

ECONOMIC BENEFIT OF ECO-TOURISM ON VARIOUS BENEFICIARIES ;A CASE STUDY OF ATHIRAPILLY WATERFALLS CHALAKUDY KERALA

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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 (24)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. Generally ecotourism deals with interaction with biotic components of the natural environments ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats.

Responsible ecotourism programmes include those that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors and integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for local communities. For these reasons, ecotourism often appeals to advocates of environmental and social responsibility. The present study we focused on the benefit of eco-tourism on various beneficiaries.

Keywords: Tourism, ecotourism programmes, beneficiaries

Introduction

Kerala, a state situated on the tropical Malabar Coast of south western India, is one of the most popular tourist destinations in the country. Named as one of the ten paradises of the world by the National Geographic Channel, Kerala is famous especially for its ecotourism initiatives Its unique culture and traditions, coupled with its varied demography, has made Kerala one of the most popular tourist destinations in the world. Tourism industry is major contributor to the state's economy.

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visited. "Tourism has become a popular global leisure activity.

1.1 The Marvel Called Kerala

Wedged between the Western Ghats on the East and the Arabian Sea on the West, the narrow strip of land known as Kerala is a destination of a lifetime. The timeless beauty of the palm fringed beaches of Kovalam and Varkala, the majesty of the undulating hills of Munnar and Vagamon, the serenity of the pristine backwaters of Kumarakom&Kuttanad and the enchanting woods and forests of Thekkady and Silent Valley will have you bowled over. That such a small terrain can hold diverse geographical features and cultures is a wonder in itself.

1.1.1 Types Of Tourism

All types of tourism in India have registered phenomenal growth in the last decade ever since the Indian government decided to boost revenues from the tourism sector by projecting

India as the ultimate tourist spot. The reason why India has been doing well in all types of tourism in India is that India has always been known for its hospitality, uniqueness, and charm— attributes that have been attracting foreign travellers to India in hordes. The Indian government, in order to boost tourism of various kinds in India, has set up the Ministry of Tourism and Culture. This ministry recently launched a campaign called 'Incredible India!' in order to encourage different types of tourism in India. The result was that in 2004, foreign tourists spent around US\$ 15.4 billion during their trips to India. Being a country with tremendous diversity, India has a lot to offer in terms of tourism and related activities. The diversity that India is famous for ensures that there is something to do for all tourists in India, no matter what their interests.

1.1.2 Outdoor Tourism

The Indian subcontinent is a geographically varied land form that contains dense jungle, pristine coasts and the highest mountain range in the world, the Himalayas. These mountains are among the most popular destinations on Earth for hikers, mountaineers and climbers, and they offer nearly endless possibilities for trekking adventures. In the lowlands, the forests of India are home to exotic wildlife, including the rare white tigers of Bandhavgarh National Park, and they are popular destinations for safaris and ecological tourism. The varied beaches of India are popular with surfers, divers, sailors and sun worshippers.

1.1.3 Spiritual Tourism

The birthplace of Buddhism and Hinduism and home to hundreds of monasteries and ancient temples, India may be the top destination in the world for spiritual tourism. The Tibetan Buddhist exile community in Dharamsala is home to the Dalai Lama and attracts soul seekers from across the globe. The holy city of Varanasi sits on the banks of the Ganges River and draws hordes of international tourists to its ghats and towering Hindu temples. Many modern international

spiritual movements, such as Vipassana, are based in India and followers come to study and meditate with the masters in the home country.

1.1.4 Sightseeing Tourism

India is a popular country for historical sightseeing, and the country's thousands of years' worth of monuments and architecture are some of the world's most spectacular. The Taj Mahal was built in the 17th century by a Mughal emperor in Agra and is now a UNESCO World Heritage Site. The 10th century Hindu temples of Khajuraho in Madhya Pradesh feature carved stone walls that depict the decadent life of those times, including sexual encounters.

1.1.4 Yoga Tourism

A health phenomenon that has taken the world by storm, yoga is based on ancient Indian scriptures and practices, and many modern practitioners consider a trip to India the must-do trip of their life. The southern city of Mysore is home to several schools that teach Ashtanga yoga, and yoga ashrams can be found all over the country. Tourists come to partake in weeklong retreats, months-long certificate programs or even years of dedicated training.

1.1.5 Leisure Tourism

India is also a global hot spot for those who just want to party or relax. The seaside town of Goa hosts large parties and raves as well as a variety of festivals on its white sand beaches. Luxury resorts that offer all-inclusive holidays line the southern Goan coast and the idyllic Andaman Islands.

1.1.6 Eco-Tourism

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low – impact and often small scale alternative to standard commercial tourism. It means responsible travel to natural areas conserving the environment and improving the well being of the local people. Its purpose may be to educate the traveller, to provide funds for ecological conservation, to directly benefit the economic development and political

empowerment of local communities, or to foster respect of different cultures and for human rights. Since the 1980's ecotourism has been considered as critical endeavour by environmentalist, so that future generations may experience destinations relatively untouched by human intervention. Several university programmes use this description as the working definition of ecotourism.

Generally ecotourism deals with interaction with biotic components of the natural environments ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats.

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1.2 Recent Trends Of Tourism Im Kerala

- Foreign Tourist arrival to Kerala during the year 2015 is 977479. It shows an increase of 5.86 % over the previous year's figure of 923366.
- Democratic Tourist arrival to Kerala during the year 2015 is 12465571. It shows an increase of 6.59% over the previous year's figure 1169541.
- Foreign exchange earnings for the year 2015 isRs. 6949.88 crores which recorded an increase of 8.61% over the previous year.
- Total revenue (including direct and indirect) from tourism during 2015 is Rs.26689.63 crores, showing an increase of 7.25 % over the last years below.

Earnings From Tourism

Table 1.1

Year	Foreign Exchange Earnings (Rs. In crores)	Percentage Increase	Total revenue generated of from Tourism(Direct and Indirect) Rs. In crores	Percentage of Increase
2011	4221.99	11.18	19037.00	9.74
2012	4571.69	8.28	20430.00	7.32
2013	5560.77	21.63	22926.55	12.22
2014	6398.93	15.07	24885.44	12.11
2015	6949.88	8.61	26689.63	7.25

YEAR	DOMESTIC TOURISTS	%VAR	FOREIGN TOURISTS	%VAR
2011	93,81,455	9.15	7,32,985	11.18
2012	100,76,854	7.41	7,93,696	8.28
2013	108,57,811	7.75	8,58,143	8.12
2014	116,95,411	7.71	9,23,366	7.60
2015	124,65,571	6.59	9,77,479	5.86

Trends In Domestic And Foreign Tourist Arrivals Into Kerala

Table 1.2

1.3 Significance Of The Study

The importance of eco-tourism is increasing day by day. All eco-tourism projects form a major part of the whole sector. In the context of high unemployment, weakened agricultural and industrial sector, tourism is considered to be the best alternative for priority in the economic and social development. Among different type of tourism, ecotourism is the most relevant. Ecotourism development not only improves the states income, brings valuable foreign exchange and increases employment but also results in distribution of benefits across the state as opposed to most of the other states which tend to localise the economic and social benefits to a particular region. Ecotourism as a sustainable tourism should be beneficial to the future generation also.

There is now a need to encourage tourism that contribute to the conservation of the ecology and environment, contributes to the local community and provides the tourist an opportunity to relax experience and participate in nature. Development of tourism and protection of environment are interrelated. Tourism is attracted by pleasing environment and environment will get will get a face-lift because of the tourist attraction. Tourism is bigger than steel, Electronics and such type of industries. In India tourism is the third largest foreign exchange earner after garments, gems and jewellery. The foreign exchange earnings from eco-tourism is very high. The World Resources Institute estimated that nature tourism was growing between 10-30 % a year. Today, it is even higher. The International Ecotourism society estimated

that of all tourists in the recent years between 60-80% were nature based.

1.4 Review Of Literature

Sarngadharan and Raju (2000) in their book 'Tourism and sustainable Economic Development Indian and Global perspectives' remarks that eco-tourism is a high risk venture. This should not be the sole source of livelihood for communities. It is essential to view rural development in a broader context, taking in to account issue such as land rights, citizenship status and the impact of modern communications in the "global village". There is urgent need for improved analysis of eco-tourism issues as part of the ecotourism planning and development process.

Kandari and Ashish Chandra (2003) in their book 'Tourism, Bio-diversity sustainable development' hold the view that "ecotourism becomes more important economically ensuring that it follows a truly sustainable path will require co-operation and partnership among tourism industry, government, local people and above all, tourists themselves

Rao (2005) after analysing the relationship between tourism and foreign exchange concluded that tourism is a revenue earner and the most significant source of foreign exchange in several countries. He warns that a badly organised tourism development strategy will have some adverse effects on the country rather than the development of the country.

Haque Immanuel and ShanawazAhammedDur (2007) in their study titled 'Dynamics of Tourism Economics; Indian perspective', showed the

significance of tourism specifically with reference to employment sector, infrastructural facilities and poverty education.

ShaikAmeer and YasminFathima (2007) in their paper titled 'tourism growth in india and eco tourism impact on rural development' clarified that eco tourism is based on the four principles-(1) nature orientation, (2)eco-sustainability, (3)

possibility of conducting research and (4) involvement of local people.

1.5 Research Objectives

- 1) To make an overview of eco-tourism in Kerala
- 2) To examine the Economic impact of eco-tourism on various beneficiaries a study on Athirapilly waterfalls chalakudy
- 3) To provide suitable suggestions for sustainable tourism development in Kerala

1.6 Research Methodology

1.6.1 Data Source

Both primary and secondary data were used for this study secondary data collected from books journals, websites, articles, economic reviews, Kerala tourism statistics etc. A structured questionnaire is to be prepared for the collection of primary data from Athirapilly waterfalls chalakudy in order to measure the economic impact of eco-tourism various benefits.

