

Chapter 3

PROBLEMS AND PROSPECTS OF ECO- TOURISM

Ms. Ramya Krishna

Assistant Professor (Adhoc), PG Department of Commerce, Korambayil Ahamed Haji

Memorial Unity Women's College Manjeri, Malappuram, Kerala -676122

E-mail: ramyakraishnaakm@gmail.com

Abstract

The tourism as we understand the term today is of recent origin. It is distinguishable by the mass character from the travel taken in the past. The mass movement of people annually from their home location to another country for temporary stay for a few days or weeks is a growth very largely of recent origin. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. These study is focusing on the various problems and prospects of eco-tourism in the area of Nilambur which is famous for eco-tourism. The results from the study indicates that most of the visitors are satisfied with the present condition and facilities of eco tourist destinations. Meanwhile they are suggesting many points and ideas for improving the current status. Some spots have their own limitations and problems. Although the overall result indicates that most of the visitors are satisfied with the present condition of eco tourist places in Nilambur.

Keywords: Eco tourism, Sustainable tourism

Introduction

Kerala which is popularly called as Gods own country is at present one of the most trusted tourist destinations in Asia. Kerala is also one of the most advanced societies and largest developed tourist destination in India. The beautiful beaches, backwaters, hill stations, festivals, wildlife all these make Kerala a must see destination place in lifetime. Trivandrum, Ernakulum and Idukki are considered as the leading districts on the basis of foreign tourists arrivals. Thrissur stands in the first position on the basis of domestic tourist arrivals. There is

always a steady rise in the number of tourists visiting Kerala. The state government is also giving more priority to tourism.

Eco-tourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Kerala offers the maximum potential for the promotion of ecotourism. The national geographic traveller has labelled Kerala as one of the 10 paradises in the world.

Importance of the Study

Eco-Tourism also plays an important role in creating foreign domestic remittances. Eco-Tourism is both nature based and Ecologically sustainable. Tourism in Nilambur is the part of Eco-Tourism. Though number of studies has been carried out on various aspects of this eco-tourist centre, no specific study is carried out about the scope of eco-tourism in Nilambur. It is hoped that the present study would be beneficial to tourists, host community, service providers and also the government and other tourism promotion agencies for formulating suitable policy decisions for the betterment of eco-tourism.

Objectives of the study

1. To identify the present condition of Eco-tourism in Nilambur.
2. To examine the effectiveness of Eco-tourist places in Nilambur.
3. To find out the problems faced by tourists in the study area.

Hypothesis.

- H0: There is no significant relationship between gender and problems faced by the visitors.
- H0: There is no significant relationship between age of the respondent and problems faced by them.
- H0: There is no association between gender and awareness level eco-tourism.

Methodology of the Study

The study is conducted with the help of primary data collected from 80 respondents. Samples were drawn at random from the persons who visit eco tourist places in Nilambur. The relevant data are collected from the respondents from different demographic and income groups by

using questionnaire method. Secondary data are collected from various books and journals. Appropriate statistical tools such as anova, chi-square, t-test, average and percentage are used in data analysis.

Data Analysis and Interpretation

a) Opinion about facilities provided by the authority

Table 1: Facilities Provided by the Authority

	Mean	Rank
Parking facility is good	3.39	13
Food and refreshment is good	2.44	2
Toilet and basic amenities is good	2.40	1
Well communication facility	3.69	14
High security	3.31	12
Entertainment facility is good	2.80	4
Entry fee is normal	3.06	8
Good resting place	3.81	15
Comfortless	3.11	10
Attractive sign board	2.84	6
Well behaviour of staff	3.00	7
Well cleaned area	2.77	5
Transportation facility is good	2.52	3
Guides are easily available	3.20	11
Pollution free environment	3.09	9

Source: Primary data

From the above table it is clear most of the visitors are agreed about that there are clean toilet and basic amenities. So that the first rank is goes to the facility of toilet and basic amenities and last rank is for the resting place.

