



A STUDY ON TOURISM AS A DEVELOPMENT STRATEGY IN ALAPPUZHA DISTRICT

Aby George

International Centre for Technological Innovations

Aaron Joseph George

International Centre for Technological Innovations

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Many of us have been tourists at some point in our lives. Tourism is the activities of people, traveling to and staying in places outside their usual environment. Tourism can be for leisure, business or other purposes.

Alappuzha, known as the Venice of the East, has always enjoyed an important place in the maritime history of Kerala. Today, Alappuzha is famous for its boat races, backwater holidays, beaches, marine products and coir industry.

Tourism is vital for the success of various economies around the world. Tourism may be international or within the travelers country. Tourism industry which is growing at the rate of 13.31% is a major contributor to the Kerala's economy. Kerala tourism attracts domestic as well as foreign tourists in a very huge number. The backwaters of Kerala are indeed storehouses of nature at its best.

1.2 STATEMENT OF THE PROBLEM

Alappuzha is one of the most charming and captivating tourism destination in Kerala, India. Alappuzha is known for its breath-taking backwaters, beautiful beaches, and lovely lakes and lagoons. In recent times, there are various new trends emerging in tourism sector. It attracts a large number of foreign as well as domestic tourists to Alappuzha district. These tourism attractions have led to the development of Alappuzha.

1.3 SCOPE OF THE STUDY

Tourism is considered as a sector that propels development. Tourism contributes foreign exchange gain. It also enhances employability and result in community development. In this perspective the study

is conducted to find out the role of tourism in the development of Alappuzha district.

1.4 OBJECTIVES OF THE STUDY

- To study the tourism as a development strategy in Alappuzha district
- To find out the role of tourism in the development of Alappuzha district.
- To study the recent trends in tourism in Alappuzha district
- To find out the role of backwater tourism in the development of Alappuzha district.

CHAPTER 2

MATERIALS & METHODS

2.1 METHODOLOGY

The results and data presented in this research paper are part of a study on tourists, and tourism department of Alappuzha. As mentioned in the introductory chapter the main objectives of the research is to study about tourism as a development strategy in Alappuzha. It also looks into the role of tourism in development of Alappuzha. In addition to this, the study is also focusing to know the recent trends of tourism in Alappuzha. Moreover, the study is to find out the role of backwater tourism in development of Alappuzha district.

2.2 SAMPLE GROUP & INTERVIEW

The study area is Alappuzha district of Kerala, India. A sample of 30 peoples are collected randomly. The samples include tourists came to Alappuzha, employees of tourism sector in Alappuzha, and tourism department of Alappuzha. A questionnaire was prepared before the samples were selected for the direct interview. The questions include both open and close ended questions. The study was conducted on September 10th to 15, 2020.



2.3 PRIMARY & SECONDARY DATA

Both primary data and secondary data have been used in the entire analysis. Primary data have been collected through questionnaire and personal interview method. The secondary data have been taken from various scholarly articles, newspapers, journals and from the internet. In this study, percentages, graphs etc. are used and also software like excel to analyze the primary data.

CHAPTER 3 THEORITICAL FRAMEWORK

3.1 AN INTRODUCTION ON TOURISM

Tourism the term is now more familiar with large number of the people in the world. Fortunately, compared to primitive stage, present generation of people have more time to spend for leisure. With stressful life in the society and work burden make people travel to different destinations. It is for relaxation from their scheduled lives and to revitalize themselves. Tourism provides such an opportunity to people to make them more alive and get relished from their journeys. All these things flip interesting research for study related to efforts of state government in the sphere of tourism.

3.2 IMPORTANCE OF TOURISM INDUSTRY

• Sources of foreign exchange earnings

Tourism industry is the main influential type of industry in the world. India has also taken tourism industry as its major sector of income.

• Employment Opportunities

Tourism industry is also one of the influential sectors. It generates employment opportunities. It provides employment to unskilled, semi-skilled and skilled manpower. Guide, load man etc. are the personnel or labour required in tourism industry.

• Sources of public as well as private income

Tourism industry is the source of income for both public as well as private sector. Government charges tax, sales tax, service tax etc. which is known as government revenue is the income of public. Handicraft, arts are the things that attract tourists. Most of them buy it and the seller makes some profit which is called private income.

