

A STUDY ON THE PROBLEMS AND PROSPECTS OF TOURISM WITH SPECIAL REFERENCE TO FAMOUS TOURIST PLACES IN KERALA

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ABSTRACT:

Travel and tourism is the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism. The main objective of this sector is to develop and promote tourism, maintain competitiveness of India as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth. In this section, we provide information about various tourist destinations, modes of travel, accommodation and approved travel agents. Kerala along with its unique tradition and magnetic culture is gifted with lots of spellbinding destinations such as stunning beaches, fertile green paddy field, amusing forts, cool & soothing hill stations, beautiful shallow lagoons and amazing flora & fauna. The most amazing aspect about these places is this that all of these marvelous destinations.

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 tourist's 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.

SCOPE OF THE STUDY:

The study on the problems and prospects of tourism and famous tourist places in Kerala. 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 from the publications, journals etc.

SIGNIFICANCE OF THE STUDY:

Tourism contributes 9% of the state's GDP. 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. 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 tourism. 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 tourism in terms of employment.
3. To understand the challenges in the tourism.
4. To understand whether the facilities provided to the tourists are adequate.
5. To find out suggestions of the local people to improve the tourist places more attractive.

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 Kerala.

SAMPLE:

For the purpose of selecting the sample random sampling is used.

SOURCE OF DATA:

Secondary data are used for the study.

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

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;

Dr. ManikaSingla (2014): "A Case Study on Socio-cultural Impacts of Tourism in the city of Jaipur, Rajasthan: India" is paper that focuses on the community perceptions of the sociocultural 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.

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.

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 Grahamstown, 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 simply 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.

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 wellbeing. 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 casuarina 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.

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 ecofriendly 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 thepossible 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.

HERITAGE TOURISM IN INDIA:

The Heritage matters to individuals, ethnic groups, nations, and the international Community. The values of heritage are various: symbolic, historic, informational, aesthetic and economic. There are two forms of heritage and culture present in India, known as tangible and intangible. Tangible cultural heritage can be found in the form of buildings or artifacts, while intangible cultural heritage was in terms of people's values, attitudes and way of life, that may have existed or exist in relation to the heritage of India or any part of India or in relation to the heritage of a India community.

In other words, cultural heritage can be seen in many forms including buildings, areas, dance, food, dress, events, values, lifestyles and handicrafts. Given the values of cultural property, many problems created when such materials was damaged, destroyed, or removed from its context. These losses include the damage

or loss of buildings of historical importance, archaeological sites, monuments, and objects; the loss of traditional knowledge and "scientific" information; the loss of access to objects of cultural or national importance; and the alienation of people from their culture or the loss of national pride.

Interpretation of cultural heritage is an integral aspect of both visitor experience and conservation of heritage. Interpretation needs to widen its debate to incorporate more experiential components as noted above. There is also a specific need to research interpretation in relation to cultural heritage tourism specifically, as distinct from broader interpretation or heritage interpretation research. Gaps in current interpretation research for cultural heritage tourism as defined for this include:-

- The role of interpretation as both a tool of education and visitor experience, and as a means of achieving cultural heritage conservation
- Training and education for interpretation development, delivery and assessment
- Closing the gap between manager knowledge and public experiences
- Developing products to assist in the development of appropriate interpretation
- Measuring success of interpretation of cultural heritage
- Interpretation and promotion of novel or niche aspects of cultural heritage, for example Agricultural and industrial heritage
- Broadening tourist experiences through multiple modes of interpretation
- Contestation and authenticity in heritage tourism.

Heritage tourism is traveling to experience the places and activities that authentically represent the stories and people of the past and present, which include historic, cultural and natural attractions. Cultural Heritage is an appearance of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects and artistic expressions. Other than that, cultural heritage also expressed as either intangible or tangible cultural heritage. Cultural Heritage can be distinguished into three types; built environment (buildings, townscapes, archaeological remains); natural environment (rural landscapes, coasts and shorelines, agricultural heritage); and artifacts (books and documents, objects, pictures).

Cultural heritage tourism has a number of objectives that must be met within the context of sustainable development such as; the conservation of cultural resources, accurate interpretation of resources, authentic visitors experience, and the stimulation of the earned revenues of cultural resources. Therefore, cultural heritage tourism is not only concerned with identification, management and protection of the heritage values but it must also be involved in understanding the impact of tourism on communities and regions, achieving economic and social benefits, providing financial resources for protection, as well as marketing and promotion.

