

# DEMANDING TOURISM IN NORTH KERALA

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***Abstract: Tourism in Kerala a fastest growing industry, and a popular tourist destination in the country. Kerala state blessed with western Ghats, wildlife sanctuaries, wide costrel areas, beautiful landscape which attract domestic as well as foreign tourists. The state tourism development corporation promote ecologically sustained tourism that strengthen local culture, environment friendly development, generation of employment of local people, preserving the natural beauty of rural areas. Kerala tourism occupies a significant role in the state economy by contributing more than 10% of the GDP and providing employment to 1.5 Million people in the state***

***The tourism industry is properly planned, developed and managed at all levels by the government result in high economic growth, creation of new employment opportunities, and better living standard of local people. Tourism department of Kerala frame policies and plans to strengthen states cultural heritage, natural treasure and lead to positive economic results especially in rural areas.***

***Keywords :Tourism Industry, North Kerala Tourism, Eco-Tourism***

## INTRODUCTION

Kerala state located in southern tip of India. The whole state of Kerala, attracted with networks of rivers, western Ghats, paddy fields, Tea estates, long costrel regions, attractive landscape so it is popularly known as Gods own country in the tourism campaign. Tourism in Kerala developed and consumed recently after 1980s. A good transportation facility, infrastructural development, clean and beautiful beaches, attractive townships attract number of domestic and foreign travellers in to the state.

The tourism industry of Kerala involves different forms of tourism entertainments. It covers Indigenous tourism, health tourism, cultural and heritage tourism, eco-tourism, rural tourism, wildlife tourism, responsible tourism and so on.

## **Objective of the study**

The following are the objectives of the present study

- 1 The study about tourism areas in north Kerala
- 2 To understand the significance of tourism for job creation
- 3 To identify reason behind fast growth of tourism sector

## **Need for study**

Demanding tourism in north Kerala, study different modes of tourism practices in the region. All these tourism practices gave more entertainment opportunities for travellers revenue and job creation for local people.

## **RESEARCH METHODOLOGY**

Primary data are used for research study. Publications and journals of World Tourism Organisation (WTO), Kerala tourism organisation, The International Eco tourism Societies (TIES) Statistical reports of Kerala tourism department and other research publications are the data source.

## **LIMITATIONS**

- 1 The area of study is limited to North Kerala.
- 2 Secondary data only used for the study.

## **REVIEW OF LITERATURE**

**UNWTO** defined “Tourism comprises the activities of persons travelling to and staying in place of outside their usual environment for not more than one consecutive year for leisure, business and other purpose” WTO march 30 2010

The act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. John K Walton

According to the WTO Tourism have occupies, a vital role for the growth and development of the economies of most of the countries. Tourism strongly contribute the revenue sector of an economy, development of infrastructure of a country, creation of jobs, cultural exchange between foreigners and citizens. March 26,2019

Thomas Cook, founder of International Tourism Agency, was born in Quick close in Melbourne on 22<sup>nd</sup> November 1808. Having been brought up a strict Baptist, young Cook had a string of Jobs such as Gardner Cabinet maker and Painter, before becoming a Baptist Missionary when he was only twenty.

International Tourism, Domestic Tourism, Intra regional and Inter Regional Tourism, Mass Tourism are the main areas of Tourism

### International Tourism

Tourism has been identified as a enchanting industry to boost Economy. Every Nation take steps to make plans policies and programmes of tourism to ensure foreign exchange earnings, creation of international relationship regional development, generate employment.

International tourism involves movement of people from native country to different countries, for the purpose of travelling and staying. International tourism has a starting place called Country of origin (Travelling starting their journey) and a destination country called country of destination (the host country)

International Tourism flows in two ways i.e., 'inbound' and 'outbound' tourism whether a nation receive tourist from another country says inbound tourism. It facilitates foreign exchange earnings employment generation, infrastructural development knowledge exchange. Tourists of a particular country move to any other country for pilgrimage, sightseeing, entertainment, education, international meetings, known as out bound Tourism.

### Domestic Tourism

According to Deepthi Varma International tourism in ancient India, termed as 'Deshatan'. During the beginning period of human civilization people travel short and long places without prior information, restrictions and formalities. Domestic tourism means movement people outside their usual environment to other areas within the boundaries of a nation. The Domestic tourism involves travelling and staying with in the geographical boundaries of a nation. Travellers familiar with different modes of stays involves accommodation in commercial establishment such as hotels, motels, or service apartments, with relatives or homestays, friends, and enhance sightseeing and enjoyment facilities. Duration of travel and staying involves not less than 24 hours or one night and not exceed 6 months for the satisfaction of the needs may be pilgrimage, business, health, pleasure etc.

