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TOURISM & GREEN INVESTMENTS

Dr Vineeth K M



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Dr Vineeth KM

Editor-in-Chief

Assistant Professor of Commerce [Selection Grade]

Convener, Research Committee



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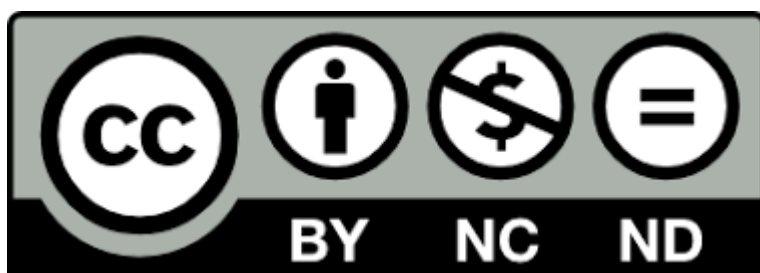
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FOREWORD

Tourism is a dynamic and thriving industry that has the power to bring people from different cultures and backgrounds together. It allows us to explore new destinations, create unforgettable memories, and broaden our perspectives. The global tourism industry has experienced exponential growth in recent years. While this growth has resulted in economic benefits for many destinations, it has also put a strain on natural resources, cultures, and local economies. To address these challenges, the concept of sustainable tourism has emerged. Sustainable tourism seeks to minimize the negative impact of travel and maximize the positive benefits for both the environment and local communities.

The edited book ‘Tourism and Green Investment’ the title of which is inspired by the UNWTO slogan is a collection of fifteen scholarly articles that explore significant aspects that play a crucial role in shaping the future of our planet. They also provide growing awareness about the environmental impact of tourism activities , urgent need to adopt sustainable practices and allocation of resources towards projects and initiatives that promote environmental sustainability. I express my sincere appreciation to all the contributors. I also applaud the efforts of Dr. Vineeth K.M, Convenor, Research Committee, Government College, Tripunithura, who has compiled and edited the articles.

Dr. Priya P.Menon

Principal

Government College, Tripunithura

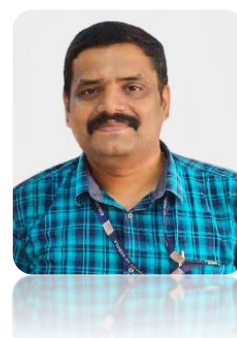


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We are delighted to present this Edited Book as part of observing the **World Tourism Day 2023** organised by the Research Committee, Government College, Tripunithura. We acknowledge the earnest support of all contributors, supporters and fellow members of the organising committee.

We place on record our gratitude to *Dr Priya. P. Menon* (Principal) 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)
Research Guide in Commerce

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A BIBLIOMETRIC ANALYSIS OF SUSTAINABLE TOURISM: UNVEILING THE RESEARCH LANDSCAPE



SREERAJ K R
Research Scholar
Government Victoria College, Palakkad, Kerala



Dr MOHANADASAN T
Associate Professor
Government Victoria College, Palakkad, Kerala

ABSTRACT

The present bibliometric review of research aims to analyze the sustainable tourism topic, focusing on the overview and the research directions in the period 2013-2023, published in the Scopus database. A bibliometric analysis of 1194 Scopus-indexed documents has been identified for the study. A rigorous data analysis has been done in this study to identify the trending research and future direction of sustainable tourism topic with the help of “VOS-viewer” software and “biblioshiny” software using R-studio. The findings of the study reveal that the literature on sustainable tourism has been rapidly increasing. Moreover, the most productive countries in this domain are China, Spain and Portugal and Italy.

Keywords: sustainable tourism, bibliometric analysis, VOS-viewer, biblioshiny, Scopus

1. INTRODUCTION

Sustainable tourism has become a core form of tourism. Sustainable tourism is defined as a form of tourism that aims to satisfy the demands of tourists and local communities, taking into account their present and future needs, for instance by protecting resources without harming biodiversity, cultural integrity, ecological processes and subsystems. Therefore, one of the positive sides of sustainable tourism is that it guarantees a positive experience, not only for the tourism industry but also for local communities. In short, sustainable tourism aims to meet the needs of current and future visitors alike (Vu et al., 2021). Any form of tourism can be sustainable whether it is large-scale tourism or small-scale tourism. The key principles of sustainable tourism include participation, stakeholder involvement, local ownership, establishing local business linkages, sustainability of the resource base, community goals, cooperation, monitoring and evaluating, accountability and training (Begum, 2021).

The foundation of sustainable tourism lies in safeguarding the natural environment. It encompasses a thoughtful approach to both current and future impacts on the society, the economy, and the environment. This involves acknowledging and responding to the needs of the ecological surroundings and local communities. Achieving this involves various methods such as preserving the natural environment and wildlife while overseeing tourism activities, offering genuine experiences for tourists that accurately reflect local heritage and culture and generating economic advantages for local communities through training and employment.

The aim of this paper is to present a comprehensive bibliometric analysis of research in the domain of sustainable tourism by highlighting the prominent research themes, identifying influential institutions, elucidating the emerging trends within the multidisciplinary field of sustainable tourism and exploring the evolution of literature on sustainable tourism. The fundamental objective of a bibliometric analysis is to obtain previous literatures in the respective research topic to form objective findings that can be tested and replicated. Additionally, it aims to offer a rigorous methodological scrutiny of the research findings (Tepe et al., 2021). Furthermore, this bibliometric analysis attempts to provide researchers, academicians, industry experts and policymakers with valuable insights into the current trends and future prospects of sustainable tourism research.

The purpose of the present study is to provide a comprehensive analysis of the research topic on sustainable tourism in the tourism sector. The key objectives of the study are as follows:

- To explore the publication trend or annual scientific production in the domain of sustainable tourism in tourism sector.
- To identify the influential authors in the context of sustainable tourism in tourism sector.
- To determine the most productive countries in the multidisciplinary field of sustainable tourism.
- To analyze the keywords and thematic mapping techniques for identifying the prevailing topics and themes within the field of sustainable tourism.

The present study aims to explore a comprehensive bibliometric analysis of research in the domain of sustainable tourism using the VOS-viewer and biblioshiny software. This research is structured by providing an introduction to the research phenomenon. It will then present the review of literature regarding the current knowledge on sustainable tourism. The research method is constructed for the study's approach as a bridge to present the emerging results. Finally, a concise summary of the main findings of the study and their importance along with limitations and recommendations for further research are provided.

2. REVIEW OF LITERATURE

2.1 Bibliometric Analysis

Bibliometrics is a relatively innovative methodology in comparison to the traditional review of systematic literature (Koseoglu et al., 2016). Bibliometric analysis presents the results of both qualitative and quantitative research and changes in any academic research field. Bibliometric analysis involves the analysis of the publication patterns of scientific production on a certain discipline (De Bakker et al., 2005). The techniques of bibliometric analysis are strong pillars of scientific fields and research evaluation methodology, and it plays a prominent role in the international ranking of universities, journals and institutions. The bibliometric research facilitates examining the type of research literature mapping academic fields and areas of a topic, in addition to mapping academic fields and areas on a certain discipline. The popularity of the method has increased in the domain of business research – the appearance of various bibliometric analysis software tools such as Gephi, VOS-viewer, Bib-excel demonstrate it (Gulyas et al., 2023).

Pritchard (1969) has defined bibliometrics as the application of mathematical and statistical techniques to books and other means of communication. He is the one who introduced the term 'bibliometrics' from the works of Hulme (1923) and identified the significance of analyzing the bibliography of a particular research topic through statistical techniques. De Bellis (2009) reviewed that this term has continued to evolve ever since: various software tools have been developed and the concept has been extensively used with the motive of studying publication patterns.

The gaps identified through bibliometric analysis provide insight into a relevant subject or topic for prospective researchers so that more quality studies can be produced. As a result, bibliometric analysis is significant for researchers to gain ideas about particular topics (Hood and Wilson, 2001). The resource used for bibliometric analysis is the bibliometric data which includes plethora of information such as annual scientific production, records of subject titles, relevant authors, most global cited articles, publication years, keywords and so on (Van Eck, 2011).

2.2 Sustainable Tourism

Sustainable tourism is a multidisciplinary concept that demands economic viability, social acceptability, and environmental friendliness. Sustainable tourism has evolved as a growing tourism facet in recent years, gaining popularity among the tourism builders and stakeholders. Many countries have begun to embrace the concept of sustainable tourism as an important component of achieving Vision 2030. Here comes the significance of a conceptual framework that aims to guide tourism practitioners and other stakeholders in comprehending sustainable tourism models and knowledge (Thukiya et al., 2022).

The concept of sustainable tourism has received special attention in recent years due to the development of the tourism industry and the growing environmental concerns associated with this. As a result, a large body of literature has emerged that uses bibliometric analysis for sustainable tourism. There exist many bibliometric studies that are either directly or indirectly related to sustainable tourism.

Ruhanen et al., (2015) were the first to perform bibliometric analysis in the context of tourism sustainability in the period 1988–2012. Subsequently, Ninerola et al., (2019) analyzed studies related to sustainable tourism in the period 1987–2018, focusing on interest in sustainability as a scientific discipline in the domain of tourism and its significance in the management of tourist destinations. Furthermore, Yoopetch and Nimsai (2019) analyzed studies related to sustainable tourism during the

period from 1990 to 2018, placing emphasis on the increasing interest in sustainability in the development of tourism industry. Cavalcante et al., (2021) provided a comprehensive review of research on sustainable practices in tourism in the period 1997–2020. The results showed that sustainable tourism is an area that can be taken advantage of by tourism managers due to the growing environmental awareness of both domestic and foreign tourists.

Abraham et al., (2022) biblio-metrically examined research papers on sustainable tourism published in the Web of Science database between 1991 and 2019. According to their findings, sustainable tourism has achieved a complexity that is reflected in the incremental growth of research papers. Hernandez et al., (2023) used a total of 317 publications from the Web of Science database between 1996 to 2023 for bibliometric analysis on the topic 'sustainable tourism management'. The findings of the show the current trends in sustainable tourism management and provide a theoretical knowledge in this subject which is of growing significance in the tourism sector. Sandeep et al., (2022) performed an extensive PRISMA-led bibliometric analysis of scientific literature in the niche field of sustainable tourism and the application of virtual reality and innovative technologies between 2000 to 2020. Wei Wei et al., (2020) provided a comprehensive bibliometric overview on the research of sustainable tourism products (STP) by examining 750 articles which was collected from the Web of Science database published between 2008 and 2018. The results of the study identified ten forms of STP research hotspots. Therefore, it is imperative to carry out a specific bibliometric study on sustainable tourism showing the number of studies conducted during the Covid-19 pandemic along with the objective of compiling the most significant studies on the subject.

3. MATERIALS AND METHODS

The research methodology and data source used to perform and evaluate the current study are described in detail in the following sections.

3.1 Methodology

The present study has employed a quantitative research technique using bibliometric analysis. Pritchard was the first person who coined the term "bibliometrics." Bibliometrics is the use of statistical and mathematical methods to the examination of information from books and other kinds of communication (Pritchard, 1969). Descriptive features, author affiliations, journal sources and citation analysis of the documents can be obtained from the information provided by the bibliometric data (Holden et al., 2013). Bibliometric analysis is one of most prominent methods used for examining and analyzing large volumes of scientific data. The fundamental objective of this technique is to identify the most productive author, the most productive journal, the total volume of publications, and the total number of citations each research paper has received, where publication serves as an analogue for efficiency and citation as a measure of impact and significance (Donthu et al., 2021). Therefore, bibliometrics analysis is a more objective approach as compared to other reviewing research methodologies (Aria et al., 2017).

3.2 Database

In order to extract the most significant documents for any bibliometric study, the best database must be used for the purpose of analysis. In order to achieve this objective, Scopus database is chosen as the primary research platform for collecting published articles in the field of sustainable tourism. The Scopus database has been used in this study because of its recognition as the largest searchable citation and abstract literature search list (Falagas et al., 2008). Elsevier Science introduced the Scopus database in 2004. Scopus is a summary and reference database of peer-reviewed literature, including academic journals, databases, and conference proceedings. Scopus provides a comprehensive overview of the outcomes of international research in the fields of science, technology, the arts and humanities, and social science. With connections to 7,000 publications in 105 different countries, Scopus now has 90 million entries (Elsevier, 2023). In this study, bibliometric analysis is performed using the Scopus database from 2013 to 2023. The Scopus database includes more than 24,500 active titles from more than 5000 publishers worldwide in the sciences, technology, medicine, and social sciences, as well as the arts and humanities (Rahmawati et al., 2022). This facilitates users to access the articles, authorships, citations, academic institutions and funding agencies in the most efficient and effective way.

3.3 Search Term

Developing a trustworthy and relevant search term that provides the most articles with the lowest-value results is the second challenge in every bibliometric investigation (Sweileh, 2020). The investigation for the data for the current study was conducted in 10 September, 2023. The search term used for this investigation was: (TITLE-ABS-KEY ("Sustainable tourism" AND "Sustainable development" OR

“Sustainable practices”)). The data was subsequently scrutinized in stages, as shown in **Figure 1** which illustrates the PRISMA flow chart. PRISMA is an acronym for "Prevention and Recovery Information System for Monitoring and Analysis." The PRISMA flow diagram primarily focuses on summarising the screening process. It helps in defining how the articles are limited according to the feasibility of the study, what screening factors are included and the research materials are recognized for the present study (Garg et al., 2023). First, the study used “Sustainable tourism” AND “Sustainable development” OR “Sustainable practices” as the primary search criteria which includes scope and coverage, keywords and the data extracted (12 August 2023) in order to identify the relevant articles for analysis. Second, a screening process was implemented to refine the dataset. Following the search criteria as mentioned earlier, a total of 2446 documents located in the Scopus database were filtered to 1892 documents with the coverage period from 2013 to 2023. Out of the 1892 documents, there were only 1194 documents included for bibliometric analysis after the filtration of document type, source type and language respectively.

3.4 Data Analysis

During the search, the entire information within each article was retrieved and exported as CSV (comma separated values) for further analysis. Software tools like VOS-Viewer and the R packages, namely, Biblioshiny and Bibliometrix were used to investigate this CSV file. While Biblioshiny develops an online data analysis platform utilising the fundamental bibliometric data, Bibliometrix provides the whole scientific content analysis and data processing (Aria & Cuccurullo, 2017). visualisation maps. Due to its strong interface for evaluating as well as looking at bibliometric charts, VOS-Viewer facilitates the visualisation of the dataset for easier comprehension (Cobo et al., 2011).

The present study ensures transparency and validity in the research process as it specifies the search key strings, identification criteria, selection criteria and synthesis technique of the bibliometric data. Furthermore, keyword analysis and thematic mapping techniques were also applied to identify prevailing topics and themes within the domain of sustainable tourism. The following figure demonstrates the data retrieval process and search strategy for the present study using the Scopus database through the PRISMA flow chart.

4. RESULTS AND DISCUSSIONS

4.1 Annual Scientific Production

Figure 2 demonstrates the publication trend in the domain of sustainable tourism for the period 2013 to 2023 from the retrieved documents of Scopus database. There has been a steady increase in the number of publications in the research on sustainable tourism from 2013 to 2021. In the year 2013, there were 58 articles published; in the year 2014, there were 56 pieces published; in 2015, there were 55 articles published; in 2016, there were 71 articles published; in 2017, there were 77 articles published; in 2018, there were 87 articles published; in 2019, there were 110 articles published; and in 2020, there were 164 articles published. The maximum number of publications was 184 in the year 2021. However, the noticeable shrinkage in the number of publications occurred after 2021.

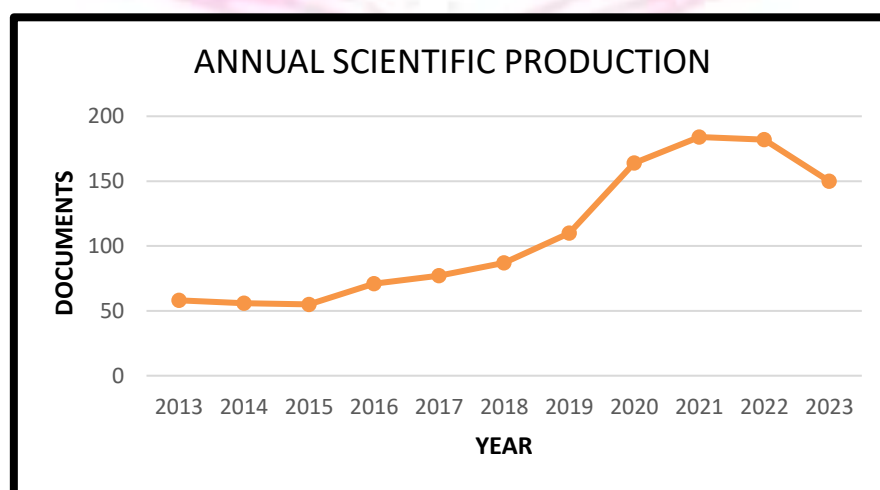


Figure 2: Documents Year Wise

4.2 Documents per year by Source

Figure 3 shows the number of documents per year by source. It depicts that Sustainability Switzerland has a maximum of 2011 documents from 2013 to 2023. Journal of sustainable tourism and Journal of cleaner production both have 108 and 40 documents respectively in the domain of sustainable tourism. These are the prominent journals in the multidisciplinary field of sustainable tourism. It is noticed that Ocean and coastal management and WIT transactions on ecology and the environment are the oldest journals.

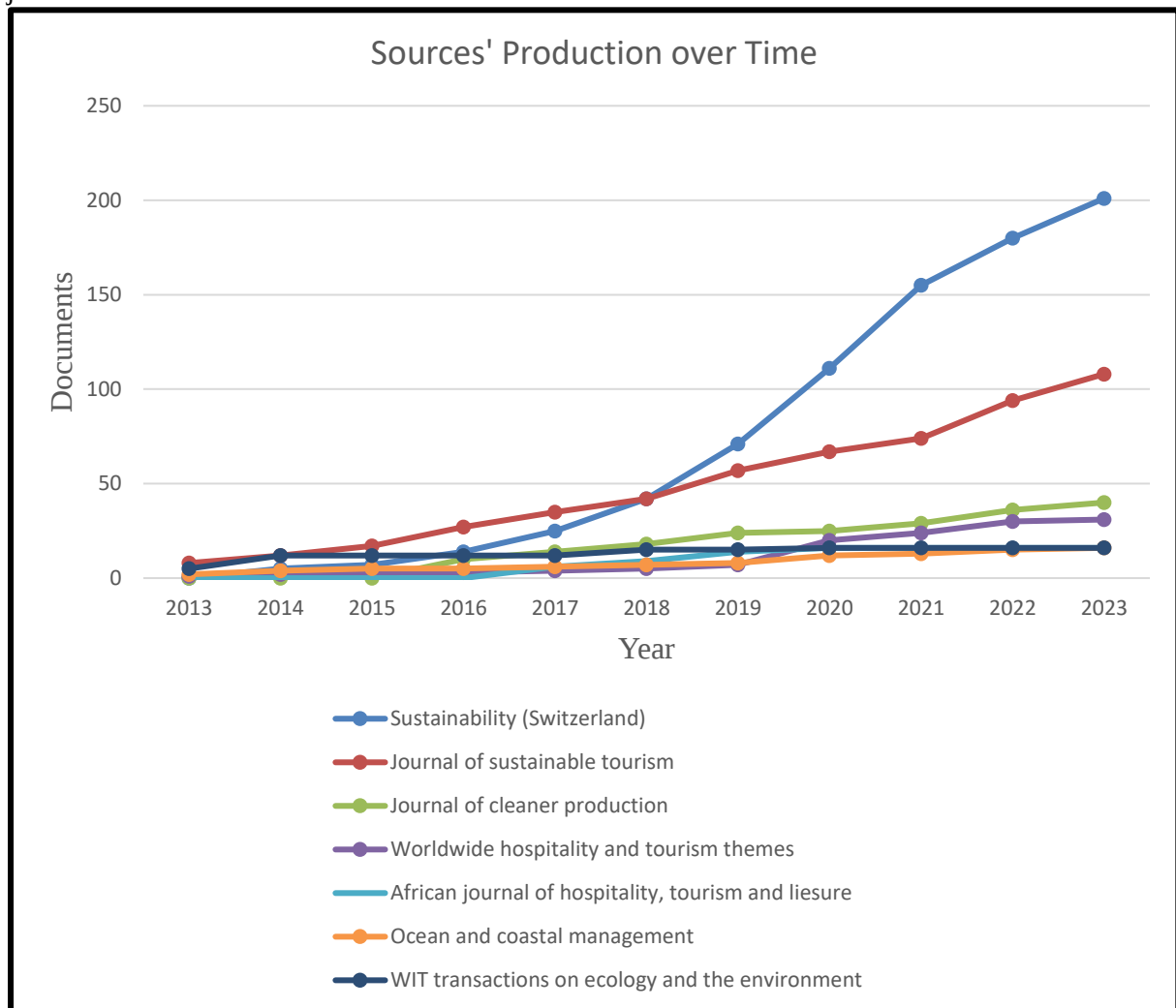


Figure 3: Documents per year by Source

4.3 Keyword Analysis

The study used VOS-viewer software which is a popular tool used in bibliometric literature to analyze the co-occurrence of author keywords. Prospective researchers can identify research gaps using the network of author keywords. **Figure 4** displays the co-occurrence analysis using the author keywords and identified five main clusters of sustainable tourism research. It depicts that sustainable tourism appears 491 times overall under author keywords which has the most robust total links. Sustainable development, sustainable tourism development and sustainable development goals appeared 282, 131 and 38 times respectively. Cultural tourism, geo-tourism and over-tourism all have scope for more study. Therefore, keyword network diagrams help researchers in exploring barren research areas.

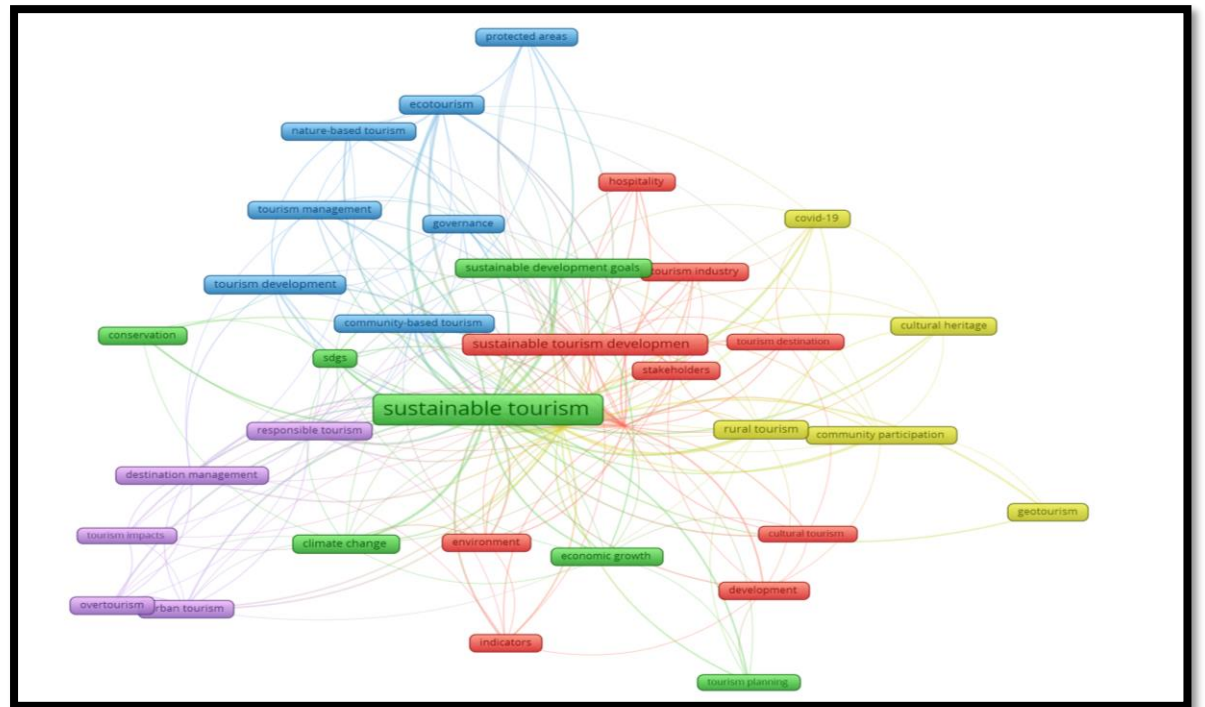


Figure 4: Keywords network

4.4 Author wise publication

Figure 5 shows author-wise articles in the context of sustainable tourism. The authors with the most research articles in the field of sustainable tourism are Zhang J, Castanho H, & Couto G respectively. Prospective researchers who are interested to research in the field of sustainable tourism get valuable insight while reviewing the work of these prominent authors. Moreover, it aids them to comprehend the topic in a better way.

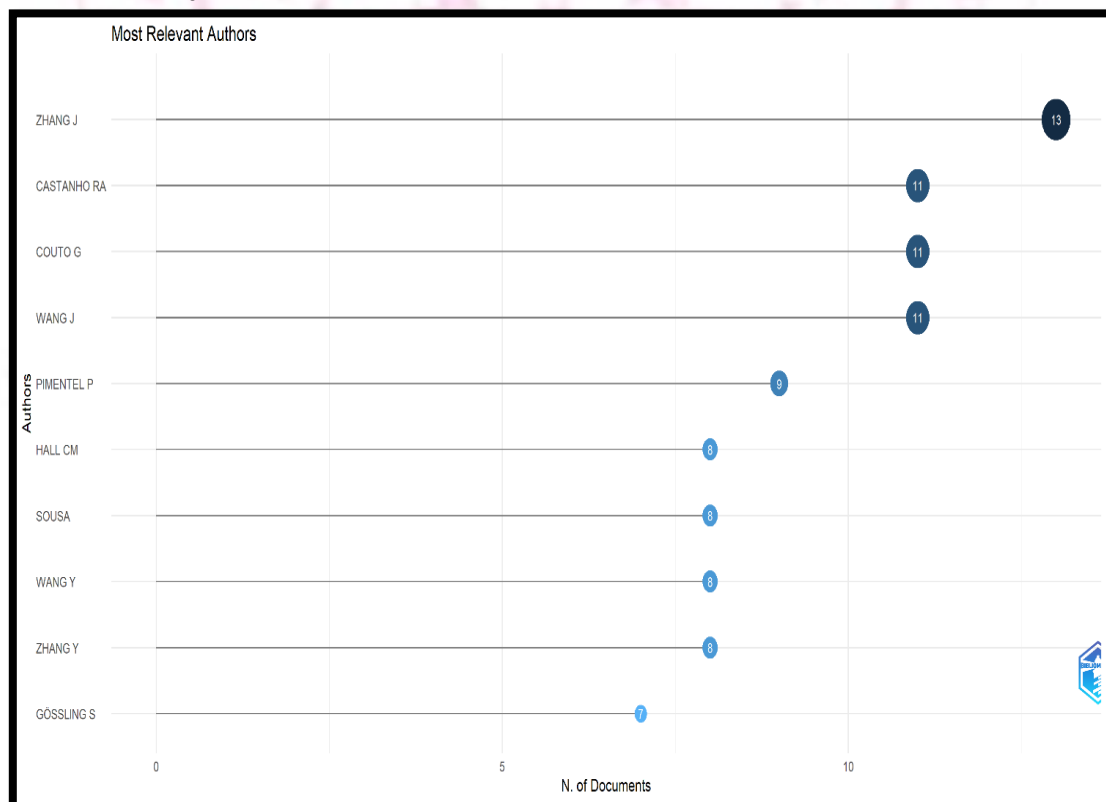


Figure 5: Documents by Author

4.5 Geographical Distribution Analysis

A geographical distribution analysis has been conducted to identify the most productive countries on the sustainable tourism research. Researchers from 101 different countries contributed to publication in the retrieved documents from the Scopus database and the top 10 countries with highest contribution on the basis of geographical distribution are depicted in **Figure 6 and Table 2**. China ranked first, with a total of 377 (31.57%) publications. Additionally, Portugal, Italy, USA and Australia are the countries that shared similar percentage in terms of publication contribution within the range from 10% to 12%. Furthermore, the continent with highest country productivity is Europe (757 publications or 63.40%), followed by Asia (454 publications or 38.02%), North America (133 publications or 11.14%), and Oceania (127 publications or 10.64%).

