

EXECUTIVE SUMMARY OF THE MINOR RESEARCH PROJECT

IMPACT OF RURAL TOURISM WITH SPECIAL REFERENCE TO WAYANAD DISTRICT

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INTRODUCTION

Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing awareness levels, growing interest in its heritage and culture, improved accessibility and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism. Under this Scheme, thrust will be to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions. Key geographic regions would be identified for the development and promotion of Rural Tourism. The implementation would be done through a Convergence Committee headed by the District Collector. Activities like improving the environment, hygiene, infrastructure etc. would be eligible for assistance. Apart from providing financial assistance, the focus would be to tap the resources available under different schemes of Dept. of Rural Development, State Governments and other concerned Departments of the Government of India. Kerala, as a destination has a great tourism potential. Village Tourism is accepted as a sector with a high potential for economic development and employment generation. Kerala quite distinct from the other Indian States. The pleasant climatic condition is also a positive factor. Village Tourism is a non seasonal product that can be enjoyed at any time of the year. The prominence of village tourism in Kerala is recognized with many positive impacts for host, tourist and environments including protection and promotion of positive environmental and cultural aspects, sustainable development and also creates employment opportunities for

locals. This study has been conducted to throw a light on rural tourism and its impact on wayanadu district.

RESEARCH OBJECTIVES

1. To understand the basic concept of rural tourism and make the people aware of rural tourism.
2. To understand the positive and negative impacts of rural tourism.
3. To study about various schemes of government for promoting rural tourism.
4. To identify the measures adopted by various players for promoting rural tourism in wayanad
5. To aware about the historical background of wayanad district as the area of rural tourism.
6. To conduct an in-depth study to identify the factors influenced the tourists to visit wayanad as a preferred destination.
7. To give suggestions to various players regarding the positive and negative impact of the strategies or schemes adopted by them.

HYPOTHESIS

1. Rural tourism practice in wayanadu is not so good.
2. Tourists are not satisfied with the infrastructural facilities provided by the govt as a part of rural tourism.
3. Rural tourism does not create pollution and affects its natural resources.

METHODOLOGY

The following methodology is adopted for conducting the present study. The study is an analytical one based on primary as well as secondary sources of data

Sources of data

Both primary and secondary data are to be used for the study. Primary data is to be collected directly from tourists and local peoples in wayanadu district by using interview schedule. Secondary data is to be collected from published books, journals, magazines and websites.

Population

The population for the study consists of tourists and local people of wayanadu district, kerala.

Sample

For the purpose of selecting sample, random sampling is to be adopted. 200 samples were selected for the study. 2 structured interview schedule was designed to collect data from the respondents.

Tools for analysis

For the purpose of analyzing and interpreting the data, percentages, chi square are to be used.

RESULTS AND DISCUSSIONS

Data collected from the villages were

- | | |
|-------------------|------------------------|
| 1. Panamaram | 2. Irulam |
| 3. Kalpetta | 4. Vengappally |
| 5. Mananthavady | 6. Ambalavayal |
| 7. Nadavayal | 8. Thrikkaipetta(part) |
| 9. Sultan bathery | 10. Chundale |
| 11. Vellarimala | 12. Purakkadi |

MAJOR FINDINGS

The study conducted at wayanadu to know the rural tourism in that area. A summary of the findings and suggestions from the part of research work are stated below:

1. Majority of the tourists belongs to the age group of 30-39 years.
2. Majority of the tourists are males.
3. Majority of the tourists were under graduates.
4. Majority of the tourists were businessman/self employed.
5. Majority of the tourists are having an annual income between 1 lakh to 2 lakh.
6. Majority of the tourists have visited wayanadu for 2-5 times.
7. Majority of the tourists got awareness about wayanadu as a tourist destination from their friends or relatives.
8. Majority of the tourists have stayed wayanadu for 2-5 days in one visit.

