

ISBN: 978-93-5768-092-9

RETHINKING TOURISM

Dr Vineeth K M



RETHINKING TOURISM

[ISBN 978-93-5768-092-9]

Dr Vineeth KM

Editor-in-Chief

Assistant Professor of Commerce [Selection Grade]

Convener, Research Committee



Government College Tripunithura

Affiliated to Mahatma Gandhi University, Kottayam

Accredited with B Grade from NAAC

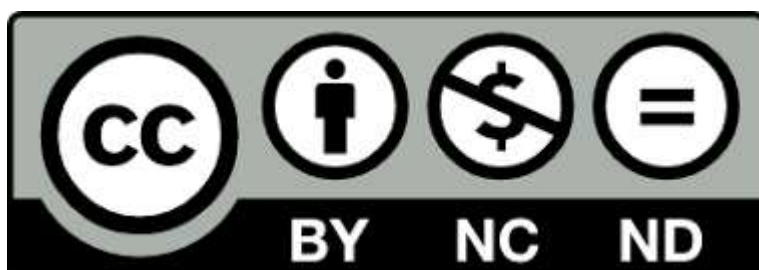
Ernakulam, Kerala 682301

Title : *RETHINKING TOURISM*
Editor-in Chief : **Dr Vineeth KM**
Editorial Board : **Dr Lakshmi S, Principal-in-Charge**
Dr Vineeth K M., Convener, Research Committee
Smt. Geetha PC, Member, Research Committee
Dr Niji C I, Member, Research Committee
Dr Nisha K R, Member, Research Committee
Dr Mufliha S, Member, Research Committee
Dr Aryamol Chandran

Published By : **Research Committee,**
Government College Tripunithura
Publisher's Address : **Government College Tripunithura**
Ernakulam, Kerala, India 682301

Edition : **1st**
ISBN : **978-93-5768-092-9**
Year of Publication : **2022**

This work is licensed under a Creative Commons Attribution 4.0 International License.



FOREWORD

Tourism is now acknowledged as one of the world's major economic sectors. It has the potential to improve relations, promote cultural understanding, empower youth and protect nature, if handled carefully. But it is a double-edged sword that can also destroy nature, camaraderie and trust. Like most industries, the tourism industry too had experienced a severe setback owing to the pandemic that had cast a dark cloud over all human accomplishments. All set to stage an impressive comeback from the dark times, tourism has incorporated eye-opening lessons from the crisis and is on the lookout for more creative and safer ways of enhancement.

The edited book *Rethinking Tourism* the title of which is inspired by the UNWTO slogan is a collection of nine scholarly articles that explore areas like sustainable tourism, the relatively novel concept of dark tourism, the interface between tourism and the social media and the need for responsible tourism and offers an overview of how the industry has geared up to transform and transcend all borders.

I express my great appreciation for all the contributors. I also applaud the sincere efforts of Dr. Vineeth K. M., convenor of the Research Committee of Government College, Tripunithura, who has compiled and edited the articles.



Dr Lakshmi S
Principal-in-Charge & Associate Professor of English

ACKNOWLEDGEMENT

We are delighted to present this Edited Book as part of observing the **World Tourism Day 2022** organised by the Research Committee, Government College, Tripunithura. We acknowledge the earnest support of all contributors, supporters and fellow members of the organising committee.

We place on record our gratitude to *Dr Lakshmi S* (Principal-in-Charge) for the formal sanction and support. We are thankful for the efforts of the reviewers.

We solicit your support and patronage in our future endeavors.



Dr Vineeth K M
Convener, Research Committee
Assistant Professor of Commerce (Selection Grade)

TABLE OF CONTENTS

<i>Paper ID</i>	<i>Author(s)</i>	<i>Title of the Research Paper</i>	<i>Page Numbers</i>
RT01	AMBILY PHILOMINA I G	SUSTAINABLE TOURISM: A BIRD EYE VIEW	1 - 3
RT02	ANJANA S & SREEREKHA S	IMPACT OF RESPONSIBLE TOURISM ON THE DESTINATION'S SUSTAINABLE DEVELOPMENT: A STUDY AT KUMBALANGI	4 – 11
RT03	HIMA HARRY	S.K POTTEKKATT'S IN THE LAND OF THE KAPPIRIS: A TOURIST DESTINATION AT AFRICA	12 –13
RT04	LAKSHMI PRIYA R	DARK TOURISM	14 – 16
RT05	Dr MARY SRUTHY MELBIN & Dr VINEETH K M	DESTINATION IMAGE IN SOCIAL MEDIA: TWEET SENTIMENT ANALYSIS OF MUNNAR	17 – 19
RT06	SARANYA S	INFLUENCE OF DIGITAL SPACE IN TOURISM INDUSTRY	20 – 22
RT07	SHIJU C R & Dr VINEETH K M	DESTINATION IMAGE IN SOCIAL MEDIA: TWEET SENTIMENT ANALYSIS OF WAYANAD	23 – 26
RT08	SUJITH T S & Dr M SUMATHY	FACTORS THAT INFLUENCING DOMESTIC TOURIST SATISFACTION: A STUDY WITH SPECIAL REFERENCE TO WAYANAD TOURISM	27 - 31
RT09	Dr J BAMINI & PADMAJA T P	RESPONSIBLE TOURISM: TRIPLE BOTTOM LINE APPROACH WITH REFERENCE TO KERALA	32 - 36

SUSTAINABLE TOURISM: A BIRD EYE VIEW



AMBILY PHILOMINA I G

Assistant Professor

Department of Commerce and Professional Studies
Rajagiri College of Social Science (Autonomous), Kalamessery, Kerala

ABSTRACT

Sustainable tourism is the form of tourism that meets the needs of tourists, the tourism industry, and host communities today without compromising the ability of future generations to meet their own needs. The tourism is main source of income for entire economy thereby the whole together focusing on the enhancement of it. The positive impacts while developing tourism environment is highly demanding now. In India tourism is an area which is in priority list of the government. The incredible India is an initiative to promote the tourism of our country. There are lots of ways through which the government take initiative for promoting the sustainable ways for tourism.

Key Words: *Sustainable Tourism, Tourism Impact*

Introduction

Tourism has a long tradition in sustainability-related initiatives, being one of the first sectors to establish definitions and principles for 'sustainable tourism', strategies and action plans (United Nations World Tourism Organization, 1997). Sustainability has become an established part of corporate and governmental agendas, while there are numerous examples from hospitality and tourism companies and destinations worldwide that have successfully implemented environmental management systems. For instance, the World Travel and Tourism Council (WTTC)'s Tourism for Tomorrow Awards recognize the best examples of sustainable tourism and now receive several hundred applications each year. Sustainability is a popular trend in nowadays life, concerning development and operation, also in tourism sector.

India – Variety of Tourism Forms

The fast paced growing industry in India is Tourism industry which provides a rapid growth to the country. There are numerous types of tourism branches in Incredible India, The Ministry of Tourism has identified 10 slot for development as well as the promotion of tourism in India.

Cruises Tourism

Cruises tourism is the new dynamic marketable product for India to explore beautiful coastline, islands and natural forests. It enables tourists to spend the time at various destinations throughout their trip. Cruise ships vary from small craft to mega ships and can take place on the water spots. The popular Cruise tourism areas are Caribbean, Mediterranean and Arctic.

Adventure Tourism

Adventure tourism include mountaineering, trekking, hand gliding, paragliding, bungee jumping and white water river rafting. Gulmarg, Jammu & Kashmir Rishikesh, Goa are the famous excitement and extreme adventures sports ,which are identified by the Indian The Ministry of tourism.

Medical Tourism

Medical Tourism is also called as medical travel which is mainly used for problematic surgeries of human body such as joint replacement cardiac ,dental and cosmetic surgeries.

Wellness Tourism

Wellness Tourism include the ancient system of medical treatment in India like Ayurveda, yoga, Rejuvenation, meditation to provide a better healthier life for all category of people thereby we can promote wellness tour a travel for less stressful lifestyle.

Golf Tourism

India is the country which provides greater importance to golf training, so that it supplies several courses to promote the Golf enchanting activity in India. The Ministry of Tourism promote and coordinate the framework for promoting golf tourism in India.

Polo Tourism

The India is the birth place of the game called Polo, it is a game played on the horseback between two teams. It is one of the game which is preserved and practiced in Kolkata Polo Club, which is the oldest Polo club in the world.

Eco Tourism

Eco Tourism also known as ecological tourism is responsible travel to brittle, unaltered and usually safeguarded areas. It will include regulated tourism in protected areas of the country.

Film Tourism

The Ministry of Tourism will promote Cinema of India in connection with the Incredible India. As a part of that they organise enormous film festivals all over the country which attracts the tourist to the same.

Sustainable Tourism

Sustainable Tourism includes approval and classification of hotels to the expected standards for different classes of tourists. This system will rate hotels from one star to five star and Heritage and Classic etc.

Meetings Incentives Conferences Exhibitions (MICE)

Conventions and Conferences are the segment of the tourism industry. An India Convention Promotion Bureau has set up to promote the convention destination travelling overall the places in India.

Conclusion

Sustainable tourism is term which enables the country to earn sufficient income to the government. for enlarge the suitable environment it's better to plan the future of our country in sustainable tourism so that it provides long term return to the whole economy. the awareness section about the sustainable tourisms and its scope should be given to the whole society so that it will help in building together a greater environment for the entire economy. In addition to it the sustainable tourism which provide lots of employment oppounities the local residents so that it can a source of income for the society a motivating the society

together for the development of tourism. Moreover, the employment opportunities may enhance thereby the standard of living of the human being.

Reference

Bates, G. 1935. The vegetation of footpaths, sidewalks, cart-tracks and gateways. *Journal of Ecology* 23(2): 470–487.

Clarke, J. 1997. A framework of approaches to sustainable tourism. *Journal of Sustainable Tourism* 5(3): 224–233.

Page, S.J. & Dowling, R.K. 2001. *Ecotourism*. Prentice Hall, Harlow. 338 p.

Williams, P.W. & Fennell D.A. 2002. Creating a Sustainable Equilibrium Between Mountain Communities and Tourism Development. *Tourism Recreation Research* 27(3): 5–8.

