

Role of responsible tourism on Community development

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Abstract

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited." Tourism has become a popular global leisure activity.

Tourism is one of the fastest growing industries in the world gives it a central role in the global economy in the future. The economic benefit of tourism is often incentive enough for developing and developed economies to consider tourism as a primary income generation. In today's world, the tourism industry is presented as an important development agent and an ideal economic alternative to more traditional but ecologically destructive primary and secondary sectors. Tourism is sought as an opportunity to move beyond cycles of poverty toward a better life and sustainable means to stimulate the developing economies.

Responsible tourism is a management strategy, embracing planning, management, product development and marketing to bring about positive economic, social, cultural and event impacts. It provides more rewarding holiday experience for guests, local communities to enjoy a better quality of life and conserve the natural environment. The responsible tourism initiative in Kerala was first implemented in four destinations viz, Kovalam, Kumarakom, Thekkady, Wayanad. Among this ministry of tourism, government of India for the best responsible tourism initiative in Kerala honoured Kumarakom and it also bagged the national award for rural tourism.

Responsible Tourism Practice (RTP) has become the most popular concept and principle for modern tourism development. RTP promotes the protection and conservation of the natural environment, local cultures and contributes towards a better quality of life. Responsible tourism is an approach to the management of tourism, aimed at maximizing economic, social and environmental benefits and minimizing costs to destinations. Simply put, responsible tourism is tourism 'that creates better places for people to live in, and better places to visit'.

A Responsible Tourism approach aims to achieve the triple-bottom line outcomes of sustainable development, i.e. economic growth, environmental integrity and social justice. The distinguishing characteristic of the approach is the focus on the responsibility of role-players in the tourism sector, and destinations in general, to take action to achieve sustainable tourism development. Responsible tourism is about making better places for people to live in and better places for people to visit. Responsible Tourism requires that operators, hoteliers, governments, local people and tourist take responsibility, take action to make tourism more sustainable.

Community is one component for understanding community development for tourism development but is also important to appreciate how community affects local tourism development. Local communities have a key role in tourism development, as they are crucial in providing a good environmental condition for tourist. Local communities are a basic element of modern tourism development. They are the focal point for the supply of accommodation, catering, information, transport, facilities and services and for tourism development.

Keywords: - eco-tourism, triple-bottom line, Responsible Tourism Practice (RTP).

Introduction

The concept of community development is explored in terms of participation, empowerment and community capacity as they related to tourism development. Community development can be seen as building social capital for collective benefits. It uses skill and knowledge and strategy in their practice.

Community development aims to increase citizens' participation in their community. In community development, emphasis is placed on community as a social system, bounded by geographical location or common interest. Community development is linked to community capacity building through a shared focus of building capacity to a collective participatory force.

Making tourism a tool for the development of village and local communities, eradicating poverty and ensuring economic, socio-cultural and natural development are the main aims of responsible tourism. Tourism is increasingly seen as a key community tool, with the recognition of its economic contribution in bolstering stagnating economies and its ability to unify local community residents. At community levels, tourism offered opportunities for direct, indirect, and induced employment and income, spurring regional and local economic development.

Community based tourism (CBT) centres on the involvement of the host community in planning and maintaining tourism development in order to create a more sustainable industry. The tourism industry is dependent on local resident involvement, through their role as employees or local entrepreneurs, and on resident goodwill towards tourists.

Kumarakom, in the State, has the remark of being the first place on the country to have successfully implemented RT. Responsible Tourism (RT) includes three kinds of responsibilities; 'triple bottom-line' economic responsibility, social responsibility and environmental responsibility. Though the concept of responsible tourism was there right from 1996, it was after the Cape Town Declaration of 2002 that a detailed picture of responsible tourism - including its aims, and factors evolved. RT encompasses all forms of tourism and seeks to minimize negative economic, environment and social impacts. It generates greater economic benefits to local people and enhances the wellbeing of local communities. It also makes positive contributions to the conservation of natural and cultural heritage, and maintenance of the world's diversity.

This has been made possible by the long term vision and timely intervention by the Department of Tourism, Government of Kerala, which formulated the project in line with the latest international trend in the tourism sector. Considering the success of Responsible Tourism in destinations and the lead position that Kerala enjoys in the global tourism market, this initiative could be replicated in all leading tourism destinations to ensure sustainability of tourism development efforts adopted by Kerala.

The RT mission aspires to provide an additional income and a better livelihood to farmers, traditional artisans and marginalized people along with creating a social and environmental equilibrium. So, through this study it is evaluated that, how the responsible tourism contributed to the economic, sociocultural and environmental development of the community.

1.2 PROBLEM STATEMENT

We mostly see that the local people and environment are being exploited on behalf of tourism. Whenever a place becomes a tourist spot, the agencies will take control over it and everything will be done according to their favour. Staffs will be appointed by them. As a result, local people will not get any benefit. They may not be allowed to participate in that process

Also the local culture may also be negatively affected by tourism. Tourism may bring new ethics and culture which may not be known to the local people. It may affect the social relationships. Also drugs, sex tourism and other social evils may be brought to that area, which will affect the social life and will increase the crime rate.

And the tourism will also exploit the natural resources. Unsustainable constructions may take place and it would affect the nature's structure. Also the rate of pollution will increase and quantity of non-bio degradable waste like plastic will increase and will harm the nature. Successful implementation of RT requires the support of government, local people, hoteliers, operators and adequate flow of information.

This study is conducted to evaluate whether Responsible Tourism affects the community positively or negatively, whether it contributes toward development of the community. So the problem is stated as "Role of Responsible Tourism on Community Development in Kumarakom".

OBJECTIVES OF THE STUDY

- To determine whether responsible tourism helps in the economic development of the locality.
- To determine whether responsible tourism helps in the socio-cultural development of the locality.

To determine whether responsible tourism helps in the environmental development of the locality

SIGNIFICANCE OF THE STUDY

Responsible Tourism is that tourism which minimizes the negative social, economic and environmental impacts, generates greater economic benefits for local people and enhances the wellbeing of host communities. We have seen that tourism has brought many problems to the locality far than its benefits. It will exploit the locality, its natural resources and will damage its social and cultural background. It will bring new practices which are harmful to the society. Responsible Tourism was an initiative to overcome the demerits of tourism. It aims at the

development of tourism through local participation, the conservation of nature and culture and also the economic development of the people of the locality.

The Responsible Tourism initiative will increase the employment opportunities of local people, will increase the earnings/savings of people will increase the job opportunities of household women. Also the benefits of implementing RT are that it will increase the demand for locally produced goods and will increase local production.

Through this study it is checked that whether RT helps in the infrastructure development of the locality. Also it is evaluated that whether RT helps in the conservation of nature and in proper waste management.

By conducting this study, it is determined that whether RT contributes to the preservation of local culture, protection of art forms and ensures proper cultural exchange. So the economic, social, cultural and natural development of the community through Responsible Tourism is evaluated in this study. This study is useful for the officials to enhance the local community development and their involvement in tourism spots.

By analysing the key successful factors, we could adopt the strategies in other tourist places and could help in the development of that tourist spot without exploitation.

INDUSTRY

Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in Western Europe in the 17th century, although it has antecedents in Classical antiquity. It is distinguished from exploration in that tourists follow a “beaten path,” benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage. This gives rise to shared categories, such as “business tourism,” “sports tourism,” and “medical tourism” (international travel undertaken for the purpose of receiving medical care).

Definition of Tourism

Mathieson and wall (1982) created a good working definition of tourism as “the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities to cater to their needs”

According to Macintosh and Geoldner (1986) “Tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors”.

Types of Tourism The tourism

Industry has developed through the years and presently is one of the most diversified, customized and specialized industries. The different types of tourism are as under follows.

- **Leisure tourism**

Leisure time can be defined as “free time “, not doing any work. It is that time to do things that you normally have no time to in your daily life. Leisure tourism includes a holiday with the following,

Leisure activities:-

Relaxation: Sleep, relax, reading, walk on the beach, talking a scenic drive. →

Sport activities: Linking swimming, surfing, running etc.

- **Business tourism**

It may be defined as “travel for the purpose of business” Business tourism can be divided into three.

- Trading for goods to be resold on a whole sale basis.
- Conduct business transaction eg. Visiting a client , contract negotiation
- Attending a conference, exhibition or event associated with their business.

- **Medical tourism**

It involves people who travel to a different place receive treatment for a disease health condition or a surgical produce and who are seeking lower cost of health care and higher quality of care. Favourite procedures in medical tourism include cardiology, cardiothoracic, cosmetic surgery, Plastic and reconstructive surgery, weight loss, Neuron, Eye, Orthopaedic surgery, as

well as organ transplants. Medical tourism service includes medical facilitation, travel arrangements, accommodation, and transportation and tour packages.

- **Cultural tourism**

Cultural tourism or sometimes referred to as heritage tourism is the division of tourism concerned with the regions culture, specifically the lifestyle and history of the people their art, architecture, religion and other elements cultural tourism includes cultural facilities such as museums, theatre and festivals. This is one of the most popular type of tourism and attracts from different parts of the world.

- **Adventure tourism**

Adventure tourism is an outdoor activity that generally takes place in an unusual remote or wildness area. This adventurous activity can take place in the sea, in rivers, in the air, in mountains and is associated with low or high levels of physical activity. These are many types of product and services that fall within the adventure tourism category such as: bungee jumping mountaineering expeditions, rafting, rock climbing, driving, wind surfing, paragliding and many more.

- **Wellness tourism**

Wellness tourism is one of the fastest growing forms of international and domestic tourism. This form of tourism involves people who travel to a different place to pursue activities that maintain or enhance their personal health and wellness and who are seeking unique, authentic or location based experiences wellness tourism include massages, body treatments, facial treatments, exercise facilities and programs nutrition programs, pre and post-operative spa treatments and mind body programs.

- **Eco tourism**

Eco tourism is “responsible travel to natural areas that conserves the environment and improves the wellbeing of local people”. The purpose of eco-tourism is to educate the traveler about natural destinations, to provide ecological conservation and awareness to benefit economic development the political empowerment of local communities and respect for the local culture. Here the traveler can experience the natural way of life surrounded by natural circumstances.

- **Sport tourism**

Sport tourism refers to international travel either for viewing or participating in a sporting event Examples include Olympics world cup, tennis, golf etc.

- **Religious tourism**

Religious tourism or faith tourism are people of faith who travel on their own or in groups to holy cities or holy sites for pilgrimages, crusades, conventions, retreats, religious tourist attractions or missionary work.

- **Wildlife tourism**

Wildlife tourism is the observation of wild animals in their natural environment or in captivity. It includes photography, viewing and feeding of animals. This form of tourism offer tourists customized tour packages and safaris and is closely associated with ecotourism and sustainable tourism.

Other minor forms of tourism are slum tourism, Luxury tourism, Agri tourism, Geo- tourism, culinary tourism etc.