1.6.2 Sample And Sample Size

The present study is based on specific group of people or the local community engaged in eco-tourism. The study is conducted on different beneficiaries taken as sample drawn from travel agent, tourist guide, home stay owners, hoteliers etc....

1.7tools Of Analysis

The tool is developed using Likert scale in a range of 1 to 5 with 1,2,3,4, and 5 corresponding to strongly agree Neither agree nor disagree and strongly respectively. It contains 13 statements. The respondents were contacted personally by the researchers.

1.8limitations Of The Study

- Time limit
- Take only tourism beneficiaries
- Limited number of data
- Cost

1.9chapter Outline

- 1) Introduction
- 2) Eco-tourism an overview
- 3) Analysis and interpretations

4) Findings, suggestions and conclusions

Bibliography

Appendix

ECO-TOURISM IN KERALA

Kerala is one of the most famous eco-destinations. Tourism industry in Kerala should be eco friendly and sustainable. Kerala ecotourism aims to let people have an insight of the local culture. Most of the foreign tourists choose eco friendly areas for visit. Ecotourism in Kerala has taken off in a big way because Kerala has many destinations known for their natural beauty and exquisite landscape. As Kerala is one of the greenest destinations in India, the state is perfect hub for promoting ecotourism in a big way. The verdant beauty of Kerala is richly highlighted through the different ecotourism destinations. Ecotourism along with pilgrim, backwater and village tourism are propelling this field into new levels of progression with each passing day. Undoubtedly our wealth is our nature. It is a way to save forests and provide positive experiences to visitors.

The Western Ghats region of Kerala contains a protected area of 2,324 sq.km which house two National Parks and 12 Wildlife Sanctuaries. The Western Ghats of Kerala, with its tropical forest eco-system, provides a natural advantage for development of ecotourism. The Western Ghats region of Kerala can be projected as an Ecotourism Zone in the true sense. It has now become necessary to evolve appropriate location specific strategies for sanctuaries in Kerala, in the sphere of ecotourism development.

The major ecotourism products are broadly classified as beaches, backwaters, hill stations, wildlife sanctuaries etc. In Kerala these are largely spread over the Western Ghat regions. The recorded forest area in Kerala is 1112559sq.krns. All these areas provide a natural advantage for the development of ecotourism. The Tourism Department of Government of Kerala has taken steps to give focused attention to ecotourism in the state. A separate ecotourism wing has been created to

give policy support for the development of the ecotourism destinations in the state.

Forest, wetlands, mangroves and aquatic ecosystems are the major types of ecosystems in Kerala. As per official classification, Kerala has 41 west flowing rivers and 3 east flowing rivers. Unlike many other states in India, Kerala is rich with evergreen

forests. It has over 25% of India's 15,000 plant species, where majority of them grow in Western Ghats. It includes 150 ferns, 4000 flowering plants, 600 fungi, 800 lichens and 200 mosses. A large number of them are endemic to Kerala.

2.1 Eco-Tourism Strengths

- Kerala has 12 Wildlife Sanctuaries and 2 National Parks. These may form the base for ecotourism activities.

- Apart from these, the rich biological diversity can be an added advantage.

- The water bodies formed within the forest areas due to the construction of dams/hydel projects provide scope for recreational facilities.

- There are fifty mountains and peaks in Kerala.

- Government of Kerala in the tourism field undertakes massive marketing campaign.

- Scope for a variety of ecotourism activities such as mountaineering, trekking, bird watching etc.

- Location advantages such as short distance from seashore well developed road network up to forest areas etc.

- The forest staffs are well trained in wildlife ecology.

- Well-informed public and conservation groups who may always be watchful of the adverse impact if any.

2.2 Flora and Fauna

Richness of soil, heavy rainfall (cool monsoon season from June-November) give rise to a flora of great variety of timber trees like teak, rosewood, ebony and flowering trees, the most important are the Barrington and varieties of Bauhinia and Hibiscus. Jack and Mango trees

are ubiquitous, Papaya and Pineapple are abundant.

Kerala's fauna too has great variety. The forests abound in elephant, black leopard, tigers, sloth bears, giant squirrels, bisons, sambars and a variety of deers. The

state accounts for 70% of the total Indian production of coconut. Kerala is also known for the black gold- pepper. It is exported to 60 countries and the state accounts for 75% of the total Indian production of pepper. Cashew is another big earner of foreign exchange. Nearly 80% of the cashew factories in India are located in Kerala and provide employment to a large work force, 90% of them being women. The state also accounts for 40% of Indian marine product exports to over 40 countries. Kerala accounts for the bulk of India's rubber, cardamom, clove, lemon grass oil, arcanut tea, coffee, ginger and tapioca.

2.3 Wildlife Resources in Kerala

The finest wildlife sanctuaries and national parks are settled in the luxuriant forests of the Western Ghats in Kerala. Each one forms home to rare animals, birds, reptiles, insects and plants. Kerala is home to the Neelakurinji that blooms once in every twelve years. These exotic locations are some of the most refreshing and revitalising trekking trail in the country. The management of the parks lays emphasis on creating scientific conservation methods that are complementary to the traditional lifestyle of the tribal residing in the region.

Mangroves are usually considered as a resource for the development of ecotourism. In Kerala, mangroves are seen as isolated and discreet patches in a total area of less than 50sq.km. Mangroves are distributed in almost all the districts in the state. Directorate of Ecotourism, Government of Kerala has taken initiatives to develop mangroves based ecotourism projects and recently a special project has been developed for Malabar region.

2.4 Kerala Backwaters

Lush Backwaters of Kerala along the 600km long coastlines of dazzling beaches are unique

to Kerala. These backwaters of Kerala are the basis of a unique lifestyle and mesmerising sights. The boats cross shallow, palm-fringed lakes and travel along narrow shady canals where coir, copra and cashews are loaded into the boats. The backwaters form a unique attraction of Kerala. They include lakes and ocean inlets. There are 44 rivers cutting across the state, with innumerable tributaries and branches.

2.5 Kerala Beaches

The 600km long shoreline of Kerala dotted with some of the most enticing beaches of the world. The beaches of Kerala are all insplendour with coconut groves, natural harbours, lagoons and sheltered coves. The palm-lined beaches of Kerala are most visited for the gentle surf and the sooting azure waters.

2.6 Kerala Hill Stations

Kerala's highland area rising to an average height of 1520m covers the tropical forests of the Western Ghats, housing rich flora and fauna. The hill station: in Kerala offer the most charismatic experience of nature in all its spotless beauty. The hill station of Munnar and Nelliampathy in Kerala are ideal spots for trekking.

2.7 Eco -Tourism in the Protected Areas

Protected areas play an important role in evolving the challenge of maintaining a sustainable world. Not only they provide shelter for biological diversity, but they play an equally significant role in the changing economic and social structure of local communities and nations. There is ample scope for development of ecotourism in protected areas as they have the potential to attract tourists. The protected areas are increasingly becoming a source of tourist revenue and alternative tourism forms.

Notwithstanding the small size of the state, the diversity of physical features with corresponding variation in microclimate offers a panoramic mosaic of forest types. More than 24% of the total areas of the reserved forests are protected areas. Ecotourism activities have been institutionalised in Periyar Tiger Reserve

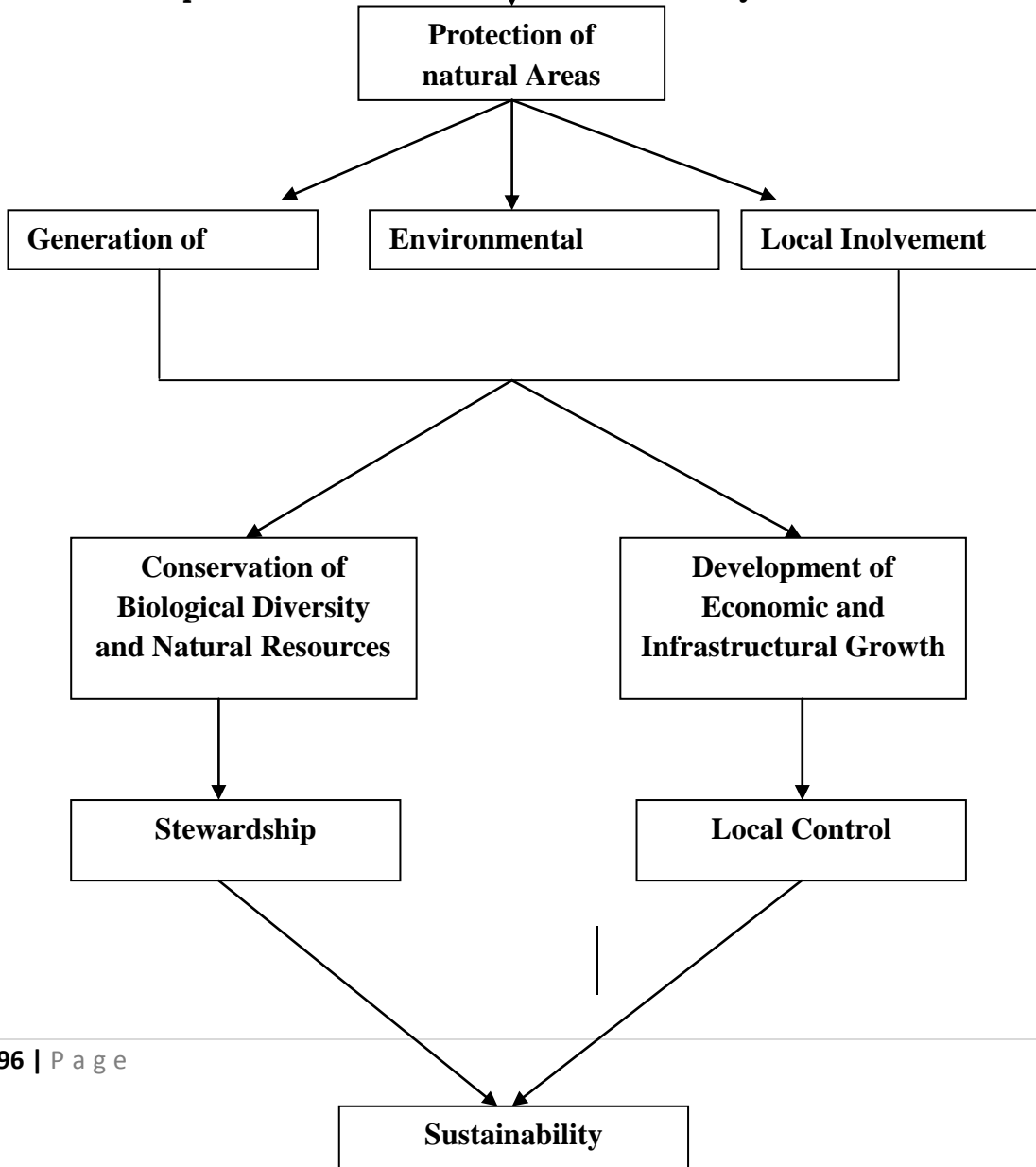
as a community based tourism initiative with the India Eco Development Project that was operational from 1997. Community based tourism activities have been organised by the EDC's (Eco Development Committees) with participation from the various stakeholders who have organised themselves into various EDC's. The other major sanctuaries like Wayanad, Parambikulam and Eravikulam National Park are also in the process of organising community based ecotourism initiatives now. Introduction of community based tourism activities through the Eco Development Committees (EDCs) in these areas