### Intra-regional and Inter Regional Tourism

An intra-regional tourist is visiting a country in his own continent, Global Tourism is known as intraregional tourism, as tourism flows from and to nations with in the same region of the globe. In Inter regional tourism involves tourists visit an exotic location.

### Mass Tourism

Actually Mass Tourism is an entertainment concept. The reason behind mass tourism concept involves transportation facilities, paid holidays, communication and information technology.

### Farm Tourism

A farm consists of small unit of agriculture, which involves one or more plots of land and related components, managed cultivated by one or group of farmers in common for producing agricultural products and animal husbandry.

Actually farming not only provide economic support to farmers through yield from field but act as a source of happiness to him and his family. Tourism involves movement of people from their native place to some other areas for getting entertainment, pleasure, sightseeing, seeking of knowledge and experience. Through farm tourism entertain the visitors to earn pleasure from first hand farming activities.

The question behind the change of attitude of traditional farming activities to farm tourism enterprise is that, why do you went to do an agri tourism enterprise. Actually the motivation for farming an agri tourism business not only for the satisfaction of interest or passion of farm enterprises, but also bringing additional income from farms. This is so happening through making or reformation in agricultural land and farm entrepreneurship as a whole. It's also clear that different farm tourism operators use and supply different modes of tourism activities in the farm. These activities involve fishing, plucking fruits or vegetables from the garden, enjoying the food of the farm, purchase of farm products

### Indigenous Tourism

The special interest tourism is a fast growing and developing concept of tourism, which enables sustainable environment for tourism activities. It facilitates pleasure and satisfaction for tourist from different locations, spending with indigenous people. Indigenous people also a part of the tourism industry in Wayanad district in Kerala. Indigenous tourism is a special interest tourism that enables the tourists to experience authentic indigenous culture and traditions. Indigenous people having historical continuity in their native place, and their have strong determination to preserve and transmit to the future generations their traditions ethnic identity, cultural pattern, social institutions and legal systems.

Indigenous cultures are the main attractions of the tourists, travelling to the village destinations and events. Which involves native museums, travelling to the village destinations and events. Which involves native museums and cultural village, nature based tours, indigenous festivals and indigenous art galleries. The indigenous tourist attractions are locating in hillside and remote rural areas with limited infrastructural facilities (Getz & Jamieson 1997) Indigenous tourism involves 'cultural indigenous attractions and natural indigenous attractions'

Indigenous tourism provides strong support for the conservation of indigenous culture and nature and empowerment of the native community. It not only support economically but also make a reputation about indigenous culture in the mind of the travellers. Indigenous tourism aims at sustainability of environment and culture. The value of the indigenous culture preserved and sustains by implementing indigenous tourism.

### HEALTH TOURISM

Ayurveda a health system which survived 5000 years relevant for the promotion of health tourism. Ayurveda provide a perfect solution for all human health needs wants and desires. The main goal of Ayurveda involves to maintain promotion and preservation of health of persons and to heal the sick by eliminating the disease by Ayurveda medicines.

Kerala is probably the only state in India Ayurveda is used as a mainstream medicine. Therewhere number of Ayurveda medical colleges and hospitals in Kerala. The classic text of 'Ashtangahridaya' is the foundation on which Ayurveda developed. The history of Ayurveda

which can be traced back to the Vedic ages clearly lays out instructions to maintain health as well as fighting illness through therapies such as massages, herbal medicines, diet control. Ayurveda centres have a better place in the tourism map of Kerala.

### CULTURAL AND HERITAGE TOURISM

The World Tourism Organisation (WTO) defines cultural tourism as 'movement of persons essentially for cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other events, visit to sites and monuments, travel to study nature, folklore or art and pilgrimages'. The tourism journals give opinion of cultural tourism activities including the use of cultural heritage including archaeological sites, museums, castles, palaces, historical buildings, famous buildings, art, sculpture, craft, galleries, festivals, events, music's and dance, folk art, theatre etc.

