

TABLE OF CONTENTS

CHAPTER	TITLE	PAGE NO
1	INTRODUCTION	1-4
	Introduction	
	Statement of the problem	
	Scope of the study	
	Objectives of the study	
	Research Methodology	
	Limitations of the study	
2	REVIEW OF LITERATURE	5-6
3	PROFILE OF THE STUDY	7-29
4	DATA ANALYSIS AND INTERPRETATION	30-49
5	FINDINGS, SUGGESTIONS AND CONCLUSION	50-52
	5.1 findings	
	5.2 suggestions	
	5.3 Conclusion	
	BIBLIOGRAPHY	
	APPENDIX	
	Questionnaire	

1.1 INTRODUCTION

Tourism, 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. As such, tourism is a product of modern social arrangements, beginning in western Europe in the 17th century, although it has antecedents in Classical antiquity. It is distinguished from exploration in that tourists follow a “beaten path,” benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage . This gives rise to shared categories, such as “business tourism,” “sports tourism,” and “medical tourism” (international travel undertaken for the purpose of receiving medical care).

Kerala is blessed with beautiful beaches which are the most important tourist attractions. The state has about 580km long coastlines, studded with world’s best string of beaches. Throughout the world, the beaches of Kerala are renowned for their breath taking beauty. The blues of the sky and the blue waters of the beaches of Kerala come together give enchanting experience tourists. Amongst the popular beaches of Kerala are Kovalam Beach and Varkala beach. The other much visited beaches of Kerala are Thangasseri beach, Cherai beach, Tannur beach, Beypore beach and Muzhappilangad beach, Bekal beach and Kappad beach.. Though the beaches are the centers of attractions, there is a concentration of tourists, only in the southern side beaches of Kerala, especially Kovalam and Varkala. The other beach centers attract comparatively a smaller number of tourists. Though a number of studies have been conducted on tourism, the beach tourism has not been able to draw the attention of researchers. Tourism is still an emerging discipline and hence any academic or research work ought to enrich the existing stock of knowledge on the subject. The state has very little information on the precise impacts of tourism, particularly beach tourism on the economy and the environment of Kerala.

Kappad Beach has historically played an important role in the history of Kerala. On these shores, over 500 years ago in 1498, 170 men led by Vasco- da-Gama first stepped onto Kerala. The entire State, especially the Malabar Coast, would never be the same again.

A visit to Kozhikode is incomplete without a visit to this legendary site. The spice route flourished through this Beach. A walk in and around the place gives one an idea of its historical relevance. The rocks and small hills add to its charm. The nearby shacks are always stocked with excellent local delicacies and tea. Migratory birds can be spotted occasionally as well. Kappad Beach is a truly majestic destination, which will always hold an important place in our history.

1.2 STATEMENT OF THE PROBLEM

Kozhikode has a significant role in the development of the tourism department of Kerala. Lots of enthralling tourism attractions is in Kozhikode. Thus, this state has now become one of the most crowded and popular tourist destinations of Kerala. Its unique beaches, waterfalls and lagoons, palaces and local foods are the top things to do from Calicut of Kerala.

1.5 OBJECTIVES OF THE STUDY

- To understand the awareness with regard to beach tourism in Kerala
- To determine the satisfaction level of tourists with the facilities available in Kappad beach.
- To identify the area demanding attention for the development of beach tourism.
- To identify the negative factors present in the beach tourist centers.

1.4 SCOPE OF THE STUDY

Tourism is increasingly an essential element of economic, social and cultural development and it has become one of the largest global economic activities in the world today. Tourism with its super brand “Gods own country” has made Kerala a household name among global tourists. Throughout the world, Kerala beaches are renowned for their breathtaking beauty. Thousands of tourists visit Kerala because it has the most diverse varieties of beaches anywhere in the world. The present study is an attempt to identify the beach tourism potentials of Kerala and to examine the various facilities provided at Kappad beach.

1.5 LIMITATIONS OF THE STUDY

- The study is limited to only some of the respondents.
- The time available for this study is not enough to cover all area.
- It is assumed that answer given by the respondents are true and adequate
- The information obtained is limited.
- The study is purely academic.

1.8 CHAPTERIZATION

The project report layout has been outlined as below:

Chapter 1

Deals with the introduction of the study. The introduction chapter starts with a brief introduction about the topic. This chapter also included major objectives, significance and scope of the study in a systematic manner. The chapter also highlights the sources of data collection method, sampling method, sample size, questionnaire design, pilot study and use of statistical tools.

Chapter 2

The second chapter contains review of literature. This chapter deals with the scholarly articles related with the project topic.

Chapter 3

This chapter begins with the introduction of beach tourism. A major part of the chapter is deals with Kappad beach.

Chapter 4

This chapter presents the analysis of Primary Data and interpretation collected from the visitors of Kappad beach.

Chapter – 5

This is the final chapter which highlights various findings of the study in a systematic manner and the chapter also gives some recommendation to improve the facilities in the beach.