Positive aspects of Tourism

Tourism is a socio economic phenomenon, which has become the world's largest and fastest growing industry. The major advantages of tourism can be explained under the following heads.

- **Employment**

Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. By creating alternative sources of employment, tourism reduces problems such as over-fishing, and deforestation in developing nations

- **Revenue**

It generates extra tax revenues like airport and hotel taxes.

- **Infrastructure**

Tourism will result the improvements in infrastructure and leisure amenities.

- **Culture**

Tourism encourages the preservation of traditional customs, handicrafts and festivals. The interchanges between hosts and guests create a better cultural understanding between the guests and hosts.

- **Environmental**

Tourism (eco-tourism) helps to promote conservation of wildlife and natural resources like rain forests.

Definition of Responsible Tourism

Responsible Tourism was defined in Cape Town in 2002 alongside the World Summit on Sustainable Development. This definition, the Cape Town Declaration is now widely accepted

and was been adopted by the World Travel Market in 2007 for World Responsible Tourism Day.

Responsible Tourism is about “making better places for people to live in and better places for people to visit.” Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.

Characteristics of RT

The World Travel Market has adopted the Cape Town Declaration definition of Responsible Tourism for its World Responsible Tourism Day which encourages the industry to take responsibility for making tourism more sustainable and demonstrate their responsibility.

The Cape Town Declaration recognizes that Responsible Tourism takes a variety of forms, it is characterized by travel and tourism which;

- Minimizes negative economic, environmental and social impacts.
- Generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry.
- Involves local people in decisions that affect their lives and life changes;
- Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity.
- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues.
- Provide access for people with disabilities and the disadvantaged.
- It is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

Responsible Tourism in Kerala

Kerala, the beautiful State in India is a favourite destination of tourists across the globe thanks to its immensely rich wildlife, pristine greenery, rugged mountain ranges, serene country life and so forth. The rich natural resources, scores of scholars, skilled professionals, highly supportive entrepreneurial community and local-self-governments, small-scale ventures, responsible media and a responsive tourism industry makes the State a classic destination in which to enact and enforce 'Responsible Tourism'.

Kerala tourism has decided to set a new trend by implementing Responsible Tourism initiative at 4 destinations viz. Kovalam, Kumarakom, Thekkady and Wayanad. Kerala is ideally suited

to achieve positive benefits through Responsible Tourism, though there are challenges to be converted as opportunities. Responsible Tourism mainly identified with three kinds of responsibilities which are economic responsibility, social responsibility and environmental responsibility. In order to ensure consistency in implementing the responsible tourism initiative, Department of Tourism had decided to coordinate and manage the implementation by seeking service of professional expertise in diverse fields of socio-political and environmental setting of Kerala.

Government has constituted a State Level Responsible Tourism Committee (SLRTC) with three working committees in economic, social and environmental responsibility areas. Destination Level Responsible Tourism Committee (DLRTC) was also constituted. These committees have diverse representations at all levels, with the back up of people's representatives, local people and tourism industry representatives. The process is enabled to lay a frame work for the initiative in the light of the complex and diverse field dynamics. Responsible Tourism initiatives gave a new outlook about tourism to the people in four destinations. Responsible Tourism in Kumarakom got the best tourism project award in India. Behaviour can be more or less responsible and what is responsible in a particular place depends upon its environment and culture. The efforts to launch RT at Kumarakom started in May 2007. The first destination level meeting was held on 16th May 2007. The Destination Level Responsible Tourism Committee (DLRTC) and the three working groups in economic, environmental and social areas were formed in this meeting. A second meeting of the DLRTC was held on 27th Nov 2007 before the official inauguration of RT on 14th March 2008. Kumarakom GramPanchayath took destinations where RT is initiated in the State, implementation of RT is considered to be most successful at Kumarakom. Personal interviews were conducted at the destination as part of the evaluation of RT implementation at Kumarakom. Besides, the evaluation team conducted a focus group interview with the members of the GramaPanchayath. The following observations are made from these interviews and interactions with respect to the Terms of Reference given.

Responsible Tourism Related Structure

▪ SLRTC

The support given to Kumarakom at the State level, especially by the Secretary and Director of Tourism, is regarded as the main force behind implementation of RT in Kumarakom. Kumarakom is represented in the SLRTC by its President. As per a suggestion from the former Panchayat President, it would be worthwhile to include the Chairman of the Welfare Standing

Committee and one Panchayat member interested in RT implementation as members of SLRTC. This suggestion may not however work when more destinations are brought under the RT network. Instead, they could be members of a district level or zonal level RT Committees when RT implementation is expanded to other destinations nearby. Monitoring of the Kudumbasree activities at Panchayat level is carried out by the Chairman of Welfare Standing Committee, and in that sense, the suggestion to include the Chairman of Welfare Standing Committee is valid. Regarding the working groups under SLRTC, the former President of the Panchayat is of the opinion that more members with good knowledge are to be included. Training of elected ward members in the RT destinations by the SLRTC is suggested.

▪ **Working Groups**

Kumarakom Panchayat had the rare advantage of having a working group in tourism because of the importance of tourism; Panchayats can have specific working groups for subjects of local importance. This has benefitted the RT implementation mechanism in Kumarakom. Those who are interested in the RT concept came together and formed the tourism-working group at Panchayat level. Other than the working group at Panchayat level, three working groups under DLRTC to aid the implementation of RT under the triple responsibilities were also formed. Though the roles of the working groups were known, these groups, except as individual members, did not contribute much in RT implementation at Kumarakom. Of late, more owners of hotels and resorts have expressed cooperation and participation in the continued implementation of RT.

▪ **Technical Support Cell at Destination level**

Advices of the Technical Support Cell have helped the implementation of RT at the destination. As far as Kumarakom is concerned, the focus center of RT implementation was this Technical cell. The cell was active throughout right from the launching date and contributed to several initiatives offering timely support. Formation of Kudumbasree units and farmer groups to contribute to the production system, formation of 'Samrudhi' group for the collection and distribution of the produces, organizing the hotels and resorts to become part of the RT movement, preparation of a production calendar to evenly space production of vegetables and thus to supply the products to hotels and resorts round the year, liaison on issues within and between production units, etc. are few of the functions carried out by the Technical Cell Coordinator. Most of the time of the Coordinator was spent in the implementation of economic responsibilities. The intervention of the Cell has helped to solve labour related issues such as the dispute on the disbursement of bonus for the houseboat crew. The residents initially

opposed setting up of a sewage treatment plant, but the cell's efforts to create awareness among the residents helped to set up the plant. At the initiative of the RT Cell, the Panchayath President addressed a group of protesters that included women and students of nearby school and committed to them that the plant would be shut down in case of any malfunction. The plant is now running under the supervision of DTPC. The RT Cell ceased to be operational from June 2010 that brought in a void to the other players in the RT System who depended on the RT Coordinator for leadership and guidance.

▪ **Price Fixing Committee**

Price Fixing Committee became part of the RT implementation structure during the implementation phase. The evolution was the result of the realization that a price fixing mechanism would help in arriving at a consensus price for the commodities supplied to hotels by the community. DLRTC constituted the price fixing committee. The members of the Pricing Committee were from the GramaPanchayath, Kudumbasree, DTPC and purchase staff of hotels. Other members of the Committee were Sales tax officer, veterinary officer, agricultural officer, and representative from Kerala Agricultural University. The Committee confined itself to vegetables and agricultural products that are available in open market. Initially, involvement of the Price Fixing Committee was more frequent. But later on, the Committee met only when a drastic variation in price was observed compared to the market price. Currently, "Samrudhi", the collection and distribution group of the RT implementation system fixes the prices of the items it sells to the hotels. After the takeover of the new Panchayath Samithi, no meeting of the price fixing committee is held. Not all purchase managers of hotels who buy products regularly through "Samrudhi" are aware of the price fixing mechanism.

▪ **Quality Committee**

The Quality Committee was constituted to resolve issues related to the quality of materials supplied to the hotels. Like the Price Fixing Committee, this is also system evolved in an effort to benchmark the quality of products. The hotels hesitated to source their products from the community due to the fear of poor quality products. The frequency of meetings of the Quality Committee has come down now. The quality committee is also constituted by the DLRTC. The members of the Committee were from the GramaPanchayath, Kudumbasree, DTPC, and Chefs of participating hotels, Veterinary Surgeon, Agricultural Officer and Health Inspector. The Quality Committee is not constituted after the new Panchayath committee has taken over. Some of the respondents feel that the

Quality Committee is not necessary since there is no dispute now with the quality of items supplied. But as per a suggestion by the former Panchayat President, representatives of Kudumbasree, PurushaSwayamSahayaSangham (Self Help Group for men) and KarshakaKoottayma are also to be included in the Quality Committee to maintain the quality standards at the producer and supply levels.

▪ **Samrudhi Activity Group**

Kudumbasree members operate the Samrudhi group. Samrudhi has assumed the role of procurement and supply of local produces, perishable as well as non-perishable, to the hotels /restaurants. Due to seasonal variations, all products will not be available round the year locally. Such items are procured from elsewhere. Income generation by Samrudhi in the beginning was less, but improved later. The income generated is also subject to seasonal variation since it is linked with tourist seasons. Initially, there were six members in the Samrudhi group, including two graduates, which is presently reduced to three members with each drawing a salary of Rs. 2000 per month. There is a need to improve the collection and distribution system. Maintaining accounts of the transactions was improper, but CDS is presently helping Samrudhi to streamline it and Samrudhi is now generating surplus income. The problem faced by the Samrudhi group is lack of working capital. Kudumbasree has given an interest free loan of Rs. 30000 to Samrudhi. Coconut, coconut oil and pappad are sourced on credit basis. Besides the vegetables sourced locally, the unit procures vegetables from other places, to meet the demand of the hotels. Though this is not intended as an activity of RT implementation, the unit has adapted to this to make up for the shortages in the operational income. In the beginning, the RT Coordinator contacted the hotels, collected the purchase orders and passed it to Samrudhi Group. Samrudhi procured the items from the production centers and supplied to hotels. In the absence of the RT Coordinator since June 2010, the hotels and resorts contact Samrudhi by phone for the supplies. Payment to Samrudhi is made by cheque. The hotels take a credit period varying from 15 days to 45 days. For better management of Samrudhi, at least five members are needed according to the chairperson of CDS. The present strength is three, which came down from the initial strength of five. While two persons manage the shop, three others are needed in the collection and distribution activities. The Samrudhi group does not have any vehicle, though a vehicle is a must for collecting the vegetables and distributing it to the hotels. The present need is met by hiring vehicles. The former Panchayath President and the Chairperson of CDS suggest seeking fund from Department of Tourism for the procurement of an auto-rickshaw.