would help to increase revenues as well as in reducing pressure on sanctuaries. The formation of Periyar Foundation which is the apex body for facilitating the various initiatives has been found to be successful in providing the necessary financial and other technical support for the EDCs to organise and maintain the various activities has been found to be the culmination of the efforts made under the India Eco development Project. The same is being replicated in other sanctuaries also. The following chart (fig 4:6) explains the relationship between ecotourism and sustainability:



FIGURE-2.1

2.1 Relationship between Eco - Tourism and Sustainability



World Conservation Monitoring Centre's Threatened Plants Unit (TPU) catalogued 150 botanical sites as the world's centres of plant diversity (IUCN, 1987). Of the five locations issued for India, the Agastiyamalai Hills, Silent Valley and Periyar National Park are from Kerala. Protected areas are managed now as showcases of bio-diversity with predominance for large animals in habitat management. Participation of communities based on the principles of eco-development has been initiated and this strategy has attracted co-operation of the neighborhood communities.

Recently, authorities have converted more forest areas into protected areas. Those include Pampadum Shola National Park, Kurinji Wildlife Sanctuary, Anamudi Shola National Park, Mangalavanam Bird Sanctuary and Mathikettan Shola National Park. Ecotourism brings both opportunities and threats to protected areas.

2.2.1 Major Eco Tourism Centers in Kerala

Forest department has listed 56 destinations as ecotourism centers. Some important destinations among these are:

1. Kumarakom:-This place is situated in Kottayam district, on the banks of the Vembanad Lake. Kumarakam Bird Sanctuary is an ornithologist's paradise. One can find a wide range of migratory birds like Siberian stork, egret, darter, heron and teal. A cruise in the Vembanad Lake is the best way to experience the sanctuary. The best months to bird watch are between June and August. Boats are available on hire for backwater cruises around the lake. The breath-taking beauty of the mangrove forests the green sea of the paddy field and the vast, fantastic coconut groves benevolently accommodating eye-pleasing and thirst quenching rivalets, canals, channeled between wild flora and mild lies extend a warm welcome to every nature — loving tourist.

2. Munnar: - This is a hill station in Idukki district situated at the confluence of 3 small rivers Mudrapuzha, Nallanthani and Kundala, 1600m above sea level. This hill station was once the summer capital of the British

Government in south India. The highest peak in south India-Anamudi (2695 meters high) is in Munnar. The most variety flora; the Neelakurinji (*Strobilanthus*) is seen in this part. The major sightseeing attractions are sprawling tea plantations, boating and tea factory visits, visits to top stations (highest point in Munnar-1700m), Mattupetty (has highly specialised dairy farm), Devikulam, Rajamala (natural habitat of Nilgiri Tahr), Marayoor (natural growth of sandal wood trees), Chinnar Wildlife Sanctuary and Eravikulam National Park

3. Bhoothathankettu: - This place is situated in the northeastern part of Ernakulam district. The water body formed by the construction of a barrage across Periyar River, land embraced by evergreen forests and bamboo are the major attractions. There is also a legend about this place. A boat cruise from here to Thattekkad Bird Sanctuary is an exhilarating experience.

4. Athirappally-Vazhachal Falls: - It is a popular picnic spot, 63 kms from Thrissur in the Sholayar ranges. In another 5 km drive, we can reach the Vazhachal cascades close to the evergreen forests and is a part of Chalakkudi River.

5. Nelliampathy: - This place is situated in Palakkad district and is a fascinating hill station at a height of 467 to 1572 km above the sea level. Travelling through the hairpin bend on the ghat road that passes through the breath taking evergreen forests of the Sahya ranges, one can view Seethankadu, a place of pristine beauty.

6. Nilambur: - This place is situated in Malappuram district and famous for tea plantations. The oldest teak plantation of the world, Connolly's plot is situated here. About 40 kms from Nilambur situates the Nedungayam, the original home of the Cholanyakans, the oldest original tribe of Kerala.

7. Perumvannamuzhy: - This place is situated in Kozhikode district. A lake surrounded by natural forests is the major attraction here. This forms nearest forest area suitable for

recreation and environmental education for people in and around Kozhikode and Kannur cities. There is a mini zoo and a crocodile park here at presents.

8. Kuruva Islands: - This place is situated in Wayanad district. Kuruva Islands are located in the river Kabani along the northeast border of Wayanad district. This place is located at about 44 kms from Kalpatta, here mainly there are three Islands and a few Submersible Satellite Islands. The main island contains two small fresh water lakes. Several migratory birds are also seen here. These Islands present a unique eco system that may be of great interest of nature lovers.

9. Tirunelli: - This place is also situated in Wayanad district. This is considered to be a serene locality with religious significance. Papanashini River and Temple at Tirunelli attract large number of tourists. The sylvan surrounding fascinates many. The Tirunelli Temple is a marvel of temple architecture. The shrine is shielded with 30 grant columns and the ground is paved with huge square pieces of granites.

10. Pythalmala: - This place is situated in Kannur district. This is the highest peak in the Kannur district. A large number of tourists are attracted to this place. Meadows at the top of the hills with small patches of shoal forest present a panoramic view. This place is about 65 kms from Kannur town and about 4500 ft above sea level. This region, near Kerala-Karnataka border abounds in flora and fauna.

11. Ravipuram: - This place is situated in Kasargod district. This is the highest peak in Kasargod district. It is a good place for trekking activities. The meadow at the top presents a panoramic view. Large crowds are attracted to this place, especially on holidays. It is situated about 750m above sea level.

12. Thenmala Eco-Tourism Development Project: - Thenmala is the first planned ecotourism destination in India. The Thenmala Project envisages three components: Eco-friendly general tourism, Ecotourism and Pilgrimage tourism. The major activities undertaken for the promotion of ecotourism in

Thenmala are cultural zone, leisure zone, adventure zone, boating, palaruvi falls, trekking, battery-operated vehicles, musical dancing fountain.

13. Gavi: - Visitors to Gavi can indulge in trekking, bird and animal watching and boating or canoeing in the placid waters of the reservoir. Trekking trails to Pullumedu peak offers a panoramic view of the famed Sabrimala shrine. The road leading to the picturesque Gavi is blanketed by tea plantations. Visitors can also take along a local guide and an experienced 'elephant chaser' and then hike to Meenar, Chenthamarakokka and valley view that gives a spectacular view of a deep ravine and the forest below. Outdoor camping and night safaris are organised to Kullar, Gavi, Pullumedu, Kochu Pampa, Pachakanam or Anathodu. A unique feature of Gavi is night-camping in the forest. Some wildlife sanctuaries are also come under the purview of ecotourism. They are:

A. Neyyar Wildlife Sanctuary

It is a picnic spot about 29 km from the Thiruvananthapuram. There is a watchtower. Just as crocodiles are attracted to the water, the visitors are attracted to the crocodile farm; here the majestic 'King of the Forest'-Lions can be sighted on Safari in the 'Lion Safari park'. There is also a deer park and there is also boating facilities at the reservoir.

B. Peppara Wildlife Sanctuary

This sanctuary occupies over a 53 sq.km of the Western Ghat and is about 50 km from Thiruvananthapuram. It is rich in flora and fauna. It also has a widespread hillock, forests and eucalyptus plus plantations. It is a never-to miss spot for every wildlife enthusiast.

C. Shenduruny Wildlife Sanctuary

Shenduruny Wildlife Sanctuary, a part of Agasthyamalai Biosphere Reserve, is one of the biodiversity richest areas in the Western Ghats. Richness and distinct biographic features of this forest area make it an ideal gene pool reserve. The sanctuary is home to identity species of 951 flowering plants.

D. Periyar Tiger Reserves

In 1899, the core area of what today is the Periyar Sanctuary was declared as reserved forests in order to protect the catchment areas of the Periyar River. In 1934 this area was declared as a sanctuary. The total area of the present sanctuary is 777sq.km and it is located in the southern most part of Western Ghats. 70% of it includes tropical evergreen forests.