Woodley, S. 1993. Tourism and Sustainable Development: The Community Perspective. In: Nelson, J.G., Butler, R. & Wall, G. (eds.). *Tourism and sustainable development: monitoring, planning, managing*. Heritage Resources Centre Joint Publication 1, University of Waterloo. p. 135–147



IMPACT OF RESPONSIBLE TOURISM ON THE DESTINATION'S SUSTAINABLE DEVELOPMENT: A STUDY AT KUMBALANGI



ANJANA S
Assistant Professor
Sacred Heart College (Autonomous)
Thevara, Ernakulam, Kerala
anjanas@shcollege.ac.in



SREEREKHA S
Alappuzha, Kerala, India
sreerekhasaya95@gmail.com

ABSTRACT

The tourism industry has emerged as one of the most important economic pillars in a significant number of developing nations. In addition, it is anticipated that the travel and tourism business in these kinds of markets will continue to expand throughout the course of the following decade. When the rest of India is taken into consideration, the state of Kerala has a considerable part to play in the tourism industry. Kerala is a well-liked vacation spot among travellers from all over the world, not only those from India. The state is a prime location for enacting and enforcing "Responsible Tourism" due to its abundant natural resources, large numbers of academics and skilled professionals, highly supportive entrepreneurial community and local self-governments, small-scale ventures, responsible media, and responsive tourism industry. Responsible tourism, sometimes known as "triple bottom-line" tourism, is primarily envisaged with three different kinds of responsibilities: economic responsibility, social duty, and environmental responsibility. It does this through providing increased economic advantages to the local population and by improving the overall health of the communities in the area. In this article, we analyse the responsible tourist initiatives that have been implemented in Kumbalangi, and we attempt to determine the relationship that exists between the responsible tourism dimensions and sustainable development.

Keywords: *Tourism, Responsible Tourism, Triple bottom line, Sustainable development, Quality of life.*

INTRODUCTION

The lush greens and serene blues always pushed Kerala to the top of the Tourism sector. To promote tourism and add a new dimension, Responsible Tourism was initiated. The mission had economic, social, and environmental duties. Responsible tourism focuses mostly on women's empowerment, regional development, and infrastructure development. According to this new strategy, all tourism attractions in Kerala will prioritise being kind to people, the

local community, and the environment. New tourist destinations will be added, which will contribute automatically to the expansion of the mission. The project is now being implemented at Kumarakom, Thekkady, Vythiri, Ambalavayal, Kumbalangi, Bakel, and Kovalam. The mission seeks to promote rural development, employment opportunities, the empowerment of women, public participation in tourism, and waste management.

Kumbalangi, the "First Eco Tourism Town in Kerala," is a small village in the Ernakulam district. It had a remarkable change from a small community to a model fishing village, attracting hundreds of tourists. The most mesmerising aspect of Kumbalangi is that there are no man-made tourist constructions, such as resorts or cottages, to detract from its natural greenery and beautiful beauty. Kumbalangi is home to nearly one million people, including farmers, labourers, fisherman, coir spinners, and toddy tappers. Fishing is the primary employment of the locals. Along the backwaters of Kumbalangi, bioluminescence, also known as 'kavaru', is a unique attraction. Numerous residences in the village serve as homestays. Here, tourists can stay with locals to enjoy authentic village life and savour the local seafood cuisine.

REVIEW OF LITERATURE

Cape Town's 2002 World Summit on Sustainable Development defined responsible tourism. The World Travel Market adopted the Cape Town Declaration on World Responsible Tourism Day in 2007. Responsible tourism "improves living and visiting conditions." Operators, hoteliers, governments, locals, and tourists must take responsibility to make tourism sustainable. The World Travel Market adopted the Cape Town Declaration definition of Responsible Tourism for its World Responsible Tourism Day, which urges the industry to make tourism more sustainable.

Angelique Chettiparamb and Dr.Jithendran Kokkranikal (2012) discussed 'responsible tourism' and its utilisation in the tourism literature. The current concept means everything and contributes nothing to tourist nomenclature and trends. Also, responsible tourism is linked to sustainability projects such as alternative tourism, ecotourism, ethical tourism, green tourism, soft tourism, pro-poor tourism, geo-tourism, integrated tourism, community-based tourism, etc. It demarcates an analytical arena of its own. Practical use of the phrase in South Africa and Kerala shows a limited use.

Paul V Mathew and Prof (Dr.) Moli P Koshi (2014) said responsible tourism is now a global strategy for sustainable tourism development and a tool to promote local economies and livelihoods. Different countries increasingly include Responsible Tourism in their tourism development programmes to encourage community participation, micro enterprise growth, and grassroots level initiatives to promote jobs and opportunities for the economically poor. Implementing Responsible Tourism in Kumarakom illustrates that grass-roots leadership and local self-government can empower the local community, especially women, economically. This idea could be duplicated to enable sustainable tourist development in areas that struggle to balance tourism and local community.

Anu George (2019) found that tourism has good and negative effects on destinations and local communities. Water pollution, fish scarcity, and trash management are important finding and sustainability concerns. Backwater tourism is a big attraction, although it indirectly adds to water degradation. Plastic garbage, cooking oil waste, and petroleum can be

found in lakes and water bodies. Houseboats should be monitored to reduce water pollution. Locals rely heavily on fishing. Due to poor waste management in tourist destinations, fish populations have plummeted. Along with tourism business expansion, the government must solicit local initiatives.

STATEMENT OF THE PROBLEM

Tourism is considered an agent for transforming lives, but only if it is designed in a sustainable way. Additionally, it must guarantee significant economic, social, environmental, and cultural benefits to the community. There are several social, economic, and environmental problems as a result of poor tourist planning and governance. Therefore, it is clear that the growth of tourism has an impact on and benefits local populations. Thus, in the tourism industry, responsible tourism serves as a tool for the development of rural and local communities. It is crucial to guarantee the people's quality of life and the sustainability of the location. In this context, Kumbalangi needs greater consideration. Through this study, researchers seek to answer whether the responsible tourism in Kumbalangi promotes destination sustainability and ensures quality of life to the local community.

METHODOLOGY OF THE STUDY

The study is descriptive in nature and utilised both primary and secondary sources of information. In this study, the researcher attempts to determine the effect of responsible tourism activities in Kumbalangi on the sustainable development of the region and the quality of life for the local population. This study used a deductive research design to determine the influence of the independent variable on the dependent variable. Here, responsible tourism is the independent variable, and sustainable development's numerous aspects are the dependent variable. In this study, the researcher considers the Kumbalangi village community for data collection. Using a standardised questionnaire, primary data were obtained from homes, Kudumbasree members, small entrepreneurs, and cultural and environmental organisations. At the conclusion of the investigation, respondents were chosen using a technique of convenience sampling. There were 50 suitable responses received. The secondary data came from research reports, books, journals, and the Internet.

OBJECTIVES OF THE STUDY

- To identify the impact of responsible tourism initiatives in Kumbalangi
- To identify the relationship between responsible tourism and its various dimensions on sustainable development
- To identify the role of responsible tourism for the enhancement of quality of life of the local community

CONCEPTUAL FRAMEWORK

The Responsible Tourism Mission was established by the Government of Kerala to disseminate and implement the Responsible Tourism philosophies and activities throughout the state. On October 20, 2017, Mr. Pinarayi Vijayan, the Chief Minister of Kerala, launched the Responsible Tourism Mission. The Mission is envisioned with a "triple-bottom-line"

mission that includes economic, social, and environmental obligations. The primary objectives of the Responsible Tourism Mission are to make tourism a tool for the development of rural and local communities, to eradicate poverty, and to empower women. In addition to achieving social and environmental balance, the mission seeks to offer farmers, traditional craftspeople, and marginalised people with supplemental income and a better standard of living.

Economic responsibility, social responsibility, and environmental responsibility comprise the 'triple bottom line' of responsible tourism. In spite of the fact that the notion of responsible tourism has existed since 1996, it was not until the 2002 Cape Town Declaration that a full image of responsible tourism, including its goals and components, emerged. Responsible tourism embraces all types of tourism and aims to reduce negative economic, environmental, and social repercussions. It produces more economic benefits for locals and improves the health of local communities. It also contributes to the preservation of natural and cultural assets and the preservation of global diversity.

DATA ANALYSIS AND INTERPRETATIONS

Table 1: Profile of Sample

Variable	Categories	Frequency	Percentage
Gender	Male	37	74
	Female	13	26
	Total	50	100
Age	15 - 25 years	6	12
	26 - 35	34	68
	36 - 45	04	08
	45 & above	06	12
	Total	50	100
Educational Qualification	Intermediate	4	08
	Under-Graduation	12	24
	Post-Graduation	18	36
	Others	16	32
	Total	50	100
Occupation	Government	10	20
	Private	18	36
	Agriculture	16	32
	Others	04	08
	Total	50	100

Source: Survey Data

Table 2: Overall values

Dimensions	Mean	Std. Deviation
Economic development	3.9200	.75160
Social development	3.7200	.75701
Environmental development	3.7200	.83397
Regional development	3.9800	.62237
Cultural development	3.8000	.53452
Sustainable development	4.62	.69

Source: Compiled from Survey Data

Table 2 shows that Responsible tourism practices for sustainable development including five dimensions such as Economic development, Social development, Environmental development, Regional development and Cultural development. These dimensions have the mean value of 3.92, 3.72, 3.72, 3.98 and 3.80 respectively. The overall mean value of sustainable development is 4.62 with a standard deviation of 0.69. It shows that responsible tourism have contribution for the sustainable development of the destination Kumbalangi.

Table 3: Correlation between Responsible tourism and Economic development

Correlations		Responsible Tourism	Economic Development
Responsible Tourism	Pearson Correlation	1	.387**
	Sig. (2-tailed)		.005
	N	50	50
Economic Development	Pearson Correlation	.387**	1
	Sig. (2-tailed)	.005	
	N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Compiled from Survey Data

Inference: The significance is 0.05 and coefficient of correlation is 0.387, it is found as a positive correlation. So responsible tourism is positively related to the economic development of destination.