• Cultural Exchange

Tourism industry facilities cultural exchange that carries over various cultural concepts of other countries where they visit. Local people can learn their language, art, skill, culture etc. and vice versa.

3.3 TOURISM IN KERALA

National Geographic's Traveler magazine listed Kerala in the 'Ten Paradises of the World. Kerala is a

coastal region, rich in greenery and with a unique culture. Kerala has attracted tourists from across the globe since time immemorial. But more often than not, tourists are finding themselves grappling with situations wherein they are unable to choose their destinations. They are also struggling to get proper accommodation owing to shortage of local information and such other hassles.

Keralatravels.com aims at making everything pertaining to travel and tourism easy for travel enthusiasts who come to Kerala. The site comprises information on a range of topics. It includes destination, conveyance options, accommodation, weather, and local specialties. One need not to look further than this website to equip oneself for a most delightful vacation. Often, those wishing to go on a holiday would like prior information on the distance, accessibility and climate of the place they wish to travel to. One would also like to have a look at various options for celebrating a holiday. Keralatravels.com covers it all. The site provides detailed information on house boating, Kerala cuisine, health packages, wildlife tourism, adventure eco travel, pilgrimage destinations etc. It covers all resources that are available across the state. (Kerala Tourism, n d)

3.4 TOURIST ATTRACTIONS IN ALAPPUZHA

Alleppey the most frequented backwater destinations of India, is also known as the "Venice of the East". The following spots are the main attractions of tourists who visits Alappuzha.

• Alappuzha Beach

One of the major attractions of Alleppey is the Alappuzha Beach. It has a small park in its vicinity. The ruins of Alappuzha Sea Bridge can be seen there at beach. It speaks of fond memories when Alappuzha port used to be the most prominent port in Kerala. This bridge served as a passage for goods that came via ships. It is considered as one of the best beach locations for shooting movies. Hindi movie like Tashan and Tamil movie Sura were partially shot here. Alappuzha is also home to varied animal and bird life. The town holds an identical place in the maritime history of Kerala because of its proximity to the sea.

• Alappuzha Lighthouse

An amazing tourist spot near the Alappuzha beach is the Alappuzha Lighthouse, which was built in 1861 commissioned in 1862. This tourist spot can be visited in between 15:00 hours and 16:30 hours on every weekday. It has a nominal entry fee of Rs. 10/- . It is a major tourist attraction. This 150 years old lighthouse is considered as the first light house on the western coast of India. It is made up of teak and laterite stones. The range of the lighthouse is 25 marine miles.



• **Ambalappuzha Sri Krishna Temple**

The Ambalappuzha Sri Krishna temple is a Hindu temple located in the Alappuzha district of Kerala. It is one of the major attractions of Alleppey. This temple was built by the local ruler Chembakasserry Pooradam Thirunal-Devanarayanan Thampuran during the period of 15th – 17th AD. The idol at this temple is like Parthasarthi. With its right hand it holds a whip and in the left it holds a sacred conch or Shankhu. This temple has a direct association with the Guruvayoor Sree Krishna Temple. For the safety of the idol, it was brought at this temple in 1789, during the raids of Tipu Sultan. It is believed that to have the Payasam served at Ambalappuzha Temple, Guruvayoorappan visits the temple daily.

• **Krishnapuram Palace**

The Krishnapuram Palace located near Alappuzha in Kayamkulam is a palace as well as a museum. It was built in the architectural style of Kerala by Anizham Thirunal Marthanda Varma (1729–1758 AD), and renovated in 18th century. The palace is near the Krishnaswamy Temple. This palace with its gabled roofs, domed windows and narrow corridors was the residence of the rulers of Kayamkulam kingdom. Krishnapuram Palace is now under the Archaeology Department. This archaeological museum exhibits the 49 sq.m - Gajendra Moksham. It is the largest single band of mural painting found in Kerala. Other attractions of this place include beautiful garden with varied flowers and a newly constructed Buddha mandapam. Rare antique bronze sculptures and paintings are exhibited in the Museum.

• **Nehru Trophy Boat Race**

In the month of August, the Punnamada Lake becomes a track for the prestigious Nehru Trophy Boat Race. This boat race is held on second Saturday of August every year. It is the most popular among all the boat races of the world. The majestic snake boats row in a rhythmic and synchronized way. People from nearby villages and tourists from across the world gather on the banks of Punnamada Lake to witness this annual water race. The event has so much in store for the spectators like the ceremonial water processions, decorated boats and spectacular floats.

