

**“A STUDY ON THE PROBLEMS AND
PROSPECTS OF HERITAGE
TOURISM WITH SPECIAL REFERENCE TO
PANDALAM PALACE”**

PROJECT REPORT

By

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CHAPTER 1
INTRODUCTION

INTRODUCTION

Tourism is one of the World's largest and fastest growing industries. The world Tourism organizations (WTO) statistics indicate that tourism industry will continue to expand over years. According to WTO, international tourists arrivals worldwide will reach 105 billion by 2020. It was felt that both international and domestic tourism can contribute towards regional development within a country.

The most visible economic benefit of tourism is employment. Most sectors of this tourism industry are labour intensive and require relatively short training for most jobs. Employment can be created with relatively low investment in fixed assets per employees. It employs a large number of people and provides a wide range of jobs which extends from unskilled to heavy specialised. WTO has recognised the potential of tourism sector for the purpose of poverty alleviation by increased job creation in the developing countries. In Kerala the total employment generated in the sector both direct and indirect is about seven lakhs. With the accelerated investment in tourism sector there should be direct employment opportunities for over ten thousand persons every year.

In India, one state that performed remarkably well in tourism is Kerala. Kerala, 'Gods own country', has emerged as the most acclaimed tourist destinations in the country. During 90's the state achieved growth in tourism than the national average. Tourism industry is one of the few industries in which Kerala has a lot of potential to develop. Kerala is one of the most popular tourist destinations in the world growing at the rate of 13.31%. According to WTTC(2002) Kerala has attracted 2.32 lakhs international tourists in the year 2002 and is expected to grow at a rate of 11.6% per annum over the coming decade. Foreign tourist arrivals to Kerala during the year 2011-2012 were 7, 32985, which shows an increase of 11% compared to the previous year. Kerala has recently listed among the top100 brands of the country, by the globally renowned super brands limited. Tourism contributes 9% of the state's GDP. It indirectly encourages local manufacture of traditional goods. It stimulates Ayurvedic practices in the state and serves to showcase Kerala's environment friendly and high human development indicators to the rest of the world.

Kerala is a treasure trove of historical sites, architectural monuments and heritage centres that silently stand in majesty, reflecting the glory of the past. Whether its pilgrimage places, ancient forts and palaces or museums and mausoleums, every single structure has a history buried in its precincts.

Kerala's tourism agenda promotes ecologically sustained tourism, which focuses on the local culture, wilderness, adventure, and personal growth of the local population. Heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The state's tourism agenda promotes ecologically sustained tourism, which focuses on the local culture and personal growth of the local population

Kerala tourism is a major development segment and well known global brand. To sustain tourism in the highly competitive market, where there is a need to ensure quality experience to the visitors while benefiting society and industry. Non availability of land, poor concern in the state of Kerala, which is now being tackled on a war footing. Protection and preservation of our heritage sites is another major area requiring attention.

Pandalam is one of the famous heritage spot in Kerala attracting a large number of tourists. The holy town of Pandalam, perhaps second only to Sabarimala in sanctity and significance, is situated 15km from Pathanamthitta. According to legends it is at Pandalam that Lord Ayyappa, the presiding deity of Sabarimala had his human birth as the son of the Raja of Pandalam. The Valiyakoikal Temple, believed to be constructed by the Pandalam Raja, on the banks of river Achenkovil has been modeled on the Sabarimala shrine. Pilgrims usually stop here to worship before proceeding to Sabarimala. Three days prior to the 'Makaravilakku' festival, the sacred ornaments of SreeAyyappa are taken in a procession from Pandalam to Sabarimala.

Pandalam is also well known for its educational and health care centres. It has a lot of educational institutions ranging from reputed schools to Post Graduate, Ayurveda, Medical and Engineering Colleges.

SCOPE OF THE STUDY

The study on the problems and prospects of heritage tourism related to Pandalam palace is to find out the problems faced by the local people and the tourism spot due to the arrival of large number of tourists to the area. The data is collected only from the local people. The study is based on the perception of local people towards the facilities provided in the heritage place and the problems faced by them in their real life.

SIGNIFICANCE OF THE STUDY

Tourism contributes 9% of the state's GDP. Heritage tourism showcases Kerala's environment friendly and high human development indicators to the rest of the world. The fact that Government has invested so much for the development of tourism in the state makes its sustainability and social and economic necessity. However in brief the contribution of tourism to the state's economy is not commensurate with the investment and the alleged adverse ecological environmental impacts and has created a situation where the sustainability of the sector is suspected.

Pandalam is a heritage tourist site attracting a large number of tourists. Now Pandalam and its nearby village Kulanada are going to be declared as a Township. This reveals the importance of this place. In such a situation it is worthwhile to make a study on the problems faced by and the benefits obtained by the people living in that locality. It is also important to collect the opinion of local people towards the proposed township. The study, to an extent can get new ways and means to make the place, a most attractive tourist destination. Hence the study is relevant.

OBJECTIVES

The main objective of the study is to find out the problems and prospects of heritage tourism in Pandalam. The main objective is to be achieved with the help of the following sub objectives.

1. To review the history of the area.
2. To review the current status of heritage tourism in terms of employment.
3. To understand the challenges in the Heritage site.
4. To understand whether the facilities provided to the tourists are adequate.
5. To assess whether the pollution control measures provided in the heritage site are adequate.
6. To find out suggestions of the local people to improve the heritage site.

RESEARCH METHODOLOGY

For attaining the above mentioned objectives the following methodology is used to conduct the study. The study is analytical in nature. The study is based on both primary and secondary data.

POPULATION

Population of the study consists of all the people living in Pandalam Municipality and Kulanada Panchayath.

SAMPLE

For the purpose of selecting the sample random sampling is used. The entire population is divided into people living in Pandalam and Kulanada. 50 respondents from Kulanada and 50 from Pandalam are randomly selected.

SOURCE OF DATA

Both primary data and Secondary data are used for the study.

PRIMARY DATA

The primary data for the study is obtained from people living in Pandalam and Kulanada with the help of properly designed questionnaire. The information is collected from 50 respondents from Kulanada and 50 from Pandalam. So the total sample size came to 100.

SECONDARY DATA

Secondary Data is drawn from various books, journals and publications, web sites etc.

PERIOD OF STUDY

The study is limited to the period of 6 months.

TOOLS OF ANALYSIS

The data is analysed and interpreted with the help of mathematical methods. Simple percentage method is used in analysing the data.

Simple percentage = $\text{No. of respondents} / \text{total no. of respondents} * 100$

REVIEW OF LITERATURE

Literature on tourism has been almost enriched with worthy contribution of books, articles, reports, and others. Literacy pieces of academic excellence and interest reviewed in the context of launching the present work are to be briefly referred to here;

S.Shankar(2015): The study "Impact of Heritage Tourism in India" attempts to probe the scope of heritage tourism in India, which can help in shaping our society. Heritage Tourism is considered as one sector that shall propel growth, contribute foreign exchange, enhance employability and result in community development. The most important dimension of heritage tourism is the cultural exchange among various nationalities that visit the country and the cross cultural interface that shall pave way for universal peace and harmony. As on one hand tourism is seen as an economic option and on the other side the greater social and human effect. There is vast scope for heritage tourism in India. The government should encourage private enterprises to promote heritage tourism in various less popular areas. For developing heritage tourism in such areas, we need to understand the environment, demography, socio cultural, economic and political background of any place for making it an attractive tourist spot. To develop a strategic marketing plan for tourism we have to understand the target customer their needs and wants and how to match it with our heritage tourist spots' infrastructure.

Hyungyu Park (2010):The paper "Heritage Tourism: emotional journeys into nationhood" is primarily concerned with discussing ways in which heritage tourism experience acts as a symbolic mechanism through which national belonging can be reconstructed and communicated. The discussions appropriately explore the view of heritage as cultural production and its fundamental role in maintaining national solidarity. Substantial focus is placed on contextualizing ways in which shared memories of the nation's past are subjectively perceived and re-appropriated during visits to Changdeok Palace, South Korea. This study utilizes ranging ethnographic approaches including in-depth interviews and friendly conversations with domestic tourists and palace staff. The importance of individual interpretations and unofficial narratives in articulating and affirming nationalist sentiment is emphasised, especially in relation to the emotional and subjective nature of heritage encounters and experiences.

Dr. ManikaSingla (2014): "ACase Study on Socio-cultural Impacts of Tourism in the city of Jaipur, Rajasthan: India" is paper that focuses on the community perceptions of the socio-cultural impacts of culture and heritage tourism in particular and examines the extent to which they coincide with the tourism impact literature. This study not only deals with socio-cultural impacts perceived by residents as the impacts of tourism development but also identifies the effects of demographic variation on the residents' attitudes towards tourism. Considering the relationship between residents and tourism, the study also tries to analyze this relationship in the context of what residents consider as important: community or personal issues. The paper uses Rajasthan as an example to illustrate the multifarious impacts of tourism.

Pushpinder.S.Ghill(2005):In his book "Tourism economic and social development" brings to the four variable information regarding place of tourism development, significance of tourism in India, socio-economic dimensions of tourism, tourism infrastructure and role of travel agencies.

Richard sharply (2011):"The study of tourism: past trends and future directions" explored the development of tourism as an area of study, analysing approaches taken from an international context. It critiques contemporary epistemologies of tourism framed around the social science versus management dichotomy and offers alternative approaches to the study of tourism.

Robert M (2010):"The economics of tourism destination" emphasised new aspects such as measurement of tourism, supply trends, competition models, macro evaluation of tourism project and events and role of tourism in a developing stage.

Kathleen L. Andereck and Christine A. Vogt: The study "The Relationship between Residents' Attitudes toward Tourism and Tourism Development Options" explores the relationship between resident attitudes toward tourism and support for specific tourism development options. In addition, attitudes and support for development in seven diverse communities are compared. Results indicate that communities differ with respect to residents' support for specific tourism development options and attitudes toward tourism. In general, residents perceive tourism positively and support most specific types of development. There is a relationship between attitudes and support for development, although the nature of the relationship is different for each community.

LIMITATIONS OF THE STUDY

The major limitations of the study are as follows:

1. The major limitation of the study was the time factor. It was not possible to collect information from elaborate sample size within the limited time.
2. There is a chance of personal prejudice and bias in primary data received through questionnaire.
3. Analysis is done on the basis of information collected from a small number of people.
4. The findings of the survey are based on the assumption that the respondents have given the correct information.

CHAPTERISATION

The study is presented in the following chapters:

1. The first chapter describes the introduction.
2. The second chapter contains data about heritage tourism.
3. Third chapter contains a brief description of Pandalamand PandalamPalace.
4. The fourth chapter includes the data analysis and interpretation of data with the help of statistical tools.
5. The fifth chapter depicts the summary of findings, suggestions and conclusion of the study.

REFERENCE

1. S. Shankar, "Impact of heritage tourism in India", 2015
2. Hyungyu Park, "Heritage Tourism: emotional journeys into nationhood", 2010
3. Dr. ManikaSingla, "A Case Study on Socio-cultural Impacts of Tourism in the city of Jaipur, Rajasthan: India", 2014
4. Richard sharply, "The study of tourism: past trends and future directions" 2011
5. Robert M "The economics of tourism destination", 2010
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CHAPTER 2
HERITAGE TOURISM

TOURISM

Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

TOURISM ENCOMPASSES:

The type of tourism depends upon the reason for travel. Travel can be to destinations that are international and domestic.

Inbound and Outbound tourism both describes types of international tourism:

Outbound Tourism

Outbound tourism comprises the activities of residents of a given country travelling to and staying in places outside their country of residence and outside their usual environment for not more than 12 consecutive months for leisure, business and other purposes.

Inbound Tourism

According to the World Tourism Organization the inbound tourism is the activities of the visitor travelling to a place outside his usual environment for not more than one consecutive year and not less than 24 hours. The travel is for leisure, business and not for permanent work and gaining money.

Domestic Tourism

Domestic tourism is tourism involving residents of one country traveling only within that country. A domestic holiday is a holiday (vacation) spent in the same country; this class may overlap with staycation (in British English), a vacation spent in the same region.

TOURISTS

Tourist can be defined as a person, who makes a tour away from home for leisure, business or other purposes for more than one day but less than a year. Based on their various needs and reasons for traveling, tourists are classified in the following categories:

Incentive tourists: Incentive tourists are those few lucky individuals, who get a holiday package as a reward from his company, for good work or achieving targets, set by the company. Incentive tourists draw inspiration from such tours to work harder, improve work relations and focus on team bonding. A salesman who is awarded with a nice holiday package for accomplishing the target sales is a perfect example of incentive tourist.