Table 4: Correlation between Responsible tourism and Social development

Correlations		Responsible Tourism	Social Development
Responsible Tourism	Pearson Correlation	1	.399**
	Sig. (2-tailed)		.004
	N	50	50
Social Development	Pearson Correlation	.399**	1
	Sig. (2-tailed)	.004	
	N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Compiled from Survey Data

Inference: The significance is 0.04 and coefficient of correlation is 0.399, it is found as a positive correlation. So responsible tourism is positively related to the social development of destination.

Table 5: Correlation between Responsible tourism and Environmental development

		Correlations	
		Responsible Tourism	Environmental development
Responsible Tourism	Pearson Correlation	1	.648**
	Sig. (2-tailed)		.000
	N	50	50
Environmental Development	Pearson Correlation	.648**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Compiled from Survey Data

Inference: The significance is 0.000 and coefficient of correlation is 0.648, it is found as a positive correlation. So responsible tourism is positively related to the environmental development of destination.

Table 6: Correlation between Responsible tourism and Regional development

		Correlations	
		Responsible Tourism	Regional development
Responsible Tourism	Pearson Correlation	1	.735**
	Sig. (2-tailed)		.000
	N	50	50
Regional Development	Pearson Correlation	.735**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Compiled from Survey Data

Inference: The significance is 0.000 and coefficient of correlation is 0.735, it is found as a positive correlation. So responsible tourism is positively related to the regional development of destination.

Table 7: Correlation between Responsible tourism and Cultural development

		Correlations	
		Responsible Tourism	Regional development
Responsible Tourism	Pearson Correlation	1	.255
	Sig. (2-tailed)		.074
	N	50	50

Cultural Development	Pearson Correlation	.255	1
	Sig. (2-tailed)	.074	
	N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Compiled from Survey Data

Inference: The significance is 0.074 and coefficient of correlation is 0.255, it is found that there is no correlation. So responsible tourism is not related to the cultural development of destination.

DISCUSSIONS

- 68.75% of the local residents' have positive opinion about responsible tourism activities in Kumbalangi.
- 80% of the respondents are of the opinion that responsible tourism practices increase the employment opportunities in the destination.
- 79% of the respondents believe that responsible tourism initiatives build a sustainable growth of the destination.
- The perceptions of 67 % of the respondents revealed that the various responsible tourism initiatives in the destination by the government is satisfactory and directly influence their quality of life.
- Only 48% of the respondents revealed that there is cultural development in the region because of responsible tourism.
- The study reveals that responsible tourism is closely related to economic development, social development, environmental development and regional development, but it is least related to cultural development.

CONCLUSION

The growth of tourism has had a favourable impact on the communities that are directly involved. The backing of the local community and the autonomy of the local government is the single most important factor contributing to the success of the Responsible Tourism initiatives in Kumbalangi. The key components of responsible tourism that contribute to sustainable development are the economic, social, and environmental development of the destination, respectively, as well as regional development. Responsible tourism activities should strive to maintain industry-community harmony by promoting sustainable principles. According to the findings of the study, sustainable development of the region should include the reduction of poverty, improvement of the quality of life, and expansion of Kumbalangi as a regional destination.

REFERENCE

<https://www.keralatourism.org/responsible-tourism>
<https://responsibletourismpartnership.org>

Chettiparamba ,A.and Kokkranikkal, J. (2012) Responsible tourism and sustainability: the case of Kumarakom in Kerala, India. Journal of Policy Research in Tourism, Leisure and Events, 4 (3). pp. 302-326

Paul V Mathew and Prof (Dr.) Moli P Koshy.(2014). Responsible Tourism – A Strategy for Sustainable Development; Lessons from Kumarakom. Global Research Review, 11(3), 55-61.

George, Anu. (2019). Impacts of Responsible Tourism in Environmental sustainability issues: A Case Study in Kerala, India. https://scholarworks.umass.edu/ttra/2019/research_papers/35 .

Department of Tourism, G. o. K. (2017). Department of Tourism

Department of Tourism, G. O. K. (2012). Government of Kerala Tourism Policy

2012.<http://www.ecotourismsocietyofindia.org/file/State%20Policies/Kerala%20Tourism%20Policy.pdf>.

DEAT (2002). Guidelines for Responsible Tourism Development. Pretoria: Department of Environmental Affairs and Tourism.

Department of Tourism, Government of Kerala (2005a) ‘Kerala Tourism (Conservation and Preservation of Areas) Act 2005’. Retrieved November 11, 2011 from

<http://www.keralatourism.org/tourismact.php>

Department of Tourism, Government of Kerala, (2005b) ‘Guidelines for Conservation and preservation: Special Tourism Zone, Kumarakom’. Retrieved November 11, 2011, from www.keralatourism.org/tourismzone/Kumarakom.doc

Paul V Mathew and S Sreejesh (2016) " Responsible tourism as a precursor to destination sustainability and quality of life of communities A study at tourism destinations of Kerala" 352 P Volume 31, (2017), PP 83-89. <http://hdl.handle.net/10603/207326>

S.K POTTEKKATT'S IN THE LAND OF THE KAPPIRIS: A TOURIST DESTINATION AT AFRICA



HIMA HARRY

Assistant Professor on Contract
Department of English
Carmel College Mala
Thrissur, Kerala

ABSTRACT

Travel writing is a writing about different tourist destinations. Travel writing enhances different aspects of viewers in the field of literature. Travel writing provides a tremendous influence on travellers. It revolves around different features of tourist places, their cultural impacts, social circumstances, economical situations, race, colour, religion and political spheres. S.K Pottekkatt, a famous Malayali writer highlights his experiences in Africa. His writings help to realize African culture and circumstances.

Key words: *Pottekkatt, Travel, Africa and Magic Realism*

Introduction

Sankaran Kutty Kunjiraman Pottekkatt was an Indian Malayali writer. He wrote many Travelogues for the readers. He tried to introduce the outer world to his favourite readers. He got Kerala Sahitya Akademi Awards and Jnanpith Award. "Nile Diary", "Soviet Diary", "Nepal Yathra" "London Note Book" and Sanchara Sahityam are examples of his travelogues. His narrations are descriptions about nature. He advocates 'Magical Realism' in his works.

Magical Realism

Magical realism is an amalgamation of reality and fantasy. It is style usually seen in fiction. According to Matthew Strecher, "Magic realism as 'what happens when highly detailed, realistic setting is invaded by something too strange to believe.'" British people were trying to cheat Africans. They were not ready to give freedom to Africans. But they were misleading them by saying that Indians were the main blocking pillars of their independence. Africans were lived in the dream world weaved by British.

According to Pottekkatt: It is not difficult to mislead a primitive group of people after all. The British grant the Africans new concessions from time to time. Recently they gave the Natives freedom to drink beer. Until then it was illegal to sell beer to the Africans. I happened to see scenes of their celebration. Little do those dim-witted Kappiris realize that such a compromise is only a ruse for increasing the sale of British beverages! (Pottekkatt, 29)

Africa

S.K Pottekkatt begins his travelogue "In the Land of the Kappiris" by using these narrative words, "The account of his travels in In the Land of the Kappiris begins thus: It was the

morning of the tenth day of our voyage from Bombay. After covering 2500 miles, we had reached Mombasa port, said to be the eastern gateway to the African continent. As I looked out, what I saw first was the figure of a tall, half-naked Kappiri standing on the terrace of a warehouse of the wharf, looking at our ship in amazement. He was the first Negro I set eyes on in the land of the Kappiris. To me, he seemed to represent the entire black race of Africa.” (Pottekkatt, 5).

Pottekkatt decided to visit Lourenco Marques in Portugal-ruled East Africa, he went onto Beira. Beira was a port city which occupied a strategic position. This port had earned great profits for the Portuguese through taxes. Beira was an open gate for Indians travelling from other African countries because Portuguese Africa was free from racial conflicts. There was only one restriction there, one should not speak in English. They were happy if one could memorise a kind of words of politeness in their language. Portugal was a dictatorship, and its signs were seen in Beira too. If a person criticized the government, he would put himself in the Mozambique prison, and scarcity of potable water was one among them. “It is said that in Beira beer is more affordable than water (Pottekkatt, 10)”

Conclusion

In The Land of the Kappiris, is a masterpiece of S.K Pottekkatt. It has obvious descriptions about Nature. He uses social commentary, light humour, suffering and racial discrimination in a brilliant and energetic way. Historical descriptions of prejudice and slavery highlighted the major changes and challenges of the people who lived in Africa. The impulse of Pottekkatt made him a tremendous writer of his age.

References

- F. Fiona Moolla (2013): “Border crossings in the African travel narratives of Ibn Battuta, Richard Burton and Paul Theroux”, *Journal of Postcolonial Writing*.
- Hulme, Peter. *The Cambridge Companion to Travel Writing*. Ed. Peter Hulme and Tim Youngs. Cambridge: Cambridge University Press, 2002.
- Pottekkatt, S K. *In the Land of the Kappiris*. Synergy: Readings in Fiction and Non Fiction. Ed. Josh Sreedharan. New Delhi: Cambridge University Press, 2015.
- Susan Bassnett. *Travel Writing and Gender*. The Cambridge Companion to Travel Writing Cambridge University Press, 2002

DARK TOURISM



LAKSHMI PRIYA R
M.Com. 2020-22
Government College Tripunithura
Ernakulam, Kerala

ABSTRACT

The term Dark Tourism was propounded in 1996 by Lennon and Foley. Since then, it has gained popularity all over the world as a form of tourism as well as an area of research. Dark Tourism is described as visit into locations of genocide, crime, assassinations, holocaust or incarceration (Lennon, 2017). It is usually associated with tragedies or unpleasant experiences. This paper is an attempt to review some of the Dark Tourism destinations in India which are of national eminence.

Key words: *Dark Tourism, Genocide, Crime, Assassinations, Holocaust, Incarceration*

INTRODUCTION

September 27 commemorated as World Tourism Day with its theme for the year 2022, “Rethinking Tourism” provides an opportunity to redefine tourism in the backdrop of the emerging trends in the Tourism Industry. According to the UN, the theme aims to rethink tourism for development, education and growth in a sustainable manner along with achieving the targets set under ‘Glasgow Declaration on Climate Action in Tourism’ put forward by the UNWTO.