▪ **Farmers' Groups**

The farmer groups and homestead farmers are the producers of the supplies and formed the first link in the supply chain. There are 450 farmers in 10 groups called "Karshakasamithis" associated with RT initiatives. The homestead farmers, numbering about 512, also cultivated vegetables and other items in the premises of their house/compound, and supplied it to the hotels / restaurants through Samrudhi. Karshakakoottayma is another group of farmers. Kudumbasree extends financial support to this. All the farmers are not giving their products to Samrudhi. All the items needed by the hotels are not produced at Kumarakom by the Farmer Groups. Also all the products of the Farmer Groups are procured by the hotels.

Phases of Implementation of RT in Kerala

Kerala initiated Responsible Tourism in February 2007 with the State level consultative meeting titled 'Better Together'. The State Level Responsible Tourism Committee (SLRTC) became responsible for planning and executing the RT programmes through the Department of Tourism (DoT) and the Destination Level Responsible Tourism Committees (DLRTC) planned and executed destination level programmes under the control of SLRTC.

▪ **First Phase - 2008 to 2010 June**

As a pilot phase, Responsible Tourism (RT), a pioneering and sweeping concept of Kerala Tourism was implemented in four destinations viz. Kovalam, Kumarakom, Thekkady and Wayanad in which Kumarakom was developed as a successful model. Thus RT became a milestone in the tourism sector of the State in its first phase itself

On the 2nd and 3rd of February, 2007 several stakeholders, including representatives from the government, local-self-governments, tourism industry, civil society organisations, academicians, media and also members of the Legislative Assembly participated in a state-level consultation on Responsible Tourism organised in connection with the International Centre for Responsible Tourism - India (ICRT India) and EQUATIONS (Equitable Tourism Options) by the Department of Tourism at Thiruvananthapuram. The workshop concluded with the formation of a state-level committee - the State Level Responsible Tourism Committee (SLRTC). The field level activities started in January 2008 and RT officially launched on 14th March 2008 at Kumarakom. The RT initiative was started via Kudumbasree units, Department of Tourism positioned four RT Consultants in Kudumbashree at Kumarakom, Thekkady, Kovalam and Wayanad.

Even though the State Level Responsible Tourism Committee held on 20th April 2007 brought forward the above-mentioned destinations as the initial target locations to implement

Responsible Tourism, the actual execution began only in March 2008. In August 2008, Great India Tourism Planners and Consultants (GITPAC) was assigned to provide technical aid for this.

A stakeholder workshop held at Kumarakom on 16th May 2007 initiated Responsible Tourism in Kumarakom and on 14th March 2008, Mr. Kodyeri Balakrishnan, Hon. Minister for Tourism, Home and Vigilance formally inaugurated the initiative. The supply of local products started being sent to hotels and resorts on 18th March 2008 on the basis of a cluster approach with 11 products.

In Wayanad, the implementation of Responsible Tourism started with a stakeholder workshop on 6th May 2007 and in January 2008 RT was initiated there. The whole district was selected for pilot intervention in the beginning but later taking into account the difficulties of the extensive area for implementation, it was limited to Vythiri cluster that includes Vythiri, Kalpetta, Pozhuthana and Meppadi panchayaths. Samrudhi group and Kudumbashree associated with the implementation.

In the third destination Kovalam, the workshop with the stakeholders was held on 8th May 2000. The workshop at Thekkady was held on 23rd June 2007 at The Periyar House with the participation of the stakeholders. Destination Level Responsible Tourism Committee (DLRTC) was formed as part of the discussions conducted in each of these destinations.

▪ **Second Phase – 2011 to 2017**

The second phase of Responsible Tourism was launched in Kumarakom in March 2012. In the second phase the four destinations selected in the first phase successfully continued their journey and besides this three more destinations were added to this phase. The destinations were Kumbalangi in Ernakulam, Ambalavayal in Wayanad and Bekal in Kasaragod. The destinations worked as business units.

From 2011 February, RT cells were placed at all destinations for taking up RT activities and were facilitated through KITTS. RT focuses on promoting tourism that does not cause any ecological or social damage and also provides support for travelers, local population and traders to acquire great benefits from tourism. With its overwhelming successes, around 50 more destinations were selected in the second phase. The Government has also decided to widen the programme into 112 Local Self Government areas under the broad heading

“God’s Own Country, People’s Own Tourism”. But project RT functioned as a parallel system without much connection to the official working of the Department at state and district level

and later the government decided to form Responsible Tourism Mission for expanding RT activities all over Kerala.

▪ **Third Phase - RT Mission**

Aimed at the development of local communities and growth of tourism in the State, Mr. Pinarayi Vijayan, Chief Minister of Kerala launched the Responsible Tourism Mission on 20th October 2017. Making tourism a tool for the development of village and local communities, eradicating poverty and giving emphasis to women empowerment are the main aims of the Responsible Tourism Mission. The mission aspires to provide an additional income and a better livelihood to farmers, traditional artisans, and marginalised people along with creating a social and environmental equilibrium. As part of the Mission, around 50,000 local residents will get trained in several activities and productions. The DoT hopes to provide direct employment to around 1,00,000 people in the tourism sector alone with the support of RT Mission. As part of RT Mission, around 20 Village Life Packages that take the tourists on a trip through the traditional handicraft productions of Kerala such as coir, handloom and pottery will be introduced soon. By making the traditional artforms, rituals and handicrafts of God's Own Country a part of tourism, RT aims to provide more benefits to the local community. RT Mission was formed with the objective of developing tourism with more popular, sustainable and responsible tourism techniques. As a part of this within 5 years, 1,00,000 people will get employment in agriculture, production, sale, trade of traditional products, production and distribution of handicrafts and souvenirs, tourism packages, accessible tourism, resource mapping, publication of the tourism resource directory, cultural packages, waste management in destinations, RT network, cultural forum, RT Human Resource Directory for enabling employment in tourism sector, mobile applications for the same, and online platforms. The activities of RT will now be completely handled by RT Mission and RT Mission is the nodal agency for implementing RT all over Kerala. Kerala Tourism Policy has RT principles as its base. It is vital to the Department to establish RT activities. This can be done by taking the principle of RT to the entire field of tourism activities and motivating the tourism service providers to take up the RT principles in their businesses. The principles of the first phase have been applied to the entire State. RT Mission was formed under the leadership of the Director Of Tourism with well defined functional autonomy. With the introduction of the Responsible Tourism Mission, 14 districts of the State became a part of it.

Responsible Tourism (RT) - an innovative and far-reaching concept of Kerala Tourism completed its phase one program with noticeable milestones. As a pilot phase, this initiative

was implemented at four destinations viz. Kovalam, Kumarakom, Thekkady and Wayanad. Among these destinations Kumarakom evolved as the success model for responsible tourism and was honored by Ministry of Tourism, Govt of India for the best Responsible Tourism initiative in Kerala. Kerala has emerged as one of the prime tourism destinations on the national and international map and is considered as the tourism trendsetter in the country. The availability of plenty of natural resources, skilled manpower, supportive entrepreneurial community, strong local-self-governments, civil society organizations, multitude of micro enterprises, streams of professionals and academicians, responsible media and responsive tourism industry, provide the state an ideal setting to implement and practice 'Responsible Tourism.

The Department of Tourism, Government of Kerala organized a state-level consultation on responsible tourism in association with the International Centre for Responsible Tourism - India (ICRT India) and EQUATIONS (Equitable Tourism Options) at Thiruvananthapuram on the 2nd and 3rd of February, 2007. The two-day workshop was attended by a wide range of stakeholders, including representatives from government, local-self-governments, tourism industry, civil society organizations, academicians, media and also members of the Legislative Assembly. At the end of the workshop, a state-level committee was constituted, namely, State Level Responsible Tourism Committee (SLRTC) with representatives from various sectors to take forward the discussions that emerged during the workshop and to move towards a responsible tourism destination. The State Level Responsible Tourism Committee met on 20th April 2007 and decided to take up the implementation of responsible tourism initiative in phases. Kumarakom, Wayanad, Kovalam, and Thekkady were identified for the implementation of responsible tourism initiative in the first phase. The Government also selected Great India Tourism Planners and Consultants (GITPAC) through competitive bidding, to provide technical assistance and coordination for the initiative in the selected centers. The actual implementation process started in March, 2008.

2.2.2.6 Responsible Tourism In Kumarakom

Responsible Tourism initiatives at Kumarakom came up with outstanding results and emerged as the model destination in the implementation of responsible tourism. In addition to this, the programme bagged different national and international recognitions. The process of Responsible Tourism implementation in Kumarakom started with a stakeholder workshop held at Kumarakom on 16th May 2007. The objective of the workshop was to create a broad consensus on adoption of responsible tourism practices by all stakeholders and the workshop was attended by wide range of stakeholders including people's representatives, representatives

from government, local-self-governments, tourism industry, civil society organizations, academicians and media. The workshop discussed on the economical, social and environmental aspects of Responsible Tourism and formulated action plans in each area. Sri. V. N. Vasavan, M.L.A. inaugurated the workshop. Sri. Sanjay M. Kaul I.A.S., Director, Kerala Tourism, presided over. The workshop was led by Dr. Venu V.. I.A.S., Secretary (Tourism) and Sri. U.V.Jose, Additional Director, Tourism. Dept. of tourism decided to appointment a Kudumbashree consultant for Responsible Tourism on field. Panchayat and Kudumbashree consultant started the fieldwork for effective implementation of RT in Kumarakom destination. Consultant conducted a demand analysis survey in hotel industry and prepared an agriculture calendar for the supply of vegetables to the hotels and resorts without any break. Panchayat decided to implement economic responsibility as a tool to revive agriculture sector. Each Kudumbashree units formed an activity group containing five members each for each vegetable crop.

In such a way 180 groups (900 women) started vegetable cultivation in Kumarakom. Panchayat arranged land for cultivation and supplied fertilizers & seeds worth Rs.1,50,000/ to these groups.

On 14th March 2008, Mr. Kodyeri Balakrishnan, Hon. Minister for Tourism, Home and Vigilance formally inaugurated responsible tourism initiative in Kumarakom. The supply of local products started moving to the hotels and resorts on 18th March 2008 on the basis of a cluster approach with 11 products. As part of the economic responsibility, Department of Tourism developed different micro enterprises, souvenir units, art and cultural groups in the destination. Among this, a local procurement supply unit named Samrudhi led by Kudumbashree was the key player. The economic responsibility activities generated an income of Rs. 45,76,343 (from March 2008-June 2010) to the local people. The resource mapping carried out through household surveys and physical reconnaissance of the project area identified large chunks of uncultivated land in the villages. These were left fallow either because of low yield, low demand for agricultural produces or because of spiraling prices of nonagricultural land induced by the development of tourism. The RT Cell, however, was able to mobilize Kudumbashree volunteers to take up paddy cultivation in 55 acres of land and Grama Panchayat to introduce vegetable cultivation in another 30 acres of land. In addition 612 homestead farmers were motivated to take up vegetable cultivation to enhance vegetable supplies to local hotels. It greatly improved the level of supply of agricultural products to hotel industry apart from securing additional income to the farmers. On the whole, about onethird of

the population in the Panchayat is presently involved in the production and sale of agricultural products to tourism industry.