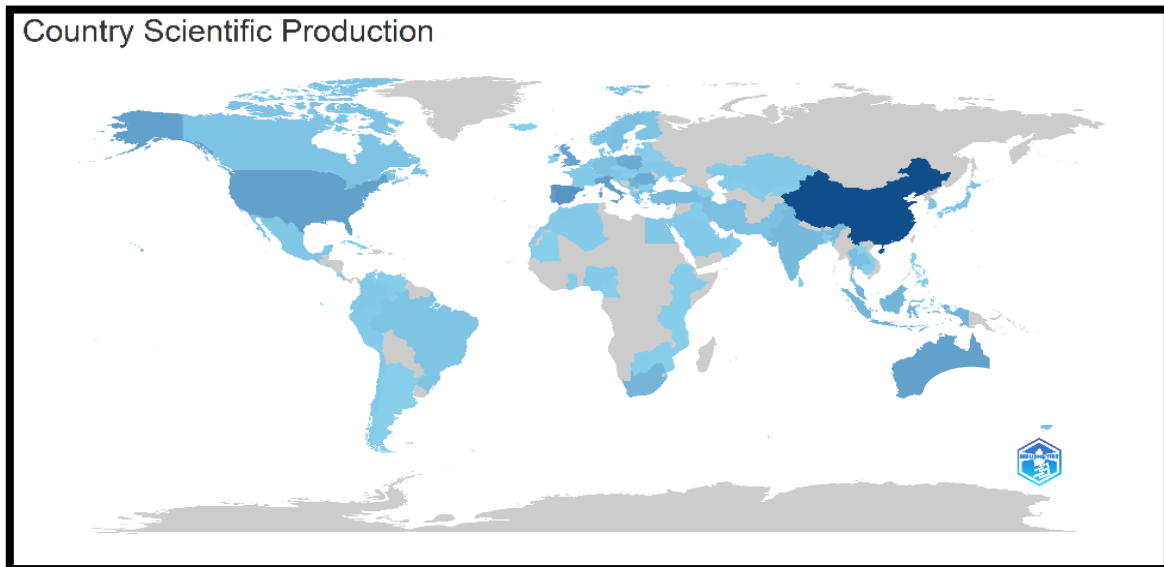


Figure 6: Country wise publication

Table 2: Most Productive Countries

Country	Total Publication	%	Continent
China	377	31.57	Asia
Spain	167	13.99	Europe
Portugal	141	11.81	Europe
Italy	136	11.4	Europe
USA	133	11.14	North America
Australia	127	10.64	Oceania
UK	117	9.8	Europe
Romania	101	8.46	Europe
Poland	95	7.96	Europe
Malaysia	77	6.45	Asia

Figure 7 and Table 3 depict papers by affiliation and reveals that the Griffith University has the maximum research articles (37 articles) in the area of sustainable tourism, followed by the University of Johannesburg with 21 research articles.

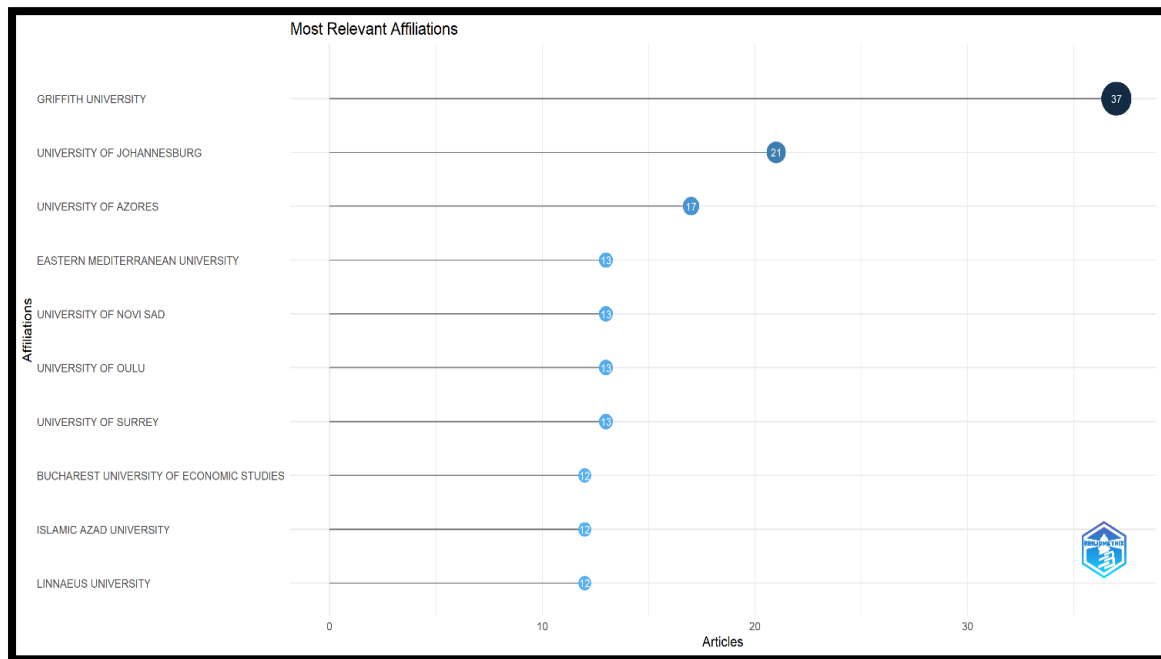


Figure 7: Documents by Affiliation

Table 3: Distribution of institutions with the most publications (top 10)

Affiliation	Country	Continent	Articles
Griffith University	Australia	Australia	37
University of Johannesburg	South Africa	Africa	21
University of Azores	Portugal	Europe	17
Eastern Mediterranean University	Cyprus	Europe	13
University of Novi Sad	Serbia	Europe	13
University of Oulu	Finland	Europe	13
University of Surrey	UK	Europe	13
Bucharest University of Economic Studies	Romania	Europe	12
Islamic Azad University	Iran	Asia	12
Linnaeus University	Sweden	Europe	12

4.7 Thematic Analysis

Figure 8 represents a thematic map within the multidisciplinary domain of sustainable tourism. This thematic map aims to present the prominent and trending themes within the field of sustainable tourism research. The map is divided into four different sections, each representing specific categories of themes.

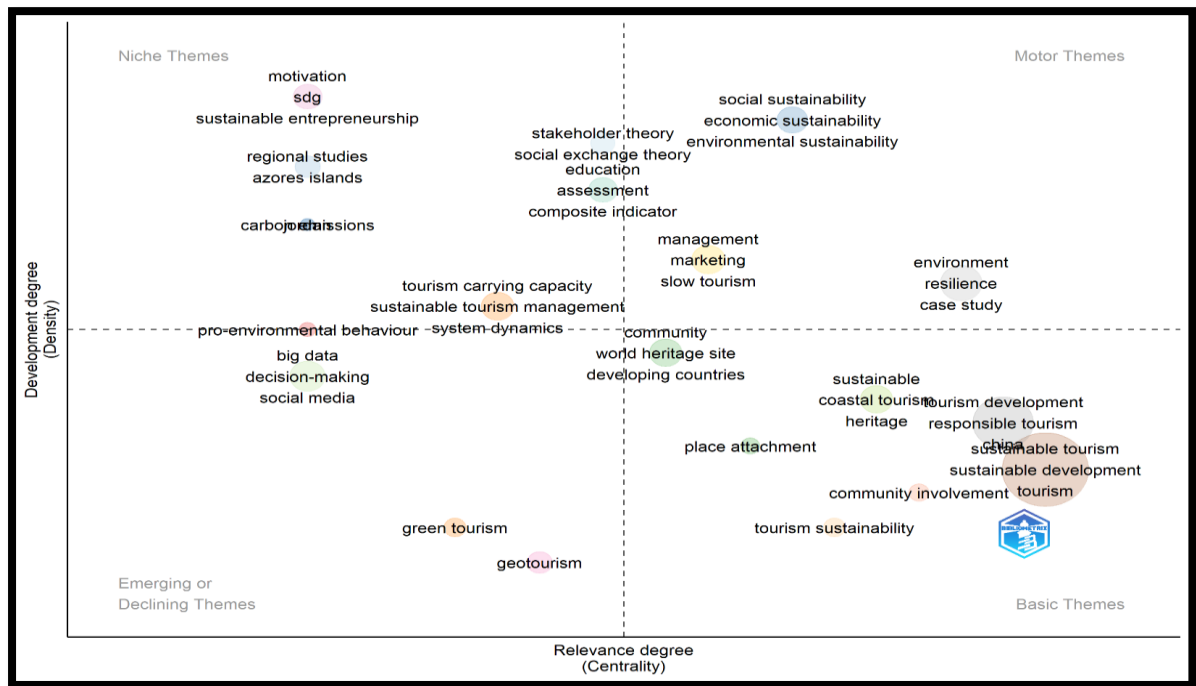


Figure 8: Thematic map

In the bottom-right part of the thematic map, the basic themes are portrayed. The basic themes which include sustainable development, tourism sustainability, tourism development, heritage, coastal tourism, responsible tourism and community involvement represent well-established research issues in the domain of sustainable tourism. These themes have received significant attention in the past. In the top-right part of the map, it showcases the motor themes that have attained significance in the recent past. The important research issues highlighted in this section are social sustainability, economic sustainability and environmental sustainability. These themes imply emerging areas of interest and research focus within the area of sustainable tourism.

The top-left part of the map depicts the niche themes. These themes, such as sustainable development goals (SDGs), sustainable entrepreneurship and tourism carrying capacity, indicate areas that need further exploration and investigation in future research. Further, these themes have the capability to contribute to the enhancement of knowledge and understanding in sustainable tourism. Finally, the transition themes, categorized as emerging or declining themes, are represented in the thematic map. Green tourism, geo-tourism and pro-environmental behavior fall under this category. These themes are known as transitional because they have been extensively studied, and further research is required to explore them using alternative approaches or perspectives instead of repeating the same keywords.

On the whole, this figure depicts a comprehensive overview of the thematic landscape in the domain of sustainable tourism. It highlights the basic themes, emerging research themes, niche topics for further investigation, and transitional themes that require innovative perspectives. This map is a visual representation which aids the researchers in identifying the trending and underexplored themes within the field of sustainable tourism research.

4.8 World Map

Figure 11 shows county's collaborative world map which highlights significant collaborations among various countries in the context of sustainable tourism. The incorporation of a world map in the bibliometric analysis helps to explore the geographical distribution of research publication in a precise and concise manner. From the world map, it is found that China and UK have maximum collaboration in the domain of sustainable tourism. Authors in China have 130 joint publications with authors in other countries including 12 with UK authors, 10 with Pakistan authors, 9 with Australia authors and the remaining 99 collaborations with authors in 33 different countries. Thus, collaboration world maps compare research projects in different countries which facilitates in identifying those areas where additional research is necessary.

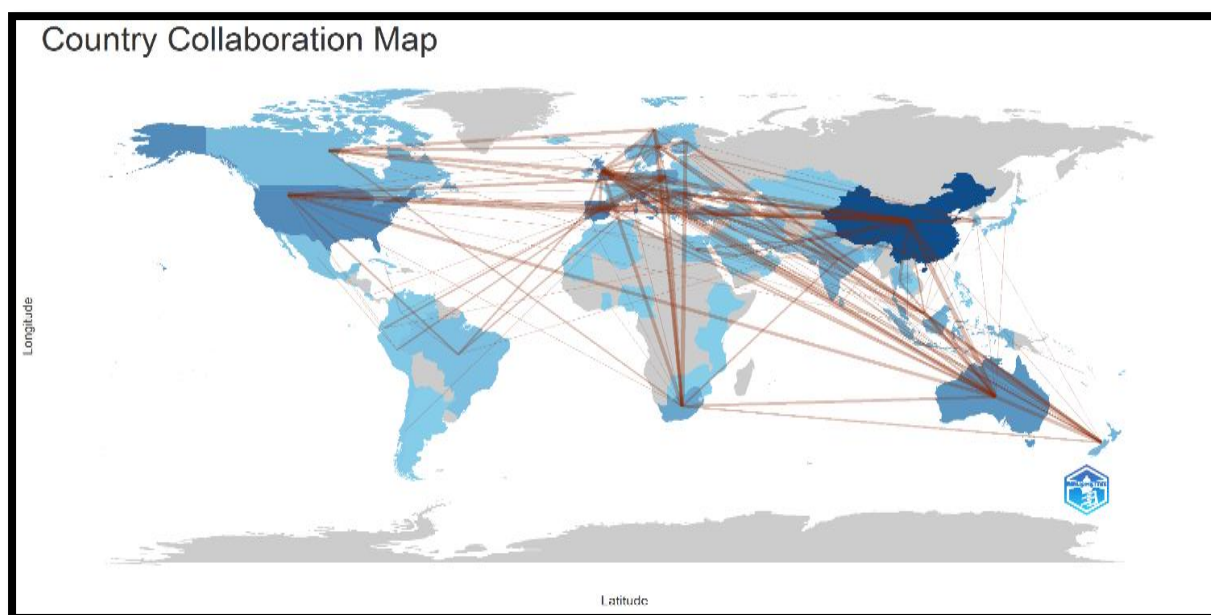


Figure 11: Collaboration World Map

5. Conclusions and Future Research Directions

The present study has carried out a bibliometric analysis on the domain of sustainable tourism from 2013 to 2023. The study has included the trend of publications of research papers in the field of sustainable tourism during the period of Covid-19 pandemic which is a significant contribution of this study. The data required for performing bibliometric analysis of sustainable tourism are extracted the Scopus database. The main limitation of this research paper is that it collected data from the Scopus database only which is not a representative of the entirety of all publications for the purpose of bibliometric analysis. In order to address this limitation, the study can be replicated by using other reputable database such as Web of Science (WoS) to enhance the accuracy and validity. The use of multiple databases provides great coverage to the discipline although it is believed that Scopus database offers a large collection of documents which is a representative of the total. Another limitation is regarding the type of documents analysed as the study excluded textbooks, doctoral theses, conference proceeding, erratum and other unpublished working papers in the sustainable tourism literature. Moreover, the study has taken into account only documents written in English languages. Therefore, an in-depth information retrieval practices could be applied to add more insight on the sustainable tourism research. On the whole, the comprehensive understanding gained through this bibliometric analysis provides valuable insights for prospective researchers to further research in the field of sustainable tourism.

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FESTIVAL TOURISM: A CATALYST FOR CULTURAL AND ECONOMIC ENRICHMENT



THUSHARA U S
Assistant Professor & Head
Department of Commerce
Sree Narayana College Chengannur, Alappuzha

ABSTRACT

"Festivals are the threads that weave the tapestry of culture, binding communities and celebrating diversity."

This conceptual paper delves into the symbiotic relationship between festival tourism and its dual role as a catalyst for both cultural enrichment and economic prosperity. It offers a comprehensive exploration of the theoretical underpinnings of festival tourism, drawing on a synthesis of existing literature and the development of a conceptual framework. Festivals, as dynamic cultural phenomena, hold the power to preserve and showcase local traditions, arts, and heritage, fostering cultural enrichment. Simultaneously, they stimulate economic growth by generating revenue, employment opportunities, and infrastructure development within host destinations. The paper navigates the complex interplay between cultural authenticity and economic development, highlighting the challenges and opportunities inherent in this relationship. As festival tourism continues to gain prominence on the global stage, this conceptual inquiry not only provides a foundational understanding but also guides future research and informs policymaking and practices in the realm of cultural and economic enrichment through festivals. In this article, the investigator explores how festival tourism contributes to cultural enrichment and economic prosperity.

Key words: festival tourism, catalyst, cultural enrichment, economic prosperity

INTRODUCTION

Festival tourism has emerged as a powerful force in the travel industry, serving as a catalyst for both cultural enrichment and economic growth. Festivals, whether celebrating traditions, art, music, food, or any other aspect of a community's identity, have the potential to attract visitors from around the world. This phenomenon not only enriches the cultural tapestry of a destination but also provides substantial economic benefits to the host region. It has emerged as a vibrant and influential facet of the global travel industry, captivating the hearts and imaginations of both travellers and destinations alike. It encompasses a rich tapestry of experiences, from colourful celebrations of tradition and heritage to dynamic showcases of music, art, and culinary delights. At its core, festival tourism involves journeying to destinations specifically to partake in or witness the diverse array of festivals that permeate our world. These events, deeply embedded in the cultural fabric of their host communities, serve as powerful catalysts for not only cultural enrichment but also economic prosperity. Festival tourism, often characterized by its fusion of immersive cultural experiences and the economic impact it generates, has evolved into a transformative force that beckons travellers to explore the globe while simultaneously enriching the cultural heritage of the places they visit. In this exploration, researchers delve into the multifaceted realm of festival tourism, illuminating its significance as a bridge between cultures and a driving force behind the economic revitalization of regions.

Definition of Key Terms

Festival Tourism: The central focus of the paper, referring to the phenomenon of tourists traveling to destinations specifically to participate in or witness festivals.

Catalyst: Suggests that festival tourism acts as a driving force or trigger for other positive outcomes, in this case, cultural and economic enrichment.

Cultural Enrichment: Refers to the enhancement and enrichment of a destination's culture through the celebration of festivals, which showcase and preserve local traditions and customs.

Economic Enrichment: Describes the positive economic impact that festival tourism can have on a destination, including revenue generation, job creation, and infrastructure development.

Overview of Main Themes

These main themes collectively form the backbone of the paper, offering a comprehensive exploration of how festival tourism acts as a catalyst for both cultural enrichment and economic development in host destinations. Which includes

Festival Tourism as Cultural Celebration

Festival Tourism as Cultural Celebration represents the intersection of travel and cultural immersion. It signifies the act of journeying to various destinations with the primary goal of participating in or observing festivals that serve as vibrant celebrations of the local culture and heritage. These festivals are not mere spectacles; they are windows into the heart and soul of a community. They encapsulate the traditions, customs, values, and artistic expressions that define a particular culture or region. Festival-goers have the unique opportunity to engage with local traditions, witness age-old rituals, savour authentic cuisine, and partake in the collective joy of the host community. In essence, festival tourism as cultural celebration transforms travel into a dynamic cultural exchange, fostering a deep appreciation for the diversity and richness of human cultures. Festival tourism as cultural celebration not only enriches the lives of those who embark on these journeys but also contributes to the vitality and sustainability of the host communities, reinforcing the profound connection between culture and tourism in our increasingly interconnected world.

Economic impact and growth

The measurable effects of festivals on the financial well-being of a destination and its local economy. When festivals are organized effectively and attract a significant number of visitors, they generate substantial economic benefits. This includes increased revenue for local businesses such as hotels, restaurants, shops, and transportation services. Festivals can create a surge in demand for goods and services, thereby boosting sales and profitability for businesses operating in the host area. Additionally, festivals often lead to the creation of temporary jobs, from event staff and vendors to hospitality workers and transportation providers. This job creation can help reduce unemployment rates and stimulate economic growth in the region. Furthermore, the influx of festival-goers may prompt investment in infrastructure development and improvements, such as transportation networks, accommodations, and public facilities, which can have long-term economic advantages for the destination. Moreover, the economic impact of festivals extends beyond the immediate event. Successful festivals can increase a destination's visibility and reputation, making it more attractive to tourists throughout the year. This phenomenon can lead to sustained economic growth as tourism becomes a more prominent industry in the region. Therefore, "economic impact and growth" signify the substantial and often lasting financial advantages that well-organized festivals can bring to a destination, making them an integral part of a region's economic development strategy.

Cultural Exchange and Interactions:

It encompass the dynamic process through which individuals from diverse cultural backgrounds come together to share, learn, and appreciate each other's customs, traditions, and ways of life. Festivals serve as powerful platforms for these exchanges, as they bring tourists and local communities into direct contact. Tourists often immerse themselves in the local culture by participating in festival activities, attending performances, and engaging with residents. These interactions provide opportunities for tourists to gain insights into the host culture, fostering cross-cultural understanding, empathy, and appreciation. Likewise, local residents have the chance to share their cultural heritage with visitors, promoting pride in their traditions and forging connections with people from around the world. Cultural exchange and interactions, thus, serve as bridges that transcend linguistic and geographical barriers, promoting a sense of global interconnectedness. In essence, cultural exchange and interactions in festival tourism embody the spirit of mutual learning and respect, making it not only a means of celebrating diversity but also a catalyst for fostering a more interconnected and culturally enriched world.

Destination Attraction and Promotion

This concept revolves around how festivals can transform a location into a highly attractive destination for tourists. Festivals act as powerful magnets, drawing visitors who are specifically interested in experiencing these events. Destination attraction and promotion involve various strategies employed by destinations to market their festivals and capitalize on their unique cultural or thematic offerings.

Effective promotion may include advertising campaigns, digital marketing, partnerships with travel agencies, and participation in international events or fairs. The goal is to not only entice tourists to attend the current festival but also to create a lasting impression, making the destination an appealing choice for future travel. Ultimately, successful destination attraction and promotion leverage festivals as key drivers for tourism, which, in turn, can lead to sustained economic growth and development in the area.

Community Involvement and Sustainability

This theme highlights the active engagement of local communities in the planning, execution, and success of festivals. It underscores the idea that festivals are not just for tourists but are deeply rooted in the host community's identity. Community involvement may include volunteers, artisans, performers, and local businesses participating in the festival's organization. Moreover, sustainability is a crucial component, emphasizing responsible and eco-friendly practices. Communities are increasingly aware of the need to preserve their cultural heritage and protect their natural environment. Sustainable festival tourism involves measures to reduce waste, conserve resources, and respect the local ecosystem. Community involvement and sustainability together ensure that festivals benefit both tourists and the host community, fostering a sense of ownership, pride, and long-term viability for these cultural celebrations.

Challenges and Future Trends

There are obstacles, difficulties, and issues that festival organizers and destinations may encounter in the planning, execution, and management of festivals. These challenges can encompass a wide range of aspects, including logistical hurdles such as crowd control, safety concerns, and infrastructure limitations. Cultural challenges may arise from misinterpretation or misrepresentation of traditions, leading to potential cultural insensitivity or conflicts. Financial challenges, such as securing funding and managing budgets, can also be significant. Moreover, environmental challenges, like waste management and sustainability, are becoming increasingly important in the face of climate change and heightened awareness of environmental responsibility. Addressing these challenges effectively is vital to ensure the success and sustainability of festival tourism. On the other hand, Future Trends signify the expected changes and innovations that will influence festival tourism in the years to come. These trends involve evolving visitor preferences, technological advancements enhancing festival experiences, emerging destination trends, and a growing emphasis on responsible and sustainable tourism practices. As festivals adapt to these trends, they may incorporate cutting-edge technologies, preserve cultural authenticity, and reduce their environmental impact. Understanding and embracing these future trends is crucial for festival organizers and destinations to remain competitive and relevant in the ever-evolving landscape of festival tourism.

The practice of festival tourism, by acting as a catalyst for cultural exchange and economic growth, plays a pivotal role in not only celebrating and preserving diverse cultural heritages but also in driving economic prosperity in host regions, demonstrating its significance as a powerful force for both cultural and economic enrichment.

Significance of Festival Tourism

In recent years, festival tourism has gained remarkable prominence within the global travel industry, emerging as a powerful and transformative phenomenon. Tourists increasingly seek immersive experiences that go beyond conventional sightseeing, and festivals provide precisely that. These events, ranging from cultural celebrations to music and culinary extravaganzas, are attracting travellers from around the world who are eager to participate in the vibrant tapestry of global culture. As a result, festivals have evolved from mere gatherings of local communities into major tourism attractions, shaping travel choices and fuelling economic growth in host regions. This growing importance of festival tourism underscores its pivotal role in redefining the way we explore and appreciate the diverse cultures and destinations our world has to offer. Festival tourism stands as a potent catalyst for both cultural and economic enrichment. On the cultural front, these vibrant celebrations serve as platforms for the preservation and vibrant expression of local traditions, customs, and heritage. Travellers are drawn to festivals to partake in cross-cultural interactions, fostering empathy and understanding while contributing to global awareness. Concurrently, festival tourism sparks substantial economic benefits for host regions. These events generate revenue for local businesses, create employment opportunities, and stimulate infrastructure development. By attracting visitors from around the world, festivals infuse vitality into destinations, turning them into year-round attractions. Thus, festival tourism exemplifies

its dual role as a bridge between cultures and a driver of economic prosperity, redefining the essence of modern travel.

Benefits of Festival Tourism

Celebrating Diversity:

Festivals are an embodiment of a region's culture and heritage. They showcase the uniqueness of a community's traditions, values, and way of life. By participating in festivals, tourists gain a deeper understanding of the local culture, fostering cross-cultural appreciation and global awareness.

Promoting Cultural Exchange:

Festival tourism serves as a platform for cultural exchange. Visitors from different parts of the world interact with locals, share experiences, and learn about each other's customs. This exchange promotes tolerance, empathy, and intercultural understanding, contributing to a more harmonious global society.

Economic Impact:

The economic benefits of festival tourism are substantial. Festivals generate revenue for local businesses, including hotels, restaurants, and shops. They also create jobs, both directly (event organizers, vendors, performers) and indirectly (support industries like transportation and hospitality).

Destination Attraction:

Festivals can turn a destination into a hotspot for tourists, drawing in visitors who might not have considered the location otherwise. The allure of unique and vibrant festivals can significantly boost a region's tourism industry, leading to increased visitor numbers year-round.

Community Engagement:

Festival tourism fosters a sense of community engagement. Local residents often actively participate in festival planning and execution, strengthening their connection to their culture and place of residence. This involvement creates a strong sense of pride and ownership among community members.

Sustainable Tourism:

Efforts to promote festival tourism often emphasize sustainability. Organizers are increasingly incorporating eco-friendly practices, reducing waste, and respecting the natural environment. This aligns with the global trend toward responsible and sustainable tourism.

Promoting Cultural Diversity and Showcasing Local Traditions through Festivals

Festivals, in their myriad forms and expressions, serve as vibrant tapestries that celebrate the rich diversity of human cultures across the globe. These events bring together individuals from different backgrounds, fostering an atmosphere of inclusivity and cross-cultural appreciation. Through diverse performances, art exhibitions, culinary experiences, and cultural displays, festivals create a melting pot of traditions, beliefs, and customs, allowing attendees to immerse themselves in a world of cultural richness. Visitors can explore the depths of their own cultural curiosity while gaining a profound understanding and respect for the cultural tapestry of the host community. Whether it's a colourful parade of costumes, a mesmerizing dance performance, or a culinary adventure through exotic flavours, festivals provide a stage for celebrating the beauty of cultural diversity. Moreover, festivals serve as dynamic showcases of local traditions, breathing life into customs that might otherwise fade into obscurity. They offer a platform for communities to proudly exhibit their unique heritage, from centuries-old rituals to traditional crafts and artisanal creations. Festivals often feature local artisans, craftsmen, and performers who are passionate about preserving and sharing their cultural legacy. This not only instils a sense of pride within the local community but also empowers future generations to carry forward their traditions. As festivals continue to evolve and adapt to changing times, they remain essential in ensuring the perpetuation and revitalization of local traditions, thus becoming a powerful vehicle for cultural conservation and enrichment.

Impact of Festivals on Cultural Preservation

Festivals play a pivotal role in cultural preservation, serving as dynamic agents that actively safeguard and promote the traditions, customs, and heritage of a community. They serve as living expressions of cultural identity, and their impact on cultural preservation is profound and multifaceted.

First and foremost, festivals provide a platform for the active celebration and display of cultural practices. Whether it's through traditional performances, art exhibitions, storytelling, or culinary showcases, festivals showcase the living traditions of a community. This public presentation not only instils a sense of pride and ownership within the local population but also serves as a means of passing down cultural knowledge from one generation to the next. It ensures that traditions are not forgotten or

lost in the face of modernization. Furthermore, festivals often involve active participation from the community, including local artisans, craftsmen, musicians, and performers. These individuals, often the bearers of specific cultural skills and knowledge, are given a platform to showcase their expertise and pass on their craft to younger generations. This hands-on involvement ensures the transmission of cultural heritage from mentors to apprentices, preserving the authenticity of cultural practices.

In addition to serving as a hub for cultural expression and transmission, festivals can also attract attention and interest from outsiders. Visitors who attend festivals often become curious and interested in the culture being showcased. This curiosity can lead to a broader appreciation and understanding of the host community's traditions, fostering cross-cultural respect and global awareness. Ultimately, festivals, by actively promoting and preserving cultural heritage, act as custodians of tradition and help ensure that these precious elements of our shared human heritage continue to thrive and evolve in our rapidly changing world.

Role of Festivals in Promoting Cultural Exchange and Global Awareness.

Festivals serve as powerful catalysts for cultural exchange and the promotion of global awareness by creating a vibrant and immersive environment where people from diverse backgrounds come together to celebrate and learn about different cultures. Here are several ways in which festivals play this pivotal role:

Cross-Cultural Interaction: Festivals bring together individuals from various parts of the world, fostering direct interactions between tourists and local communities. These interactions provide opportunities for people to learn about each other's customs, traditions, languages, and ways of life. Visitors often engage with locals through conversations, cultural demonstrations, or shared experiences, promoting cross-cultural understanding and appreciation.

Experiencing Cultural Diversity: Festivals offer first-hand experiences of cultural diversity. Attendees can witness traditional performances, taste authentic cuisine, and engage in cultural activities that provide a deep and immersive understanding of a community's heritage. This experiential learning goes beyond textbooks and travel brochures, allowing individuals to connect with cultures on a personal level.