Tourism sector is regaining its lost glory after the easing of restrictions and lockdowns placed all around the world on account of the Covid pandemic. The beginning of 2022 witnessed revival of the sector. Among other trends in the tourism sector, Dark Tourism has gained traction in the recent past both as an emerging area of tourism and as an area of research. The term Dark Tourism was propounded in 1996 by Lennon and Foley. Unlike the other side of tourism which is often undertaken for pleasure or leisure, Dark Tourism intends to showcase the Black spots or Dark Spots which had made an indelible mark in the history of a nation or in connection with a particular region.

REVIEW OF LITERATURE

Dark Tourism is often portrayed as a token of remembrance in nexus with any unfortunate incidents, representations of death, disaster or atrocities. (Foley & Lennon, 1996)

A paper suggested that Dark Tourism has more of a present-day relevance though they are about events buried in the deep past. It provides an opportunity to make deeper interpretations and realisations which could be merged with the realities of life for sustaining social order, maintenance of security and overall well-being. However, such interpretations are subjective and vary according to different social groups. (Stone & Sharpley, 2008)

A Study revealed that people visit such spots to get closer to or pay homage to their influential heroes or just to leave a physical presence to express their love, respect or esteem. (Brown, 2016)

Dark Tourism includes visits to death sites and disaster scenes, Visits to sites of mass or individual death, Visits to sites of incarceration, Visits to representations or simulations associated with death, Visits to re-enactments and human interpretation of death. (Lennon, 2017)

Another paper reveals that long decades of research into the area had failed to differentiate Dark Tourism from Thanatourism which again has connections with heritage tourism. (Light, 2017)

Dark Tourism Destinations in India

Some of the Dark Tourism destinations of national relevance are the following

GANDHI SMRITI

People visit Gandhi Smriti to pay homage to Mahatma Gandhi, father of our nation for his freedom struggle for an independent India. It is the place where Gandhiji spent the last 144 days of his life and was assassinated on 30 January 1948 by Nathuram Godse. Martyr's column is the spot in Gandhi Smriti where he was assassinated. This was the House of the Birla family where Gandhiji stayed as a guest during the last days of his life. The house was later sold to the Government of India in 1971 to become a public museum and token of remembrance to the father of the nation. It houses articles associated with Gandhi's life and death and the room Gandhi used to stay.

JALLIANWALA BAGH, AMRITSAR

Jallianwala Bagh Massacre was yet another brutal tragedy in the history of India's freedom struggle which sent shudders down the spine of every Indian. Thousands of innocent Indians lost their lives here when they gathered on 13 April 1919 as a mark of protest against the atrocious rules of the British and were fired under the orders of General Dyer. Tourists throng the site to witness the tragedy experienced by people, evidenced by the bullet holes in the walls and the well into which people jumped to save their lives.

CELLULAR JAIL, ANDAMAN AND NICOBAR ISLANDS

Cellular Jail built in 1906 also called Kalapani or prison of death, was used by the British Government to deport and punish the Indian freedom fighters till their death. It has been made a national memorial park in Port Blair where tourists visit to pay tributes to the Indian freedom fighters. People feel pained to see the enormous structure and the weapons used to punish the prisoners, which are still preserved.

ROOPKUND LAKE, UTTARAKHAND

Also called Skeleton Lake, it is a popular trekking destination at an altitude of 5000m above the sea level. It has the presence of around 200 human skeletons, supposed to be of tribals killed in a snowstorm in the 9th century. It remains frozen for the most part of the year but as it unfreezes remains of skeletons could be seen. It is one of the dark tourism spots in India.

UNION CARBIDE FACTORY, BHOPAL (MADHYA PRADESH)

This is another tragic incident for the nation and regarded as one among the world's worst industrial disasters. Around 5 lakh people were exposed to 42 tonnes of highly toxic methyl isocyanate gas which leaked out of the factory in December 3 1984 and numerous people died. The factory is a dark tourism destination in India.

TAJ PALACE HOTEL, MUMBAI

The infamous 26/11 2008 attack shook the country as 10 terrorists of an Islamic terrorist organisation of Pakistan opened fire in the Taj Palace Hotel. Numerous people lost their life notable among them was NSG Commando Major Sandeep Unnikrishnan who laid his life to rescue the people from the terrorists and many other unsung heroes in the tragedy. The hotel became a symbol of dark tourism as well as continues to be one of the best luxury hotels in India. Stricter and tighter security was ensured and it also symbolises the resilience of Mumbai.

TAJ MAHAL, AGRA

Taj Mahal was designated as the UNESCO World Heritage Site and was declared one among the seven wonders of the world. Though Taj Mahal is seen with a lot of pomp and show, the centrepiece of the architecture is the tomb of Mumtaz, built as a token of love for the most favourite wife of Shah Jahan. It houses his tomb also. The mausoleum was built by architects led by Ustad Ahmad Lahauri. It continues to remain one of the jewels of Mughal architecture in India.

CONCLUSION

India, being rich in diversity, culture and history also houses dark and tragic destinations. Dark tourism, or Black Tourism or Grief tourism destinations are gaining popularity alongside the usual tourism destinations. It is promoted by people who are eager to explore the dark past, understanding the pain and agony of life, to immerse, rethink and reflect the history, for educational goals or motivation or to travel through roads less taken to imbibe moral values or insights and above all this is a subjective aspect associated with the human mind.

REFERENCES

- Foley, M., & Lennon, J. J. (1996). Editorial: Heart of darkness. *International Journal of Heritage Studies*, 2(4), 195–197. <https://doi.org/10.1080/13527259608722174>
- Light, D. (2017). Progress in dark tourism and thanatourism research: An uneasy relationship with heritage tourism. *Tourism Management*, 61, 275–301. <https://doi.org/10.1016/j.tourman.2017.01.011>
- Stone, P., & Sharpley, R. (2008). Consuming dark tourism: A Thanatological Perspective. *Annals of Tourism Research*, 35(2), 574–595. <https://doi.org/10.1016/j.annals.2008.02.003>
- Tourism and Pilgrimage: Paying Homage to Literary Heroes—Brown—2016—International Journal of Tourism Research—Wiley Online Library*. (n.d.). Retrieved October 4, 2022, from <https://onlinelibrary.wiley.com/doi/abs/10.1002/jtr.2043>
- <https://www.andamanbeacon.com/cellularjail>
- https://en.wikipedia.org/wiki/Gandhi_Smriti
- <https://www.un.org/en/observances/tourism-day>
- <https://dark-tourism.com/index.php/india>
- https://en.wikipedia.org/wiki/Jallianwala_Bagh
- https://en.wikipedia.org/wiki/Taj_Mahal
- <https://hbr.org/2011/12/the-ordinary-heroes-of-the-taj>

DESTINATION IMAGE IN SOCIAL MEDIA: TWEET SENTIMENT ANALYSIS OF MUNNAR



Dr Mary Sruthy Melbin
Assistant Professor of Commerce
St. Teresa's College (Autonomous)
Ernakulam, Kerala 682011



Dr Vineeth K M
Assistant Professor of Commerce
Government College Tripunithura,
Ernakulam, Kerala 682301

ABSTRACT

Destination image is a tool to help you travel concepts, itineraries and ideas that encourage people to visit your business, explore your region and learn more about what makes it special.. A favourable destination image will improve aspirations to return and suggest the location as well as the likelihood that guests will positively evaluate their stay. A pleasant sentiment is observed by analysing the sentiments of the recent tweets about *Munnar*.

Key Words: *Destination Image, Munnar, Sentiment Analysis, Tourism*

Introduction

Munnar is one of the most sought after tourism destinations in Kerala. *Munnar* is nestled amidst the cool mist of clouds, miles away from noise and confusion. *Munnar* is a destination that sets the mind at peace. The serene beauty of the place is sure to make your heart sing. Stretching over an area of around 600 sq km, *Munnar* has a unique topography with picturesque landscapes and hills that are covered by thick forests. (*Kerala Tourism*, 2007)

One of the most priceless assets for businesses is their online reputation. If a negative social media review is not addressed quickly and efficiently, it might lose a firm's money (*Twitter Sentiment Analysis in Real-Time*, 2019). A favourable destination image will improve aspirations to return and suggest the location as well as the likelihood that guests will positively evaluate their stay. (Mainolfi & Marino, 2020). The present paper attempts a tweet sentiment visualisation of the key word *Munnar*.

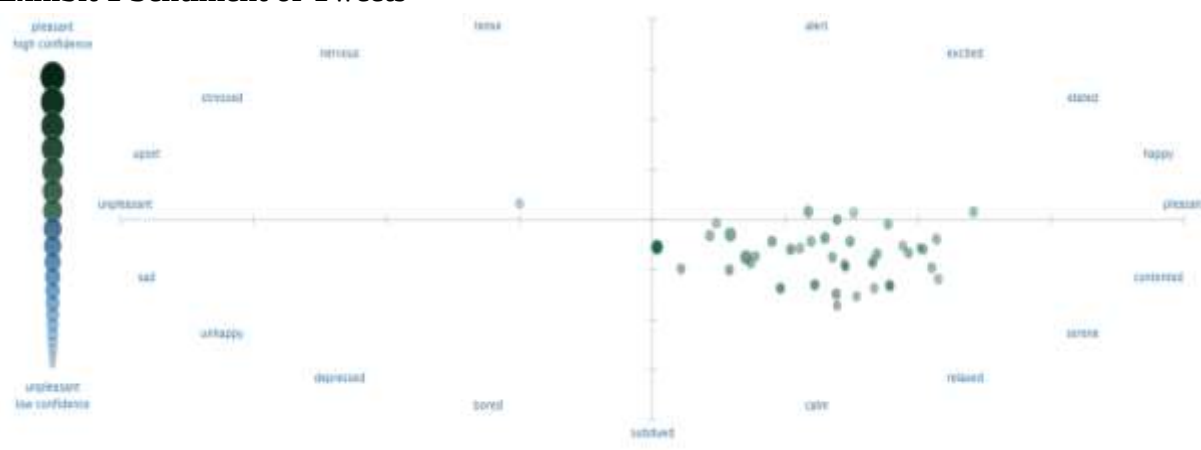
Methodology



Sentiment is defined as "an attitude, thought, or judgment prompted by feeling." Our specific goal is a visualization that presents basic emotional properties embodied in the text, together with a measure of the confidence in our estimates. The present study is qualitative in nature using the tweet sentiment visualisation application (Healey & Ramaswamy, 2019). The

