

TABLE OF CONTENTS

SL. NO	NAME OF CHAPTER	PAGE NO.
	INTRODUCTION	
1.	1.1 INTRODUCTION 1.2 STATEMENT OF THE PROBLEM 1.3 OBJECTIVES 1.4 SCOPE AND SIGNIFICANCE OF THE STUDY 1.5 METHODOLOGY OF THE STUDY 1.6 DATA ANALYSIS AND INTERPRETATION 1.7 ORGANIZATION OF CHAPTER 1.8 LIMITATIONS OF THE STUDY	1 - 5
2.	REVIEW OF LITERATURE	6 – 9
3	PROFILE OF THE STUDY	10 – 35
4.	DATA ANALYSIS AND INTERPRETATION	36 – 50
4.	FINDINGS, SUGGESTIONS & CONCLUSION	51 – 53
	BIBLIOGRAPHY	
	APPENDIX – 1	
	Questionnaire	

1.1 INTRODUCTION

Tourism industry has been emerged as one of the world's fastest growing industries and it has been viewed as rapidly growing sector in respect of job opportunities and income creation. Almost all the countries in the world recognize tourism industry as a powerful component in their social and economic developmental policies. Tourism is considered as an eco friendly way to rejuvenate troubled rural and backward people and economies. World tourism can play very vital role in the establishment of a new international economic strategy which will be immensely helpful in the reduction of the wide economic disparities between developed and developing nations and to promote stable stimulation of socio-economic development. Many countries like India, Singapore, Malaysia etc. encourage tourism in massive sense and it has been considered as a major source of revenue for those countries. Tourism in India has shown substantial growth in the recent years.

Tourism industry is being considered as the key component to employment creation and revenue generation for all the economies in the world. Importance of tourism industry has been recognized by both developing and developed countries. India's abundant cultural and environmental multifariousness offers the basis for a broad range of tourism products and experiences which result in people to people interaction, gaining of foreign exchange, immense job creation, and socio-economic development of the nation.

Kerala, a state situated on the tropical Malabar Coast of southwestern India, is one of the most popular tourist destinations in the country. Named as one of the ten paradises of the world by National Geographic Traveler, Kerala is famous especially for its ecotourism initiatives and beautiful backwaters. Its unique culture and traditions, coupled with its varied demography, have made Kerala one of the most popular tourist destinations in the world.

Until the early 1980s, Kerala was a relatively unknown destination, with most tourism circuits concentrated around the north of the country. Aggressive marketing campaigns launched by the Kerala Tourism Development Corporation the government agency that oversees tourism prospects of the state—laid the foundation for the growth of the

tourism industry. In the decades that followed, Kerala Tourism was able to transform itself into one of the niche holiday destinations in India. The tag line Kerala – God's Own Country was adopted in its tourism promotions and became a global super brand. Kerala is regarded as one of the destinations with the highest brand recall.

Even though Muzhappilangad is considered as the only drive in beach in Kerala and largest drive in beach in Asia, but the concept of a perfect beach tourism destination still not developed there. Therefore the study is to evaluate the problems and solutions to the development of Muzhappilangad beach tourism. It is hoped that tourism in Muzhappilangad will highly develop as a beach tourism destination. In this context, the problem for the research is designed as problems and solutions.

1.2 STATEMENT OF THE PROBLEM

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 Muzhappilangad beach.

1.3 OBJECTIVES OF STUDY

- To identify the beach tourism potentials of Kerala.
- To examine the various facilities provided at Muzhappilangad Beach
- To study the problems faced by tourists in Muzhappilangad beach

1.4 SCOPE AND SIGNIFICANCE OF THE STUDY

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.

1.5 METHODOLOGY OF THE STUDY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm theoretical model phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions, it is not the something as a method, set of methods or so called, “the best practices” can be applied to specific case for example, to calculate a specific result. The proper objective setting of the study is ensuring a specific result. Taking this objective into consideration, the methodology comprises the source of data, selection sample size and methods, questionnaire construction of data.

1.5.1 SOURCES OF DATA

Both primary and secondary sources of data were used together the data with regard to tourist and officials. Primary data include the method of gathering data with the help of questionnaire. Tourists and officials were administered the questionnaire at the study state. Several research references, such as journals, books periodical web references and

data basis were also referred to understand the concepts, current trends, challenges, problems and development of tourism and aspects in relation with other key elements.

1.5.2 SELECTION OF SAMPLE SIZE AND SAMPLE METHOD.

A convenient sampling method is adopted for the study. A total 50 tourist are interviewed with a structured questionnaire. Questionnaire distributed to the tourist and travelers in the site area to collect the visitor experience and suggestions for the better development of Muzhappilangad beach.

The time period for the collection of data is schedule from November 2020 to February 2021.

1.5.3 SAMPLE SIZE

For the present research work a total of 50 samples have been collected from the tourists of Muzhapilagad beach tourism. The data collected, filtered and finally determined for data analysis.

1.5.4 QUESTIONNAIRE CONSTRUCTION.

Questionnaire is considered a research instrument used to capture the best data from the field after the preliminary field works. Survey and review of literature. A well-structured questionnaire was prepared.

The questionnaire was designed for the visitors of Muzhappilangad beach.

1.6 DATA ANALYSIS AND INTERPRETATION

After the primary data is collected the data is coded and filtered and finally the 50 questionnaires from the tourist have been finally retained for data analysis. The selected data is coded and feuded in Microsoft Excel software and analyzed to get the output. Simple percentage method is used to get the output. And this data are to be converted into the graphs and diagrams.

1.7 ORGANIZATION OF CHAPTER

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 deals with the profile of the study area ieMuzhappilangad beach. The facilities and features of Muzhappilangadis given in this chapter. This chapter also analyze the importance of beach tourism in tourism sector.

Chapter 4

This chapter presents the anlaysis of Primary Data collected from the visitors of Muzhappilangad 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 facilities and to protect Muzhappilangad beach from pollution.

1.8 LIMITATIONS OF THE STUDY

- Time constrain was the major limitation of the study
- The lack of previous experience