Health or medical tourist: Those who seek special medical treatment, which is only possible away from home, make trips to other places and are called Health or medical tourist. Some of these tourists avail medical assistance in other countries, for they may be expensive in their own country. Many health or medical tourists also make trips simply to stay for few days in healthier climate. Hoards of medical tourist fly to South Africa from overseas countries to undergo plastic surgery.

Business tourist: Tourist traveling with relation to business is known as business tourist. Business tourism is part of the business world. Most of the cities feature conference centers that cater to the needs of business tourists. A proper example of a business tourist is a salesman, who makes trips to different places to attend trade shows, to display and promote his own products also.

Education tourists: Tourists traveling to a particular place in another town, city or country for further study in order to improve his or her educational qualification are termed as education tourist. There are also group of people, who travel to attend workshops to upgrade skills. A clinic nurse, who makes trip to another province to attend a particular workshop, qualifying individual about infectious diseases is an example of an educational tourist.

Adventure tourists: Adventure tourists look for some unusual or bizarre experience. They seek adventurous activities that may be dangerous, such as rock climbing, river rafting, skydiving, shark cave diving and bungee jumping.

Cultural tourist:These types of tourists travel to experience the essence of assorted cultures, such as San rock art, or cultural festivals such as the National Art Festival in Grahams town, or the International Jazz Festival in Cape Town. Cultural tourists also prefer to witness the World Heritage Sites of the traveled country.

Eco-tourists:Nature loving tourists, who love to go green like traveling to Bonita Gardens in Bloemfontein South Africa or similar destinations are called eco-tourists. They travel throughout the world in search of destinations not affected by pollution or much human intervention.

Leisure tourist:These tourists want to rejuvenate and revitalize with comfort, while enjoying a break from mundane routine of life. Examples of this type of tourism are cruising while vacationing or simple relaxing on a beach.

Religious tourist:Religious tourist travel to sites of religious significance. World is dotted with a number of religious locations like Hajj in Mecca, Jerusalem in Israel, Varanasi in India, and the Vatican in Rome. During Easter, a huge conglomeration of Christian pilgrimage takes place in Zion City.

Sport And recreation tourist:These sorts of tourists either take active part in or just watch sports events. Some of such popular sport events are the Soccer World Cup, Wimbledon Tennis Championship, Comrades Marathon, and Fisher River Canoe Marathon.

Backpacking or youth tourist:This group of tourist is of young age and they travel with minimum luggage and on a limited budget. But they are very passionate and love excitements and adventures, while traveling. They generally have no specific travel schedules and tend to travel independently.

Special Interest Tourist (STI):They nurture particular passion in different things like bird watching, nature, fishing during the Sardine Run, food and wine or attending the Cape Town Book Fair.

HISTORY OF TOURISM

The tourism business is at least 2,000 years old. It began when wealthy citizens of ancient Rome, deciding they would rather spend their summers away from the city, took trips to the countryside and the coast.

A tourist industry soon sprang up to cater for the Romans' travel and accommodation needs, and for a while it thrived. But Roman tourism ended with its empire, and for hundreds of years the turbulent economic, social and military situation in Europe made frequent, safe travel out of the question.

During the medieval era, however, tourism again appeared thanks to a growing interest in pilgrimages. The organisers arranged the tourism basics of itineraries and places to eat and sleep. And from records such as Chaucer's *Canterbury Tales*, it's evident that many pilgrims were keen to relax and enjoy themselves as well as visit a holy shrine. In fact it's from the Old English word *hāligdæg* (holy day) that "holiday" derives.

But it was two other factors hundreds of years later that encouraged the start of more widespread and regular tourism: health and culture. Those who could afford to do so began to visit the spa and seaside towns of eighteenth century Europe to benefit from the spring waters and fresh air. Others, most notably the English, took educational holidays to countries such as Italy with the intention of studying paintings, sculptures and architecture, and visiting historical sites.

Straightforward leisure tourism took hold when industrialisation across Europe gave rise to an affluent middle class with an increasing amount of free time. Entrepreneurs started to build tourist hotels with an infrastructure of roads, carriages and ferries. Tourism began to take shape as an international industry.

The industry was popular and steadily successful from the early nineteenth century. But for the most part, it was expensive and limited to a small number of locations. Then everything suddenly changed. In the 1960s, a growing number of people had disposable incomes, and with this extra money came a desire for a different lifestyle. At the same time, reasonably-priced commercial aircraft were able to carry passengers to and from any airport in the world.

Mass tourism had arrived, and with it there came an extraordinary growth in facilities. Fishing villages on the southern coast of Spain, for instance, became resorts that were household names. Elsewhere, business people capitalised on the demand for tourist attractions and constructed leisure and theme parks.

The driving force behind these rapid developments was cash. In 2006, the international tourism receipts for the three most popular destinations – France, Spain and the United States – totaled \$179.7 billion. The number of visitors who contributed this sum was 188.7 million.

With figures such as these, many countries around the globe work hard to encourage travelers to visit them. The result in recent years is the boom in long haul flights to destinations that can supply tourists with sun almost every week of the year.

Unfortunately, it's this scramble to grab a share of the tourist industry that is sometimes damaging environments unable to sustain large numbers of visitors. There are also concerns about the pollution generated by the ever-rising volume of tourist flights, cruise ships and road traffic. And on top of these problems are increasing fuel costs; the demise of established resorts that have over-expanded; fluctuating exchange rates for currencies; and the credit crunch.

The tourism industry will no doubt adapt to new demands and circumstances. But despite some optimistic predictions from tourism agencies for its continued growth, this business may well find that its most successful era, for the time being anyway, is past.

TOURISM INDUSTRY

In its broadest sense, the tourism industry is the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment.

ADVANTAGES OF TOURISM

Now-a-days, tourism is the flourishing industry. The advantages of tourism includes employment opportunity, growth of service sector, foreign exchange earnings, opportunity for recreation, economic growth, cultural exchange, better international relations, enjoyment, better health and wellness.

1. Employment: Tourism provides employment opportunity for local people. Tourism industry is growing very rapidly in India employing millions of people.

2. Growth of Service Sector: Services sector engaged in tourism sector get the most out of tourism sector. A large number of businesses engaged in service sector such as airlines, hotel, surface transportation, etc. grows with the growth of tourism industry.

3. Foreign Exchange earning: Many tourist destinations attract a good number of foreign tourists. This helps the country earn foreign exchange.

4. Recreation: Travel based recreation provides relief from the monotony of daily routine. A change in place and climate helps a traveler to recharge his mind, body and spirit.

5. Economic growth: Tourism helps in the development of economy of a country. It helps in the overall GDP development of a country. It helps the local people to earn their livelihood. The tourists spend lavishly during vacation. The local people engaged in assisting the tourists earn a good income.

6. Meet new people: It helps the local people to get in touch with the people and country. It also helps building international relations.

7. Cultural exchange: Tourism gives opportunity to people of various cultures to assimilate together. People belonging to various cultures meet together and understand each other. This gives them an opportunity to build respect for each other. Hence, it fosters cultural harmony.

8. Health and wellness: Many people visit other places for the purpose of getting treatment for diseases, improving health and prevent diseases. This is called Medical and health tourism. Wellness tourism aim at achieving complete mental, psychological and physical well-being. There are many tourism destinations offering yoga, aerobics, and other therapies for improving health and wellness.

9. Fun and enjoyment: Many people travel for fun and enjoyment. They simply do whatever excites them, or gives them enjoyment.

10. Spend time with families: The life of modern people is hectic. They are too busy in their professional life. There is immense pressure even on children. Hence, such people plan for a holiday trip to spend quality time with their families.

DISADVANTAGES OF TOURISM

The disadvantages of tourism includes increased expenditure, time-consuming, environmental hazards, loss of architecture and ecological balance, increase in waste products, damage to wild-life, and disruption in socio-economic and cultural setup.

1. Tourism involves huge expenditure on part of the tourists. Travelling costs includes vehicle hire charges, hotel and resort rent, food cost, etc. This increases the overall spending of the person.
2. You need to take out few days out of your busy schedule to visit tourist places. Hence, tourism is often time-consuming.
3. Leisure trips are good for health, mind and body. However, hectic trips may cause stress and affect health.
4. It may also lead to environmental hazards such as environmental pollution due to use of cigars, plastic bags.
5. In order to attract more tourists and earn more profits sprawling resorts are built cutting down thousands of casuarinas trees beside sea beaches.
6. These resorts destroy both scenic beauty of the place by paying no attention to local architecture and ecology.
7. As a result of indiscriminate construction of high-rise buildings and infrastructure facilities, the provision of water supply and waste disposal facilities may get disrupted.
8. Famous tourist spots attract an inflow of residing population. This may lead to an increase in demand for residential houses, roads, and food for permanent population. Under such situation, an increase in tourist activities beyond certain level may adversely affect the economy of the state.
9. Overuse of natural wealth is a serious problem, tourist overuse of mountain trails resulting in abundance in dumping of waste products, food tins, etc.
10. Damage to wildlife parks is a visible phenomenon. The ground vegetation may suffer due to the tourists' shoes. Food habits of animal impaired.

11. Due immense changes, pollution, and dirt, the landscape may lose its scenic beauty.

12. Tourism may have damaging socio-cultural effects. Local people demean themselves to earn more or imitate alien culture, new lifestyle.

KERALA TOURISM

Kerala tourism is popular worldwide because it has several types of tourism included in it. One may make a trip to Kerala for spending vacation in a beautiful resort amidst hills in Kerala. Or enjoying the most memorable moments in the houseboat can be easily done in Kerala. Various types of tourism in Kerala are as below-

Nature Tourism

Kerala is enriched with natural beauty. Kerala nature tourism is at peak during the winter season because nature looks beautiful and attractive after the monsoon.

Wildlife Tourism

There is a variety of fauna that can be found in the dense forests of Kerala. Jeep safari is available in wildlife tourism and is added to many wildlife travel packages in Kerala.

Adventure Tourism

Trekking is favorite of all and adventurous too. Adventure in Kerala is great fun amidst the mountains and the valley.

Birds Watching Tour

Migrated birds can be found in many places in Kerala. A variety of immigrants come in the search of fresh fish and water in the winter season in Kerala. Bird watching and photography becomes interesting part of Kerala tourism for the bird lovers.

Waterfalls Tourism

There are many waterfalls in Kerala. All small and big waterfalls can be seen in Kerala. Kerala tourism is known for its beauty of waterfalls all over the state.

Houseboat Cruise

An amazing homely experience in the houseboat over the backwaters is a well-known part of Kerala tourism. Houseboat tourism includes homely environment and a night stay in a houseboat.

Ecotourism

Ecotourism is at the peak worldwide and Kerala ecotourism is most popular too. The eco-friendly tourist places in Kerala have clean and pollution-free environment.

Backwaters Tourism

Kerala tourism is known for its backwaters. The beauty of the stored backwaters is incredible and thus makes the Kerala backwaters tourism popular.

Beach Tourism

Foreign tourists are more interested in the beach tourism in Kerala. The Kerala beaches are clean and filled with natural freshness and cool breeze.

Hill Stations Tourism

There are many hill stations that are favorite of foreign as well as the Indian tourists. A few hill stations lie at a high range and are known for the misty environment too.

Resorts Tourism

Many beautiful resorts can be admired by the tourists. Staying in the resorts and enjoying the trip to Kerala is amazing. Kerala tourism has taken keen interest in constructing beautiful and traditionally looking resorts in many tourist places in Kerala. Moreover, many private resorts have been constructed to enhance the beauty of tourism in Kerala.

Home stays Tourism

Economically cheap accommodations are available in Kerala as a part of Kerala tourism. The homestays provide homely and traditional environment for the tourists

Art Tourism

Art, culture, music, dance and traditional decorations of Kerala are included in the art tourism. Kathakali and Kerala martial arts show can be seen in many tourist places and are a part of many travel packages too.

Handloom Tourism

Kerala handloom is known for its pure cotton clothing and natural products. Handloom tourism is popular in Kerala because of its unique design and style of weaving the handloom.

Handicrafts Tourism

Kerala handicrafts are generally prepared in the rural areas of Kerala. Handicrafts tourism is well-known for its uniqueness and artistic crafting.

Honeymoon Tourism

Kerala is favorable tourist destination for the honeymoon couples. Honeymoon couples are welcomed with solitude and embrace of nature's love in Kerala.