Results

Exhibit 1 Sentiment of Tweets



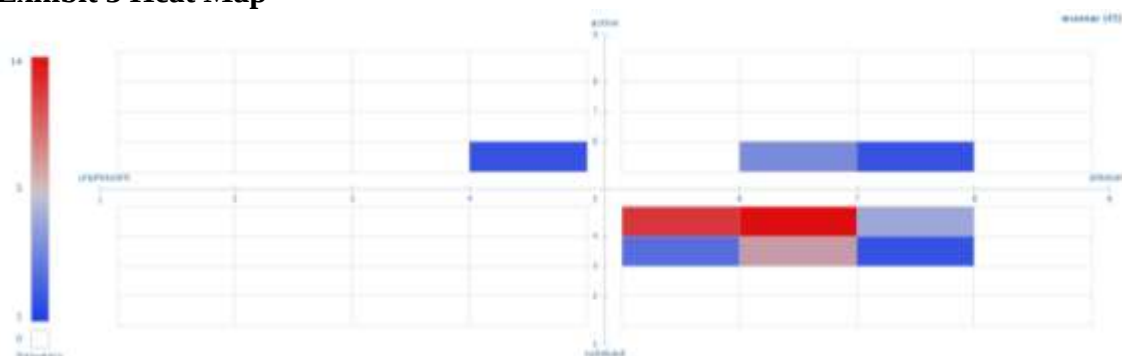
The 45 tweets posted recently appear to be in the pleasant but subdue quadrant of the diagram. The colour of the dots depicts a greater degree of confidence too. The posts evaluate the sentiment of the people to be relaxed/contented/pleasant.

Exhibit 2 Topics of Tweets



The tweets are not found to be clustered around any common theme and are distributed as singletons.

Exhibit 3 Heat Map



Source: Generated Using Tweet Sentiment Visualisation App (Healey & Ramaswamy, 2019)

The heat map also emphasises maximum number of tweets in a moderately pleasant sentiment.

Exhibit 4 Tag Cloud



Source: Generated Using Tweet Sentiment Visualisation App (Healey & Ramaswamy, 2019)

The tag cloud depicts the attention for Kerala Tourism and God's Own Country Tags along with the famous tea of the *Munnar* hills.

Discussion

The recent hype in social media for the *Neelakurinji* witnessed an unprecedented response from domestic tourists as per reports. The trend in the pleasant sentiment is found to continue even after the seasonal hype. It is expected to get into better highs in the winter season to come; the myst of Munnar is a favourite for vibe lovers.

References

- Healey, & Ramaswamy. (2019). *Tweet Sentiment Visualization App*.
https://www.csc2.ncsu.edu/faculty/healey/tweet_viz/tweet_app/
- Kerala Tourism. (2007). Kerala Tourism - Munnar. <https://www.keralatourism.org/munnar>
- Mainolfi, G., & Marino, V. (2020). Destination beliefs, event satisfaction and post-visit product receptivity in event marketing. Results from a tourism experience. *Journal of Business Research*, 116, 699–710. <https://doi.org/10.1016/j.jbusres.2018.03.001>
- Twitter Sentiment Analysis in Real-Time*. (2019, June 7). MonkeyLearn Blog.
<https://monkeylearn.com/blog/sentiment-analysis-of-twitter/>

INFLUENCE OF DIGITAL SPACE IN TOURISM INDUSTRY**SARANYA S**

Research Scholar

The Department of English

Avinashilingam University for Home Science and

Higher Education for Women

Coimbatore, Tamil Nadu, 641043

Influence of Digital Space in Tourism Industry

Digital tourism describes how we utilise technology to plan, handle, and even enjoy our travels. Therefore, digital tourism changes the way we travel and how the industry functions by utilising every tool of digital transformation. Similar to other industries, digital transformation has fundamentally altered and is continuing to alter the way we travel. In terms of the total amount spent as well as the number of participants, tourism is a significant worldwide sector.

The use of digital components extends beyond simply planning and paying for travel, lodging, and transportation. On the other hand, digital transformation shows itself across the whole process, meticulously replicating the tourist's customer experience. Today, every tourist's decision to travel includes using the internet as a necessary part of the experience. Every tourist uses the internet at least once while on vacation, doing everything from looking to buying to writing reviews to publicising them. You can only imagine how prevalent and significant the digital element may be when it comes to all these actions since you are a tourist yourself.

For instance, a TripAdvisor can be considered as a great example. One of the first things people do when visiting a new city or wanting to try a new restaurant is to browse for a TripAdvisor and read the opinions of other travellers. TripAdvisor is the most well-known restaurant and resort review site in the world. Absolutely, TripAdvisor has the power to influence the majority of traveller actions. In other words, digital word of mouth, which in some respects is far more successful, has taken the role of the previous analogue word of mouth.

We can use a variety of additional examples in addition to TripAdvisor to demonstrate how the importance of digital tourism extends beyond its financial benefits. In contrast, digital tourism has the power to alter and have an impact on the geography and travel patterns of even "analogue" tourist. The example of Instagram is among the most revealing. Posting pictures, selfies, and tales from travels and holidays has become into a summer habit that few people are able to avoid these days. What was once only a way for people to share their adventures with companions has evolved over time into something more. Instagram has really developed into a travel "library" with a variety of options. It is, among other things, a catalogue with a powerful capacity to sway consumer's decisions about their upcoming travel plans.

The majority of travellers have made travel plans solely based on Instagram photos. Most of the people depends on the so-called 'photo opportunity', or the chance to share beautiful images on social media, while choosing their trip. As a result, several formerly regarded 'off

the beaten path' locations are becoming highly sought-after spots for mass tourism. This occurred to the Trolltunga, a rock structure in Norway that was mostly unknown to the general public until recently. Only 1,000 individuals had flown over this isolated location in 2009. It only took ten years and a burgeoning photographic echo on Instagram. This implies that a small number of popular images may influence the travel plans of thousands of individuals, with all the implications this has for business.

With trip planning using Expedia and TripAdvisor, travel management using airline priority boarding websites and Tripit, mobile tour-guide applications on smartphones, and photo management using Facebook, Flickr, iPhoto, or Picasa, the concept of digital tourism is not new and encapsulates many of the online activities people engage in today. The idea of technologically enhanced tourism is novel, though. The goal is to increase the scope or quality of a trip by using technology. New technologies have the potential to significantly enhance the tourist experience as compared to just making trip bookings simpler, switching to multimedia guides in place of printed ones, or enabling better photo management.

Digital tourism concentrates on a broad range of locations and situations, such as museums, protests, rural areas, zoos, and theme parks. To accommodate the visitor, professionals and experts have been using a variety of tools and solutions, such as online maps, tourism assistants, the identification of attraction places, and the creation of souvenirs. A few design methods in the field of digital tourism include these tools and methods. In the field of tourism and geo-centered navigation apps, mobile devices are a common technique. A common technique for showing historical information for tourist destinations is augmented reality.

There have recently been research and development efforts to produce and record personal stories while standing in lines at amusement parks. Despite some exceptions, many travel experiences rely on the user constantly having their mobile device in their hand or in front of them, overtly directing their movements and interaction patterns. Technology should work to enhance the experience rather than take away from it.

The present landscape of digital assistance for tourist activities is fragmented and includes printed and digital guides, maps, social media, audio and video equipment, mobile applications, and kiosks. It is evident that there are no standards in place and that the user expectations are not well understood. Many people find that digital or physical aids diminish their feeling of presence when participating in a specific tourist attraction. The expense and upkeep for the operator and visitor are only a couple of the issues with current systems. Costs may be justified because of how big and prosperous the tourism industry is. However, it is important to balance the possible benefits against the costs. Additionally, we must take into account the fact that a market is developing for assisting the distant digital visitor.

The degree to which users will feel truly present in a blended environment is a reflection of the user experience's quality, the appropriateness of the digital content, and the spatial and aesthetic qualities of the physical environment. Digital tourist experience designers need to pay attention to this as well as the emotional reaction they want to elicit. A great starting point for building digital tourist experiences that centre on the individual and their interaction with both real and virtual settings regarded as a whole, or as a blended space, is the sensation of presence. The idea of blended environments strives to advance our understanding of how to build mixed reality experiences. Therefore, each stage of a tourist encounter may benefit from using a knowledge of presence and how a strong feeling of presence can improve

experience. Personalized physical reminders can aid with memory. People can be directed to interesting and pertinent material through location-specific notifications. People may enter hybrid places through digital experiences, which can offer them a fresh, distinct sensation of presence.

References

- Benyon, David. Presence and digital tourism. Research Gate.
https://www.researchgate.net/publication/251051913_Presence_and_digital_tourism
- Righini, Edoardo. What is digital tourism. Doxee.
<https://www.doxee.com/blog/customer-experience/what-is-digital-tourism>



DESTINATION IMAGE IN SOCIAL MEDIA: TWEET SENTIMENT ANALYSIS OF WAYANAD



Shiju C R

Assistant Professor of Commerce
St. Paul's College Kalamassery
Ernakulam, Kerala 683503



Dr Vineeth K M

Assistant Professor of Commerce
Government College Tripunithura,
Ernakulam, Kerala 682301

ABSTRACT

Destination image is a tool to help you travel concepts, itineraries and ideas that encourage people to visit your business, explore your region and learn more about what makes it special.. A favourable destination image will improve aspirations to return and suggest the location as well as the likelihood that guests will positively evaluate their stay. A pleasant sentiment is observed by analysing the sentiments of the recent tweets about *Wayanad*.

Key Words: *Destination Image, Sentiment Analysis, Tourism, Wayanad*

Introduction

Adorning the northern hills of Kerala is the beautiful district of Wayanad, famous for its large amount of camping and trekking trails, breathtaking waterfalls, caves, bird-watching sites, flora, fauna and an overall plethora of magnificent sights. This area has been a tourist favourite over the years (*Kerala Tourism*, 2007). Wayanad is the land of mountains, where you can find serenity and peace away from large cities. It also lies on the Wayanad Gap, a route through which primitive tribes from central India raided and traded with early Tamil, Telugu and Muslim traders from South Canara. The name Wayanad has its origin from the word “Vayal Nadu” which means forest land. The place is also known as “Jalakandapuram” meaning the land of lakes and streams.