Cultural Showcases: Festivals serve as showcases for a destination's cultural heritage. They provide a stage for local artists, musicians, dancers, and craftsmen to display their talents and traditions. These performances not only entertain but also educate, offering insights into the artistic and cultural expressions that define a community.

Global Perspective: Festivals often feature elements from different parts of the world, promoting a global perspective. Visitors encounter cultural aspects they may not have encountered otherwise, broadening their horizons and fostering a sense of interconnectedness with the global community.

Promoting Tolerance and Empathy: By engaging with diverse cultures, festival attendees are exposed to different worldviews and perspectives. This exposure can lead to greater tolerance, empathy, and a more open-minded outlook on cultural differences. Festivals, in this way, contribute to a more inclusive and accepting society.

Awareness of Global Issues: Some festivals incorporate themes related to global issues, such as environmental conservation, human rights, or social justice. These themes raise awareness and encourage discussions on important global challenges, motivating attendees to become more informed and engaged global citizens.

Festivals serve as vibrant crossroads of cultures, promoting cultural exchange, mutual respect, and global awareness. They bridge gaps between people from different backgrounds, fostering a richer and more interconnected world where diversity is celebrated and cherished.

The Financial Implications of Festival Tourism

Festival tourism, with its ability to attract large numbers of visitors to destinations, exerts a substantial and multifaceted economic impact that extends far beyond the event itself. Here, we delve into the ways in which festival tourism influences economies:

Revenue Generation: Festivals infuse significant revenue into local economies. Tourists attending festivals spend money on various goods and services, including accommodations, dining, shopping, and transportation. These expenditures stimulate economic activity and contribute to the financial well-being of the host region.

Job Creation: The demand generated by festivals results in job creation across different sectors. Local businesses, such as hotels, restaurants, vendors, and transportation services, often hire additional staff to meet the surge in demand during festival periods. This job creation can lead to reduced unemployment rates and enhanced economic stability in the host community.

Infrastructure Development: In preparation for festivals, host destinations often invest in infrastructure development. This may include upgrading transportation networks, enhancing public facilities, and improving the overall visitor experience. These investments not only benefit the festival but also leave a lasting legacy of improved infrastructure for residents and future tourists.

Small Business Support: Festivals provide opportunities for small businesses and artisans to thrive. Local craftspeople, artists, and vendors can showcase their products and talents during festivals, leading to increased sales and exposure. This support of small businesses contributes to the diversification and sustainability of the local economy.

Increased Tourism: Successful festivals can significantly boost a destination's visibility and reputation. The positive experiences of festival-goers often lead to word-of-mouth recommendations and return visits, promoting the destination as a year-round tourist attraction. This sustained tourism flow further bolsters the local economy.

Cultural and Heritage Preservation: Festivals focused on cultural traditions contribute to the preservation of cultural heritage. These events encourage the continuity of traditional practices, fostering cultural tourism and attracting visitors interested in authentic cultural experiences.

Marketing Opportunities: Festivals also serve as marketing opportunities for destinations. They attract media coverage, generate social media buzz, and offer promotional avenues that extend the destination's reach to a broader audience. This marketing boost can lead to increased tourism in the long term.

Festival tourism has a profound and lasting economic impact on host regions, generating revenue, creating jobs, improving infrastructure, supporting small businesses, and enhancing the overall economic well-being of the community. As festivals continue to evolve and diversify, they remain powerful drivers of economic growth and development in the global travel industry.

Festival Tourism: Transforming Destinations into Irresistible Attractions

Festival tourism signifies the power of festivals to not only draw visitors but to transform destinations into irresistible hotspots for travellers. Festivals, with their vibrant cultural celebrations and unique thematic offerings, have the remarkable ability to turn otherwise ordinary locations into magnetic and sought-after destinations. Tourists are enticed by the promise of immersive cultural experiences, diverse culinary adventures, and the allure of being part of a collective celebration. This transformation not only bolsters the local economy but also elevates the global profile of these destinations, showcasing them as vibrant and dynamic places worth exploring, all while offering tourists a chance to create lasting memories.

Festivals possess the transformative power to turn a destination into a tourist hotspot by infusing it with cultural vibrancy and economic vitality. These dynamic celebrations, whether showcasing local traditions, music, art, or culinary delights, create a magnetic pull that draws travellers seeking immersive experiences. The cultural allure of festivals sparks curiosity, and as visitors immerse themselves in the festivities, they develop a profound connection with the destination's heritage. Simultaneously, festivals stimulate the local economy through increased tourist spending, job creation, and infrastructure development, solidifying the place's appeal as a year-round attraction. This convergence of culture and commerce transforms a destination into a vibrant and sought-after hotspot for global travellers.

Marketing and promotional aspects are vital in festival tourism, as they are instrumental in attracting attendees to these vibrant events. Festival organizers employ targeted campaigns across digital and traditional platforms, leveraging social media, websites, and engaging content to create anticipation and awareness. Collaborations with sponsors, local businesses, and tourism boards amplify promotional efforts, while early bird offers and package deals entice travellers. Extensive press coverage and media engagement further amplify the festival's reach, and community involvement, as well as positive word-of-mouth from past attendees, solidify the event's reputation and desirability, making marketing and promotion integral to the successful allure of festival tourism.

Community Engagement and Environmental Responsibility in Festival Tourism

Community involvement and sustainability are integral to the positive impact of festival tourism. They contribute to the preservation of cultural heritage, economic prosperity, responsible tourism practices, and the long-term success of festivals as agents of cultural enrichment and economic growth in host regions.

Community Involvement

Festivals often engage the local community in various roles, from volunteers and event staff to artisans and performers. This active participation fosters a sense of ownership and pride among community members, making the festival a collaborative effort that reflects the local culture and traditions. Community involvement also extends to local businesses that benefit from increased tourism, creating a symbiotic relationship between the festival and the host community.

Preservation of Cultural Heritage: Festivals provide a platform for the preservation and promotion of cultural heritage. They showcase traditional practices, arts, crafts, and performances, ensuring that these elements continue to thrive and evolve. By actively involving local communities in festival planning and execution, organizers contribute to the safeguarding of cultural identity and traditions.

Economic Benefits: Community involvement in festivals leads to economic benefits, including job creation and increased revenue for local businesses. The festival's success can have a lasting impact on the local economy, with businesses experiencing a surge in demand during the event. This economic vitality can extend beyond the festival period, as positive experiences attract tourists to return to the destination in the future.

Sustainability Initiatives: Sustainability is an increasingly important aspect of festival tourism. Organizers are implementing eco-friendly practices such as waste reduction, recycling programs, and energy-efficient technologies to minimize the environmental footprint of festivals. Sustainable practices not only benefit the environment but also align with the values of eco-conscious travellers.

Responsible Tourism: Festivals encourage responsible tourism by promoting respect for local customs, traditions, and the environment. Visitors who engage with the local community gain a deeper appreciation for the destination and are more likely to adopt responsible travel practices. This, in turn, fosters a more sustainable and respectful approach to tourism.

Long-Term Relationships: Successful festivals build long-term relationships with the local community. Organizers and community members collaborate year after year, creating a sense of continuity and tradition. These relationships are crucial for the ongoing success and sustainability of festivals as they evolve and adapt to changing times.

Challenges and Emerging Patterns in Festival Tourism

The following trends and challenges will shape the future of festival tourism, as organizers strive to balance economic benefits with cultural authenticity and sustainability.

Challenges:

Overcrowding: Many popular festivals face the challenge of overcrowding, which can diminish the visitor experience, strain local resources, and lead to environmental degradation.

Cultural Commodification: There is a risk of festivals becoming overly commercialized, diluting their authenticity and cultural significance.

Environmental Impact: Festivals often generate significant waste and carbon emissions, posing environmental challenges that need to be addressed.

Infrastructure Strain: The sudden influx of tourists during festivals can strain local infrastructure, including transportation, accommodations, and sanitation.

Cultural Appropriation: The appropriation of cultural elements in festivals, without due respect or understanding, can lead to cultural insensitivity and backlash.

Future Trends:

Sustainability Initiatives: Festivals are increasingly adopting sustainability practices, including waste reduction, eco-friendly technologies, and responsible sourcing, to minimize their environmental impact.

Technology Integration: Festivals are leveraging technology for ticketing, crowd management, and enhancing the visitor experience through augmented reality (AR) and virtual reality (VR).

Local Engagement: Greater emphasis is being placed on involving local communities in festival planning and benefits, ensuring cultural authenticity and economic empowerment.

Niche and Boutique Festivals: Smaller, niche festivals are on the rise, offering specialized experiences and catering to specific interests, such as food, music, or art.

Hybrid and Virtual Experiences: Hybrid festivals that combine physical and virtual components are emerging, allowing a global audience to participate online.

Health and Safety Measures: In light of recent global health challenges, festivals are likely to implement robust health and safety measures to ensure visitor well-being.

Cultural Education: Festivals are increasingly seen as opportunities for cultural education and exchange, promoting understanding and respect among diverse communities.

CONCLUSION

In conclusion, festival tourism stands as a dynamic catalyst for both cultural enrichment and economic growth. It has been exemplified by numerous destinations and festivals worldwide, including those in India and Kerala, as a potent force that transforms ordinary locations into irresistible attractions. The cultural celebration and economic benefits generated by festivals are inextricably intertwined, creating a virtuous cycle that fosters cultural preservation, global awareness, and sustainable community development. However, this vibrant industry is not without its challenges. Overcrowding, cultural commodification, and environmental concerns pose significant hurdles that require careful consideration and proactive measures. It is imperative for festival organizers, host communities, and policymakers to strike a balance between the economic allure of festivals and the preservation of their cultural essence. Looking ahead, the future of festival tourism is promising. Sustainability initiatives, technological advancements, and a focus on authentic cultural engagement are shaping the industry's trajectory. Niche and boutique festivals are gaining prominence, offering specialized experiences that cater to diverse interests, while hybrid and virtual components are expanding the reach of festivals to global audiences. Health and safety measures, particularly in light of recent global health challenges, are likely to become an integral part of festival planning. Ultimately, festival tourism is poised to continue as a vibrant and evolving sector, enriching cultures, fostering economic prosperity, and promoting global understanding. As it navigates the challenges and embraces future trends, festival tourism remains a testament to the power of cultural celebration as a unifying force in an increasingly interconnected world.

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THE RELEVANCE AND POTENTIAL OF RESPONSIBLE TOURISM IN KERALA



ARYA SURESH
Assistant Professor
Bharata Mata College Thrikkakara, Kerala

ABSTRACT

Traveling outside one's common area for personal, business, or professional reasons is known as tourism. The World Tourism Organization defines tourism as going "beyond the common perception of tourism as being limited to holiday activity only". Tourism that respects the surroundings, community, and culture of the location is referred to as responsible tourism. It tries to address the negative effects brought on by irresponsible mass tourism. By choosing to travel responsibly, you can support the economies of local communities, maintain local societies and customs, and protect the environment and animals as well. Responsible tourism (RT) practices encourage ethical consumption and production among all stakeholders, which improves the visitor experience and the quality of life in the destination's host communities. Many significant tourist locations have now formally embraced the phrase "responsible tourism." International organizations like the International Centre for Responsible Tourism have aggressively supported the idea. The purpose of this study is to identify the concept of Responsible tourism as well as to examine the initiatives taken by the Government of Kerala to promote Responsible tourism in tourism destinations.

Keywords: *Responsible tourism, Kerala, Tourism, Sustainable development, Eco-tourism, Environment.*

INTRODUCTION

Any type of travel that may be enjoyed more responsibly is considered responsible tourism. "Responsible tourism is defined as travel that reduces adverse social, economic, and environmental effects, increases local's economic advantages, and improves host communities' quality of life". Responsible tourism offers environmentally conscious customers "green" experiences that have fewer negative effects on the environment and nearby communities, as well as fair employment and working conditions for the staff who provide the products and services that are consumed while traveling. The idea of responsible tourism has been there since 1996, it wasn't until the Cape Town Declaration in 2002 that a comprehensive understanding of responsible tourism, including its objectives and contributing elements, emerged. Making better locations for people to live and better places for people to visit is the goal of responsible tourism. Operators, hotels, governments, locals, and visitors must all assume responsibility and act to make tourism more sustainable. Responsible tourism consists of mainly three responsibilities: economic responsibility, social responsibility, and environmental responsibility which is collectively called as 'triple bottom line'. Acting ethically while traveling allows us the chance to acquire knowledge through meaningful interactions with locals and to gain a deeper comprehension of their social, cultural, and environmental challenges. To successfully implement responsible tourism, host communities must be included. Host communities are the most important influencers in the promotion of responsible tourism.

OBJECTIVES OF THE STUDY

- To understand the concept of Responsible tourism.
- To study the impact of responsible tourism in the host community.
- To identify the role of the Kerala government in promoting responsible tourism.

RESEARCH METHODOLOGY

This paper is purely based on secondary data. Data is collected from a Government website, published journals, study reports by National and International agencies, tourism magazines, etc.

STATEMENT OF PROBLEM

Kerala is a well-liked tourism destination and is renowned for its natural beauty. Kerala was ranked among the top ten paradises discovered in the National Geographic magazine's millennium edition. Kerala is quickly rising to the top of the list of global tourism attractions because of its prime position. Kerala has a variety of landscapes ranging from towering mountains and deep valleys to bright tropical beaches and tranquil backwaters. According to official estimates, tourism accounts for 10% of Kerala's

GDP and supposedly creates about 23.5% of the state's total employment. Responsible tourism aims at developing tourism with the help of host communities. This study aims to study the impact of Responsible tourism in host communities as well as the Government initiatives towards the promotion of Responsible tourism.

REVIEW OF LITERATURE

According to Kasim (2007), the corporate social responsibility (CSR) philosophy can be used to inform some business decisions in the tourism industry. Of course, corporations may not 'green' their operations or decide on social policies only out of ethical considerations; they may do it out of commercial common sense, and the changes may be relatively limited in scope.

N. Frey and R. George (2010) Despite widespread support for RTM, the report made the case that tourist firms are not spending time or money to alter management procedures. Resource limitations frequently have a detrimental influence on the link between what firms want to achieve and what gets done in emerging markets. This connection is further harmed by elements including the perceived expense of RTM, a fiercely competitive industry, and a perceived lack of government backing.

According to Sin (2010), the demand for ethical and genuine vacation experiences is what sparked the development of responsible tourism. Marketing materials for responsible tourism also inspire consumers to think critically and reflexively, which would put pressure on the travel industry.

Jithendran Kokkranikal & Angelique Chettiparamb(2012) identified in their study some non-prescriptive guidelines that might be argued to be essential in some way for the effective conversion of responsible tourism guidelines into practices followed. These include coercion, information flow, local embedding, and local leadership that has been mobilized and realized in a dialectic conflict between tolerance and confrontation. Such a strategy is in contrast to one that relies on the private sector's independent voluntary adoption of "responsible" activities. They also concluded that responsible tourism can still contribute to practice as long as the conceptual terrain is defined about other forms of tourism and research conducted within the terrain aims to explore the unique challenges that the delineation itself raises.

Paul V. Mathew and Sreejesh S (2016) studied the effects of perceived responsible tourism on the quality of life of communities in tourist locations. Based on the findings of the analysis, it was discovered that for the locals, perceived responsible tourism is crucial in determining how sustainable a location is regarded to be, which in turn affects how they perceive their quality of life. The study included recommendations for the effective management of tourism firms as well as for the sustainability and welfare of the community.

According to Mihalic (2016), responsible tourism stresses the practice of responsible conduct (including responsible tourist actions), whereas sustainable tourism reflects the notion.

Mondal and Samaddar (2021) after analyzing studies on responsible tourism that focused on the Asia-Pacific area pointed out the necessity to comprehend the impact and antecedents of the problem holistically.

Mr. Shuhanibu H (2021), the study investigates sustainable destination management and ethical tourism practices in the sector and travel destinations. The importance of providing local communities with stable employment possibilities has been emphasized by the study.

Dr. Shilpi Saraswat (2022), research demonstrates the critical link between sustainable tourism and responsibility. The mentality of the local population, which encompasses environmental concerns, quality of life, community well-being, local well-being, and the health and safety of the local community, is a key component of destination sustainability. More modernization, ecological initiatives, and infrastructure expansion might be some of the main drivers of environmentally friendly and responsible travel, which would improve the level of living in the surrounding areas.

RESPONSIBLE TOURISM IN KERALA

India's tropical Malabar Coast state of Kerala features over 600km of Arabian Sea coastline. It is renowned for its backwaters, a system of canals, and beaches surrounded by palm trees. The Western Ghats are mountains in the interior that are home to wildlife as well as plantations for tea, coffee, and spices. Kerala is the first Indian state to recognize tourism as a separate industry. The Kerala government established the Responsible Tourism (RT) Mission as a focal point to promote and put into practice the ideas and concepts of responsible tourism throughout the State. In 2008 Kerala Government identified four destinations Kovalam (Beach), Thekkady (Wildlife), Kumarakon (Backwaters), and Wayanad (Hill station) as their RT destinations on a pilot basis. The Global Sustainable Tourism Council Criteria were taken into consideration while creating the action plan for practicing RT, which

was then implemented through a consultation approach. The first phase's preliminary stage entailed a scientific evaluation of the everyday needs of hotels, resorts, lodging places, and other tourist service providers. To pinpoint places where the local community may effectively participate in the tourist industry, a mapping of the area's tourism resources was carried out concurrently. This was followed by a program to educate the local community and industry on the benefits of RT to society, tourists, and the tourism sector. Through the use of a participative strategy in tourism, RT was able to improve the quality of life for people. The fundamental objectives of the Responsible Tourism Mission in Kerala are to eliminate poverty, promote women's empowerment, and use tourism as a vehicle for the development of rural and local communities. In addition to achieving social and environmental balance, the mission improves the standard of living for marginalized people, traditional craftspeople, and farmers. Around 50,000 locals received training as a part of the mission. The Ministry of Tourism, Government of India, Kumarakom, is the first responsible village in Kerala and for its best responsible tourism initiatives

GOVERNMENT INITIATIVES TO PROMOTE RESPONSIBLE TOURISM IN KERALA

India's paradigm for responsible tourism has been established by Kerala Tourism. The objective of the mission for Responsible Tourism Kerala is to use tourism within Kerala as a tool for the empowerment and development of villages through sustainable tourism models, to promote eco-living initiatives, and to foster communal living through homestays. The Responsible Tourism Initiatives in Kerala have greatly aided the government's efforts to instill economic, social, and environmental responsibilities in the villages and local communities.

The Government of Kerala introduced many projects and initiatives for the promotion of Responsible Tourism by empowering the host community. Some of them are-

- **STREET Project** – STREET stands for Sustainable Tangible Responsible Experiential Ethnic Tourism Based on the UNWTO's new tourism slogan, "Tourism for Inclusive Growth," the initiative will be carried out in 10 specific locations around Kerala. The project's goal is to expand the area of tourism activities and develop/rebrand locations into theme-based streets to decrease visitor concentration in the key attractions. Kadalundy, Tritala, Pattithara, Valiyaparamba, Chekadi(Pulppally Panchayat), Maravanthuruth, Manchira(Aimanam Panchayat), Pinarayi, Anjarakkandy, Kanthalloor are the 10 locations selected for the street project.
- **PEPPER**- PEPPER stands for Peoples Participation for Participatory Planning and Empowerment Through Responsible Tourism. It is an attempt to establish 100% structured tourism destinations. PEPPER's major goal is to find new areas or uncharted places with a lot of potential for tourism and sustainably develop them with the active participation of the local population. Finding less well-known tourist attractions that should be created with public input is the process at hand. The Local Self-Governing Institutions and the general public can both participate in the decision-making process for the activities under this plan.
- **Cultural Forum**- This ground-breaking idea was developed by the Responsible Tourist Mission to highlight Kerala's martial, ceremonial, and performing arts practitioners by establishing a direct line of communication between them and the travel and tourist community. Artists from a variety of fields can sign up to join our extensive artiste profile database. The RT Art and Cultural Forum supports artists as well as all other enthusiastic art enthusiasts to showcase the art and culture of the State to tourists from across the world.
- **Village experience packages**- The RT Mission provides a variety of travel packages, such as packages for festivals and cultural experiences as well as village life experiences. With these RT Mission packages, you may get a taste of Keralan culture and workmanship. Through RT Mission, one may learn more about God's Own Country than merely touring. Exploring Theyyam performance is an example of this.
- **Human Resource Directory** - This project helps to make use of the tourism industry to create more local employment opportunities. It also eradicates the prevailing complaint that the limitation in the implementation of local employment opportunities in the tourism sector is due to the scarcity of skilled workers.
- **Carbon Neutral initiatives**- The Responsible Tourist Mission will carry out anti-global warming actions to include it in tourist operations. Kerala's holy groves will be mapped, and the many festivals associated with them will be included in the packages. It will be declared

and done to visit a Grove. The package will include activities to preserve the grove with the aid of tourists.

- **Code of conduct in Tourism centers** – To increase the standard of destinations internationally certain rules and regulations (code of conduct) are introduced by the Kerala government under the RT mission.
- **Introduction of Tourism clubs** – The creation of tourism clubs in Schools and colleges across Kerala is an initiative taken by the Government of Kerala under the RT mission which aims at developing students as responsible tourists.
- **Implementation of Green Protocol** – 21 tourism centers across Kerala were announced as waste-free tourism destinations under a sustainable development scheme.
- **Tourism resource mapping**- Finding new tourist locations in Kerala is done through a method called tourism resource mapping. Special tourist grama sabhas are the first step. To create a regional tourism resource directory, the RT Mission anticipates using the assistance of RT Resource Persons to record the attractions, potential, and goods of a place. Local tourist directories of certain locations are produced by the Responsible Tourist Mission in collaboration with the Office of Local Self-Government.
- **Responsible Ayurveda** - The pride of God's Own Country is Ayurveda. To prevent illegal interactions in these places, responsible tourism plans to develop operations in sectors including medicinal plant farming, drug manufacture, and medical treatment. This will involve the introduction of Responsible Ayurveda and its connection to Ayurvedic categorization.

CONCLUSION

Making better locations for people to live and better places for people to visit is the goal of responsible tourism. It aims at reducing carbon footprints, promoting eco-tourism and sustainability, creating awareness among the young generation, protecting our culture, and so on. From the study, it is found that the Kerala Government is making many efforts to promote Responsible tourism in Kerala by introducing many projects since 2008. Kumarakon, recognized by the Ministry of Tourism, Government of India as the first responsible village is an outcome of the activities done by the Kerala Government regarding the implementation of Responsible tourism. Through initiatives like a human resource directory, village tourism packages, and cultural forums the host community also benefits as they generate revenue as well as employment opportunities.

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A STUDY ON THE DEVELOPMENT OF MARKETING IN TOURISM INDUSTRY



VIDHYA B

Research Scholar

Karpagam Institute of Higher Education, Coimbatore

ABSTRACT

This essay's focus is on how global tourism is changing as a result of marketing advancement. Tourism marketing is a business strategy for drawing tourists to a particular area. In order to increase visits, hotels, towns, states, tourist attractions, conference centres, and other places connected to leisure and business travel all employ basic marketing strategies. Marketing in the tourism sector involves identifying the distinct advantage(s) a location has over its rivals. Travel to and from the area is made simple, there are many hotels and convention centres, there is an intriguing nightlife, and there are activities for both adults and kids, so a place may appeal to anyone wishing to mix business and pleasure. To sell destinations, the tourist industry use a wide range of communications approaches and strategies.

Key Words: *Tourism Marketing, Tourism Trends*

INTRODUCTION

The definition of marketing in the tourism sector is the strategy promoted by a tourism enterprise that continuously researches the present and future state of the tourism market with the intent of determining how best to adapt its own offer to meet market demands and ultimately realise a profitable economic activity. The marketing of tourism necessitates a thorough understanding of the market's demands and trends, as well as the alignment of the supply of tourism products with the size and structure of the demand, the establishment of a price and pricing strategy, a distribution platform, the use of efficient promotional tools, and the estimation of seasonal sales opportunities. In the tourism sector.

Literature Review

The following published materials served as the basis for my research thesis, which I named The Development of Marketing in the Tourism Industry.

1. Tsu-Ming Yeh, Shun-Hsing Chen, and Tsen-Fei Chen's article "The Relationships among Experiential Marketing, Service Innovation, and Customer Satisfaction - A Case Study of Tourism Factories in Taiwan" was published in the Journal of Marketing for Sustainable Tourism.
2. Zead M. Alhawamdeh submitted an article titled "The Implementation of the Marketing Communication Mix Using Internet Platforms on Turkish Cypriot Hotels" in the International Journal of Business and Management.
3. Fuad Jabbarov's article "Implementation of Corporate Governance Mechanisms in Tourism" was published in the Annals of Spiru Haret University. Financial Series.
4. "Building Relationships Among Organisations with Online Travel Agents (OTAs) and the Hotel Sector"

The Development of Marketing in Tourism Industry

Every marketing campaign should start with a plan, and the same is true for marketing for tourism. The marketing strategy outlines the local attractions and serves as your roadmap. It compels you to set a spending limit for promotional expenses. You can utilise your marketing strategy to make adjustments and set targets for the following year at the conclusion of each tourist season. [Chron, 2019] If one attraction's revenue fell short of projections, it may require product development, renovations to attract more people, or improved marketing. [Chron, 2019] Marketing for the travel industry may be pricey, especially if you want to draw in local

or foreign visitors. State tourist organisations and taxes, notably hotel taxes, are common funding sources. If there are several attractions for tourists. Another effective tourism marketing tactic is the pairing of travel with volunteer activities. Such volunteer travel, which is well-liked both domestically and overseas, can include everything from renovating schools on American Indian reservations to setting up water systems in underdeveloped areas. [Chron, 2019] Travellers who are concerned about the environment are drawn to initiatives that promote sustainable tourism. Sustainable tourism places a strong emphasis on striking a balance between tourist activities and how they affect their surroundings, including the environment. Energy-saving improvements, ecologically friendly items and signs, and even limiting the amount of visitors to outdoor areas are examples of practises. [Chron, 2019] In essence, the phrase "marketing communications" today refers to any communications activities carried out in the course of successfully selling a service or good. 2019 [Alhawamdeh] A common component of recreational activities is tourism. In this way, marketing for the travel industry is a subset of a larger endeavour known as free-time marketing. 2019 [Novelus] In light of this, we believe that marketing plays a significant role in tying together a network of suppliers of travel-related goods and services. Our approaches and tactics for promoting tourism are based on the connections between market participants and the properties of the tourism product itself. 2019 [Novelus] A cogent collection of action practises, based on specific programmes, is required to effectively promote a tourism company's global marketing strategy. The tourism business and digital marketing go hand in hand.

There is no denying the widespread usage of digital marketing by companies across a wide range of sectors, which has demonstrated its value by helping them generate significantly more leads. Naturally, more leads translate into more business, and more business translates into higher profits. Similar to other industries, tourism has successfully adapted to the digital environment in order to raise brand awareness and expand their potential consumer base. 2019 [Nilead] The importance of digital marketing for organisations has increased with the introduction of the modern digital era, and the travel industry did not let this chance pass them by. By going online, travel firms may now use a variety of strategies to increase their visibility and attract new clients. Successful digital marketing for the tourism sector should go beyond just luring customers to book flights and hotels. In order to establish a successful one that will bring your guests back to you and earn their loyalty, you should incorporate the strategy throughout all three phases of travel. Keep in mind that maintaining your guests' loyalty requires providing them with excellent service. 2019 [Nilead] Mobile booking is still on the rise, and clients prefer to self-serve to find the information they require. 2019 [TrekkBlog] By putting money into digital marketing, several firms have had remarkable success. If you operate a ticketing office, hotel, restaurant, or bar booking service, or if you offer travel packages, we can assure you that you can utilize digital marketing in at least one method. Your ability to successfully design and carry out your strategy will determine whether or not you are a success. An expert digital marketing agency can undoubtedly assist you with planning and implementation, but in the end, everything depends on your dedication to making digital marketing effective for your business. to demonstrate the usage of digital marketing by several travel and tourist companies. 2019 [Nilead] The Importance of Marketing in Tourism Industry Any firm must have a sound marketing plan, and the travel and tourism sector is no exception. 2019 [WildWeb] One of the finest methods to strengthen a nation's economy is through tourism, which is also one of the global industries with the quickest growth rates. The industry is growing more competitive as more and more travel destinations become aware of this and work to increase visitor numbers. Because of this, making sure your marketing approach is sound is more crucial than ever. 2019 [WildWeb] A successful marketing plan is essential to the tourism industry for the following reasons: 2019 [WildWeb] the optimal target market should be defined. Finding the perfect target market is the first step in creating a successful

marketing strategy. The type of customer will change depending on the experience being offered. Attract new clients and foster adherence. Once the appropriate target market has been established, a plan must be created to contact these potential clients.