Holiday Tourism

Holidays can be full of fun in Kerala. Families can enjoy boating, Elephant riding and many other fun filled activities in Kerala.

Package Tour

Travel packages are provided by private tours and travel as well as the Kerala tourism. A package may include a variety of tourism like houseboat tourism, nature tourism, backwaters tourism and holiday tourism.

Excursion

Visiting nearby places after visiting the main destination is also a good tourism experience. Many excursions places are being maintained by the Kerala tourism for sightseeing.

Garden Tourism

Garden lovers can see unique and beautiful gardens of flowers, spices and herbs while touring in Kerala.

Organic Farm Tourism

Organic farms in Kerala are becoming popular because of the natural way of farming, uniqueness in yield and purity in the natural product. The organic farms can be visited by the tourists as a part of organic farm tourism.

Plantations Tourism

Kerala is known for its rubber plantations, banana plantations and coconut trees. Plantations tourism is the visit to these plantations land.

Village Tourism

Rural places in Kerala are worth seeing. The culture and tradition of Kerala can be seen and captured into photographs. Village tourism is promoted in Kerala because it is one of the most beautiful traditional assets of Kerala.

Ayurveda Tourism

Kerala Ayurveda has been known since the ancient days. The Ayurvedic centers are build in Kerala for sightseeing as well as Ayurvedic treatments of various types.

Medical Tourism

Health tourism is also at peak in Kerala. Many foreign tourists come to Kerala in the search of medical tourism for better treatment.

Bicycle Touring

Bicycling on the roads amidst the mountains and the valleys can be amazing experience. Bicycle can be hired for the same.

Business Tourism

Many companies are taking interest in business tourism in Kerala. Since Kerala is a tourist destination, the meetings and conference can be held in resorts and hotels with waterfront views, tea garden views, hill views and backwaters views.

Motorcycle Touring

Like bicycling, motorcycling touring can also be done. Motorcycling towards the hill stations of Kerala can be amazing and adventurous experience.

Pilgrimage Tourism

Pilgrims of all the religions come to Kerala for pilgrimage. All arrangements are made for the pilgrims to find comfort during their travel to Kerala.

River Cruise

Kerala is enriched with a network of rivers. River cruise and boating can be done to experience the waterscapes.

Walking Tour

Walking all the way on the roads of Kerala is great experience especially when one desires to see the surrounding and spend some time with it.

Scenic Route

Kerala tourism includes most beautiful scenic routes in the travel packages. The scenic beauty can be seen more closely by travel by tourist cabs.

Unexplored Kerala Tourism

There are several unexplored places in Kerala that are important tourist destinations of Kerala tourism.

Spa Tourism

Spa tourism is included in many resorts and hotels for an amazing relaxation feeling after traveling.

Food Tourism

Kerala food like fish curry is quite popular and is delicious. The food tourism of Kerala includes a variety of dishes and the decoration and traditional way of serving the food on the banana leaves.

Herbal Tourism

Kerala herbs are pure and unique. The rarely found herbs of India are mostly grown in Kerala. Since Kerala is the land of these unique spices of herbs, herbal tourism is of great interest for the tourists of Kerala.

Spice Tourism

Kerala spices are unique and natural. The taste and flavor of the spices grown in Kerala cannot be found anywhere else. Thus, spice tourism is one of the most interesting aspects of touring in Kerala.

Shopping Tourism

Shopping malls have been constructed in many cities and tourist destinations in Kerala. Kerala specialties can be purchased from these shops as a memorable gift of travel to Kerala.

Festival Tourism

Festivals of Kerala are quite popular and special for the foreign tourists. A few festivals include amazing cultural activities that depict the true tradition and culture of the land of coconut trees.

Heritage Tourism

Kerala heritage includes the old traditional Kerala houses built with the slanting roof and traditional architecture. Heritage tourism includes visit to many such traditional architectural constructions.

Monsoon Tourism

Monsoon is famous in Kerala. Many tourists who wish to see the amazement of the rain come to visit Kerala during the rainy season

HERITAGE

Cultural heritage is the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations. Cultural heritage includes tangible culture (such as buildings, monuments, landscapes, books, works of art, and artefacts), intangible culture (such as folklore, traditions, language, and knowledge), and natural heritage (including culturally significant landscapes, and biodiversity).

The deliberate act of keeping cultural heritage from the present for the future is known as preservation (American English) or conservation (British English), though these terms may have more specific or technical meaning in the same contexts in the other dialect.

HERITAGE TOURISM

Cultural heritage tourism (or just heritage tourism or diaspora tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past," and "heritage tourism can include cultural, historic and natural resources."

If the objective of one's visit to a particular place is to get to know its history and culture then this type of tourism is known as cultural tourism. Tourists may visit different landmarks of a particular country or they may simply opt to focus on just one area. They may also attend festivals and ceremonies in order to gain a better understanding of the people, their beliefs and their practices.

Heritage tourism helps make historic preservation economically viable by using historic structures and landscapes to attract and serve travelers. Heritage tourism can be an attractive economic revitalization strategy, especially as studies have consistently shown that heritage travelers stay longer and spend more money than other kinds of travelers. As an added bonus, a good heritage tourism program improves the quality of life for residents as well as serving visitors.

The National Trust has developed five guiding principles for successful and sustainable heritage tourism development as well as four steps for getting started. These principles and steps have been adopted broadly across the United States and internationally.

FOUR STEPS

1. Assess the Potential
2. Plan and Organize
3. Prepare, Protect and Manage
4. Market for Success

Step One: Assess the Potential

Evaluate what your community has to offer in attractions, visitor services, organisational capabilities, ability to protect resources, and marketing.

Step Two: Plan and Organise

Make good use of human and financial resources. They are the keys that open the doors to responsible able heritage tourism. Set priorities and measurable goals.

Step Three: Prepare for Visitors; Protect and Manage Your Resources

Look to the future as well as the present. Be sure that the choices you make now improve your community for the long term.

Step Four: Market for Success

Research and know your target market. Develop a multi-year, many-tiered marketing plan that addresses your target market. Look for partners in local, regional, provincial / state or national groups.

FIVE PRINCIPLES

1. PRINCIPLE ONE: COLLABORATE

2. PRINCIPLE TWO: FIND THE FIT

3. PRINCIPLE THREE: MAKE SITES AND PROGRAMS

COME ALIVE

4. PRINCIPLE FOUR: FOCUS ON QUALITY AND

AUTHENTICITY

5. PRINCIPLE FIVE: PRESERVE AND PROTECT

1. Collaborate

Much more can be accomplished by working together than by working alone. Successful cultural heritage tourism programs bring together partners who may not have worked together in the past.

Building partnerships is essential, not just because they help develop local support, but also because tourism demands resources that no single organization can supply. Its success depends on the active participation of political leaders, business leaders, operators of tourist sites, artists and craftspeople, hotel/motel operators, and many other people and groups.

Regional partnerships are also useful to cultural heritage tourism efforts. Cooperating in a regional arrangement lets you develop regional themes, pool resources, save money and expand your marketing potential. Those resources include not only money for marketing campaigns, for example, but also facilities (accommodations for travelers, say) or expertise in tourism, preservation, the arts or another area.

2. Find the Fit

Balancing the needs of residents and visitors is important to ensure that cultural heritage tourism benefits everyone. It is important to understand the kind and amount of tourism that your community can handle.

Local priorities vary. So do local capabilities. In other words, local circumstances determine what your area needs to do and can do in cultural heritage tourism. Programs that succeed have widespread local acceptance and meet recognized local needs. They are also realistic, based on the talents of specific people as well as on specific attractions, accommodations, and sources of support and enthusiasm.

Base your cultural heritage tourism program on what is appropriate and sustainable for your area.

3. Make Sites and Programs Come Alive

Competition for time is fierce. To attract visitors, you must be sure that the destination is worth the drive

The human drama of history is what visitors want to discover, not just names and dates. Interpreting sites is important, and so is making the message creative and exciting. Find ways to engage as many of the visitor's five senses as you can, as the more visitors are involved, the more they will retain.

On average, visitors will remember:

10% of what they HEAR

30% of what they READ

50% of what they SEE

90% of what they DO

4. Focus on Quality and Authenticity

Quality is an essential ingredient for all cultural heritage tourism, and authenticity is critical whenever heritage or history is involved.

The true story of your area is the one worth telling. The story of the authentic contributions previous generations have made to the history and culture of where you live is the one that will interest visitors, because that is what distinguishes your area from every other place on earth. It's authenticity that adds real value and appeal. Your area is unique, and its special charm is what will draw visitors. By doing the job right—by focusing on authenticity and quality—you give your area the edge.

5. Preserve and Protect

A community's cultural, historic, and natural resources are valuable and often irreplaceable.

As a good look around almost any city or town will show, people are often tempted to provide a quick fix of "band-aid" solution—to cover up an old storefront inexpensively, for example, rather than to restore it. But when your historic and cultural assets are at the heart of your plans to develop tourism, it's essential to protect them for the long term.

Hearts break when irreplaceable structures are destroyed or damaged beyond repair, instead of preserved and protected as they deserve. A plaque pointing out "on this site a great building once stood" can't tell that story.

Equally tragic is the loss of traditions: a way of crafting wood or farming, of celebrating holidays or feasting on "old world" cuisine. The preservation and perpetuation of traditions is important to telling the story of the people who settled the land. By protecting the buildings, landscape or special places and qualities that attract visitors, you safeguard the future.

ECONOMIC BENEFITS

The economic benefits of heritage tourism include creating new jobs and businesses, increasing tax revenues, and diversifying the local economy. These economic benefits are not the only reason why heritage tourism may be good for your community—it has quality-of-life benefits as well. Heritage tourism helps preserve your town's unique character, which results in greater civic pride. Residents benefit too! There are more opportunities available such as shops, activities, and entertainment offerings that the local market alone might not be able to support.

ADVANTAGES OF HERITAGE TOURISM

One of the biggest beneficial features of cultural tourism is that it helps protect and preserve cultural resources. The economic opportunities it provides stimulate local communities to conserve their heritage in order to continually attract visitors. For example, Lijiang, an ancient town of China, expanded its budget for heritage maintaining from 1998 to 1999 since its total income had increased significantly due to the developing tourism industry. Traditions, customs, traditional art and techniques and other cultural inheritance are at a greater chance of being survived; there may even be a revival of them because local people can make money from their cultural resources. Another significant positive impact is that cultural tourism promotes local

culture. Whereby tourists get an opportunity to know about the traditions, values and lifestyle of indigenous communities. The following are some of the benefits of heritage tourism.

- Creating jobs and businesses
- Diversifying the local economy
- Creating opportunities for partnerships
- Attracting visitors interested in history and preservation
- Increasing historic attraction revenues
- Preserving local traditions and culture
- Generating local investment in historic resources
- Building community pride in heritage
- Increasing awareness of the site or area's significance

DISADVANTAGES OF HERITAGE TOURISM

The following are the main disadvantages of heritage tourism:

1. Employment in this field is often low paying.
2. Pollution, increased crime and increased traffic can lower the attraction of the site.
3. Destruction of cultural resources
4. Increased cost of service

CHALLENGES OF HERITAGE TOURISM

Some of the challenges of heritage tourism are as follows:

1. The trend towards the process of commodification , or the culture of consumption.
2. Major challenges in Heritage Tourism program is ensuring that increased tourism does not destroy the very quality that attract visitors to the place.
3. The challenges results not only from visitor impact but also from visitor expectation of quality products and services .While the possible loss of authenticity, resulting from attempts to meet the requirements of the market place is a serious issue, it must beacknowledged that many sites are well served by the increase interest in recent years.

CHAPTER 3
PANDALAM AND PANDALAM PALACE

PANDALAM AT A GLANCE



| | | |
|------------------------|----------|-----------------------|
| COUNTRY | : | INDIA |
| STATE | : | KERALA |
| DISTRICT: | | PATHANAMTHITTA |
| GOVERNMENT BODY | : | MUNICIPALITY |
| AREA TOTAL | : | 28.42 SQ.KM |
| POPULATION | : | 40810 |
| DENSITY | : | 1700sq km |

PANDALAM

Pandalam is a municipal town, which is one among the fastest growing towns in Kerala, India. Wellknown for its connection with Lord Ayyappa and Sabarimala, Pandalam is considered as a holy town. It is also a renowned educational and health care center in central Travancore. Rightly recognized as the educational and cultural headquarters of Central Travancore, Pandalam hosts a lot of educational institutions ranging from reputed schools to post graduate, training, ayurveda, and engineering colleges. There are seven colleges and 23 schools at Pandalam. The Kerala state government plans to make the place a special township, by including the Pandalam municipality and Kulanada panchayath.