Fish Farms and Lotus Cultivation - The resource mapping exercise identified as many as twenty-six un-used ponds with reasonable water levels throughout the year. The RT Cell took up the cleaning of these ponds and promoted fish cultivation in twenty ponds and lotus cultivation in six ponds by the local community. The tourism industry provided a ready market for the produce of the fish farms and lotuses. It thus had a positive impact on improving the living conditions of the local community. Establishing linkages with hotel industry and enhancing demand for local produces.

The RT Cell identified the items of purchase for the hotel industry and initiated a dialogue to encourage them to resort to local purchases to the maximum possible. The apprehensions of the industry regarding regularity of supplies, quality of products and competitive prices were progressively removed by developing institutional mechanisms to address those issues. With the establishment of an assured market, the community was also encouraged to enhance production and to adopt organic farming practices. Initially, the local purchase of hotel industry was confined to eleven items of agricultural produces. Later it got expanded progressively and by 2010 it became 45 items including some of the agro-based industrial products. The establishment of such an economic linkage fostered a win-win partnership between the community and the industry by removing all kinds of miss-trusts and conflicts. The immense economic gains of the community through the process included (i) assured market and reasonable prices for the local produce, (ii) enhanced production and the consequent employment generation (iii) minimization of leakages from tourism receipts.

Tourists visiting any particular destination, usually like to carry with them small items typically produced in the place of visit, as mementoes of their visit. Kumarakom can now boast of its own symbolic souvenir item and a growing souvenir industry largely due to RT Initiative. A local craftsman who was struggling to survive in conditions of extreme poverty was assisted in making models of boats and houseboats, which are typical tourist attractions. These mementoes are crafted by using screw pines which are locally available in plenty. The production of these souvenirs by the local craftsman attracted the attention of the hotel industry and contracted exclusive marketing rights through their outlets. It has led to accelerated growth of souvenir industry and the consequent benefits to the craftsman, which pushed him above the poverty line during a short period.

Community-based Tourism Products - In order to provide a village experience to tourists by guiding them through real life situations in hinterlands and thereby distributing economic

benefits of tourism directly to the community, the RT Cell developed two tour packages at Kumarakom. The first package is titled - Village Life Experience at Kumarakom and the second - A day with Farmers. The first package is a half-day tour starting from the RT Cell location at Attamangalam in the afternoon. The guests are taken to the canal side through a small pathway and then board a boat. The group is accompanied by an experienced guide / interpreter. The ride through the backwaters takes the group to Kandan Kavu area of the village for exposure to the bio-diversity and the teeming life of the people. The experiences and interactions in store for the tourists include an Anganwadi; a fish farm, demonstration of traditional fish catching with the aid of bows and arrows; a home garden; coconut leaf weaving by a housewife; traditional craft activity at a household using screw pines; a broom making unit; a Karimeen processing unit; a plantain orchard and a toddy tapper. The guests are given an opportunity at every site to interact with the persons involved in the activity and to try themselves the activities.

The package - A Day with Farmers consists of multiple modes for giving an opportunity to the guests to experience village life in the midst of authentic cultural and natural settings. The journey, which starts from Kavanattikara at about 9.00 a.m., takes the guests through a variety of experiences. The first stop is at an 'antique shop' run by an ebullient entrepreneur. From there, it is cycle ride through some of the most beautiful stretches of Kumarakom covering rice fields, coconut orchards etc. During the ride, the tourists may come across some of the water birds like Indian shag, cormorants, pond herons, egrets, Whistling Ducks, Cotton Teals, Garganey Teals etc. The first leg of cycling ends at a duckrearing enterprise at Kaipuzhamuttu bridge and the nearby Mercy's coir making centre to know and participate in both the activities. The second phase of the journey is by autorikshaw through narrow village roads to the house of Mohanan to see plantations and fish culturing. The vast agricultural field is a complete organic farm cultivating several vegetables. The fish farm of Mohanan consists of artificial fish ponds growing variety of fishes. A little ahead the tourists can see the cumbersome process of toddy tapping. Following the trail, the tourists can see traditional fish catching technique using nets. They can choose the fishes that they want to have cooked and have them served on plantain leaves. The journey then continues through paddy fields by foot for a grand experience of watching teeming bird life. The tourists are then taken to a big farm house at Chakrampadi characterized by mixed cultivation of crops. The interactions with the farmers will imprint lasting memories of farming operations. On way, yet another farm house of Sebastian is visited, where different methods of cultivating vegetables and plantains, as well as rearing of fishes, cows and goats are explained. The techniques of climbing the coconut trees are also

demonstrated on the site. It is followed by a boat ride through the backwaters and the tourists can see another traditional fish catching method popularly known as Vella Veeshal. And finally the tourists are taken to the Don Bosco Home to have a closer look at the art of gift making.

The above packages are popular among tourists and the hotel industry is promoting these as add-on experiences. The members of the community participating in the package by showing / demonstrating their activities receive fixed amounts from the package-price realized. There is also close interaction between the community and the visitors through these packages.

Promotion of Local Art Forms and Culture Kumarakom has a rich cultural heritage with many art forms and cultural troupes. A professional Sinkari Melam Group of Children and Women was formed under the banner of responsible tourism and it became the first such cultural group in Kerala. Yet another cultural group formed is the Suvarna Cultural Group. Performance of these groups are organised in hotels and other places to enrich the experience of tourists.

Promotion of Cultural Tourism and Ethnic Cuisine - The people of Kumarakam celebrate several fairs and festivals, some of which are of regional and local importance. These events form part of their social life and reflect their cultural identity. The colour and splendor with which these festivals are celebrated is a source of great amazement and attraction. The potential tourists to Kumarakom are, however, not aware of such festivals and the exact dates of celebrations. In order to remove this information gap the RT Cell prepared a calendar of such festivals and made it available to tourism industry partners for the promotion of such events as added tourist attractions.

Tourists interested in experiencing local culture are also usually interested in enjoying local ethnic cuisine. However, they are often not aware of the existence of such cuisine and its availability. The RT Cell, therefore, documented such ethnic items and made them available to the tourism industry and promotion agencies.

Social Awareness and Tourist Management - The local community has been made aware of adverse impacts of tourism including child labour, exploitation, prostitution, etc. and the importance of tourist management to avoid such illeffects. The community has thus taken a lead role in identifying and preventing such instances, so as to create an image of clean tourism.

Protection of Environment - The environmental initiative of responsible tourism succeeded in declaring the bird sanctuary as a plastic-free zone, promoting bicycle journey around hotels and resorts, promotion of organic farming, mangrove protection and control of backwater pollution with the help of the community.

A survey of plastic use by sales outlets in the area was conducted and promoted the manufacture and use of eco-friendly carry bags by the establishments. Due to the intervention of destination cell, the bird sanctuary at Kumarakom was declared as a plastic-free zone. In addition to this, a massive mangrove regeneration campaign was organized by the destination team.

Energy Saving Measures - A survey of energy and water use as well as the generation and disposal of waste by the hotels was undertaken to assess the extent of green practices by the industry. The data collected was used for developing environmental criteria for granting green certificates. A separate survey on energy consumption of streetlights made the Panchayat to replace a large number of bulbs.

Comprehensive Resource mapping Responsible Tourism cell at Kumarakom has conducted a grassroots-level resource mapping in Kumarakom Panchayath which covered different aspects like art, culture, profile, resources, manpower etc. This rich data is useful not only for reference but for various other purposes.

Destination Labor Directory - Destination labor directory is another innovative idea developed by Kumarakom destination team. A detailed study was conducted in the destination, which is to identify personnel who are associated with different skilled, semi-skilled and unskilled jobs. This vital detail was constituted to form the labor directory and it is a ready reference to the industry partners when skill is in need.

Objectives of RT Mission

- To Initiate community level tourism activities.
- To establish tourism linkage to community level activities.
- To encourage tourism trade and other stakeholders to practice RT principles.
- To facilitate RT Classification of tourism service providers .
- To encourage tourism units and tourists to take up socially relevant activities.
- To encourage tourism units and tourists to practice environment-friendly practices.
- To build capacity of community at various levels to get benefits from tourism.
- To document field level activities, studies, researches etc.
- To create good industry- community relations in tourism sector.
- To promote local employment and local procurement.
- To promote green principles in construction and architecture, green protocols in waste management, organic farming etc. in tourism destinations.

- To promote fair trade in tourism.
- To facilitate protection and augmentation of farming through tourism.
- To facilitate the empowerment of women and marginalised communities through tourism.
- To develop local entrepreneurship in tourism.
- To protect and promote art and culture through tourism.
- To facilitate training, research, product development and sustainable projects in the tourism sector.
 - To explore NGO partnership for community-related aspects in the tourism sector.
 - To organise Responsible Tourism Clubs at Colleges & Schools.
 - To promote innovation in the economic, social and environmental aspects of tourism to enhance benefits for local community.

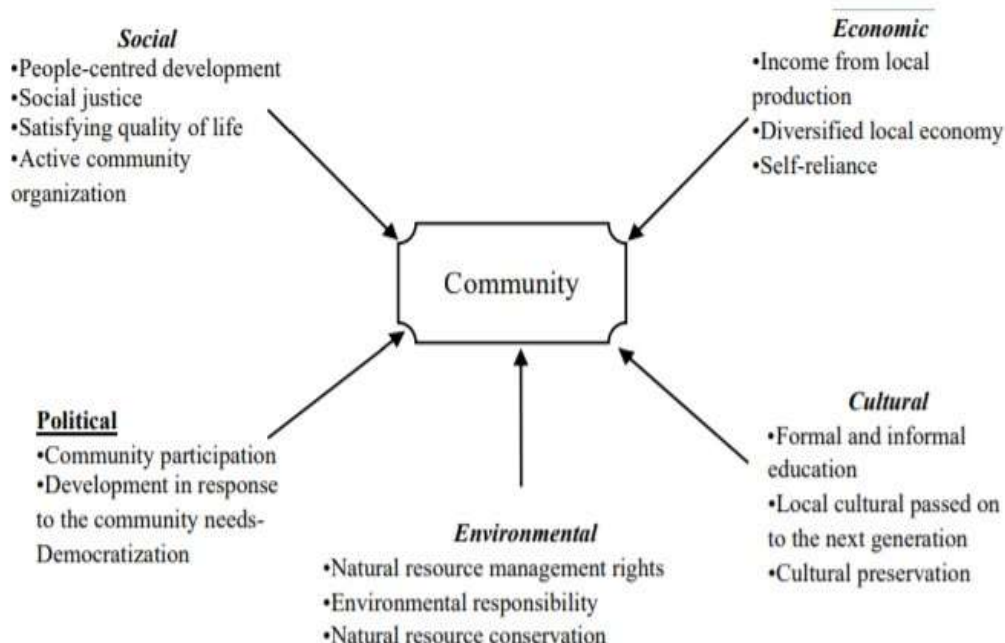
Responsible Tourism and the Environment

Kumarakom is a very famous tourist destination in Kerala. Many environmental activities have been taken up by the Responsible Tourism programme in Kumarakom. The Kudambashree units have started making ecofriendly bags with non-woven fabric and paper and efforts are on to make Kumarakom plastic-free. Destination cleaning groups of women (Parisara sevikas) have been set up in the village. They also collect waste from hotels and resorts and dispose it through eco-friendly methods using biogas or vermin compost plants. The move to eliminate plastic carry bags in Kumarakom is supported by the Grama Panchayat. The RT authorities also support studies and surveys related to the environment in Kumarakom. These surveys help check the status of the ecological balance and act accordingly. On the basis of the survey, For example, a study on waste ponds was conducted. Consequently, fish farming was undertaken in these ponds. Measures for the protection of the avian fauna were taken as a result of a study on the bird life at the sanctuary. Researcher also suggests this as new investment area in CBT. RT provides the vision and the direction for the preservation of the beautiful environment in and around Kumarakom. Strict rules have been implemented to keep plastic bags out of Kumarakom. The authorities are also planning to implement a programme called Zero waste Kumarakom, aiming to make the locality waste-free. Energy management and waste management for all the commercial establishments in the area, including the house boats, have been made more ecofriendly. Organic farming and green practices have been encouraged.