Customer loyalty is essential, thus a lot of work needs to be spent developing brand recognition and developing continuing, integrated marketing that both cater to returning customers and draw in new ones. Recognise the customer's journey. In the tourism industry, selling experiences rather than tangible goods is the ultimate objective. This indicates that the customer's journey to completing a purchase is somewhat unique and has its own set of challenges.

Stand out among rivals. It's crucial to ensure that your company stands out in the increasingly competitive tourism sector. One of the best ways to do this is to emphasise the aspects of the company that make it special or distinctive.

Effective client communication of these principles in a manner that speaks to them is the hallmark of a great marketing plan. Focus on the strategies that work best. A marketing plan enables you to determine which resources are most effective in helping to reach your target and then concentrate on those resources to ensure the highest ROI achievable. When it comes down to it, having a solid marketing plan in place gives you the assurance that all A city or nation experiences more revenue when more people travel there. This draws investment and boosts the local economy. Opening up new hotels and resorts results in the creation of new jobs. The number of tourists grows even more as the local services and infrastructure develop. Business fluent, 2019.

World-class lodging can be found in a lot of small cities and towns. Online and offline marketing campaigns are used to raise brand awareness and draw customers to these locations. Additionally, they guarantee that information about dining establishments, lodging, and other locations is readily available and current. Businessfluent, 2019. Business expansion is fueled by tourism marketing. Customers will spread the word about your establishment, whether it's a small bar or a hotel, if they are happy with the services provide. Given these details, it should come as no surprise that the travel industry spends billions on marketing. The amount spent on digital advertising in the travel sector in the United States rose from \$2.4 billion in 2011 to \$8.5 billion in 2018 and is predicted to reach \$9.8 billion in 2019. Businessfluent, 2019. Nowadays, it's simple to move from one location to another, and you may investigate any potential travel destination online. Businessfluent, 2019. If travellers could not get from one place to another quickly and effectively, tourism would not be as prevalent as it is today. (2017) [Camilleri] Advertising firms in the travel sector are increasingly using content marketing into their marketing strategies. [2019 Tourism Review]

A major challenge that is framed in special terms in the present is creativity in the tourism industry. In essence, the novelty of the given tourist products and their compatibility with the incredibly diverse preferences of visitors are two key ways that innovation in the industry is evaluated. As tastes and preferences have evolved, functionality, which is associated with aesthetics, has become a necessity and a requirement for the tourist product. The abundance of information and data accessible to target avid travellers sets the tourism sector apart. It is simple to recover this data; the difficult part is analysing it and using it to make meaningful inferences. This is where deep learning can really shine. Their performance will improve as they analyse more data.

Conclusions

To sum up, tourist marketing simply entails describing the experiences that potential buyers can look forward to if they purchase the relevant goods. The steps of a marketing plan are: Customer identification. Send information out. Choose the most effective method of contacting those customers. Finalising the deal. Create and put into action a post-visit plan. Budget greatly influences marketing techniques. Marketing is the term for large sums of money spent on a small percentage of tourists. Even if it results in a higher cost per customer, a marketing plan targeted at a specific market niche might increase sales. Since the tourism company must consider all other tourism-related operations due to the industry's complexity and its unique nature, this leads to the before making a final purchase, a traveller must go through hundreds of pages each day of travel offers. This process can take weeks. As a result, digital marketing needs to be able to take advantage of a wide range of interactions. As offers returned by search engines, booking applications, online travel agents, and offer sites get closer to their criteria, the number of customer-to-customer digital encounters increases quickly.

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DESTINATION MARKETING STRATEGIES: NAVIGATING THE PATH TO VISITOR ENGAGEMENT AND SUSTAINABLE GROWTH



AMBILY PHILOMINA I G

Assistant Professor
Rajagiri College of Social Sciences, Kalamassery, Kerala



KARISHMA HENTRY

Assistant Professor
Rajagiri College of Social Sciences, Kalamassery, Kerala



Dr SREEJA RADHAKRISHNAN

Assistant Professor
Rajagiri College of Social Sciences, Kalamassery, Kerala

ABSTRACT

Destination marketing is a multifaceted discipline crucial for promoting and sustaining tourism destinations in an increasingly competitive global landscape. This abstract provides an overview of key strategies and trends in destination marketing. Effective destination marketing strategies are essential for attracting tourists, fostering visitor engagement, and ensuring long-term sustainability. This abstract explores the evolving landscape of destination marketing, emphasizing the importance of digital platforms, data analytics, and sustainable practices. In today's digitally connected world, destination marketers must harness the power of online channels and social media to reach and engage with potential visitors. Sustainability is another critical dimension of destination marketing. Travelers are increasingly conscious of their environmental and social impact, demanding responsible and eco-friendly experiences. Sustainable destination marketing strategies involve promoting eco-tourism initiatives, supporting local communities, and preserving natural resources. Collaboration between public and private sector stakeholders, as well as community engagement, is essential for the success of destination marketing efforts. Thus, the present study throws light into recent tactics in destination marketing.

Introduction

In an era of global connectivity and heightened competition in the travel and tourism industry, destination marketing has emerged as a crucial component for attracting visitors, driving economic growth, and establishing a unique identity for a specific location. Destination marketing strategies encompass a range of tactics and approaches aimed at promoting a destination to a target audience, enticing travellers to choose it as their preferred place to visit, explore, and experience. These strategies go beyond merely showcasing the geographical attributes of a location; they delve into the art of storytelling, brand building, and creating memorable experiences. Successful destination marketing strategies take into account the unique culture, heritage, natural beauty, and attractions of a place, and they tailor messages and campaigns to resonate with the desires and interests of diverse traveller segments.

In this increasingly digital age, destination marketing strategies are evolving to harness the power of technology, social media, data analytics, and online platforms to reach potential visitors. These strategies must adapt to changing consumer behaviours, market trends, and emerging technologies while addressing sustainability concerns and the responsible management of tourism impacts. This introduction sets the stage for a deeper exploration of the multifaceted world of destination marketing strategies, revealing how destinations leverage creativity, innovation, and collaboration to stand out in

a competitive global landscape and create lasting impressions that draw travellers from around the world.

Review of Literature

A key element of destination marketing is branding and positioning. Researchers have explored how destinations create and manage their brands to differentiate themselves from competitors (Morgan et al., 2002). This includes establishing a unique identity and crafting a compelling narrative (Ritchie & Ritchie, 1998). The rise of digital technology and social media has transformed destination marketing. Scholars have examined the effectiveness of online platforms and social media in reaching and engaging with potential travelers (Gretzel et al., 2015). Strategies like user-generated content and influencer marketing have gained prominence (Hudson et al., 2015).

In recent years, sustainability has become a critical aspect of destination marketing. Researchers have explored how destinations can promote responsible tourism practices and minimize negative environmental and social impacts (Buckley, 2012). Collaboration among various stakeholders, including government bodies, local businesses, and community organizations, has been studied as an effective approach to destination marketing (Morrison & Anderson, 2003). These partnerships can pool resources and expertise for mutual benefit.

The tourism industry is susceptible to crises such as natural disasters and health emergencies. Scholars have examined strategies for destination marketing in times of crisis, including risk mitigation and recovery efforts (Faulkner & Vikulov, 2001). Understanding the preferences and behaviors of different traveler segments is crucial. Researchers have explored segmentation strategies and how destinations can tailor their marketing efforts to specific demographics (Mckercher & du Cros, 2002). Many destinations capitalize on cultural events and festivals to attract visitors. Literature has discussed the role of cultural assets and event marketing in destination promotion (Richards & Wilson, 2004).

Competitiveness in the global tourism marketplace is a recurring theme. Scholars have analysed the factors that contribute to a destination's competitiveness and how marketing strategies can enhance it (Dwyer et al., 2000). The overall experience of travellers plays a significant role in destination marketing. Researchers have studied the impact of visitor satisfaction on destination loyalty and repeat visits (Choi & Chu, 2000). Evaluation of the effectiveness of marketing strategies is crucial. Scholars have developed models and frameworks for assessing the outcomes of destination marketing efforts (Pike, 2008).

Strategies for Destination marketing

Market Segmentation: Identify different market segments, such as adventure travellers, cultural enthusiasts, or luxury tourists. Tailor your marketing efforts to cater to the specific interests and needs of each segment.

Branding: Develop a strong destination brand that reflects the unique attributes and experiences your location offers. A compelling brand can set you apart from competitors and create a memorable image in the minds of travellers.

Online Presence: In the digital age, having a robust online presence is crucial. This includes an informative and user-friendly website, active social media accounts, and online advertising. Ensure that your online content is optimized for search engines (SEO) to increase visibility.

Content Marketing: Create valuable and engaging content that showcases the destination's attractions, culture, and experiences. This can include blog posts, videos, photos, and interactive maps that inspire and inform potential visitors.

Social Media Marketing: Leverage social media platforms to engage with travellers, share user-generated content, run targeted advertising campaigns, and create buzz around the destination.

Partnerships and Collaborations: Partner with airlines, hotels, travel agencies, and other tourism-related businesses to offer packages and promotions that encourage visitors to choose your destination.

Events and Festivals: Host or sponsor events and festivals that showcase the destination's unique culture, traditions, and attractions. These events can attract visitors and generate media coverage.

Public Relations (PR): Work with PR agencies to generate positive media coverage through press releases, media tours, and influencer partnerships. Good PR can help shape the destination's image and reputation.

Visitor Services: Ensure that once visitors arrive, they have a positive experience. Invest in excellent visitor services, including information centres, transportation, and hospitality, to encourage repeat visits and word-of-mouth recommendations.

Sustainability and Responsible Tourism: Promote sustainable practices and responsible tourism. Highlight efforts to preserve the environment, support local communities, and minimize the negative impact of tourism.

Crisis Management: Develop a crisis management plan to address unexpected events or challenges that could affect the destination's reputation, such as natural disasters or health crises like pandemics.

Targeted Advertising: Use data-driven marketing techniques to target specific demographics and interests. This can be done through online advertising, email marketing, and retargeting campaigns.

Market Research: Continuously gather data on market trends, visitor preferences, and competitor strategies to stay informed and adapt your marketing efforts accordingly.

Incentives and Discounts: Offer incentives like discounts, special promotions, or loyalty programs to encourage repeat visits and referrals.

Community Engagement: Involve the local community in tourism efforts by encouraging local businesses to participate and by addressing any concerns or issues that may arise from increased tourism.

Accessibility and Infrastructure: Improve transportation options and infrastructure to make it easier for tourists to access your destination.

Storytelling: Craft compelling narratives about the destination's history, culture, and people. Stories can resonate with travellers on a deep emotional level.

Feedback and Evaluation: Collect feedback from visitors to understand their experiences and areas for improvement. Use this information to refine your marketing strategies.

Successful destination marketing often involves a combination of these strategies, adapted to the unique characteristics and goals of the destination. It's important to regularly assess the effectiveness of your efforts and adjust your strategies accordingly to stay competitive and meet the evolving needs and expectations of travellers.

Limitations faced in destination marketing

Destination marketing, the process of promoting a specific location as a desirable place to visit, faces several limitations and challenges. These limitations can vary depending on the destination, its target audience, and the marketing strategies employed. Here are some common limitations faced by destination marketing:

Competition: Competition among destinations can be fierce, particularly in popular tourist regions. Destinations must find ways to differentiate themselves and offer unique experiences to attract visitors.

Budget Constraints: Destination marketing often requires significant financial resources for advertising, events, and promotional campaigns. Limited budgets can restrict the ability to reach a wider audience or compete with well-funded destinations.

Changing Consumer Preferences: Consumer preferences and travel trends can change rapidly, making it challenging to predict and adapt to evolving demands. Destinations must continually update their marketing strategies to stay relevant.

Seasonality: Many destinations experience seasonality, with peaks and troughs in visitor numbers throughout the year. Marketing efforts need to be tailored to address these fluctuations effectively.

Infrastructure and Accessibility: The availability and quality of transportation infrastructure and accommodation options can significantly impact a destination's appeal. If a destination lacks these amenities, it may struggle to attract visitors.

Negative Perceptions: Destinations may have to overcome negative perceptions or stereotypes that potential visitors hold. Rebranding and changing perceptions can be a long and challenging process.

Environmental and Cultural Sustainability: Promoting a destination too aggressively can lead to overcrowding and environmental degradation. Striking a balance between promoting tourism and preserving the destination's environment and culture is crucial.

Geopolitical and Health Issues: External factors such as political instability, health crises, or natural disasters can disrupt tourism and marketing efforts. Destinations must be prepared to adapt quickly to unforeseen circumstances.

Lack of Data and Insights: Gathering accurate and up-to-date data on visitor preferences and behaviours can be challenging. Without this information, it's difficult to tailor marketing campaigns effectively.

Technological Advancements: Keeping up with technological advancements and online marketing trends is essential. Many travellers rely on digital platforms and social media for trip planning, so destinations must have a strong online presence.

Community Resistance: In some cases, the local community may resist tourism development, fearing negative impacts on their way of life or environment. Managing these concerns can be a delicate task for destination marketers.

Regulatory Challenges: Navigating local regulations and government policies related to tourism and marketing can be complex and time-consuming.

Ethical Concerns: Ethical considerations, such as the impact of tourism on local cultures and the welfare of local communities, can present challenges for destination marketing.

Conclusion

In conclusion, destination marketing is a multifaceted and essential aspect of the tourism industry. It plays a pivotal role in promoting and positioning a destination to attract visitors, generate economic growth, and enhance its overall reputation. Effective destination marketing involves a combination of strategic planning, creativity, and the use of various marketing channels to reach and engage target audiences. Key takeaways from destination marketing include: Understanding the Destination, Targeted Marketing, Online Presence, Storytelling, Collaboration, Sustainability and Monitoring & Adaptation. In the ever-evolving landscape of tourism, destination marketing will continue to evolve, incorporating emerging technologies, changing traveller preferences, and global trends. Ultimately, effective destination marketing not only benefits the tourism industry but also contributes to the overall development and prosperity of the destination itself.

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VOLUNTEER EXPERIENCE ON SPECIAL EVENTS WITH SPECIAL REFERENCE TO KOCHI MUZIRIS BIENNALE



NEENA MERINA

Research Scholar in Commerce, Maharaja's College, Ernakulam, Kerala
Assistant Professor of Commerce, Government College Tavanur, Kerala



Dr Vineeth K M

Research Guide in Commerce, Maharaja's College, Ernakulam, Kerala
Assistant Professor of Commerce, Government College Tripunithura, Kerala

ABSTRACT

Studies have shown the need and importance of Volunteers for the successful operation and management of events. Volunteers are a valuable form of human capital to different organisations. They enable the event managers to keep up the quantity and quality services without appointing full time staff. The Kochi-Muziris Biennale is one of the most recent global arts which was launched in Kochi in 2012. Our study aims to know about the volunteer experience on special events with special reference to Kochi Muziris Biennale. Both primary and secondary data shall be used for the study and suitable statistical inferential tools shall be used for data analysis and interpretation.

Keywords: *Special Events, Kochi Muziris Biennale, Volunteer experience, Volunteer satisfaction*

INTRODUCTION

Research has shown the need and importance of Volunteers for the successful operation and management of events. Volunteers are a valuable form of capital for many organizations as they help reduce the cost of provision and ease the budget on full time staff. (Pauline, 2011)

The Kochi-Muziris Biennale, the most recent global art biennale, was launched in Kochi in the state of Kerala, India, in 2012. (D'Souza, 2013). Volunteers are a valuable form of capital for many organizations as they help reduce the cost of provision and ease the budget on full time staff (Cemalcilar, 2009, Clary et al., 1998; Wong, Chui, & Kwok, 2010).

An increased volunteer support for other special events in the community and enhanced volunteerism in the community in general has created a positive attitude towards volunteering and has resulted in an increased rate of volunteering and increased level of involvement (Doherty, 2009).

Understanding not only volunteer satisfaction, but also future intention to volunteer is critical because of the volitional nature of volunteerism. This includes both volunteers with prior experience and first-time volunteers. If volunteers do not have a satisfying experience, it is plausible to make the assumption that they would leave one organization to perhaps volunteer at another. As indicated earlier, this is critical because of the heavy reliance of volunteers for events. The behavioural intentions of volunteers are important as retention is critical from year to year, since this reduces the time involved in recruitment and training volunteers who are new to the event (Love et al., 2011). Cnaan and Goldberg-Glen (1991) suggest people will continue to volunteer as long as they find the experience satisfying.

The Volunteers are mainly self-employed contract workers, freelancers and part-time workers, despite being highly educated and contributing economically to society, often lack access to financial safety nets and they are considered as mere workers or rather they are "invisible" workers. (Wall-Andrews et al., 2021)

The volunteers should be given considerable amount of time with adequate orientation and training which will encourage to participate in more such events. However, if there is an interruption in any one of these functions then the volunteer program starts to flounder which in turn can lead to major setbacks in the smooth functioning of the event. Hence, the study is done to find out the satisfaction and experience of Volunteers of Kochi Muziris Biennale.

OBJECTIVES OF THE STUDY

- ❖ To study event experience of volunteers in the Kochi Muziris Biennale (KMB)
- ❖ To find the relation between event experience and outcomes of event experience of volunteers of KMB.

RESEARCH HYPOTHESES

- There is a significant positive perception towards Event Experience among volunteers of KMB
- There is a significant association between gender and occupation of volunteers with their event experience and outcomes of event experience
- There is a significant positive relation between event experience and outcomes of event experience.

METHODOLOGY

The study is predominantly based on primary data based on Convenient Sampling which was collected through a survey from Volunteers at different venues of Kochi Muziris Biennale. A sample of 65 Volunteers were taken to assess their experience and their views on Kochi Muziris Biennale. Secondary data were collected from various articles and journals.

Profile of the Sample

Table 1 Frequencies of Gender

Gender	Counts	% of Total	Cumulative %
Male	39	60.0 %	60.0 %
Female	26	40.0 %	100.0 %

Source: Survey Data

Table 2 Frequencies of Occupation

Occupation	Counts	% of Total	Cumulative %
Employed	6	9.2 %	9.2 %
Self Employed	20	30.8 %	40.0 %
Professional	14	21.5 %	61.5 %
Student	25	38.5 %	100.0 %

Source: Survey Data

Table 3 Frequencies of Domiscile Place of Volunteers

Domiscile	Counts	% of Total	Cumulative %
Alappuzha	2	3.1 %	3.1 %
Ernakulam	22	33.8 %	36.9 %
Idukky	1	1.5 %	38.5 %
Kannur	3	4.6 %	43.1 %
Kasargod	1	1.5 %	44.6 %
Kollam	3	4.6 %	49.2 %
Kottayam	5	7.7 %	56.9 %
Kozhikode	6	9.2 %	66.2 %
Malappuram	6	9.2 %	75.4 %
Outside Kerala	2	3.1 %	78.5 %
Palakkad	3	4.6 %	83.1 %

Pathanamthitta	4	6.2 %	89.2 %
Thrissur	4	6.2 %	95.4 %
Trivandrum	2	3.1 %	98.5 %
Wayanad	1	1.5 %	100.0 %

Source: Survey Data

The sample represented male and female volunteers from different occupations from different places in Kerala mainly from Ernakulam itself, and few from outside Kerala.

The constructs were found to be reliable with a Cronbach's Alpha above 0.70 (Nunnally, 1978). The data was not found to be normally distributed ($p < 0.05$). Nonparametric procedures are used for drawing inferences.

ANALYSIS AND RESULTS

The detailed statistical procedures could produce the following results:

Table 4 Descriptives

	Mean	Median	Mode
Event_Experience	4.43	4.60	4.60
Utility_Value	4.12	4.25	5.00
Social_Media	4.02	4.25	5.00
Visit Satisfaction	4.27	4.33	4.00

Source: Computed from Survey Data

The volunteers are found to perceive the Event Experience, Utility Value of KMB, their own Social Media Engagement about their participation and experience in KMB, and their Satisfaction in a positive note. (Mean above 4 on a 5 point scale)

Table 5 One Sample T-Test (Non Parametric)

		Statistic	p
Event_Experience	Wilcoxon W	2145	< .001**
Utility_Value	Wilcoxon W	2145	< .001**
Social_Media	Wilcoxon W	2145	< .001**
Visit Satisfaction	Wilcoxon W	2145	< .001**

Note. $H_a \mu \neq 0$ ** Highly Significant

Source: Computed from Survey Data)

Wilcoxon Signed Rank Test produced significant p values (< 0.05) for all the constructs and the positive perception is found to be statistically significant.

Table 6 Descriptives across Gender

	Gender	Mean
Event_Experience	Male	4.53
	Female	4.29
Utility_Value	Male	4.32
	Female	3.81
Social_Media	Male	4.24
	Female	3.68
Visit Satisfaction	Male	4.44
	Female	4.03

Source: Computed from Survey Data

Male volunteers are found to have a higher perception regarding all the constructs under study in comparison to female volunteers.

Table 7 Independent Samples T-Test (Non Parametric)

		Statistic	p
Event_Experience	Mann-Whitney U	365	0.055
Utility_Value	Mann-Whitney U	304	0.006**
Social_Media	Mann-Whitney U	302	0.006**
Visit Satisfaction	Mann-Whitney U	328	0.015*

Note. $H_a \mu_{Male} \neq \mu_{Female}$

**Highly Significant

*Significant

Source: Computed from Survey Data

The absolute difference in perception across gender is found to be statistically significant ($p < 0.05$) for all the constructs under study other than Event Experience. Event Experience is uniformly perceived by male and female volunteers.

Table 8 Descriptives across Occupation of Volunteers

	Occupation	Mean
Event_Experience	Employed	4.60
	Self Employed	4.38
	Professional	4.54
	Student	4.38
Utility_Value	Employed	4.04
	Self Employed	4.11
	Professional	4.14
	Student	4.12

Social_Media	Employed	4.33
	Self Employed	4.06
	Professional	4.05
	Student	3.89
Visit Satisfaction	Employed	4.22
	Self Employed	4.25
	Professional	4.33
	Student	4.27

Source: Computed from Survey Data

The perception is found to be similar across different occupation of volunteers.

Table 9 Kruskal-Wallis Test

	χ^2	df	p
Event_Experience	2.566	3	0.463
Utility_Value	0.396	3	0.941
Social_Media	2.584	3	0.460
Visit Satisfaction	0.308	3	0.959

Source: Computed from Survey Data

Kruskal Wallis H test affirms that there is no significant difference between the group means in perception across occupation ($p > 0.05$).

Table 10 Correlation Matrix

		Event_Experience	Utility_Value	Social_Media	Visit Satisfaction
Visit Satisfaction	Spearman's rho	0.648 ***	0.569 ***	0.248 *	—
	p-value	< .001	< .001	0.046	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Source: Computed from Survey Data

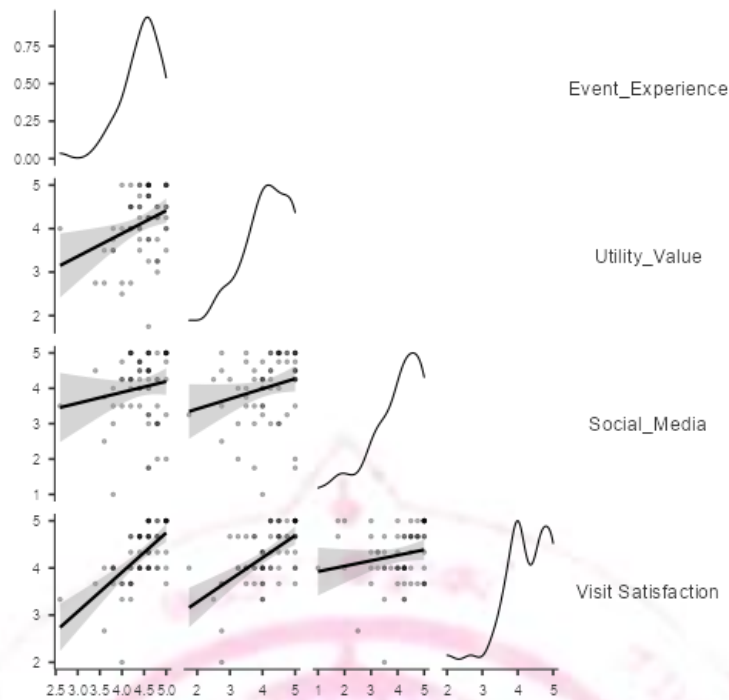


Exhibit 1 Correlation Plot

Event Experience of volunteers is found to be significantly related with Utility Value, Social Media Engagement and Visit Satisfaction. ($P < 0.05$)

DISCUSSION

To conclude, this research paper has delved deeply into the intricate connection between the event experience and the satisfaction of volunteers during their visits. By conducting a thorough examination of the existing literature, analyzing survey data, and scrutinizing case studies, we have unearthed the multifaceted dimensions of event experiences and their profound impact on the levels of satisfaction among volunteers.

Thus, this research underscores the need to view volunteers not solely as a labour force but as integral contributors to the success of events. By nurturing a positive event experience, event organizers can ensure greater visit satisfaction among volunteers, ultimately resulting in increased commitment, retention, and advocacy. As the field of event management continues to evolve, recognizing the dynamic interplay between event experiences and volunteer satisfaction becomes essential for achieving sustainable and prosperous event outcomes. Our research offers valuable insights into this dynamic relationship, paving the way for further exploration and enhancement in the realm of event management.

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A STUDY ON THE EMERGING TRENDS IN TOURISM ENTREPRENEURSHIP – TECHNOLOGY TRANSFORMATIVE INFLUENCE



SILDA GEORGE

Assistant Professor

Department of B. Voc. Retail Management
St. Albert's College Ernakulam (Autonomous), Kerala

ABSTRACT

The tourism industry has undergone a profound transformation in recent years, driven by the integration of cutting-edge technology into various aspects of travel and hospitality. This abstract explores the dynamic relationship between technology and tourism entrepreneurship, shedding light on the emerging trends reshaping the sector. As traditional models of tourism give way to innovative approaches, entrepreneurs are leveraging technology to provide more immersive, sustainable, and personalized travel experiences.

The paper delves into the role of technology as a catalyst for change in the tourism industry, highlighting the transformative impact of key technological advancements, including virtual reality (VR), augmented reality (AR), artificial intelligence (AI), and digital platforms. VR and AR are enabling travelers to explore destinations remotely, AI-powered chatbots are revolutionizing customer service, and digital platforms are connecting tourists with unique accommodations and experiences. These trends not only enhance the traveler experience but also present unprecedented opportunities for entrepreneurs to differentiate their businesses.

Moreover, the COVID-19 pandemic has accelerated the adoption of technology in tourism entrepreneurship. Contactless solutions, health monitoring apps, and digital marketing strategies have become essential tools for ensuring traveler safety and addressing shifting consumer preferences. The pandemic has underscored the importance of adaptability and innovation in the face of adversity, leading to the rapid evolution of tourism entrepreneurship.

The abstract concludes by emphasizing the need for tourism entrepreneurs to embrace these emerging trends in technology to remain competitive in a rapidly changing landscape. Those who harness the power of technology stand to create more sustainable, environmentally responsible, and customer-centric businesses, ultimately driving the evolution of the tourism industry toward a more dynamic and resilient future.

Key Words: *Tourism Entrepreneurship, Tourism Trends*

Introduction:

In an era defined by rapid technological advancements and a growing hunger for exploration, the tourism industry has assumed a central role on the global stage. The act of travel, once a privilege reserved for a fortunate few, has become an accessible and integral part of modern life. Today, as people embark on journeys of discovery, relaxation, and cultural immersion, the tourism industry stands as a powerhouse of economic growth and cross-cultural exchange. Yet, it is not the mere act of travel that has fueled this transformative journey; it is the entrepreneurial spirit and innovative use of technology that have propelled the industry to new heights.

The tourism sector has evolved far beyond its traditional boundaries, propelled by the convergence of several key factors. Technological advancements, the rise of digital platforms, and shifting consumer expectations have collectively given rise to a dynamic ecosystem that thrives on innovation. This ecosystem is where the concept of tourism entrepreneurship takes center stage. Entrepreneurship in the tourism industry embodies the fusion of vision, innovation, and adaptability—qualities that are instrumental in navigating the evolving landscape of travel and hospitality.

Recent trends and technology's transformative influence have redefined the very essence of tourism entrepreneurship. Entrepreneurs in this field are no longer confined to traditional models of operation; they are disruptors, pioneers, and visionaries who leverage cutting-edge technologies to shape the future of travel. From the seamless integration of virtual reality (VR) and augmented reality (AR) into travel

experiences to the utilization of artificial intelligence (AI) for personalization and sustainability initiatives, tourism entrepreneurship has never been more dynamic.

