplier Effect**

An initial increase in spending (investment, government spending, or exports) can result in a larger increase in economic activity. This phenomenon is known as the multiplier effect in

economics. This occurs as a result of the initial spending stimulating other rounds of spending when other members of the economy reinvest the income they earned.

The multiplier effect can have a big impact on tourism. When travellers spend money in a place, local establishments like hotels, restaurants, and tour companies may benefit from the initial spending. As a result, additional spending may follow when these companies' and their workers' money is spent inside the community. If the multiplier effect is not effectively handled, it can cause problems like inflation and environmental damage in addition to contributing to the economic growth and employment creation of tourist locations.

- **Infrastructure Development**

The construction or renovation of the organizational and physical infrastructure that is necessary for a society or business to function is referred to as infrastructure development. This includes public infrastructure (parks, schools, and hospitals), utilities (water supply, sewage, and power), and transportation networks (roads, bridges, airports, and ports).

Infrastructure development is essential to economic growth because it lays the groundwork for successful community growth and business operations. A better infrastructure can result in more productivity, lower communication and transportation costs, and easier access to markets. By shortening travel times and facilitating improved access to necessities, it can also raise people's quality of life.

When it comes to tourism, infrastructural development is essential to drawing and housing visitors. Travelers may find it simpler to get to their destination and get about once they are there with the help of well-developed transportation networks, such as highways and airports. In a similar vein, having access to first-rate lodging, dining options, and other facilities can improve visitors' overall experiences and promote return trips.

In general, infrastructure development is critical to both economic expansion and raising living standards; in the context of tourism, it is especially crucial to bolster the expansion and sustainability of the sector.

- **Government Revenue**

The money that a government receives from a variety of sources—most notably taxes, but also fees, fines, and other sources—is referred to as government revenue. The government uses this revenue to pay for a variety of expenses, including social welfare, infrastructure, healthcare, education, and defense. The main source of funding for the government is taxation. They can be imposed on earnings (corporation tax), sales tax, value-added tax, profits (income tax), property (property tax), and other activities. In addition, government receive income from state-owned businesses, fines for breaking rules and regulations, and fees for services (such as passport costs).

The ability of a government to function and deliver public goods and services depends on its revenue. Sufficient revenue enables a government to allocate resources towards infrastructure, healthcare, and education—all vital for promoting economic expansion and elevating the standard of living for its populace. A government's capacity to fulfill its responsibilities may be hampered by low revenue, which can result in budget deficits.

The influence on government revenue might be substantial when it comes to tourism. Taxes on lodging, dining, travel, and souvenirs are just a few of the ways that tourism might bring in money. Furthermore, tourism can boost the economy and provide jobs, which raises income tax revenues and lowers the demand for social welfare programs.

All things considered, government revenue is a vital part of public finances, and the management of this money is necessary for a government to operate effectively and to be able to advance social welfare and economic prosperity.

## **1.6 METHODOLOGY**

The researcher's approach to gathering and evaluating data is outlined in the methodology. 50 respondents at kumbalangi panchayath provided the necessary data for the current investigation. The reason kumbalangi panchayath was chosen for the study is that it is a developing tourist destination with a rising proportion of visitors. Fifty respondents at kumbalangi panchayath provided the study's primary data, Additionally, structured questionnaires assist in the collection of data through the use of the purposive sampling

method. The Economic Review, annual reports, books of accounts, and other journals are the sources from which secondary data are gathered. For data analysis, basic statistical methods such as ratios, averages, percentages, charts, and graphs will be used. The data has been gathered using a straightforward random sampling technique.

### **1.6.1 Area of Study**

Area selected for the study is kumbalangi panchayath, Ernakulam district.

### **1.6.2 Selection of sample**

Sample units: The population used for the study was collected from Kumbalangi panchayath.

Sample size: The study was conducted with the help of 50 samples.

### **1.6.3 Source of Data collection**

The study makes use of both primary and secondary data. The main data is gathered via the questionnaire method. For the study, 50 people have been gathered as a sample. Journals, magazines, the internet, and newspapers have all provided secondary data.

### **1.6.4 Period of Analysis**

All data were collected during the period from 2023- 2024

## **1.7 CHAPTER SCHEME**

There are four chapters in this study.

The first chapter covers the following topics: introduction, literature review, goal of the study, significance of the study, data collection sources, methodology, study area, study period, concepts, chapter structure, and study limitations.

The nature and features of tourism, its aspects and significance, the classification of tourists, its basic components, its contribution to Indian society, the major marketing practices in the industry, factors influencing its growth, tourism and its elements, tourism policy, rewards, and acknowledgements of Kerala tourism are all covered in Chapter 2.

The study's analysis, interpretations, and conclusions are covered in Chapter 3.

The study's conclusions and recommendations are included in Chapter 4.

Study-related references.

## **1.8 LIMITATIONS OF STUDY**

1. Tourism is a large Industry with vast resources. It is unable to cover all facts of Tourism.
2. The study conducted on a small area. Only one Tourist center is taken for the study in Ernakulam District. Non-cooperation of respondents is another problem
3. The primary data was collected only from the domestic tourist because of the language constraints.
4. . Non availability of statistical data for a continuous period of more than five years for the study is another limitation.



## CHAPTER -2

# TOURISM AN OVERVIEW

## **2.1 NATURE OF TOURISM**

Prof. Hunziker and Krapf, who are Swiss, introduced the definition of tourism that the International Association of Scientific Experts in Tourism has embraced. When it comes to non-resident travel and stays that do not result in permanent residency or any kind of economic activity, tourism is the culmination of all the phenomena and relationships that arise from these experiences.

## **2.2 FEATURES OF TOURISM**

- 1.** Travelers' travel to and stays at different locations give rise to tourism.
- 2.** Traveling to and staying at locations are the two components of all tourism.
- 3.** The trip and the stay should occur somewhere other than the typical site of employment and housing.
- 4.** The destinations are being moved temporarily with the goal of returning in a few days. It is assumed that a tourist will stay for at least 24 hours, and a maximum of half a year at the locations.
- 5.** Visits to destinations are made for reasons other than relocating permanently or finding work.

## **2.3 ASPECTS OF TOURISM**

Two key facets of tourism are the first is the reason for the trip or visit, which conveys a specific driving force. Second, defining the time element is typically required. Setting the minimum and maximum duration is necessary for a specific reason. Travel lasting less than a day may therefore be disqualified. Furthermore, a foreign national who enters a nation to labor for pay or to enrol in its universities is not considered a tourist.

## **2.4 SIGNIFICANCE OF TOURISM**

The world's largest export sector is tourism. It is the only commodity traded internationally, and travel plays an important role in education in several nations. It has a positive impact that is generated by interactions between individuals of various nationalities, ethnicities and traveling facilitates cross-cultural interactions and enrich the cultures of both the travellers and the recipients. Tourists are drawn to certain destinations by cultural elements; these include historical sites, architectural masterpieces, and the birthplaces of well-known people. The political and social relevance of tourism lies in its ability to unite individuals from all origins and nations. Similar interactions between people and places are encouraged by domestic tourism, which also adds to the body of knowledge that could improve comprehension. The economic value of tourism is universal; money generated in one's usual location is spent in the destinations visited. The most notable economic impact of tourism is the purchasing power that is created in the host community by the spending of tourists, who typically spend far more than they do at home.

## **2.5 CLASSIFICATION OF TOURISM**

Foreign Tourist: According to the World Tourism Organization, a foreign tourist is anyone who spends at least 24 hours traveling to a nation other than their home country. Any person who travels within their own country to a destination other than their usual place of residence for a minimum of 24 hours or one night, for reasons other than engaging in profitable activity, is referred to as a domestic tourist and falls under one of the following categories: leisure (recreation, holiday, health, study, religion, and sport) 2. A business family fulfilling its objectives

## **2.6 BASIC COMPONENTS OF TOURISM**

1. Transport
  2. Locale
  3. Accommodation
- a) A visitor needs to travel in order to reach his destination; hence, some sort of transportation is required. This means of transportation allows the passenger to arrive

at his intended destination and can take the form of a car, coach, airplane, ship, or train.

- b) Locale can be used to describe the vacation spot and all that it has to offer travellers. Natural attractions like sunshine, breathtaking scenery, sports facilities, etc. may be available at the vacation spot.
- c) Another fundamental element is lodging, which is necessary for both feeding and sleeping.

## **2.7 OVERVIEW OF KUMBALANGI MODEL TOURISM VILLAGE**

As a model tourism village, Kumbalangi is a beautiful, tranquil island that was constructed as part of the Integrated Tourism Village project. Here, tourism is growing without compromising the area's ecological balance or natural beauty. Warm and uncomplicated, the locals of Kumbalangi rely on the natural world to survive.

Kumbalangi is completely encircled on the north, east, and south sides and partially encircled on the west by backwater. The island, which is covered with coconut palms, has rice fields on its western side. The silent sight of beauty created by the golden paddy chaffs bowing down with the weight set against a golden sunset enhances the sense of being in the hamlet. A ring of more than a hundred Chinese fishing nets encircles the village. There is enough breeding area for prawns, crabs, oysters, and tiny fish because there are extensive mangroves around. Seeing milkfish leaping into Kumbalangi's backwater is a cool sight. Fishermen, farmers, workers, boatmen, toddy tappers, and coir spinners are all found in the village. For the tourists' benefit, fishermen and boatmen also give various fishing skill demonstrations. The fiery and spicy indigenous food in Kumbalangi is another intriguing draw. Due to the abundance of art and culture in Kumbalangi, tourism there contributes to both the empowerment of the local populace and the preservation of the region's natural resources and cultural legacy.

Tourism trends in Kumbalangi are classified into integrated model tourism villages, coconut villages, fishermen villages, ecotourism villages, agricultural and farm tourism villages, backwater tourism villages, and artist villages. The term "rural tourism aspect" refers to any type of tourism that showcases rural life, art, culture, and heritage at rural locations, thereby generating a socio-economic benefit to the local community and facilitating interaction between the tourists and the locals for a better tourism experience.

### **2.7.1 INTEGRATED MODEL TOURISM VILLAGE**

In accordance with these models, the external environment—which includes social, economic, political, and technological forces—and tourism-related businesses—such as tour operators, travel agencies, meeting planners, and other service providers like lodging facilities, transportation companies, and entertainment centers—are closely related in the provision of services to tourists. Including the local community in planning and decision-making is one of the project's distinctive aspects. The tourism industry is seeing a rise in interest from business sectors seeking to invest in Kumbalangi. Surrounded by huge stretches of stunning backwaters and rice fields, Kumbalangi is a verdant village that provides the perfect backdrop for activities such as prawn culture, country boat tours, and aboriginal fishing and crab farming.

Surrounded by huge stretches of stunning backwaters and rice fields, Kumbalangi is a verdant village that provides the perfect backdrop for activities such as prawn culture, country boat tours, and aboriginal fishing and crab farming.

Kumbalangi offers an enthralling look into the villagers' way of life and their illustrious, ancient culture. Kalagramam, an artistic community situated on four acres of land, showcases customary fishing gear and regional handicrafts. For the thirty thousand or so residents, fishing is their primary source of income.

The other livelihood alternatives include farming, crab farming, and coir matting. A lot of the village's homes provide homestays as a component of the ecotourism idea. Kumbalangi is an environmentally conscious endeavor that honors a rich cultural legacy while simultaneously protecting the natural world.

. The initiative's holistic execution has given the villagers numerous advantages, such as new sources of income, a greater understanding of urban residents, economic value for activities, increased environmental respect, better access to water and sanitary services, etc. The Indian government designated Kumbalangi as an Integrated Tourism Village in recognition of its unique natural beauty, ecological balance, and collaborative efforts between the locals, service providers, and the government. This designation is widely regarded as the first of its type.

### **2.7.2 COCONUT VILLAGE**

Kerala's centuries-old coconut culture will be celebrated with the establishment of a 'Coconut Trail' by the Coconut Development Board throughout multiple states. The path will feature methods such as toddy tapping, weaving leaves, processing coconut copra, and creating handcrafted items from coconut shells. Another major draw is the local economy's main driver, coir manufacture. Visitors can climb coconut trees and partake in a coconut-themed food court that features handicrafts made from coconuts.

### **2.7.2 COCONUT VILLAGE**

One small fishing town known for its variety of fishing techniques is Kumbalangi, which was mentioned in the UN Development Program. This seaside village captures the essence of a traditional fishing community. Visitors can witness the Chinese fishing nets being raised, and the residents utilize both cast and hand nets for their primary source of income—fishing. Watching popular activities like oyster catching, bait fishing, and prawn farming near the mangroves is also possible.

A captivating sight during high tide is the half-circle movement of fish known as poomeenchaattam. There are numerous farms that raise prawns and crabs in addition to fishing, situated on both sides of the Kumbalangi road that leads to Anjilithara and Kalancheri.

### **2.7.4 ECO-TOURISM VILLAGE**

There are various ecosystems in Kumbalangi, including the mangrove and backwater ecosystems. The project's goal is to advance environmental conservation and preservation. One example is the conservation of mangroves by the 'panchayath'. Mangroves are a haven for migratory birds and serve as fish breeding grounds. The diverse range of mangrove cover was once home to tiny fish, crabs, prawns, and oysters. Fish populations increased threefold, salt levels decreased, and bird habitat improved as a result of mangrove restoration. Additionally, mangroves aid in halting soil erosion. There, Rs. 5 lakhs had been set aside by the Department of Tourism for the preservation of mangroves.

As part of the model tourism village project, the Kumbalangi panchayat also invested Rs. 1.25 lakh in awareness efforts. An ongoing effort is being undertaken to protect

Kumbalangi's ecology and habitat. In addition, there is a complete ban on plastic and a prohibition on constructing any new. Travelers who care about the environment are also drawn to structures that damage the ecosystem. In terms of travel and heritage. This is where dwellings are maintained. The model village would be more environmentally friendly as a result of Eco-Kerala, the Kerala Tourism Eco-Initiative. The goal of the Kumbalangi project was to safeguard the village's delicate ecology. This area is off-limits to resort construction, walkway construction, and other activities that could damage the village's ecology. In this village, only eco-friendly activities are allowed.