Special attention was given to the protection of mangrove forests and the efforts of those who try to preserve them were Recognized. Bicycle tourism is another novel attempt in Kumarakom planned under the Responsible Tourism programme.

Community Development

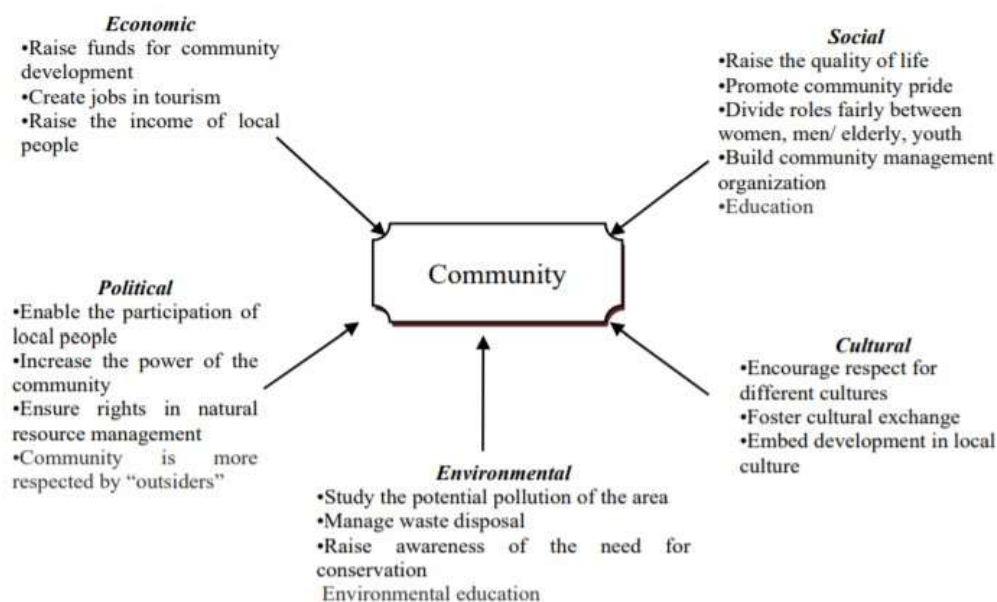
Community Development The concept of community development is explored in terms of participation, empowerment and community capacity as they related to tourism development (Singh, Timothy, & Dowling, 2003). Community development can be seen as building social capital for collective benefits. It uses skill and knowledge and strategy in their practice (Gilchrist, 2004). Community development aims to increase citizens' participation in their community. In community development, emphasis is placed on community as a social system, bounded by geographical location or common interest (Talbot & Verrinder, 2005). Community development is linked to community capacity building through a shared focus of building capacity to a collective participatory force (Williams, 2004). According to Frank & Smith (1999) community development is the planned evaluation of all aspects of community well-being. Community development is undertaken to strengthen or build community relationship and strengthen structures that have become fragmented (Yan, 2004). According to Gilchrist (2004) community development helps local community residents to identify unmet needs. It seeks to build capacity by improving skill and knowledge for individuals and the community as a whole (Gilchrist, 2004). Community development is viewed as the best way to build the capacity of community residents to engage with each other and find solutions to issues that affect their community. Community development holds potential to build community cohesion by facilitating a community's capacity to engage connections between individuals, organizations and groups (Chaskin et al., 2001). Helping a community to build its capacity for development is a primary goal of community development (Ife, 2002). Community development is a process that allows community residents to come together to plan, generate solutions and take action developing the evolution of social, economic, environmental and cultural aspects of community (Hackett, 2004). Community development emphasizes the importance of participation as a means of strengthening local communities (Kuponiyi, 2008). Increased community capacity building is a result of successful community development (Hackett, 2004). Hence, the process of tourism development in local communities is the process of community development. Community development builds peoples' skills for community issue. Hence it is vital to the survival of local communities (Talbot & Verrinder, 2005). The figure (1) illustrates components of community development in local communities.



Tourism and Community Development

Tourism and Community Development Tourism is increasingly seen as a key community tool, with the recognition of its economic contribution in bolstering stagnating economies and its ability to unify local community residents (Fennell, 2003). At community levels, tourism offered opportunities for direct, indirect, and induced employment and income, spurring regional and local economic development (Aref, 2010; Coccossis, 2004). According to Godfrey & Clarke (2000) tourism development is an ongoing process. It is no economic panacea, and is best suited as a supplement to a local community for achieving development (Godfrey & Clarke, 2000). Bushell & Eagles (2007) says tourism plays a role in facilitating community development through business mentoring and educational opportunities that contribute to local communities in increasing skill and knowledge in local communities and local residents as well as improving the community's economic level. The process of tourism development is important as an important tool in community development. Hence many local communities have turned to tourism development to provide economic, social, cultural and overall development of the community. Allen, et al., (1993) suggested that tourism is increasingly being viewed as an important component community development. However, while there is appreciation of tourism as a development tool, there is little understanding of tourism development in the literature. In recent years as local communities have realized the developmental promise of tourism, there has been also a growth in research on tourism and its

contribution to community development. Tourism holds promise for local community development as illustrated in the studies, but how can tourism be developed? This study attempted to answers this question through community capacity building. Tourism has grown as a topic of research in the field of community development and community development researchers have increasingly investigated tourism and its potential (Flora et al., 1992). However, there is no research on how a certain community developed tourism when it decided to become a tourist destination. Before tourism can be used as a developmental tool in a community, it has to be developed. However, there is a little literature that explains the process development of tourism through local communities. That gap in the tourism research was apparent and the gap will be to be attempted to be filled by this study. The following figure shows the contribution of tourism in community development.



Community Development for Tourism Development The development of tourism in local communities is often an illustration of a community taking advantage of resources within community, which is an example of self-help approach to community development. The most prevalent approaches are: the self-help approaches to community development which is a strategy of community development in tourism development (Christenson, 1989). The technical assistance approach to community development is based on technical information and expertise for improving the tourism in local communities. However, this approach has a downside and it can limit community capacity building. This is because governments use the technical approach to develop tourism and this can disempowering local community and create dependency (Cavaye, 2000). Some writers referred to technical assistance as a key element in

building community capacity and increase skill (Rural Voices for Conservation Coalition, 2007). Zody (1980) agrees that technical assistance solves short-term problems, it can establish dependency relationship that becomes part of the problem. Brown (1980) argues technical assistance does not address a real community's capacity building. According to Cavaye (2000), however the support of the government through a technical assistance can be limit building capacity. Yet at the same time, government can also develop partnerships that foster community capacity building for tourism development. Thus in third world countries particularly, without the government support, community capacity cannot be achieved. The conflict approach stresses the equal distribution of resource in community and usually focuses on those with limited power. The idea of the conflict approach is to get people together to change a community (Christenson, 1989). In this study, this approach has referred to decentralization in tourism organization and so it can refer to community participation in tourism development. In summary, community development literature is relevant to this study as it provides the rational and theoretical background for tourism development.

One of the major difficulties in undertaking planning from a community perspective, which is exacerbated with tourism planning, is the political nature of the planning process as discussed above. The whole notion of community planning implies a high level of community involvement and participation, yet often the community does not have the control that is implicit in such a notion. This is not always possible in certain political environments and structures. However, this does not mean we should not try. By taking the journey down the community engagement and empowerment path, problematic areas, power imbalances, lack of social capacity and capital can be highlighted, which can then work in our favour. Capacity building and empowering the community members are one of the strengths of engaging the community in its own development process is also one of its weaknesses. Volunteers from the community, not paid outsiders, handle the majority of the community based work. However, recruiting and maintaining an enthusiastic, committed volunteer group is problematic, particularly in small communities and those used to a hierarchical, top down power structure. In the first instance (small community), responsibility for many of the community based projects can fall to the same few people, which negates the notion of empowerment and capacity building and may also result in burn out of those involved. The second issue can be even more problematic, where the community is used to being told what to do by a person in a position of power. Even if the person genuinely desires to empower the members, they will tend to resist any move of responsibility to them this is the contradiction inherent in community

development, much like the contradiction of tourism (carrying with it the seeds of its destruction

PRODUCTS / SERVICES

Kerala Houseboat Cruise:

Since ancient times Kerala has used its lake and canals as a water network for transporting men and material. Being aboard a houseboat is tranquil, stressless adventures where you will see the beautiful Kerala keep passing by. The houseboat cruise down the mystical backwaters of Kerala is indisputably an experience of a lifetime.

The Kerala Houseboat Features

Besides being a cultural heritage, the houseboats (boathouses) of Kerala offer an innovative Kerala holiday idea. The country houseboat in Kerala is referred to as 'Kettuvallam'. These eco-friendly Kerala houseboats are made from local materials like bamboo poles, coconut fibre, ropes, bamboo mats, carpets etc. Usually Kerala houseboats are the giant country crafts that are as long as 60 to 70 feet.

