

THE PROSPECTS OF RURAL TOURISM AT KUMBALANGI TOURISM VILLAGE IN COCHIN-AN EXTENSIVE STUDY

K. MANZOOR

*Department of Hotel Management and Tourism, Bharath College of Science and Management, Thanjavur
kallakkanmanzoor@gmail.com*

T. MILTON

Tourism & Hospitality Management, Bharath Institute of Higher Education & Research, Chennai

Abstract: Kerala, located on the south-western trip of India, enjoys unique geographical features that have made it one of the most sought-after tourist destinations in Asia. Fondly referred to as 'God's Own Country', Kerala was selected by the National Geographic Traveler as one of the 50 destinations of a lifetime and one of the thirteen paradises in the world. An equable climate, serene beaches, tranquil stretches of backwaters; lush hill stations and exotic wildlife are the major attractions of this land. A unique advantage of Kerala is that most of the destinations here are only a two - four hour drive from the other. The Researcher feel it will be very helpful to Kerala state government and public and stake holders to understand the impact of Rural tourism at KUMBALANGI, based on my study that will be useful for all the stake holders or local entrepreneurs to make change and run the tourism successfully in KUMBALANGI.

Key words: governmental, marine, policy, tourism industry.

JEL Classification: O25, Q5

I. RURAL TOURISM”

The development of infrastructure in rural areas having potential for tourism is being supported under the existing scheme of destination development. The objective is to showcase rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. Under this scheme, the thrust is to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions, thereby stopping the exodus from rural to urban areas. The Village Level Council (VLC) is the interactive forum for local community participation in work plan implementation, further supported by other community level institutions. For the visitor, whose expenditure creates revenue for host community service providers, rural tourism adds value through packaged programmes in art & craft imparted by skilled local artisans. Village entertainment groups unveil local history and culture, natural and oral treasures. The visitor thus comes face to face with India's rural traditions. So far, 153 rural tourism projects in 28 States/Union Territories have been sanctioned by the Ministry of Tourism including 36 rural sites where UNDP has supported for capacity building.

MAJOR TYPES OF RURAL TOURISM IN INDIA

- **Agricultural tourism-** Where you explore more about the agricultural industry and how farmers work with crops. Where open fields steal the show.
- **Food routes-** Where wanderlust meets the variety that persists in our cuisine. It's tourism all about food and knowing more about different staples of different places.
- **Community ecotourism-** Where tourism is for a purpose. It is a rather responsible travel to natural areas that conserves the environment and improves the well-being of local people.
- **Ethno-tourism-** Where you expand your horizons to view cultures different from yours. It is essentially to know more about various ethnic and cultural lifestyles and beliefs

SCOPE FOR RURAL TOURISM IN INDIAN CONTEXT

In 2002 National Tourism Policy, Rural Tourism was recognized as a focus area for employment generation and sustainable livelihoods. In that policy it was clearly being said that, "Special thrust should be imparted to rural tourism and tourism in small settlements, where sizable assets of our culture and natural wealth exist." But in a country like India, where almost 70% of the total population stay in rural areas and a good percentage of rest of the number have their own origins in different rural Indian villages and even after they are staying in urban areas, they have a habit to go back to their village homes on different occasion

throughout the year, the idea of rural tourism is a kind of puzzle for the Indians as it is obvious to raise one important question i.e. "why should Indians pay good money to go to some other villages?" Answer is that, in recent time the tourists' attitude has been changed a lot and it is true both for the domestic and foreign tourists. The tourists are now looking for such a trip that can offer them meaningful experience and quality environment. These better-educated travelers are very much interested in different outdoor amusement and recreational activities. Moreover, the concern for nature and its sustainability is growing day by day. In this connection, the interest for alternative tourism such as eco-tourism, special interest tourism, heritage tourism etc., is also increasing and such change of preference is driving these tourists to go to rural areas where fragmented nature and rich bio diversity can easily satisfy their ultimate desire i.e. to experience and to enjoy the rustic charms of rural India in the lap of the nature. Apart from that, meaningful holiday and fulfillment of expectation at a reasonable price also increase the chance of repeated visits by the backpackers

II. REVIEW OF LITERATURE

The development of infrastructure in rural areas having potential for tourism is being supported under the existing scheme of destination development. The objective is to showcase rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching

This review focuses on several different types of tourism strategies, including: heritage tourism (sometimes referred to as cultural heritage tourism), nature - based tourism/ecotourism, agritourism, as well as partnership-based approaches, such as scenic byways and heritage areas .