This paper embarks on a journey to explore the intricate relationship between the tourism industry's importance and the concept of tourism entrepreneurship, set against the backdrop of recent trends and technology's transformative influence. We will delve into the profound impact of emerging technologies on the travel and hospitality sectors, witnessing how these advancements have redefined how people plan, experience, and share their journeys. Moreover, we will uncover how entrepreneurs are at the forefront of this revolution, harnessing technology to create immersive, sustainable, and personalized travel experiences. As we venture deeper into the realms of tourism entrepreneurship, it becomes evident that these entrepreneurs are not just innovators; they are the architects of the industry's future. In the chapters that follow, we will navigate the convergence of the tourism industry's significance, the essence of entrepreneurship, and the profound influence of technology-driven trends that are shaping the way we explore the world today and for generations to come.

Objective:

The primary objective of this paper is to explore and analyse the evolving landscape of tourism entrepreneurship in the context of recent technological advancements and trends. This study aims to: Examine the transformative influence of technology on the tourism industry and its implications for entrepreneurship. Identify and assess the emerging trends and innovations in tourism entrepreneurship driven by technology. Investigate the challenges and risks faced by entrepreneurs in adopting and integrating technology into their tourism businesses. Explore real-world examples and case studies to illustrate the successful implementation of technology in tourism entrepreneurship. Provide insights and recommendations for current and aspiring tourism entrepreneurs on how to leverage technology effectively while navigating the changing dynamics of the industry.

Technology-Driven Tourism Entrepreneurship

In today's rapidly evolving world, technology has become a driving force behind many industries, and the tourism sector is no exception. Technology-driven tourism entrepreneurship has emerged as a key trend reshaping the way travelers plan, experience, and share their journeys. This section explores the profound impact of technology on the tourism industry and provides insights into how entrepreneurs are harnessing these advancements to create innovative and immersive travel experiences.

The Role of Technology

Technology has revolutionized the tourism industry by making information more accessible and travel experiences more convenient. The widespread adoption of smartphones, the Internet, and mobile applications has fundamentally changed the way travelers research destinations, book accommodations, and share their experiences with the world. Additionally, emerging technologies such as virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) are pushing the boundaries of what is possible in tourism entrepreneurship.

Emerging Technologies in Tourism

Virtual Reality (VR): Virtual reality offers tourists the opportunity to explore destinations from the comfort of their homes. Travel agencies and entrepreneurs are using VR to provide immersive previews of vacation spots, allowing travelers to "visit" and experience a destination virtually before making a booking. For instance, a traveler can take a virtual tour of a hotel room, a cruise ship, or a hiking trail, enabling them to make more informed decisions.

Augmented Reality (AR): AR technology enhances the travel experience by overlaying digital information in the real world. Through AR applications on their smartphones, tourists can access real-time information about landmarks, historical sites, and cultural attractions as they explore a destination. AR is also being used for interactive city tours, where travelers can engage with historical figures or mythical creatures through their devices.

Artificial Intelligence (AI): AI-driven chatbots and virtual assistants are becoming essential tools for tourism entrepreneurs. They provide instant responses to travelers' inquiries, offer personalized recommendations, and assist with booking flights, accommodations, and activities. AI is also used to analyze big data and predict travel trends, helping businesses tailor their offerings to meet evolving consumer preferences.

Case Studies: Entrepreneurs Leveraging Technology

Airbnb: Perhaps one of the most prominent examples of technology-driven tourism entrepreneurship is Airbnb. The platform utilizes technology to connect travelers with unique accommodations in destinations worldwide. Travelers can search for lodging options based on their preferences and budget, and hosts can manage their properties with the help of Airbnb's digital tools.

Google Maps: Google Maps has become an indispensable tool for travelers. It offers real-time navigation, local business listings, reviews, and even indoor mapping of major attractions. Entrepreneurs in the tourism industry can leverage Google Maps to promote their businesses, share valuable information, and reach a broader audience.

1.1. The Impact of the COVID-19 Pandemic

The COVID-19 pandemic accelerated the adoption of technology in tourism entrepreneurship. With travel restrictions and safety concerns, many businesses turned to digital solutions to stay afloat. Contactless check-ins, mobile payments, and virtual tours became essential features for ensuring traveler safety and convenience.

In conclusion, technology-driven tourism entrepreneurship has reshaped the way the tourism industry operates. Entrepreneurs who embrace technology have the opportunity to create innovative solutions, enhance the traveler experience, and remain competitive in an ever-changing landscape. As we look ahead, it's clear that technology will continue to play a pivotal role in the future of tourism entrepreneurship, opening up new possibilities for both entrepreneurs and travelers.

Challenges and Risks

1. **Technology Adoption Costs:**
 - **Challenge:** Implementing advanced technology solutions can be expensive, and many tourism entrepreneurs, especially small businesses, may face financial constraints in adopting these technologies.
 - **Risk:** Those who cannot afford to invest in technology may fall behind competitors who embrace it, leading to reduced competitiveness and potentially declining revenues.
2. **Cybersecurity Threats:**
 - **Challenge:** As tourism businesses rely more on digital platforms for operations and customer interactions, they become more vulnerable to cyberattacks and data breaches.
 - **Risk:** A cybersecurity breach can result in financial losses, damage to reputation, and the loss of customer trust.
3. **Rapid Technological Obsolescence:**
 - **Challenge:** Technology evolves quickly, and what is cutting-edge today may become obsolete in a short period. Keeping up with these rapid changes can be challenging.
 - **Risk:** Investing in technology that quickly becomes outdated can lead to sunk costs and inefficiencies.
4. **Privacy Concerns:**
 - **Challenge:** The collection and use of customer data for personalized experiences can raise privacy concerns and may run afoul of evolving regulations, such as GDPR.
 - **Risk:** Failing to address privacy concerns can result in legal consequences and damage a business's reputation.
5. **Skills Gap:**
 - **Challenge:** Many tourism entrepreneurs may lack the technical skills required to effectively implement and manage advanced technology solutions.
 - **Risk:** Without the right talent, businesses may struggle to optimize their technology investments or face operational inefficiencies.
6. **Overreliance on Technology:**
 - **Challenge:** Entrepreneurs may become overly reliant on technology, leading to reduced human interaction and personalized service, which can diminish the quality of the visitor experience.
 - **Risk:** Customers may seek alternative travel experiences that prioritize genuine interactions and authenticity over technology-driven solutions.

7. **Market Saturation:**
 - **Challenge:** The rapid adoption of technology in the tourism sector can lead to market saturation, making it difficult for new entrants to differentiate themselves.
 - **Risk:** Entrepreneurs may struggle to stand out in a crowded marketplace, resulting in limited growth opportunities.
8. **Resistance to Change:**
 - **Challenge:** Employees and customers may resist adopting new technology, causing friction and difficulties in implementation.
 - **Risk:** Resistance to change can hinder the successful integration of technology, delaying the realization of benefits and potentially leading to operational disruptions.
9. **Environmental Concerns:**
 - **Challenge:** While technology can improve the efficiency of tourism operations, it may also contribute to environmental degradation through increased energy consumption and waste generation.
 - **Risk:** Failing to address these environmental concerns can lead to backlash from environmentally conscious travelers and regulatory challenges.
10. **Regulatory Hurdles:**
 - **Challenge:** Tourism entrepreneurs must navigate complex and evolving regulations related to data privacy, safety, and environmental sustainability.
 - **Risk:** Non-compliance with regulations can result in fines, legal issues, and reputational damage.

Strategies to help address these challenges and reduce associated risks

1. **Financial Planning and Risk Assessment:**
 - **Strategy:** Conduct a thorough financial analysis and risk assessment before adopting new technologies. Develop a budget that includes not only the cost of technology implementation but also potential expenses related to maintenance, upgrades, and cybersecurity measures.
 - **Benefits:** This strategy helps entrepreneurs make informed financial decisions, ensuring that they are prepared for the costs associated with technology adoption.
2. **Cybersecurity Measures:**
 - **Strategy:** Invest in robust cybersecurity solutions, including firewalls, encryption, and regular security audits. Train employees on cybersecurity best practices and establish protocols for responding to breaches.
 - **Benefits:** Strengthening cybersecurity measures helps protect sensitive customer data and business operations, reducing the risk of data breaches and the associated consequences.
3. **Technology Scalability:**
 - **Strategy:** Choose technology solutions that are scalable and flexible, allowing for easy upgrades and adaptation to changing business needs.
 - **Benefits:** Scalable technology ensures that the business can grow and evolve without facing significant disruptions or the need for frequent overhauls.
4. **Privacy Compliance:**
 - **Strategy:** Stay informed about data privacy regulations in your region and industry. Develop and implement clear data privacy policies and practices. Obtain necessary consent from customers for data collection and processing.
 - **Benefits:** Compliance with privacy regulations minimizes legal risks and enhances customer trust.
5. **Training and Skill Development:**
 - **Strategy:** Invest in training and skill development programs for employees to ensure they have the necessary technical knowledge to operate and manage technology effectively.
 - **Benefits:** A skilled workforce can maximize the benefits of technology while minimizing operational challenges and risks.
6. **Balancing Technology with Human Interaction:**
 - **Strategy:** Strike a balance between technology-driven solutions and human interaction. Ensure that technology enhances, rather than replaces, the personalized and authentic aspects of the travel experience.

- Benefits: Maintaining a human touch in customer interactions can help differentiate the business and create memorable experiences for travelers.
- 7. Differentiation and Niche Focus:
 - Strategy: Identify unique selling points and niche markets that align with your technology offerings. Focus on providing specialized experiences that set your business apart.
 - Benefits: By targeting specific niches and differentiating your offerings, you reduce the risk of being lost in a saturated market.
- 8. Change Management:
 - Strategy: Implement change management strategies to address resistance to technology adoption among employees and customers. Communicate the benefits of technology and provide training and support during the transition.
 - Benefits: Effective change management can facilitate a smoother integration of technology, minimizing disruptions and ensuring a positive reception.
- 9. Environmental Sustainability Practices:
 - Strategy: Adopt environmentally responsible practices alongside technology adoption. Invest in energy-efficient technologies and promote sustainable tourism initiatives.
 - Benefits: Demonstrating a commitment to environmental sustainability can attract eco-conscious travelers and mitigate reputational risks associated with environmental concerns.
- 10. Regulatory Compliance and Advocacy:
 - Strategy: Stay informed about evolving regulations and actively participate in industry advocacy groups. Collaborate with regulatory authorities to ensure compliance and influence policies that align with your business goals.
 - Benefits: Proactive engagement with regulatory authorities can help entrepreneurs navigate complex regulatory landscapes and influence policies that support the industry's growth.

By implementing these strategies, tourism entrepreneurs can better navigate the challenges and risks associated with technology-driven trends, fostering sustainable and successful businesses in an evolving industry.

The future direction of tourism entrepreneurship

1. Enhanced Personalization Through AI:
 - Future Direction: Artificial Intelligence (AI) will continue to play a pivotal role in providing personalized experiences for travelers. AI-driven algorithms will analyze vast amounts of data to create tailored itineraries, recommend activities, and even predict travel preferences.
 - Impact: Entrepreneurs can use AI to deepen customer engagement, improve customer satisfaction, and increase repeat business.
2. Sustainable and Eco-Friendly Tourism:
 - Future Direction: Sustainability will remain a top priority for both entrepreneurs and travelers. There will be a greater emphasis on eco-friendly accommodations, responsible tourism practices, and carbon-neutral travel experiences.
 - Impact: Businesses that prioritize sustainability will attract environmentally conscious travelers and align with global efforts to reduce the carbon footprint of tourism.
3. Virtual and Augmented Reality Experiences:
 - Future Direction: Virtual Reality (VR) and Augmented Reality (AR) will become more integrated into travel experiences, allowing travelers to explore destinations virtually before booking and enhancing on-site experiences through AR-guided tours and interactive attractions.
 - Impact: Entrepreneurs can create immersive, remote, and accessible travel experiences that appeal to a broader audience.
4. Contactless and Health-Centric Travel:
 - Future Direction: The COVID-19 pandemic has accelerated the adoption of contactless solutions and health-centric travel practices. Entrepreneurs will continue to invest in touchless check-ins, health monitoring apps, and sanitation measures to ensure traveler safety.
 - Impact: These technologies will remain integral to providing a safe and hygienic travel environment, addressing ongoing health concerns.
5. Blockchain for Trust and Security:

- Future Direction: Blockchain technology will be used to enhance trust and security in the travel industry. Smart contracts, digital identities, and transparent supply chains will reduce fraud and improve trust among travelers.
- Impact: Entrepreneurs can use blockchain to build trust, streamline transactions, and ensure the authenticity of bookings and reviews.
- 6. Sustainable Transportation and Mobility:
 - Future Direction: Sustainable transportation options, such as electric and autonomous vehicles, will gain prominence. Entrepreneurs may invest in eco-friendly transportation solutions and support green mobility initiatives.
 - Impact: Reducing the environmental impact of travel will become a competitive advantage and align with travelers' desire for eco-conscious options.
- 7. Data-Driven Marketing and Insights:
 - Future Direction: Tourism entrepreneurs will leverage big data analytics to gain insights into customer behavior and preferences. Data-driven marketing campaigns will become more targeted and effective.
 - Impact: Businesses can optimize marketing efforts, improve customer satisfaction, and enhance the overall travel experience by harnessing data-driven insights.
- 8. Space Tourism and Emerging Destinations:
 - Future Direction: Space tourism will continue to develop, offering unique travel experiences beyond Earth's atmosphere. Additionally, emerging destinations in less-explored regions will gain popularity.
 - Impact: Entrepreneurs can pioneer space tourism ventures and tap into the growing interest in unconventional travel destinations.
- 9. Ethical and Cultural Immersion:
 - Future Direction: Travelers will seek authentic cultural immersion experiences and ethical tourism practices. Entrepreneurs will collaborate with local communities to offer meaningful and sustainable cultural exchanges.
 - Impact: Businesses can create memorable experiences that respect local traditions and benefit the communities they operate in.

The future of tourism entrepreneurship will be characterized by innovation, sustainability, and an unwavering commitment to meeting the evolving needs and expectations of travelers. By embracing these trends and the transformative influence of technology, entrepreneurs can shape a dynamic and resilient tourism industry that offers immersive, responsible, and personalized travel experiences for all.

Conclusion: Navigating the Future of Tourism Entrepreneurship in the Technological Landscape

In the ever-evolving tapestry of the tourism industry, the fusion of entrepreneurial ingenuity and transformative technology is weaving a narrative of boundless possibilities. As we have explored the future direction of tourism entrepreneurship in relation to recent trends and technological advancements, it becomes evident that the landscape is not just changing; it is undergoing a profound metamorphosis. This transformative journey heralds an era where innovation, sustainability, and personalization converge to redefine the very essence of travel and hospitality.

Technology, with its far-reaching arms of artificial intelligence, virtual reality, and blockchain, is not merely a tool but a catalyst for change. Entrepreneurs are no longer just stakeholders; they are architects of experiences, weaving together the aspirations of travelers with the threads of technology to craft immersive, sustainable, and culturally rich adventures. As we step into the future, several profound realizations emerge, shaping the way forward for tourism entrepreneurship.

1. Personalization as the Cornerstone: The future of tourism entrepreneurship will be deeply rooted in personalization. Travel experiences will no longer be one-size-fits-all; instead, they will be tailored to individual preferences and aspirations. Through the prism of technology, entrepreneurs will decipher the unique travel DNA of each customer, curating experiences that resonate on a profoundly personal level.
2. Sustainability as a Moral Imperative: Sustainability will cease to be a buzzword and become the moral imperative guiding every entrepreneurial endeavor. Entrepreneurs will spearhead initiatives that not only minimize environmental impact but also empower local communities. The integration of

eco-friendly practices and responsible tourism will not be a choice but a commitment etched into the very soul of tourism entrepreneurship.

3. **Seamless Fusion of Physical and Digital Realms:** The boundaries between physical and digital realities will blur, creating a seamless fusion of experiences. Augmented reality will breathe life into historical sites, virtual reality will transport travelers to unexplored realms, and blockchain technology will underpin transparent, secure transactions. Entrepreneurs will orchestrate this symphony, offering travelers a harmonious blend of the tangible and the virtual.

4. **Empowerment through Data and Insights:** Data will emerge as a potent elixir, empowering entrepreneurs with profound insights into customer behavior, preferences, and trends. Through data-driven strategies, entrepreneurs will anticipate the unspoken desires of travelers, crafting experiences that unfold like chapters in a personalized novel. Informed decision-making will be the cornerstone upon which successful ventures are built.

5. **Cultivation of Ethical and Inclusive Tourism:** Ethical considerations will permeate every facet of tourism entrepreneurship. Entrepreneurs will champion cultural immersion, respecting the diversity of traditions and fostering inclusivity. By bridging cultural divides and advocating for ethical practices, tourism entrepreneurship will emerge as a force for positive change, promoting understanding and harmony among global citizens.

In this kaleidoscope of future possibilities, the role of the tourism entrepreneur transcends that of a business leader; it transforms into that of a storyteller, weaving narratives that resonate with the heartbeats of travelers. The canvas upon which these narratives are painted is vast and ever-expanding, inviting entrepreneurs to embark on a journey where innovation knows no bounds, sustainability is non-negotiable, and the traveler's experience is paramount. As the ink dries on the pages of this exploration into the future of tourism entrepreneurship, it is not an end but a prologue to a saga of limitless potential. The entrepreneurs of tomorrow are the architects of dreams, sculpting experiences that transcend the ordinary and embrace the extraordinary. In their hands, technology becomes a brush, and trends become colors, painting a vibrant portrait of a future where the world is not just explored; it is felt, cherished, and preserved for generations yet unborn. The future of tourism entrepreneurship is not just a destination; it is a transformative odyssey, and the entrepreneurs are the intrepid voyagers, charting a course into uncharted realms with courage, vision, and a profound sense of responsibility.

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TREND AND PATTERN OF TOURISM INDUSTRY IN INDIA

ARATHI P S

Research Scholar

KSMDB College, Sasthamkotta, Kollam, Kerala

ABSTRACT

The present study will help to understand the contribution of the tourism Industry to the growth and development of the country .It also helps to understand the trend and pattern of the tourism which is a growing Industry as one of the important pillars of the service sector in India Besides this study helps to envisage the problems faced by foreign tourists in Kerala and possible suggestions for the improvement and development of the tourism Industry. Here the study is divided into two sections which is trends and growth of tourism Industry in India and another one is problems and possible solutions of foreign tourists in Kerala.

Keywords: *Tourism, Industry Growth, foreign trends, service sector, Tourism Arrivals*

Introduction

In over a decade, distinguishable growth of tourism has resulted in its emergence as an important sector of the Indian economy with considerable contribution in terms of foreign exchange, income and employment opportunities. Today's travel and tourism has reached into a global economic segment with direct and indirect impact on the world economy. The tourism sector got advantage from the process of globalization and from the constantly falling relative costs of travel .In India the tourism and hospitality industry is one of the largest divisions under the service sector of the country's economy .Tourism in India is a key growth driver and an important source of foreign exchange earnings. On part of the Indian government Infrastructure provided lead to the promotion and development of the tourism industry.

Statement of the problem

The tourism industry in India is one of the largest divisions under the services sector of the country's economy with a great contribution to the country's GDP. Tourism can play an important and effective role in achieving the growth with equity objectives which India has set for itself. More efforts and investments are required especially on the government's side for a better growth of the sector. This draws the attention of social science researchers to appraise the existing scenario in the tourism service and come up with strategic options that would help the country to attract and serve the highest number of foreign tourist arrivals. More to this there is no study which was previously conducted particularly on analyzing the trend and growth of the tourism industry in India examining the pattern of tourist arrivals in India, Identifying the problems and possible foreign tourists in Kerala. Thus the present study found its relevance to the tourism sector in India ,particularly in Kerala which is one of the country's important tourist destinations.

Objectives of the Study

- To analyse the trends and growth of tourism in India
- To examine the pattern of foreign Tourists arrivals in India
- To identify the problems and possible solutions of the foreign tourists in Kerala

Review of Literature

Centikaya (2009) in his study on Destination competitiveness through the use of information and communication technologies displayed that there are many ICT applications available for tourism destination competitiveness. The diffusion of ICT and especially the enormous spread of internet enabled and encouraged destination management organizations to extend their activities by means of e-business .

Dwyer and Kim (2011) in their paper on model of destination A model an determinant has sought to develop a model and indicators of destination that will enable comparison between countries and tourism sector industries .It can be used by industry and governments to increase the positive economic impact of tourism.

Sahoo (2011) in his research paper on an insight into Indian tourism sector examined the contribution of the Indian tourism industry to Indian economy and also examined the place of India in global tourist industry .The study highlighted that the 39 Indian tourism industries are an engine of growth having vast potential for generating employment.

Jeyakumar(2013)on his paper on eco-tourism highlighted the importance of historical and geographical background of the area studied,the study also introduced the special features of eco-tourism and its benefits.The paper concluded that both domestic and foreign tourists are attracted to kodaikanal mainly by natural beauty ,climate and environment .

Kurihara and Okamoto (2015)in the paper on foreign visitors evaluation on tourism environment have discussed the tourism environment from the view pont of the qualitative approach given by the foreign visitors .Foreign visitors highly prioritized safety followed by transportation and price among the items making up the tourism environment score ranking.

John (2018) confirmed that rural tourism emerged as an important instrument for sustainable human development including poverty alleviation,employment generation and development of remote areas and advancement of women and other disadvantaged groups in the country apart from promoting social integration and understanding.

Methodology

Sources of Data: The study was conducted bsd on both primary and secondary data.The primary data were collected from foreign tourists visting kerala. The secondary data collected from the time period from the year 2012 to 2022.

Sample Design for Primary data:For the collection of primary data,a sample of 50 foreign tourists was selected with reference to the 3 tourist destinations in kerala viz.thiruvananthapuram,wayanad and Idukki by using convenience sampling technique.

Data Collection: In order to collect primary data,a structured survey schedule was used for interviewing selected foreign tourists visiting Thiruvananthapuram,wayanad and Idukki.The secondary data were collected from government documents,official statistics,technical reports,online materials,scholarly journals,libraries,trade journals,review articles and reference books.

Data Analysis: The data analysis was done using descriptive statistics and other appropriate statistical tools based on the generated data.

✓ Percentage Analysis

Analyzing the trends and patterns of tourism of tourism in India as well as problems faced by foreign tourists in kerala

✓ Index

Indices were used to analyze tourists opinion about the cost effectiveness towards their visit and stay in kerala as well as the intensity level of problems faced by them.For this purpose responses of the tourists were collected on a 4 point scale ranging from not a problem ,minor problem,moderate problem and critical problem.

✓ CAGR

Compound annual growth rate was used to analyse the growth rate and draw a growth line from trends.

✓ Correlation coefficient

t is a number between + 1 and – 1 calculated so as to represent the linear interdependence of two variables or sets of data

Observations

The following evaluations were done for the period of study

- Trend and growth of tourism in India during the period of 2012 to 2022
- Number of tourist arrivals
- Region wise tourist arrivals
- Time of tourist arrivals
- Accessibility of tourist destination in Kerala
- Behavior of the people of kerala towards foreign tourists
- Possible suggestions from foreign tourists to improve tourism in kerala

Scope of the study

The present study will help to understand the contribution of the tourism industry to the growth and development of the country .The study will also help to understand the trend and pattern of this growing industry as one of the important pillars of the service sector in India .Besides this study helps to envisage the problem faced by foreign tourists in Kerala and possible suggestions for the improvement and development of the tourism industry.

Limitation of the study

This study was exclusively conducted in India which narrows the scope of comparison with any other country.

Analysis and Summary of the Findings

The analysis is dividing into two parts for the ease of study

Section A = Trends and growth of tourism industry in India

Section B = Problems and possible solutions of foreign tourists in Kerala

SECTION A

1. The pattern of foreign tourist arrivals in India

- From 2012 to 2022 ,the tourist arrivals of India witnessed a positive incremental growth of 102 percent per annum
- December accounted for a mean of 615474 as number of tourists being the peak month for tourism marketing for India ,while may accounted the lowest mean number of 30599 of tourists throughout the study period .

2. Region –wise Tourist Arrivals In India

From the total region wise tourist arrivals to India for the past years East Europe registered the highest compound annual growth rate (19.35),followed by South east Asia (13.03),whereas South Asia registered the lowest compound annual growth rate (4.88).

3. Domestic and Foreign Tourist Visits

- Percentage Annual growth Rate trend line indicates that consistent fluctuations in the number of domestic tourist visits while the trend in the number of foreign tourist visits show no uniformity over the years..This might be due to their difference in nature and factors affecting them.
- In order to study the linear dependence between domestic and Foreign tourist visits correlation analysis was performed and the correlation coefficient was found 0.15
- Correlation coefficient (0.15) is ranged close to -1 ,thus it was found a weak linear relationship between domestic and foreign tourist visits in terms of the percentage annual growth rate.

4. Demographic profile of the tourists

- Gender analysis of the study revealed that majority (80 %) were male and the rest were Female (20%)
- It is understood that 50 percent of the sample belonged to the age group of 25-35 and 40 % to the age group of 35- 60 .
- Respondents above the age of 60 were only 10 %
- 40 percent of respondents were employees and 24 % were professionals whereas the remaining category were businessmen and retired at a percentage of 13 each .
- Income analysis indicates that 33 % of the respondents earned a monthly income fell in the range of 2000- 3000,20 % into 4000- 5000,17 % in the range of and 10 percent ranged into
- Both ranges were 7 percent each whereas 6 percent belonged to the range of upto

5. Tourists awareness about tourist places in Kerala

- It is quite clear that out of the total respondents investigated during this study ,Kovalam beach and cochi were known at a percentage of 50 % each ,Idukki at 40 % ,wayanad 33%,Muniar at 20 % and kottayam was known at a 3 %.

6. Sources of Awareness about tourism in India

- Among the different sources of awareness given ,respondents mentioned Internet and from other tourists as sources of awareness about tourism in India 57 % and 43 respectively .

7. Accessibility of tourist places in India

- The vast majority of respondents (80) mentioned tourist places in India to be accessible,whereas 20 % opined that they are not easily accessible.This is due to bad conditions of local roads ,location signage and long distance of travel .

8. Mode of transport used to travel between destinations of India

40 % of respondents used tourist coach as mode of transport to travel ,33 percent used public transport and 27 % used owned vehicles.

9. Tourist's opinion about Hospitality towards foreign tourists in India

The majority (77) of respondents mentioned hospitality towards foreign tourists in India is good, whereas 23 % of the respondents is stating that it is average.

10. Quality of staff in tourist establishment

53 % of respondents mentioned that quality of staff in tourism departments is only average, whereas 47 percent that quality is good

11. Tourist's opinion about cost effectiveness towards their visit

- All ranking Indexes fell in the range of > 33.33 to <66.33 (average cost effectiveness)
- Ranking Indexes of attributes (entertainment and entry fees) were the highest with 51.66 each. Accommodation was found to be having the lowest ranking index of 42.50
- The overall ranking index was 49.58, falling in the range of 37.5 to 67.5 and the cost effectiveness of respondents towards their visit was generally found average

SECTION -B

1. Problems related to costs and Information

- The overall ranking Index was 51.14 and problems related to costs were generally found to be minor problem.
- Ranking Index was 59.30 falling problems related to Information were generally found to be minor problems.

2. Experience with tour operators during their stay in Kerala

- It is indicated 94% of respondents were satisfied with the services of tour operators in Kerala and only 6 percent were highly satisfied. None of them were dissatisfied.

3. Problems related to Travel and Accessibility

- ✓ The ranking indexes of attributes (lack of proper Information and problems of boarding) were found highest with 69.16 and 68.33 respectively and fell into the range of 67.5 to 87.5 which is moderate
- ✓ The rest of the attributes had ranking indexes that fell in the range of 37.5 to 67.5 where the attribute (locating affordable and accessible rooms) was having the lowest ranking Index of 48.33

4. Attitude of staff in tourist establishments towards foreign tourists

Results show that majority (87%) of respondents opined that the attitude of staff in tourist establishments is favourable, whereas 13 percent mentioned indifference or attention is not given.

5. Problems related to cleanliness and Hygiene

- The overall ranking Index was 67.77 and fell in the range of 67.5 to 87.5 which derives the problems related to cleanliness and hygiene were generally found to be moderate
- It was observed that attributes (general cleanliness and sanitation, air, Water and noise) were found having highest ranking indexes of 83.33 and 68.33 respectively, falling in the range of 67.5 to 87.5 which is considered moderate.

Suggestions

- The government of India should implement overseas publicity campaigns to promote tourism in the country in order to increase the foreign tourist arrivals
- Public amenities such as clean toilets should be available in public places and it should be more improved.
- Food with different cuisine menu should be available to offer more choices to foreigners
- Suitable accommodation with necessary facilities in hotels at reasonable prices are needed in Kerala
- The tourism police should be more active and take care of foreign tourists in need especially females
- General cleanliness and hygiene should be a priority to eradicate environmental pollution.
- Adequate waste management and disposal facilities are required in Public places
- Government officials are to improve their behavior towards foreigners especially police staff as pointed out by foreign tourists.