9. Majority of the tourists are highly satisfied with the natural beauty of wayanadu.
10. Majority of the tourists were not aware about rural tourism in wayanadu.
11. Majority of the tourists thinks that rural tourism has some effect on rural tourism.
12. Rural tourism creates any pollution and affects its natural resources.
13. Majority of the tourists are of the opinion that accommodation facilities have improved as a part of implementation of rural tourism.
14. Majority of the tourists are of the opinion that transportation facilities have improved as a part of implementation of rural tourism.
15. Majority of the tourists are of the opinion that there is increase in the price of goods in wayanadu as a part of rural tourism.
16. Majority of the tourists are of the opinion that rural tourism creates negative exploitation of natural resources of wayanadu.
17. Majority of the tourists are of the opinion that rural tourism practice in wayanadu is good.
18. Majority of the tourists are of the opinion that the measures taken by the government takes sufficient steps to develop the facilities in wayanadu as a part of rural tourism.
19. Majority of the tourists are of the opinion that there are changes in wayanadu after the implementation of rural tourism.
20. Majority of the tourists are of the opinion that there is improvement in the infra structural facilities in wayanadu after the implementation of rural tourism.

FINDINGS (FROM THE RESPONSE OF LOCAL PEOPLE)

1. Majority of the respondents belongs to the age group of 40-49 years.
2. Majority of the respondents were male.
3. Majority of the respondents were SSLC/plus two/equivalent.
4. Majority of the respondents were salaried persons.also a high percentage of respondents were engaged in agriculture.
5. Majority of the respondents were having an annual income below 50000.This indicates that majority are low income class people.

6. Majority of the respondents were residing in wayanadu for more than 10 years.
7. Majority of the respondents do not have awareness about rural tourism in wayanadu.
8. Majority of the respondents got awareness about rural tourism from their friends/relatives. Some of them got awareness from government agencies.
9. Majority of the respondents think that rural tourism attracts more tourists towards wayanadu.
10. Majority of the respondents think that rural tourism has some effect on the rural community of wayanadu.
11. Majority of the respondents were of the opinion that rural tourism creates pollution and affects its natural resources.
12. Majority of the respondents were of the opinion that rural tourism helps to improve the transportation facilities to rural areas of wayanadu.
13. Majority of the respondents were of the opinion that rural tourism increase the price of the goods in rural areas.
14. Majority of the respondents were of the opinion that rural tourism helps to decrease unemployment among youth in rural areas as cottage industries have developed as a part of rural tourism.
15. Majority of the respondents were of the opinion that government and authorized agencies are taking measures to develop the facilities of wayanadu as a part of rural tourism. They are adopting new policies and organizations to develop rural tourism.
16. Majority of the respondents were of the opinion that rural tourism helps in reviving the local culture.
17. Majority of the respondents were of the opinion that rural tourism helps in preserving handicraft and cottage industry.

SUGGESTIONS.

From the findings drawn from the study, Following suggestions are made.

- The tourism department must highlight the area of advertisement and popularity as it is not at all effective.
- The government should give awareness to local people about introduction of rural tourism and nature conservation.

- Government should take necessary steps to strictly implement pollution certificate and to improve waste management in tourist destination
- The effectiveness of trip should be improved cultural events like cultural exhibition and festivals etc. should attract more and more tourists so that the local culture can be revived.
- Sufficient qualified and skilled manpower has to be employed at the destination especially in rural areas to ensure quality services.

CONCLUSION

The activities associated with travel, tourism and recreation affect people in many different ways and have a profound impact on social, cultural and economic perspective of life in any society. The rural tourism industry encapsulates multiple sectors, For example hospitality, food and crafts and can have significant benefits for local rural areas. Yet rural tourism instigates change in employment or customer protection, health, new technology, transport and culture. Now a days urban and even rural life are affected by industrial revolution and the boosted population gave birth to many problems, so placing a high value on cultural treasures seems to be a must to strengthening human relations and establishing a peaceful life on the earth. The cultural relation among the nations which had taken place through the tourism industry and acquaintance with the cultural heritage can bear undesirable, as well as peaceful consequences. Therefore, preserving cultural values in any society or country must be a priority when designing national plans. The rural environment has their own potential natural and human attractions. Organization of such environment not only helps development of tourism in the rural areas but also enhance rural activities of farming, animal husbandry and local handicraft. Wayanadu is one of the most important tourist places in India. Even though rural tourism is a new concept it was observed that it has more positive impacts than negative impacts in the rural areas of wayanadu. Also governmental agencies are taking a lot of effort to develop rural tourism. As rural tourism emerged in wayanadu, it helps in reviving the local culture and also helps in preserving handicraft and cottage industries. As industries are the core for the development of that area, it helps to develop the facilities in wayanadu especially in the rural areas. It also helps to reduce unemployment among the rural youths.