While aboard the houseboat in Kerala, you may enjoy the facilities of a star categorized hotel. Basically a houseboat is well appointed with an open lounge, one or more bath attached bedrooms and a kitchenette. Kerala house-boat is generally manned by a crew, consisting of a cook, guide and oarsman. Lazing and relaxing on the sun decks is one of the most popular activities on the boat-house in Kerala. Traditional lanterns take up the place of electricity on the houseboat. On the boat, you may enjoy the serene surroundings along with savouring the traditional specialties of Kerala. Fresh seafood adds to the sumptuous

Kuttanadan meals available on the Kerala houseboat

Kerala homestay

It is a program promoted by Kerala Tourism Department, which allows tourists to Kerala, to live in a Kerala home and get to know the culture and lifestyle of this land in a better way. 'Feel at home', is the concept which gave birth to the practice called Homestay. Tourists who travel and reach far away places always find it hard to get accustomed to the culture of distinct places. Living along with the natives, in their own houses and environment, helps

travelers to know the lifestyle, language, cuisines, religion and every aspect of the local culture, in the best way possible.

kerala tourist spots services

Kerala tourist spots visitors can travel in kerala by coconut creek kumarakom homestays and kumarakom houseboat kerala tour packages. Tourism kerala tourist spots are kumarakom tourism village, cochin tourism, munnar tourism, thekkady wild life sanctuary tourism or periyar wild life sanctuary, kuttikanam tourism, vagamon tourism, kottayam tourism, alleppey tourism, varkala tourism, kovalam tourism, kanyakumari tourism, trivandrum tourism, wayanad tourism etc

Ayurveda Treatment

Ayurvedic medication aims at solving the root cause of all ailments. These methods are not meant to provide stop gap solutions or pain suppressing medication, without treating the crux of the problem. Ayurvedic treatment will loosen out those tense muscles, cleanse your system of toxins and rejuvenate your entire body. A medicinal massage post a hectic day of travel has been recommended on these shores for centuries. The Monsoons, when the skies itself descend to cleanse nature, is considered the best time for this rejuvenation therapy. Let the expert masseuse relieve you of all physical and emotional pressures with specially prepared herbal oils, passed down in God's Own Country for over a thousand years.

The Ayurvedic Centres usually have therapy rooms and steam bath facilities, as well as Yoga and Meditation Centres. Multilingual Ayurvedic doctors and masseurs, both men and women, are employed in most of the Ayurvedic Spas at Kumarakom.

Luxury accomodation

The rooms, villas and suites at Kumarakom Lake Resort are a perfect blend of Kerala's traditional architectural charm with luxurious, modern comforts. Each is a careful reconstruction of manas, the 16th century traditional homesteads of Kerala, with many such manas having been transplanted from their original locations and reassembled painstakingly by hand, plank by plank, tile by tile, to create the luxurious abodes at Kumarakom Lake Resort. The traditionally styled, luxuriously modern, open-roofed bathrooms set in small, aesthetically designed courtyards are a common feature to the villas and suites.

Kathakali Performance

Kerala is a land of colorful culture and vibrant traditions. Kathakali – the traditional dance form – is an integral part of the Kerala culture and is practiced across the state. The bold dance form, its dynamic mudras, diverse facial expressions, and the charismatic accompanying rhythm make the ambiance magical and mythical. Watching and enjoying the beauty of these dance performances is one of the mesmerizing things to do in Kumarakom.

Some of the resorts also arrange for performances of Kalaripayattu – a traditional martial art form of Kerala, performed by local artists

Literature review

Fundamental part of any study is through the knowledge of an area in which the researcher is to be carried out and familiarity with other research on the same or related topics. Review of the literature makes the investigator aware of the significance of the problem. In the initial stage of research, the literature helps the researcher to become more familiar with the topic

Lee (2019)¹ conducted a study titled “Can community-based tourism contribute to sustainable development? Evidence from residents’ perceptions of the sustainability “In this paper, the research gaps in sustainable tourism development were addressed by examining residents’ perceptions of the sustainability of community-based tourism based on tourism area life cycle theory. The survey questionnaire was distributed to the residents of six Taiwanese communities, and it was designed to determine the residents’ perceptions of the economic, socio-cultural, environmental, and life satisfaction sustainability of tourism. In total, 849 usable questionnaires were collected. The analytical results further elucidated the sustainability of nature-based tourism and suggested that the economic, socio-cultural, and environmental sustainability varied significantly in the consolidation, development, and involvement stages of community-based tourism development. The four dimensions of sustainability were evaluated according to the pre- and postdevelopment perceptions of tourism sustainability, and significantly different results were obtained. The study concludes that the residents’ perceptions differed across the developmental stages; thus, managers should consider the

¹ **Lee (2019)** “Can community-based tourism contribute to sustainable development? Evidence from residents’ perceptions of the sustainability

development opportunities and adopt appropriate strategies across different development stages.

Dinis (2017)² conducted a study titled “Community Empowerment Based Local Wisdom In Tourism Of Bajo Community “. This study was conducted to find out more about the empowerment of local Wisdom-based Communities in Village of Bajo, Wakatobi to improve the empowerment of Bajo community in the field of tourism. The theories which used to analyze how the local wisdom that becomes social asset for Bajo Tribe to be maintained and the conducted form of community empowerment are Empowerment Theory, Social Capital Theory & Sustainable Tourism Theory. By using qualitative research methods, obtained the result that local traditions Bajo has existed for generations are strengthened so it can serve as a tourist attraction of high economic value in order to improve the economy of Bajo community who mostly livelihood as traditional fishermen. Local wisdom possessed by the Bajo can be a social asset to empower its people to blend in the tourism activities. Therefore the natural resources, culture, industry, local wisdom, and local resources owned by local communities that can be used as tourism objects are preserved. Bajo Community also gets economic benefits which are used to improve the welfare of people living around the tourism are (Inskeep, 2010)

Meniga (2017)³ conducted a study on ”Problems and prospects of Community Based Ecotourism”. Ecotourism involves visiting natural areas with the objectives of learning, studying or participating in activities that do not bring negative effects to the environment; whilst protecting and empowering the local community socially and economically. The tourism is considered as a good strategy for sustainable development in the developing countries. The community based ecotourism is a tourism in which local community participate to control and manage the nature, as a result the community attain the benefits of the ecotourism. This research paper is a conceptual and has been prepared based on literature review. Different conceptual and empirical studies related to community based eco-tourism have been reviewed and examined. This paper presents findings based on the secondary data. This paper attempts to identify the problems facing community based ecotourism in Ethiopia and propose some recommendations for development of a modern and sustainable community based ecotourism in the country. The main problems are lack of inherent tourism potential, lack of tourist investment, lack of knowledge and awareness, lack of technical Know-how and weak

² **Dinis (2017)** “Community Empowerment Based Local Wisdom In Tourism Of Bajo Community “.

³ **Meniga (2017)** ”Problems and prospects of Community Based Ecotourism”.

promotional activity etc. One of the essential elements of ecotourism is the encouragement of active participation of local population in the conservation process and careful consideration should also be made to the distribution of benefits of ecotourism amongst locals. Therefore, the active involvement of local communities in ecotourism development projects is very essential for its sustainability. Local communities have several rooms of participation in ecotourism programs.

Butler (2016)⁴ conducted a study titled “Fostering community empowerment and capacity building through tourism: perspectives from Dullstroom, South Africa” This study observed tourism development in the popular South African destination of Dullstroom, Mpumalanga, and sought to identify the significant social benefits that have been fostered as a result. Dullstroom is synonym ous with fly-fishing and is well-known throughout the country for its unique natural environment that is host to diverse flora and fauna. In the South African context, the impacts generated by tourism development on local communities have remained preoccupied with the economic benefits they deliver and rarely the important social gains that may also be developed. Between October 2012 and March 2013, a qualitative research methodology was developed to capture the views and experiences of 46 local employees (predominantly Non-white, South African females) and 16 owners or managers of local tourism-focused businesses. The findings reveal that tourism development has provided a number of positive impacts and that local community members encountered a number of benefits that ventured beyond economic factors. These benefits included empowerment through capacity building and the acquisition of positions that involved a high degree of responsibility, many of which would have been otherwise unobtainable but for the support of local tourism businesses. Others were afforded opportunities to pursue formal qualifications that enabled them to pursue dreams of senior positions or even new career paths beyond Dullstroom. The platforms that enabled these outcomes are discussed from the perspectives of both employers and employees in the local tourism economy.

Nordin (2016)⁵ conducted a study titled “Empowering Local Communities through Tourism Entrepreneurship: The Case of Micro Tourism

⁴ **Butler (2016)** “Fostering community empowerment and capacity building through tourism: perspectives from Dullstroom, South Africa”

⁵ **Nordin (2016)** “Empowering Local Communities through Tourism Entrepreneurship: The Case of Micro Tourism Entrepreneurs in Langkawi Island “

Entrepreneurs in Langkawi Island “The tourism sector has a huge effect in developing countries by providing immense economic opportunities to the local community. Entrepreneurship has been identified as essential actors for creating job opportunities, generating income, increasing standard of living and generally growing the economy. Using the random sampling approach, the questionnaires were distributed to the tourism entrepreneurs in the tourism attraction area in Langkawi Island. During the survey period, only a total of 263 entrepreneurs completed the questionnaires. The objective of this study is to explore the economic empowerment of the tourism entrepreneurship in contributing to income level, creating job opportunities and increasing standard of living. The findings of the study clearly show that the tourism entrepreneur activities contribute positively to income level, jobs, opportunities and standard of living of the local community

Hanamantaraya (2016)⁶ conducted a study on” Rural Tourism as an Entrepreneurial Opportunity” The Tourism Industry is seen as capable of being an agent of change in the landscape of economic, social and environment of a rural area. Rural Tourism activity has also generated employment and entrepreneurship opportunities to the local community as well as using available resources as tourist attractions. There are numerable sources to lead business in the tourism sector as an entrepreneur; the tourism sector has the potential to be a development of entrepreneurial and small business performance. Which one is undertaking setting up of business by utilizing all kinds sources definitely we can develop the region of that area. This article aims to discuss the extent of entrepreneurial opportunities as the development of tourism in rural areas. Through active participation among community members, rural entrepreneurship will hopefully move towards prosperity and success of rural tourism entrepreneurship

Dangi (2016)⁷ conducted a study titled “An Integrated Approach to “Sustainable Community-Based Tourism”. In his research he finds that two rich knowledge domains have been evolving along parallel pathways in tourism studies: sustainable tourism (ST) and community-based tourism (CBT). Within both lie diverse definitions, principles, criteria, critical success factors and benefits sought or outcomes desired, advocated by different stakeholders ranging from quasi-governmental and non-profit organizations to public-private sector and academic interests. This poses significant challenges to those interested in theory building, research and

⁶ **Hanamantaraya (2016)** ” Rural Tourism as an Entrepreneurial Opportunity”

⁷ **Dangi (2016)** “An Integrated Approach to “Sustainable Community-Based Tourism”

practice in the sustainable development and management of tourism. The paper builds on a previous article published in Sustainability by presenting an integrated framework based on a comprehensive, in-depth review and analysis of the tourism-related literature. The study reveals not just common ground and differences that might be anticipated, but also important sustainability dimensions that are lagging or require much greater attention, such as equity, justice, ethical and governance issues. A preliminary framework of “sustainable community-based tourism” (SCBT) is forwarded that attempts to bridge the disparate literature on ST and CBT.