• **St. Mary's Syro - Malabar Catholic Forane Church**

St. Mary's Syro-Malabar Catholic Forane Church is an ancient Christian Church in Kerala. This Church with its beautiful architectural style makes a wonderful place to visit during Alleppey tour.

• **Chettikulangara Devi Temple**

This is one of the most famous Hindu temples in Kerala, which is located at Chettikulangara in the Mavelikkara taluk, Alappuzha. It is 4 km west of Mavelikkara and 7 km north of Kayamkulam.

• **Mullakkal Temple**

Mullakkal Temple is one of the renowned temples in Alleppey. It is also popularly known as Mullakkal Rajarajeswari Temple and Mullakkal Bhagwati Temple. This temple can be accessed by devotees from every religions and caste representing secularism. This temple with its ancient architectural style of Kerala captivates the visitors. The beautiful premises of the temple have a pond and plenty of trees along with jasmine plants, which are surrounded by walls. Many stories are associated with the temple's origin and foundation. The temple is dedicated to Goddess Durga!

• **Edakkal Caves**

These caves are a group of dwelling that display nature's philosophy and skill on its architecture. About 16 km from Sulthan Bathery, Edakkal Caves are situated. To reach these caves tourists have to trek up the Ambukuthi Hill for about 4000 ft. The duration of the climb is of 45 minutes. The caves were discovered in 1895. Fred Fawcett, the Superintendent of Police of Malabar District, noticed a stone axe in the coffee estate, during his hunting trip to Wayanad. The axe was of Neolithic Celt.

• **Pamba River**

After Periyar and Bharathappuzha, the Pamba River is the third longest river in Kerala. On its banks is located the Sabarimala temple, which is dedicated to Lord Ayyappa. The river is popularly known as 'Dakshina Bhageerathi' or 'River Baris'. The River enhances the land of Pathanamthitta District along with Kuttanad in Alappuzha District.

• **Kuttanad**

Kuttanad in Alappuzha is also known as the Rice Bowl of Kerala as it is the prominent rice granary of Kerala. It is among the few renowned places in the world where cultivation is done below the sea level. Its enchanting surroundings include vast stretches of paddy fields and exotic backwaters. Achankovil, Meenachil, Manimala and Pampa are the four major rivers in Kerala, which flow into this region.

• **Muhamma**

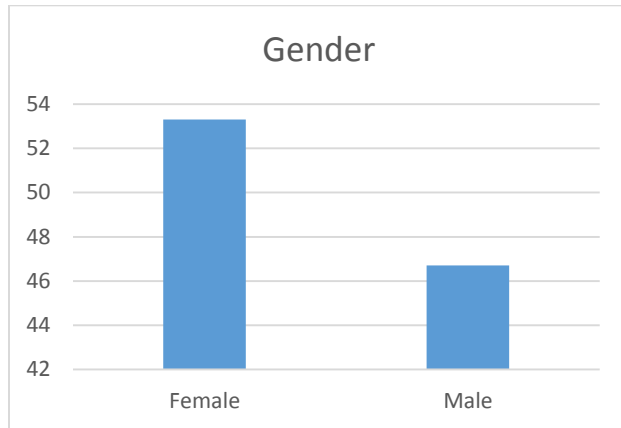
In the Alappuzha district of Kerala is located Muhamma, which is acknowledged as a census town in Cherthala Taluk. Pathiramanal Island, one of the popular attractions in Vembanad Lake is a part of Muhamma Panchayath. (Holidfy, nd)

**CHAPTER 4
 DATA ANALYSIS AND INTERPRETATION**

Table 4.1 Gender

Gender	Frequency	Percent
Female	16	53.3
Male	14	46.7

Figure 4.1 Gender



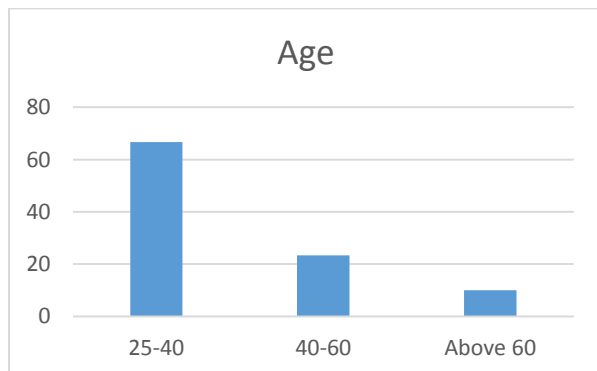
INTERPRETATION

Out of the 30 samples collected 53.3% are female and 46.7% are male.

