

TABLE OF CONTENTS

CHAPTER NO.	CHAPTER NAME	PAGE NO.
1	INTRODUCTION Objectives of the study Significance of the study Methodology of the study Limitations of the study Tourism in Kerala Classification of tourism	1 – 14
2	Review of literature	15 – 17
3	Profile Introduction to tourism industry Eco tourism in Kerala Attractions of Wayanad Soochippara Water Falls	18 - 44
4	Data analysis and Interpretation	45 – 59
5	Findings, Suggestions and Conclusion	60 – 62
	Bibliography	63
	Appendix	

CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

Kerala is situated between the ever green Western Ghats in the East and deep blue Arabian Sea in the West and it is a beautiful landscape, showing unique geographical diversity distinct from other States of India. The God that made Kerala had green thumbs and is a gift of sea and mountains. It has a coastal belt of about 580 Kms along with the Arabian Sea from South to North. The coastal belt is covered with innumerable backwaters, lagoons and canals. The backwaters are the backbone of tourism of the State. The State is enriched with abundant coconut groves and green rice field. It is rich in minerals and the most important is monazite which is found rich on its coastal belt.

The Western Ghats form almost a continuous mountain wall on the East, separating the State from its neighbors. The highest Peak, Anamalai is situated in Idukki district, which has an elevation of 8837ft. The high range area offer cool, misty mountains, undulating meadows and picturesque valleys. Here, vast areas are under the plantations of coffee, tea and cardamom which attract tourists and Government promoted here plantation tourism. Other places of high range area are covered by dense forests, extensive ridges and deep ravines of the Ghats have sheltered from mainland invaders.

There is a net work of forty four rivers. Forty one West blowing rivers originate from the eastern mountains. In between the sea and mountain, the surface gathers into slopes and clustering hills, with numerous valleys and waterfalls, have also bestowed upon this region an ambience that is completely different from the State's other scenic locations. In between the mountain and coastal belt, from East to West, there is undulating midland. This area covers rivers and streams and presents a scene of the delightful landscape.¹ The State is surrounded by Arabian Sea in the West, Karnataka State in the North and North-East and Tamil Nadu on the East and the Indian Ocean in the South. Kerala is one of the smallest States in India.

Kerala is a charming State of India because of her arresting natural beauty and greenery. The World Travel and Tourism Council rated Kerala as the second fastest growing tourism destination in the World.² Recently, Kerala tourism has been gaining more popularity and global attention. This is because of her amazing natural beauty. The Government of Kerala is committed to develop tourism in every respect. Kerala has been recognized as the best tourism brand in the World. This is achieved by introducing variety of tourism products, developing new centers of attraction and updating the existing major centers. Presently, foreigners identify Kathakali alone as the symbol of Kerala culture. It is true that there would be no other place in the World like Kerala in case of art diversity. All these art forms are colourful as well as attractive.

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.

1.3 OBJECTIVES OF STUDY

- To study about tourism industry
- To find out the important waterfalls destinations of Kerala
- To make a detailed study about Soochippara Waterfalls, Wayanad.
- To find out the visitor's opinion about Soochippara Waterfalls.

1.4 SCOPE AND SIGNIFICANCE OF THE STUDY

As this fact is very significant and there is more scope on development of this ecotourism destination it becomes very essential to know about the pattern of growth and seasonality in tourist arrivals of this ecotourism destination. This destination centric study aims to provide an elucidation on tourist arrival growth and monthly seasonality of Soochippara ecotourism destination.

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. The secondary data pertaining to the soochipara waterfalls.

In addition many institutions, libraries, interpretation centres, were also visited to collect hard and soft copies of literature for getting an indebt knowledge and clear understanding on the research problem. Several research references, such as journals, books periodical web references and data basis were also reffered 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 and travelers 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 soochipara waterfalls.

The time period for the collection of data is schedule from November 2019 to February 2020.

1.5.3 SAMPLE SIZE

For the present research work a total of 50 samples have been collected from the tourists of soochipara waterfalls... 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 tourists of Taj Mahal.

1.6 DATA ANALYSIS AND INTERPRETATION

After the primary data is collected the data is coded and filtered and finally the 100 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 begins with the introduction of the Soochipara waterfalls., and also deals with the role of Soochipara waterfalls

Chapter 4

This chapter presents the analysis of Primary Data collected from Soochipara waterfalls.. 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.

1.8 LIMITATIONS OF THE STUDY

- Time constrain was also the major constrains of the study.
- Lack of availability of previous research about the destination