E. Idukki Wildlife Sanctuary

A game reserve comparable, though smaller to Periyar is the Idukki Wildlife Sanctuary, just above the Idukki Arch dam. This comprises 70 sq.km of forestland between the Periyar and Cheruthoni situated 40 km from Thodupuzha. There is a scenic lake around the sanctuary.

F. Eravikulam National Park Eravikulam is another wildlife sanctuary proclaimed as a national park. It supports the largest population of NilgiriTahr existing in the world now. Anamudi peak, the highest point south of the Himalayas falls in the southern part of this park. The NilgiriTahr is seen in the highlands and rocky regions of this national park.

G. Chinnar Wildlife Sanctuary

A thorny scrub jungle present nowhere else makes this sanctuary unique. There is a wide range of animals and a good number of birds in this sanctuary. It is about 60 km from Munnar, on the Kerala-Tamil Nadu border, and spreads over 90.44sq.km.

H. Thattekkad Bird Sanctuary

This bird sanctuary in Devikulam Taluk lies on the northern bank of the Periyar River. The area of the sanctuary is 25 sq.km formed between the branches of the River Periyar. The presence of more than 200 varieties of birds in this area attracted the world-renowned ornithologist Dr. Salim Ali whose efforts are also believed to be used in the formation of this sanctuary. Important birds found here include large falcon, gray jungle fowl, Rorubill etc. The vegetation in this area consists of tropical evergreen, semi evergreen and moist deciduous forest plantations of teak, rosewood, mahogany etc. Further, more than

28 varieties of animals and nine varieties of reptiles have accepted this area as their natural habitat.

I. Silent Valley National park

Spread over 90 sq.km, Silent Valley National Park is perhaps the closest to a virgin forest in the entire Western Ghat. It contains India's last substantial stretch of tropical evergreen rain forests and large number of wild animals.

J. Parambikulam Wildlife Sanctuary

The Parambikulam Wildlife Sanctuary, part of the neighboring Anamalai Sanctuary in Tamilnadu is one of the best Wildlife Sanctuary in Kerala. Sprawling over 28589 km; it has a rich diversity of flora and fauna. It has a large population of gaur, spotted deer, nilgirilangur, jungle cot, lion tailed macaque, sloth bear along with some tigers and Leo padres. The cannimare teak tree, said to be Asia's largest, stands about

5km from Thunakadavu headquarters of Parambikulam. Boating can be done at the lake at Parambikulam. Trekking in the sanctuary is possible with the permission of forest officials.

K. Wayanad Wildlife Sanctuary

Abundant in flora and fauna, the sanctuary with a variety of wildlife forms an integral part of the Nilgiri Bio-Sphere Reserve and in making in roads in the conservation of the regional biological heritage, the purpose it is intended for. It is adjacent to the protected area network of Nayar Hale Bandhipur on the northeast and Mudumalai of Tamilnadu on the southwest. The life styles of the tribals and others of the region have appropriately been taken into account by management.

L. Aralam Wildlife Sanctuary

Aralam Wildlife Sanctuary is an easily accessible haunt for nature enthusiasts. It is 35km from Thalassery. In its 55sq.km area; we can found elephants, sloth bears, mouse deers as well as fauna and reptiles.

There are so many other destinations, which also comes under the ecotourism sector in Kerala. There are many places in Kerala,

which are suitable for ecotourism. The following are other important ecotourism centres in Kerala.

- Chembra Peak

Trekking to the Chembra Peak is one of the risky tourist endeavors; Chembra Peak is the highest peak in Wayanad at 2100m, above mean sea level. Trekking to the top of this peak takes almost a day. District Tourism Promotion Council provides guides, sleeping bags, canvass huts and trekking implements on hire charges to the tourists. The scenic beauty of Wayanad that is visible from the top of Chembra is very challenging and thrilling. The blue-eyed water in the lake at the top of the hill never dries up even in the peak of summer.

- Pakshipathalam

Pakshipathalam in Brahma Giri hills at Tirunnelly is a challenging tourist spot. It is 7 km, northeast of Tirunelly Temple and is situated 1740 m, above mean sea level. To reach Pakshipathalam, 17kms have to be covered through wild forest. The deep rock caves formed among the thick blocks of rock at the northern top end of Brahma Giri is the abode of various birds and wild beasts. To go to Pakshipathalam, special permission has to be obtained from Forest Department. District Tourism Promotion Council arranges vehicle, guides, camping, apparatus etc to the tourists on hire charges.

- Meenmutty Waterfalls

Meenmutty waterfalls lies in 12km, east of Meppadi, waterfalls to a depth of more than 500m. Trekking equipments are available at Tourist Information Centre, Kalpetta.

- Pookote Lake

The natural fresh water lake, very wide and deep is one of the rare reservoirs of water in Wayanad surrounded on all sides with meadows and trees.

- Agasthyakoodam

This place is situated in Thiruvananthapuram district. It is apart of the Sahyadari range of mountains and is the second highest peak in Kerala at a height of about 1890mts above sea level, the highest one being Anamalai. These

mountains are covered with thick forests, which provide home to a large number of wildlife species. Agasthyakoodam is abundant in rare medicinal herbs with amazing curative properties. A variety of plants and birds are found here.

- Vagamon

Vagamon is situated on the border of Kottayam and Idukki district. This is 1100 meters above sea level. This is a typical hill station with beautiful tea gardens and stimulating meadows. The natural beauty and climate of this place make it suitable for ecotourism. This place is a confluence of a religious mysticism and European legacies.

- Konni Eco-Tourism project

The Konni Eco-Tourism project is one of the most innovative initiatives in ecotourism development. The project is expected to make Konni a model for other similar forest based ecotourism development initiatives. This project is envisaged in four phases. The ecotourism programs are conceived in such a way that there will be a familiarisation and soft ecotourism zones/activities in and around Konni. The ecotourism products are to be managed by Nana Samrakshna Samithi'. Elephant rides, soft treks, visit to near by water falls on rock tops and a bath in the Achankovil River are the programs chalked out for eco tourists.

- Attappadi (Mountain Valley)

This is situated in Palakkad district. An extensive mountain valley above the crest of the Ghat ranges with Bhavani River. Mainly tribes and some settlers from Tamilnadu populate Attappadi. Attappadi offer forests in their elemental grandeur.

- Peechi Dam

Peechi dam is situated in Thrissur district. It is an irrigation project site, which offers boating facilities at the reservoir. This is one of the important ecotourism destinations in Kerala.

tourists. Wayanad is known as one of the most beautiful retreats of Kerala. It always has a great share of the visitors arriving south India.

Muthanga and Tholpetty forests in the Wayanad Wildlife Sanctuary are the foremost and targeted tourism destinations in Wayanad district. Recreational tourism centres like Kuruva Island, BanasuraSagar Dam, Karapuzha Dam, Pookote Lake, Karalad Lake, Neelimala Viewpoint, Sunrise Valley, Sentinal Rock Waterfalls, Kanthan Para Waterfalls, LakkidiGhat Pass etc attract a lot of tourists. Chembra Peak, Pakshipathalam, Meenmutty Waterfalls etc are known for adventure tourism.

With its idyllic location in the Nilgiri Biosphere, Wayanad district is a land of mysterious mountain caves, thundering waterfalls, large tracts of forestland, tree houses, jungle trails, exotic wildlife and a number of aboriginal tribes. The district's hilly terrain with numerous outback trails and trekking routes make it an ideal destination for adventure seekers. With 26% forest cover, much of the district still remains, unexplored, and constitutes the last surviving tracts of a unique ecosystem

Analysis and Interpretations

To analyses the economic impact of eco-tourism on various beneficiaries the study is to be conducted in Athirappilly waterfall chalakudy.

Athirappilly

Athirappilly is a first grade Gramapanchayath with 489km area in ChalakudyTaluk, Thrissur district in Kerala, India. It is located 60km from Thrissur city, 70 km northeast of Kochi city, 55km northeast of Cochin Internato\ional Airport, and 30km from Chalakudy town.

Athirappilly Waterfalls

The Athirappilly Falls is situated 1000 feet above sea level on chalakudy river, at the entrance to the sholayar ranges of the Western Ghats, Athirapilly is a scenic combination of forests and little streams. Falling from a height of 80 feet from a height of 80 feet, this is one of the largest water falls in the state. Many endangered and endemic species of flora and fauna are found in the forest of the Athirapilly – vazhachal area this area is the only place in the Western Ghats where for encaged hornbill spices are seen. The Western Ghats is one of the most important species are seen. The Western Ghats is one of the most important biodiversity hot spot in the World. This valuable natural world is already degraded by mining and hydroelectric projects. Athirappilly is easily reachable from Chalakudy by taking a vehicle for rent or bus from Chalakudy private bus terminal.