The centuries-old Kurunthottayam market (now known as the Pandalam market) is one among the largest agricultural markets in central Travancore. Kerala's widest suspension bridge is constructed at Pandalam over the Achankovilriver. The bridge is 70 meter long and 2.5 meter wide.

There are several devotional places at Pandalam and adjacent places of which the most famous are Valiyakoikkal Temple, Mahadeva Temple, Pattupurakkavu Bhagavathy Temple, Thumpamon Vadakkumnatha Temple, Kadakkadu Sree Bhadrakali Temple, Kadakad Juma Masjid, Thumpamon St. Mary's Orthodox Cathedral, Cherickal Juma Masjid and St. Bursouma's Orthodox Church, Kulanada Bhagavathy Temple, Ayyappa Guru Temple, Pulikkunnil Dharmasastha Temple, Kaipuzha Temple Complex etc.

Pandalam in Kerala is the chosen and blessed place where Lord Ayyappa, the presiding deity of Sabarimala had had His human sojourn as the son of the Raja of Pandalam. The Pandalam kingdom was established around 79 ME (903 AD) by the Pandalam royal family who are the descendents of the Pandya kings of Madurai. The Pandya royal family had to flee Madurai because of threats to their lives posed by their own ministers. A branch of the fleeing family moved westward, briefly staying at various places it acquired by purchase. The family kept on the move for over a century, finally reaching Pandalam in 79 ME. This was chosen to be the permanent home for the royal family. The then ruler of Venad (later Travancore) helped to establish the kingdom at Pandalam. According to the Travancore State Manual, the Rajas of Pandalam "were always friendly to the Kings of Travancore." By the time, all members of the family reached Pandalam and a full-fledged kingdom was established, it was 370 ME (1194AD).

The territories under the Pandalam administration extended to over 1,000 square miles mainly eastward and covered the mountain ranges, consisting of 18 holy hills including Sabarimala. The principality was also known as AirurSwarupam. The Raja also used a title ' AirurSreeVeerareedharaKovilAdhikarikal'. The royal family of Pandalam belongs to the 'bhargavagothra' while other Kshatriya families in Kerala belong to 'viswamithragothra'. Secularism was and is one of the guiding principles of Pandalam family and there was peaceful co-existence of various religious groups. There are many examples of the Pandalam Rajas extending lavish help in constructing churches and mosques in their territory.

When MarthandaVarma, the ruler of Venad established the kingdom of Travancore in 925ME(1749AD), Pandalam was not annexed but allowed to continue independent. This can be due to two reasons:

- The cordial relation that existed between the two families even from the time of inception of Pandalam kingdom
- To quote from the Travancore State Manual, the co-operation of the Rajas of Pandalam "was of great advantage to MarthandaVarma for the subjection of Kayamkulam."

After Tippu's invasion of the Malabar Coast in 965 ME(1789AD), Pandalam was asked to pay an amount Rs. 2, 20,001 to the Travancore govt. towards the cost of the war. The amount was to be paid in installments from various sources. Once in 969ME (1794AD), the income from Sabarimala temple was hypothecated by the then ruler of Pandalam for the above purpose. In 995 M.E (1820AD), the then Ruler of Travancore suggested that the Travancore government would support every member of Pandalam royal family and the future progenies thereof in a manner befitting their status for all time to come provided the Raja of Pandalam entered into a written agreement with the Travancore government consenting to have the revenues in Pandalam collected by the officers of the Travancore government. Upon the Raja of Pandalam accepting the above proposals, the Pandalam kingdom was merged with Travancore. Since then, a monthly pension is being paid to the Pandalam family. Administration of the temples, including Sabarimala within the Pandalam kingdom was also transferred to Travancore government and subsequently to Travancore Devaswom Board.

Nestled at an estuary of river Achankovil, this palace was the permanent citadel of Pandalam who is the royal family. Situated at a site of Pandalam which is at a distance of 10 km from the beautiful town of Adoor is one of the most historical and renowned palaces of Kerala. Their history and their existence which holds the important position in the long drawn narration of Kerala reflects the golden ages of their era.

As per the documents it is believed that they moved down from the Pandya Kings of Madurai. Beside that this amazing palace also holds the religious site and it is believed that Lord Ayyappa was the adopted son of the king of Pandalam.

Chronicles that mesmerizes the town with its royal cardigans is now left with the ruins and its original edifice has left time begging for its existence. Natural calamities accompanied by flood and fire has left very little of this building.

Although a new building which has come to the site in saving the ravages of time is still a humble approach of the people to save the history of instance. At present there are two complexes within an arena of palace which is Valiyakoikkal Temple and the other is Kaipuzha Temple.

Valiyakoikkal Temple, which is situated at the left side of the Achenkoil river bank and subsequently Kaipuzha temple, is located on the other side of Achenkoil River and there is a connecting suspension bridge.

As per the legends the Kingdom of Pandalam was established around 903 AD by the legacy of Pandalam royal family. As its golden archives says that they were the progeny of Pandya kings of Madurai and their family shares their page with bhargavagothra.

As far their territories and boundaries are concern their kingdom measured an area of 1000 square miles which consist of mountain ranges and everglade forests.

Valiyakoikkal Temple which is amazing in its own existence is dedicated to Lord Ayyappa and this historical temple portrays the site of celebrated Sabarimala Temple.

So far as festivals are concern Makaravilakku is well carried out here. This festival which goes for three days calls for a divinity and during this time the holy ornaments of Lord Ayyappa is carried from Pandalam to Sabarimala with the call of grand procession.

It is during the time of festival when local area is busy in making it grand, people comes from all across the world to enjoy the atmosphere that calls for a brilliant time.

Sabarimala, which attracts the million of tourist who lures in to practice pilgrim is a noble site of this place. As its history which is associated with the legends and with Lord Ayyappa has graced this placed spiritually and historically and this is the prime reason people comes to see this amazing palace.

How to Reach

The nearest railway station to reach here is Chengannoor.

Via road you can catch buses from the major cities like Ernakulum and Trivandrum, thus this exotic spot is very accessible and is 100 km. away from Trivandrum and 125 km away from Ernakulum.

THE LEGEND

Pandalam in kerala is the chosen and blessed place where Lord Ayyappa, the presiding deity of Sabarimala had had his human sojourn as the son of the Raja of Pandalam. At that time the kingdom of Pandalam was ruled by Raja Rajasekhara. During one of his hunting expeditions, the Raja was puzzled to hear the wails of a child on the banks of the river Pampa. He moved oin the direction of the voice to find out a resplendent infant there. The beautiful baby with radiant face wore a bead ('mani') around his neck. Mythology has it that Manikantan was Ayyappa born of Hari and Hara. The king though pious and charitable and just and God-fearing had no children. He accepted the child as God's gracious response to his fervent prayer for an heir to his throne. Manikantan was given proper education and training and he grew into a boy well-versed in the academic lore and martial arts of the time.

Meanwhile, the Rani gave birth to a son. The king regarded Manikantan as his elder son. He decided to crown him as the Yuvraja. The king's corrupt Minister had had a deep dislike for Manikantan. The minister made the innocent queen believe that adverse consequences would befall her if Manikantan was crowned as Yuvrajaand that the kingdom actually belonged to her

own son. They conspired between them to get rid of Manikantan by hook or crook. They bribed the royal physician into becoming an accomplice of theirs. The Rani pretended to be afflicted with severe pain in the stomach, and the physician prescribed the milk of a leopard as the only cure for the ache. The king was in an agonising fix. He knew that none could be deputed for a mission that was so patently suicidal. But the youthful and valiant Manikantan stepped forth and volunteered to fetch the milk. Despite the worried protestations of his foster-father, he set out for the fearful forests.

Days later Manikantan entered the palace precincts riding a fierce leopard and followed by a pack of its clubs. The schemers were frightened into confessing their nefarious plot. They and others now knew that Manikantan was no ordinary being. They were convinced of his divine origins, and prayed to him to be with them for their own salvation and for the safety of the kingdom. But Manikantan was now determined to leave the place and he vanished. As advised by Ayyappa, the king constructed the temple at Sabarimala, dedicated to Him.

There are various lores connected with lord Ayyappa. These relate to the discovery of the child at Pampa, Manikantan's youthful days in the Pandalam Palace, bestowing the power of hearing and speaking upon the deaf and dumb son of his teacher as Guru Dakshina, his friendship with vaver, bringing the leopard milk, accomplishing his divinely destined mission of killing the demoness Mahishi, bestowing immortality on sabari, blessing his foster-father with immortality and so on.

The Pandalam Raja was the Guardian, the father-figure, to the Ayyappa-incarnation of the Lord. This belief has been perpetuated right to this day in the various rituals and practices observed both at Pandalam and Sabarimala, especially during the Makaravilakku phase of the pilgrimage.

THE PALACE COMPLEX

The Palaces here have been known for their functional utility and the ascetic tastes of their residents, rather than for architecture splendour or visual impressiveness. Ostentatious display has always been alien to this place's culture. Pandalam was integrated with the Kingdom of Travancore in the year 1819 A.D. Most of the original buildings and many palace records are now no more. Due to the periodic havoc played upon them by floods and fires (mostly coinciding with similar mishaps at Sabarimala) Yet a few still remain, which, if legends are credited could have witnessed the divine presence of Lord Ayyappa Himself.

Pandalam has two palace complexes now: one around the Valiyakoikkal Temple and the other around the Kaipuzha Temple. The ValiyakoikkalAyyappa (Sastha) temple is on the left bank of the river Achankovil and the Kaipuzha Temple, about 200 meters down the river, on the right bank. (By road the distance between the two is around 1 km.)

PLACES TO SEE

MANIKANTAN AALTHARA: The small shrine built around a holy banyan tree, by main central road, marks the entrance to the palace precincts. The ceremonial procession that emanate from the Valiyakoikkal temple in the Palace complex on the Mandalam day (11th Dhanu) and Uthram day (Lord Ayyappa's birthday in Kumbham) reach here and perform the 'nayattuveli' (call to hunting) and 'aazhi'(fire walking) before they return to the temple. This shrine is at present managed by the AyyappaSevaSangam



NAALUKETTU AND VADAKKEKOTTARAM:On the left of the road from ManikantanAalthara the Valiyakoikkal temple is the Nalukettu (quadrangular house) and, straight ahead, facing the viewer, at the far north, is the Vadakkekottaram (northern palace). Both date back to the dim corridors of a distant past, a fact which accounts for their present dilapidated look. The prayer rooms (thevarapuram) of both these palaces are still intact. Idols of 28 gods and goddesses, apart from 'sreechakram' and 'salagramam' are worshipped in these rooms. The presence of the Idol of Madurai Meenakshi here signifies the royal family's Madurai origins.



NalukettuVadakkekkottaram

VALIYAKOIKKAL TEMPLE: The story goes that consequent on the departure of Lord Ayyappa for Sabarimala, after the accomplishment of his mission on earth, Raja Rajasekhara, the then ruler of Pandalam was overcome by grief. On his return from Sabarimala where he had constructed a shrine for the just-vanished Lord, the Raja, as advised by Ayyappa, built a small temple, modeled on the Sabarimala shrine close to the palace for his daily worship. It is this that has developed into the present Valiyakoikkal



SRAMPICKAL PALACE AND THIRUVABHARANAM: This palace stands to the north of the Valiyakoikkal temple. This is where the 'Thiruvabharanam' (Sacred ornaments) are kept now. Devotees have the opportunity to worship the ornaments and view the royal palanquin here during the Mandalam-Makaravilakku festival season. On the 28th Dhanu at 4 am in the morning, the ornaments are taken out of the strong room and moved to the temple for the devotees to view. The sreekovil of the temple is small and simple. The murals on the walls of the sanctum sanctorum need immediate renovation and annual maintenance, even in their faded state, they are still exquisite. Uthram in the month of Kumbham (Feb-March) is celebrated here as Lord

Ayyappa's birthday. The other major festival is observed on Vishu day. The Idol is adorned with the Sacred Ornaments on both these occasions. Having functioned as private place of worship for the members of the palace for long this temple differs from others in many respects. One such note-worthy feature is that the shrine remains closed for 12 days upon the death of any adult member of the royal family. The temple is now under the administration of the Travancore Devaswom Board



Thiruvabharanam Srampickal palace

THE KAIPUZHA TEMPLE: There are two major shrines in this complex; one dedicated to Lord Shiva and the other to Lord Krishna in his 'Santhanagopalabhava'. The former is managed by the Palace administration and the latter by the Travancore Devaswom Board. The figures of the nine holy planets (navagrahangal) sculpted in the ceiling above the Holy Altar of the Krishna shrine are a feast to the eyes of the devout. The offering of the performance of santhanagopalam Kathakali in the temple is believed to bring the described result to those who yearn for children.