- Legal formalities and enforcement are to be made more flexible for foreign tourists attractions and comfortable stay

Conclusion

The analysis and findings of the study throw light to the trends and growth of tourism in India ,examined the pattern foreign travel arrivals in India and found out the status of foreigners in India due to development of tourism Industry.The study also identified the problems and possible solutions of the foreign tourists in kerala.The study pointed out that from 2012 to 2022 ,the tourist arrivals to India witnessed a positive incremental growth of 102 percent per annum.The seasonality pattern indicated that the maximum tourist arrivals were found in December whereas the minimum tourist arrivals were found in May.

From the total Tourist arrivals region wise to India for the past 10 years (2012-2022),west Europe accounted the highest percentage of share.Maharashtra ranked first mega destination in terms of number of foreign tourist arrivals whereas kerala was ranked eighth.A Weak linear relationship was found between domestic and foreign tourist visits in terms of the percentage annual growth rate.I t was understood that the problems encountered by foreign tourists in Kerala are generally minor problems.However,some of them require particular attention for the improvement of the tourism industry in India.Travel and Tourism can be part of solution to world problems.

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DEVELOPMENT OF URBAN TOURISM IN KERALA WITH SPECIAL FOCUS ON PILGRIMAGE TOURISM



JENCY BABY

Assistant Professor
Department of Commerce
Mercy College, Palakkad, Kerala



Dr. SINDHU. K. P.

Assistant Professor
Department of Commerce and Management Studies
NSS College Parakulam, Thrissur, Kerala



Dr. BIJU JOHN

Professor
PG & Research Department of Commerce
St. Thomas College, Thrissur (Autonomous), Kerala

ABSTRACT

Pilgrimage tourism has now become a part of human life. The concept has been attached to majority of the public in a way or the other. Visiting a place with religious significance and attaining the blessings of the almighty has become a charming experience into the minds of the travellers. And thus, the significance of pilgrimage tourism has gained importance with the passage of time. Even travelling to religious destinations within a short span of time that too within the city has really nourished the life of the public. In this context the researcher tries to unfold the positive impact of pilgrimage tourism conducted within the cities with special reference to St. George Forane, Churuvu, Edappally, Kochi, Kerala and it is analysed that urban tourist initiatives with special focuses on pilgrimage would really enlighten the touristic work in all segments thereby leading to overall sustainability.

Key words: urban tourism, pilgrimage tourism, cities, religious,

Introduction

Tourist activities conducted within the limited boundaries of a city is termed as urban tourism. This kind of tourism hasn't gained much significance in India or in Kerala as such. (1) But its impact within the foreign countries are flourishing in an unprecedented manner. One can even find luxurious and highly developed cities in foreign countries only because of urban tourism initiative adopted by them as their agenda. Thus, it has gained momentum for the time being and is in its advanced mode in the coming decade. It is really the right time for our developing economy to focus into this sphere to make this venture workable in our environment. So, the present study mainly focuses on the necessity of framing urban tourist arena into our economy with special focus on pilgrimage tourism. It is analysed that majority of the people residing in the cities are employed or are engaged in one way or the other and they find very less quantum of time to get relaxed. This has brought out the significance of pilgrimage tourism for enlightening and purifying one's mind and body in a spiritual level. Thus, travelling to places of religious significance within the city and understanding its history has indeed brought out a change in the life style of our society.

Urban Tourism

Urban tourism is a term that describes the influence of tourist activities within the cities and also termed as city tourism. It is a form of tourism that takes place in the large human agglomerations, usually in the main cities or urban areas of each country. (2) Under this kind of tourism, city is core and places falling within the cities would be selected as destinations for travel within a short span of time. (2) From the past few years urban tourism has gained momentum in different parts of the world namely Hong Kong, London, Singapore, Bangkok, Paris, New York City, Rome and much more. (2) Even the travellers find it comfortable to travel to these destinations within a short span of time, may be a single day or even less than that. Even much preparation is not necessary for trips which makes it more attractive to the working folk. This kind of tourism involves sightseeing, shopping, dining, nightlife, sports and recreation. It is considered as fastest budding businesses in the ecosystem surrounding 1,235

million worldwide travelers. (3) Advancement in this kind of tourism in turn helps to improve the city's infrastructure, economic growth, cultural enrichment, improved local services and thereby leading to overall sustainability. Thus, this kind of tourism is indeed the need of the hour.

Kerala Tourism

Kerala- tagged as the "The Gods own country" has a spectacular interest in the minds of the tourists from the past few decades. It is also being named as the one of the ten paradises in the world as put by National Geographic Traveller. (4) The state is popular for different kinds of tourism varying from eco, adventure, marine, hill, culture, pilgrimage and much more. Presently one can find that public as a whole have a tendency to travel for leisure and joy in a much prolonged and dedicated manner to varying destinations due to their pressured and hectic lifestyle.

Kerala is indeed a beautiful and mesmerising destination for the travellers to wander into. Abundant natural resources in the form of forest, hill, water bodies, paddy fields, towns, cities, lakes and rivers make the wanderers admirable into these destinations. And thus, its admirable and emotional feelings and beauty that it provides to the travellers makes the place unique for everyone to visit into. (4)

Objectives of the Study

- Analyse the significance of urban pilgrimage tourism in Kerala with special focus on St. George's Forane Church, Edappally, Kochi
- To evaluate the benefits of pilgrimage tourism at St. George's Forane Church, Edappally, Kochi in the urban tourism development agenda

Pilgrimage Tourism in Kerala

Kerala is popular for pilgrimage in all aspects. Devotees from different parts within and outside the state visit these spiritual destinations in order to evoke blessings from their almighty. Religious destinations ranging from Padmanabha Swami Temple, Guruvayoor temple, Sarabirimala, Vallarpadma Bascilla, Malayattor Church, Our Lady of Dolours Bascilla, Jain temples, Synagogues, Beema Palli, Ponnani Juma Masjid, Cheraman Perumal Juma Masjid are found at a stretch in Kerala for the pilgrims. (5) Its significance is increasing day by day. One can find a combination of all religious monuments in each of 14 districts that too spread over in the city in an unprecedented manner. Thus, more than just being a beautiful place, however, Kerala is a spiritual centre. Kerala is a surprisingly relaxed state that offers plenty in terms of spiritual enlightenment. (5)

Kochi

Metropolitan area of Kochi or otherwise termed as the Kochi urban agglomeration is the vast metropolitan area centered around the city of Kochi, in Ernakulam district, Kerala, India with a population of 3,406,000 as in 2023, a 3.18% increase when compared with the year 2022. (6) Also, the city is the most populous in the state of Kerala with regard to metropolitan area. (7) (8) The place is also known to be the Industrial, Commercial and Financial Capital of Kerala due to its extreme pool of resources in all segments. The highest per capita and the highest GDP of the state were also reflected at Kochi due to its varying amenities. (9). The area is indeed shielded with different kinds of religious monuments

Statement of the Problem

In India, pilgrimage tourism has attained a lot of significance as it directly and indirectly offers employment, business and thereby increased purchasing power and standard of living. It has even helped to eradicate poverty to a certain extent in our society. (10) Tourism is a major source of revenue for many of the countries. Public habitually view holidays and travel as a requirement rather than an extravagance. In Kerala, tourism is one of the key bases of income. It is analysed that people from prehistoric period onwards visited religious destinations. (11) In this context, researcher tries to evaluate one of the urban pilgrim tourist destinations in Kerala, "St. George, Forane Church, Edappally, Ernakulam, Kerala and tries to analyse the benefits and prospects of this religious destination at present and its growing significance in the forthcoming future and the need for outreaching this pilgrim tourist spot to the world as such.

Scope of the Study

The present study has a wider target of tourist inflow into this pilgrim destination. As evoking blessings from the almighty has become a part of majority's life at a stretch, the present study pinpoints the benefits availed by different category of tourist who visit this church at varying time periods. Edappally St. George church is really an urban tourist location situated in the heart of Kochi that has huge tourist and pilgrim inflow everyday. But it is analyzed that the tourist category mainly belongs to the nearby residents and from within the state rather than international tourists. Thus, the present study helps to

suggest various measures for the further development of this arena, so that there is a huge hike in arrival of tourists to this spot from even outer parts of the world. The study also indicates the various business and employment opportunities that would arise on the enhancement of this site. (1)

Methodology

The data is collected mainly from two sources: -

- Primary data through visiting and observing the site
- Secondary data from sources like articles, newspapers and websites.

The researcher has undergone a case study methodology in order to grab necessary details from this religious destination and its impact on the society.

Tools Used

Both quantitative and qualitative data are collected for the study in order to analyse the facilities and accessories available within and near to Edappally church.

History of St. George Forane Church

One of the State's oldest Roman Catholic churches is St. George Forane Church. The church is more popularly known as Geevarghese Church, is the most respected frequently visited church in the city. The church, often referred to as Edappally Pally, was a modest building when it was built in 594 AD. (12) A larger church was constructed next to the previous one in 1080 AD to serve the congregation, which had significantly increased in size. (13) The foundation stone of the new church was blessed and laid by His Holiness Pope John Paul II on 1st January 2000. The construction of the new church was completed by the year 2015 with high level artistic traditional works encompassing the features of Portugal and Kerala. The church occupies 85,110 sq. ft. with 33 steps in the entrance wing that symbolizes the Christ's 33 years life. (12) The altar of the church is 22-ft with a finishing of around 10,000 cubic feet of teak wood. "The sculptures and other interior decoration of the church have been decked with imported gold and silver foil brought from Italy. (13)

Around 5 million people are said to visit it yearly, making it the largest St. George Shrine in Asia. After the seven churches that Thomas Apostle erected in the first century AD, it is regarded as being among the earliest churches in Kerala. A nine-day continuous festival is conducted yearly in the months of April- May as part of the feast day celebration of St. George. The church is also a fine destination for the Non-Christians and they offer religious contributions in the form of gold, chicken and eggs as a part of the fulfilment of their needs. (14) The main feast of the Saint falls on 3rd and 4th of May every year.

Main Pilgrim Attraction

The ethnic architecture projected in the walls of the old and new churches makes a mesmerising memory into the minds of the pilgrims and travellers that makes one to visit this spot again and again. The calmness and soothing relaxation which one attains from this spot is incredible. The famous adoration chapel and the well (drinking water) are yet another pilgrim attraction in the site as the well is considered to have miraculous healing power. Adoration of the Blessed Sacrament kept in the adoration chapel is a means of focusing the minds in prayer. Kappela allied with the Church is indeed another magnetism. (15) Devotees from different places gather together in thousands in order to celebrate the festival which is usually a grand affair.

Findings

- A good quantum of public in the form of pilgrims, tourists and the local residents visit this church throughout the year in a huge flow.
- The quantum of visitors increases in a steep high level at the time of festive season that is in the month of April, May and also during Christmas period.
- Spending some time at church and walking through its corridors, visiting adoration chapels, roaming inside the church premises is indeed a blissful experience for the people.
- Famous LULU Mall, Kochi Metro, Hotels, restaurants, shopping and accessories are available in plenty near to this church which makes the tourist and the pilgrims to make this as an important destination to visit.
- The delightful experience to the devotees who visits the church makes them more attracted to visit this destination again and again.
- Even the attraction of non-Christians to this centre really attracts everyone to make a visit to this destination atleast once when known about it.

- The church is comfortably accessible for easy transportation as the church lays very close to the National Highway 47 and 17 which makes the travellers to make a visit directly to this destination without any hindrance.(12)
- A huge flow of revenue generation and circulation from varying business is found around the boundaries of the church which indeed is a livelihood for many and a revenue to the government in different forms.

Suggestions

A massive quantum of tourists visits this pilgrim destination from the past few decades and is even flourished fully in its fame and dignity. But one can find that majority of these tourists and pilgrims belongs to our own state and to some extend from outside the state. And thus, flow of tourists and pilgrims from abroad can make wonderful upliftment not only in the status of the church but also to the near by comforts and accessories providing business organisations. It would in turn help to increase employment opportunities, businesses, adequate fund generation and beneficial to the local economy in a much more stringent way. Boost in the flow of foreign exchange would bring new developments and upgradation of the state as a whole (1). It is analysed in general that people are interested in spiritual tourism and thus an awareness of the same through different medias around the world would really enlighten tourist sigma into this.

Conclusion

Kerala is enriched with historical, cultural and traditional values and norms in an ever-rolling manner along with its scenic landscapes, waterbodies, untapped natural resources and thus, tourism has a wider scope in it. (16) Even the pilgrimage tourism too nurtures the segment in an unprecedented manner as this form of tourism prevails in our society from the earlier medieval periods. (11)

The present study projects the impact of pilgrimage tourism in Urban centres with special reference to St. George Church, Edappally, Kochi, Kerala and it is analysed that the centre is a famous pilgrim cum tourist spot for the public due its eye-catching attractions along with peace and serenity. Even the church is covered with all amenities and facilities nearby in the form of food, accommodation, entertainment, easy transportation, shopping, night life and much more. Thus, tourists who visit this destination can even have entertainment and other comforts within the short width without travelling large to other tourist destinies (17). Presently one can find a heavy flow of the tourists and residents from within the state to this destiny in a very high level and if the popularity of the same is pinpointed even to the foreign tourist, that may creep more foreign currencies into our economy leading to a high-level progress. And adopting the same scenario in different popular urban pilgrim destinations all over Kerala would really change the face structure of these cities too.

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TOURISM ENTREPRENEURSHIP IN KERALA: A PATHWAY TO SUSTAINABLE DEVELOPMENT



Dr. RENJITH. K. P.

Principal

Cochin Arts and Science College
Manakkakadavu, Kakkanad, Ernakulam, Kerala



MARY VARGHESE

Assistant Professor

St. Albert's College (Autonomous), Ernakulam, Kerala



DHANYA T S

Research Scholar

Faculty of Fisheries Management
KUFOS, Kochi, Kerala

ABSTRACT

A tourism entrepreneur is someone who starts up or runs a business in the tourism sector. Tourist products and services are provided to needy people through this business model. It involves emerging business activities in the areas of hotel accommodations, transportation, shopping, and entertainment and many more. A huge number of entrepreneurial opportunities exist in the tourism and hospitality industry for small businesses. Today, tourism is considered one of the most competitive fields in the world. Generally, entrepreneurs in this industry focus on economic development of tourist areas and aim to create new sustainably profitable businesses by boosting their capacity and willingness to take risks. By doing so, the country earns more profit, creates more jobs, raises its people's standard of living, and attracts foreigners. Tourism is one of the fastest growing industries that leads to economic growth for developing countries like India. As the Covid 19 pandemic spread in the year 2020, travel restrictions were imposed globally and domestically, making it difficult for tourists to visit Kerala. The number of tourists visiting Kerala drastically declined during the pandemic. This had a significant economic impact on the tourism sector and related businesses. Kerala tourism is well on its way to returning to pre-pandemic levels, with twice as many people travelling during the first quarter of 2023 than in the same period of 2022. This study is an attempt to understand the term tourism entrepreneurship, its opportunities and challenges, present condition of Kerala tourism after the pandemic.

KEYWORDS: *Entrepreneurship, Tourism Entrepreneurship, Tourism Development.*

Introduction

Entrepreneurship is doing something new or something different, in order to create wealth for oneself and add value to society (Kao, 1994). Entrepreneurship involves taking innovative and creative actions to bring something new or different to the market. This initiative is often driven by a desire to create value for both oneself and society as a whole. Entrepreneurship has been identified as a significant factor in economic development (Meier, 1995). It plays a vital role in fostering economic growth, job creation, innovation, economic diversification, wealth creation, and increased productivity. Recognizing the importance of entrepreneurship and providing support for entrepreneurs are key elements of many economic development strategies around the world. Entrepreneurship is recognized as a driver of economic and social development in developing countries. It fosters economic growth, reduces poverty, and creates opportunities for individuals and communities to improve their quality of life. As a result, many governments and organizations focus on promoting and supporting

entrepreneurship as a means to achieve sustainable development goals (Todaro, 1989). In many developing countries, entrepreneurship often manifests itself as a means of survival, particularly for economically and socially marginalized individuals. People in such circumstances often have limited access to formal employment or face various socioeconomic barriers. As a result, they turn to self-employment and entrepreneurship to secure their livelihoods.

While considering entrepreneurship within a particular sector, tourism has been recognized as a potential way for communities to solve their socio-economic development problems. (Cooper, 1994; Oppermann and Chon, 1997). The tourism industry represents a growth sector internationally as evidenced by the increasing number of new travel destinations; the trend of tourists moving away from traditional tourism destinations; and the rise of what is termed 'new age tourism', in which vacationers take a more responsible approach to the green environment (Poon, 1993; Lickorish & Jenkins, 1997). Tourism development involves a complex interplay between multinational corporations and locally owned small enterprises, each making distinct contributions—both negative and positive—to the industry and the destinations they operate in. Multinational corporations often have the financial capacity to invest in large-scale infrastructure projects, such as hotels, resorts, and transportation systems, which can improve the overall tourism experience. They have the resources for extensive global marketing, promoting destinations and attracting international tourists. Their large-scale operations can create a substantial number of jobs, both directly and indirectly, stimulating local economies. Small local businesses can promote and preserve local cultures, traditions, and authentic experiences, helping to maintain the uniqueness of a destination. They empower local entrepreneurs and residents, enabling them to participate in tourism-related activities and benefit from the industry. Locally owned small enterprises often have strong ties to the community and can contribute to community development, social cohesion, and support for local initiatives. Effective tourism development often involves a balanced approach that leverages the strengths of both multinational corporations and local small enterprises while mitigating their negative impacts. Collaborative efforts, community involvement, and responsible tourism practices can help maximize the positive contributions of both types of entities while addressing their respective challenges.

Kerala, a state in the southern part of India, is renowned for its natural beauty, cultural diversity, and wide range of tourist attractions. It has earned the name "God's Own Country" due to its stunning landscapes, vibrant culture, and rich heritage. Kerala boasts breath-taking landscapes, including lush green hills, serene backwaters, beautiful beaches, and dense forests. The Western Ghats mountain range runs through the state, providing stunning hill stations like Munnar, Wayanad, and Thekkady. Kerala is famous for its intricate network of backwaters, lagoons, and canals. Alleppey (Alappuzha) is particularly known for its houseboat cruises, offering a unique and tranquil way to experience the backwaters. The state offers some beautiful and clean beaches, including Kovalam, Varkala, and Marari. These beaches are ideal for relaxation and water sports. Kerala is home to numerous wildlife sanctuaries and national parks, such as Periyar Tiger Reserve, Wayanad Wildlife Sanctuary, and Eravikulam National Park. Visitors can spot a wide variety of wildlife, including elephants, tigers, and rare bird species. Kerala has a rich cultural heritage, with a blend of traditional dance forms like Kathakali and Mohiniyattam, as well as classical music. The state also has a wealth of historic temples, churches, and synagogues. Kerala is a hub for Ayurvedic treatments and wellness tourism. Many tourists come to experience traditional Ayurvedic therapies and rejuvenate their body and mind. Kerala is renowned for its delectable cuisine, which includes a variety of dishes featuring coconut, spices, and seafood. Some must-try dishes include Kerala Sadya, Karimeen Pollichathu, and appam with stew. The state offers opportunities for adventure enthusiasts, such as trekking in the Western Ghats, white-water rafting in the Periyar River, and paragliding in Vagamon. Munnar is famous for its tea plantations, and Kerala also offers opportunities to visit spice gardens to learn about and buy spices like cardamom, pepper, and cinnamon. Kerala is known for its warm and welcoming people. The hospitality and friendliness of the locals make tourists feel at home. Kerala celebrates a variety of festivals with great pomp and splendor, such as Onam, Thrissur Pooram, and the boat race festival. These events provide a glimpse into the state's vibrant culture. Kerala is actively promoting eco-friendly tourism and responsible tourism practices, ensuring that its vibrant culture is something for every type of traveler, whether you seek relaxation, adventure, culture, or natural beauty. It's no wonder that Kerala is a highly regarded tourism destination. Kerala, a state known as "God's Own Country," is not only blessed with captivating landscapes but also boasts a thriving tourism industry. However, it is high-profile tourism entrepreneurs who have truly driven the industry's growth. The innovative approach they have taken to

sustain local communities and ecosystems has cemented Kerala's position as a top tourist destination. This paper investigates the role of entrepreneurship in sustainable tourism development within a community in a developing state called Kerala, run by indigenous self-employed and small businesses. Kerala's tourism industry was badly affected by Covid-19 outbreak in China during the last week of January 2020. Since the outbreak of the virus in Western Europe (Italy, Spain, United Kingdom, France, Germany) began in February 2020, there has been a substantial decline in visitors to Kerala. On March 11, 2020, the World Health Organization (WHO) declared the outbreak as a deadly disease, which led to international tour restrictions that negatively impacted Kerala's tourism industry. Tourism in Kerala has been identified as the monetary sector that has been adversely affected by the COVID-19 pandemic (Kerala State Planning Board, 2022). This article explores the significance, challenges, and remarkable achievements of tourism entrepreneurship after post pandemic in Kerala.

Objectives

1. To identify the role of entrepreneurship in sustainable tourism development of Kerala
2. Identify the effect of the COVID-19 pandemic on the tourism entrepreneurship of Kerala

Materials and Methods

In this study, secondary information was used for evaluation. The study primarily used publications, articles, and reports from the Kerala State Planning Board, the Department of Tourism Kerala, and the Kerala Institute of Labour and Employment.

Present status of Entrepreneurship in Kerala tourism sector

Entrepreneurs play a significant role in the tourism sector of Kerala, India. Kerala, often referred to as "God's Own Country," is known for its lush landscapes, backwaters, cultural heritage, and diverse tourism opportunities. Entrepreneurs in Kerala's tourism sector have been instrumental in promoting and developing various aspects of the industry. Here are some examples of entrepreneurs and their contributions to Kerala's tourism sector:

1. **Houseboat Operators:** Kerala's backwaters are famous for houseboat cruises. Many entrepreneurs have invested in houseboat businesses, offering tourists the opportunity to experience the unique charm of Kerala's backwaters.
2. **Homestay Owners:** Entrepreneurs in Kerala have set up homestays, providing travelers with a chance to stay with local families, experience Kerala's culture, and enjoy warm hospitality.
3. **Eco-Tourism Ventures:** Entrepreneurs have launched eco-friendly resorts and eco-tourism initiatives, focusing on responsible and sustainable tourism practices.
4. **Adventure Tourism Operators:** Kerala offers opportunities for adventure tourism, such as trekking, wildlife safaris, and water sports. Entrepreneurs have developed adventure tour packages and facilities for tourists seeking thrilling experiences.
5. **Cultural Experience Providers:** Entrepreneurs often organize cultural performances, traditional art demonstrations, and heritage walks to showcase Kerala's rich cultural heritage.
6. **Wellness and Ayurveda Centers:** Kerala is known for its Ayurveda and wellness tourism. Many entrepreneurs have established Ayurveda centers, wellness retreats, and spas to cater to health-conscious travelers.
7. **Tour Operators and Travel Agencies:** Entrepreneurs in Kerala operate tour agencies, facilitating travel arrangements, organizing tours, and creating itineraries for tourists.
8. **Local Artisans and Craftsmen:** Local artisans and craftsmen often run small businesses that offer tourists the opportunity to purchase authentic Kerala products, such as handicrafts, textiles, and spices.
9. **Tea and Spice Plantations:** Entrepreneurs manage tea and spice plantations in the hill stations of Kerala, providing guided tours and offering insights into the cultivation of tea and spices.
10. **Sustainable Tourism Initiatives:** Some entrepreneurs in Kerala are committed to sustainable tourism, promoting responsible and eco-friendly practices within the industry.
11. **Responsible Accommodation Owners:** Entrepreneurs have established responsible accommodations, including eco-friendly hotels and resorts, that adhere to green building practices and sustainable tourism principles.
12. **Online Travel Platforms:** Kerala-based entrepreneurs have developed online platforms and apps that help travelers discover and book tourism experiences, accommodations, and transportation.

These entrepreneurs contribute to the growth and diversification of Kerala's tourism sector while promoting responsible tourism practices. Their efforts generate employment, stimulate local economies, and showcase the natural beauty and cultural richness of the region. Collaboration among entrepreneurs,

government agencies, and local communities is key to ensuring the continued success and sustainability of Kerala's tourism sector.

Role of entrepreneurs in Kerala tourism

Entrepreneurs have played a pivotal role in the development and growth of Kerala's tourism sector. Kerala, with its unique natural beauty, cultural richness, and diverse landscapes, has become a popular destination for domestic and international tourists. Entrepreneurs in the state have made significant contributions to the tourism industry in the following ways. Entrepreneurs have introduced a wide range of tourism products and services, from eco-friendly resorts and houseboats to cultural experiences and wellness retreats. This diversification has attracted various types of tourists, enhancing the overall tourism experience. Entrepreneurial ventures in the tourism sector have led to job creation, particularly in areas such as hospitality, transportation, and cultural experiences. This has stimulated local economies and provided livelihoods for many. Entrepreneurs often engage with local communities, involving them in the tourism industry. This community participation has led to economic empowerment, cultural preservation, and social cohesion. Many entrepreneurs in Kerala's tourism sector focus on providing high-quality services and innovative experiences. This commitment to excellence has elevated the standards of tourism in the state. Sustainable tourism entrepreneurs prioritize environmental and cultural preservation. They promote responsible practices that protect the natural environment, cultural heritage, and local traditions. Entrepreneurs have contributed to the development of a supportive entrepreneurial ecosystem in Kerala. This includes the establishment of training and mentorship programs, access to finance, and partnerships with government and non-governmental organizations. Entrepreneurs often lead efforts to promote responsible tourism. They educate tourists and local communities about sustainability, environmental conservation, and cultural sensitivity. Some entrepreneurs focus on making tourism experiences accessible to people with disabilities, senior citizens, and individuals with special needs, promoting inclusive tourism. Entrepreneurs leverage technology and innovation to enhance tourism experiences, such as the development of booking platforms, mobile apps, and online resources for travellers. Entrepreneurs support local artisans and small businesses by sourcing products locally. This contributes to the local economy and showcases Kerala's authentic products. These entrepreneurial contributions have not only fueled the growth of tourism in Kerala but have also ensured its sustainability and responsible development. They have enhanced the well-being of local communities, conserved the region's natural and cultural assets, and created memorable experiences for tourists. Entrepreneurs have played a vital role in shaping Kerala's tourism sector into what it is today (Kerala Institute of Labour and Employment, 2015)

Effect of Covid 19 pandemic on the tourism entrepreneurs of Kerala

The COVID-19 pandemic has had a profound and challenging impact on entrepreneurs in Kerala's tourism sector, as it has in many parts of the world. Kerala, known for its tourism industry, witnessed a significant disruption as a result of the pandemic. Here are some of the ways COVID-19 affected entrepreneurs in Kerala's tourism sector:

The pandemic led to a sudden and dramatic drop in tourism, with many tourists cancelling or postponing their trips. This severely impacted entrepreneurs who rely on a steady flow of visitors for their livelihoods. The prolonged period of reduced or no tourism meant a loss of income for many entrepreneurs. They struggled to cover operating costs, pay staff, and sustain their businesses. Due to the drop in tourism, some entrepreneurs were forced to temporarily close their businesses, including hotels, resorts, restaurants, and travel agencies. Many entrepreneurs had to lay off employees as their businesses suffered. This led to significant job losses within the tourism sector. Entrepreneurs faced financial challenges, with ongoing operational costs and loan repayments becoming burdensome as income dwindled. The uncertainty surrounding the duration of the pandemic and its impact on tourism discouraged new investments in the sector. Entrepreneurs became cautious about expanding or starting new ventures. Entrepreneurs were required to adopt stringent health and safety measures to protect both their employees and visitors. This involved additional expenses for personal protective equipment, sanitization, and other preventive measures. Many entrepreneurs shifted to offering online services, such as contactless check-ins at accommodations and virtual tours, to adapt to changing traveler preferences and health guidelines. The government of Kerala introduced various relief measures and financial assistance programs for businesses in the tourism sector to help entrepreneurs cope with the economic impact of the pandemic. Some entrepreneurs pivoted their businesses to cater to new market segments, such as staycations, local tourism, and specialized services like health and wellness programs.

Entrepreneurs increasingly recognized the importance of sustainability and responsible tourism practices in rebuilding the tourism sector. As restrictions eased, entrepreneurs cautiously reopened their businesses, following strict safety protocols and hygiene standards to regain travelers' trust. It's important to note that the impact of COVID-19 on entrepreneurs in Kerala's tourism sector varied depending on factors such as the type of business, location, and adaptability to changing circumstances. While the pandemic presented significant challenges, it also highlighted the resilience and innovation of many entrepreneurs who found ways to navigate these difficult times and adapt to the "new normal" of tourism.