### **2.7.5 AGRICULTURAL AND FARM TOURISM VILLAGE**

With 85% of the population either directly or indirectly depending on agriculture and agriculture accounting for 26% of the country's GDP, agriculture is the foundation of the Indian economy. The most significant crop and staple food grown and eaten in Kerala is rice. Significant primary sector agriculture and significant service sector tourism are brought closer by the benefits of agri-tourism. Pokkalifarming is well-known in Kumbalangi. Pokkali is a special kind of rice that is high in protein and is grown in coastal areas that are frequently flooded. For six months out of the year, the farmers switch between rice and fish or prawns, depending on the salinity of the water. Many residents of this farm tourism area rely on small-scale dairy farms, agriculture, and fish farms for their daily needs. The cultivation of ginger and turmeric will soon be introduced by Kumbalangi Model Tourism. This coastal town may be the first to cultivate this type of hill vegetable. The Kumbalangi Model Tourism Development Society (KMTDS) and the Gramapanchayat are supporting the project's implementation. Pokkali farming is a kind of small-scale, home-based farming practiced in the village that involves raising fish, prawns, and cultivation of crabs, cattle, and poultry

### **2.7.6 BACKWATER TOURISM VILLAGE**

Small canoe fishing in the Kumbalangi backwaters of Vembanadu Lake is a unique experience. Travelers can enjoy "I-catch, you fry" backwater cruises with local fishermen. Kumbalangi's backwaters are a popular tourist attraction that provides visitors from Kerala with a restorative experience. The country is operated by women who have received training, which promotes women's empowerment.

### **2.7.7 ARTIST VILLAGE (KALAGRAMAM)**

The building of Artist's Village in the middle of the backwater at Kallancheri is one of the primary draws of Kumbalangi. It serves as a platform for the artist to present a variety of temple and performing arts. The art and culture of the Kumbalangi people showcase a range of dance genres such as Kolkali, Parisamuttukali, Kaikottikkali, Margamkali, and martial arts performances like Chanda and Pathakavadyam, accompanied by vocal and instrumental music. Kumbalangi is home to the unique art form known as devavasavili, which is currently in danger of being extinct. Typically, it's not a

## **2.8 IMPACT OF TOURISM IN KUMBLANGI PANCHAYATH**

### **1. Impact on the Economy:**

Kumbalangi Panchayat has benefited much economically from tourism, which has made numerous contributions to the local economy. Increased revenue creation has resulted from the influx of travellers, particularly for tourism-related enterprises including restaurants, souvenir stores, and homestays. Furthermore, employment possibilities in the tourism industry have been generated for the local population, both directly and indirectly through supporting businesses like construction and transportation. As tourism has grown, business development has also been boosted, motivating entrepreneurs to invest in new projects that will meet the needs of travellers.

### **2. Impact on Society:**

The alterations that tourism has brought about in Kumbalangi Panchayat are indicative of its societal impact on the area. Residents have been exposed to a variety of cultures and lifestyles through tourism, which has sparked new social connections and cultural exchanges. But it has also brought up difficulties, like modifications to customs and beliefs. In addition to putting strain on infrastructure and local resources, the flood of tourists has resulted in problems including overcrowding and strained public services. To guarantee the preservation of the community's social fabric, management of these effects and the promotion of sustainable tourism are imperative.

### **3. Impact on the Environment:**

Because tourism may have an adverse effect on the delicate ecosystems in the area, Kumbalangi Panchayat is concerned about how tourism may affect the environment. The growth in tourism has brought problems like pollution, trash production, and habitat



degradation. The long-term effects of these actions on the environment may include harm to ecosystem health and biodiversity. Reducing these effects and safeguarding Kumbalangi Panchayat's natural beauty for future generations require the implementation of sustainable tourism practices, such as waste management and conservation initiatives.

#### **4. Impact on Culture:**

Kumbalangi Panchayat has seen a considerable cultural impact from tourism, which has influenced the preservation and modification of regional customs and history. One way that tourism has contributed to the preservation and promotion of traditional arts, crafts, and performances is by reviving interest in them. However, tourism has also contributed to the commercialization and commodification of culture, which raises questions of cultural integrity and authenticity. One of the main challenges facing Kumbalangi Panchayat is juggling the demands of tourism with the promotion of local culture in order to reap the benefits of tourism while maintaining its own cultural identity.

## **2.9 POLICIES AND SUPPORT BY THE LOCAL BODIES IN KUMBALANGI PANCHAYATH**

Kumbalangi Panchayat local bodies have put into effect a number of progressive policies that support sustainable development and the welfare of the community. First of all, their emphasis on environmental conservation is demonstrated by programs like waste management and the encouragement of environmentally responsible behaviours. They reduce pollution and protect the area's fragile ecosystems by promoting waste segregation and recycling. Furthermore, by encouraging eco-tourism, they have drawn visitors looking for genuine and ecologically conscious experiences, in addition to giving communities alternative sources of income.

Secondly, by actively including locals in decision-making processes, local bodies have made inclusive governance a priority. They make sure that projects and policies reflect the needs and goals of the community by holding frequent meetings and conversations with the community. Through encouraging a sense of accountability and ownership among citizens, this participatory method improves program execution and strengthens social cohesiveness within the community.

Thirdly, Kumbalangi Panchayat local bodies have made infrastructure development a top priority. They have made investments to upgrade sewage infrastructure, water supply systems, and road networks, which has improved the general standard of living for locals. In addition to meeting fundamental requirements, these expenditures foster the conditions necessary for economic development and expansion.

Ultimately, through funding programs for skill development, healthcare, and education, the local authorities have shown their dedication to social welfare. They guarantee that every person has the chance to live healthy and satisfying lives by placing a high priority on access to high-quality education and healthcare services. Additionally, by supporting programs that help people develop their skills, they help people flourish in a fast-evolving economy, which lowers poverty and increases social mobility. Kumbalangi Panchayat local bodies' policies and assistance demonstrate a comprehensive commitment to sustainable development and community empowerment. They have established the groundwork for the region's resilient and prosperous future by emphasizing social welfare, infrastructure development, inclusive government, and environmental conservation.

## **2.10 CHANGES IN INDUSTRY AFTER AND BEFORE PANDAMIC IN KUMBALANGI PANCHAYATH**

Due to the epidemic, Kumbalangi panchayat in Kerala, India, has probably seen major changes in its industry. Prior to the pandemic, the main sources of prosperity for Kumbalangi panchayat were customary businesses like fishing and tourism. Travel and tourism contributed significantly to the local economy by drawing tourists from all over the world to the area's picturesque backwaters and abundant marine life. Another pillar that supported the livelihoods of many locals was fishing. But when the pandemic struck, these sectors encountered never-before-seen difficulties. Lockdowns and travel restrictions had a disastrous effect on tourism, which resulted in a precipitous drop in both visitor numbers and earnings. Similar supply chain disruptions and decreased demand also had an impact on the fishing industry.

Kumbalangi panchayat had a significant change in its industrial landscape as a result of the pandemic. After realizing the importance of resilience and diversification, the community started looking into new opportunities for economic growth. A greater emphasis on agriculture resulted in programs to support organic farming and regional food production.

Businesses that adapted to remote operations and digital platforms saw a spike in online services and e-commerce as well. A greater focus was also placed on wellness and healthcare, with funds allocated to hospitals and campaigns to raise public health awareness. In order to overcome the obstacles and come out stronger, Kumbalangi had to review its industries overall as a result of the epidemic and embrace innovation.

## **2.11 CONTRIBUTION OF TOURISM TO INDIAN SOCIETY**

### **1. Tourism Receipts and National Income**

Today, a lot of economies rely on foreign exchange gains from tourism. One of the main sources of foreign exchange profits for India is tourism. It can assist in redressing unfavourable trade and regional imbalances. One benefit of this technique is that it is an easy way to move resources from high-income to low-income countries.

### **2. Tourism And Employment**

There are several ways that tourism benefits a nation's economy. As a service sector, tourism can have a big impact on nations with a labor surplus. In this service economy, work from humans is vital. The majority of positions in the tourism business are labour-intensive and only need a brief training period. With a comparatively small investment in fixed assets per employee, employment can be generated.

### **3. Contribution To The Balance of Payment**

Few nations in the world have a visible trade balance that is positive. In the future, tourism may be able to assist in bridging many nations' balances of payments imbalances

### **4. Contribution To Dispersion of Development**

Travel has a tendency to disperse growth away from industrial canthers and into less developed regions, places, and nations. The growth of tourism is viewed by governments in developing nations as one way to address regional issues. Maybe the

biggest advantage of tourism is the spread of development to less developed places. The country's adoption of the socialist pattern of society entails a reduction in regional development disparities as well as a diversification and dispersion of development

## **5. Effect On General Economic Development**

Prosperity is generated by tourism through the advancement of consumer services such as lodging, transportation, and communication. In one way or another, the money that visitors spend becomes revenue for the locals, who then save or reinvest it. As a result, the money that visitors first spend may be spent numerous times, each time leading to a certain amount of leakage, either for the purpose of conserving money until the consequences of the initial expenditures become insignificant or for the purchase of imports (an option that is uncommon in India due to import restrictions). The multiplier effect is represented by this. However, it may be argued that tourism-related spending can benefit all economic sectors and result in a significant diversification of industries and other economic activity.

### **2.12 THE MAJOR MARKETING PRACTICES IN TOURISM**

At the same time, the tourism industry is viewed as a state's gold mine and a source of hope for economic change and advancement.

- Swagat is a prominent marketing strategy currently in use in six major cities to aid tourists.
- The Shilp Gram concept has been suggested for Sawal Merdhapur, Pushkar, and Jhunfumu.
- Certain foreign countries host travel and tourism markets
- . An international seminar titled "Advertisement Asia" took place in Jaipur.
- A concession is offered for a range of exclusive travel services.

### **2.13 FACTORS INFLUENCING THE GROWTH OF TOURISM**

The evolution of visitor demand is therefore greatly influenced by socioeconomic characteristics such as income, mobility, age, education, and cost

The following variables control the expansion of international tourism:

- ❖ increased wealth and leisure for a sizable population.
- ❖ liberation of young people.
- ❖ Transportation Infrastructure.
- ❖ Package Tours
- ❖ Growth at International Business
- ❖ Trade Fairs (like Hotel Le Meridian)
- ❖ The aggressiveness of publicity increases.

The potential benefits of this rise in income and employment generation are significant, especially for Kerala and India as a catalyst.

## **2.14 TOURISM AND ITS ELEMENTS**

The definition of tourism is "the travel and stay of a non-resident." According to this concept, visitors are typically outsiders at tourist attractions. This suggests that a visitor is mentally distant even though he is physically present at a destination. . As with any industry, it is crucial to focus on the client first. The customers that drive the tourism industry and provide foreign exchange to any economy are the visitors. Additionally, it strives to offer services that ease tourists' visits and put them under little stress. There are three main components to tourism. These are travel agencies that offer services to both tourists and travellers.

### **2.14.1 SERVICE PROVIDERS**

"A non-resident's travel and stay" is the definition of tourism. This idea holds that most visitors to tourism destinations are outsiders. This implies that a visitor may be physically present at a place, but he may be mentally remote. As in any other industry, the customer must come first. Visitors are the consumers who propel the tourism sector and supply foreign exchange to any economy. It also aims to provide services that make visitors' trips easier and less stressful. The three primary parts of tourism are as follows: These are travel companies

that provide services to travellers and visitors. rather than offering their services to every traveller, just prospective clients. This enables them to concentrate solely on the relevant section. This lowers the cost of advertising even further. This enables them to receive positive feedback from visitors. Organizing the advance reservation is one of the service's other functions. brings in money for the service suppliers. This procedure is the result of the intensive marketing and advertising efforts, which are the primary activities. They additionally offer travellers value-added services.

### **2.14.2 AGENCIES OF TOUTISM**

The tourism agencies make up the second component of tourism. The Department of Tourism is one of the main organizations working to develop tourism in the state. It coordinates and facilitates efforts amongst agencies engaged in planning, public relations, infrastructure development, destination development, human resources development, investment promotion, and legislation. The Kerala Tourism Development Corporation (KTDC) is actively involved in the construction and operation of the essential infrastructure, including central reservation systems, star and low-cost hotels, Motel Armas, Yatri Niwases, restaurants, and massage Parlors. A KTDC subsidiary, Tourist Resorts (Kerala) Ltd., is in charge of carrying out programs like land bank initiatives and joint venture company investments. The District Collector serves as chairman of the District Tourism Promotion Council, which has chosen individuals as delegates and representatives and officials as participants to organize the growth of lesser-known tourism destinations inside the district. In terms of offering essential workforce training for the tourism industry, the Kerala Institute of Travel and Tourism Studies (KITTS) and the Kerala Institute of Hospitality Management Studies (KIHMS) are leading the way.

### **2.14.3 TOURISTS**

The second part of tourism is the tourism agencies. One of the key agencies promoting tourism in the state is the Department of Tourism. Agencies involved in planning, public relations, infrastructure development, destination development, human resources development, investment promotion, and legislation are coordinated and facilitated by it. Constructing and running the necessary infrastructure, such as central reservation systems, star and budget hotels, Motel Armas, Yatri Niwases, restaurants, and massage Parlors, is a major undertaking for the Kerala Tourism Development Corporation (KTDC). Tourist

Resorts (Kerala) Ltd., a KTDC subsidiary, is in charge of implementing initiatives such as land bank efforts and joint venture firm investments. The District Tourism Promotion Council is chaired by the District Collector, and it has selected delegates.

## **2.15 TOURISM POLICY**

The government has unveiled a tourist policy with the aim of showcasing a clear strategic vision and consolidating the benefits of tourism. In 1982, the Parliament was presented with a national tourist policy that emphasized the significance of the industry and the goals of tourism growth in the nation. developed in a closed-economy setting with strict licensing requirements. The policy was intended to be. Additionally, the need policy underemphasized the importance of the private sector and that foreign investment was not necessary for product development, and the strategy did not sufficiently highlight local tourism.

In order to position tourism as a significant driver of economic growth and to utilize its direct and multiplier impacts for employment and poverty eradication in a way that is environmentally friendly, the ministry of tourism created a draft of national policy. This draft was distributed to all state governments, departments, and agencies of the Indian government, as well as the private sector, industry associations, and the tourism industry. In 2002, following extensive consultation with all relevant parties, the National Tourism Policy was unveiled.