ISSUES AND CHALLENGE:

Tourism is a powerful economic development tool, which creates jobs, provides new business opportunities and strengthens local economies. It helps to protect our nation's natural and cultural treasures and improve the quality of life for residents and visitors alike if cultural heritage tourism development using a proper planning. In the former year, the primary role of tourism industry was acting as marketing ready products

to tourists. Nowadays, tourism, preservation, heritage and culture are much more likely to overlap, where some state tourism offices now help develop heritage resources, and a number of preservation organizations are marketing their sites to tourist.

The promotion of cultural heritage tourism in India faces numerous underlying issues that both related to the complexity of the society living in India. The tourism industry is driven mainly by private agencies with the prime motivation of generating profit. There are several issues that need to be reviewed to develop a successful cultural heritage tourism industry especially in understanding different perspectives between tourism operators, cultural heritage managers and the communities itself. Tourism operators run a tourism business and serve customer but have constraints in accessing to the site they want to visit and their products. Tourism operators depend on a market that can have strong seasonal variation such as holiday periods and yearly events. Tourism operators need a great deal of certainty in access, timing and facilities to deliver reliable and efficient service to domestic and international clients.

Heritage managers have a primary duty to protect and conserve the site under their control. The cultural heritage such as arts performance, dance and events, may be not affected directly from development of tourism industry and increasing of tourist arrivals, but cultural heritage site may be affected. Because of the fragility of the site, public access to heritage site is not always appropriate or may have to be restricted. Other than that, heritage managers have obligations and strong ethic of providing education and recreation for public about the site in their care. Other than tourism operators and heritage managers, there is also local community where the heritage site located where they may be keen to develop tourism but they may also protective of their privacy and wary of the effects that tourism might have.

Therefore, it is important to establish early needs, interests and aspiration of the local community. Local communities should be consulted with the tourism planning, development and operation of the heritage site. With the involvement of local communities, it will help ensuring that the tourism activity is sensitive to community purposes and ambition. It also will be able to capture the essence of the site and its people.

FAMOUS TOURIST PLACES IN KERALA:

Lush green tea plantations, serene winding backwaters and spice plantations are a few features that define Kerala as one of the most popular tourist destinations in India. Popular as ‘God’s Own Country’ Kerala is a haven for travellers who come here to unwind in the salubrious climes, away from the concrete jungle. In a state where the topography ranges from cool hills to balmy sea beaches, Kerala is a sight for sore eyes. Here is a list of places which are a ‘must-see’ for all those visiting this tropical paradise.

Alleppey



The Backwaters of Alleppey

Alleppey or Alappuzha is best known for the world renowned backwaters of Kerala. The backwaters are a network of brackish canals, rivers and lakes that weave through half of the state of Kerala. One can cruise down the backwaters while enjoying the unique feel of the “*Kettuvallams*” or house boats which provide amenities including a taste of typical Kerala cuisine. For other curious travellers, there are several unique temples and churches which add more value to the picturesque beauty of Alleppey.

Kochi



Fishing nets of Kochi

Kochi is the cultural and economic capitals of Kerala. It's a hub of tourist activity and attracts visitors from all over the world. From Chinese fishing nets to exotic spice cultivations, there's a lot to feast your eyes upon in Kochi. This city is an amalgamation of various cultures which seek to endure even till date. There's a surprise in every corner of Kochi, just waiting to be discovered.

Thekkady:

Thekkady is home to the popular Periyar Wildlife Sanctuary. The elephants that roam around the sanctuary, explore the verdant green forests, take a boat cruise over Periyar Lake or take an elephant safari into the depths of the wilderness. Periyar is the perfect getaway for wildlife enthusiasts and for people who want to rejuvenate in the misty mountains of the Nilgiris.

Munnar:

A view over Munnar

Munnar is considered one of the most beautiful tourist places in Kerala. Situated on the Western Ghats, Munnar is evidently one of the highest producers of tea on the Indian subcontinent. The view of undulating hills as the touch the clouds in Munnar rejuvenates your mind and soul. The town is flanked by a narrow patch of the Arabian Sea and The Western Ghats on the other side which makes Munnar a unique getaway from the city life. Palm-fringed backwaters, scenic waterfalls, sunny beaches, misty mountains and gushing streams, Munnar has it all!

