

**UGC MINOR RESEARCH PROJECT**

**ECOTOURISM DEVELOPMENT: THE IMPACTS AND  
POTENTIAL IN KERALA**

**(Vide. order.No.MRP (H)-1046/13-14/KLCA057/UGC-SWRO)**

**Executive Summary**

*Submitted by*

**RAJANI.P**

**ASSISTANT PROFESSOR**

**DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES**

**M.PM.M.S.N.TRUSTS COLLEGE, SHORANUR**

**KERALA**

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## **Executive Summary**

### **OBJECTIVES OF THE PROJECT**

Tourism is a dynamic industry with competitive emerging global markets. Tourism both domestic and international has rapidly won considerable recognition as an activity, generating a number of social and economic benefits to the tourists themselves, to the destination economy and to the environment as a whole. Ecotourism is a new concept in tourism industry. It has emerged as one of the fastest growing sectors of the tourism market influenced primarily by public demand for more environmentally and responsible tourism spreading throughout the world. The main objectives of the study are:-

- To study ecotourism development and potential in Kerala
- To study the socio-economic impact of ecotourism in Kerala
- To study the challenges for implementing ecotourism in Kerala
- To give suggestion and recommendations for the development of ecotourism in Kerala

### **METHODOLOGY**

The study was both descriptive and analytical in nature. Both primary and secondary data were used for the purpose of the study. Primary data were collected from local residents, tourists and officials. Secondary data were collected from books, journals, official records of various ecotourism centers and from various websites.

## **SAMPLE DESIGN**

Wayanad district from Kerala was taken for the study. For selecting the ecotourism destinations the investigator adopted purposive sampling technique. The samples of tourists both foreign and domestic and local residents required for the study has been selected by adopting convenient sampling method.

## **SUMMARY OF THE FINDINGS OF THE STUDY**

The major findings emerged from m the study are as follows:-

- Tourist arrival to Kerala shows an increasing trend.
- The tourist arrival to Wayanad shows an increasing trend throughout the period 2007-2014.
- Local resident perception on social impact of eco tourism indicates that development of tourism had made significant impact on the variables standard of living, improvement in amenities, value of land, tourism also helped to improve the hospitality mentality of local residents.
- Local resident perception on economic impact of tourism shows that development of tourism had made significant economic impact on the variables improvement in the economy of the assets, generation of foreign exchange, increased income of the local government, increased markets for lo The mean score of the accommodation facility is 4.09; it indicates that it is very easy to find accommodation facility in Wayanad.
- The mean score of rate to accommodation is 3.52 and standard deviation is .889 which shows that the rate of accommodation was reasonable.
- The mean score for cleanliness is 4.04 which indicate that rooms in hotels or lodges are neatly maintained.
- The mean score of services at hotels or lodges is 4.06 it means that service at hotels or lodges are very good.
- The mean score of the condition of the road to the destination is 4.43; it indicates that the condition of the road was very poor.
- Mean score of traffic problem is 2.02 and standard deviation is. 954 which means that there is less traffic problem in Wayanad district.

- The mean score of difficulty in driving to the roads of Wayanad is 2.82 which show that it was less difficult to drive in roads to the destination.
- The mean score of sign board facility on road side is 3.57, means that roads are having very good sign board facility which helps to locate the routes easily.
- The mean score of infrastructural facilities of tourist destinations at Wayanad is 1.40; it indicates that tourist destinations at Wayanad have no sufficient infrastructural facilities.

## **ANALYTICAL FINDINGS**

1. There is no significant difference on the perception of social impact of tourism among male and female respondents.
2. The perception of male residents on social impact of ecotourism at Wayanad district is greater than that of female residents.
3. There is no significant difference on the perception of economic impact of tourism among male and female respondents.
4. Perception of male residents on economic impact of ecotourism at Wayanad district is greater than that of female residents.
5. There is no significant difference on the perception of accommodation facility among male and female tourists.
6. There is no significant difference on the perception of transportation facility among male and female tourists.

## **CONCLUSION**

As ecotourism grows in popularity there are a number of challenges that need to be faced. For eliminating the weaknesses mentioned in this report, a planned approach is needed and thereby Kerala can attract more eco tourists and create an image of one of the World's best ecotourism destination. Kerala has a vast opportunity in this area. There is an urgent need for improved analysis of ecotourism issues as part of the ecotourism planning and development process. This study explores the ecotourism potential, social and economic impacts and challenges presented in ecotourism destinations. The areas that need to be further improved in order to strengthen its effects on the economy were analyzed by the researcher. This study would be helpful to the Government in making certain decisions associated with ecotourism.

## **Publications from the Project**

1. Article

**The trend and Composition of Tourists in Wayanad District, Kerala**

BOOK :

*Hand book of Commerce (ISBN: 978-81-8411-567-3), Sonali Publications, New Delhi.*

II. Article

**Impact of Ecotourism on Society with Special Reference to Wayanad District**

Journal:

*Scholars World- International Refereed Multidisciplinary Journal of Contemporary Research*

### **PRINCIPAL INVESTIGATOR**

**RAJANI.P.**

**Assistant Professor**

**Department of Commerce and Management Studies.**

**M.P.M.M.S.N.Trusts College**

**Shoranur, Palakkad**

**Kerala – 679122**