The policy document aims to promote economic integration by establishing connections with other sectors and increasing employment opportunities within the tourism industry. In general, the policy paper seeks to:

- Promote tourism as a key driver of economic expansion.
- Utilize tourism's direct and multiplicities benefits to boost rural tourism, create jobs, and advance the economy;
- Pay attention to domestic travel as a key factor in the expansion of tourism.
- To capitalize on the expanding international travel industry and the enormous unrealized potential of India as a travel destination, establish India as a global brand.
- Recognize the vital role played by the private sector, with the government acting as a proactive catalyst and facilitator.

- In collaboration with states, the commercial sector, and other organizations, create and build integrated tourism circuits centred on India's distinct civilization, legacy, and culture; more travellers were directed to the ASEAN countries. The free admission to Sri Lanka's recognized airlines came shortly after this.

India provided unrestricted access to 18 tourist hotspots, including New Delhi, Mumbai, Kolkata, Chennai, Bangalore, and Hyderabad. As a result, international airlines started planning their network schedules to start new or additional flights to these locations. To deal with the surge in visitor arrivals during the busiest travel season, which runs from November to February, the federal government and state governments must also set up the necessary infrastructure. anticipated Many of the smaller airports in significant tourist destinations are ill-equipped to handle international flights, while some of the larger ones are already suffering the strain of congestion and grouping of flights. The 18 selected locations must also prepare for the expected rise in traveller arrivals from South Asian and Southeast Asian nations. Airlines industry sources state that every nation or its airlines may have distinct commercial, religious, or even ethnic canthers of interest. For example, they guarantee that visitors to India are physically and mentally stimulated, culturally enriched, spiritually elevated, and able to "feel India from within."

## **2.16 OPPORTUNITIES IN THE TOURISM INDUSTRY:**

1. Following the signing of a memorandum of understanding (MOU) in December 2002 between the Union Government's Department of Tourism and the People's Republic of China's National Tourism Administration (NTA), which granted India "Approved Destination Status" and relaxed visa requirements for Chinese tourists, we anticipate a positive influx of Chinese business and tourism.
2. The government should prioritize liberalizing the civil aviation and tourism sectors because "access and connectivity" are key components of tourism promotion that help reach "lesser-known destinations." In Kochi, for example, the nation's first privately financed airport was put into service thanks to liberalization. The deregulation of taxes in industries related to tourism should also begin.
3. The Government of India and the states will now have to work seriously on developing infrastructure for the air ports and catering to the tastes of tourists. For example, tourists from Singapore and Malaysia may be interested in visiting Chennai,



Bangalore, and Hyderabad in addition to the financial and political capitals of Delhi and Mumbai, while tourists from Thailand and Sri Lanka may be interested in the Buddhist circuit cantered around Bihar.

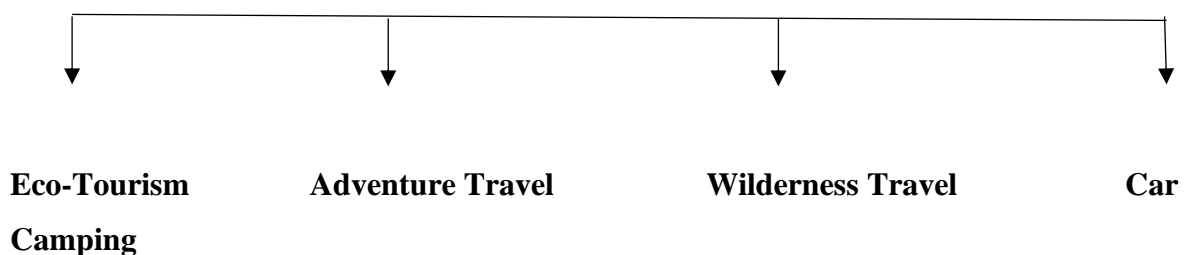
4. Traditionally, the Indian tourist season lasts from September to October and finishes in February or March. During Christmas, New Year's, and Pongal (the harvest holiday), a few additional services should be offered on a financial basis. Today, the federal and state governments bear the obligation, and the domestic hospitality sector must rise to the occasion, ready to welcome an increasing number of foreign visitors and provide them with an inexpensive and comfortable stay in India.

## 2.17 NATURE OF TOURISM

A significant export sector in parts of sub-Saharan Africa is nature tourism. The idea behind nature-based tourism is people's desire to spend their free time in nature.

Submarkets are now recognized as a result of the rising participation rates. Eagles suggested that nature-based tourism comprise at least four submarkets, each categorized depending on the reasons behind the traveller's journeys.

Nature Based Tourism



**ECO TOURISM** : Involves travel for discovery of and learning about the natural environment.

**ADVENTURE TRAVEL** : Is personal accomplishment through the thrills of dominating dangerous environment .

**WILDERNESS TRAVEL :** Involves re-creation through primitive in natural environment that is devoid of any human disturbance.

**CAR CAMPING :** Is safe family travel in the interface between the wild and the civilized .

## **2.18 MEDICAL TOURISM**

Growing Medical Tourism: The nation's push for a developing health care industry characterized by a highly regarded, cutting-edge private health care system. In fact, it is currently making an effort to establish itself as a highly sought-after location for medical tourism. Draw in natural tourists with its affordable, top-notch medical care. Actually, throughout this time, medical tourism will make up about 3–5% of the market for health care delivery. India is thought to have the capacity to draw one million tourists annually, bringing in up to \$5 million. Heart bypass surgery costs between \$8,000 and \$15,000 in India; cataract surgery costs \$500 per eye; and root canal therapy costs between \$80 and \$225 per tooth. These hospitals are more sophisticated in India than they are in other countries.

## **2.19 MARKET FOR MEDICAL TOURISM**

There are about 2,50,000 cases backlogged in the National Health Service. This might be thrown away. We undoubtedly have an advantage over others since, aside from the financial information, the majority of the global market for India is home to numerous top-notch medical facilities and hospitals, where international visitors are accustomed to receiving care from Indian nationals abroad. Indian doctors who have made their way overseas are known for providing high-quality care. Our largest USP (unique selling proposition) is the level of service excellence, closely followed by cost effectiveness. India provides a comprehensive blend of many meditation techniques, such as Ayurveda, yoga, meditation, and allopathic.

## **2.20 IMPACT ON LOCAL HEALTH CARE**

Hospitals that treat foreign patients and tourists fall under the category of medical tourism. Due to their higher profit margins and considerable value, medical tourism might aid in subsidizing local medical services. There is no doubt that medical tourism has financial potential.

## **2.21 CONCLUTION**

The tourism industry is worldwide. India's tourist destinations are well-known throughout the world, particularly Kerala. With careful planning and organization, tourism may contribute to the nation's economic development in addition to being a recreational activity. It is imperative to clarify that the government's action should not negatively impact the environment. As a conduit for good things, tourism makes people happy and joyful.

## **CHAPTER 3**

### **DATA ANALYSIS**

**AND**

**INTERPRETATION(Change title- make it as an  
analysis of tourism on kumbalangi panchayat**

### **3.1 INTRODUCTION**

The chapter deal with data analysis and interpretation. This study is aimed at an effect on tourism in Ernakulam district with special reference to kumbalangi panchayath. The basic background of the respondents has been found out with the help of a simple questionnaire. Therefore, in order to analyze the data, they are computed, modified, and coded. The result is then shown using basic statistical tool like pie chart and bar diagrams.

### 3.1.1 AGE DISTRIBUTION OF THE RESPONDANE

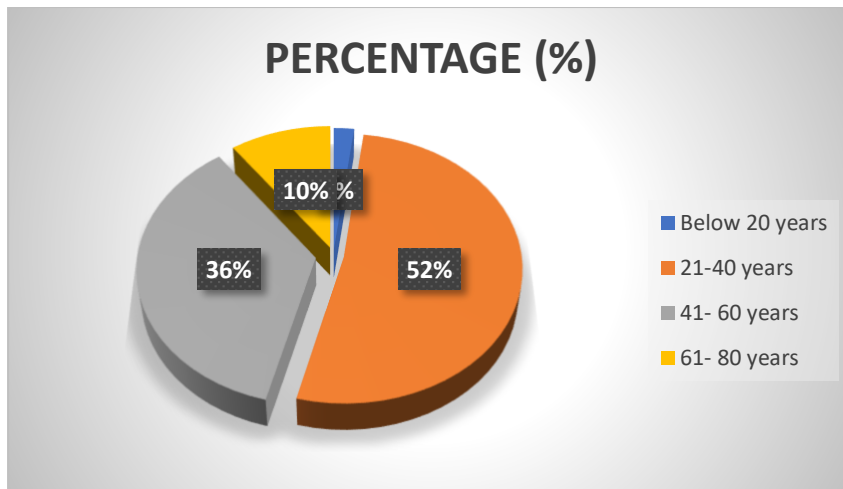
The visitors to Kumbalangi Panchayat fall into the following age groups: 2 percentage are under 20, 52 percentage are between 20 and 40, 36 percentage are between 41 and 60, and 10% are between 61 and 80. This allocation aims to collect a wide range of perspectives to ensure that the survey correctly reflects the diverse needs and experiences of visitors throughout all life periods.

Table 3.1 TABLE SHOWING THE AGE DISTRIBUTION OF THE RESPONDANCE

AGE	NUMBER OF PEOPLE	PERCENTAGE (%)
Below 20 years	1	2
21-40 years	26	52
41- 60 years	18	36
61- 80 years	5	10
Above 80 years	0	0
Total	50	100

Source: Primary Data

Figure 3.1 TABLE SHOWIN THE AGE DISTRIBUTION OF THE RESPONDANCE



### 3.1.2 GENDER DISTRIBUTION OF THE RESPONDENTS

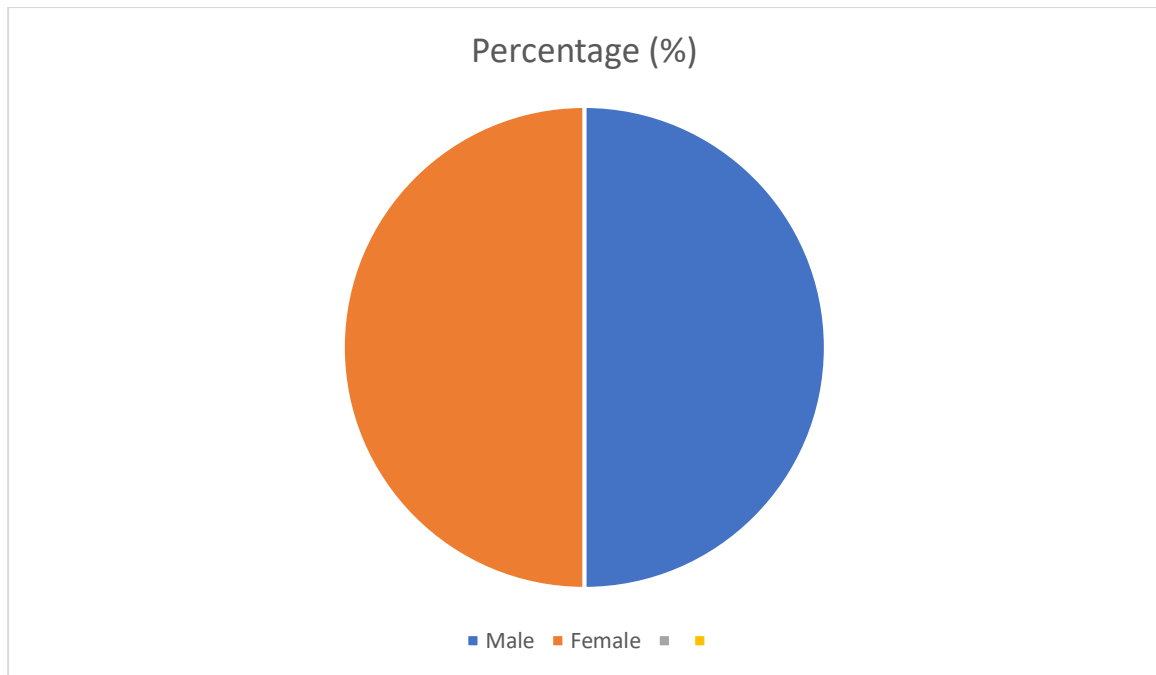
The survey has an equal number of male and female respondents in order to fairly reflect all genders. Through the implementation of strategies such as data collection diversity and gender parity, a deeper examination of Kumbalangi Panchayat tourism can be achieved.

**Table 3.2 GENDER DISTRIBUTION OF THE RESPONDANTS**

Gender	Number of people	Percentage (%)
Male	25	50
Female	25	50
Total	50	100

Source: Primary Data

**Figure 3.2: GENDER DISTRIBUTION OF THE RESPONDANTS**



### 3.1.3 EDUCATIONAL LEVEL OF THE RESPONDANCE

According to the poll, the respondents' educational backgrounds are distributed as follows: HS (20%), SSLC (40%), below-SSLC (30%), and degree (6%). This approach ensures insights into the potential implications of varying educational attainment on attitudes and inclinations toward tourism in Kumbalangi Panchayath by guaranteeing that the data collected represents a range of educational backgrounds.