One of the most priceless assets for businesses is their online reputation. If a negative social media review is not addressed quickly and efficiently, it might lose a firm's money (*Twitter Sentiment Analysis in Real-Time*, 2019). A favourable destination image will improve aspirations to return and suggest the location as well as the likelihood that guests will positively evaluate their stay. (Mainolfi & Marino, 2020). The present paper attempts a tweet sentiment visualisation of the key word *Wayanad*.

Methodology

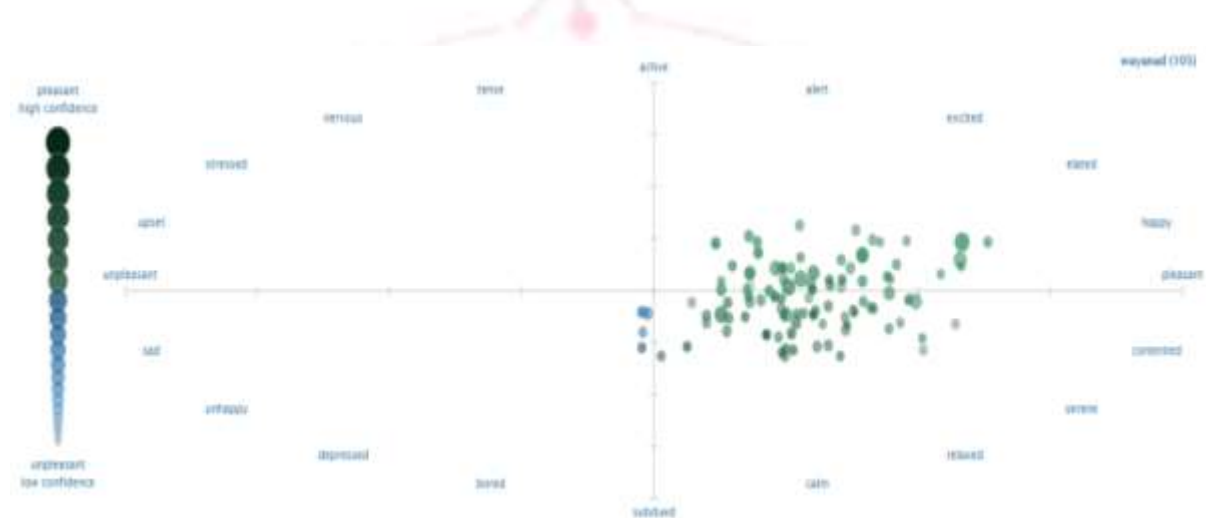


Sentiment is defined as "an attitude, thought, or judgment prompted by feeling." Our specific goal is a visualization that presents basic emotional properties embodied in the text, together with a measure of the confidence in our estimates. The present study is qualitative in nature using the tweet sentiment visualisation application (Healey & Ramaswamy, 2019). The different available visualisation tools are applied to describe the sentiment in recent tweets regarding *Wayanad*.

Results

The tweet sentiment visualisation (Healey & Ramaswamy, 2019) produced the following results for the key word “Wayanad”.

Exhibit 1 Sentiment of Tweets



Source: Generated Using Tweet Sentiment Visualisation App (Healey & Ramaswamy, 2019)

The 105 tweets posted recently appear to be in the pleasant but subdue quadrant of the diagram. The colour of the dots depicts a greater degree of confidence too. The posts evaluate the sentiment of the people to be relaxed/contented/pleasant.

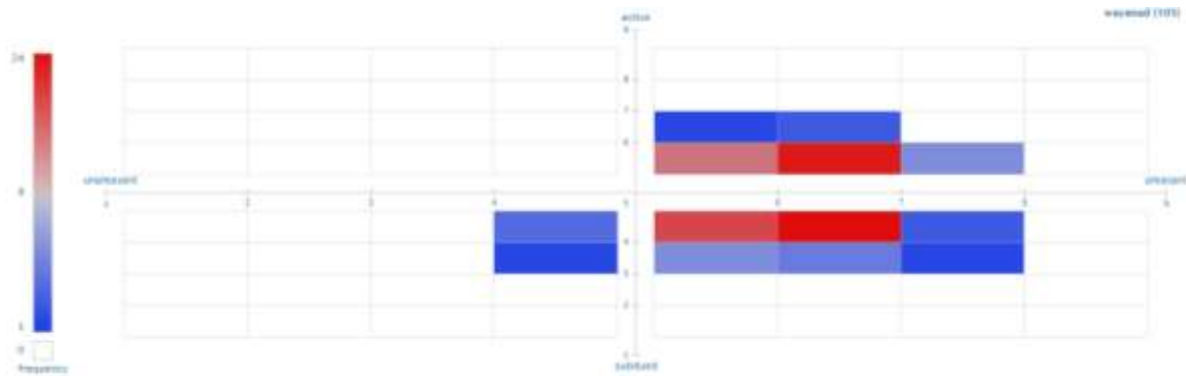
Exhibit 2 Topics of Tweets



Source: Generated Using Tweet Sentiment Visualisation App (Healey & Ramaswamy, 2019)

Some of the tweets are found to be clustered around Rahul Gandhi's Visit and few are related to another run event. Other majority tweets are not found to be associated with any common theme and are distributed as singletons.

Exhibit 3 Heat Map



Source: Generated Using Tweet Sentiment Visualisation App (Healey & Ramaswamy, 2019)

The heat map also emphasises maximum number of tweets in a moderately pleasant sentiment, though a subdued element is also witnessed.

Exhibit 4 Tag Cloud



Source: Generated Using Tweet Sentiment Visualisation App (Healey & Ramaswamy, 2019)

The tag cloud depicts the attention for Kerala, India and mostly Rahul Gandhi's visit along with the running event held recently. But it could be noticed that no single tags are found in the active unpleasant segment.

Discussion

The recent hype in social media witnessed an unprecedented response from domestic tourists as per reports. The trend in the pleasant sentiment is found to continue even after the seasonal hype. It is expected to get into better highs in the winter season to come; the myst of Wayanad is a favourite for vibe lovers.

References

- Healey, & Ramaswamy. (2019). *Tweet Sentiment Visualization App*.
https://www.csc2.ncsu.edu/faculty/healey/tweet_viz/tweet_app/
- Kerala Tourism. (2007). Kerala Tourism - Wayanad.
<https://www.keralatourism.org/destination/wayanad-district/373>
- Mainolfi, G., & Marino, V. (2020). Destination beliefs, event satisfaction and post-visit product receptivity in event marketing. Results from a tourism experience. *Journal of Business Research*, 116, 699–710. <https://doi.org/10.1016/j.jbusres.2018.03.001>
- Twitter Sentiment Analysis in Real-Time*. (2019, June 7). MonkeyLearn Blog.
<https://monkeylearn.com/blog/sentiment-analysis-of-twitter/>



FACTORS THAT INFLUENCING DOMESTIC TOURIST SATISFACTION: A STUDY WITH SPECIAL REFERENCE TO WAYANAD TOURISM



Sujith.T.S

Ph.D. Research Scholar [SRF]

Department of Commerce

Bharathiar University, Coimbatore, Tamil Nadu



Dr.M.Sumathy

Professor & Head

Department of Commerce

Bharathiar University, Coimbatore, Tamil Nadu

ABSTRACT

The purpose of the paper is to identify the factors that affecting the domestic tourist satisfaction with special reference to Wayanad tourism. Wayanad is well-known for its numerous hiking and camping paths, breath-taking waterfalls, caverns, bird viewing locations, flora, fauna, and an abundance of spectacular landscapes. In the first quarter of 2022, Kerala attracted 3.8 million domestic travellers (Wayanad recorded 3, 10,322 domestic travellers). The researcher identified 128 domestic tourist respondents from Wayanad district by using convenience sampling method. This study is purely based on primary data collected through self-administrated questionnaire. The study concluded that the factors such Cost of Services, Food Facility, Information Availability, Accommodation Facility and Transportation Facility are effecting the satisfaction of domestic tourist.

Key Words: *Satisfaction, Tourism, Wayanad*

Introduction:

Tourism is currently one of the most dynamic economic activity with numerous socio-economic, environmental and cultural benefits. Economic experts now call tourism as invisible exports. Since there are multiple economic sectors involved in the tourism business, a bigger proportion of the community benefits from the sales of goods and services to tourists. According to official statistics, tourism accounts for 10% of Kerala's GDP and create 23.5% of state's total employment. According to Hunt (1997) measures of tourist satisfaction are used to determine if the goods and services offered to visitors met or exceeded their expectations. The tourist satisfaction is also defined as "the buyers' cognitive state of being suitably or inadequately repaid for the sacrifices he has undergone." Tourist satisfaction is regarded as one of the key factor for maintain a competitive business in the tourism sector because it influence the choice of destination, consumption of goods and services, and visitor happiness. In numerous direct and indirect ways domestic tourist satisfaction benefit the Wayand tourism. It benefits both the local community and important tourism sector stakeholders. Positive word-of-mouth referrals and recommendations from pleased visitors to their family and peer groups serve to provide the location a competitive advantage. It also encourages plans to revisit. The present study identifies the factors that influencing the domestic tourist satisfaction with special reference to Wayanad Tourism.

