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CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

Tourism's economic benefits are touted by the industry for a variety of reasons. Claims of tourism's economic significance give the industry greater respect among the business community, public officials, and the public in general. This often translates into decisions or public policies that are favorable to tourism. Community support is important for tourism, as it is an activity that affects the entire community. Tourism businesses depend extensively on each other as well as on other businesses, government and residents of the local community.

Economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Economic impact analyses provide tangible estimates of these economic interdependencies and a better understanding of the role and importance of tourism in a region's economy. Tourism activity also involves economic costs, including the direct costs incurred by tourism businesses, government costs for infrastructure to better serve tourists, as well as congestion and related costs borne by individuals in the community. Community decisions over tourism often involve debates between industry proponents touting tourism's economic impacts (benefits) and detractors emphasizing tourism's costs. Sound decisions rest on a balanced and objective assessment of both benefits and costs and an understanding of who benefits from tourism and who pays for it.

This project intends to bring about the need to bring about tourism infrastructure development in Punnamada so as to enhance tourist arrivals and revenue there by bringing about local economic development. Strategies are proposed to enhance tourist arrivals and upgrade tourism infrastructure from the inferences arrived at from primary and secondary studies.

The backwaters of Kerala are what have given it the sobriquet "God's Own Country". It became one of the 50 must see places in the world (National Geographic Travel). Kerala's houseboats/kettuvalloms, lakes and backwaters are once again posing to be the ultimate brand ambassadors of the state's tourism

industry by generating huge foreign exchange and employment. To appreciate Kerala, a cruising in these backwaters cannot be missed, because it leaves the feeling of complete rejuvenation. The banks of these backwaters in Kerala are the enchanting spots of picnic not to be missed. This study is to about the Back Water Tourism in Kerala: Challenges and Opportunities, with focus on Allapuzha Backwaters and it also raises alarm on the amount of waste (sewage discharge, feed wastes and plastic materials) which are generated from tourism houseboats (Kettuvalloms) which is aggravating the pollution of the backwaters and slowly destroying such unparalleled bounty of nature.

1.2 STATEMENT OF THE PROBLEM

The desire to travel in order to see new sights, to gain new experiences, and to live under different environments will always grow. This means that the demand for travel and tourism products will grow, and it can be marketed. The backwaters of Kerala are formed by 40 rivers that flow into the Arabian Sea from the Western Ghats. They are used for the transportation of people and products between villages as well as towns. Today, they play a new role; the backwater tourism is one of the most important tourist products of Kerala.

1.3 SIGNIFICANCE & SCOPE OF THE STUDY

The study is confined to the Alappuzha Backwaters. This study is undertaken mainly for assessing the potentialities and impacts of Alappuzha Backwaters tourism and also to highlight the hidden tourism spot. The study is conducted in all most all the places of Alappuzha Backwaters which posses natural, adventure, water sport activities and other types of tourism. The scenic attraction of this place plays a vital role in attracting tourists to Alappuzha Backwaters. As an emerging backwater tourism destination in Malabar region, Alappuzha Backwaters has a great importance in Malabar tourism promotion. This project mainly aims to point out the potentialities of Alappuzha Backwaters, which can be developed with proper planning, to promote it as one of the best backwater spot in Kerala. Along with that, the project also aims to figure out how tourism has affected this destination and to suggest better measures to minimize the impacts, if any.

The scope of the study extended only to the respondents who each backwater tourism in Kerala with special reference to Alappuzha backwater. This project mainly aims to point out the potentialities of Alappuzha backwater, which can be developed with proper planning, to promote it as one of the best backwater spot in Kerala. Along with that, the project also aims to figure out how tourism has affected this destination and to suggest better measures to minimize the impacts, if any.

1.4 OBJECTIVES OF THE STUDY

- To study the geographical feature of Alappuzha Backwaters.
- To assess the tourism opportunities of Alappuzha Backwaters.
- To analyze potentialities of Alappuzha Backwaters and impacts of tourism in this destination.
- To study the attitude and satisfaction of tourists with Alappuzha backwaters.
- To suggest means and ways to develop Alappuzha as a backwater destination

1.5 ORGANIZATION OF CHAPTERS.

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 Eco Tourism, and also deals with the importance of Eco tourism in India and Kerala. The major part of this chapter deals about Alappuzha backwaters.

Chapter 4

This chapter presents the analysis of Primary Data collected from the visitors of Alappuzha backwaters, water falls. 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.

1.7 LIMITATIONS OF THE STUDY

The present study, however, is no exception to limitations. The entire study has been conducted in Alappuzha back waters.

- Time constrain was also the major constrains of the study.
- The lack of previous experience of the researcher may influence the study.