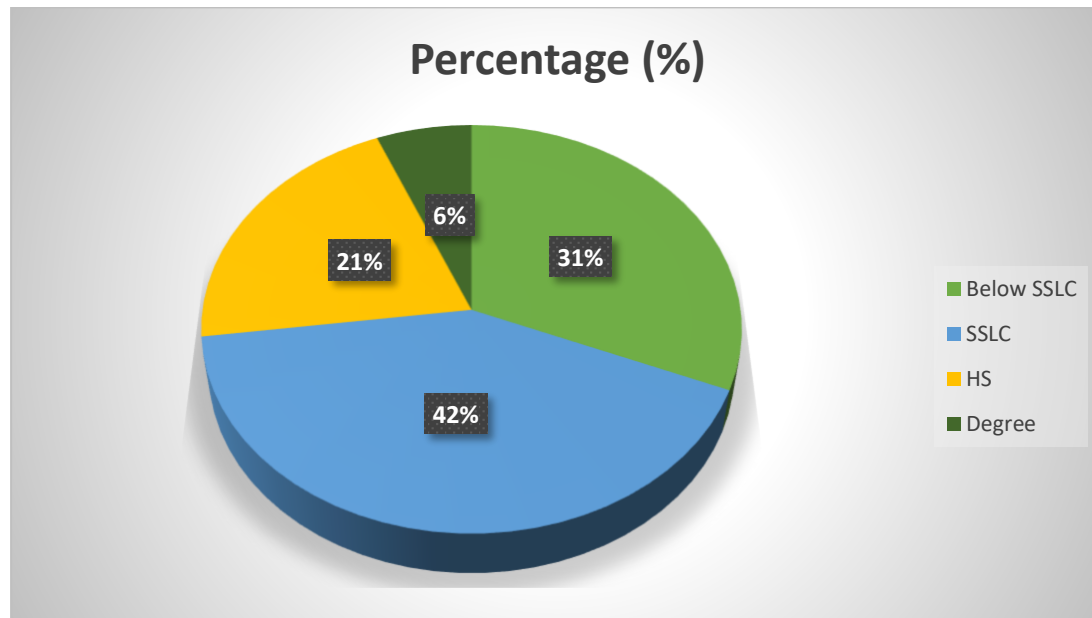
**Table 3.3 EDUCATIONAL LEVEL OF THE RESPONDANCE**

Educational status	Number of people	Percentage (%)
Below SSLC	15	30
SSLC	22	40
HS	10	20
Degree	3	6
PG	0	0
Total	50	100



Source: Primary Data

**Figure 3.3 EDUCATIONAL LEVEL OF THE RESPONDANCE**



### 3.1.4 MARITAL STATUS

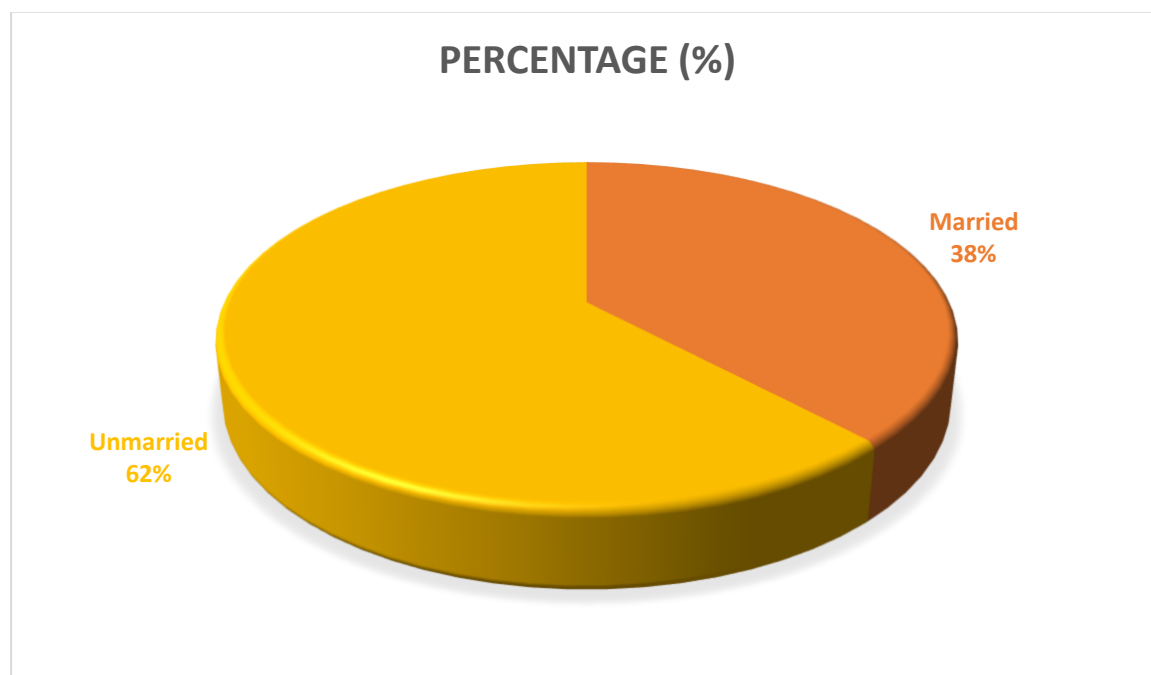
38 percentage of respondents are married, compared to 62 percentage of single poll participants. This distribution of marital status allows researchers to examine how marriage influences travel demands, interests, and behaviours. This provides important information for the development of Kumbalangi Panchayath's tourism business. Tailoring tourism services to meet the specific demands of a diverse variety of travellers can improve their overall travel experience. This means understanding the desires of both married and single individuals.

**Table 3.4: MARITAL STATUS**

Marital status	Number of people	Percentage (%)
Married	19	38
Unmarried	31	62
Total	50	100

Source: primary data

**Figure 3.4: MARITAL STATUS**



### **3.1.5 METHOD FOR GAINING KNOWLEDGE ABOUT KUMBALANGI**

The distribution of information sources that visitors utilized to learn about Kumbalangi Panchayat is depicted in the figure. While 44 percentage of tourists use the internet, 50 percentage of passengers rely on recommendations from friends and family. Travel agencies and brochures were two of the extra sources from which 14 percentage and 5 percentage of the data, respectively, were obtained. Enhancing Kumbalangi Panchayat's reputation as a tourism destination and developing successful marketing tactics require an understanding of these information sources.

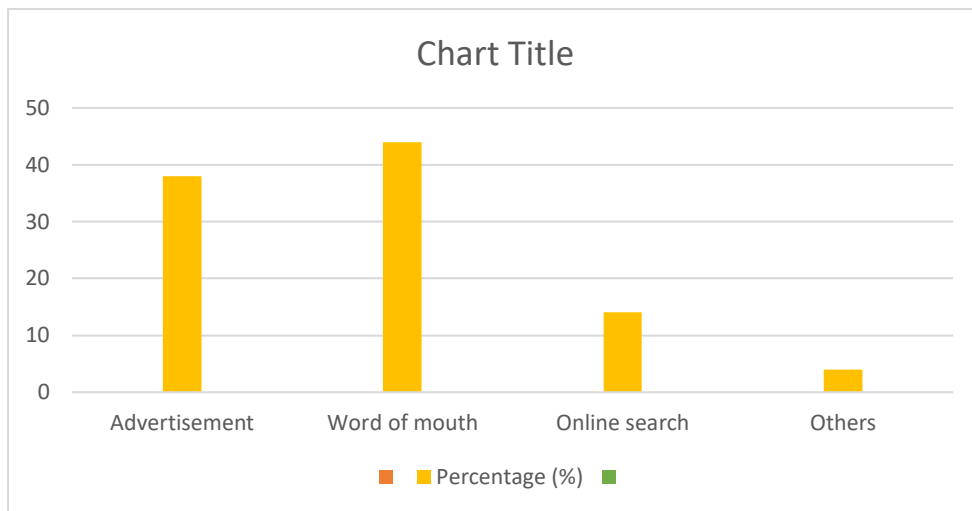
**Table 3.5: METHOD FOR GAINING KNOWLEDGE ABOUT KUMBALANGI**

<b>Gaining Knowledge</b>	<b>Number of people</b>	<b>Percentage (%)</b>
Advertisement	19	38
Word of mouth	22	44
Online search	7	14

Others	2	4
Total	50	100

Source primary data

**Figure 3.5: METHOD FOR GAINING KNOWLEDGE ABOUT KUMBALANGI**



### 3.1.6 FACTORS EFFECTING RESPONDENCE DECISION

The study's goal is to look at the factors that influence travellers' decisions to visit Kumbalangi Panchayat. At 36 percentahe, natural beauty is the most popular feature, followed by housing options (26%), accessibility (6%), and cultural assets (10%). Enhancing the overall tourism experience through the preservation of the region's historical landmarks and natural beauty, improving accessibility, and expanding the range of lodging options is the aim of Kumbalangi Panchayat's development project promotion.

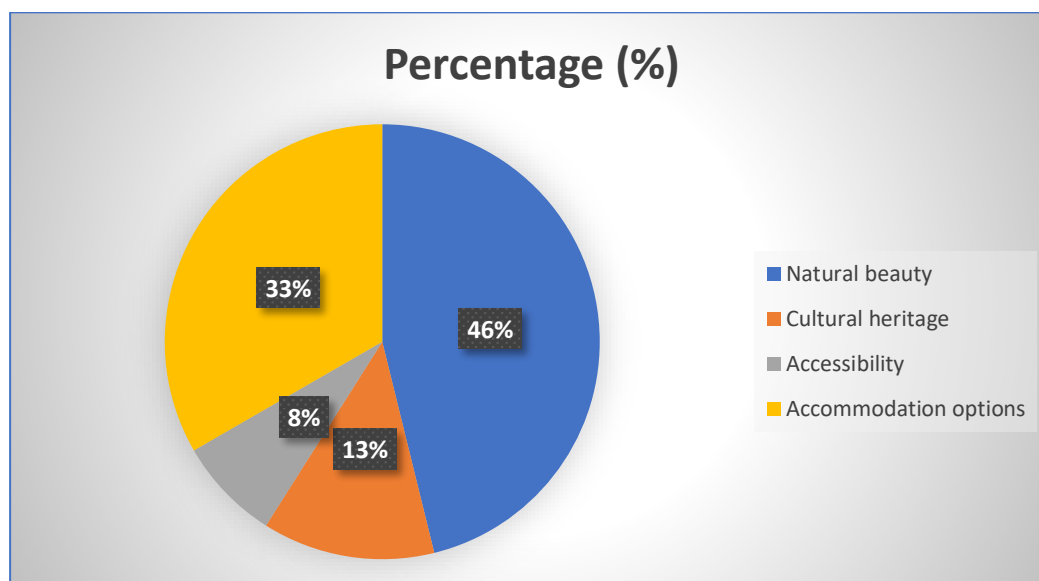
**Table 3.6: FACTORS EFFECTING RESPONDENCE DECISION**

Factors effecting	Number of people	Percentage (%)
Natural beauty	18	36
Cultural heritage	5	10
Accessibility	3	6

Accommodation options	13	26
Activities and Attractions	9	18
Others	2	4
Total	50	100

Source: primary data

**Figure 3.6: FACTORS EFFECTING RESPONDENCE DECISION**



### 3.1.7 RESPONDANCE RATING ON INFRASTRUCTURE AND OTHER FACILITIES

The distribution of ratings based on tourist experiences is shown in the image named "Tourist Experience Ratings in Kumbalangi Panchayat". Of those surveyed, sixty-two percent thought their experience was great, twenty-four percent thought it was mediocre, and fourteen percent thought it was awful. These evaluations offer sharp criticism that helps differentiate between the advantages and disadvantages of Kumbalangi Panchayat's tourism offers and concentrates efforts on improving tourists' overall experiences in the area.

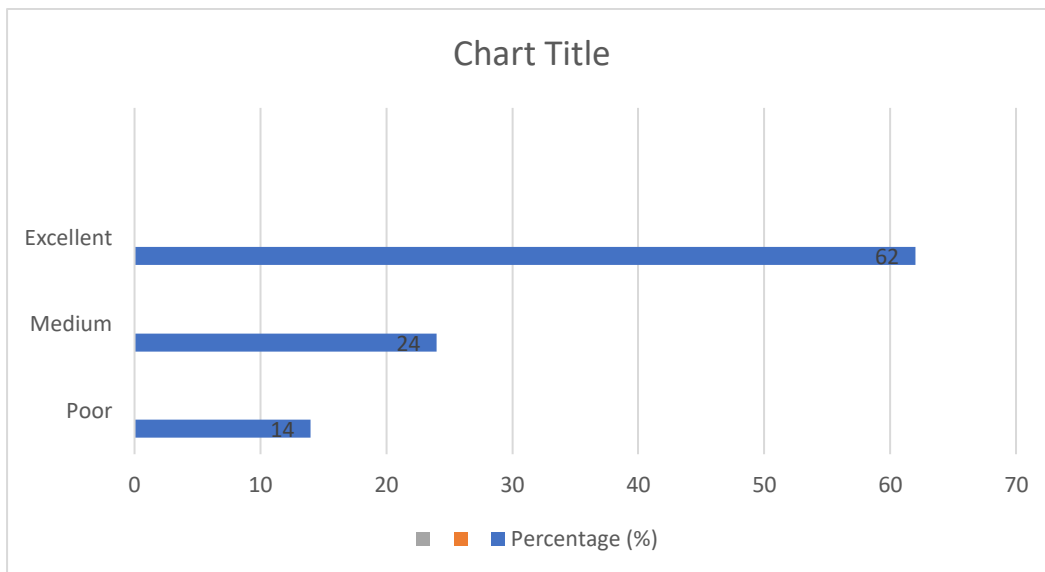
**Table 3.7: RESPONDENCE RATEING ON INFRASTRUCTURE AND OTHER FACILITIES**

Response Rating	Number of people	Percentage (%)
Poor	7	14
Medium	12	24

Excellent	31	62
Total	50	100

Source: Primary data

**Figure 3.7: RESPONDENCE RATEING ON INFRASTRUCTURE AND OTHER FACILITIES**



### 3.1.8 SCOPE FOR IMPROVEMENTS IN KUMBALANGI

The graphic shows how the tourism development priorities of Kumbalangi Panchayat are distributed. According to the study, 26 percentage of participants ranked infrastructure development as their top priority, 32 percentage highly valued marketing campaigns, 12 percentage strongly valued sustainable practices, and 10 percentage highly valued educational initiatives. Legislators and stakeholders will be better equipped to allocate funds to enhance visitor experiences and promote sustainable tourism in Kumbalangi Panchayat if they are aware of these objectives.