Review of Literature:

(Hazra, 2018) identified the tourism industry help to contribute the GDP and help for employment generation among youngsters in our nation. The researcher concluded that the governments initiates so many programmes for foreign tourists such as e-visa, visa on arrival, investment in vital infrastructure development etc. (Joseph et al., 2020) assessed the pilgrim satisfaction with special reference to Sabarimala destination in Kerala state. The study identified 526 devotees and identified the factors for pilgrim satisfaction such as food and accommodation, safety and security, health and sanitation, ecology and environment, and communication and transportation with the help of factor analysis and two-step cluster analysis. The study concluded that devotees are mostly influenced by spiritual aspects. According to (Kulshrestha & Seth, 2020) COVID-19 has adversely impacted the tourism industry in all over the world. Because of the COVID-19 the economy was frozen, those who worked in it saw zero income. Many nations are currently beginning a new phase in their battle against the virus while also attempting to revive their travel and tourism sectors. It is urged that all parties involved in the tourism and travel industries adhere to safety precautions and promote more responsible travel practises to keep tourists safe at all times. In the context of marketing, visitor behaviour was correlated with attitudes, opinions, perceptions, and conduct that led to repeat visits (Beattie & Schneider, 2018). (Wan Aniq Syakier & Mohd Hafiz Hanafiah, 2021) examined the tour guide performance, tourist satisfaction and behavioural intentions of tourist with special reference to Kuala Lumpur City Centre. The study revealed that tour guide and tourist satisfaction have a positive impact on their behavioural intention of the tourist. (Nora Zulvianti , Hasdi Aimon and Abror Abror, 2022) examined the effect of environmental and non-environmental factors on tourist satisfaction in Halal Tourism destinations in West Sumatra, Indonesia. The researcher used SEM and PLS for identifying the factors. The result indicated that perceived environmental values and halal friendly destination performance, sustainable tourism development, and halal destination image are positively influence the tourist satisfaction.

Objective of the study:

- To identify the factors influencing the domestic tourist satisfaction with special reference to Wayanad Tourism.

Research Methodology:

The study is descriptive in nature. The researcher identified 128 domestic tourist respondent from Wayand District by using convenience sampling method. The research is purely based on the primary data collected through well-structured questionnaire. The primary data are collected from the tourist places like Banasura Sagar Dam, Kuruva Deep, Edakkal Caves, Soochipara Falls, Pookode Lake, Neelimala View Point, and Phantom Rock. The researcher used descriptive analysis and factor analysis for analysing the objective of the study.

Result and Discussion:

Table 1
Demographic profile of the respondents

Variables		No of Respondents	Percentage
Gender	Male	83	64.8
	Female	45	35.2
	Total	128	100.0
Area of the respondents	Rural	55	43.0
	Urban	73	57.0
	Total	128	100.0
Age	Less than 20	11	8.6
	20-35	62	48.4
	36-50	27	21.1
	Above 50	28	21.9
	Total	128	100.0
Educational Qualification	SSLC	11	8.6
	+2	45	35.2
	Degree	44	34.4
	PG	28	21.9
	Total	128	100.0
Income	Below 20,000	28	21.9
	20,001-30,000	44	34.4
	30,001-40,000	35	27.3
	40,001-50,000	21	16.4
	Total	128	100.0
Occupation	Govt.Sector	21	16.4
	Private Sector	62	48.4
	Business Man	28	21.9
	Others	17	13.3
	Total	128	100.0
Marital Status	Married	82	64.1
	Unmarried	46	35.9
	Total	128	100.0

(Source: Computed Data)

Table 1 shows that the demographic profile of the sample respondents in the study. According to the table the majority of the respondents are male (64.8%), urban (73%), aged between 20-35 (48.4%), married (64.1%), private sector employees (48.4%), income level between 20,001-30,000 (34.4%) and educational qualification +2 (35.2%).

Table 2
KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.802
Bartlett's Test of Sphericity	Approx. Chi-Square	1041.836
	df	105
	Sig.	.000

(Source: Computed Data)

Table 3
Exploratory Factor analysis

Factor Name	Items	Factor Loading	Total Variance Explained
Cost of Services	Cost 1	.824	16.08%
	Cost 2	.777	
	Cost 3	.735	
Food Facility	Food 1	.870	15.44%
	Food 2	.789	
	Food 3	.783	
Information Availability	Information 1	.840	14.63%
	Information 2	.832	
	Information 3	.670	
Accommodation Facility	Accommodation 1	.889	14.58%
	Accommodation 2	.869	
	Accommodation 3	.534	
Transportation Facility	Transportation 1	.797	14.38%
	Transportation 2	.722	
	Transportation 3	.653	

(Source: Computed Data)

The researcher identified the principal factors that affecting the satisfaction of the domestic tourist by using EFA. The researcher analysed on the sample size of 128 tourist respondents from different tourist areas of Wayand district. In EFA, all the 15 items on domestic tourist satisfaction were subjected to a principal components and varimax rotation. KMO value was 0.802 and Bartlett's Test of Sphericity was significant, Chi-Square value is 1041.836 (df=105), P value is less than 0.05. The number of factors to extract was based on eigenvalues greater than one. From the rotated factor loadings, the EFA calculated 5 factors and explained 75.11% of the variance. The researcher named the factors as Cost of Services (16.08%), Food Facility (15.44%), Information Availability (14.63%), Accommodation Facility (14.58%) and Transportation Facility (14.38%).

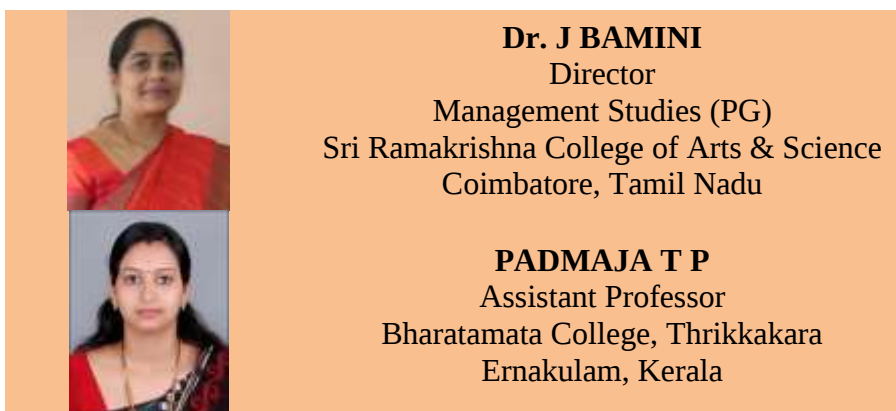
Conclusion:

The desire to travel to new locations, learn about local customs, cuisines, and adventurous pursuits as well as the colourful and mesmerising aspects of nature and living things is growing. The tourist business is becoming more significant as a result of this rapid shift in people's preferences. However, governments worldwide encourage the tourist industry since, as a subset of the service sector, it creates a lot of employment opportunities. In this study the researcher mainly focused on the factors that influencing the satisfaction level of domestic tourist with special reference to Wayand Tourism. The researcher identified five factors such as Cost of Services, Food Facility, Information Availability, Accommodation Facility and Transportation Facility by using EFA.

Reference:

- Alazaizeh, M. M., Jamaliah, M. M., Mgonja, J. T., & Ababneh, A. (2019). Tour guide performance and sustainable visitor behavior at cultural heritage sites. *Journal of Sustainable Tourism*, 27(11), 1708–1724. <https://doi.org/10.1080/09669582.2019.1658766>
- Bartlett, M. S. (1950). "Tests of significance in factor analysis." *British Journal of Psychology* 3(2): 77-85.
- Beattie, J. M., & Schneider, I. E. (2018). Does service type influence satisfaction?. A case study of Edinburgh Castle. *Tourism Management*, 67, 89-97. doi:10.1016/j.tourman.2018.01.005
- Omar, M. S., Ariffin, H. F., & Ahmad, R. (2016). Service Quality, Customers' Satisfaction and the Moderating Effects of Gender: A Study of Arabic Restaurants. *Procedia - Social and Behavioral Sciences*, 224, 384-392. doi:10.1016/j.sbspro.2016.05.393
- TS, S., & Sumathy, M. Application of Technology Acceptance Model (TAM) on Adoption of Food Delivering Applications (Apps.) among University students in Tamil Nadu.
- TS, S., & Sumathy, M. Does the Co-operatives Helps the Rural Development in India?
- Jesurajan, S. V. A., & Prabhu, S. V. (2012). Dimensions of spiritual tourism in Tuticorin District of Tamil Nadu in India-a critical analysis. *Business Intelligence Journal*, 5(2), 245-251.
- Sujith, T. S., & Sumathy, M. (2022). Application of Technology Acceptance Model (TAM) on Adoption of Food Delivering Applications (Apps.) among University students in Tamil Nadu. *RVIM Journal of Management Research*, 14(1), 22-25.
- TS, P. S. D. M. S., Nabeel, S. K. M., & Jayalakshmi, S. (2022). Attitude towards Entrepreneurship among B. Com Students in Thrissur District.
- TS, S., & Sumathy, M. Millennial Satisfaction on Amazon Prime Video Platform with Special Reference to Thrissur District.
- T.S, S., & Sumathy, M. (2021). User perception and satisfaction of OTT media platform in Kerala. *VEI International Journal of Social Science*, 7(12), 128–134.
- TS, S., & Sumathy, M. (2021). User Perception towards OTT Video Streaming Platforms in Kerala (With Special Reference to Thrissur). *Analytical Commerce and Economics*, 2, 27-32.
- Vembu, N. R., Sivakumar, M., Srinivasan, S., Veeramani, G., Sentilvel, S., & Vanitha, R. (2017). Spiritual Tourism and Identification of Satisfaction Among Pilgrims – An Empirical Study. *International Journal of Economic Research*, 14(4), 497–510.
- Singagerda, F. S., & Septarina, L. (2016). The Economy of Tourism and Its Impact to Other Sectors in Lampung Province. *Journal of Indonesian Tourism and Development Studies*, 4(3), 129–136.
- Swarbrooke, J., & Horner, S. (2007). *Consumer Behaviours in Tourism* 2th Edition. United Kingdom : Elsevier Ltd.

RESPONSIBLE TOURISM: TRIPLE BOTTOM LINE APPROACH WITH REFERENCE TO KERALA



ABSTRACT

Responsible tourism is any sort of tourism that can be consumed in a more responsible way. Now a days the concept of Responsible Tourism initiatives at Kerala came up with outstanding results and emerged because the model for all other tourist's places those who interested to implement this initiative. additionally, to this, the programme scored different national and international recognitions. The influence of Responsible Tourism initiative made this destination a far better place to live and a better place to visit. because the initial phase, this initiative was introduced at four destinations viz. Kovalam, Kumarakom, Thekkady and Wayanad. Responsible tourism analyses through the triple bottom line approach by making the study on Environment, Economic and socio-cultural dimensions. Tourism development makes positive difference within the lives of local community. Responsible tourism is an innovative mantra for improving the standard of life through increased socio-economic benefits and improved the natural resources and managing the living condition.