Hanafiah (2015)⁸ conducted a study titled “Responsible Tourism Practices and Quality of Life: Perspective of Langkawi Island communities” Responsible tourism practice (RTP) has become the most popular concept and principle for modern tourism development. RTP promotes the protection and conservation of the natural environment, local cultures and contributes towards a better quality of life (QoL). This paper endeavors to discover the Langkawi Island communities’ perceptions of RTP and its impacts on their quality of life. Selfadministered questionnaires were distributed to the Langkawi Islands’ community using a quota sampling method. The research conjunctures were tested by using Baron and Kenny’s four-step analysis with RTP as the moderating variables.

Mila Karmilah (2014)⁹ in his work “Community Involvement in Tourism Development: As Strategy for Poverty Alleviation after the earthquake” discusses the involvement and participation of local communities in tourism development using a case study in Kasongan village. The research is guided by three research questions: (1) what are the views of local people towards community involvement in tourism development especially after the earthquake; (2) what are appropriate roles and participate of local people in tourism development; and (3) what are the views of the local people on the contribution of tourism development towards poverty alleviation. Based on the findings, this research concludes that local people a role in the tourism development decisionmaking process. In general, local people want to see decisions about tourism development in their area made jointly by government officials and local leaders in consultation with the local community. Tourism development is

⁸ **Hanafiah (2015)** “Responsible Tourism Practices and Quality of Life: Perspective of Langkawi Island communities”

⁹ **Mila Karmilah (2014)** “Community Involvement in Tourism Development: As Strategy for Poverty Alleviation after the earthquake”

contributing positively towards poverty alleviation, and has made improvement on accessibility, prices of goods and services, employment, income generating.

Paul V.Mathew (2014) ¹⁰conducted a study titled” Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations” The primary objective of the study is to examine the impact of perceived responsible tourism on perceived quality of life of communities in tourist destinations and to analyze the mediating role of perceived destination sustainability. A questionnaire-based survey conducted to collect responses from a sample of 432 residents from 3 different tourism destinations in India. From the data analysis, it was found that as the residents of the local community, perceived responsible tourism plays a pivotal role in the formulation of perceived destination sustainability, which in turn impacts their perceived quality of life. Thus, the study findings offer implications for the successful management of tourism businesses as well as the community sustainability and their well-being.

Stone (2014)¹¹ conducted a study titled “Community Empowerment Through Community-Based Tourism: The Case of Chobe Enclave Conservation

Trust in Botswana” Given the increased awareness of the importance of host communities and environmental responsibility in tourism, community-based tourism (CBT) has gained popularity in the tourism literature as a strategy for environmental conservation and community development. Particularly, CBT is promoted for community empowerment by tourism planners, researchers and practitioners alike. Drawing on a case study of the Chobe Enclave Conservation Trust (CECT) in Botswana, this chapter demonstrates that the adoption of CBT under the rubric of community-based natural resource management (CBNRM) may not always bring the desired outcomes. More specifically, the study demonstrates that operational, structural and cultural limits impede community participation in CBT development projects. These findings suggest that limited performance of CBT and conservation endeavors may be explained by the lack of consideration and incorporation of such limits in CBRNM initiatives. Nevertheless, while CECT may be perceived as having attained limited community empowerment success, the case study offers a positive example of how the government’s

¹⁰ **Paul V.Mathew (2014)** ”Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations” ¹¹ **Stone (2014)** “Community Empowerment Through Community-Based Tourism: The Case of Chobe Enclave Conservation Trust in Botswana”

approach to natural resource management is evolving. The chapter is organized into three parts. First, an overview of the discourse around CBT is presented, highlighting the importance of community empowerment in CBT. Second, drawing on the case of Botswana, CBT's organizational structure is discussed in terms of actors, roles and interests. Finally, the outcomes and effects of CBT are highlighted.

Subash (2014)¹¹ conducted a study titled "Homestays –An Instrument for Community Based Tourism development in Kerala". The homestay program is not merely a rural tourism programme; it is also a strategy for rural development. However, the implementation demands high commitment and understanding among the villagers. In order to design a successful homestay program a concerted effort without relying on outsiders' assistance is needed, particularly in terms of promotion. This program is an added support to the rural socioeconomic development, social capital development, as well as contribution to conservation and enhancement of the rural areas by developing public understanding pertaining to life in rural areas and environmental issues generally. Considering the potential of the homestay program towards community development, the government should take appropriate steps. The homestay program has great potential to be an alternative tourism product to attract international and domestic tourists. However, for to be successful, full commitment from the operators as well as firm support from the Government agencies and other related private agencies such as the tourist operators is very much needed. Although initially the homestay operators knew very little about the tourism industry, their enthusiasm together with the assistance from the Government and the private sector, have contributed to the growth of this new tourism sector.

Salazar (2011)¹² conducted a study titled "Community-based cultural tourism: issues, threats and opportunities". Using examples from long-term anthropological fieldwork in Tanzania, this paper critically analyzes how well generally accepted community-based tourism discourses resonate with the reality on the ground. It focuses on how local guides handle their role as ambassadors of communal cultural heritage and how community members react to their narratives and practices. It pays special attention to the time-limited, project-based

¹¹ **Subash (2014)** "Homestays–An Instrument for community based tourism development in Kerala".

¹² **Salazar (2011)** "Community-based cultural tourism: issues, threats and opportunities".

development method, the need for an effective exit strategy, for quality control, tour guide training and long-term tour guide retention. The study is based on a program funded by the Netherlands-based development agency, Stichting Nederlandse Vrijwilligers (SNV), from 1995 to 2001, and on postprogram experiences. Findings reveal multiple complex issues of power and resistance that illustrate many community-based tourism conflicts. The encounter with the “Other” is shown to be central and that the role of professional intermediaries in facilitating this experience of cultural contact is crucial. Tour guides are often the only “locals” with whom tourists spend considerable time: they have considerable agency in the image-building process of the peoples and places visited, (re)shaping tourist destination images and indirectly influencing the self-image of those visited too. The paper provides ideas for overcoming the issues and problems described.

Aref (2010)¹³ conducted a study titled” Tourism Development in Local

Communities: As a Community Development Approach”. This article illustrates the role of local communities for tourism development. This study also attempts to highlight the role of tourism local development. This article looks at how local communities can develop tourism in local area. The concepts of community and community development have been important for local tourism development. The implication of this study arises from the fact that there has been little research carried out on interaction between communities and local tourism. Theoretically, the findings of this study enrich the knowledge concerning local tourism industry.

Harwood (2010)¹⁴ conducted a study titled” Planning for Community Based Tourism in a Remote Location”. Through this study he states that a community orientated and territorial approach to development planning in a remote area will be more successful than a top down industry based approach [1]. Given the limitations of being remote, the case study community examined in this research manages and sustains a bird watching tourism product within a global market place. This paper examines how a remotely located community in the Arfak Mountains of West Papua overcomes these difficulties and plans for community based tourism (CBT) in their locale.

¹³ **Aref (2010)** ”Tourism Development in Local Communities: As a Community Development Approach”

¹⁴ **Harwood (2010)** ”Planning for Community Based Tourism in a Remote Location”

Pakthar (2010)¹⁵ in his study he analyzed 'Tourism development and its environmental impacts' in North East India. According to him the development of tourism in north east region requires a caution approach. A right balance between the promotion of tourism and preservation of environment is a must. Less polluting greener vehicles are to be encouraged in and around tourist destinations for carrying people. Tourists also have to ensure that the rubbish and debris are not left behind. The use of plastic or tin container is to be avoided in the places they visit. The agencies involved in tourism must ensure that their conduct as well as the behavior of the tourist is not detrimental to the ecology and socio cultural environment.

Inskeep (2010)¹⁶ in his book "Tourism planning: an integrated and sustainable development approach" examines tourism planning at all levels from macro to micro and includes approaches that are applicable to both the more and less developed countries with case studies from many parts of the world. Divided into five parts, part one covers the general background of and approaches to tourism planning, while the remainder of the book examines specific aspects of this subject. Part two is about the process, principles and techniques of preparing national and regional tourism plans. Part three looks at the community or more detailed levels of planning resorts, urban and other forms of tourism, and tourist attractions and the application of development and design standards. Environmental and socio-economic concerns are discussed in part four, while part five reviews those institutional elements that are important in developing tourism and the various approaches to plan implementation.

Simpson (2009)¹⁷ conducted a study titled "An integrated approach to assess the impacts of tourism on community development and sustainable livelihoods" "A key challenge in sustainable tourism is to develop economically viable enterprises that provide livelihood benefits to local communities while protecting indigenous cultures and environments. Such ventures are difficult to assess due to a general lack of effective assessment and monitoring methods, a lack of consensus about methodology and the inability of some monitoring systems to incorporate all elements of tourism impacts. This article presents a structured integrated assessment approach to assess the impacts of initiatives that purport to deliver net livelihood

¹⁵ **Pakthar (2010)** 'Tourism development and its environmental impacts' in North East India

¹⁶ **Inskeep (2010)** "Tourism planning: an integrated and sustainable development approach"

¹⁷ **Simpson (2009)** "An integrated approach to assess the impacts of tourism on community development and sustainable livelihoods"

benefits to communities living adjacent to or within the tourism destination. The approach has been developed to enable generic use in different geographical contexts taking into account a variety of aspects including ownership structure, levels of employment, infrastructure, governance, and sustainable livelihoods (SL). The article examines two pilot case studies conducted in Maputaland, South Africa, to reflect on the implementation and theoretical underpinnings of the protocol.

K.MichaelHaywood (2008)¹⁸ conducted a study titled” Responsible and responsive tourism planning in the community” In recognizing tourism as a community industry the intention of this article is to focus broadly on developing a framework for encouraging a broader, more participatory approach to tourism planning. Specifically, the constraints that befuddle community involvement are identified, and the difficulties facing public participation are discussed, as are some provisional action steps. The characteristics of a diversified approach to tourism planning are then highlighted. Appropriate creative, involving and learning techniques, such as scenarios should be utilized and the application of scenarios as a device to help develop and integrate a community's tourism goals, as a prelude to further planning, is explained.

Schipani (2008)¹⁹ conducted a study titled” Lao Tourism and Poverty

Alleviation: Community-Based Tourism and the Private Sector”. Tourism as a tool for development was first mooted in the 1970s. Recently, focus has been on the role of ecotourism, pro-poor tourism and community-based tourism (CBT). This has been so in Lao People's Democratic Republic, where international tourism is a vital source of foreign exchange and employment and an important feature of the government's poverty-alleviation strategy. The Asian Development Bank (ADB) finances many infrastructural projects facilitating tourist movement in the Lower Mekong Basin, and with the Lao Government and the Netherlands Development Agency (SNV) is a key player in donorassisted, community-based tourism (DACBT). The development of DACBT in Lao PDR is discussed in some detail, especially the Nam Ha Ecotourism Project, and is compared briefly with the role of the private sector in tourism development in Southern Lao PDR. It is concluded that while DACBT projects can indeed alleviate poverty and develop financial and cultural capital, private sector tourism

¹⁸ **K.MichaelHaywood (2008)** ”Responsible and responsive tourism planning in the community”

¹⁹ **Schipani (2008)** ”Lao Tourism and Poverty Alleviation: Community-Based Tourism and the Private Sector”.

enterprises also have an important role in poverty alleviation, and it should not be assumed that DACBT is the only – or necessarily the most efficient – form of pro-poor tourism.