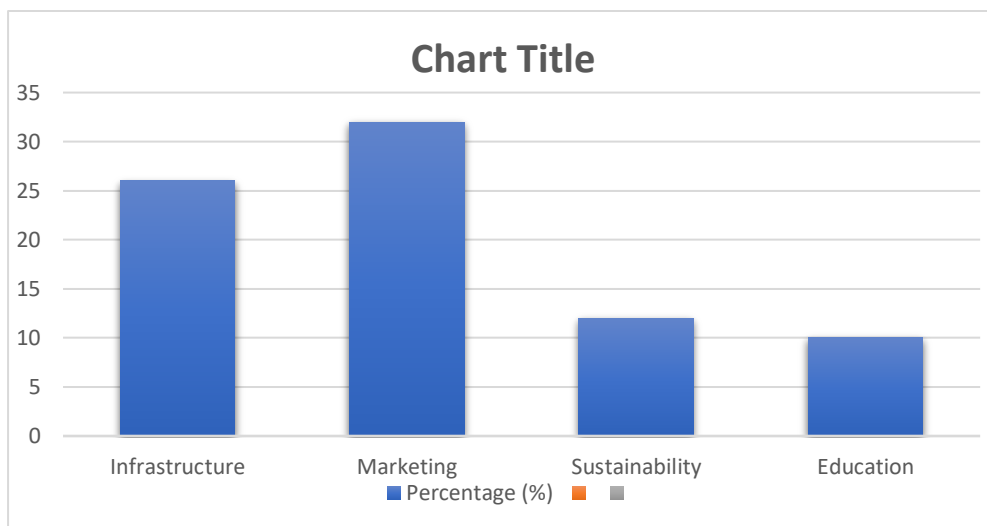
**Table 3.8: SCOPE FOR IMPROVEMENTS IN KUMBALANGI**

Scope for improvement	Number of people	Percentage (%)
Infrastructure	13	26

Marketing	16	32
Sustainability	6	12
Education	5	10
Others	10	20
Total	50	100

Source: Primary data

**Figure 3.8: SCOPE FOR IMPROVEMENTS IN KUMBALANGI**



### **3.1.9 RESPONDANCE VISIT TO KUMBALANGI IN PAST TWO YEARS**

The survey's goal is to ascertain how frequently tourists visit Kumbalangi Panchayat. "Never" at 6 percentage , "Once" at 16 percentage , "Twice" at 32 percentage , and "More than twice" at 46% make up the distribution. The patterns of return travel by visitors are depicted in this data, which can help in the creation of policies that encourage return travel and enhance Kumbalangi Panchayat's total tourism offers.

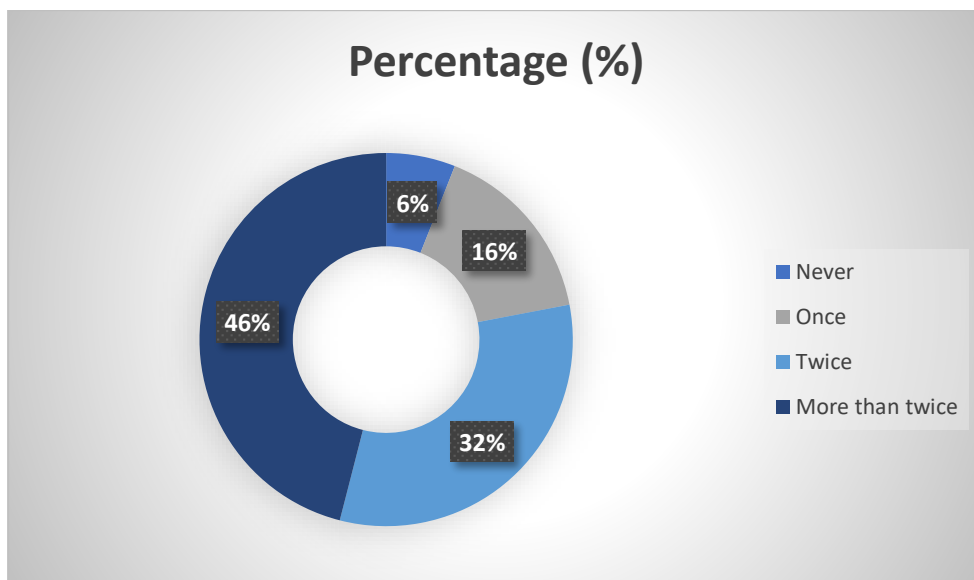
**Table 3.9: RESPONDANCE VISIT TO KUMBALANGI IN PAST TWO YEARS**

Respondence visit	Number of people	Percentage (%)
-------------------	------------------	----------------

Never	3	6
Once	8	16
Twice	16	32
More than twice	23	46
Total	50	100

Source: primary data

**Figure 3.9: RESPONDANCE VISIT TO KUMBALANGI IN PAST TWO YEARS**



### **3.1.10 CHANGES OBSERVED BY RESPONDENT**

The chart shows how the suggestions for improving Kumbalangi Panchayat tourism were distributed. As per the study, 32 percent of respondents support the construction of more infrastructure, forty percent support the introduction of new tourist sites, twenty-two percent support increasing the range of housing options, and six percent support other efforts.

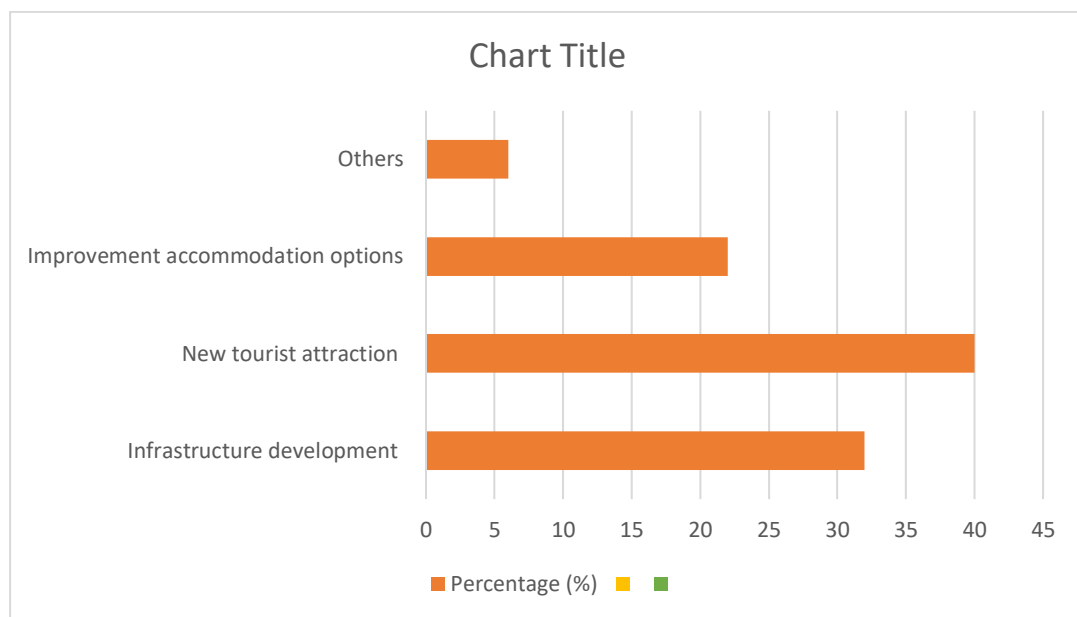
Understanding these ideas better can help Kumbalangi Panchayat concentrate its efforts on developing the tourism industry more effectively by concentrating on tourism-related initiatives that meet the needs and interests of travellers. This will enhance travel in general.

**Table 3.10: CHANGES OBSERVED BY RESPONDENT**

Respondent observation	Number of people	Percentage (%)
Infrastructure development	16	32
New tourist attraction	20	40
Improvement accommodation options	11	22
Others	3	6
Total	50	100

Source: Primary data

**Figure 3.10: CHANGES OBSERVED BY RESPONDENT**



### 3.1.11 RECENT DEVELOPMENTS IN KUMBALANGI

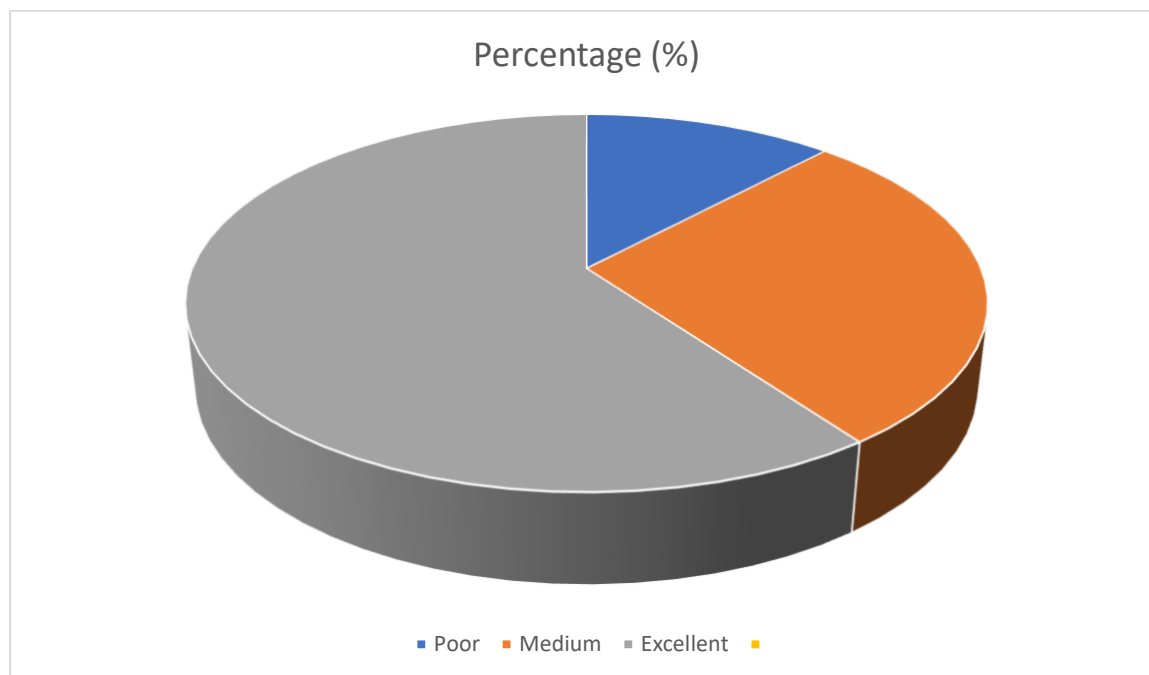
Reviews given for the Kumbalangi Panchayat tourism experience show a range of viewpoints. Thirty percent of respondents had an amazing experience, fifty percent felt it was passable, and twenty percent reported a horrible one. The advantages and disadvantages of the tourist attractions that Kumbalangi Panchayat has to offer are well-explained in these reviews. By using this data, the region's overall tourism growth and visitor satisfaction can be improved.

**Table 3.11: RECENT DEVELOPMENTS IN KUMBALANGI**



Recent development	Number of people	Percentage (%)
Poor	6	12
Medium	14	28
Excellent	30	60
Total	50	100

**Figure 3.11: RECENT DEVELOPMENTS IN KUMBALANGI**



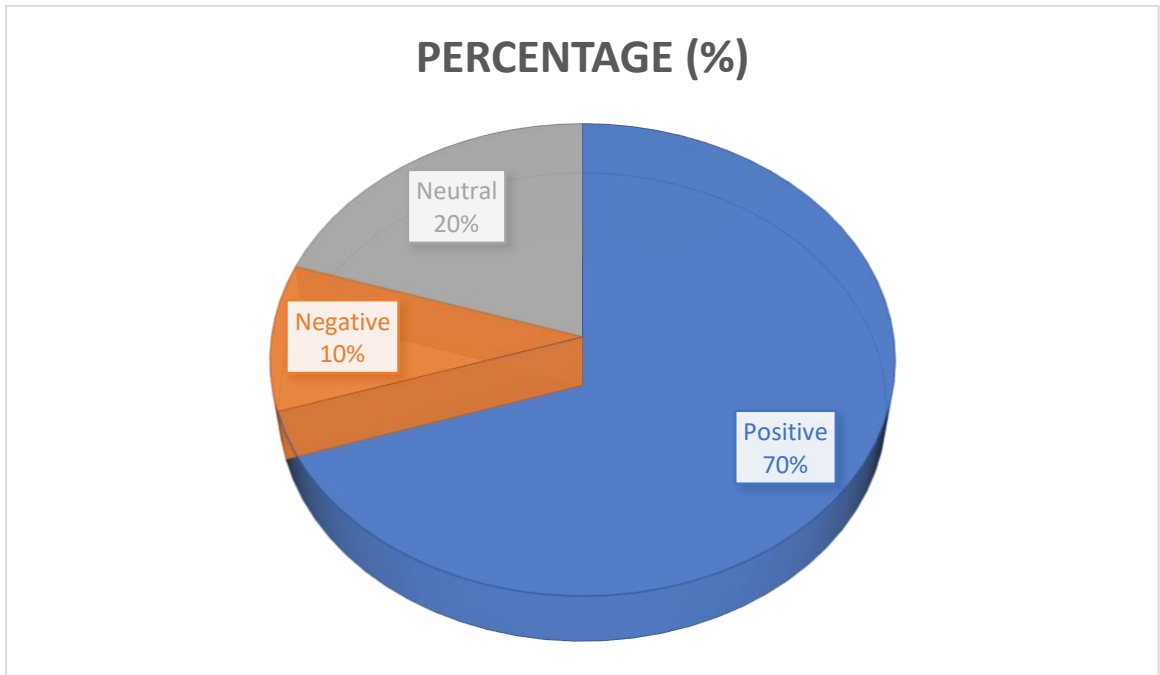
### **3.1.12 IMPACT OF CHANGES ON KUMBALANGI**

The purpose of the study is to evaluate the extent to which the recent modifications have affected Kumbalangi Panchayat's tourism experience. According to the data, 70 percentage of respondents had positive opinions about the improvements, 10 percentage had unfavourable opinions, and 20 percentage had no opinion. Stakeholders in the tourism sector need to understand these perspectives in order to pinpoint areas that need to be improved and those where changes have worked. Future development plans can benefit from this data, which can also improve the experience of Kumbalangi Panchayat visitors.

