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CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

More than a concept, ecotourism is the regulation of the value of nature's priceless gifts bestowed up on us. Inspiring the need to go back to nature, down to earth, to gather the gifts we lost on our way. Ecotourism is a growing area in the tourist friendly state of Kerala. Ecotourism in the state is taking off in a big way because Kerala has many destinations known for their natural and exquisite landscape. Kerala is one of the greenest destinations in India. The landscape is covered with coconut palms in the coastal areas. The paddy fields shimmer with the emerald green of new shoots. The banana plantations are filled with the whisper of waving green banana leaves and the tea plantations are a green blanket that covers the hill ranges as far as the eye can see.

The naturally beautiful and exquisite Kerala landscape is one of the beautiful destinations in India and is the perfect place to go on Ecotourism vacations. The clean and tranquil Kerala backwaters, the soothing velvety Kerala hills and riotous explosion of greens in the intoxicating Kerala wilds are heavenly paradisiacal Ecotourism vacation destinations.

The wildlife sanctuaries of Kerala are popular ecotourism destinations. Tourists from all over the world come to see tigers, elephants deer and animals native to the Malabar region such as the NilgiriThars, Gaur etc. they are seen in the wildlife sanctuaries of Kerala including Periyar, Wayanad, Silent Valley, and Eravikulam wildlife sanctuary. This project report is an attempt to study the tourism of BanasuraSagar Dam.

The BanasuraSagar Dam is an ideal picnic spot with a breathtaking view. Located at 21 kms from Kalpetta in theWayanad District of Kerala, it is an important tourist attraction. It is the largest earthen dam in India and the second largest in Asia, and impounds the waters of the Karamanathodu, a tributary of the Kabini River.

1.2 STATEMENT OF THE PROBLEM

In Kerala, ecotourism has now been misunderstood or not properly understood by many tour operating companies and tourism project developers may jump on the ecotourism bandwagon and project an environmentally conscientious image as apart of their business marketing strategy. Thus ecotourism can be misinterpreted and exploited to justify the tourism development in pristine areas, which may be sacrificed to maximise tourist numbers and profits. As the number of tourists' increases, ecotourism becomes mass tourism and generates similar infrastructural demands and proportionate impact on environment as conventional tourism. This necessitates the need for defining the ecotourism properly to convey the message to all.

1.3SIGNIFICANCE OF THE STUDY

Banasura dam is lying in the lap of the Banasura hills in the Wayanad district is the picturesque BanasuraSagar dam. It is the largest earthen dam in India and the second-largest in Asia.The view of the sprawling reservoir from the top of the dam is breathtaking and beautiful.An ideal picnic spot, Banasura Dam is one the most beautiful place not just in Kerela, but the entire country.Adventures like speed boating are readily available here, and a trek up to the Banasura hill is filled with streams, diverse flora, fauna, lush tropical green and majestic waterfalls these are also a wonderful feeling.An earthen dam, also known as an embankment dam.It is fully created by placing natural things like, mounds of clay, sand, rock or soil. The view of Banasura Lake from the top of the hill is mesmerising.It is built along the river named Karamanathodu,a tributary of the Kabini river.

1.4OBJECTIVES OF THESTUDY

- The primary objective of the study is to understand the scope and potentialities of BanasuraSagar as a tourism destination.
- To study about the concept of eco-tourism.
- To analyze the vistitor's attitude toward the Banasurasagar destination.
- To evaluate the problems faced by the tourists in the destination.

1.5 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 begins with the introduction of the Banasura Sagar Dam., and also deals with the role of Banasura Sagar Dam

Chapter 4

This chapter presents the analysis of Primary Data collected from Banasura Sagar Dam.. It presents the output of the primary data in different tables relevant to the study. This chapter presents interpretations consists of data analysis of visitor respondents.

Chapter – 5

This is the final chapter which highlight various findings of the study in a systematic manner and the chapter also suggest some important improvement of preservation of the destination.

1.6 LIMITATIONS OF THE STUDY

- Time allowed for the study is limited
- Inadequacy of periodical data
- No previous experience
- Lack of reliability of data