Wayanad:

Wayanad – Flickr/ Sandeep Gangadharan

One of the prime hill stations in the south, Wayanad boasts of production of tea, coffee, cardamom, pepper and other spices. The region is populated with many natural marvels such as waterfalls, caves, lakes and

dams which you are bound to enjoy the cool weather of Wayanad. Muthanga Wildlife Sanctuary which is home to wildlife species like the Spotted Deer, Bison, Cheetah and Bears.

Thiruvananthapuram:



The view of the Sea in Trivandrum – Flickr/ Tejas Parkandy

Otherwise known as Trivandrum, this city is the capital and presumably the most culturally affluent part of the state. Trivandrum has played host to a variety of rulers who have all left behind a mark over the city. Rapid development has not hindered the unique heritage in the form of the architecture and the culture that is still embodied by the city. The Kowdiar Palace, which was previously the official residence of the Travancore royal family, is particularly a must-visit in the city

Kumarakom:



Adorned by the magical charm of the Vembanad Lake, Kumarakom is another beguiling backwater destination in God's Own Country. Located within the proximity to Kottayam city, this is the place where even being lazy is also one of the best things you can do during your Kerala holidays.

Adorned by the charm of the emerald Vembanad Lake, the evergreen coconut grooves, breezy rice fields, and lot more, Kumarakom is popular among all the types of visitors. However,

backwater cruise and houseboat stays are the most popular thing to do in this beautiful tourist destination.

Kovalam:



If you are a beach goer, and is still assuming none can beat the charm and allurement of Goa or other popular beach destinations, you must visit Kovalam today! Located along the coastlines of the charismatic Arabian Sea, this beach town is undoubtedly one of the best tourist attractions to visit in Kerala.

Located only 16km from Thiruvananthapuram, the capital of Kerala, Kovalam is the home to some of the most picturesque and playful beaches in the country. While in here, you can stroll around, indulge in beach activities or in other fun-filled activities around Kovalam Beach, Lighthouse Beach, Hawah Beach, and Samudra Beach.

Kollam:



A quaint port-city in God's Own Country, Kollam has its own charm and appeal. Enthralled by the turquoise Lakshadweep Sea and caressed by the emerald Ashtamudi Lake, it is a picture-perfect holiday destination in the list of the most appealing or enticing tourist places in India's 'Backwater Capital'.

While in Kollam, you can feel and experience the indigenous cultures and traditions of Kerala in the most vivid way. Be it fishing, agriculture, cashew processing, or tourism, this port-city holds a prominent place among the visitors. For the beach lovers, they can revel around the Kollam Beach, Tangasseri Beach and Thirumullavaram Beach.

Vagamon:



If you are looking for an offbeat, yet captivating holiday experience in Kerala, you must plan your vacation in Vagamon. One of the most scenic hill stations and least explored tourist places in Kerala, this retreat in the Idukki district is known for its salubrious beauty, pleasant climate, and much more.

In addition to leisure travellers, thrill and adventure seekers also make it to Vagamon in a considerable number. A year-round destination, it is considered as an ideal destination for adventure activities like paragliding, mountaineering, rock climbing, trekking, and lot more.

Bekal:



Located in the Kasaragod district of Kerala, Bekal is among the most scenic hamlets you can ever visit while on a Kerala tour. A combined beauty of the mighty Arabian Sea and lush landscapes, this tiny, yet pictorial village is of utmost historical importance. The glorious Bekal fort testifies this fact vividly.

Serving as a perfect getaway from the concrete life, Bekal enjoys a pleasant climate while wearing a greener shade throughout the year. If you are yearning for silent, yet joyous holiday experience in Kerala, Bekal is the ideal hideout for you!

CONCLUSIONS:

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. Kerala is a treasure box of folk and classical art. Colorful festivals, delightful cuisine, beautiful beaches, backwaters and many other features make the State really a 'God's Own Country'. Cultural Tourism development is community-based, participatory and designed to improve the economic and social well-being of local residents in addition to the concerned institutional and physical environment. Therefore, according to the study it is concluded that the tourists places in kerala is attracting the other states in india and internationally.

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