**Table 3.12: IMPACT OF CHANGES ON KUMBALANGI**

Impact of changes	Number of people	Percentage (%)
Positive	35	70
Negative	5	10
Neutral	10	20
Total	50	100

**Figure 3.12: IMPACT OF CHANGES ON KUMBALANGI**



### **3.1.13: RESPONDANCE VIEW ON IMPROVEMENT THAT CAN HAPPEN AT KUMBALANGI**

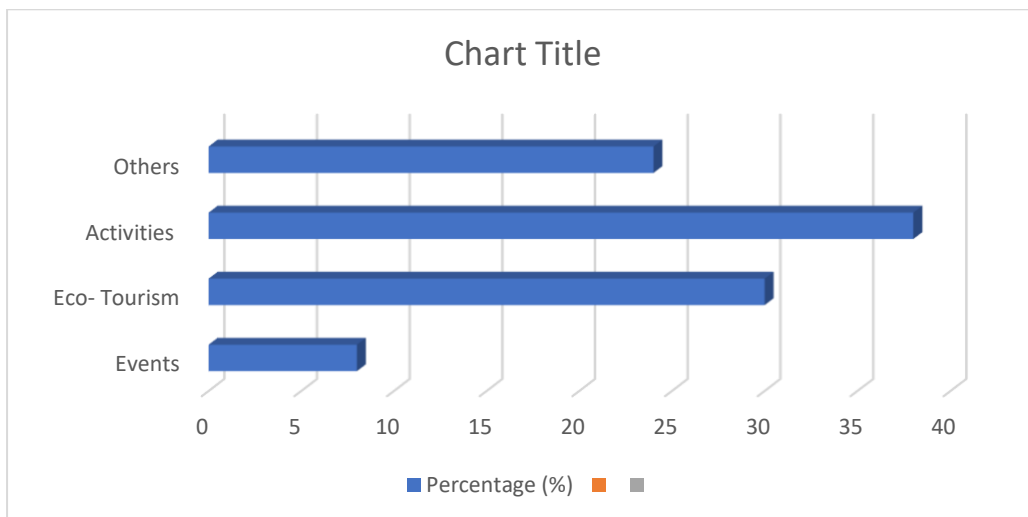
The chart displays the distribution of suggestions for enhancing Kumbalangi Panchayat tourism. The results showed that 24 percentage of respondents recommended making more changes, 38 percentage recommended offering more activities, 30% recommended planning events, and 8 percentage recommended putting more of an emphasis on eco-tourism. By putting these recommendations into practice, Kumbalangi Panchayat's tourism experience can be improved all around by developing a wide range of offerings that suit a variety of interests and preferences.

**Table 3.13: RESPONDENCE VIEW ON IMPROVEMENT THAT CAN HAPPEN AT KUMBALANGI**

<b>Response view</b>	<b>Number of people</b>	<b>Percentage (%)</b>
Events	4	8
Eco- Tourism	15	30
Activities	19	38
Others	12	24
Total	50	100

Source: primary data

**Figure 3.13 RESPONDANCE VIEW ON IMPROVEMENT THAT CAN HAPPEN AT KUMBALANGI**



### **3.1.14 REASON CHANGES AND RESPONDENCE VIEW ON THE EFFECTIVENESS**

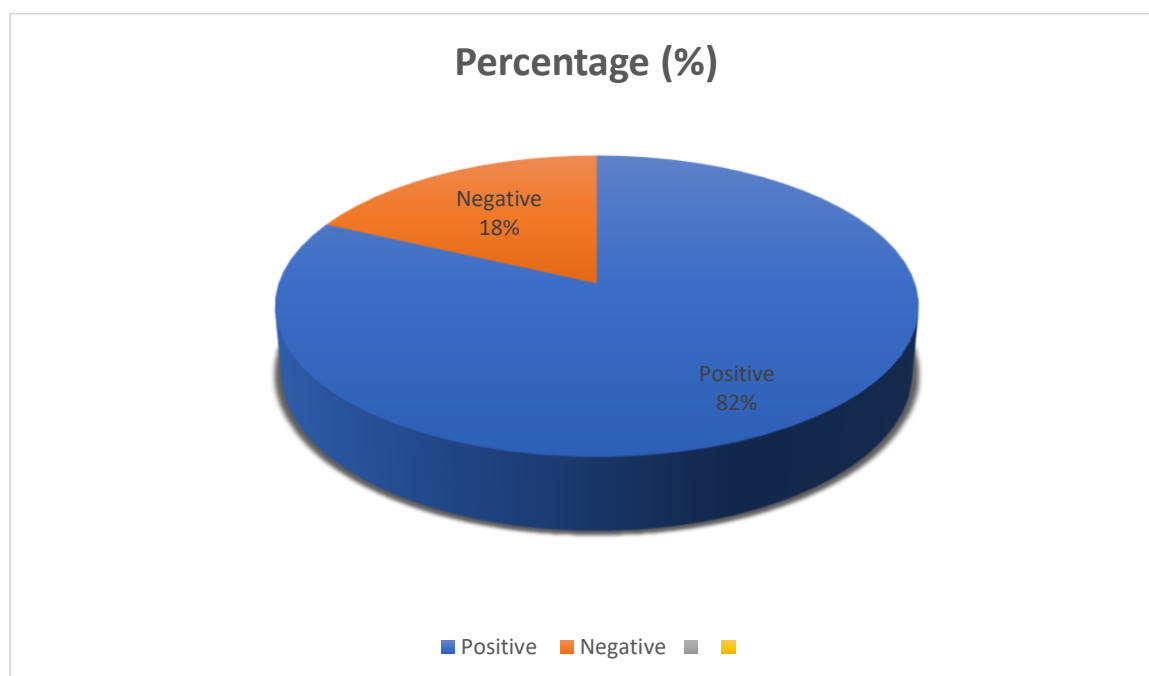
The purpose of this poll is to find out what the general public believes about the most recent changes made to the Kumbalangi Panchayat tourism industry. The survey found that 18% of participants had unfavourable feelings, and the remaining participants' opinions were split evenly between neutral and positive. Stakeholders need to fully comprehend these viewpoints in order to address problems and highlight positive aspects. This will ensure that upcoming initiatives live up to visitor expectations and enhance Kumbalangi Panchayat's overall tourism offering.

**Table 3.14: REASON CHANGES AND RESPONDENCE VIEW ON THE EFFECTIVENESS**

Effectiveness of changes	Number of people	Percentage (%)
Positive	41	82
Negative	9	18
Total	50	100

Source: primary data

**Figure 3.14: REASON CHANGES AND RESPONDENCE VIEW ON THE EFFECTIVENESS**



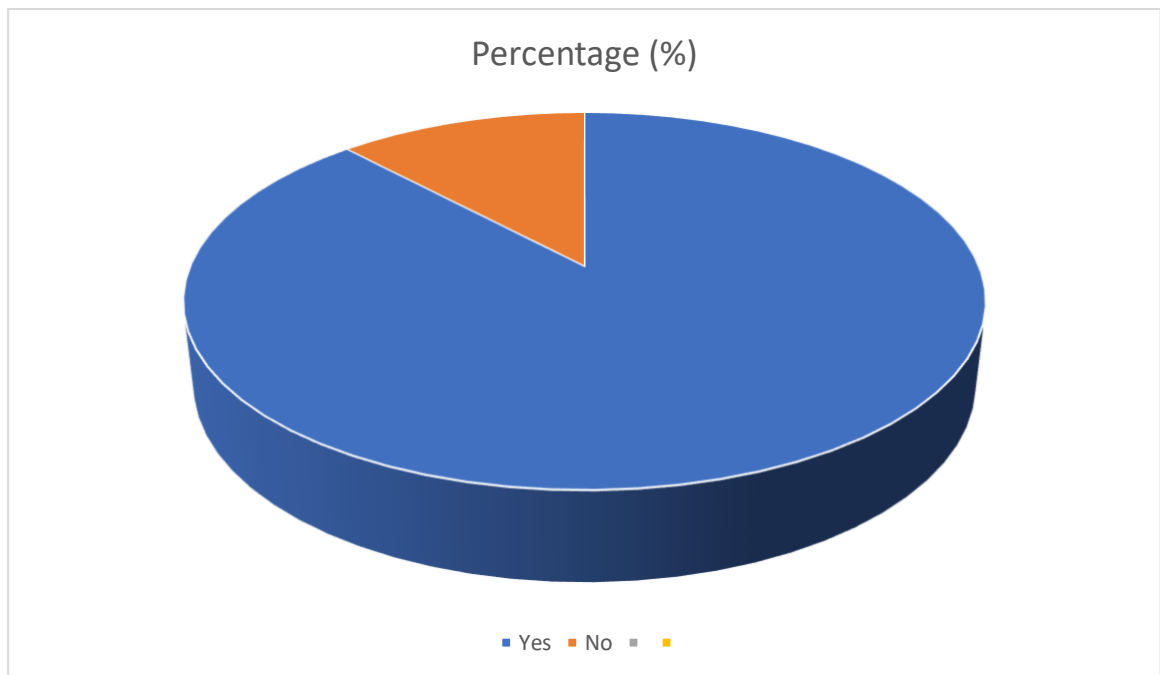
### **3.1.15 INFLUENCE OF RECENT CHANGES HAD ON RESPONDENCE VIEW ON KUMBALANGI**

The purpose of the survey is to find out if respondents would suggest Kumbalangi Panchayat to others. According to the study, 88% of participants would advise it, whereas 12% would not (yes). Comprehending these suggestions might offer perceptive perspectives on tourists' general contentment with Kumbalangi Panchayat, directing endeavors to enhance and advertise the region to a broader demographic.

**Table 3.15: INFLUENCE OF RECENT CHANGES HAD ON RESPONDENCE VIEW ON KUMBALANGI**

Response view	Number of people	Percentage (%)
Yes	44	88
No	6	12
Total	50	100

**Figure 3.15: INFLUENCE OF RECENT CHANGES HAD ON RESPONDENCE VIEW ON KUMBALANGI**



### **3.1.16 RESPONDENCE VIEW ON THE IMPROVEMENTS MADE BY LOCAL GOVERNMENT**

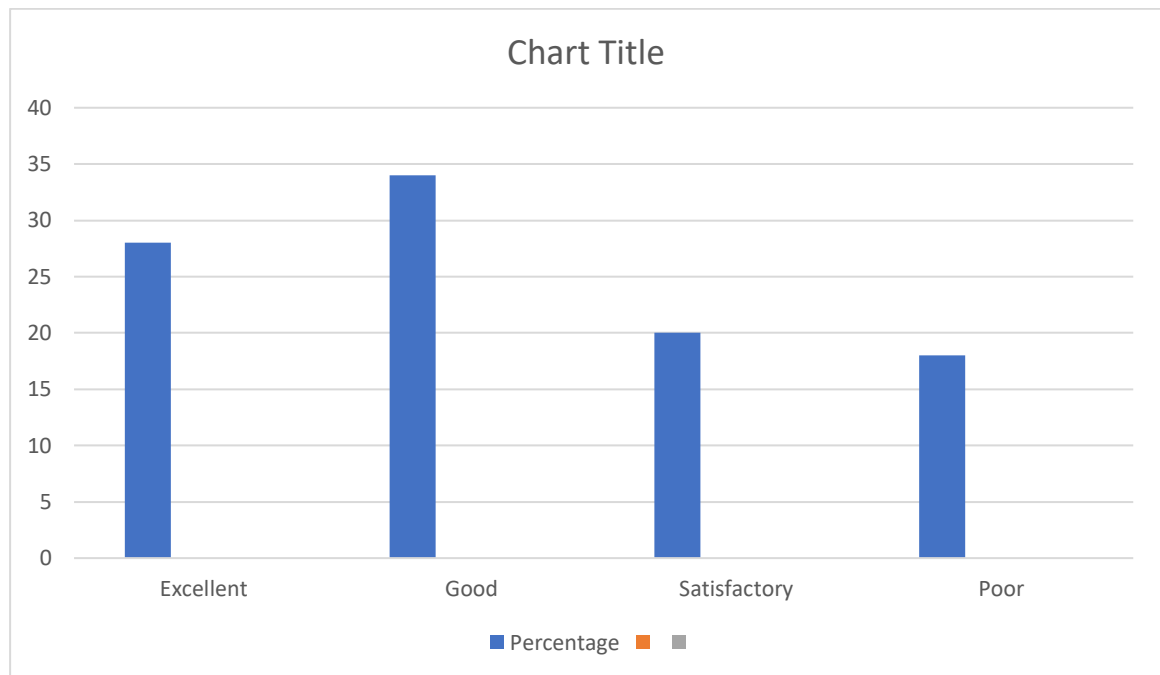
The distribution of ratings based on visitors' experiences is shown in the graphic "Visitor Ratings for Kumbalangi Panchayat." According to the data, 25% of respondents said their experience had met their needs, 30% said it had been excellent, and 10% said it had been awful. These evaluations offer sharp criticism that helps differentiate between the advantages and disadvantages of Kumbalangi Panchayat's tourism offers and concentrates efforts on improving tourists' overall experiences in the area.

**Table 3.16: RESPONDENCE VIEW ON THE IMPROVEMENTS MADE BY LOCAL GOVERNMENT**

Response view	Number of people	Percentage
Excellent	14	28
Good	17	34
Satisfactory	10	20
Poor	9	18
Total		

Source: primary data

**Figure 13.16: RESPONDENCE VIEW ON THE IMPROVEMENTS MADE BY LOCAL GOVERNMENT**



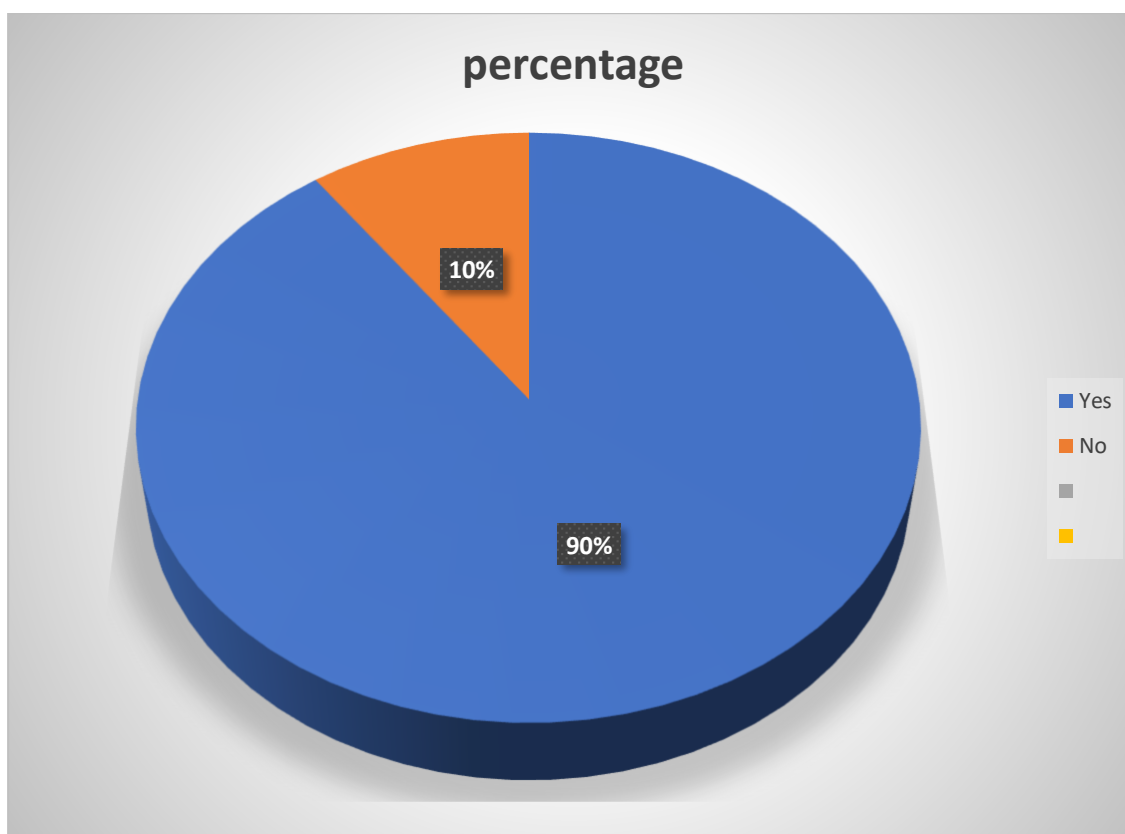
### **3.1.17 IMPACT OF RECENT CHANGES ON KUMBALANGI**

Finding out if respondents have ever visited Kumbalangi Panchayat is the aim of the survey. According to the statistics, 72 percentage of the participants had previously visited the location (yes), whereas 8% had not (no). By looking at these trip patterns, Kumbalangi Panchayat can more precisely concentrate its efforts to attract new visitors and spot patterns in frequent excursions.