State Governments new initiative to support tourism entrepreneurs

The Kerala government has introduced several initiatives to support tourism entrepreneurs who were severely affected by the COVID-19 pandemic. These initiatives were aimed at providing financial relief, promoting responsible and sustainable tourism, and assisting entrepreneurs in the recovery process. It's important to note that the specific initiatives and their details may have evolved since then. Here are some of the key initiatives introduced by the Kerala government:

The government offered financial aid, grants, and subsidies to support tourism entrepreneurs, particularly small and medium-sized enterprises (SMEs) in the sector (Kerala Tourism, 2020). To ease the financial burden on entrepreneurs, the government, in coordination with financial institutions, provided loan moratoriums and extensions of repayment periods. The government increased efforts to market Kerala as a safe and responsible tourism destination. This included digital campaigns, branding, and partnerships to attract tourists. Clear guidelines and protocols were issued for health and safety in the tourism sector. Entrepreneurs were encouraged to implement these measures to ensure the safety of both tourists and employees. The government initiated skill development programs and training sessions to help entrepreneurs and their staff adapt to the new health and safety norms and customer expectations. Kerala introduced special tourism promotion campaigns, such as "Break the Chain" and "Dream Now, Travel Later," to keep the destination in the minds of potential travelers and assure them of safety. To support homestay owners, the government introduced schemes to upgrade and promote homestays, including financial incentives for improvements. The Kerala Tourism Department created virtual tourism experiences, allowing tourists to explore destinations and experiences online, which helped maintain interest in the state. The government set up testing facilities at key tourism destinations to facilitate travellers' COVID-19 testing, thereby increasing convenience and confidence for visitors. Special loan schemes were launched for entrepreneurs in the tourism sector to obtain low-interest loans for business recovery and expansion. The government emphasized responsible and sustainable tourism practices, encouraging entrepreneurs to adopt eco-friendly and community-friendly initiatives. Tourism support centers and helplines were established to provide guidance and support to entrepreneurs facing difficulties during the pandemic.

Post Covid 19 Landscape

The COVID-19 pandemic had a profound impact on the tourism and hospitality industry worldwide. As destinations and businesses in the tourism sector recover, there are several areas where entrepreneurship in tourism can be improved and adapted to the post-COVID-19 landscape:

Entrepreneurs in the tourism sector utilised digital technologies for online marketing, contactless services, and reservation systems. Investment in an online presence, including a user-friendly website, social media marketing, and mobile apps for booking and information dissemination influenced the services. Entrepreneurs focused on sustainable and responsible tourism practices. These practices promoted environmental sustainability, supported local communities, and integrated responsible and ethical business principles into these venture operations. After post-pandemic Entrepreneurs continued to prioritize health and safety measures. These strategies help to implement rigorous cleanliness and hygiene protocols, and communication of these measures reassured travellers and trust. Entrepreneurs Diversified their tourism offerings to cater to changing traveller preferences. Consideration of the development of new and innovative experiences that align with post-pandemic expectations, such as wellness and outdoor activities made the tourism venture at an international level. As a result of the pandemic, local and domestic tourism are aggressively promoted by entrepreneurs. As international travel may still face uncertainties, investors tap into the local and domestic markets by tailoring experiences and marketing campaigns to attract nearby travellers. In the post covid platform entrepreneurs mostly like to collaborate with local and regional partners. In the post-covid platform era, entrepreneurs often prefer to collaborate with local and regional companies. In addition to strengthening the overall tourism ecosystem, partnerships with other businesses and stakeholders can create cross-

promotional opportunities. In post covid, travel partners are more into the construction of an adaptive business model that can offer flexible booking and cancellation policies to accommodate travelers' changing plans and concerns. Well-trained and informed employees are essential for providing excellent customer service in the new normal. On-the-job training on safety measures, guest interactions, and adapting to new norms can create a wide range of opportunities.

Entrepreneurs are well aware of the necessity of achieving financial resilience and cost management in this post-COVID platform. It can strengthen the ventures financial position to withstand future uncertainties and economic challenges like Coronavirus disease, Nipah virus or flood etc. The Kerala government has demonstrated a proactive approach to developing crisis management and contingency plans to respond to unexpected situations, including health crises and natural disasters. Kerala's experience in effectively managing various crises, including the Nipah virus outbreak and floods, has been recognized globally. Community engagement is a vital aspect of responsible and sustainable tourism, and entrepreneurs can play a key role in fostering this engagement. Fostering community engagement in tourism initiatives not only benefits the local population but also enhances the authenticity and sustainability of the tourism experience. It helps build stronger relationships between entrepreneurs, travellers, and the community, contributing to the overall success and well-being of the destination. Entrepreneurs can play a significant role in the development of wellness tourism and eco-tourism, two growing segments of the travel industry. These areas emphasize well-being, nature, and sustainability, and offer unique opportunities for entrepreneurs to create meaningful and environmentally responsible tourism experiences. By prioritizing sustainability, community involvement, and educational aspects, they can create authentic and enriching experiences that align with the values and preferences of conscious travellers. Entrepreneurs in the Kerala tourism industry can significantly benefit from investing in guest feedback and improvement initiatives. By actively seeking, collecting, and acting on guest feedback, they can enhance the quality of their services and create more satisfying experiences for travellers. Investing in guest feedback and improvement not only leads to enhanced guest satisfaction but also strengthens your reputation and competitiveness in the tourism industry. By showing a commitment to continually improving the guest experience, entrepreneurs in Kerala's tourism sector can build trust and loyalty among travellers. Adapting to the post-COVID-19 tourism landscape may require resilience, innovation, and a willingness to change. The successful integration of these strategies can help tourism entrepreneurs thrive and meet the evolving needs and expectations of traveller's in a world reshaped by the pandemic.

Role of Tourism entrepreneurship in the sustainable development of Kerala- A discussion

The post-COVID-19 landscape has presented tourism entrepreneurs in Kerala with an opportunity to focus on sustainable development. Sustainability in tourism involves considering the long-term well-being of the destination, its communities and the environment.

Entrepreneurs in Kerala's tourism sector can make a significant impact on environmental conservation by implementing eco-friendly practices and promoting eco-tourism experiences. they can initiate and prioritize environmental conservation by implementing eco-friendly practices, such as energy-efficient lighting, waste reduction, and water conservation measures in accommodations. Promotion of eco-tourism experiences that emphasize wildlife conservation and the protection of natural habitats can make a significant impact on the region's natural beauty, biodiversity, and the overall sustainability of their businesses. Additionally, they can appeal to travellers who are increasingly interested in eco-friendly and responsible tourism experiences. Promoting responsible tourism is a crucial initiative that can help Kerala's tourism entrepreneurs create more sustainable and culturally respectful travel experiences. Education programs for tourists about responsible and ethical travel practices, including respecting local cultures and the environment can improve responsible tourism experiences.

Promoting sustainable transportation is an essential initiative for Kerala's tourism ventures to reduce the environmental impact of travel while providing tourists with eco-friendly options such as electric vehicles, e-rickshaws or electric buses for local transportation within tourist destinations etc. Govt initiatives are held to designate certain areas as car-free zones within tourist destinations to reduce carbon emissions and promote walking and cycling. This kind of venture attracts tourists to carpool by offering incentives or discounts for those who share rides with others. Travel partners initiative to invest in carpooling platforms or apps to facilitate ride-sharing among tourists that can emit lower levels of pollution. The government initiative of Caravan tourism in Kerala has the potential to attract a new segment of traveller's who seek adventurous, flexible, and eco-conscious ways to explore this beautiful

region. Caravan tourism, also known as RV (recreational vehicle) tourism, is a form of travel and tourism that involves exploring destinations using self-contained vehicles designed for living and transportation. These vehicles, often equipped with amenities like sleeping quarters, kitchens, and bathrooms, allow travellers to experience the freedom of the open road while still enjoying the comforts of home. The introduction of caravan tourism in Kerala can be a unique and exciting development for the region's tourism industry.

Effective waste management is essential for maintaining the natural beauty and sustainability of Kerala's tourist destinations such as Recycling and Composting programs at accommodations, including hotels, resorts, and lodges, for the separation and collection of recyclables like paper, plastic, glass, and aluminium. Introduction of composting systems to manage organic waste, such as food scraps and yard waste, on-site and the resulting compost can be used for landscaping or donated to local farms. Promote the use of reusable and eco-friendly products in the tourism sector and encourage guests to use refillable water bottles, cloth shopping bags, and stainless steel straws, source biodegradable amenities and products for accommodations, such as biodegradable toiletries and packaging can improve sustainable development of the state.

Local bodies initiatives to organize regular beach and nature clean-up drives involving tourists, staff, and local volunteers and these events can raise awareness about waste pollution and actively contribute to the cleanliness of natural areas. By implementing these waste management initiatives, Kerala can reduce the environmental impact of tourism and protect its natural beauty. Responsible waste management not only benefits the environment but also enhances the overall tourist experience and contributes to the long-term sustainability of the region

Conclusion

As Kerala develops its tourism industry, entrepreneurship is becoming a key driver for sustainability. Natural beauty, government initiatives, cultural heritage, and the use of technology have created an environment that encourages entrepreneurs to flourish in this state. Aspiring entrepreneurs can take advantage of these opportunities not only to contribute to Kerala's economy but also to showcase the state's rich cultural heritage to the world. Through such entrepreneurial endeavours, Kerala can continue to attract tourists, generate employment, and promote sustainable and responsible tourism practices. Entrepreneurship in the tourism industry has played a vital role in shaping Kerala's tourism industry. Their visionary leadership has not only led to successful business ventures, but has also contributed to the creation of sustainable growth in companies. They have made Kerala a vibrant, responsible, and sought-after tourist destination by combining their entrepreneurial skills with a deep respect for nature, culture, and local communities. As the industry continues to evolve, their ongoing commitment to innovation and sustainability will undoubtedly shape the future of tourism in Kerala.

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INFLUENCE OF GI TAGGED PRODUCTS IN KERALA TOURISM

SOUMYA SURENDRAN

Assistant Professor of Commerce
Sree Narayana College, Chengannur, Kerala

ABSTRACT

Geographical Indication (GI) tagged items are agricultural, natural, or manufactured goods with distinctive qualities or characteristics unique to a specific geographical location. These products are legally protected in India under the Geographical Indication of Goods (Registration and Protection) Act, 1999. Kerala, a state in southern India, is known for its rich cultural heritage, natural beauty, and diverse tourism offerings. Kerala Tourism has played a significant role in promoting these unique products, including GI tagged goods. Marketing campaigns can highlight the uniqueness and quality of these products, attracting both domestic and international tourists. Kerala Tourism can also collaborate with local producers to establish visitor centers, museums, or exhibition spaces at tourist hotspots, educating tourists about the products' history, production processes, and significance. GI tagged products in Kerala tourism not only promote the state's unique culture and heritage but also boost the local economy, diversify tourism offerings, and promote sustainable practices.

Key Words: *GI Tagged Products, Kerala Tourism, Marketing techniques*

Introduction

GI (Geographical Indication) tagged items are agricultural, natural, or manufactured goods that are related to a certain geographical location and have distinctive qualities or characteristics owing to natural and/or human factors unique to that region. GI tags are used to protect and promote these items, as well as to prevent abuse or imitation and to give economic and cultural advantages to producers and the region. GI Tagged products are those that naturally reflect qualities, reputations, or unique characteristics to a location and are legally protected in India by registration under the Geographical Indication of Goods (Registration and Protection) Act, 1999. Geographical Indication (GI) can be used for any type of product manufactured, agricultural, food, or even handicrafts. Kerala is regarded as a treasure trove of unique geographical indication. Overall, India has 417 registered geographical indications, with Kerala owning 30 of them. Geographical Indication tags are commonly found on agricultural items in Kerala.

Kerala, a state in southern India, is known for its rich cultural heritage, natural beauty, and diverse tourism offerings. The "God's Own Country" slogan has been used effectively to promote Kerala as a top tourist destination. Kerala Tourism has played a significant role in promoting the state's unique products, including GI (Geographical Indication) tagged products. Here are some ways Kerala Tourism might affect GI-tagged goods in the region: Kerala Tourism can use its marketing campaigns to highlight GI tagged products. These campaigns can showcase the uniqueness and quality of these products to both domestic and international tourists, encouraging them to purchase these items as souvenirs or gifts. Kerala Tourism can incorporate visits to places where GI tagged products are produced or sold in its official tourist itineraries. This would expose tourists to these products and provide them with opportunities to purchase them. Kerala Tourism can collaborate with local producers of GI tagged products to establish visitor centers, museums, or exhibition spaces at tourist hotspots. These spaces can educate tourists about the products' history, production processes, and significance. Kerala Tourism can play a crucial role in influencing the popularity and sales of GI tagged products by integrating them into its tourism promotion strategies and creating opportunities for tourists to engage with and purchase these unique items. This not only benefits local producers but also enhances the overall tourist experience in Kerala.

Statement of the problem

Kerala's tourist industry has been significantly impacted by goods bearing Geographical Indication (GI) labels. GI-tagged products provide several illustrations of Kerala's rich cultural heritage, biodiversity, and traditional handicraft. GI-tagged goods have considerably boosted the local economies of Kerala's regions, given tourists a unique cultural experience, and promoted environmentally friendly activities. These products are now a vital part of Kerala's tourism sector, bringing in travellers eager to experience

the state's rich cultural and artisanal heritage. There for this present study focused to identify the influence of GI tagged products in Kerala Tourism.

Review of relevant Literature

(Anna Bashir.,2020) article applied to the concepts of “Protection of Geographical Indication Products from Different States of India” Geographical indication protection (GI) is crucial for producers, as they face challenges in securing better legal protection for their products at both national and international levels. The legal framework in India is insignificant, causing revenue loss due to counterfeit products. To strengthen GI protection, awareness is needed, and national legislation is needed to register products under the GI Act. The legal framework for protecting geographical indications in India is insignificant, with the GI Act available in all states but rarely used by producers and stakeholders. Increased awareness and training are needed to prepare producers and stakeholders for protection. Post-registration, promotion, and continuous awareness building are needed to ensure consumer quality and socio-economic benefits.

(Soumya.D.N.,2020) article applies the concepts of “ Influence of GI Tag on development of Channapatna Toys”. Geographical indication tags (GI) are a valuable tool for MSMEs, particularly in the handicraft sector, to maintain tradition and culture. They increase sales, price changes, quality enrichment, and profitability, while supporting society. Integrated with TRIPS and WTO, GI can enhance potential areas for holistic development. This study examines the influence of GI tags on Channapattana toys manufacturers' current scenario. GI tags offer advantages when effectively marketed and protected against illegal copying. This requires quality assurance, brand creation, and customer relationship management. Authorized GIs protect traditional knowledge and cultural aspects, making them a crucial means for holistic development in countries like India.

(Padmini, T.S,2002), study applied to the concepts of “ Problems and prospects of pineapple cultivation in Kerala” This study looked at the cost structure of growing pineapples, operational profitability, distribution routes, and the relative efficacy of marketing techniques in an effort to identify the issues and opportunities. to evaluate the issues associated with growing and selling pineapples, and to provide appropriate solutions based on research findings. And the study concluded with the suggestion to enhancing pineapple production and marketing in Kerala by increasing plant density, applying fertilizers, and using high density orcharding. Prioritizing technology and research and development initiatives can boost productivity and increase yield per hectare.

(Priyanka U, 2021) article applied to the concepts of “ Impact of National Handloom Development Programme (NHDP) – Adoration to GI Tagged Kuthampully Sarees”. Geographical Indication (GI) handloom products are essential for India's socio-economic development and contribute to GDP growth. The National Handloom Development Programme (NHDP) is a centrally launched scheme for GI tagged products and weavers. A study on 93 GI tagged Kuthampully weavers found that most were aware of and received benefits from the scheme. Further financial assistance and government support are needed to ensure the effectiveness and efficiency of these GI tagged products and handloom weavers. The study shows that 71% of GI-tagged Kuthampully weavers are male and predominantly from rural areas. NHDP, part of the Make-in-India initiative, benefits 60% of co-operative society respondents. Urban Haats help weavers sell their products. However, the program's main objective of training, skill up-gradation, and product development is not useful for producing GI-tagged Kuthampully sarees.

Objectives of study

1. To identify the GI tagged products from kerala
2. To study the relevance of GI tagged products in kerala tourism
3. How Kerala tourism helps GI-tagged products to find new markets
4. Marketing techniques adopted by GI tagged products in new market

Results & Discussions.

Special manufactured, natural, or agricultural items with distinctive qualities unique to a certain geographic location are those with a Geographical Indication (GI) designation. Certain items in India are legally protected under the Geographical Indication of items (Registration and Protection) Act, 1999. Kerala, a state in southern India, is well known for its extensive tourism opportunities and rich cultural heritage. Through marketing campaigns, collaborations with local manufacturers, and the

construction of visitor centers, museums, or exhibition spaces, Kerala Tourism has considerably aided in the promotion of these unique products. These programs not only enhance the state's unique culture and customs, but they also support the local economy, diversify the travel and tourist sector, and encourage ecologically responsible practices. By include GI-tagged products, Kerala has successfully benefited these goods in reaching new markets.

GI tagged products from kerala

GI (Geographical Indication) branded products have grown in popularity in recent years, both in India and around the world. Kerala, a southern Indian state noted for its rich cultural heritage and one-of-a-kind products, has also seen the rise of GI labelled products. Kerala's GI-tagged items fall into two categories: agricultural and handicrafts, as shown below.

Table 1

List of GI tagged products of Kerala.

SI No	GI Tagged Products	Category
1	Alleppey Coir	Handicraft
2	Aranmula Kannadi	Handicraft
3	Balaramapuram Sarees and Fine Cotton Fabrics	Handicraft
4	Brass Broidered Coconut Shell Craft of Kerala (Logo)	Handicraft
5	Brass Broidered Coconut Shell Crafts of Kerala	Handicraft
6	Cannanore Home Furnishings	Handicraft
7	Central Travancore Jaggery	Agricultural
8	Chendamangalam Dhoties & Set Mundu	Handicraft
9	Chengalikodan Nendran Banana	Agricultural
10	Kaipad Rice	Agricultural
11	Kasargod Sarees	Handicraft
12	Kuthampally Dhoties & Set Mundu	Handicraft
13	Kuthampully Sarees	Handicraft
14	Maddalam of Palakkad	Handicraft
15	Maddalam of Palakkad (Logo)	Handicraft
16	Malabar Pepper	Agricultural
17	Marayoor Jaggery (Marayoor Sharkara)	Agricultural
18	Monsooned Malabar Arabica Coffee	Agricultural
19	Navara Rice	Agricultural
20	Nilambur Teak	Agricultural
21	Palakkadan Matta Rice	Agricultural
22	Payyannur Parithra Ring	Handicraft
23	Pokkali Rice	Agricultural
24	Screw Pine Craft of Kerala	Handicraft
25	Screw Pine Craft of Kerala (Logo)	Handicraft
26	Tirur Betel Leaf (Tirur Vettilla)	Agricultural
27	Vazhakulam Pineapple	Agricultural
28	Wayanaad Robusta Coffee	Agricultural
29	Wayanad Gandhakasala Rice	Agricultural
30	Wayanad Jeerakasala Rice	Agricultural

Source: <https://www.adda247.com/upsc-exam/updated-list-of-geographical-indication-tags-in-india/>

Relevance of GI tagged products in Kerala.

Geographical Indication (GI) tags are used to identify products that have a specific geographical origin and possess qualities, reputation, or characteristics that are attributable to that place of origin. Kerala, a

state in southern India, has several products that have been granted GI tags due to their unique characteristics and cultural significance. Here are some examples of GI-tagged products in Kerala and their relevance:

- **Malabar Pepper (Malabar Black Pepper):** Kerala is renowned for its high-quality black pepper, which is known as Malabar Pepper. The GI tag ensures that the pepper produced in the Malabar region of Kerala is recognized for its distinct flavor and aroma. The relevance of this GI tag lies in preserving the heritage of pepper cultivation in the region and promoting it as a premium product in both domestic and international markets.
- **Alleppey Green Cardamom:** Cardamom from the Idukki and neighboring districts of Kerala, particularly around the town of Alleppey (now known as Alappuzha), has received a GI tag. This GI tag helps in differentiating the cardamom produced in this region from cardamom grown elsewhere. It enhances the reputation of Alleppey cardamom and contributes to the livelihoods of local farmers.
- **Wayanad Robusta Coffee:** Coffee cultivated in the Wayanad district of Kerala has been granted a GI tag. This recognition ensures that Wayanad Robusta Coffee is known for its unique taste and quality, and it promotes coffee cultivation in the region. It also boosts the marketing and export potential of this coffee variety.
- **Aranmula Kannadi (Aranmula Metal Mirror):** Aranmula Kannadi is a traditional metal mirror made in the Aranmula region of Kerala. It is highly regarded for its unique manufacturing process and cultural significance. The GI tag protects the craftsmanship and heritage associated with this mirror and promotes it as a collector's item.
- **Kasaragod Sarees:** Kasaragod district in Kerala is known for its unique handwoven sarees with distinctive designs. The GI tag helps in preserving the traditional weaving techniques and promotes the Kasaragod sarees as a valuable cultural and artistic product.
- **Pokkali Rice:** Pokkali is a traditional salt-resistant rice variety grown in the coastal regions of Kerala. The GI tag recognizes the ecological importance of Pokkali rice cultivation and supports the conservation of the traditional farming practices.

How Kerala tourism helps GI-tagged products to find new markets

In the context of Kerala tourism, GI tagged products can have a significant influence in several ways:

- **Cultural and Authentic Experience:** GI tagged products represent the unique cultural and traditional heritage of Kerala. Tourists often seek authentic experiences when visiting a place, and these products can provide a genuine taste of the local culture. For example, products like "Malabar Pepper" and "Wayanad Robusta Coffee" with GI tags showcase the rich agricultural traditions of the region.
- **Tourism Promotion:** Kerala's tourism board can leverage GI tagged products to promote the state as a destination for cultural and culinary tourism. These products can be highlighted in marketing campaigns, and tourists may be encouraged to visit the regions where these products are produced to experience the entire process firsthand.
- **Economic Impact:** GI tagged products can boost the local economy by increasing the demand for products that are unique to Kerala. This can lead to increased income for local farmers and artisans, helping to uplift rural communities and reduce migration to urban areas.
- **Preservation of Traditions:** GI tags often require adherence to traditional methods of production and quality standards. This can help preserve traditional practices and craftsmanship, which can be a point of interest for tourists. For example, GI tagged products like "Kasaragod Sarees" are known for their traditional weaving techniques.
- **Diversification of Tourism Offerings:** Kerala is already known for its natural beauty, backwaters, and wildlife. GI tagged products can add another layer to its tourism offerings, making it a more diverse and appealing destination for a wider range of travelers.
- **Culinary Tourism:** GI tagged food and beverage products, such as "Malabar Parotta" and "Palakkadan Matta Rice," can attract food enthusiasts to explore Kerala's diverse culinary traditions. Culinary tourism is a growing trend, and these products can be a key attraction for food lovers.

- **Souvenirs and Gifts:** Tourists often seek unique souvenirs and gifts to take back home. GI tagged products can serve as excellent souvenirs that carry the essence of Kerala, providing a memorable and meaningful token of their visit.
- **Sustainable Tourism:** Many GI tagged products are produced using sustainable and eco-friendly methods. Highlighting these aspects can attract eco-conscious travelers who are interested in responsible and sustainable tourism practices.

One of its unique strengths lies in its promotion of Geographical Indication (GI)-tagged products, which are goods that have specific qualities, reputation, or characteristics attributable to their geographic origin. These products can include traditional crafts, agricultural produce, and more. Kerala tourism has played a significant role in helping these GI-tagged products find new markets in several ways:

- **Promotion through Tourist Destinations:** Kerala is a popular tourist destination, and many visitors are interested in experiencing the local culture and buying authentic products. The state's tourism department often promotes and showcases GI-tagged products at various tourist spots and souvenir shops. This exposure helps these products gain visibility among domestic and international tourists.
- **Heritage and Cultural Festivals:** Kerala hosts numerous cultural and heritage festivals throughout the year, such as Onam and Theyyam. During these events, GI-tagged products are often featured prominently, and artisans get a chance to showcase their skills and products to a broader audience.
- **Collaboration with Tour Operators:** Kerala tourism authorities often collaborate with tour operators to include visits to places where GI-tagged products are produced. Tourists can witness the production process, interact with artisans, and purchase these unique items directly from the source.
- **Government Support:** The Kerala government provides support and incentives to artisans and producers of GI-tagged products. This support includes financial assistance, training, and marketing assistance, which can help these products reach new markets.
- **Crafts Villages and Workshops:** Kerala has established crafts villages and workshops where artisans can work and display their products. Tourists can visit these places, learn about the traditional methods of production, and purchase GI-tagged products directly from the artisans.
- **Online Marketing and E-commerce:** In the digital age, Kerala tourism has also leveraged online platforms to promote GI-tagged products. They have websites and e-commerce portals dedicated to showcasing and selling these products, making them accessible to a global audience.
- **International Trade Fairs:** Kerala participates in various national and international trade fairs and exhibitions, where GI-tagged products are exhibited and marketed to potential buyers and distributors from around the world.
- **Collaboration with Export Promotion Agencies:** Kerala tourism collaborates with export promotion agencies to help GI-tagged products meet international standards and regulations, ensuring they are export-ready and can access new markets abroad.

Marketing techniques adopted by GI tagged products in new market.

Geographical Indication (GI) tagged products often use various marketing techniques to successfully enter and establish themselves in new markets. GI tags signify that a product has unique qualities, characteristics, and reputation associated with its place of origin. Here are some marketing techniques adopted by GI tagged products in new markets:

- **Leverage the GI Tag:** Highlight the GI tag prominently in all marketing materials, packaging, and branding. Educate consumers about the significance of the GI tag and what it represents, such as the product's authenticity and quality tied to a specific geographic region.
- **Storytelling:** Craft compelling narratives and stories about the product's origin, history, and the people behind its production. Use storytelling to create an emotional connection with consumers and emphasize the product's cultural and historical significance.
- **Quality Assurance:** Maintain strict quality control measures to ensure that the product consistently meets or exceeds the expectations associated with the GI tag. Use certifications and quality seals to reinforce this commitment to quality.

- **Collaborations:** Partner with local and international retailers, distributors, and restaurants to introduce the product to a broader audience. Collaborations can also help in creating unique product offerings or experiences.
- **Digital Marketing:** Utilize digital marketing channels, such as social media, websites, and email marketing, to reach a global audience. Share engaging content like videos, images, and stories that showcase the product and its connection to its place of origin.
- **Consumer Education:** Conduct workshops, seminars, and tastings to educate consumers about the product's unique characteristics, how to use it, and its cultural significance. Building consumer knowledge can enhance their appreciation and loyalty.
- **Participation in Food and Trade Fairs:** Participate in local and international food and trade fairs to introduce the product to potential buyers, distributors, and partners. Such events can help in networking and building relationships.
- **Packaging and Labeling:** Invest in attractive and informative packaging that reflects the product's origin. Include details about the GI tag, its history, and serving suggestions on the labels.
- **Online Marketplaces:** List the product on e-commerce platforms and marketplaces to make it accessible to a global audience. Ensure that the product's online presence is optimized for search engines and user-friendly.
- **Word-of-Mouth Marketing:** Encourage satisfied customers to share their experiences through reviews, testimonials, and word-of-mouth recommendations. Positive word-of-mouth can be a powerful marketing tool.
- **Sustainability and Authenticity:** Emphasize the product's sustainable production methods and authentic ingredients. Today's consumers often seek products that align with environmental and ethical values.
- **Limited Editions and Special Releases:** Create a sense of exclusivity by releasing limited edition or seasonal variations of the product. This can generate buzz and anticipation among consumers.
- **Cultural Events and Festivals:** Participate in cultural events and festivals both in the region of origin and in the target market. These events provide opportunities to showcase the product and its cultural significance.
- **Public Relations:** Work with PR agencies to generate media coverage and press releases about the product's entry into new markets and any unique aspects of its production.
- **Continuous Innovation:** Stay open to innovation and adapt to changing consumer preferences while preserving the core qualities that make the product unique.

Conclusion

The relevance of GI-tagged products in Kerala lies in protecting and promoting the unique characteristics, cultural heritage, and economic interests of the region. These tags contribute to the conservation of traditional knowledge, sustainable farming practices, and the livelihoods of local communities. Additionally, they enhance the marketability of these products and often result in better pricing for producers.

By integrating the promotion of GI-tagged products into its tourism strategy, Kerala has successfully helped these products find new markets both domestically and internationally. This not only preserves traditional craftsmanship and cultural heritage but also provides economic opportunities for artisans and boosts tourism in the region.

Successful marketing of GI tagged products in new markets requires a combination of promoting authenticity, quality, and cultural significance while effectively reaching and engaging with the target audience.