PUTHENKOIKKAL: Puthenkoikkal means 'new palace' but there is nothing new about this structure. In fact the oldest building now existing, since the Thekkekkettupalace was gutted in 1987 in a devastating fire (again almost coinciding with a fire accident at Sabarimala). Inside Puthenkoikkal, beneath the northern wing of the structure, is an ingeniously built pond acclaimed by many as an engineering marvel. It was once meant exclusively for the use of the ladies of the palace. It is a part of the Kaipuzha palace complex. On this way to Sabarimala the sacred ornaments, the Raja briefly halts at this palace to obtain the blessing of the ValiyaThampuratty.



MANNADI BHAGAVATHY: What has been reconstructed of the thekkettu palace which was gutted in 1987 fire is small shrine dedicate MannadiBhagavathy, who, once upon a time happened to be the fan goddess of the Royalty. Manndi lying about 25 km. Southwest Pandalam formed part of the erstwhile kingdom. The location of this shrine is just to the east of Puthenkoikkal on the Kaipuzha side. Again, the Raja his way to Sabarimala with the Thiruvabharanam worship here



PATHINETTAMPADI: The Pathinettampadi (18 Steps) at Pandalam is the eastern exit of the Palace on the Kaipuzha side. The Raja on his way to Sabarimala with the Thiruvabharanam leaves the palace complex by stepping down these Pathinettampadi.



SUSPENSION BRIDGE: The suspension bridge also connects the ValiyakoikkalSastha Temple as well as the Pandalam Palace on the Pandalam side and the Sree Krishna Swamy Temple as well as the Kaippuzha Palace situated on the Kulanada side of the river.



THIRUVABHARANAM PROCESSION:At around 1 o' clock in the afternoon, a brahmini kite (popularly known as 'Krishna parunthu') is sighted circling majestically far above the temple. The chanting of the lord's name rises to a thunderous crescendo at the kite and deafening explosions of crackers rend the air. The holy boxes are closed to be taken out of the temple by specially deputed bearers. The valiyathampuran (senior raja) is by now already inside the temple to offer vibhuthy to the members of the procession as also to his nephew whom he has chosen to escort the Holy Boxes. The delegation of authority and responsibility by the Senior Raja to his representative is symbolised by the former's handing over of a sword to the latter. The sword that has the word 'Ayyan' inscribed on it in ancient Pali is believed to have been used by the

Lord himself during His sojourn at Pandalam. The valiyathampuran(senior raja) is by now already inside the temple to offer vibhuthy to the members of the procession as also to his nephew whom he has chosen to escort the Holy Boxes. The delegation of authority and responsibility by the Senior Raja to his representative is symbolised by the former's handing over of a sword to the latter. The sword that has the word 'Ayyan' inscribed on it in ancient Pali is believed to have been used by the Lord himself during His sojourn at Pandalam.

The procession is now ready to start. The frenzied movements of the bearers of the boxes, the rising tempo of the devotees chanting 'Swamiye','Ayyappo' , the exploding fireworks, the Pandalam Raja accompanying the Thiruvabharanam in his palanquin, the infectious excitement of the surging crowds and the seemingly unperturbed hovering of the brahminikite far above all make up an indescribably magnificent moment when the journey starts for the distant hill shrine, marking the fulfillment of a vow, the consummation of a dream, the vindication of a faith.

The valiyathampuran (senior raja) is by now already inside the temple to offer vibhuthy to the members of the procession as also to his nephew whom he has chosen to escort the Holy Boxes. The delegation of authority and responsibility by the Senior Raja to his representative is symbolised by the former's handing over of a sword to the latter. The sword that has the word 'Ayyan' inscribed on it in ancient Pali is believed to have been used by Lord himself during his sojourn at Pandalam.



CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The present chapter includes the analysis of data collected from the respondents and its interpretations in the form of chart and table. Percentage method is used for analyzing the data.

Table No: 4.1 Table showing type of tourists most in number

| Opinion of respondents | Rank1 | Rank2 | Rank3 | Total |
|---------------------------|-------|-------|-------|-------|
| Keralites | 26 | 74 | 0 | 100 |
| Tourists from other state | 74 | 26 | 0 | 100 |
| Foreigners | 0 | 0 | 100 | 100 |

Source: Primary data

Interpretation: The above table shows that the most number of tourists arriving Pandalam is the tourist from other states. Keralites are second in position and foreigners are at the third position.

Chart No: 4.1

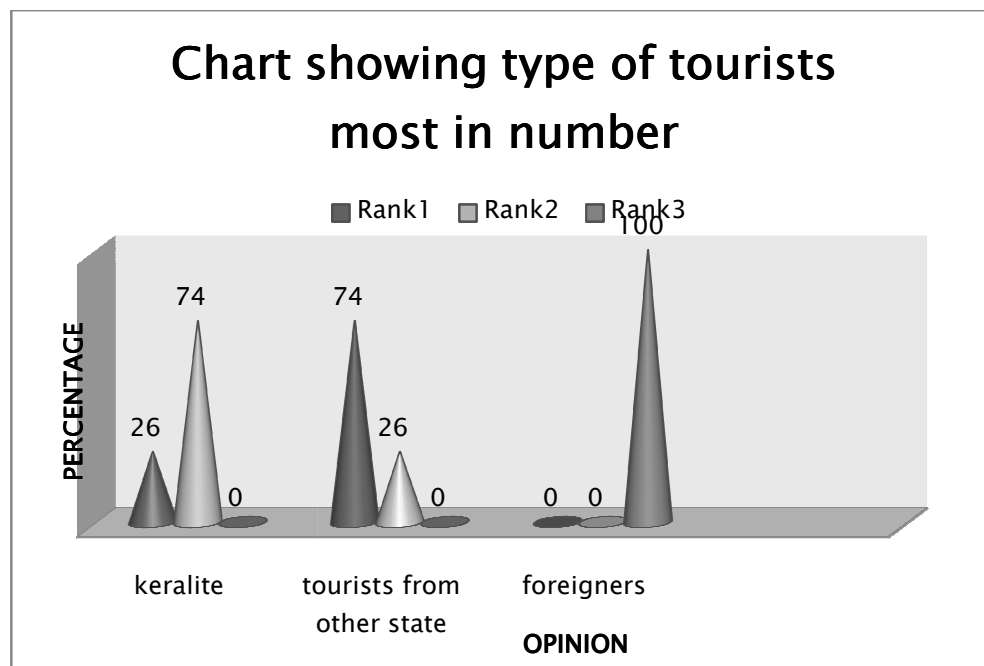


Table no: 4.2 Table showing Number of years living in the locality

| Years | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Less than 5 years | 10 | 10 |
| 5-10 | 12 | 12 |
| 10-15 | 16 | 16 |
| 15 above | 62 | 62 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: Majority (62%) of respondents are living in the place for more than 15 years.16% for 10-15 years, 12%for 5-10 years and the others for less than 5 years.

Chart no: 4.2

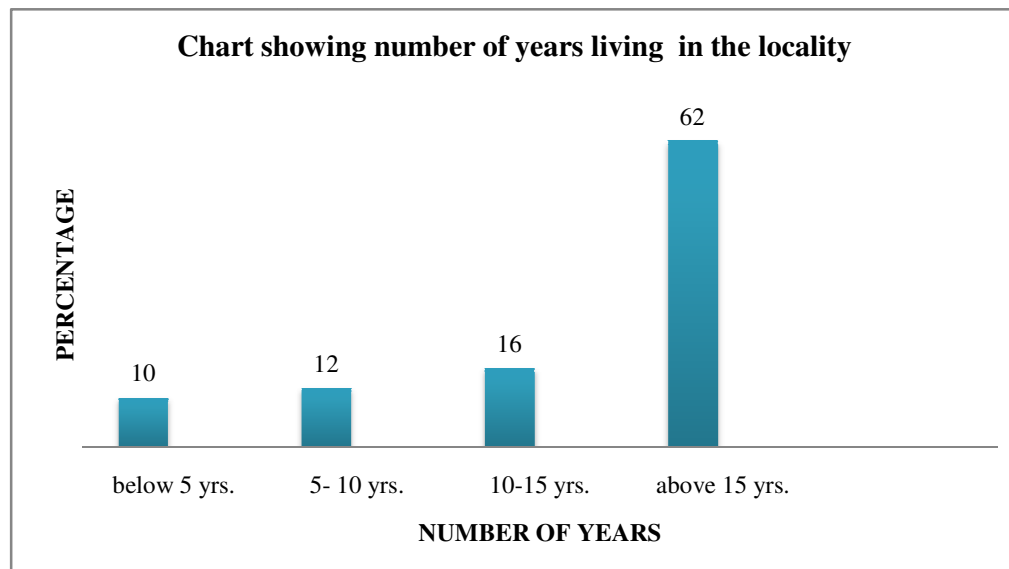


Table no: 4.3 Table showing opinion whether tourist arrival is increasing year after year

| Opinion | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 77 | 77 |
| No | 14 | 14 |
| No opinion | 9 | 9 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: From the data it is observed that 77% of the respondents are of the opinion that tourist arrival to Pandalam increases year after year. Only 14% of the respondents have the opinion that tourist arrival is not increasing year after year. Others have no opinion in this regard.

Chart no: 4.3

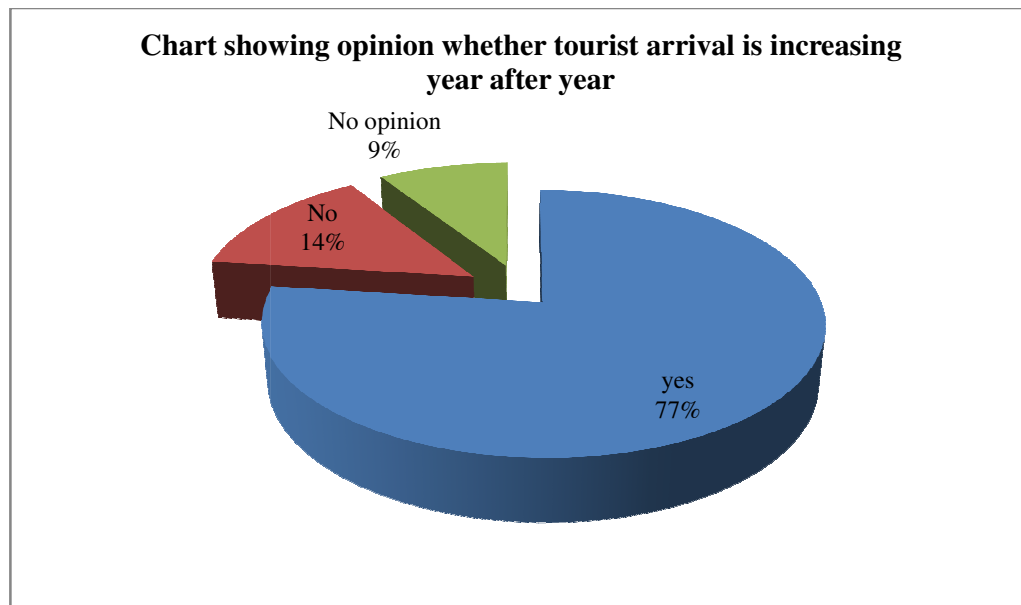


Table no: 4.4 Table showing opinion whether tourist arrival to Pandalam depends upon pilgrimage to Sabarimala.

| Opinion | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 86 | 86 |
| No | 0 | 0 |
| No opinion | 14 | 14 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: 86% of the respondents are of the opinion that tourist arrival to Pandalam mostly depends upon pilgrimage to Sabarimala. 14% have no opinion about the question. No one has the negative opinion.

