

# **Executive Summary**

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## **A STUDY ON THE PROBLEMS AND PROSPECTS OF TOURISM IN KERALA WITH SPECIAL REFERENCE TO KUTTANAD**

### **INTRODUCTION**

Tourism is a major phenomenon of the modern society, which has emerged as an economic activity of immense global importance. Perhaps there is a hardly any other field of activity where so many people are involved directly or indirectly. It is found a niche for itself an effective instrument for generating employment, earning revenue to government, foreign exchange to government and more foreign direct investment (F.D.I) in Kerala. Tourism is one of the world's largest and fastest growing industries. It has a unique multiple effect economy and occupies an important role in economies of many countries.

The state of Kerala has fourteen districts and it is blessed with some unique and exceptional tourism attractions, products and spots which are known as the unrivalled wonders of Kerala Tourism. Kerala tourism the one and only super brand from the country in tourism trade is promoted globally by the tag line "Gods Own Country" which was in use since the early 1990's. The state is typically known for its traditional and unique tourism products such as tranquil backwaters, serene beaches, exotic wildlife sanctuaries and national parks, holistic ayurveda treatments, vibrant festivals, enchanting fairs and colorful snake boat races. Making an entry into global tourism a lone beach destination named Kovalam during the early 1990's currently the state has transformed into

a tourism heaven offering diverse innovative products and destinations having global appeal.

## **OBJECTIVES OF THE STUDY**

1. To study the level of satisfaction of tourists regarding various facilities offered at Kuttanad.
2. To study tourist's impression about the tourist guide.
3. To study the problems faced by the tourists in exchanging their currencies in Kuttanad.
4. To study the effectiveness of safety measures provided to tourists in Kuttanad.

## **SCOPE OF THE STUDY**

Tourism is one of the major avenues that contribute to the economic development of the country. An analytical study of the problem faced by visitors in Kuttanad have been undertaken to identify the problems faced by the tourists and make suggestions regarding the prospects of Kuttanad. The scope of study is limited to the tourists in Kuttanad.

## **DATA COLLECTION**

The data collection is made by both primary data collection and secondary data collection method. Convenience sampling and modern sampling method were used for data collection. The sample size fixed at 50.

Kerala: "God's own country" has a prominent place in the world tourism map. Kuttanad, the cultural tourist centre of Alappuzha district is a main part of Kerala tourism. It enhances the cultural relevance of Alappuzha district. Punnamada boat race in Alappuzha breaks all barriers and difference among people.

The topic of this research study “**A study on the Problems and prospects of tourism: A study with reference to Kuttanad**” was undertaken as a comprehensive study covering the whole area of Kuttanad. It required extensive travelling in all the area of Kuttanad in order to collect primary data from domestic tourists and foreign tourists. The research study was undertaken with a view to bring out the various problems faced by the tourists in Kuttanad. In conducting this research, we made a humble attempt to bring to light the problems, weaknesses, short-comings and plain realities associated with the management of tourism industry. The tourist is faced with a lot of issues of which fare charged by taxi and accommodation is the prominent one. With the introduction of various steps by the Government from time to time the nature and dimension of the problem has dwindled, but not eliminated. Further steps are to be introduced to do away with the drawbacks/ weakness.

The research study was also undertaken with the aim to know the awareness level of tourists regarding various facilities, level of satisfaction of tourists regarding various facilities and satisfaction on services provided by tourists guide. Most of the visitors are satisfied with the various facilities offered at Kuttanad but still it call the attention of responsible authorities to pay more for it. Tourists are almost satisfied with the services provided by the guides but they are of the opinion that extensive training and professionalism makes it more pleasing. The scope for research on tourism is unending since the industry is greatly involving people, product and services. The impact of tourism is another area where there is need for regular study and research. Continuous research and time to time innovations alone will pave way for achieving sustainability in tourism. This subject is of regional, national and international significance, as the facts revealed out of the study would enable State Government, Central Government, various Local Governing Bodies and even International agencies to take specific steps to explore the possibilities of

investing more funds in the Kuttanad area which may further strengthen the economy of this region as well as that of the state and the country.

Kerala's tourism success story has been built on two of its core natural strengths, one arising out of its geographical positioning and the other from its traditional heritage. The initial tourism effort is to focus on these two areas of strengths. A distinct identity for Kerala was imperative. This strategy essentially protected the state from the fluctuations that affected the country and that often created strong negative currents internationally. The state has to study the international tourist destinations, and efforts have been directed towards achieving the quality and product development standards demanded by international travellers. The Kerala administration is committed to a professionally managed approach to tourism development that is fully supported by the political leadership. Moreover the authorities and the general public take tourism seriously.