Kerala is blessed with beautiful forests, lakes, hills, mountains, plantations, wildlife sanctuaries because of these enjoy high potential of tourism development. Rich culture and traditions state practice cultural tourism. Tourists have occupied memorable moments by experiencing food, festivals, arts and treatment. The most common festivals of Kerala including Onam, Theyyam, Kathakali, Church festivals, Pooram.

### ECO TOURISM

Eco Tourism related with the harmony of spiritual environment with the tourism. It is a kind of responsible tourism, that covers the nature places, without disturbing the living of local people near to the environmentally sensitive areas. In Kerala eco-tourism witnessed the fastest growth.

The International Eco Tourism Society (TIES) defines 'responsible travel that conserves the environment and sustains the wellbeing of the local people'. The special features of western Ghats, wildlife sanctuaries, tropical forest, provide a natural advantage for developing eco-tourism in Kerala. The tourism department of Kerala government set separate eco-tourism wing for the development and protection of eco-tourism and nature protection. The Mala eco-tourism project, Thekady eco-tourism destination, Wayanad eco-tourism projects are some of them. Eco tourism projects preserve and develop nature and local people.

### RURAL TOURISM

Rural tourism is a developing tourism sector in Kerala. The growth of rural tourism positively influences and strengthens job creation and economic development in rural areas. The core of rural tourism is the local people participation and community involvement. Which enables sustainable development of rural areas.

The presence of the western Ghats hills and mountains and long coastal areas, lakes, back water in Kerala present wide potential for rural tourism practice. In Kerala Kumbalangi offers wide range of entertainments, boat race, fishing, water sports, house boat cruise, swimming in lakes, sea food and local cuisines, is an attractive rural tourism destination. The benefits of rural tourism directly enjoyed by the local people and sustainable development of the state.

### WILDLIFE TOURISM

The economic objective of wildlife tourism of a country to preserve the environmental resources and creation of revenue on sustainable ways. Wildlife tourism generally carried out by the forest department of Kerala. The tourists get a close watch of wild animals, wildness, birds, education about forest life.

Wild life tourism involves tourism activities, visitors from local and regional urban centres and travelling access to the wild life areas. Usually travellers use walking, off road vehicles or through the use of animals for visiting the wild areas

## RESPONSIBLE TOURISM

The term responsible tourism related to tourist attitude towards the responsible and ethical aspects of tourism they consume. Responsible tourism concept was launched in Kerala by 2008 on an experimental basis. The tourism department select Kovalam, Kumarakam, Thekkady, Vythiri, Bekel, Kubalagi, Ambalavayal. Responsible tourism benefit for poverty reduction, strengthening women welfare, conservation of local and heritage art, traditional livelihood activities, local development and community involvement in tourism activities. Responsible tourism mission (RT Mission) started in state for making policies and implementing responsible tourism.

## FINDINGS

Kerala state have a wide scope for the tourism. The geographical features of western Ghats, forty-four rivers, beautiful waterfalls, greenly plain lands, long coastal area, rain forests, back water, are positive factor for tourism activities. Tourism generate number of job opportunities including tourist centres, restaurants, farm houses, transportation, infrastructural areas, tourist centres. The Kerala Tourism Development Corporation (KTDC) initiate varies programmes for enlighten tourism activities. Tour operators and associates provide valuable services and entertainment programmes for attracting domestic as well as foreign tourists.

1. Various departments include Kerala Tourism Development Corporation (KTDC) District Tourism Development Corporation (DTDC) Local Self Government (LSGD) need to take initiation for the tourism development of unrecognised tourists spots.
2. Government need to support and promote women participation in tourism programmes.
3. Tourism departments recognise, the need for training and development of tour operators, tourist guides, service providers.
4. Government make sure, the financial support for inviting new entrepreneurship especially in the rural and responsibility tourism.
5. Tourism department allot sufficient tourist guides to protect and assist tourists.
6. Ensure local peoples participation in tourism activities, reduce unemployment problems
7. To ensure the cleanliness of tourist spots and towns.

## CONCLUSION

The perception of people's attitude towards tourism a major positive factor. Tourism help for the protection and promotion of ecologically balanced and sustainable development of tourism areas. The main side effect of mass tourism involves unplanned constructions, inefficient use of natural resources, negligence of social ethics. Tourism department of Kerala makes plans and policies to promote eco-friendly tourism activities for the preservation of natural resources. Responsible tourism, sustainable tourism is the model of tourism emerged on the light of keeping the natural resources as a need for the overall growth of the state.

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