Chart no: 4.4

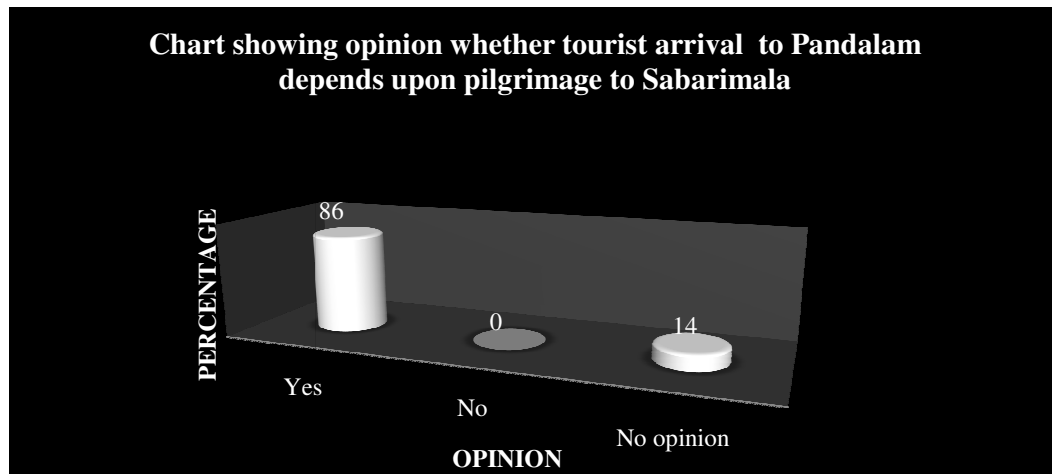


Table No: 4.5 Table showing opinion whether tourism brings development to the heritage place

| Opinion | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 54 | 54 |
| No | 35 | 35 |
| No opinion | 11 | 11 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: It is inferred from the above table that 54% of the respondents are of the opinion that tourism brings development to this place. 35% do not think that tourism brings development to the place and 11% have no opinion.

Chart No: 4.5

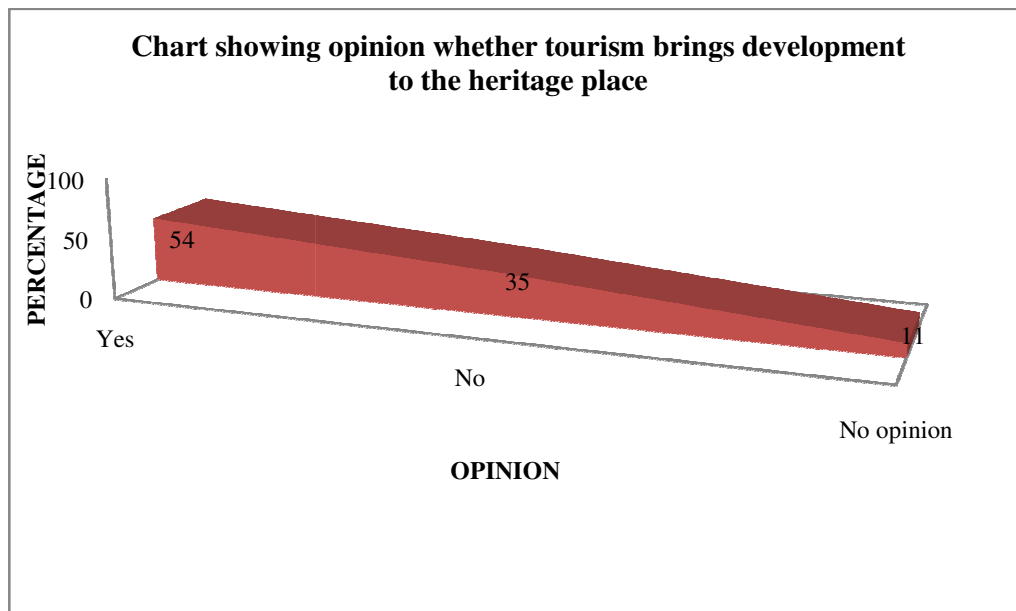


Table No: 4.6 Table showing opinion whether tourism brings employment opportunities to the local people

| Opinion | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 44 | 44 |
| No | 27 | 27 |
| No opinion | 9 | 9 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: The above table shows that 44% of the respondents are of the opinion that tourism brings employment opportunities to the local people. 27% do not think that tourism provides employment opportunities and 9% of the respondents have no opinion.

Chart No: 4.6

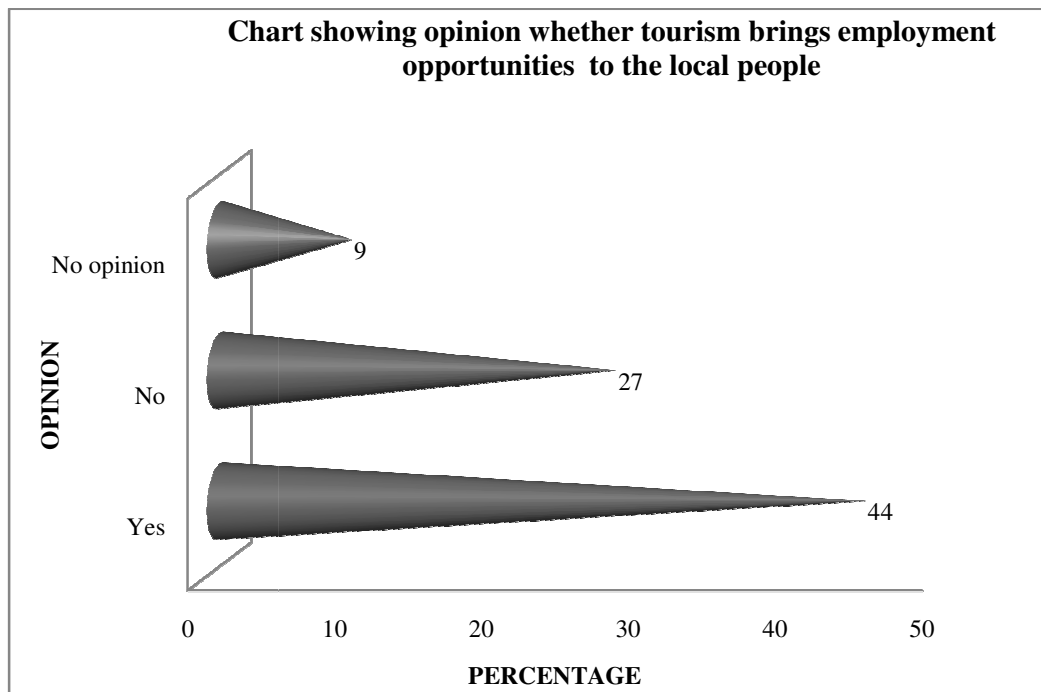


Table no: 4.7 Table showing opinion whether tourism improves standard of living of the local people

| Opinion | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 41 | 41 |
| No | 41 | 41 |
| No opinion | 18 | 18 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: Respondents have controversial opinion in this regard. 41% favours and 41% oppose. 18% have no opinion.

Chart No: 4.7

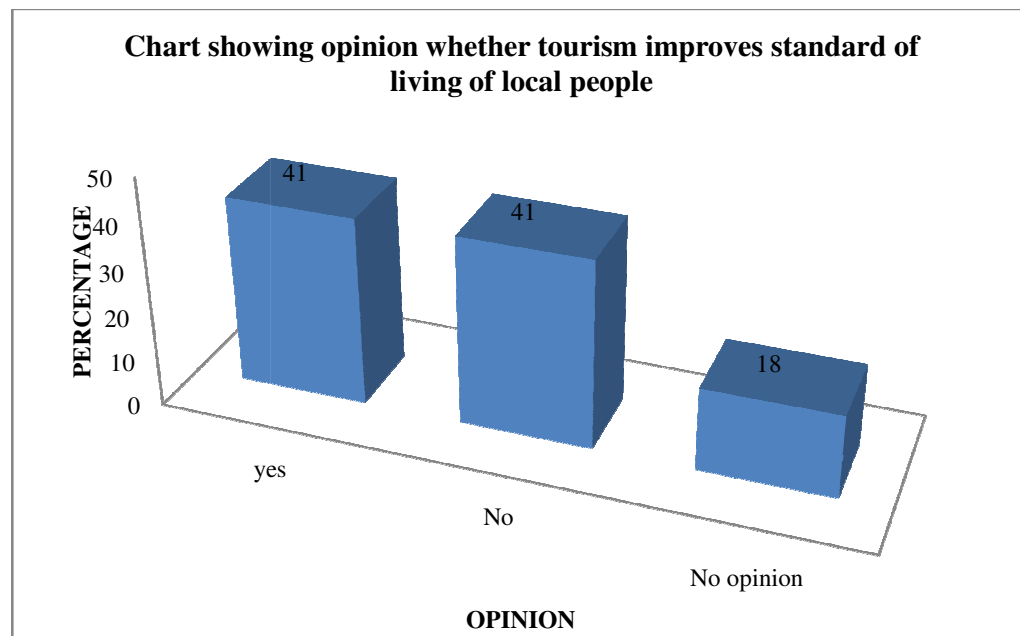


Table No: 4.8 Table showing opinion whether heritage site is well protected and maintained

| Opinion | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 26 | 26 |
| No | 56 | 56 |
| No opinion | 18 | 18 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: 56% of the respondents are of the opinion that the heritage site is not well protected and maintained. 26% of respondents think that heritage site is well protected and maintained. 18% do not have any opinion.

Chart No: 4.8

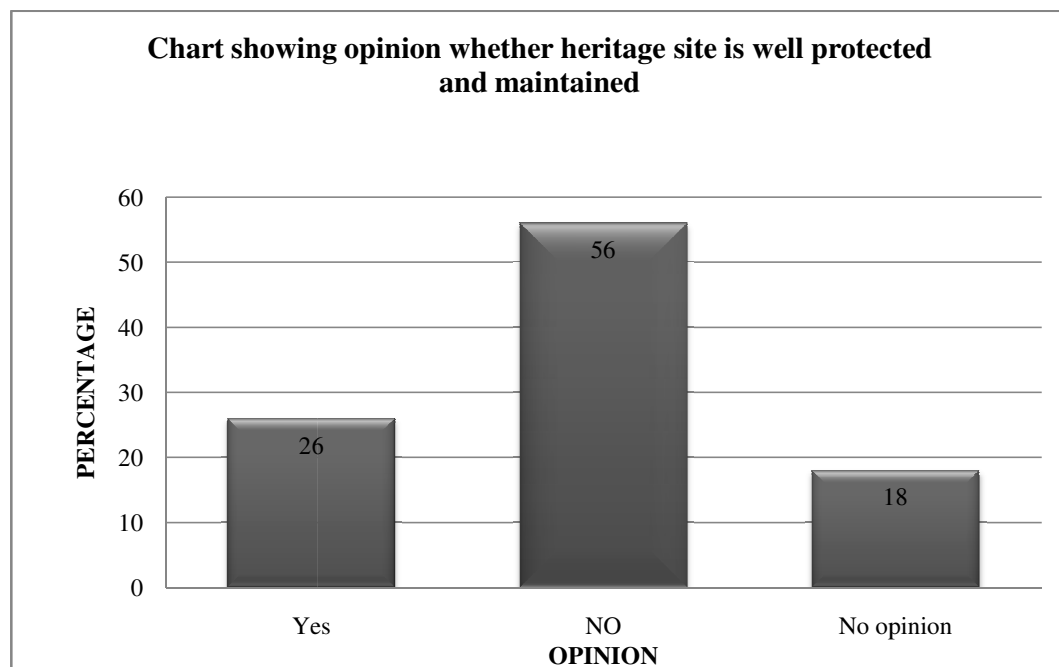


Table No: 4.9 Table showing opinion whether tourism increases pollution in the heritage site

| Opinion | No of respondents | Percentage |
|------------|-------------------|------------|
| Yes | 91 | 91 |
| No | 9 | 9 |
| No opinion | 0 | 0 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: From the above data it is found that 91% of the respondents are of the opinion that the tourism increases pollution in this area. Only 9% are of the opinion that pollution is not increasing due to tourism.