**Table 3.17: IMPACT OF RECENT CHANGES ON KUMBALANGI**

Impact of recent changes	Number of people	percentage
Yes	36	72
No	4	8
Total	50	100

**Figure 3.17: IMPACT OF RECENT CHANGES ON KUMBALANGI**



### **3.1.18RESPONDENCE SATISFACTION**

The chart "Visitor Satisfaction Levels in Kumbalangi Panchayat" displays the distribution of visitor satisfaction levels. According to the data, 10 percentage of respondents were dissatisfied, 15 percentage were indifferent, 40 percentage were content, and 35 percentage were too thrilled with their experience. By listing the benefits and drawbacks of Kumbalangi Panchayat's tourist offerings, these visitor satisfaction ratings help to both pinpoint areas in need of improvement and raise

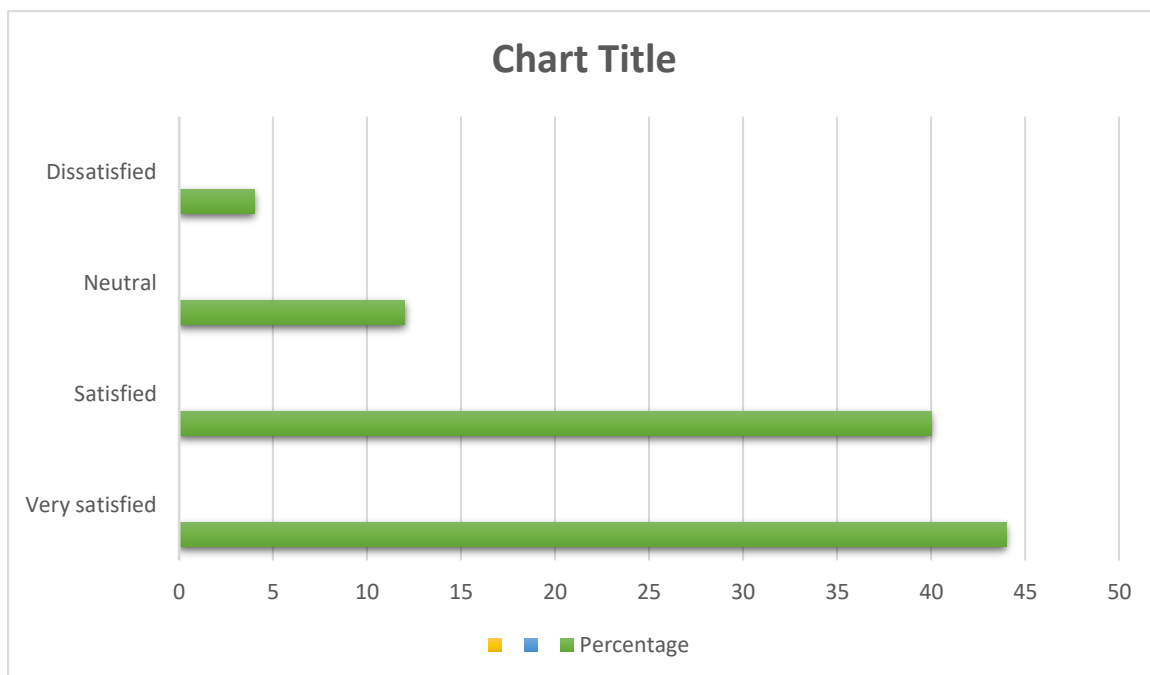
overall visitor contentment in the area.

**Table 3.18: RESPONDENCE SATISFACTION**

Response satisfaction	Number of people	Percentage
Very satisfied	22	44
Satisfied	20	40
Neutral	6	12
Dissatisfied	2	4
Total	50	100

Source: primary data

**Figure 3.18: RESPONDENCE SATISFACTION**



### 3.1.19 Response satisfaction with regards to marketing strategy

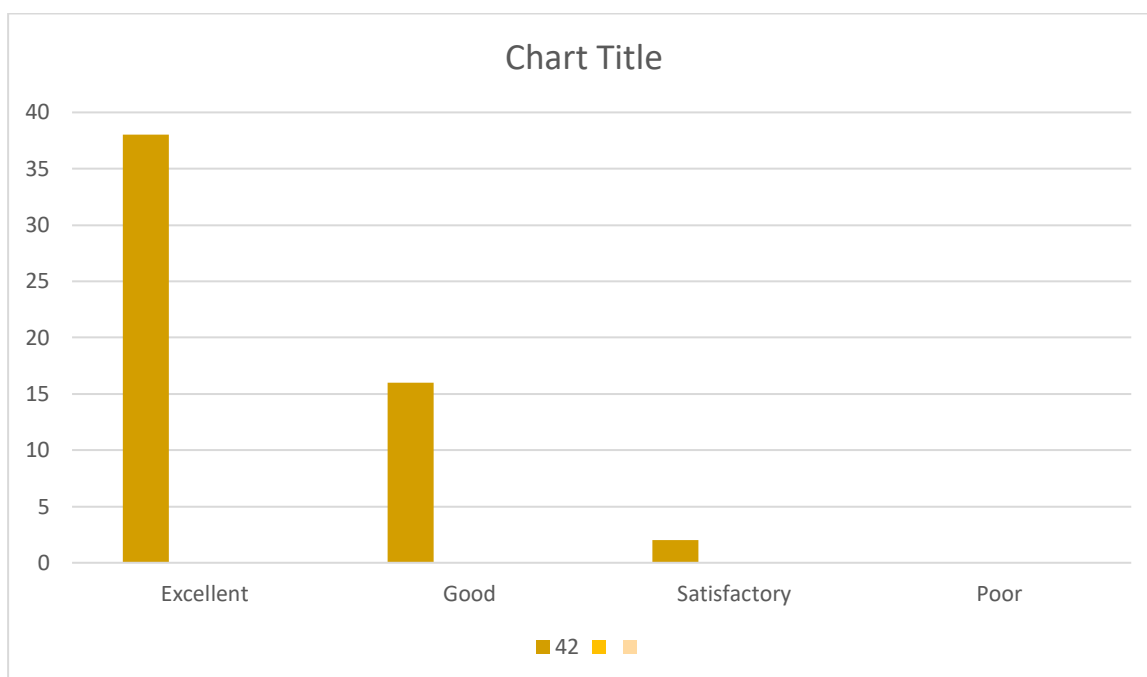
The distribution of visitor ratings for Kumbalangi Panchayat is shown in the chart. The data showed that 42 percentage of visitors said they had an incredible experience, 38 percentage said they had a good experience, 16 percentage said they had an average experience, and 2 percentage said they had a horrible experience. The analytical study of these evaluations' outcomes is used to identify potential for expanding and improving Kumbalangi Panchayat's tourist offerings as well as to guide steps aimed at improving the overall guest experience.



**Table 3.19: Response satisfaction with regards to marketing strategy**

Response satisfaction	Number of people	Percentage (%)
Excellent	21	42
Good	19	38
Satisfactory	8	16
Poor	2	2
Total	50	100

**Figure 3.19 Response satisfaction with regards to marketing strategy**



### **3.1.20 ROLE OF LOCAL GOVERNMENT WITH REGARDS TO IMPROVEMENT IN KUMBALANGI**

The purpose of the study is to evaluate how tourists are thought to affect Kumbalangi Panchayat's local economy. The research shows that 60% of respondents think the influence is substantial, 28% think it's enormous, 6% think it's confined, and 6% think it's inconsequential. Gaining a deeper understanding of these feelings can help

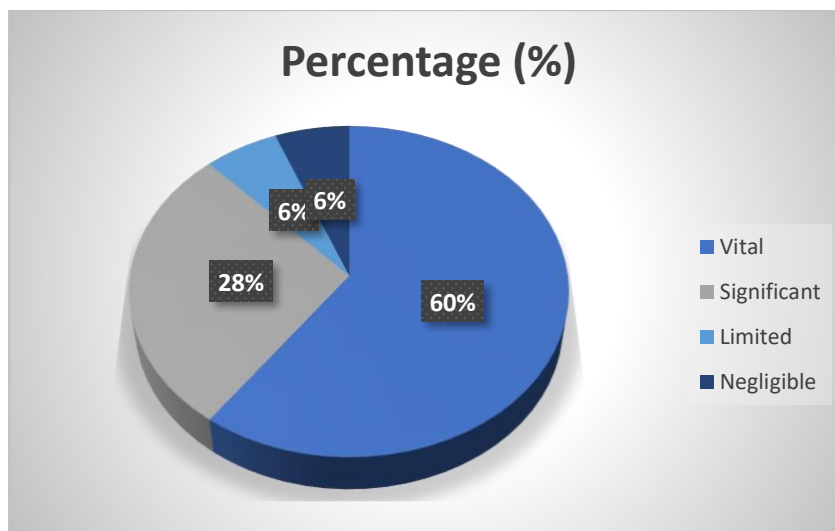
stakeholders and local authorities prioritize measures that optimize the area's tourism-related benefits while mitigating its drawbacks, guaranteeing long-term, sustainable development.

**Table 3.20: ROLE OF LOCAL GOVERNMENT WITH REGARDS TO IMPROVEMENT IN KUMBALANGI**

Role of government	Number of people	Percentage (%)
Vital	30	60
Significant	14	28
Limited	3	6
Negligible	3	6
Total	50	100

Source: primary data

**Figure 3.20: : ROLE OF LOCAL GOVERNMENT WITH REGARDS TO IMPROVEMENT IN KUMBALANGI**



### 3.1.21 RESPONDENCE VIEW ON RECOMMENDING KUMBALANGI

- The study evaluates tourists' impact on Kumbalangi Panchayat's economy, finding 60% significant, 28% enormous, 6% confined, and 6% inconsequential. Understanding these feelings can help prioritize tourism-related benefits and sustainable development.

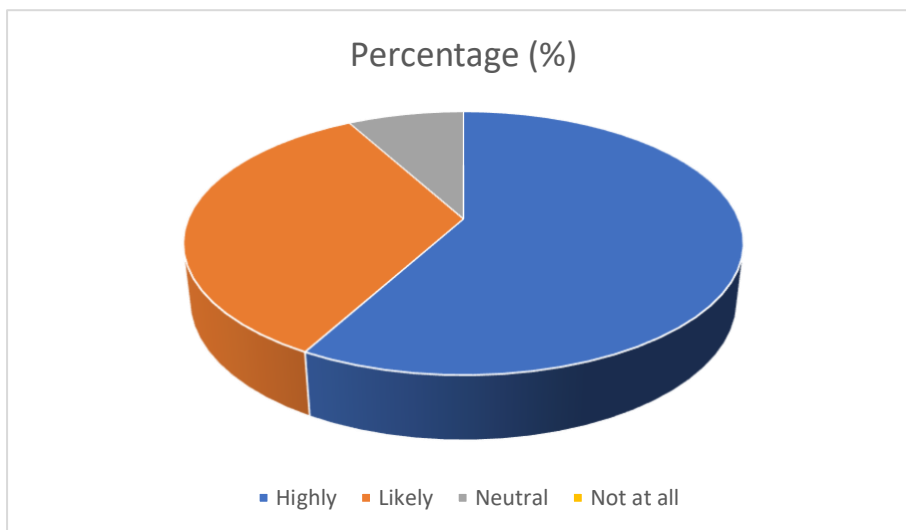
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**Table 3.21: RESPONDENCE VIEW ON RECOMMENDING KUMBALANGI**

<b>Response view</b>	<b>Number of people</b>	<b>Percentage (%)</b>
<b>Highly</b>	<b>29</b>	<b>58</b>
<b>Likely</b>	<b>17</b>	<b>34</b>
<b>Neutral</b>	<b>4</b>	<b>8</b>
<b>Not at all</b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: primary data**

**Figure 3.21: RESPONDENCE VIEW ON RECOMMENDING KUMBALANGI**



### **3.1.22 RESPONDENCE EXPERIENCE AS A TOURIS**

The "Visitor Ratings for Kumbalangi Panchayat" chart shows the distribution of ratings based on visitor experiences. Twenty percent of survey participants had a mediocre experience, thirty-four percent said it was great, and thirty-eight percent said it was exceptional. These evaluations offer insightful analysis that helps pinpoint the tourist services offered by Kumbalangi Panchayat that need improvement, directing efforts to improve the overall

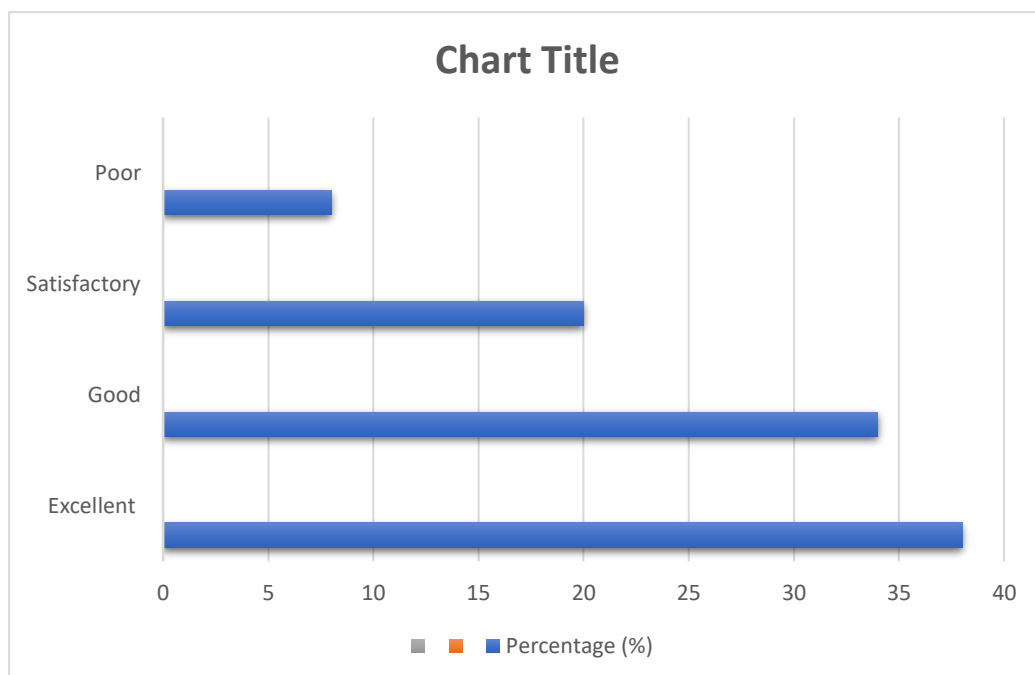
experience for visitors.