TABLE 3.1
Classification on the basis of Age

Age	Number of respondents	Percentage
Bellow 20	----	----
20-25	5	10%
25-30	8	16%
30-35	4	8%
35-40	13	26%

40-45	8	16%
45-50	6	12%
Above 50	6	12%
Total	50	100%

Source primary survey Out of the 50 respondent 26% of respondent belongs to the age category of 35-40 and 16% of them belong to 25-30 and 40-45

FIGURE 3.1
Classification On The Basis Of Age

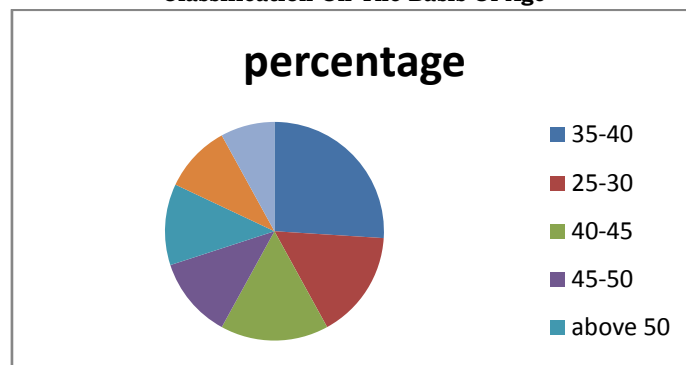


TABLE3.2
Classification on the basis of Gender

Gender	Number of respondents	Percentage
Male	35	70%
Female	15	30%
Total	50	100%

Source primary survey Out of 50 respondents 70% of respondents of them are Male and 30% of them are Female

FIGURE 3.2
Classification on the basis of gender

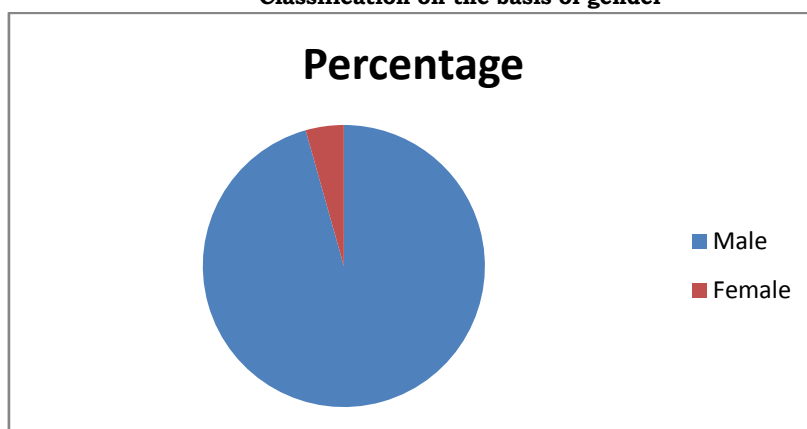


TABLE 3.3
Classification on the basis of Educational qualification

Educational qualification	Number of respondents	Percentage
Bellow SSLC	13	26%
SSLC	24	48%
Pre degree/ +2	11	22%
Degree	2	4%
Total	50	100%

Source primary survey Out of 50 respondents 48% of respondent belongs to the educational qualification of SSLC and 26% of them are bellow SSLC

FIGURE 3.3
Classification on the basis of Educational qualification

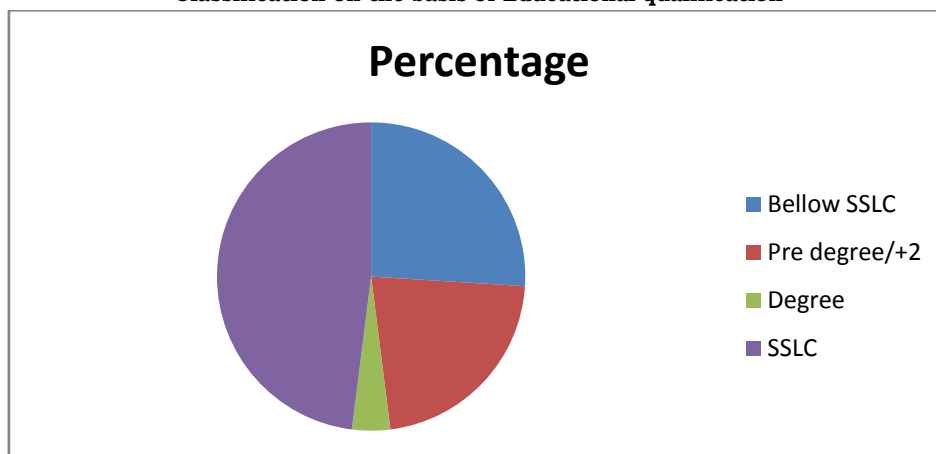


TABLE 3.4
Classification on the basis of occupation

occupation	Number of respondents	percentage
Shop owners	9	18
Toys seller	1	2
Tourist guide	10	20
Driver	10	20
Home stay owners	8	16
Lodge owner	2	4
Fruits seller	1	2
Bakery owner	1	2
Bakery worker	2	4
Cool bar owner	2	4
Hotel owner	2	4
Hotel staff	2	4
Total	50	100

Source primary survey Out of 50 respondent 20% of them belongs to tourist guide and drivers.18% of them shop owners and 16% of them belongs to home stay owners

FIGURE3.4
Classification on the basis of occupation

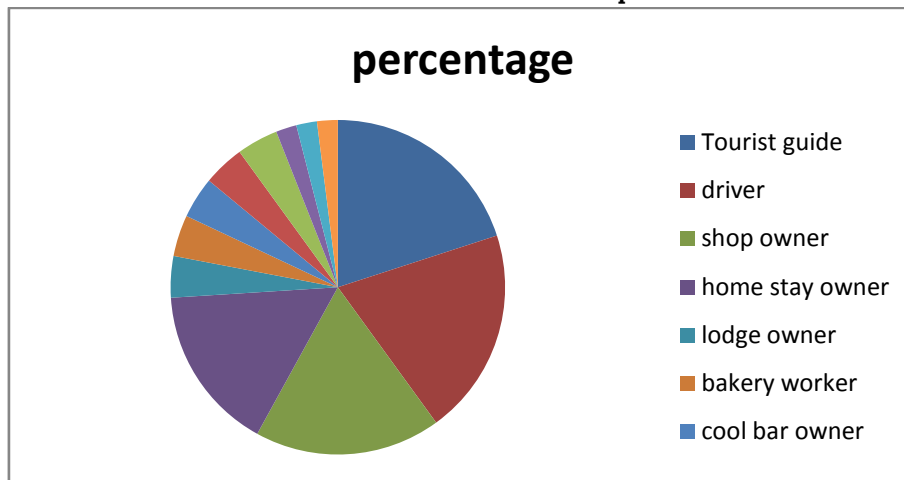


TABLE3.5
Classification on the basis of monthly income

Monthly income	Number of respondent	Percentage
Bellow 5000	4	8%
5000-10000	12	24%
10000-15000	7	14%
15000-20000	11	22%
20000-25000	4	8%
25000-30000	5	10%
Above 30000	7	14%
Total	50	100%

Source primary survey Out of 50 respondents 24% of the respondents belongs to the monthly income range of 5000-10000 and 22% Of the respondents are income range of 10000-15000

FIGURE 3.5
Classification on the basis of monthly income

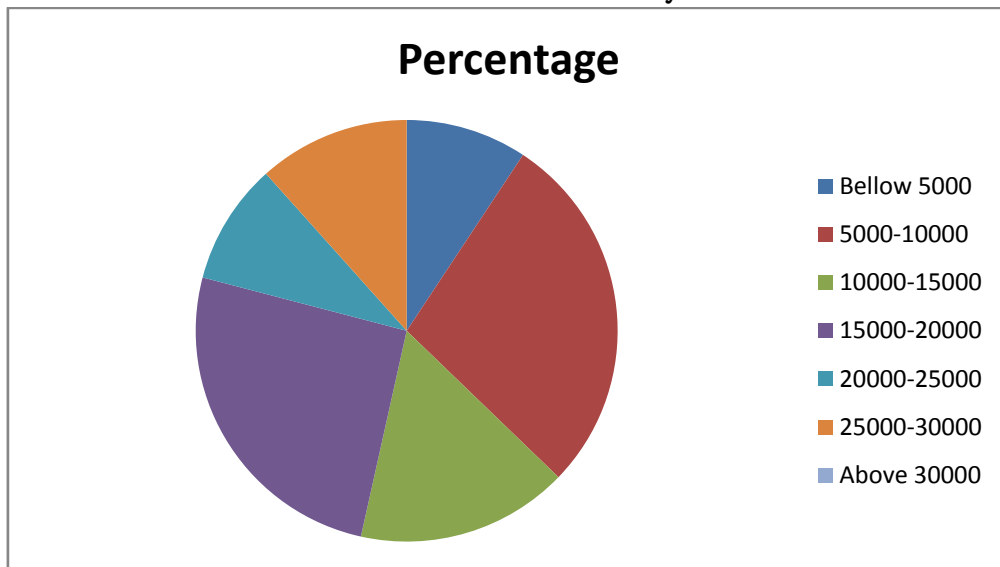


TABLE 3.6

Statement	Opinion of the respondent					Total
	Strongly Dis agree(SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree(SA)	
My income has increased because of tourism	1	4	2	16	27	50
	2%	8%	4%	32%	54%	

Source primary data

From the above table it is clear that out of 50 respondents 54% of the respondents strongly agreed their income has increased because of tourism only 2% of them strongly dis agree with the statement