Table 4.2 Age

Age	Frequency	Percent
25-40	20	66.7
40-60	7	23.3
Above 60	3	10.0

Figure 4.2 Age



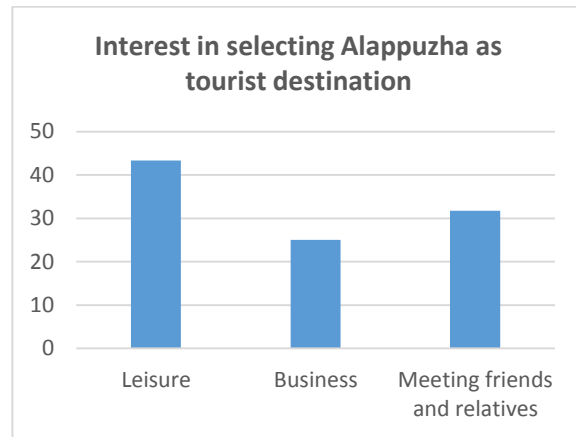
INTERPRETATION:

66.7% of the respondents have age between 25- 40. 23.3% of the respondents have age between 40 -60 years. Only 10% of the respondents have age above 60.

Table 4.3 Interest in selecting Alappuzha as a tourist destination

Interest in selecting Alappuzha as tourist destination	Frequency	Percent
Leisure	13	43.3
Business	7	25.0
Meeting friends and relatives	10	31.7

Figure 4.3 Interest in selecting Alappuzha as a tourist destination.



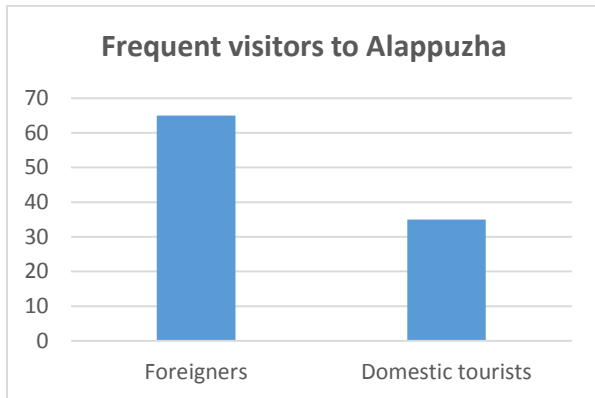
INTERPRETATION

Out of the 30 respondents, 43.3% selects Alappuzha as their tourist destination for leisure. 25% of respondents selects Alappuzha for business purpose and the remaining 31.7% for meeting friends and relatives.

Table 4.4 Frequent visitors to Alappuzha

Frequent visitors to Alappuzha	Frequency	Percent
Foreigners	20	65.0
Domestic tourists	10	35.0

Figure 4.4 Frequent visitors to Alappuzha



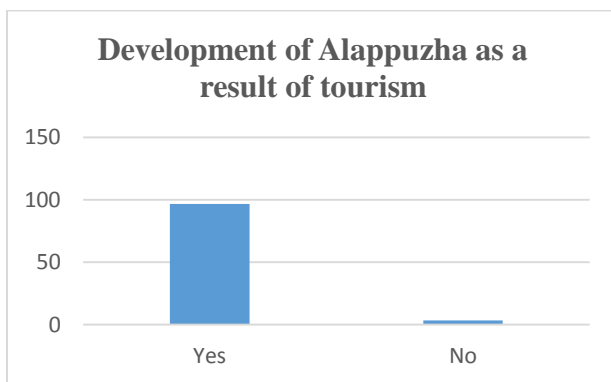
INTERPRETATION

65% of the tourist visiting Alappuzha district are foreigners, whereas the remaining 35% are domestic tourists.