Chart No: 4.9

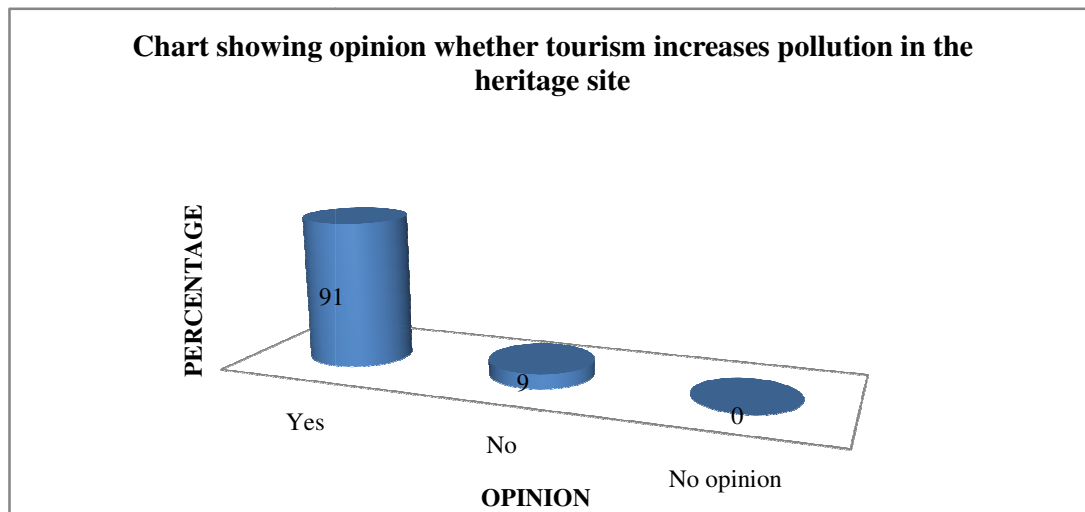


Table No: 4.10 Table showing opinion about pollution control measures taken in the heritage area

| Opinion | No. of respondents | Percentage |
|-----------|--------------------|------------|
| Very Good | 3 | 3 |
| Good | 36 | 36 |
| Moderate | 44 | 44 |
| Poor | 17 | 17 |
| Total | 100 | 100 |

Source: Primary data

Interpretation:44% of the respondents think that the quality of pollution control measures taken in the heritage area is moderate.36% are of the opinion thatthe measures taken are good.17% think that it is poor and others think that the measures are very good.

Chart No: 4.10

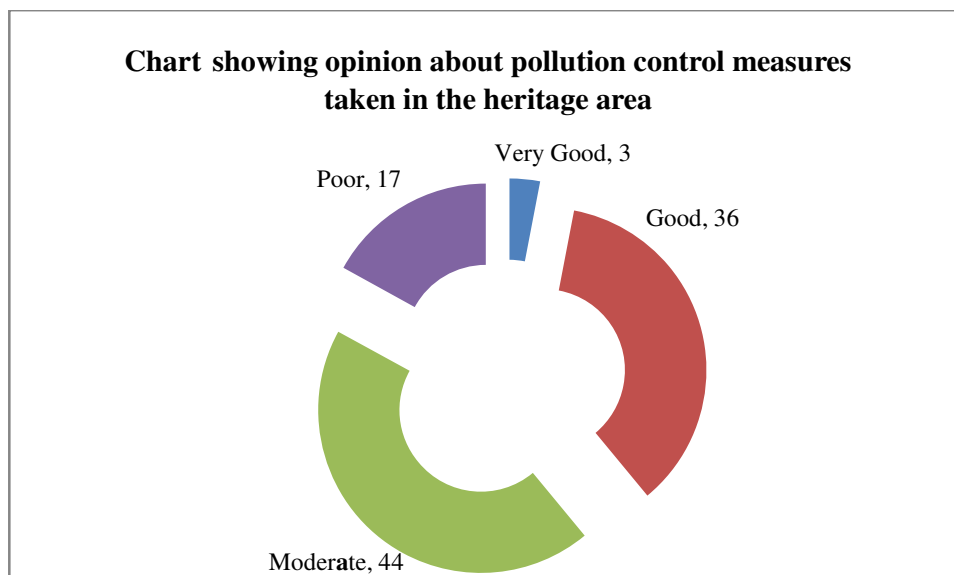


Table No: 4.11 Table showing opinion whether criminal activities crop up in the heritage area

| Opinion | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 37 | 37 |
| No | 50 | 50 |
| No opinion | 13 | 13 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: 50% of the respondents think that tourism does not increase criminal activities in the area. 37% think that tourism increases criminal activities. Others have no opinion

Chart No: 4.11

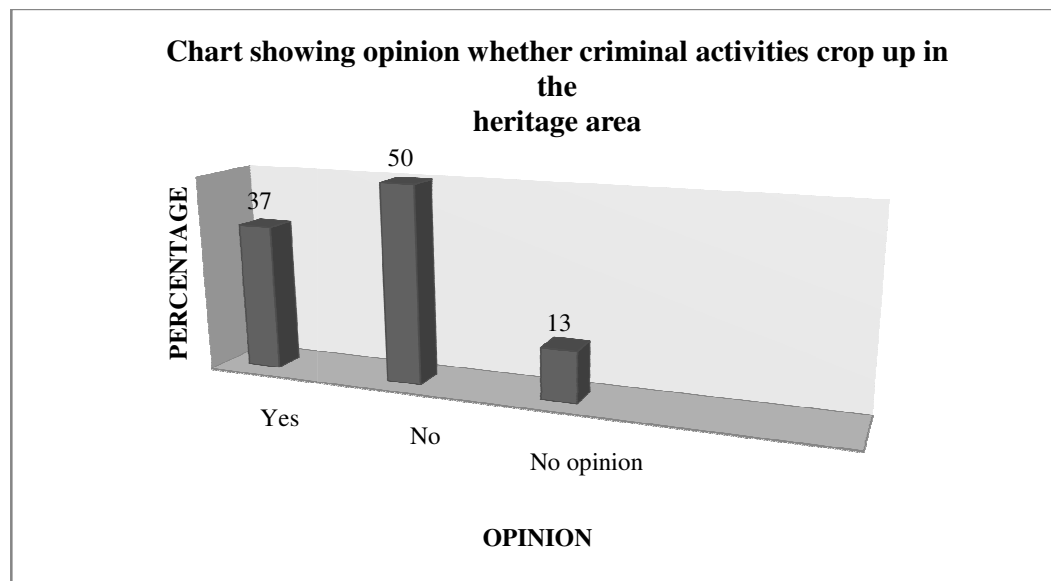


Table No: 4.12 Table showing opinion whether begging and stealing is increasing in the heritage site

| Opinion | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 51 | 51 |
| No | 34 | 34 |
| No opinion | 15 | 15 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: 51% of the respondents think that begging and stealing is increasing in the heritage site. 15% of respondents have no opinion about the question. And others think that tourism does not increase begging and stealing in this area

Chart No: 4.12

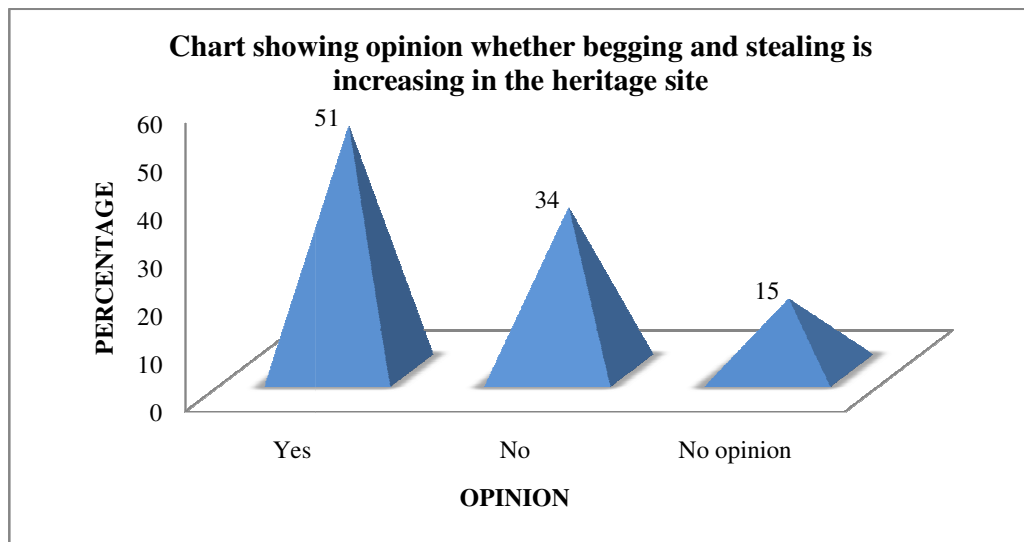


Table No: 4.13 Table showing opinion whether tourism affects life of the local people adversely

| Opinion | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 47 | 47 |
| No | 35 | 35 |
| No opinion | 18 | 18 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: 47% of respondents think that tourism affect the life of the local people adversely.35% does not think so and others have no opinion.

Chart No: 4.13

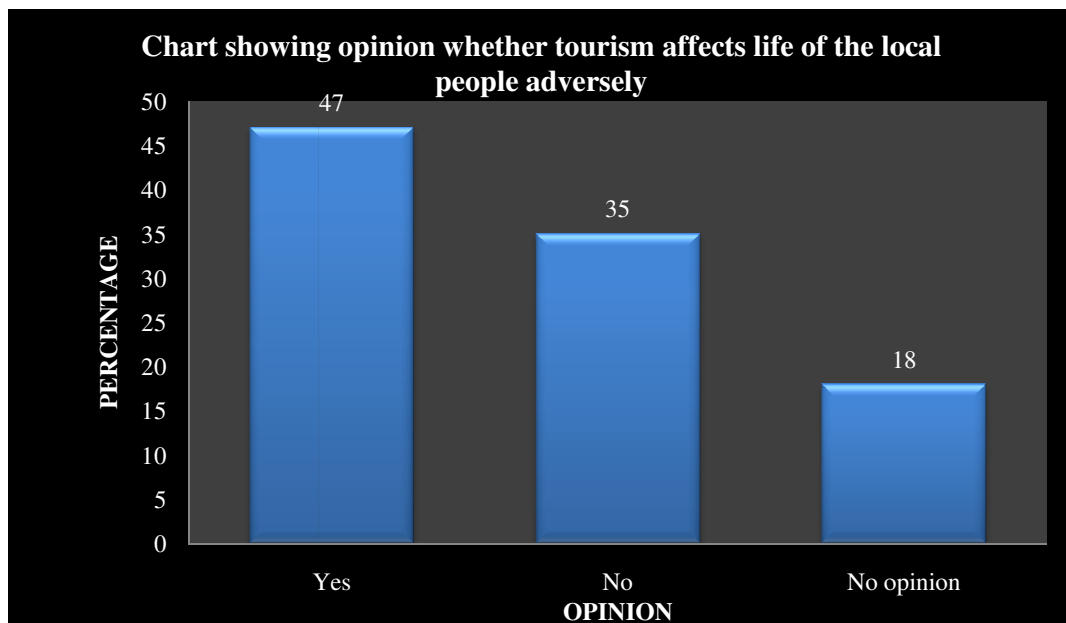


Table no: 4.14 Table showing opinion about facilities provided to the tourists

| Opinion | No. of respondents | Percentage |
|-----------|--------------------|------------|
| Very Good | 10 | 10 |
| Good | 32 | 32 |
| Moderate | 42 | 42 |
| Poor | 16 | 16 |
| Total | 100 | 100 |

Source: Primary data

Interpretation:42% of the respondents are of the opinion that quality of facilities provided to the tourists is moderate.32% respondents think that the facilities provided are good.16% think that the facilities are poor. Only 10% respondents think that the facilities are very good.