Key Words: *Responsible Tourism, Green growth, Quality of life, Triple Line Bottom Approach*

Introduction

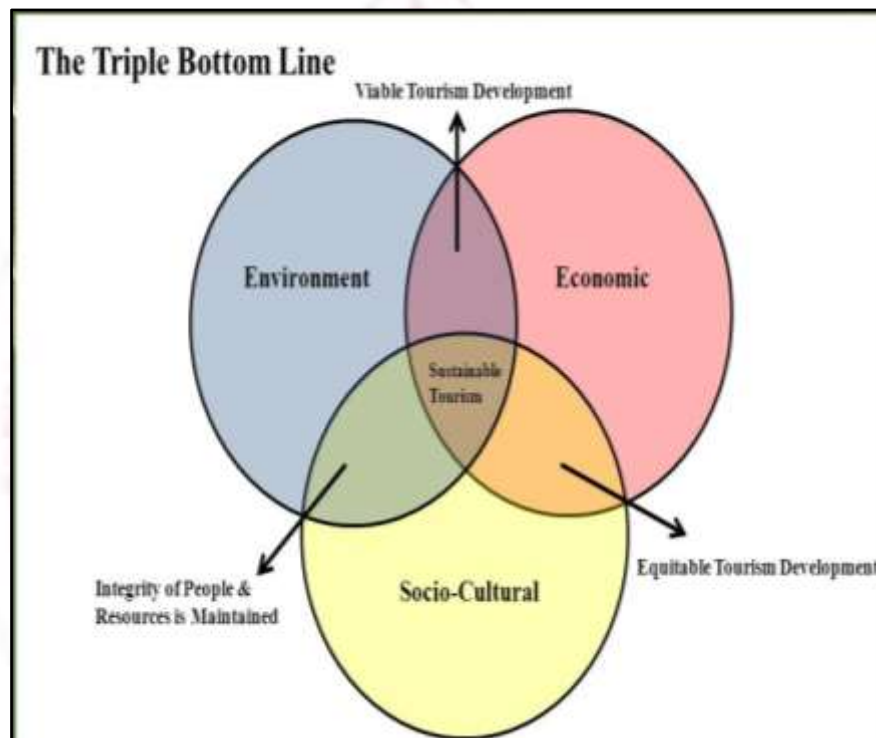
Tourism means "travel for recreational, leisure or business purposes" the planet Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not associated with the exercise of an activity remunerated from within the place visited." Tourism is that the popular global leisure time activity. This activity could also be based on the cultural, historic, and social attractions of an urban centre, or on the appeal of a special environment.

The Responsible tourism complies with the principles of social and economic justice and exerts full respect towards the environment and its cultures. It recognizes the centrality of the local host community and its right to act as a number one role in developing a sustainable and responsible tourism.

Responsible Tourism (RT) is especially perceived with three kinds of responsibilities which are termed as the ‘triple bottom-line’ economic responsibility, social responsibility, and environmental responsibility. Though the concept of responsible tourism was there right from 1996, it had been after the Cape Town Declaration of 2002 that a complete picture of responsible tourism - including its aims, and factors evolved. RT encompass all sorts of tourism and seek to minimize negative economic, environment and social impact. It generates greater economic benefits to local people and enhance the welfare of local communities. It also makes positive hand-outs to the upkeep of natural and cultural heritage, and continuance of the world’s diversity.

Dimensions of Responsible Tourism

Figure 1.1



ENVIRONMENT: To reduce the environmental impact created by tourists.

SOCIAL: The involvement of the local community through a participatory democracy and in the decision-making process is essential for a sustainable touristic development. Focusing on and creating an awareness of the local culture, its traditions, the lifestyle, the local gastronomy, the handcraft, etc.

ECONOMIC: To generate equally distributed economic benefits for the local population to improve their wellbeing.

Background Information

The World Commission on Environment and Development states that “sustainable development is development that meets the needs of the present without comprising the ability of the future generations to meet their own needs” (Brundtland, 1987, p. 29). The responsible tourism may be a local movement and it tries to resolve the existing local

socioeconomic and environmental issues in the destination for sustainable development. Responsible Tourism is about ‘making better places for people to measure in and better places for people to visit’(CapeTownDeclaration,2002). Tourism is one among the most promising industry to enrich the sustainable growth of the world economy and key to driving the defining trends of the transition to a green economy (Blanke&Chiesa,2013).

Kerala is becoming one among the top holiday destinations in the world with its spectacular and rich 2000-year-old cultural history and scenic beauty (Sreekumar & Parayil, 2002; Vasudevan, 2008). Kerala is understood as ‘God’s own country’ and a prime tourism destination on the national and international map and is considered as the tour leader in India (Ebitu, 2010; Radhakrishnan, 2006). it's a beautiful and ideal destination with pristine beaches, coastal plains, hill stations, backwaters and therefore the highlands for a relaxing holiday.

REVIEW OF LITERATURE

1.John P.Lea* (1993) depicted a preliminary overview of the growing “responsible tourism” and travel ethics literature and explores the significance of anti-tourism activity in the Indian State of Goa .The origins of ethical concern about tourism development in the Third World are traced in both the sociology of development and environmental ethics literature. The author viewed that , new secular and religious writings single out the traveller and the tourism industry as objects of ethical concern.. it stated like that a three-part grouping into Third World development ethics, tourism industry ethics, and personal travel ethics categories is suggested.

2.Jithendran Kokkranikal, Alison Morrison (2002) This paper provided a conceptual framework and descriptive case study within which to analyse an example of indigenous entrepreneurship as evidence in the operators of a houseboat tourism product in the State of Kerala, India. Conclusions are drawn relative to the sustainability of both the product and indigenous entrepreneurial activity.

3.G. Poyya Moli (2003) This paper analyzed the threats to peace and sustainability and indicates that the newly emerging Heritage Eco-cultural Tourism holds the key for the promotion of peace and sustainability There is an urgent and growing need for local/ regional/ national/international peace and security. through this study they may be broadly ascribed to the increasing conflicts arising out of social, economic, religious and political factors. Peace and sustainability, considered as the indicators of development are threatened due to a myriad of conflicts and they are more visible than ever before in India. Tourism considered as a Global Peace Industry has greater potentials to reduce these conflicts.

4.Himani Kaul, ShivangiGupta et.al (2009) The paper explored the economic importance of sustainable tourism by outlining the strengths and challenges of the Indian tourism industry. The paper has implications for the government and firms in terms of investment in hospitality education, infrastructure, and better employment practices. The paper combines analysis of government documents as well as insights from practitioners.

5. Paul S. Gonsalves (2014)⁷ This article provided a brief summary of how a concern for the impact of tourism in developing nations have mushroomed into a global network dedicated to making tourism's impact less devastating on host cultures and less superficial for tourists.

6. Paul V. Mathew and Sreejesh S. (2016) examined the impact of perceived responsible tourism on perceived quality of life of communities in tourist destinations and to analyse the mediating role of perceived destination sustainability. 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.

Conclusion

Responsible Tourism (RT) in Kerala is primarily conceived with three kinds of responsibilities which are termed as the “triple bottom-line”, they are economic responsibility, social responsibility and environmental responsibility. The RT programmes encourage agricultural activities and proved that it can be gainful even in a tourism-driven economy. The Responsible Tourism experiments brought many peoples who had left farming in the wake of tourism, back to the farming sector. The various manufacture units under the RT programme have not only provided a livelihood to the villagers, but have also instilled self-confidence in them and confidence in self-sufficiency. So, the proposed study will be more relevant as it tries to assess the role of responsible tourism activities in the sustainable development of Kerala.

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 confirm the sustainability of tourism advancements efforts adopted by Kerala.

References

- Ashley, C., Boyd, C., & Goodwin, H. (2000). Pro-Poor Tourism: Putting Poverty at the Heart of the Tourism Agenda. Retrieved from <http://hdl.handle.net/10535/4134>
- Blackstock, K. (2005). A critical look at community based tourism. *Community Development Journal*, 40(1), 39-49.
- Blanke, J., & Chiesa, T. (2013). The travel & tourism competitiveness report 2013. Paper presented at the The World Economic Forum.
- Briedenhann, J., & Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream? *Tourism management*, 25(1), 71-79. Brundtland,
- G. H. (1987). World commission on environment and development. *Environmental policy and law*, 14(1), 26-30.
- Commission, G. O. I. T. F., & (2007). The Thirteenth Finance Commission. Finance Commission, Government of India, New Delhi Declaration,
- Gurumoorthy, T, R., Nachammai, S., & Thangam, A., (2019), Problems Faced By Engineering Students On Internship Training Program, *International Journal of Multidisciplinary Educational Research*
- C. T. (2002). Cape Town declaration on responsible tourism. Cape Town Conference on Responsible Tourism in Destinations. Retrieved March 22, 2012, from http://www.capetown.gov.za/en/tourism/Documents/Responsible%20Tourism/Toruisum_RT_2002_Cape_Town_Declaration.pdf Carroll.
- Department of Tourism, G. o. K. (2017). Department of Tourism Department of Tourism,

- Harrison, L. C., & Husbands, W. (1996). Practicing responsible tourism: International case studies in tourism planning, policy and development. New York: John Wiley and Sons, Inc.
- Ebitu, E. (2010). Promoting an emerging tourism destination. *Global Journal of Management and Business Research*, 10(1).
- Kerala Tourism: Paradises in the world". *The Hindu*. Retrieved 20 February 2012. II.
- "Tourism beckons". *The Hindu*. 11 May 2004. Retrieved 9 August 2006. III.
- Journal of Emerging Technologies and Innovative Research*. 7(4), 1498-1503.
- <http://www.responsibletourism2008.org/keraladeclaration.php>
- Kerala Declaration (2008) The Kerala Declaration on Responsible Tourism
- Kerala State Planning Board (2011) Economic Review 2010.
- Kerala Tourism Watch (2007) Forum Kerala demands Govt. to stop STZs and pay
- Status of Kerala Tourism brand. Government of Kerala. 12 July 2006.
- The World Tourism Organisation and Planet Finance (2005)