Heritage tourism refers to leisure travel that has as its primary purpose the experiencing of places and activities that represent the past. A principal concern of heritage tourism is historical authenticity and long-term sustainability of the attraction visited. Active local involvement is also typically a key component of successful heritage tourism endeavors. Baldwin's (1994) study of a local heritage festival in northeastern Tennessee represents a good example of a successful heritage tourism program that fostered community involvement in an economically underdeveloped rural community. A different heritage tourism focus is provided by Delyser's (1995) article on ghost towns, which emphasizes that such towns in the West may have rich histories that can be attractive to potential tourists.

Rajeev Kumar (2008) rural tourism is a subset of tourism that consists of ranging aspect such as farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. Any form of tourism that displays the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. Rural tourism is essentially an activity that takes place in the countryside. Rural tourism is essentially an activity that takes place in the countryside. Rural tourism creates experiences for tourist who enjoys locations that are sparsely populated, it is predominantly in natural environment, and it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions. Rural tourism has become quite admired since the last few years

Rural tourism is a subset of tourism sector with a particularly complex product which depends on an extremely fragmented supply. Each link in the tourism value chain (villagers, NGOs, govt. organizations, travel agencies, tour operators, carriers, hoteliers, restaurateurs, etc.) offers one element in the overall product. Together, these components determine tourists' experiences and their appreciation of the quality of the service. The tourist destination is the main place of consumption of tourist services and, therefore, the location and place of activity of tourist businesses. Tourists identify the product with both the businesses providing a service and the destination visited

III. OBJECTIVES OF THE STUDY

- To highlight the uniqueness of kumbalangi rural tourism as a designated rural tourism destination.
- To know indigenous Chinese fishing, birds and island.
- To study the tourist views and outlook on kumbalangi tourism village in Cochin.

SCOPE OF THE STUDY

The study will be useful for all the stakeholders of the rural tourism project and especially useful to the government who are involved in planning and development of the rural tourism of the local people.

The study is significant because it assesses the impact of rural tourism. The final result of the study will help both the government and public and stake holders to understand the impact of rural tourism in Kumbalangi, based on the suggestions given in the project will be useful for all the stake holders to make change and run the tourism successfully in kumbalangi. This will be helpful to study what all the positives and negatives or the pros and cons of the

destination. So that the government and the authority can see for the required action to be taken

PRIMARY DATA

Primary data has been collected through Questionnaires. Some Important questions have been asked to 53 Walk in customers who are the visitors of Kumbalangi. Some of the data were collected through questionnaire and Secondary data has been collected from Websites, Publications, e-books, Journals, some brochures of various institutes and Government.

SAMPLING METHOD

This study has been done on 53 visitors at Kumbalangi selected at random during 45 days. Sampling method has been adopted for collecting primary data. Convenient sampling method has been adopted for the selection of 53 respondents. This method has been adopted because the respondents are chosen as and when the researcher is able to meet them. Respondents are chosen among the walk-in customers to the Kumbalangi

LIMITATIONS OF THE STUDY

Since the topic is very huge there is many limitations.

- Time is very limited since it was only for Two months
- The other limitation was collecting the data from the visitor who don't know English was very difficult and time consuming.
- Accessibility to the destination and doing the survey.
- Lack of leave from the office for data collection.

IV. DATA ANALYSIS AND INTERPRETATION

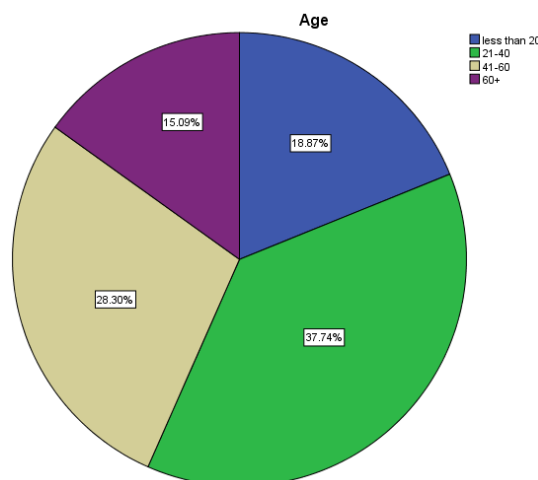
INTRODUCTION

The main aim of this research is to determine the demography profile and identify the potential for rural tourism in kumbalangi village. Most of the respondents are potential tourists. Knowing the purpose of this chapter is to record the statistical analysis of the collected data, and to make interpretation based on the following on the findings of the research.