Table 4.5 Development of Alappuzha as a result of tourism

Development of Alappuzha as a result of tourism	Frequency	Percent
Yes	29	96.7
No	1	3.3

Figure 4.5 Development of Alappuzha as a result of tourism



INTERPRETATION

96.7% of the respondents are of the opinion that the growth of tourism will lead to the development of the Alappuzha district. Whereas, the remaining 3.3% of the respondents are of the opinion that growth of tourism will not lead to the development of Alappuzha district.

Table 4.6 Accommodation most preferred by the tourists

Accommodation	Frequency	Percent
Home stays	8	28.3
House boats	10	33.3
Resorts	11	35.0
Lodges	1	3.3

Figure 4.6 Accommodation most preferred by the tourists



INTERPRETATION

Out of the 30 respondents, 28.3%, 33.3%, 35% and 3.3% prefer accommodation in homestays, houseboats, resorts and lodges respectively.

Table 4.7 Factors for selecting a tourist destination

Factors	Frequency	Percent
Quality of service	20	71.7
Price	8	20.0
Reliability	2	8.3

Figure 4.7 Factors for selecting a tourist destination



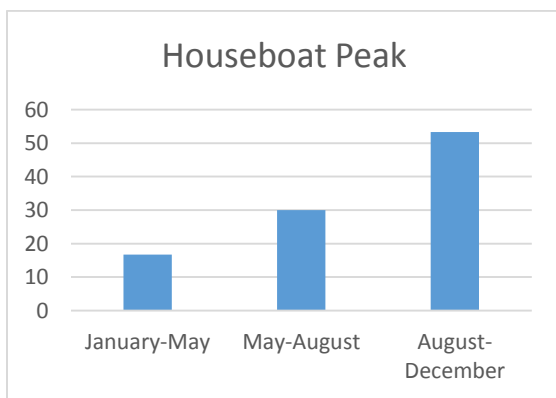
INTERPRETATION

71.7% of the total respondents choose quality as prime factor for selecting a tourist destination. 20% gives importance to price and the remaining 8.3% percentage gives importance to reliability.

Table 4.8: Time at which houseboat tourism has more number of tourist.

Duration	Frequency	Percent
January-May	5	16.7
May-August	9	30.0
August- December	16	53.3

Figure 4.8 Time at which houseboat tourism has more number of tourist.



INTERPRETATION

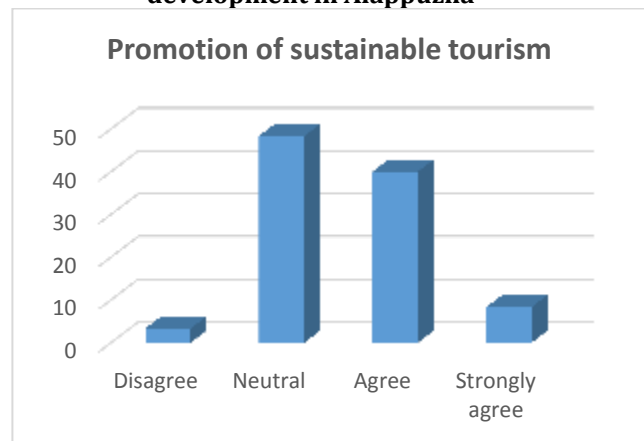
August – December is the time when house boat tourism has the maximum number of tourists as per the response of 53.3% of the total respondents. 30% of the respondents are of the opinion that, the maximum number of tourist for the same is at the time of May-

August. The remaining 16.7% of the respondents supports the months of January-May.

Table 4.9 Promotion of sustainable development in Alappuzha

Promotion of sustainable tourism	Frequency	Percent
Disagree	1	3.3
Neutral	15	48.3
Agree	12	40.0
Strongly agree	2	8.3