**Table 3.22: RESPONDENCE EXPERIENCE AS A TOURIST**

<b>Respondence experience</b>	<b>Number of people</b>	<b>Percentage (%)</b>
<b>Excellent</b>	<b>19</b>	<b>38</b>
<b>Good</b>	<b>17</b>	<b>34</b>
<b>Satisfactory</b>	<b>10</b>	<b>20</b>
<b>Poor</b>	<b>4</b>	<b>8</b>
<b>total</b>	<b>50</b>	<b>100</b>

**Source: primary data**

**Figure 3.22: RESPONDENCE EXPERIENCE AS A TOURIST**



### **3.1.23 RATIONAL BEHIND RESPONDENCE RATING OF KUMBALANGI**

The chart "Visitor Preferences in Kumbalangi Panchayat" displays the distribution of tourist preferences. 10 percentage of respondents said they liked beautiful scenery, 25 percentage said they enjoyed activities, 15 percentage said they really valued hospitality, and 50

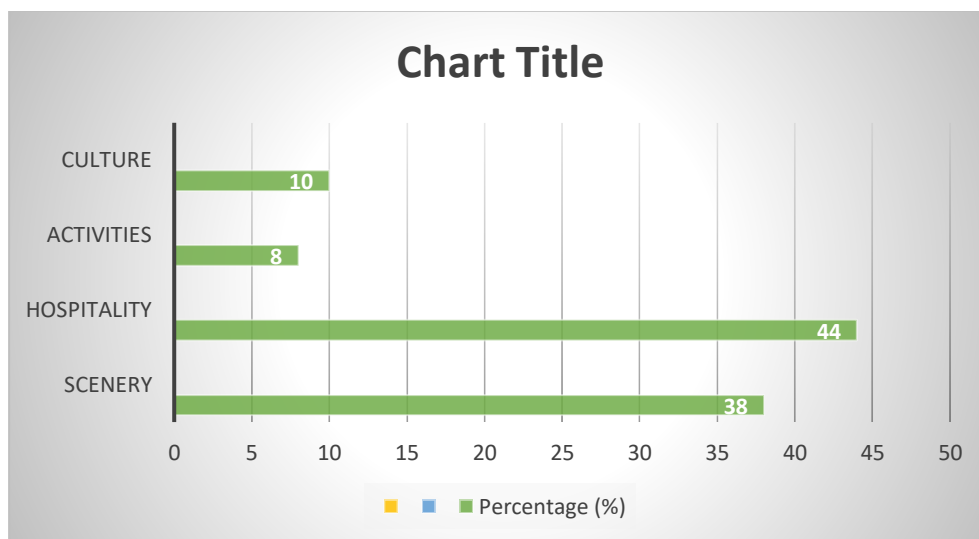
percentage said they favoured cultural events, per the poll. By considering these preferences, tourism offerings can be tailored to the diverse interests of visitors, enhancing their entire experience in Kumbalangi Panchayat.

**Table 3.23: RATIONAL BEHIND RESPONDENCE RATING OF KUMBALANGI**

<b>Response rating</b>	<b>Number of people</b>	<b>Percentage (%)</b>
Scenery	19	38
Hospitality	22	44
Activities	4	8
Culture	5	10
<b>Total</b>	<b>50</b>	<b>100</b>

Source: primary data

**Figure 3.23: RATIONAL BEHIND RESPONDENCE RATING OF KUMBALANGI**



# **CHAPTER 4**

## **FINDINGS, RECOMMENDATION, CONCLUSION**

### **4.1 FINDINGS**

- The poll involved fifty members of the Ernakulam district's Kumbalangi panchayats as a sample. Inquiry utilizes descriptive methodology. The 50 respondents were given questionnaires so that primary data could be gathered. Consequently, the information was modified and assembled, and then basic statistical methods were applied to

ascertain percentages. Based on the gender of the respondents, it can be seen that 88 percentage of the participants in the 50 samples that were gathered were men, and just 12 percentage were women.

- About 30 percent of respondents were below secondary education and 40 percent were completed secondary education  
While considering the marital status 38 percent of them are married and 62 percent of respondents were unmarried.
- The distribution of information sources that visitors utilized to learn about Kumbalangi panchayat majorly through word of mouth and through advertisement.
- While considering the factors that influence travellers' decisions to visit Kumbalangi Panchayat a t 36 percent, natural beauty is the most popular feature, followed by housing options (26 percent)
- On surveying Tourist Experience Ratings in Kumbalangi Panchayat about 62 percent feels excellent 24 percent thought it was mediocre and 14 percent consider it as poor
- The study reveals that 26 percent of Kumbalangi Panchayat's tourism participants prioritize infrastructure development, 32 percent value marketing campaigns, 12 percent value sustainable practices, and 10 percent value educational initiatives, enhancing resource allocation for sustainable tourism.

- While considering the survey on how often tourists visit in Kumbalangi within 2 years, 46 percent of tourists visit more than twice in a year, which can help in the creation of policies that encourage return travel and enhance Kumbalangi Panchayat's total tourism offers.
- The study indicates that 32 percent of respondents support infrastructure construction, 44% support new tourist sites, 22 percent support housing options, and 6 percent support other initiatives for improving Kumbalangi Panchayat tourism, thereby enhancing travel and overall travel experience.
- Kumbalangi Panchayat tourism experience reviews reveal varied opinions, with 30% finding it amazing, 50 percent passing it, and 20 percent horrifying. Understanding these reviews can enhance the region's tourism growth and visitor satisfaction.
- The study assesses the impact of recent modifications on Kumbalangi Panchayat tourism experience, finding 70% positive, 10% unfavourable, and 20% no opinion. Understanding these perspectives can help stakeholders identify areas for improvement and enhance visitor experience.
- The chart shows that 24% of respondents suggest enhancing Kumbalangi Panchayat tourism by offering more activities, planning events, and emphasizing eco-tourism, thereby improving the overall experience and catering to diverse interests.
- The poll reveals 18% of participants had unfavourable views on recent changes to the Kumbalangi Panchayat tourism industry, with the remaining opinions evenly split between neutral and positive. Understanding these viewpoints is crucial for addressing issues.
- The survey reveals 88% of respondents would recommend Kumbalangi Panchayat to others, providing insights into tourists' satisfaction and directing efforts to enhance and advertise the region.



- The graphic "Visitor Ratings for Kumbalangi Panchayat" shows that 25% of respondents found their experience satisfactory, 30% excellent, and 10% awful, highlighting the need for improvement in the area's tourism offerings.
- The survey aims to determine if respondents have visited Kumbalangi Panchayat, with 72% having visited, allowing the organization to focus on attracting new visitors and identifying frequent excursion patterns.
- The chart "Visitor Satisfaction Levels in Kumbalangi Panchayat" shows satisfaction levels among respondents, with 10% dissatisfied, 15% indifferent, 40% content, and 35% thrilled, indicating areas for improvement and overall visitor satisfaction.
- The chart displays visitor ratings for Kumbalangi Panchayat, with 42% describing an incredible experience, 38% a good one, 16% on average, and 2% a horrible one, indicating potential for improvement and enhancement.
- The study evaluates tourists' impact on Kumbalangi Panchayat's economy, finding 60% significant, 28% enormous, 6% confined, and 6% inconsequential. Understanding these feelings can help prioritize tourism-related benefits and sustainable development.
- The study reveals that tourists significantly impact Kumbalangi Panchayat's economy, with a range of 28% significant, 6% enormous, 6% confined, and 6% inconsequential, highlighting the need for sustainable development.
- The "Visitor Ratings for Kumbalangi Panchayat" chart reveals varying ratings for visitor experiences, with 28% describing a mediocre experience, 34% a great experience, and 38% an exceptional experience.

- The chart "Visitor Preferences in Kumbalangi Panchayat" shows that 10% prefer beautiful scenery, 25% enjoy activities, 15% value hospitality, and 50% prefer cultural events, enhancing their overall Kumbalangi Panchayat experience.

## **4.2 RECOMMENDATIONS**

1. Upgrading the facilities' infrastructure.
2. The availability of competent mentors (human resources) is necessary.
3. Make the tourist center's hygiene conditions better.
4. Better Garden upkeep.

5. The center's lack of funding causes the state and the center to collaborate less. This has to be fixed.
6. A key element of tourism promotion is creating a political climate that fosters social harmony.
7. The heritage museum is a significant neglected sector that requires attention.
8. Poor planning and coordination for upkeep prevents the scenic beauty from being destroyed.
9. Every visitor should get instruction on the value of environmental conservation.

### **4.3 CONCLUSION**

The dynamic and important tourism sector influences the social, cultural, and economic environments of travel destinations across the globe. The global tourism industry has experienced significant disruptions, challenges, and extraordinary changes due to the COVID-19 pandemic. The epidemic has changed how people travel and experience places, posing challenges ranging from health issues to travel limitations.

Considering the difficulties, the epidemic has spurred creativity and flexibility in the travel industry. Travel destinations are rethinking what they have to offer, utilizing new technology, and putting sustainability and community involvement first. There's a chance to rebuild

tourist systems in a more robust, inclusive, and sustainable way as the globe progressively heals and travel picks back up.

In the future, handling the difficulties of the post-pandemic tourism scene will require teamwork, ingenuity, and a dedication to ethical tourism practices. Through leveraging innovation, advocating for inclusivity and diversity, and cultivating cross-sector collaborations, the tourism sector can become more robust, adaptable, and better prepared to tackle future possibilities and challenges.

# **CHAPTER 5**

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## **ANNIEXURE**

## **QUESTIONNAIRE**

1. Name

2. Address

3. Age

4. Sex [male, female, transgender]

5. Educational status [Below SSLS, SSLC, HS, Degree, PG]

6. Marital status [ Married , unmarried]

7. How did you first hear about Kumbalangi Panchayat as a tourist destination?

- Advertisement
- Word of mouth
- Online search
- Other (please specify)

8. What factors influenced your decision to visit Kumbalangi Panchayat? (Select all that apply)

- Natural beauty
- Cultural heritage
- Accessibility
- Accommodation options
- Activities and attractions
- Other (please specify)

9. How would you rate the infrastructure and facilities for tourists in Kumbalangi Panchayat?

- Poor
- Medium



- Excellent

10. What improvements do you think can be made to promote tourism in Kumbalangi Panchayat? two years?

- Infrastructure
- Marketing
- Sustainability
- Education
- others

11. Have you visited Kumbalangi Panchayat in the last two years? If yes, how many times?

- Never
- Once
- Twice
- More than twice

12. What changes have you observed in Kumbalangi Panchayat compared to your previous visit(s)? (Select all that apply)

- Infrastructure development
- New tourist attractions
- Improved accommodation options
- Enhanced cultural experiences
- Better accessibility
- Other (please specify)

13. How would you rate the recent developments and changes in Kumbalangi Panchayat for tourism?

- Poor
- Medium
- Excellent

14. In your opinion, what impact have the recent changes had on the overall tourism experience in Kumbalangi Panchayat?

- Positive
- Negative
- Neutral

15. Are there any specific changes or developments you would like to see in Kumbalangi Panchayat to enhance its appeal to tourists?

- Event
- Eco tourism
- Activities
- others

16. How do you think the recent changes in Kumbalangi Panchayat have affected the local community?

- Positive
- Negative

17. Have the recent changes in Kumbalangi Panchayat influenced your decision to visit or revisit the destination? If yes, please explain how.

- Yes

- No

18. How well do you think the local authorities have managed the changes and developments in Kumbalangi Panchayat for tourism?

- Excellent
- Good
- Satisfactory
- Poor

19. Do you believe the recent changes have made Kumbalangi Panchayat more competitive as a tourist destination? Please explain.

- Yes
- No

20. Overall, how satisfied are you with the recent changes and developments in Kumbalangi Panchayat for tourism?)

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied

21. How satisfied are you with the marketing efforts to promote Kumbalangi Panchayat as a tourist destination?

- Excellent
- Good

- Satisfactory
- Poor

22. What role do you think the local community plays in promoting tourism in Kumbalangi Panchayat?

- Vital
- Significant
- Limited
- Negligible

23. How likely are you to recommend Kumbalangi Panchayat as a tourist destination to others?

- Highly
- Likely
- Neutral
- Not at all

24. How would you rate the overall tourist experience in Kumbalangi Panchayat?

- Excellent
- Good
- Satisfactory
- Poor

25. What are the main reasons for your rating of the overall tourist experience in Kumbalangi Panchayat?

- Scenery
- Hospitality
- Activity

- Culture