FIGURE 3.6

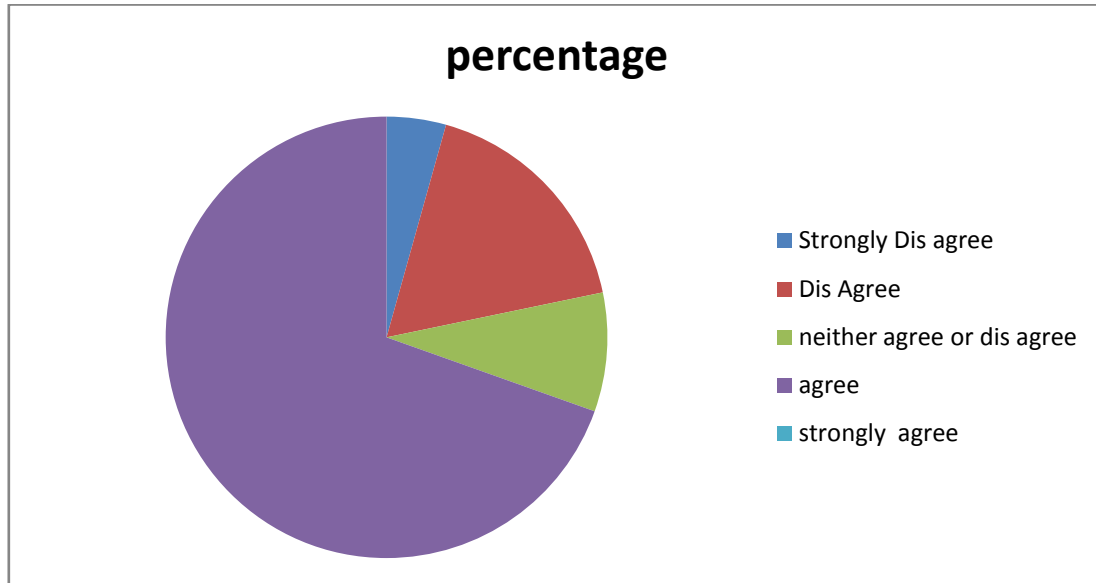


TABLE 3.7

Statement	Opinion of the respondent					Total
	Strongly Dis agree(SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree(SA)	
Many jobless people in my locality have found a lively hood	-----	-----	1	21	28	50
	-----	-----	2	42	56	
Percentage	-----	-----	2	42	56	100%

Source primary survey From the above table it is clear that out of 50 respondent 56% of them Strongly Agree that many jobless people in their locality have found a lively hood and 42% agree this statement

FIGURE 3.7

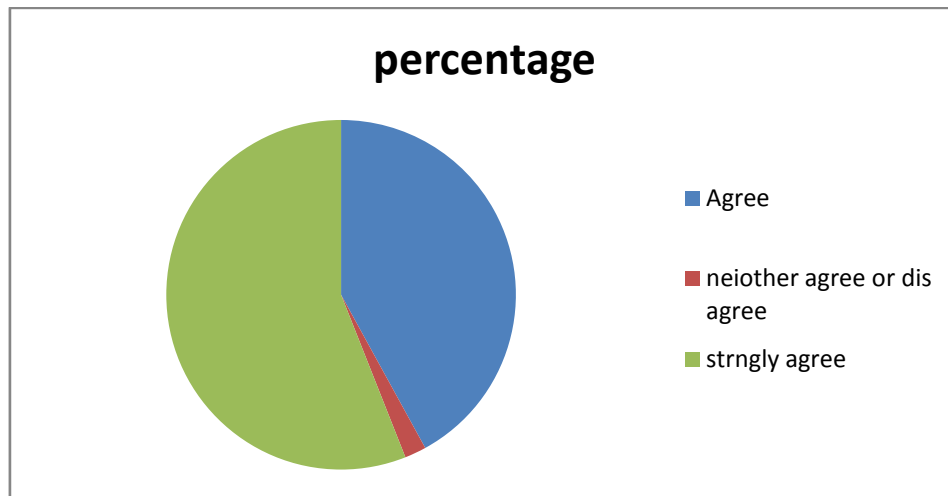


TABLE 3.8

Statement	Opinion of the respondent					Total
	Strongly Disagree (SD)	Disagree (D)	Neither agree or disagree	Agree (A)	Strongly Agree (SA)	
The product I sell has higher value for the tourist	15	3	-----	1	-----	19
Percentage	78.96	15.78	-----	5.26	-----	100%

Source primary survey From the above table it is clear that out of 19 respondent 78.96% Of the respondents Strongly Disagree they sell the product to tourist for higher value and 5.26% of them agree with that statement

FIGURE 3.8

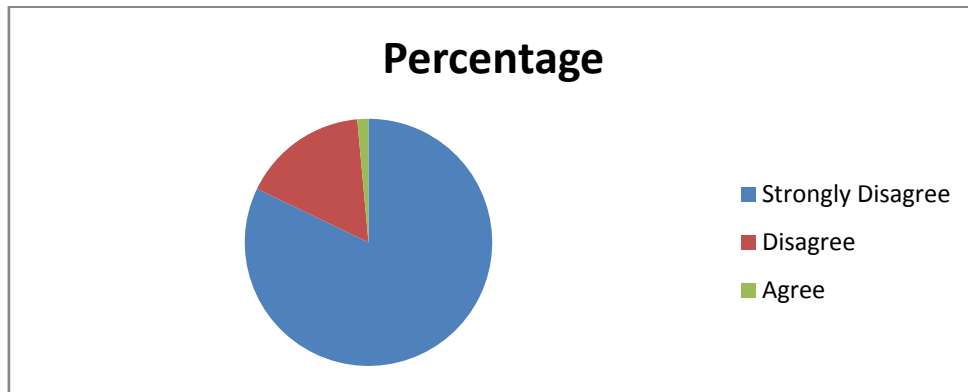


TABLE 3.9

Statement	Opinion of the respondent					Total	
	Strongly Disagree (SD)	Disagree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree (SA)		
Most of the product tourist consume are local	7	3	-----	6	4		20
	35	15	-----	30	20		100%

Source primary survey From the above table it is clear that out of 20 respondent 35% Of them strongly disagree.This statement and 30% of them agree this statement.

FIGURE 3.9

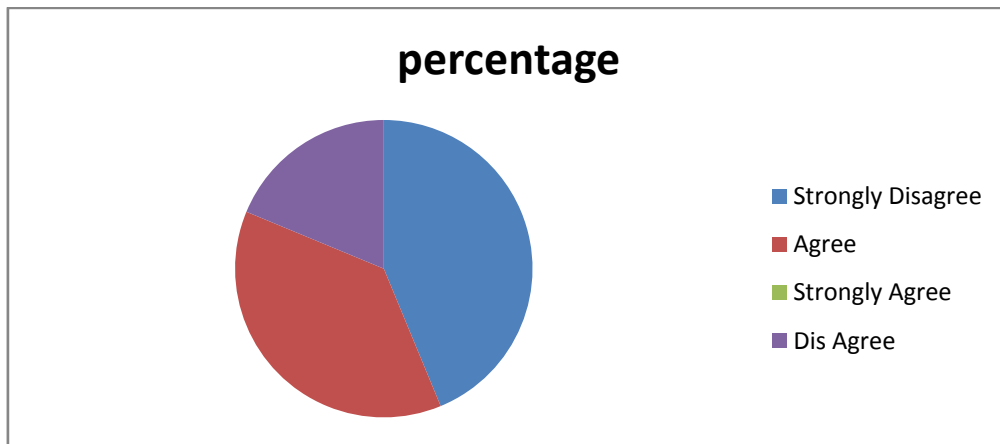


TABLE 3.10

Statement	Opinion of the respondent					Total
	Strongly Dis agree(SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree(SA)	
I can afford my family with better food than earlier	2	-----	4	22	4	50
Percentage	4	-----	8	22	22	100%

Source primary survey From the above table out of 50 respondents 22% of them strongly agree and agree that they can afford their family with better food than earlier and 2% of them disagree that statement.

FIGURE 3.10

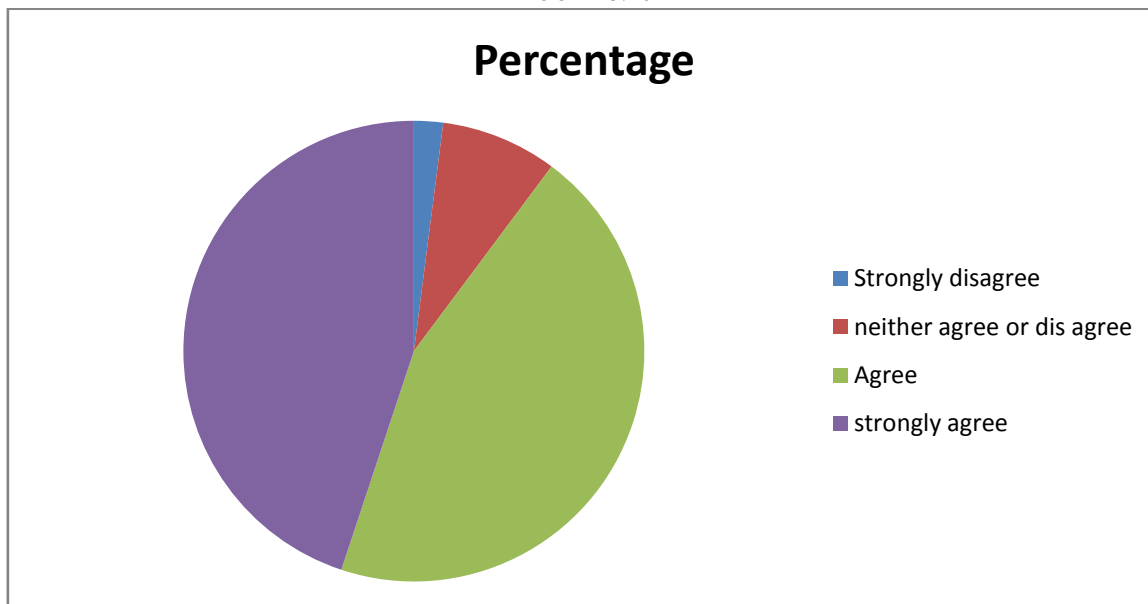


TABLE 3.11

Statement	Opinion of the respondent					Total
	Strongly Dis agree(SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree(SA)	
I am able to provide better educational facilities to my children	-----	-----	1	13	22	36
Percentage	-----	-----	2.78	36.11	61.11	100%

Source primary survey In the above table out of 36 respondent 61.11% of them strongly agree they can able to provide better educational facilities to their children's and 2.78% of them neither agree or dis agree