Figure 4.9 Promotion of sustainable development in Alappuzha



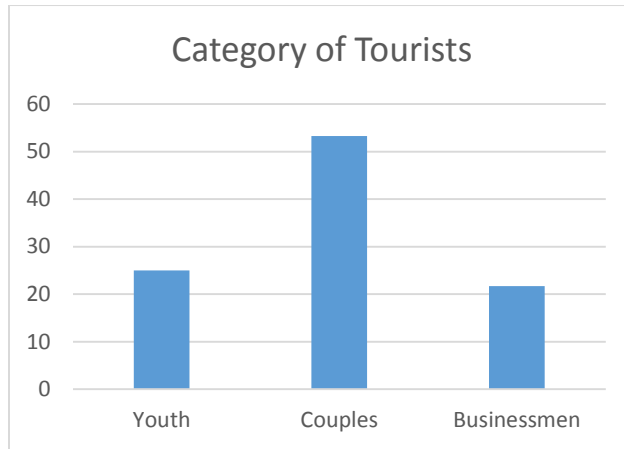
INTERPRETATION

3.3% of the total respondents are of the opinion that tourism in Alappuzha district doesn't promote sustainable tourism. 48.3% have neutral opinion where 40% agree. The remaining 8.3% strongly agree to the statement.

Table 4.10: Category of people coming to Alappuzha as tourists

Category	Frequency	Percent
Youth	8	25.0
Couples	16	53.3
Businessmen	6	21.7

Figure 4.10 Category of people coming to Alappuzha as tourists



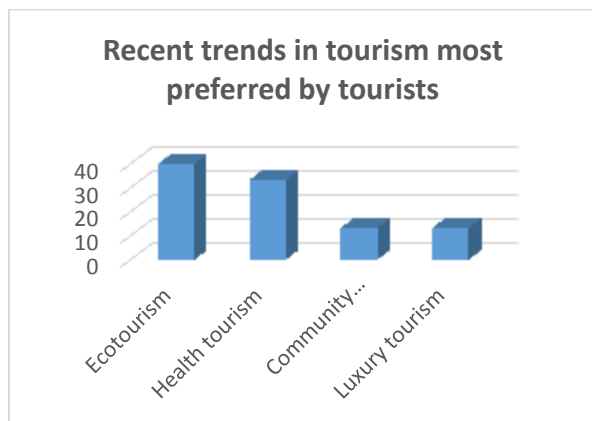
INTERPRETATION

According to 53.3% of the total respondent's frequent visitors to Alappuzha district are couples. 25% is of the opinion that it is youth while the remaining 21.7% are of the opinion that it is businessmen.

Table 4.11: Recent trends in tourism most preferred by tourists

Recent trends	Frequency	Percent
Ecotourism	12	40.0
Health tourism	10	33.3
Community based tourism	4	13.3
Luxury tourism	4	13.3

Figure 4.11 Recent trends in tourism most preferred by tourists



INTERPRETATION

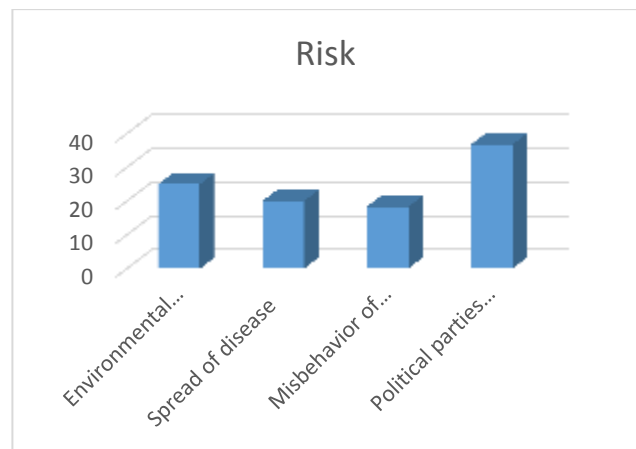
Out of the total respondents, 40% are of the opinion that ecotourism is the most preferred recent

trends in tourism in Alappuzha district. 33.3% of the respondents are in support of health tourism. Luxury tourism and community based tourism has same number of respondents with 13.3% of the total response.

Table 4.12: Risk faced by the tourist in Alappuzha district

Risk	Frequency	Percent
Environmental pollution	8	25.0
Spread of disease	6	20.0
Misbehavior of local people	5	18.3
Political parties strikes	11	36.7

Figure 4.12 Risk faced by the tourist in Alappuzha district



INTEPRETATION

36.7% are of the opinion that the major risk faced by the tourist in Alappuzha is the political parties strikes. 25% have the opinion that it is environmental pollution. 20% of the respondents are of the opinion that it is spread of disease. The remaining 18.3% are of the opinion that it is because of misbehavior of local peoples.