b) Problems faced by visitors

Table 2: Problems Faced by Visitors

	Mean	Rank
Lack of transportation	2.19	1
Lack of basic facilities	2.67	7

Non availability of food and refreshment	2.26	2
Lack of parking area	2.94	11
Lack of security	2.64	5
Lack of sign board	3.34	12
Language problem	2.45	3
Crimes and cheating	2.86	10
Lack of tele communication	2.66	6
High entry fee	2.74	8
Lack of resting place	3.43	13
Lack of clean behaviour of staff	2.79	9
Lack of cleanness	2.53	4
Valid N (list wise)		

Source: Primary data

The above table shows the problems faced by the visitors during the visit. The first rank is going to the problem of transportation and then availability of food and refreshment. The final rank is going to the problem of resting place.

c) T test

H₀: There is no significant relationship between gender and problems faced by the visitor

Table 3: Gender and Problems Faced by the Visitor

Factors	N	T	DF	Sig. 2 tailed
Problems	80	0.489	78	0.626
* Gender				

*5% level of significance

Independent t test was applied to test the significant difference between the mean scores of male and female respondents towards the problems faced by the visitors. The calculated t value and p value for facilities provided by the authority ($t=-0.489$, $p=0.626$). Hence the null hypothesis is accepted. So there is no significant difference between the problems faced by the visitors among gender.

d) Anova

H0: there is no significant relationship between age of the respondents and problems faced by them.

Table 4: Age and Problems Faced by Visitors

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	177.635	3	59.212	1.606	.195
Within Groups	2802.353	76	36.873		
Total	2979.988	79			

*5% level of significance

The table reveals the result of one way anova applied to find whether the mean scores vary according to the age of the respondents on the problems faced by the visitors. The calculated p value for problems faced by the visitors shows that there is no significant difference between the age of respondents, since its p value is more than 0.05. hence, the null hypothesis is accepted. It is inferred that the mean scores on the problems faced by the visitors differ significantly between the age of respondents.

e) Chi square

H0: There is no association between gender and awareness level of eco-tourism.

Table 5: Gender and Awareness Level of Eco-tourism

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.580 ^a	1	.018

*5% level of significance

Here the chi square value is 5.580, p value is 0.018. here the p value is less than 0.05. so we reject the null hypothesis. That is there is significant association between gender and awareness level of eco-tourism.

Findings

- It is clear that there is no significant relationship between problems faced by the visitors among male and female.
- The mean scores on the problems faced by the visitors differ significantly between the age of respondents.

- There is significant association between gender and awareness level of eco-tourism.
- The main factor influenced towards the visit is beauty of the place which is followed by reachability and economy.
- The present condition of the eco tourist place in Nilambur is evaluated by most of the visitors as average.
- Most better facility provided by the authority is about the toilet and basic amenities and least is of the resting place.
- The main problem faced by the visitors is about the transportation facility and about the non-availability of food and refreshment.

Conclusion

Nilambur, the beautiful town in Malappuram District always stores surprise for its visitors. Nilambur has rich natural resources for eco-tourism development. The thick rain forest, wildlife and water fall make this place unique. The Teak museum in Nilambur is only one of its kinds in the world. Adyanpara in kurumbalangode village is famous for its waterfalls and splendor of lush jungle. The extremely forested land known as Connolly's plot, the world's oldest teak plantation and bamboos, Nedumkayam, the beautiful and dense forest with a splendid

But government and tourism Department is not giving much attention for the development of these places. The transportation facility available to Adyanpara is very poor. So the tourists may not visit these beautiful waterfalls. In the case of Nedumkayam the transportation facility is somewhat good but tourist infrastructure is very poor. So Tourism Department should take necessary actions for the development of these tourist destinations in Nilambur and also should give publicity for them. The present study shows that majority of tourists are satisfied with natural beauty, privacy, cool climate and in respect of parking facility. It is difficult to reach Nedumkayam and Adyanpara because of bad condition roads and poor Govt service. The tourism authority should consider it and take remedial measures. The major attraction of Nilambur tourism hotspots are waterfalls, museum of Teaks and large number of Teaks, rivers, garden, beautiful rocks, etc.

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