Wocke & Merwe (2007)²⁰ conducted a study titled “An investigation into responsible tourism practices in the South African hotel industry” This paper sheds light on the reasons for the limited uptake of responsible tourism initiative memberships by hotels in South Africa, despite South Africa being regarded as a leader in the field of responsible tourism policy, with the drafting of responsible tourism guidelines by the South African Department of Environmental Affairs and Tourism (DEAT). The International Centre for Responsible Tourism's conference (hosted in South Africa) preceding the World Summit on Sustainable Development in 2002 resulted in the Cape Town Declaration, which was based on the guidelines developed by DEAT. There are currently two responsible tourism membership initiatives in South Africa. Non-experimental survey research was conducted among hotels about their understanding and implementation of responsible tourism practices. Sixty hotels responded to the survey, and it would appear that these hotels implement Corporate Social Responsibility / responsible tourism, though to varying extents. Many responding hotels do not participate in responsible tourism initiatives because of - amongst others - confusion about what the concept means, and a lack of awareness of such initiatives. This paper raises questions about the effectiveness of membership initiatives in promoting the implementation of responsible tourism practices and questions the importance of a common understanding and awareness of what responsible tourism entails in ensuring that policy is implemented.

M.R.Biju (2006)²¹ in his research provided a critical analysis of various aspects tourism industry. It examines global, national and regional evolution of tourism sector. It also included recent issues in tourism like strategic management, service quality, personalization, natural environment and impact of terrorism industry. He concluded it by stating that in Kerala, tourism is recognized as an important sector for the development on account of its potential for generating income and employment.

Blackstock (2005)²³ conducted a study on “A critical look at community based tourism” Community based tourism (CBT) could be one way of creating a more sustainable tourism

²⁰ **Wocke & Merwe (2007)** “An investigation into responsible tourism practices in the South African hotel industry”

²¹ **M.R.Biju (2006)** “A critical analysis of various aspects tourism industry”²³

Blackstock (2005) “A critical look at community based tourism”²⁴ **Kumar (1995)** “A study on the sustainable development of ecotourism in Kerala”.

industry. This article critically reviews the CBT approach in light of fieldwork in a North Queensland tourism destination. The literature on CBT has three major failings from a community development perspective. Firstly, it tends to take a functional approach to community involvement; secondly, it tends to treat the host community as a homogeneous bloc; and thirdly, it neglects the structural constraints to local control of the tourism industry. Attention to these issues could contribute to a more sustainable and equitable tourism industry

Kumar (1995)²⁴ conducted a study on the sustainable development of ecotourism in Kerala. The objective of the study was to make an assessment of the eco-tourism potential of Kerala, to study the preference for eco-tourism among foreign tourists coming to Kerala and to develop policy suggestions tourism. The study shows that foreign are attracted to Kerala because of its natural beauty. It is reported that majority of the foreign tourist belong to the budget category. Whose interest is to spend their holidays at minimum cost? He suggested that by providing more facilities and bye popularizing eco-tourism products, the state could raise the demand for eco-tourism especially among high-income groups from North America and West Europe.

Sudheer.S.V (1991)²² conducted a study titled “Tourism in Kerala – problems and potentials” aims to assess the potential of natural resources in Kerala to promote tourists visits and to ascertain the facilities available to tourists. He evaluated the working of the Government machinery for ascertaining professionalism in this and the economic benefits obtained by the business Community in the tourist center. The study is explanatory in nature. It is proceeded by setting some hypothesis. The data were collected mostly form field survey using questionnaire and interview schedules. Secondary data obtained from sources like GOVT. publication, govt. department and other agencies in the field of tourism are also used. Nine hundred tourists were selected as samples 600 foreign and 300 domestic. Individuals are selected randomly from 14 districts. A pilot survey among 100 tourists, 20 informed individuals, 20 traders and 20 members to the staff of the Department of Tourism are also done. As per the study he concluded that most of districts in Kerala have potential for tourism promotion.

²² **Sudheer.S.V (1991)** “Tourism in Kerala –problems and potentials”

RESEARCH DESIGN

The study is based on the facts collected and observation made in the local people engaged in tourism industry at Kumarakom Grama Panchayat. Both analytical and descriptive designs were used in this study.

The study is based on both the primary and the secondary data.

- Primary Data

Primary data has been collected from the local people residing there. The study used Survey Questionnaire design using Google forms for eliciting information from the respondents. Schedule is used for collecting information from local people including farmers, businessmen, craft makers, SHG members etc.

- Secondary Data

Secondary data has been also extensively used for the study. It mainly includes websites, journals, articles, books, newspapers etc.

METHOD OF DATA COLLECTION

The method used for collecting data is the convenience sampling method. Sampling method is used because it saves time, effort and gives accurate measurements.

LIMITATIONS OF THE STUDY

- The respondents may not always disclose relevant information for the project due to security concerns.
- Lack of adequate time to conduct the study
- Non co-operation of informants to fill Google sheets was a constraint.

TESTING OF HYPOTHESIS

HYPOTHESIS 1:

H0: There is no relation between responsible tourism initiatives and economic development.

H1: There is relation between responsible tourism initiatives and economic development.

REGRESSION STATISTICS- HYPOTHESIS 1

Multiple R	0.838266
R Square	.70269
Adjusted R Square	0.699657
Standard Error	3.623037
Observations	100

COEFFICIENT- HYPOTHESIS 1

	Coefficients	Standard Error	T-Statistics	P-Value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-4.031459918	2.708553356	-1.488418129	0.139851585	-9.406495902	1.343576065	-9.406495902	1.343576065
X Variable 1	0.908213871	0.059675692	15.2915955	1.46977E-27	0.789789403	1.026638339	0.789789403	1.026638339

Since the value of p is < 0.05 , we reject the null hypothesis and will accept the alternative hypothesis. So there is significant relation between responsible tourism initiatives and economic development.

HYPOTHESIS 2:

H0: There is no relation between responsible tourism initiatives and socio-cultural development.

H1: There is relation between responsible tourism initiatives and socio-cultural development

REGRESSION STATISTICS – HYPOTHESIS 2

Multiple R	0.841416
R Square	.707981
Adjusted R Square	0.705001
Standard Error	4.091888
Observations	100

COEFFICIENT- HYPOTHESIS 2

	Coefficients	Standard Error	T-Statistics	P-Value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	5.911057092	3.059062306	1.932310133	0.05620879	-0.159552495	11.98166668	-0.159552495	11.98166668
X Variable 1	1.038882679	0.067398214	15.41409806	6.07563E-28	0.905133117	1.172632241	0.905133117	1.172632241

Since the value of p is < 0.05 , we reject the null hypothesis and will accept the alternative hypothesis. So there is significant relation between responsible tourism initiatives and socio-cultural development.

HYPOTHESIS 3:

H0: There is no relation between responsible tourism initiatives and environmental development.

H1: There is relation between responsible tourism initiatives and environmental development.

REGRESSION STATISTICS – HYPOTHESIS 3

Multiple R	0.691408
R Square	0.478045
Adjusted R Square	0.472719
Standard Error	3.633902
Observations	100

COEFFICIENT- HYPOTHESIS 2

	Coefficients	Standard Error	T-Statistics	P-Value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-2.426352972	2.716676209	-0.893132926	0.373973984	-7.817508492	2.964802548	-7.817508492	2.964802548
X Variable 1	0.56705987	0.059854657	9.473947411	1.67834E-15	0.448280252	0.685839489	0.448280252	0.685839489

Since the value of p is < 0.05 , we reject the null hypothesis and will accept the alternative hypothesis. So there is significant relation between responsible tourism initiatives and environmental development.

FINDINGS OF THE STUDY

As per analysis done on the chapter IV, following are the findings of the study.

- Majority of respondents (60%) are female
- Majority of respondents (50%) are SHG workers and artist/craft maker
- Majority of respondents (50%) have a monthly income between 1000020000

- 80% of the respondents have undergone training under RT initiative
- 80% of the respondents have attended meeting of Responsible tourism
- Majority of respondents strongly agree that Responsible tourism has increased job opportunities, helped to increase the productive working hours and provided more job opportunities to household women. While majority of them agreed that Responsible tourism increased the scope of local artist and helped to improve the working conditions.
- Majority of respondents strongly agree that Responsible tourism has increased the demand for locally produced goods and results in increase in its production. While majority of them agreed that Responsible tourism increased the number of production units and helped to increase farming.
- Majority of respondents strongly agree that implementation of Responsible tourism results in the development of good roads and transportation facilities, results in proper supply of electricity and street light facility, provided proper communication facilities. While majority of them agreed that implementation of Responsible Tourism ensures proper supply of safe drinking water, improved the number, facilities of primary health centres and increased the land value.
- Majority of the respondents pinioned that RT initiatives like fallow land cultivation and enhanced agricultural production, fish farm and lotus cultivation, establishing linkage with hotel industry and enhancing demand for local products, community based tourism products, promotion of local art forms and culture, social awareness and tourism management and promotion of cultural tourism are highly effective and initiatives like development of souvenir industry, protection of environment, comprehensive resource mapping and energy saving measures are effective.
- Majority of respondents strongly agree that Responsible tourism helped to preserve local culture, helped to improve the education standard, helped in the protection of local art forms and creates more cooperation among people. While majority of them agreed that Responsible Tourism results in proper cultural exchange and results in the development of an ethical code.
- Majority of respondents are satisfied with the Responsible Tourism initiatives for use of eco-friendly bags, promoting organic farming, promoting plastic free zone, activities

for mangrove protection and control of backwater pollution and drainage & waste management activities. While majority of them are highly satisfied with Responsible tourism initiatives for control on illegal construction

- Majority of respondents are highly satisfied with Responsible Tourism initiatives and reaction of tourist on Responsible Tourism initiatives. Majority of them are satisfied with the support of Government towards Responsible Tourism initiatives.
- Capacity building and skill development is regarded as the most influencing factor for the growth of RT initiatives followed by employment generation & reduction of poverty and involvement of local people in decision making.
- 92% of the respondents agree that Responsible Tourism initiatives should be widened to more areas.
- Responsible tourism initiatives results in economic development.
- Responsible tourism initiatives results in socio-cultural development.
- Responsible tourism initiatives results in environmental development.

Conclusion

Even though people agree that safe drinking water is available, they find shortages during sometimes. Therefore, the government should ensure that safe drinking water is made available throughout the whole year. There are local people who are not involved in Responsible tourism activities. Such people also should be made involved in the responsible tourism initiatives. Infrastructure facilities needs to be improved more to meet the future needs. Needs to create more awareness among the local people about the benefits of responsible tourism.

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