Chart No: 4.14

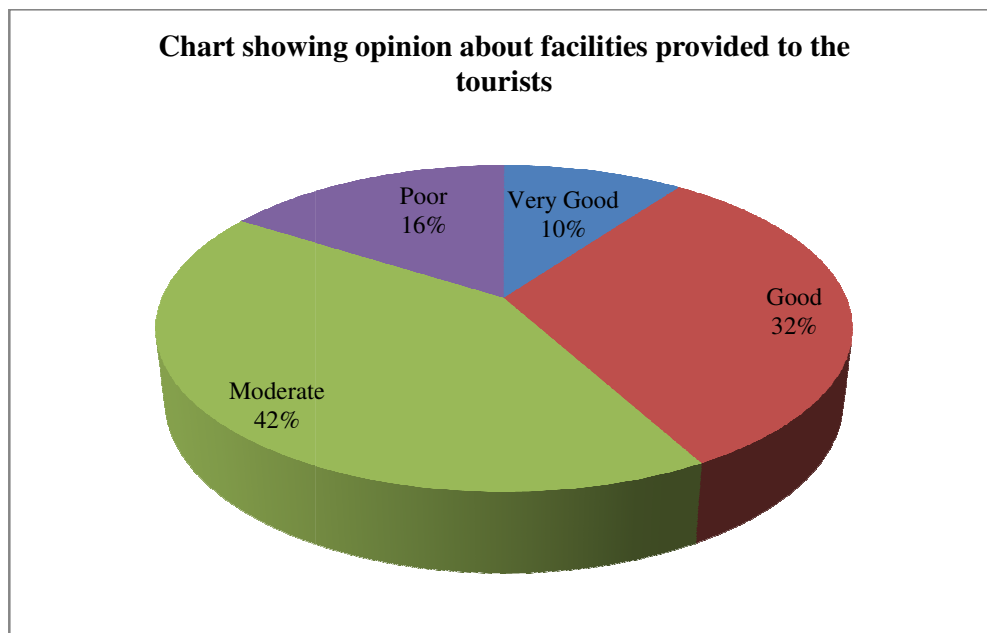


Table No: 4.15 Table showing opinion about safety measures provided to the tourists

| Opinion | No. of respondents | Percentage |
|-----------|--------------------|------------|
| Very Good | 7 | 7 |
| Good | 44 | 44 |
| Moderate | 28 | 28 |
| Poor | 21 | 21 |
| Total | 100 | 100 |

Source : Primary data

Interpretation: 44% respondents are of the opinion that safety measures provided to the tourists are good.28% having the opinion that the measures are of moderate quality.21%respondents think that the safety measures are poor. Others think that the safety measures are very good.

Chart No: 4.15

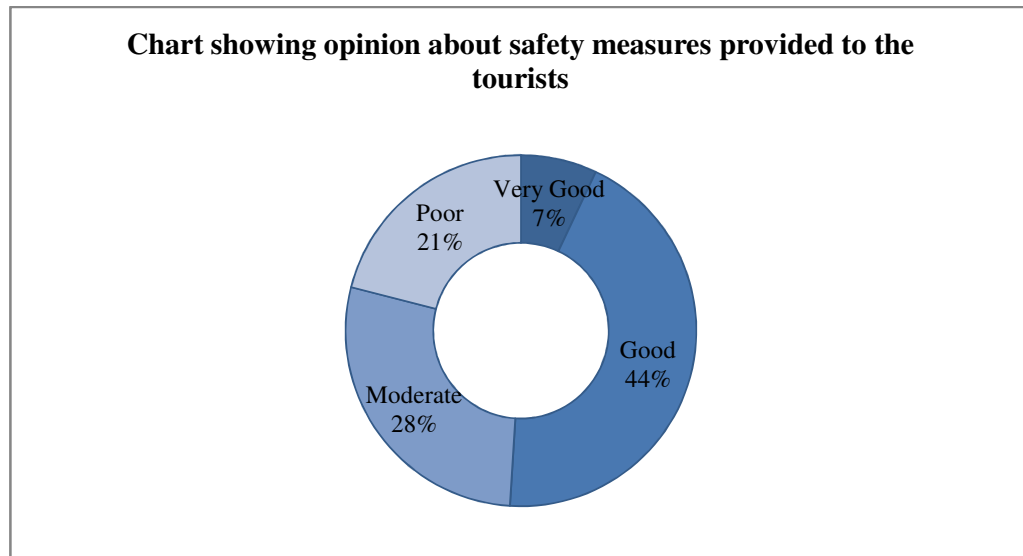


Table No: 4.16 Table showing the hindrances affecting the tourists most

| Opinion | No. of respondents | Percentage |
|-----------------------------------|--------------------|------------|
| Lack of transportation facilities | 19 | 19 |
| Lack of sanitation facilities | 47 | 47 |
| Lack of proper accommodation | 26 | 26 |
| Others | 10 | 10 |
| Total | 100 | 100 |

Source: Primary data

Interpretation:It is inferred from the above table that lack of proper sanitation facilities are the hindrance affecting the tourist most. Lack of proper accommodation is in the second position (26%). 19% of respondents think that transportation facilities are the most challenging factor. Only 10% respondents think that the other factors are affecting tourists most.

Chart no: 4.16

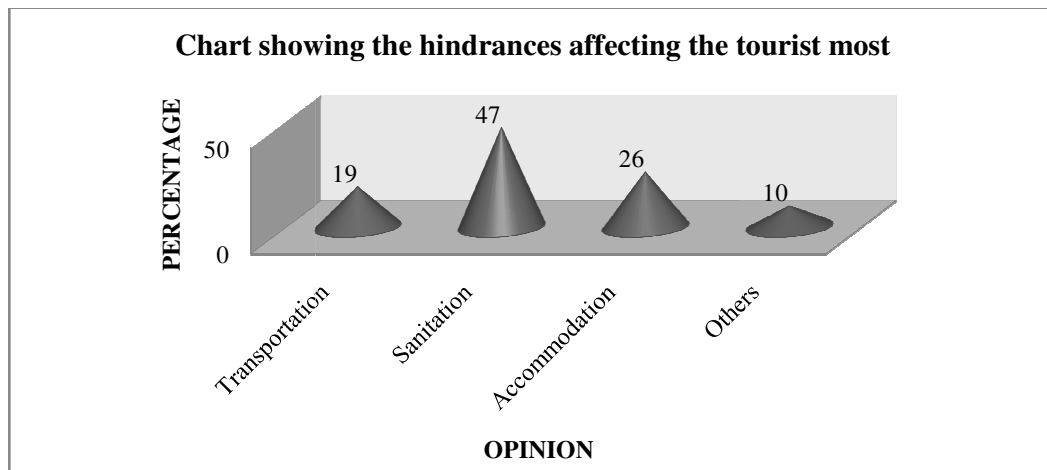


Table No: 4.17 Table showing opinion whether the township can bring positive impacts to the place

| Opinion | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 56 | 56 |
| No | 21 | 21 |
| No opinion | 23 | 23 |
| Total | 100 | 100 |

Source: Primary data

Interpretation:From the data it is observed that 56%of the respondents think that the proposed township can bring positive impacts to the place.23% have no opinion about the question and others think that the township cannot make any positive impacts to the place.

Chart No: 4.17

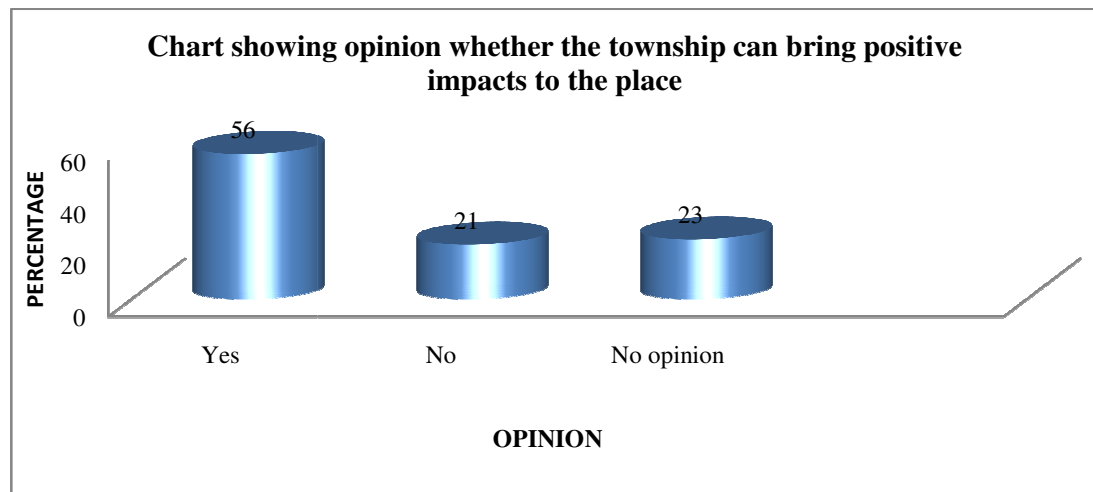


Table No: 4.18 Table showing the challenges being faced by the heritage site

| Opinion | No. of respondents | Percentage |
|--|--------------------|------------|
| Lack of local support for promotion of tourism | 22 | 22 |
| Lack of publicity about the | 10 | 10 |

| site | | |
|--|-----|-----|
| Lack of educated and informative guides | 5 | 5 |
| Lack of support from the government | 5 | 5 |
| Lack of maintenance and rejuvenation of the site | 11 | 11 |
| Unhygienic environment | 47 | 47 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: Unhygienic environment is the most challenging factor. 47% of respondents gave it first rank. Lack of local support for the promotion of tourism is in the second position. Lack of maintenance and rejuvenation of the site is in third position. Lack of publicity about the site is in fourth position. Lack of support from the government and lack of educated and informative guides are last in position.

Chart No: 4.18

CHAPTER 5
FINDINGS, SUGGESTIONS, CONCLUSIONS

FINDINGS, SUGGESTIONS, CONCLUSION

FINDINGS:

The major findings of the present study are:

1. Tourists from other states are visiting Pandalam most. Keralites are second in position and foreigners are rare.
2. 62% of the respondents are living in this area for more than 15 years.
3. From the analysis it is observed that 77% of the respondents are of the opinion that tourist arrival to this place increase year after year.
4. The study revealed that tourist arrival to this place largely depends upon pilgrimage to Sabarimala.
5. More than half of the respondents (54%) are of the opinion that tourism brings development to the place.
6. From the analysis it is observed that 44%of the respondents are of the opinion that tourism brings employment opportunities to the local people.
7. Respondents have controversial opinion about tourism that it helps in raising standard of living of the local people.41% think that tourism helps in raising standard of living of local people 41% does not think so and the rest of them have no opinion in this regard.
8. 56% of the respondents are of the opinion that heritage spot is not well protected and maintained.
9. Most of the people (91%) are of the opinion that tourism increases pollution in the area.
10. While analyzing it is observed that 44%of the respondents are of the opinion that quality of the pollution control measures taken in the area are moderate.
11. Half of the respondents think that tourism does not increase criminal activities in the area. 37%of respondents are of the opinion that tourism increases criminal activities in the area and others have no opinion about the question.
12. From the analysis it is observed that 51% of the people are of the opinion that begging and stealing increases in this area.
13. The study reveals that tourism affects the life of the local people adversely.

14. 42% of the respondents are of the opinion that the quality of facilities provided to the tourists is moderate.
15. From the analysis it is observed that 44% of respondents have good opinion about safety measures provided to the tourists.
16. Lack of sanitation facilities is the hindrance which affects the tourists most.
17. 56% of the respondents think that the proposed township can bring positive impacts to the area.
18. Unhygienic environment is the most challenging factor of tourism in this area.

SUGGESTIONS:

The following are the major suggestions derived out from the study:

1. Periodic maintenance and rejuvenation of the site must be ensured to protect the place and to make the site more attractive to the tourists.
2. Local bodies must give more concentration on pollution control measures. Useful and innovative waste management programmes must be implemented.
3. Proper sanitation facilities must be provided to the tourists.
4. Improve the quality of facilities provided to the tourists such as transportation facilities, sanitation facilities, parking areas, proper accommodation etc. so that to an extent it can reduce the negative impact of tourism on the local people.
5. Local bodies must take tourism promotion activities and give more publicity to the site through social medias, television, brochures at various languages, press etc. It will help in attracting more tourists to the site.
6. Tourist guides must be appointed at the site so as to get a complete idea about the history and importance of the place to the tourists.
7. To ensure the safety of tourists, measures such as appointing life guards, installing danger signals, fencing at the river side, marking zebra lines at the road, proper and regular announcements to warn the tourists etc. are to be implemented
8. A co-ordination of Travancore Devaswom Board, Local people, Local bodies, police and all allied departments may be made to ensure tourism a smooth safe and clean one.

CONCLUSION

Tourism is one of the largest growing industries in the world. Kerala is one of the tourist destinations attracting domestic and international tourist and is famous for its culture and heritage. Pandalam has its own divine prominence as the abode of Lord Ayyappa. The Pandalam palace, Lord Ayyappa temple and thiruvabharanam contribute together to attract tourists from in and abroad. This study is very much helpful in finding out contributions of tourism to the development of Pandalam and possibilities of tourism yet to come. It creates employment opportunities to the locals. There are both positive and negative impacts in connection with tourist arrival. People think that the proposed Pandalam Township can bring a positive impact upon the development of the place. To put in short, preventive measures must be taken to evacuate the negative aspects and make sure that the potential of the area to be fully utilised so that we can ensure that the total development of Pandalam by attracting more and more tourists to make the heritage tourism more flourishing.