1.DEMOGRAPHIC PROFILE OF RESPONDENTS

Table 1: Age of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 20	10	18.9	18.9	18.9
Valid 21-40	20	37.7	37.7	56.6
41-60	15	28.3	28.3	84.9
60+	8	15.1	15.1	100.0
Total	53	100.0	100.0	



Interpretation

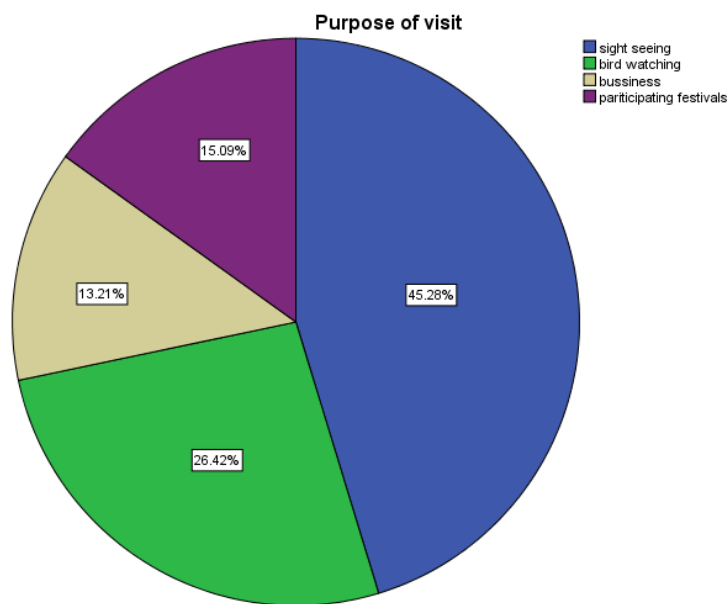
An enquiry into the age of respondents' reveals that a large number of respondents were in the age group of

21-40. The table and figure shows that 28.3% per years. About 18.9% were less than 20 years and the cent of the respondents were in the age group of 41-60 remaining 15.1% were above 60 years old

2. PURPOSE OF VISIT

Table 2: Purpose of visit

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sight seeing	24	45.3	45.3
	bird watching	14	26.4	71.7
	bussiness	7	13.2	84.9
	pariticipating festivals	8	15.1	100.0
	Total	53	100.0	100.0



Interpretation

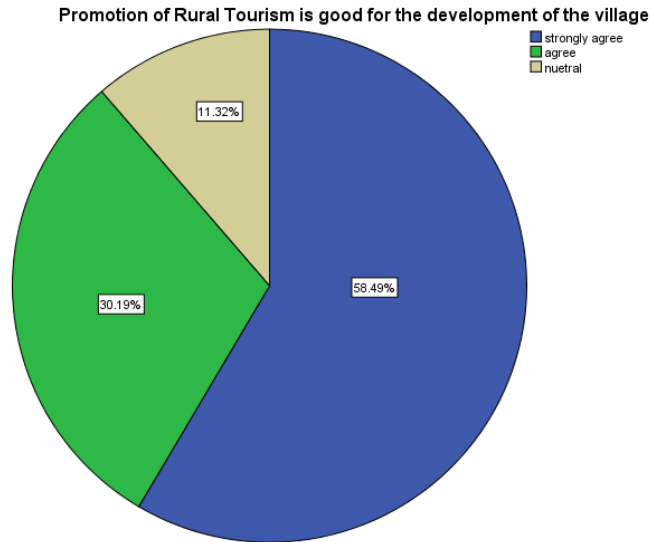
The table and figure present the classification of respondents on the basis of purpose of visit. It is evident from the table and figure that 45.3% had

come for sightseeing and 26.4% had come for bird watching. Whereas for 15.1% and 13.2% of the respondents business and participating in festivals was their main purpose of visit

3. PROMOTION OF RURAL TOURISM IS GOOD FOR THE DEVELOPMENT OF THE VILLAGE

Table 3: Promotion of Rural Tourism is good for the development of the village

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	31	58.5	58.5
	agree	16	30.2	88.7
	neutral	6	11.3	100.0
	Total	53	100.0	100.0