FIGURE 3.11

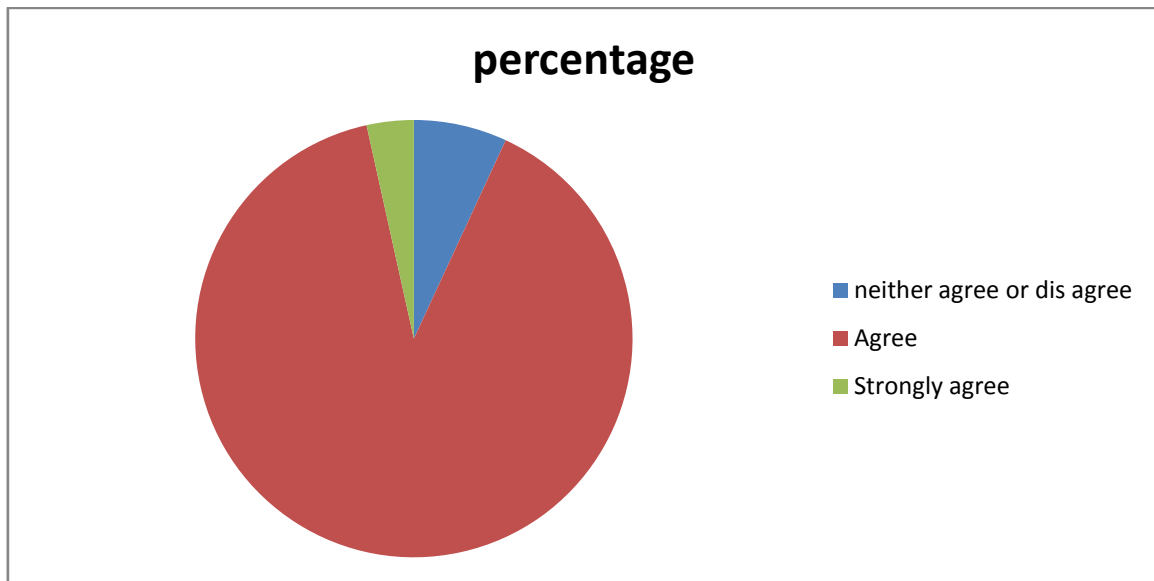


TABLE 3.12

Statement	Opinion of the respondent					Total
	Strongly Dis agree (SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree (SA)	
I am able to provide better medical facilities to my family	9	35	-----	1	5	50
Percentage	18	70	-----	2	10	100%

Source primary survey

In the above table it is clear that out of 50 respondents 70% of them strongly dis agree that they can afford better medical facilities to their family and 10% of them strongly agree with that statement

FIGURE 3.12

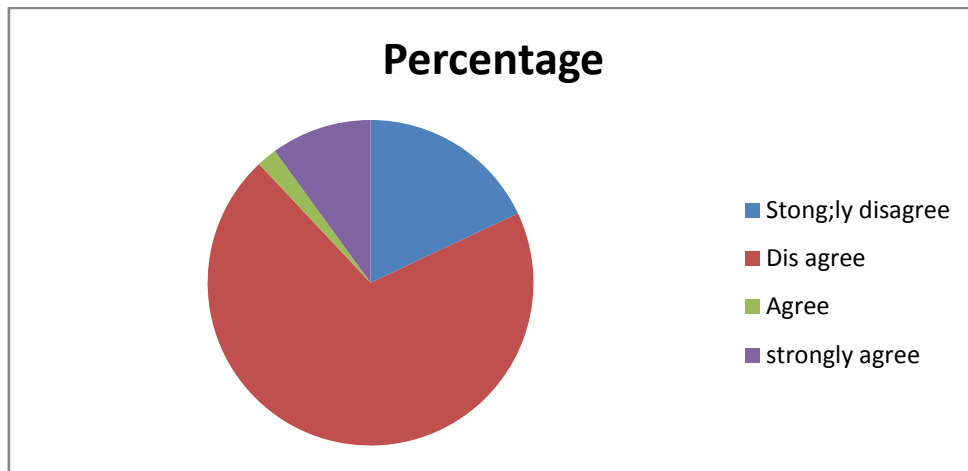


TABLE 3.13

Statement	Opinion of the respondent					Total
	Strongly Dis agree(SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree(SA)	
From income of tourism I am able to save	11	13	9	15	2	50
Percentage	22	26	18	30	4	100%

Source primary survey From the above table it is clear that out of 50 respondents 30% of them Agree they are able to save and 26% dis agree this statement

FIGURE 3.13

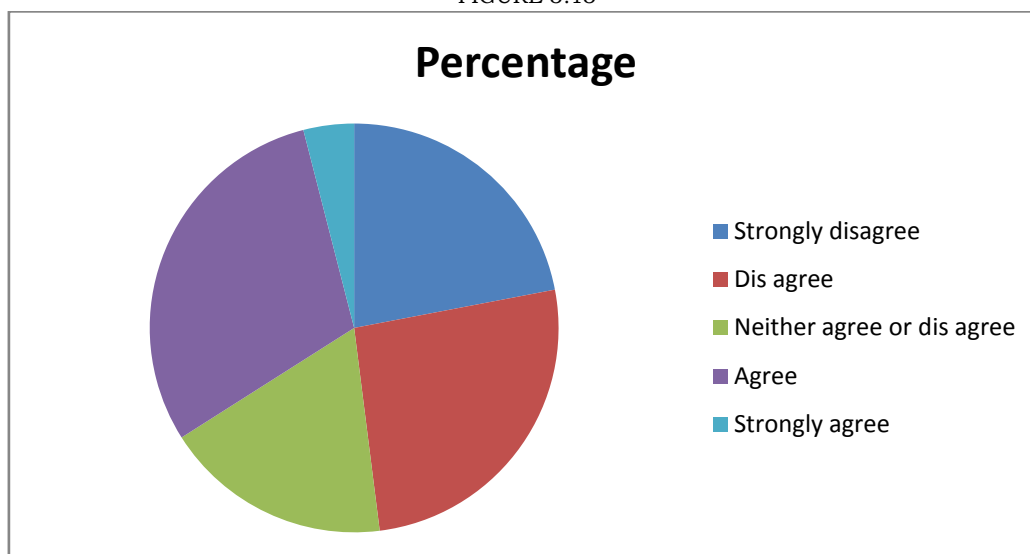


TABLE 3.14

Statement	Opinion of the respondent					Total
	Strongly Dis agree(SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree(SA)	
I have been able to buy essential house hold items	5	12	3	23	7	50
Percentage	10	24	6	46	14	100%

Source primary survey In the above table out of 50 respondent 46% of them agree they have been buy essential house hold items and 24% of themstrongly dis agree with that statement

FIGURE 3.14

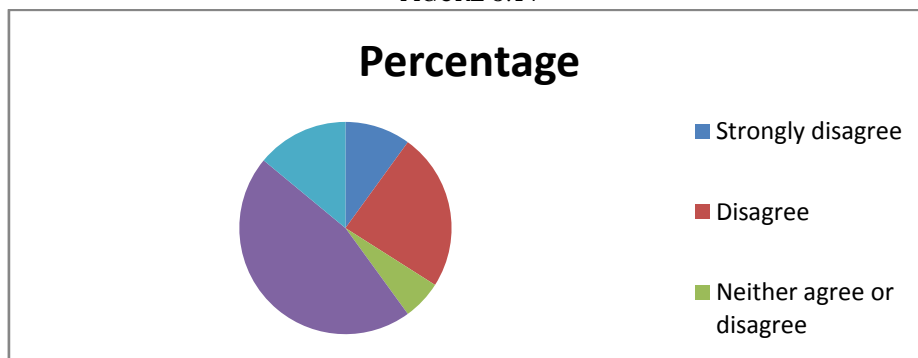


TABLE 3.15

Statement	Opinion of the respondent					Total
	Strongly Dis agree(SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree(SA)	
I have travelled outside of Kerala as a tourist	13	4	-----	8	25	50
Percentage	26	8	-----	16	50	100%

Source primary survey From the above table it is clear that out of 50 respondent 50% of them strongly agree they are traveled outside of Kerala as a tourist and 26% of themstrongly dis agree with this statement

FIGURE 3.15

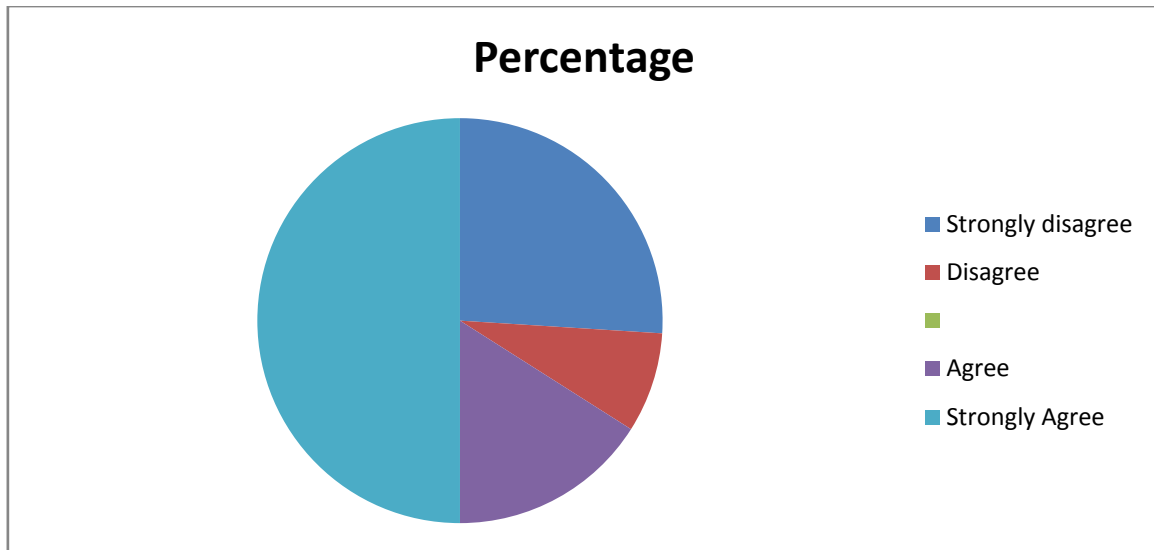


TABLE 3.16

Statement	Opinion of the respondent					Total
	Strongly Dis agree(SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree(SA)	
I have been able to build a house	1	7	-----	12	30	50
Percentage	2	14	-----	24	60	100%