CHAPTER-5 FINDING, SUGGESTIONS AND CONCLUSIONS

Major findings

- Respondents do not possess a moderate level of agreement regarding the role of backwater tourism and the development of Alappuzha District.



- Respondents possess a moderate level of opinion regarding the various tourist attractions in Alappuzha.
- There is association between the type of tourist and the recent trends in tourism.

OTHER FINDINGS

- Out of the 30 respondents, majority were male respondents.
- Among the respondent's majority of them belongs to the age group of 25-40 at 66.7%.
- Among the respondent's majority of them choose Alappuzha as a tourist destination for leisure purpose.
- Foreigners constitute the majority of the frequent visitors to Alappuzha district i.e., 65%.
- 96.7% of the total respondent agrees that tourism will lead to the development of Alappuzha district.
- Out of the 30 respondents 55% are of the opinion that sudden hartal and strike in Alappuzha district will lead to waste of time, effort and money.
- 43.3% of the total respondent rarely found difficulty in finding accommodation of their choice.
- For accommodation majority of the respondents prefer more in resorts than in home stays, house boats and lodges.
- 71.7% of the total respondents considers quality of service as an important factor for selecting a tourist destination.
- According to 53.3% of the total respondents there is more number of tourist for house boat tourism in the month of August – December.
- 49.2% of the total respondents have neutral agreement towards the promotion of sustainable tourism in Alappuzha District.
- Out of the 30 respondents 38.3% have neutral response towards the waste disposal in the area.
- 57.6% of the total respondents agrees that the tourist are satisfied with the hospitality of people in Alappuzha district.
- The majority of the people coming to Alappuzha district as tourist belongs to the category of couple.
- The recent trends in tourism most preferred by the tourists are health tourism with 33.3%.

SUGGESTIONS

1. Government should provide more attention to tourism promotion in Alappuzha district by introducing innovative method of waste disposal.
2. More activities should introduce for the promotion of back water tourism in Alappuzha district.
3. More tourism activities should be introduced in Alappuzha district which helps in attracting more foreign tourists.
4. Accommodation facilities in these areas should increase i.e. more infrastructural facilities should add.

CONCLUSION

The present study evaluated the role of tourism in the development of Alappuzha district. The research is based on primary data collected from the tourists, tourism companies and the general public consisting of 30 respondents. To complete the research, I considered the factors like facilities provided, quality of service, risk faced by the tourists, scope of tourism, etc. From the study we can conclude that there exists a wide scope of tourism in Alappuzha district yet to be exposed. All the new trends emerging in the tourism sector has its role to play in the development of Alappuzha district. The district with all its hospitality believes ADITHI DEVO BHAVA which means treat the guests as God. As it comes to the last leg of the project we can conclude that tourism has a wide scope. The various attractions as well as the recent trends in tourism helps the Alappuzha district in its development.

QUESTIONNAIRE

1. Name:
2. Gender: Male/ Female:
3. Age: 25-40 40-60 Above 60
4. What is your main interest in selection of a destination?
5. Which type of tourist are the most frequent visitors to Alappuzha district.
6. Do you think the growth of tourism will lead to the development of Alappuzha district?
7. How do sudden hartal and strikes affect the tourism in Alappuzha.
8. Do you find difficulty in finding accommodation of your choice?
9. For accommodations tourists prefer more in Homestays/Houseboats/Resorts/ Lodges
10. What are the factors for selecting a tourist destination?
11. At which time does the houseboat tourism has more number of tourists.
12. Does the tourism in Alappuzha district promote sustainable tourism?
13. Is the waste in the area properly disposed?



14. Are the tourist satisfied with the hospitality of people in Alappuzha district?

15. Which category of people usually comes to Alappuzha as tourists?

Youth/Couples/ Businessmen/ old aged

REFERENCE

1. *Holidfy*,
<https://www.holidify.com/places/alleppey/sightseeing-and-things-to-do.html>, viewed on 15th September 2020.
2. *Kerala Tourism*,
<https://www.kerala.com/pages/kerala-tourism>, viewed on 15th September 2020.
3. https://shodhganga.inflibnet.ac.in/bitstream/10603/128932/6/06_chapter%201.pdf, viewed on 16th September 2020.
4. <https://www.go2hr.ca/getting-know-bcs-tourism-industry/what-is-tourism>, viewed on 16th September 2020.