Interpretation

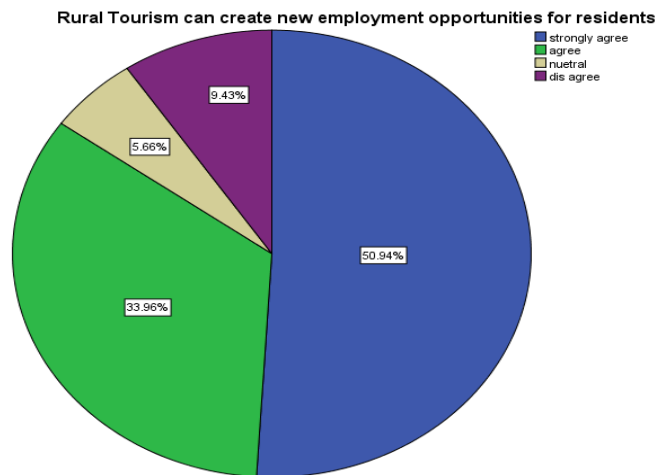
In this analysis, respondents were asked to give their level of agreement regarding the statement given to them. From the above table it is observed that 58.5%

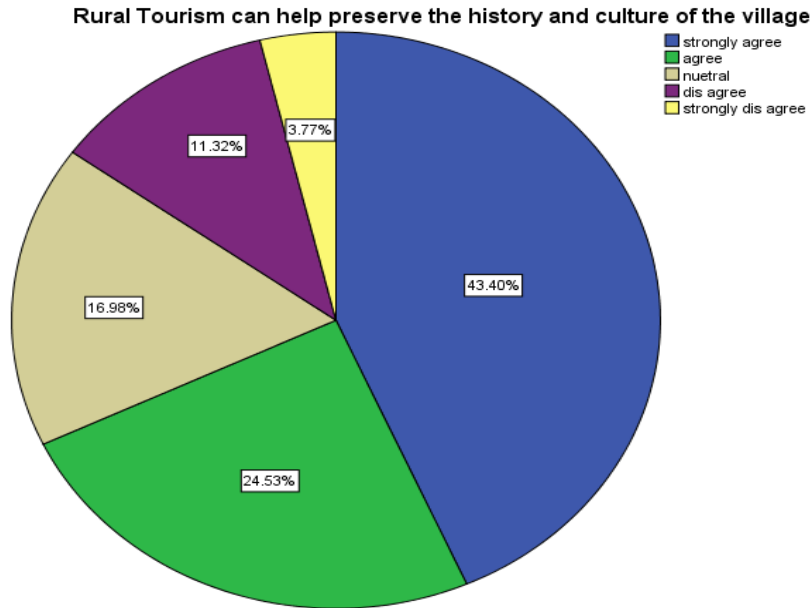
strongly agree with the statement whereas those who agreed were 30.2%. Those who were neutral constituted of only 11.3%.

4.RURAL TOURISM CAN CREATE NEW EMPLOYMENT OPPORTUNITIES FOR RESIDENTS

Table 4:Rural Tourism can create new employment opportunities for residents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	27	50.9	50.9	50.9
agree	18	34.0	34.0	84.9
neutral	3	5.7	5.7	90.6
dis agree	5	9.4	9.4	100.0
Total	53	100.0	100.0	





Interpretation

It can be observed that 50.9% of the respondents strongly agreed with the statement given

above.34% agreed while 9.4% were neutral.Only 5.7% of the respondents were neutral.

5 RURAL TOURISM CAN HELP PRESERVE THE HISTORY AND CULTURE OF THE VILLAGE

Table 5:Rural Tourism can help preserve the history and culture of the village

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	23	43.4	43.4	43.4
agree	13	24.5	24.5	67.9
Valid neutral	9	17.0	17.0	84.9
dis agree	6	11.3	11.3	96.2
strongly dis agree	2	3.8	3.8	100.0
Total	53	100.0	100.0	