Source primary survey In the above table it is clear that out of 50 respondent 60% strongly agree that the have able to build to build a house and 14% will dis agree this statement

FIGURE 3.16

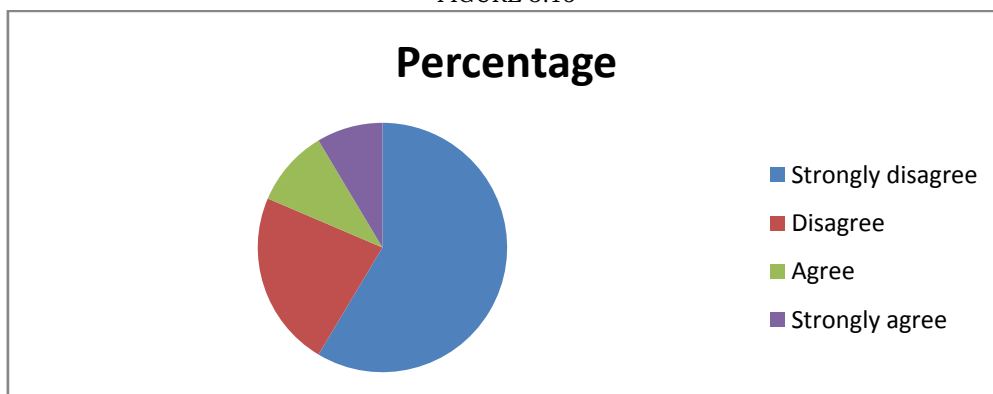


TABLE 3.17

Statement	Opinion of the respondent					Total	
	Strongly Dis agree(SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree(SA)		
The local people are benefiting Ecotourism who stay in the homestay facilities provided in rural area	-----	-----	-----	5	7	12	
Percentage	-----	-----	-----	41.66	58.34	100%	

Source primary survey From the above table it is clear that out of 12 respondent 58.34% of them strongly agree the local people are benefiting ecotourism who stay in the home stay facilities provided in rural area and 41.66% percentage of people agree with that statement

FIGURE 3.17

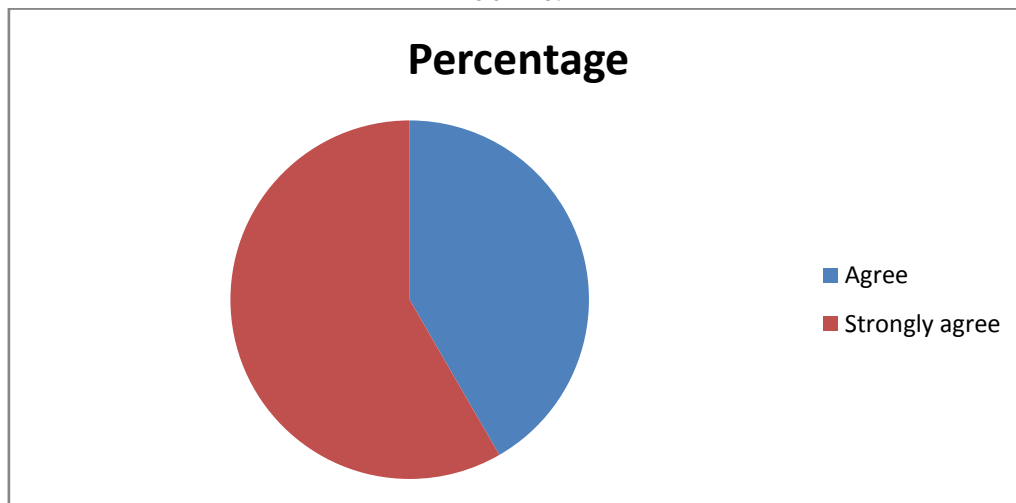


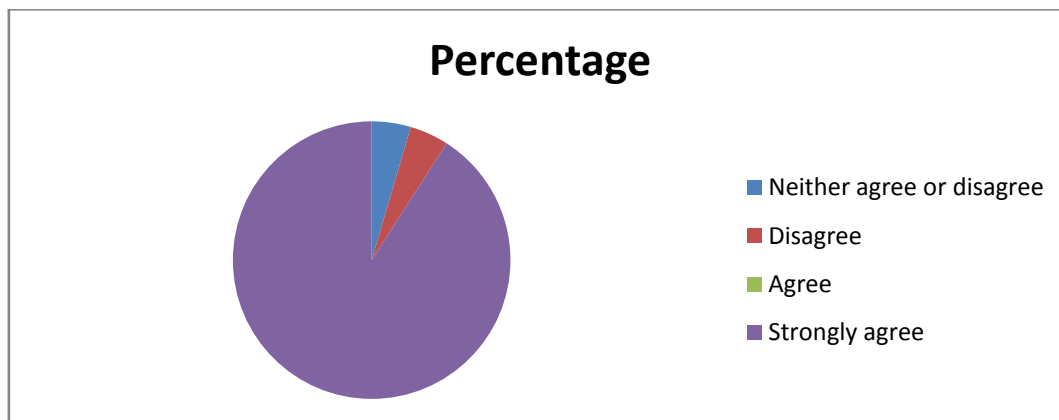
TABLE 3.18

Statement	Opinion of the respondent					Total
	Strongly Dis agree(SD)	Dis agree (D)	Neither agree or dis agree	Agree (A)	Strongly Agree(SA)	
Tourism sector provide maximum employment to local youth	----	1	1	28	20	50
Percentage	----	2	2	56	40	100%

Source primary survey

In the above table it is clear that out of 50 respondent 56% agree tourism sector provide maximum employment to local youth and 40% will strongly agree. And 2% will dis agree and strongly dis agree

FIGURE 3.18



Findings, Suggestions and Conclusion

The major findings of this study is,

- 1) Out of the 50 respondent 26% of respondent belongs to the age category of 35-40 and 16% of them belong to 25-30 and 40-45
- 2) Out of 50 respondents 70% of respondents of them are Male and 30% of them are Female
- 3) Out of 50 respondents 48% of respondent belongs to the educational qualification of SSLC and 26% of them are bellow SSLC
- 4) Out of 50 respondent 20% of them belongs to tourist guide and drivers.18% of them

shop owners and 16% of them belongs to home stay owners

- 5) Out of 50 respondents 24% of the respondents belongs to the monthly income range of 5000-10000 and 22% Of the respondents are income range of 10000-15000
- 6) Income of the beneficiaries has substantially gone up.
- 7) Eco-tourism in Athirappilly provides livelihood to many un employed people
- 8) Local products are not sold for higher prices to the tourists

- 9) Most of the product being consumed by tourist are local
- 10) 22% of them strongly agree and agree that they can afford their family with better food than earlier and 2% of them disagree that statement
- 11) They can able to provide betted educational facilities to their children
- 12) 70% will strongly dis agree that they can afford better medical facilities to their family and 10% will strongly agree with that statement
- 13) 30% of them Agree they are able to save and 26% dis agree this statement
- 14) 46% of them agreed that they can able to buy essential house hold items
- 15) 50% of the respondent strongly agreed that they have travelled outside Kerala as a tourist
- 16) 60% of them represents strongly agreed that they have been able to build a house
- 17) Home stay facilities related in Athirapilly areas are also benefiting the local people
- 18) It is the local youth who have found employment with ecotourism in their area
- 19) 30% of the respondent agreed that they can able to save income from tourism activities

Suggestions

- 1) Policies for community based tourism should be adopted by the public sector to promote the active participation of the local community in protecting the environment in the process of sustainable tourism development
- 2) Creating awareness among the local communities about the importance of tourism for them in terms of increase in source of income, improved living standard and overall development of the area
- 3) Promote local arts, cultural, handicrafts etc to generate livelihood in the identified region
- 4) Government should follow as comprehensive area development approach for ensuring all the facilities required by the tourist in the identified

Conclusion

Once the group is gathered, a Vision Statement is required that identifies what is

really valued and desired for the community. Under pinning the statement will be a set of goals that ne e d t o be articulated and agreed upon, such as the number of jobs, for whom, at what pay scales, for what seasons, or to encourage new residents, retain young members of the community and soon. While agreeing on this is important, there also needs to be a commitment from the community to work to achieve the vision. Now that the community knows who is visiting them and what they want for their future, they must understand what they actually have in their community by undertaking a Product Inventory. This is primarily a list of all existing attractions and tourism-related facilities that is then rated on their value to the tourists and their competitive advantage. In addition, the community's infrastructure needs to be assessed so that the capacity to support an expanding tourism industry cans be determined. Of particular concern are water, sewerage, and waste disposal and transportation systems.

We conclude that ecotourism in athirappilly water falls has met the basic needs of the people of the area. Eco-tourism is making positive economic impact on various beneficiaries. This is a welcome development as ecotourism conserved for this study, land locked state for bringing economic relations to the people of the state Kerala – particularly the marginalized ones. This study further confirms that economic benefit of eco-tourism in the study is mainly being received by the poor and the needy.

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