Interpretation

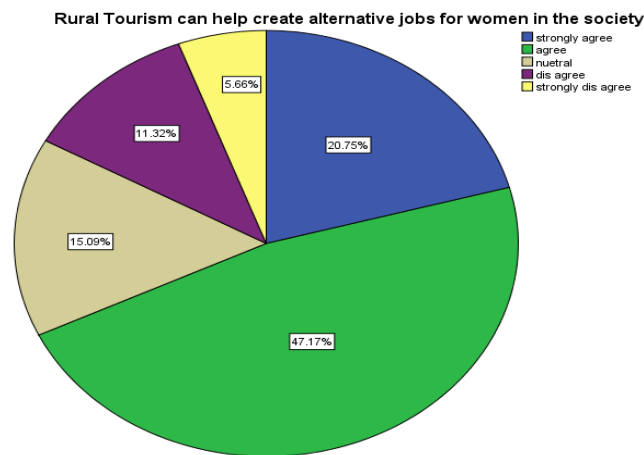
Among 53 respondents 43.4 % people are strongly agree with rural tourism can help to preserve the

culture and history of the village and there are 8 people disagree with this statement. Majority are accepting this statement

6.RURAL TOURISM CAN HELP CREATE ALTERNATIVE JOBS FOR WOMEN IN THE SOCIETY

Table 6:Rural Tourism can help create alternative jobs for women in the society

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	11	20.8	20.8	20.8
agree	25	47.2	47.2	67.9
nueutral	8	15.1	15.1	83.0
dis agree	6	11.3	11.3	94.3
strongly dis agree	3	5.7	5.7	100.0
Total	53	100.0	100.0	



Interpretation

In this analysis 67.9 %people are agree with rural tourism can create job oppertunities for womens and only 17% dis agree with this and rest of the people 15.5 are in neutral

- There are a number of ecotourism activities being carried out in the villages.

FINDINGS

- Visitors are mainly from inside of the state
- Frequency of visitors are high i.e. is people are happy with what they are getting.
- Majority are having good opinion on the destination.
- Visitors are willing to suggest the place to others
- People were aware of tourism and a lot of them knew the benefits of promotion of Rural tourism in the village.
- The villagers were keen on adopting and developing sustainable measures to promote tourism in the village.
- Some respondents were strongly against the promotion of tourism as it will affect the ethnic tribal culture and become westernized.

V. CONCLUSION

Based on the various findings and observation that has been noticed during the entire study of this project, we can conclude that there is a serious need for action relating to the developing sustainable measures to promote rural tourism. There needs to be a lot of work done in order to preserve the environment or at least reduce the harmful effects that we are causing to the environment and the local culture. Developing and promoting responsible travel is a must for travelers travelling to nature based areas and also make it beneficial for the locals to improvise their standard of living and connect them with a greater part of the world. So the study clearly states that there needs to be action taken on all the suggestions made and the actions must be sincere and continuous. The kumbalangi is a place where having couple of tourist attraction in Cochin. The place connected with boat service as well as roadways.

REFERENCES

1. Kumar Rajeev: Service Quality in Rural Tourism: A Prescriptive Approach Conference on Tourism in India – Challenges Ahead, 15-17 May 2008, IIMK
2. Michalko Gabor A content analysis of rural tourism research Hungarian Academy of Science, Hungary 16 May 2015
3. McAreavey R. Rural development theory and practice: a critical analysis of rural development theory and practice. London and New York: Routledge; 2009
4. <http://tourism.gov.in/rural-tourism>
5. Okech. R, Hagiri. M, George. P. B, (2012), Rural Tourism as a Sustainable Development Alternative: An Analysis with special reference to Luanda, Kenya,
6. Dennis M. Brown: Rural Tourism: An Annotated Bibliography Regional Economist, jan 2015
7. Rural Tourism Scheme for infrastructural development (2013). Scheme Guidelines
8. <http://tourism.gov.in/writereaddata/Uploaded/Guideline/122820110120559.pdf>
9. <http://tourism.gov.in/>
10. http://www.incredibleindia.org/eri/destination_search.php
11. Ministry of Tourism, Government of India/UNDP India report, 2008
12. DR. MANOJ P. K. “employment generation from rural tourism: a field study of the local community at kumbalangi in kerala” Volume 4, Number 4, October – December? 2015
13. Official websites of World Tourism Organization (WTO) World Travel and Tourism Council (WTTC)
14. Kerala Tourism (Government of Kerala) and Incredible India (Government of India)
15. <http://incredibleindia.org/lang/images/docs/trade-pdf/product/rural-tourism/rural-guideline.pdf>