In conclusion, GI tagged products in Kerala tourism not only contribute to the promotion of the state's unique culture and heritage but also have the potential to boost the local economy, diversify tourism offerings, and promote sustainable practices. By effectively leveraging these products, Kerala can enhance its appeal as a tourist destination and provide tourists with richer, more authentic experiences.

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UNLEASHING CHENGANNUR'S TOURISM POTENTIAL: EMERGING TRENDS IN TOURISM ENTREPRENEURSHIP

Dr. NISHAD. A.

Assistant Professor of Commerce
Sree Narayana College Chengannur, Kerala

ABSTRACT

Chengannur, a scenic town located in the southern state of Kerala, India, has been gaining attention as a potential hotspot for tourism entrepreneurship. With its rich cultural heritage, natural beauty, and strategic location, Chengannur offers a plethora of opportunities for budding entrepreneurs looking to tap into the growing tourism industry. This study explores the potential for tourism entrepreneurship in Chengannur, highlighting its unique features, challenges, and strategies for success. Chengannur, a picturesque town nestled in the heart of Kerala, India, boasts a rich cultural heritage and natural beauty that remains largely untapped in the world of tourism. This paper delves into the burgeoning trends in tourism entrepreneurship, aiming to unleash Chengannur's vast potential as a tourist destination. With its unique blend of tradition and modernity, Chengannur offers a spectrum of opportunities for visionary entrepreneurs. This study explores several emerging trends shaping the tourism industry, including eco-tourism, cultural tourism, and experiential tourism, each presenting promising avenues for growth and development. Incorporating sustainable and eco-friendly practices is vital to Chengannur's tourism growth, given its rich biodiversity and eco-sensitive zones. Furthermore, the region's deep-rooted cultural heritage and festivals provide a fertile ground for cultural tourism, showcasing local traditions and art forms. The experiential tourism trend, emphasizing immersive and authentic experiences, can be harnessed to engage tourists in the town's vibrant culture and natural beauty. Entrepreneurs and stakeholders, highlighting the potential of Chengannur's tourism industry, while underlining the importance of sustainable practices and cultural preservation. By embracing these emerging trends, Chengannur can transform into a vibrant and sustainable tourism hub, benefiting both the local community and visitors.

Keywords: *Tourism, Entrepreneurship, Tourism Trends*

INTRODUCTION

Tourism entrepreneurship is a growing sector in many regions worldwide, driven by increasing wanderlust among travelers and the desire for unique experiences. Chengannur, situated in the lush green landscapes of Kerala, India, is not untouched by this phenomenon. Nestled amidst serene backwaters, ancient temples, and vibrant cultural traditions, Chengannur has the potential to become a prominent tourism destination. Shedding light on its unique features, opportunities, challenges, and strategies for success. By examining case studies of successful tourism entrepreneurs and government initiatives, we seek to understand how Chengannur can harness its tourism potential. Emerging Global Trends in Tourism Entrepreneurship" explores Chengannur's potential as a tourist destination. It delves into the latest global trends in tourism entrepreneurship, emphasizing sustainability, technology integration, niche tourism, and the importance of crisis preparedness. These trends hold the key to Chengannur's success in the ever-evolving tourism landscape.

Chengannur boasts a rich history dating back to the medieval period. It is renowned for its ancient temples, including the Chengannur Mahadeva Temple and the Bhagavathy Temple, which attract pilgrims and history enthusiasts alike. The town's historical significance provides a strong foundation for tourism entrepreneurship. The natural beauty of Chengannur is mesmerizing. It is surrounded by lush paddy fields, backwaters, and the Pampa River, making it an ideal destination for eco-tourism. The proximity to the famous Kerala backwaters adds to its appeal, offering opportunities for houseboat rides and nature tours. Chengannur is known for its vibrant cultural traditions, including Kathakali performances, Theyyam rituals, and temple festivals. These cultural experiences are a draw for tourists seeking an authentic taste of Kerala's traditions and art forms. Chengannur benefits from good connectivity through road and rail networks. The presence of essential infrastructure like hotels, restaurants, and transportation facilities is conducive to tourism development. Moreover, the town is easily accessible from major cities like Kochi and Thiruvananthapuram.

TOURISM ENTREPRENEURSHIP OPPORTUNITIES IN CHENGANNUR

One of the most promising avenues for tourism entrepreneurship in Chengannur is the establishment of homestays and boutique accommodations. Travelers are increasingly seeking unique and immersive experiences, and staying with local families allows them to experience Kerala's culture and cuisine up close.

1) **Adventure Tourism:**

The pristine natural landscapes around Chengannur present an opportunity for adventure tourism. Entrepreneurs can set up adventure sports activities like kayaking, trekking, and wildlife safaris. The untamed wilderness of Chengannur's forests and rivers is a playground for adventure enthusiasts.

2) **Culinary Tourism:**

Kerala is famous for its diverse and delicious cuisine. Chengannur's entrepreneurs can capitalize on this by offering culinary tourism experiences. Cooking classes, spice plantation tours, and authentic Kerala meals can be attractive options for food lovers.

3) **Wellness and Ayurveda Tourism:**

The holistic healing traditions of Ayurveda have gained international recognition. Chengannur can tap into the wellness tourism market by offering Ayurveda treatments and yoga retreats. The serene natural surroundings provide an ideal setting for relaxation and rejuvenation.

4) **Cultural Experiences:**

Chengannur's cultural heritage offers opportunities for entrepreneurs to create unique cultural experiences for tourists. This could include guided temple tours, traditional art performances, and workshops on traditional crafts.

STRATEGIES FOR TOURISM ENTREPRENEURSHIP SUCCESS

Thorough market research is essential to understand the preferences and expectations of the target audience. Entrepreneurs should tailor their offerings to cater to the specific interests of tourists, whether it be cultural, adventure, or wellness tourism. Adopting sustainable practices not only preserves Chengannur's natural beauty but also attracts eco-conscious travelers. Entrepreneurs should invest in eco-friendly infrastructure and promote responsible tourism. Building collaborations with local artisans, cultural performers, and other entrepreneurs can enhance the overall tourism experience. Joint marketing efforts and bundled packages can attract more tourists. In the digital age, a strong online presence is crucial. Entrepreneurs should invest in professional websites, social media marketing, and online booking platforms to reach a wider audience. Engaging with the local community is vital for sustainability and fostering positive relationships. Entrepreneurs can involve locals in their businesses and contribute to the overall development of Chengannur.

GOVERNMENT INITIATIVES AND SUPPORT

The government of Kerala, recognizing Chengannur's untapped tourism potential, has actively introduced initiatives and policies to bolster tourism entrepreneurship in the region. These governmental efforts are pivotal in fostering an environment conducive to sustainable and responsible tourism development. One significant facet of government support lies in the formulation of tourism policies and incentives. Entrepreneurs in Chengannur benefit from subsidies for eco-friendly initiatives, which incentivize environmentally responsible practices like renewable energy adoption, waste management, and the development of green infrastructure. These measures not only contribute to the preservation of Chengannur's natural beauty but also attract travelers seeking sustainable experiences. Furthermore, the provision of tax incentives for new tourism ventures reduces the financial burden on startups, making it more financially viable for entrepreneurs to invest in the tourism sector. This encourages the growth of innovative and diverse tourism businesses in Chengannur.

The government also plays a crucial role in enhancing the skills and knowledge of entrepreneurs through sponsored training programs and workshops. These cover a spectrum of essential topics, including business management, marketing, and hospitality, thus equipping entrepreneurs with the expertise to run successful and sustainable tourism enterprises. Infrastructure development is another key area where government initiatives are evident. Investments in improving road networks, public facilities, waste management, and other critical elements enhance the overall convenience and comfort of tourists visiting Chengannur. These efforts ensure that visitors have a positive and memorable experience in the region. Promotional campaigns led by the government, often in collaboration with local tourism boards and entrepreneurs, are instrumental in increasing Chengannur's visibility on the national and international tourism map. These campaigns leverage various media channels to reach a broad audience,

attracting travelers from across India and beyond. Crisis preparedness has gained prominence in light of recent global events, such as the COVID-19 pandemic. The government has emphasized the development of guidelines for safe operations, crisis management strategies, and flexible cancellation policies to instill confidence in travelers and ensure their safety and well-being. Community engagement is also encouraged, with initiatives like homestays and cultural exchange programs benefiting both tourists and the local population. By involving local residents in tourism activities, entrepreneurs contribute to the overall development of Chengannur and create a more authentic and immersive experience for visitors.

NEW ENTREPRENEURSHIP TRENDS IN CHENGANNUR TOURISM

- 1) **Sustainable Tourism Initiatives:** Sustainability is a growing concern for tourists worldwide. Chengannur is witnessing a surge in eco-friendly accommodations, renewable energy usage, and responsible tour operators. Entrepreneurs are adopting sustainable practices to minimize their environmental footprint and attract conscious travelers.
- 2) **Agri-Tourism and Farm Stays:** Chengannur's lush green surroundings make it an ideal location for agri-tourism and farm stays. Entrepreneurs are transforming agricultural properties into tourist destinations, offering hands-on experiences in farming, harvesting, and cooking with fresh, locally sourced ingredients.
- 3) **Cultural Immersion Experiences:** Travelers are increasingly seeking authentic cultural experiences. Entrepreneurs are offering immersive activities like traditional art workshops, cultural performances, and opportunities to participate in local festivals, allowing tourists to connect with Chengannur's rich heritage.
- 4) **Wellness and Yoga Retreats:** Wellness tourism is on the rise, and Chengannur's tranquil environment is perfect for yoga retreats, meditation centers, and Ayurveda wellness programs. Entrepreneurs are capitalizing on this trend by providing holistic wellness experiences.
- 5) **Technology Integration:** With the proliferation of smartphones and online booking platforms, entrepreneurs in Chengannur are leveraging technology to enhance the visitor experience. Mobile apps, online reservation systems, and virtual tours are becoming commonplace to attract tech-savvy travelers.
- 6) **Culinary Tourism:** Food tourism is gaining momentum in Chengannur. Entrepreneurs are offering culinary tours, cooking classes, and food festivals that allow tourists to savor the diverse flavors of Kerala's cuisine.
- 7) **Adventure and Ecotourism:** The natural beauty of Chengannur's landscapes is ideal for adventure and ecotourism activities. Entrepreneurs are introducing activities such as trekking, bird watching, wildlife safaris, and water-based adventures to cater to adventure enthusiasts.
- 8) **Community Engagement and Cultural Exchanges:** Entrepreneurs are fostering connections between tourists and local communities. Initiatives like homestays and cultural exchange programs provide travelers with an authentic insight into the lives of Chengannur's residents.
- 9) **Collaborations and Networking:** Tourism entrepreneurs in Chengannur are increasingly collaborating with each other and forming networks to collectively promote the destination. Such partnerships can help in cross-promotion and the creation of unique tourism packages.
- 10) **Accessible Tourism:** Entrepreneurs are making efforts to ensure that Chengannur's tourism infrastructure is inclusive and accessible to travelers with disabilities. Accessible accommodations, transportation, and activities are on the rise.
- 11) **Niche Tourism:** Niche tourism segments, such as birdwatching, photography tours, and spiritual retreats, are gaining traction. Entrepreneurs are catering to these specific interests to attract niche audiences.
- 12) **Crisis Preparedness:** In light of recent global events, such as the COVID-19 pandemic, tourism entrepreneurs in Chengannur are focusing on crisis preparedness and flexible cancellation policies to instill confidence in travelers.

CHALLENGES FACED BY TOURISM ENTREPRENEURS

Tourism entrepreneurs in Chengannur encounter several challenges as they endeavor to tap into the town's burgeoning potential. Insufficient infrastructure, including road quality and waste management, hinders the creation of a comfortable and convenient experience for tourists. Effective marketing and promotion remain challenging for many entrepreneurs, with limited expertise and resources to reach both national and international audiences. Striking a balance between tourism growth and

environmental conservation is a continuous concern, demanding the adoption of sustainable practices. In a competitive marketplace, standing out requires unique offerings and effective branding. Additionally, navigating government regulations and obtaining necessary permits can be a complex and time-consuming process, underscoring the need for streamlined regulatory procedures. Some of the key challenges faced by the entrepreneurs are;

➤ **Infrastructure Development:**

Chengannur has a reasonable level of infrastructure, there is room for improvement in terms of road quality, waste management, and public facilities. Entrepreneurs may face challenges in ensuring a comfortable and convenient experience for tourists.

➤ **Marketing and Promotion:**

Effective marketing and promotion are essential for attracting tourists. Many entrepreneurs may lack the expertise or resources to market their offerings effectively, both nationally and internationally.

➤ **Environmental Conservation:**

Balancing tourism growth with environmental preservation is crucial. Entrepreneurs need to adopt sustainable practices to protect Chengannur's natural beauty and cultural heritage.

➤ **Competition:**

The tourism sector is highly competitive, and Chengannur faces competition from established destinations within Kerala and other parts of India. Standing out in the crowded market requires unique offerings and effective branding.

➤ **Regulatory Hurdles:**

Navigating government regulations and obtaining necessary permits can be challenging for tourism entrepreneurs. Streamlining the regulatory process is essential to encourage entrepreneurship.

CONCLUSION

Chengannur, with its rich cultural heritage, natural beauty, and strategic location, holds immense potential for tourism entrepreneurship. Opportunities in accommodation, adventure, culinary, wellness, and cultural tourism are ripe for exploration. However, entrepreneurs must navigate challenges related to infrastructure, marketing, sustainability, competition, and regulatory hurdles. Chengannur's journey toward becoming a prominent tourism destination is marked by promise and potential. By harnessing its natural beauty and cultural wealth, while addressing challenges proactively, Chengannur can truly shine on the tourism map. Chengannur, nestled in the heart of Kerala, India, stands at the threshold of a promising tourism renaissance. With its rich historical and cultural heritage, breathtaking natural landscapes, and strategic accessibility, this town possesses the ideal ingredients to thrive in the evolving world of tourism entrepreneurship. The opportunities in Chengannur span diverse sectors, from agri-tourism to wellness retreats, cultural immersion experiences, and adventure tourism. However, to realize its full potential, Chengannur must address infrastructure deficiencies, improve marketing efforts, embrace sustainability, and navigate a competitive landscape. The synergy of local entrepreneurs, community engagement, and government support is crucial in shaping Chengannur's destiny as a coveted destination. With new trends in entrepreneurship emerging, such as sustainability, technology integration, and niche tourism, the town is well-positioned to cater to the ever-evolving desires of travelers. Chengannur has the potential not only to stimulate economic growth and create job opportunities but also to preserve its cultural and environmental assets for generations to come.

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UNVEILING PILGRIMS' EXPERIENCES AT GURUVAYOOR TEMPLE: AN EXPECTATION AND SATISFACTION ANALYSIS



RAJI P B

Research Scholar, Department of Commerce & Management
School of Arts, Humanities and Commerce,
Amrita Vishwa Vidyapeetham, Kochi
Brahmasthanam, Edappally North P.O., Kochi – 682024



Dr. PRASANTH A P

Assistant Professor and Research Guide,
Department of Commerce & Management
School of Arts, Humanities and Commerce,
Amrita Vishwa Vidyapeetham, Kochi
Brahmasthanam, Edappally North P.O., Kochi – 682024

ABSTRACT

Due to its essential deliverables, such as employment, national integration, and foreign exchange profits, pilgrimage tourism has attracted much attention and appeal in India. The government has invested in building the nation's infrastructure, but it hasn't taken explicitly into account the potential environmental effects of pilgrimage tourism. As a result, sustainable development became necessary for preserving both the natural environment and man-made resources, such as holy temples and shrines. The expectations and happiness of pilgrims at sacred locations were analysed in the abovementioned study, with particular attention paid to the Guruvayoor Temple in Thrissur, Kerala. 100 pilgrims from Guruvayoor provided the study's primary data source, which was used in the analysis. There has been research on pilgrimage tourism, but none has examined how satisfied Guruvayoor Temple pilgrims are with their experiences. The findings of the study show that pilgrims expressed a high level of satisfaction.

Keywords: *Pilgrimage Tourism, Expectations, Guruvayoor Temple, Satisfaction*

1.1 Introduction

Tourism is the temporary, short-term movement of people to destinations outside the places they usually live. (Tourism Society of England, 1976). The World Tourism Organisation defines tourism more generally, in terms that go “beyond the common perception of tourism as being limited to holiday activity only.” Tourism emerged as one of many countries' most important instruments to boost economic development. Mihalič, T. (2014). Pilgrimage tourism is one of the fastest-growing tourism in the world. Pilgrimage tourism means people travel to holy places like temples, Mosques, Churches, etc...

India, being a vast and diverse country, has something to offer to everyone (Gill 1996, P.10). Tourism in India is the largest service industry, with a contribution of Rs 15.7 trillion to the national GDP and provides employment to nearly 80 million people in the financial year 2020. India witnessed over 6.19 million and 1.52 million foreign tourists arrive in India in 2022 & 2021, respectively, compared to 10.93 million in 2019 and 677.63 million domestic tourism visits. The tourism industry in India produced about USD 215 billion in 2022 and that is expected to increase to US\$275.5 billion by 2023. Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 13.47%, resulting in a projected market volume of US\$31.35bn by 2027. Religious travel is not a new phenomenon. Religion has long been an integral motive for undertaking journeys and is usually considered the oldest form of non-economic travel (Jackowski and Smith 1992). Travel for religious purposes has been there from the most ancient times. All religions have their Holy places and places of worship. Such places are called by different names like Devalaya (House of God) Temple, Church, Masjid, and Gurudwara, meaning a building for religious prayer and a house for communal worship. The pilgrimage is a journey undertaken to improve spiritual knowledge and peace.

In Kerala, pilgrimage tourism has a wide range of scope and views. So many people visit Kerala for pilgrimage-based tourism. In Kerala Guruvayoor is one of the most popular places that people visit.

1.2 Review of Literature

Despite being a well-established practice, Pilgrimage tourism has emerged as a relatively recent academic concept, as highlighted by Dallen J. Timothy and H. Olsen in 2006. It defines a pilgrimage tourist as someone who travels to a specific place beyond their usual environment with the intention of personal growth, regardless of religious or non-religious motivations, as noted by Ines Hernandez-Avila in 1996. The role of pilgrimage tourists in tourism marketing is widely acknowledged, with a consensus among authors that understanding their attitudes and behaviors is crucial for effective tourism package design, as Ioana Josan pointed out in 2009. Characteristics of pilgrimage tourists, such as their inclination to travel alone or in groups and the influence of reference groups and opinion leaders on their travel decisions, are notable features identified by researchers like Vijayanand in 2015. Moreover, the growing significance of pilgrimage tourism as a research subject in both social and business domains is underscored by various authors, including John Elsner in 1992. This expanding interest in pilgrimage tourism has had widespread impacts, extending beyond the confines of the tourism industry. Segmentation theory, a fundamental concept in marketing, suggests that every market comprises diverse customer segments with varying needs and demands, a notion well-expressed by Kamala-Raj in 2010. This concept also applies to pilgrimage tourism, where different motivations and preferences among participants lead to non-exclusive segments. Pilgrimage tourism is defined as a profound journey of moral significance, often leading individuals to sacred shrines as a reflection of their beliefs and faith, an idea articulated by Gill in 1999. Ray, in 1994, characterised pilgrimage tourism as a travel form primarily motivated by religious reasons. It is a universal practice found in various societies, allowing individuals to visit sacred destinations, with motivation and the journey being the core elements, a perspective reinforced by Kiran Shinde in 2012.

1.3 Pilgrimage Tourism

Tourism encompasses the practice of travelling for both leisure and business, with a focus on attracting, accommodating, and entertaining tourists. Pilgrimage tourism, a significant form of travel, involves journeys of moral or spiritual significance to sacred destinations. India, with its rich cultural heritage, offers a broad scope for pilgrimage tourism. This study investigates the expectations and satisfaction levels of pilgrims visiting Guruvayoor temple, providing insights into this vital sector within India's tourism industry.

Pilgrimage tourism in Kerala, notably at Sabarimala, Sree Padmanabha Swami Temple, Attukal Devi Temple, and Aranmula Parthasarathy Temple, holds immense cultural and religious importance. The annual Sabarimala pilgrimage, attracting lakhs of devotees, is a prominent religious event. In Guruvayoor, the famous Sreekrishna Temple welcomes millions of pilgrims and is renowned for its unique architecture. Guruvayoor stands out as India's largest temple, attracting over seven million devotees annually and hosting vibrant festivals such as Guruvayoor Ekadesi and the grand elephant race.

Pilgrimage tourism in Kerala, with its various religious complexes and traditions, plays a crucial role in the state's economy. It encompasses not only religious experiences but also tourism-related services, including accommodation, transportation, guides, and prasadam production, contributing significantly to employment opportunities. In Guruvayoor, this type of tourism is particularly prominent, with the temple serving as a focal point for devotees, tourists, and wedding ceremonies, making it a central element of Kerala's pilgrimage tourism landscape.

1.4 Importance of the Study

Tourism, and particularly pilgrimage tourism, holds a fundamental role in India's economy by contributing significantly to the country's direct income. As one of the earliest and most enduring forms of tourism, pilgrimage tourism enjoys a rich history in the nation. With its vast and diverse cultural heritage, India provides an extensive canvas for pilgrimage experiences. This study was undertaken with the primary objective of comprehensively examining the expectations and overall satisfaction levels of pilgrims visiting the revered Guruvayoor temple, thereby shedding light on the dynamics of this vital sector within India's tourism industry.

1.5 Objectives of the Study

1. To identify the satisfaction level of pilgrim tourists in the Guruvayoor temple
2. To assess the expectation level of the pilgrim's tourist in the Guruvayoor temple

1.6 Research Methodology

In this study, a descriptive research approach is meticulously employed to comprehensively understand the subject at hand. To achieve this, both primary and secondary data sources are utilized. The study relies on purposive sampling as the preferred method for participant selection and data collection. Primary data is obtained from a well-chosen sample of 100 pilgrims who were visiting the Guruvayoor temple. The primary data collection process is facilitated through the use of a structured questionnaire, which ensures a systematic and uniform approach to data acquisition. Simultaneously, secondary data is derived mainly from websites, bolstering the research with additional information and context. Combining these research methods and data sources is thoughtfully implemented to ensure a thorough and insightful examination of the research subject.

1.7 Data Analysis and Interpretation of the Study

Demographic Profile of the Respondents.

Table 1

Table showing Gender and Age wise classification of respondents

Description	No. of respondents	% of respondents
Male	67	67
Female	33	33
Total	100	100
Age	No. of respondents	% of respondents
Under 18	7	7
19-25	23	23
26-34	23	23
35-45	20	20
Above 45	27	27
Total	100	100

(Source: Compiled from Primary Data)

The data in Table 2 indicates a gender distribution among respondents, with 67% male and 33% female. Additionally, the age distribution of pilgrims is outlined, with 7% falling below 18 years, 23% within the 19-25 years age bracket, another 23% in the 26-34 years range, 20% in the 35-45 years category, and a further 20% aged above 45 years.

Table 2

Table showing reason for travelling to Guruvayoor

Description	No. of respondents	% of respondents
Prayer/pilgrimage	94	94
Family outing	3	3
Cultural heritage of the people	3	3
Total	100	100

(Source: Compiled from Primary Data)

Table 2 shows that 94% of the respondents are travelling to Guruvayoor for prayer/ pilgrimage, 3% of the respondents are travelling for family outings, and 3% of the respondents are travelling for cultural heritage.

Expectations and satisfaction of Pilgrimage tourists in Guruvayoor

Table 3

Table showing times visited Guruvayoor temple

Description	No. of respondents	% of respondents
First time	10	10
Once	0	0
2-5 times	37	37
More than 5 times	53	53
Total	100	100

(Source: Compiled from Primary Data)

Table 3 shows that 53% of the respondents visited Guruvayoor more than five times, 37% visited the Guruvayoor 2-5 times, and 10% visited the Guruvayoor first time.

Table 4
Table showing how the respondents get know about Guruvayoor temple

Description	No. of respondents	% of respondents
Friends & relatives	97	97
Media	0	0
Travel agency	3	3
Total	100	100

(Source: Compiled from Primary Data)

Table 5 illustrates that 97% of respondents knew about Guruvayoor through friends and relatives, and 3% got to know about Guruvayoor, a travel agency.

Table 5
Table showing respondents' preference on mode of travel

Description	No. of respondents	% of respondents
Private bus	60	60
Railway	30	30
Taxi	10	10
Others	0	0
Total	100	100

(Source: Compiled from Primary Data)

Table 5 shows that 60% of respondents travelled by private bus, 30% by railway, and 10% by taxi.

Table 6
Table showing respondents' preference on booking

Description	No. of respondents	% of respondents
Individual/private booking	87	87
Travel agency	13	13
Total	100	100

(Source: Compiled from Primary Data)

Table 6 shows that 87% of the respondents prefer individual/private booking and 13% book through a travel agency.

Table 7
Table showing respondents' preferred duration of visit

Description	No. of respondents	% of respondents
1 day	67	67
1-3 days	20	20
3-6 days	3	3
More than a week	10	10
Total	100	100

(Source: Compiled from Primary Data)

Table 5 shows that 67% of the respondents preferred the duration of the visit to be one day, 20% of the respondents preferred the duration of the visit to be 1-3 days, 10% of the respondents preferred the duration of the visit is more than a week and 3% of the respondents are preferred duration of visit 3-6 days.

Table 8
Table showing respondents' preference of accommodation

Description	No. of respondents	% of respondents
Temple provided accommodation	44	44
Homestay	25	25
Lodge/Budget hotel	25	25
3star hotel/resort	6	6
Total	100	100

(Source: Compiled from Primary Data)

Table 8 shows that 44% of the respondents' preference for accommodation is Temple provided accommodation, 25% of the respondents' preference of accommodation is Homestay, 25% of the accommodation Lodge/Budget hotel, and 6% of the respondent's preference of accommodation is a 3-star hotel/resort.

Table 9 Table showing respondents pre-booking accommodation

Description	No. of respondents	% of respondents
Yes	31	31
No	69	69
Total	100	100

(Source: Compiled from Primary Data)

Table 9 shows that 69% of the respondents have no preference for booking, and 31% prefer booking.

Table 10 Table showing respondents' approximate budget for the trip

Description	No. of respondents	% of respondents
Less than 1000	57	57
1000-5000	37	37
5000-10000	6	6
Above 10000	0	0
Total	100	100

(Source: Compiled from Primary Data)

Table 10 shows that 57% of the respondents' approximate budget is less than 1,000, 37% of the respondents' approximate budget is 1,000-5,000, and 6% is 5,000-10,000.

Table 11 Table showing respondents' satisfaction level of Food

Variables	HS	S	N	D	HD	Mean	Rank
Variety and availability of food	17	67	13	3	0	3.98	3
Quality of food	27	60	10	3	0	4.11	1
Medical Facility	13	80	4	3	0	4.03	2
Hygiene at the restaurant	10	30	53	7	0	3.43	4
Hygiene in hotel rooms	7	36	47	10	0	3.4	5
Overall Mean						3.79	

(Source: Compiled from Primary Data)

(HS – Highly Satisfied, S – Satisfied, N- Neither Satisfied nor Dissatisfied, D – Dissatisfied, HD – Highly Dissatisfied)

The data presented in Table 11 provides a comprehensive overview of the satisfaction levels associated with food facilities. The respondents express high satisfaction, as indicated by the calculated mean square of 3.79, emphasising their contentment with the food services. Notably, the food services have been thoughtfully ranked based on their respective mean square scores, offering valuable insights into the relative performance of these attributes. Securing the top position is the "Quality of food," which attains an impressive rating of 4.11, underscoring its significance. The "Medical facility" follows closely, earning the second rank with a commendable score of 4.03. The "Variety and availability of food" secured the third position with a notable rating of 3.98. Meanwhile, "Hygiene at the restaurant" and "Hygiene in hotel rooms" occupy the fourth and fifth ranks, respectively, with scores of 3.43 and 3.4. This ranking illuminates the overall satisfaction with food services and highlights specific areas where improvements can be considered to enhance the dining experience for patrons.

Table 12

Table showing respondents' satisfaction level with Temple management

Variables	HS	S	N	D	HD	Mean	Rank
Services at Temple	50	33	17	0	0	4.33	2
Darshan facility	53	40	4	0	3	4.4	1
Management of temple	50	33	10	7	0	4.26	3
Maintenance of tourist attraction	27	50	20	3	0	4.01	4
Overall Mean						4.25	

(Source: Compiled from Primary Data)

(HS – Highly Satisfied, S – Satisfied, N- Neither Satisfied nor Dissatisfied, D – Dissatisfied, HD – Highly Dissatisfied)

The data presented in Table 12 sheds light on the satisfaction levels related to the temple's management. It is distinctly evident that the respondents express a notably high degree of satisfaction in this regard, as underscored by the substantial mean square rating of 4.25. This robust score signifies the overall contentment with the temple's management. Furthermore, the management components are thoughtfully ranked based on their respective mean square scores, providing valuable insights into their performance. Securing the top position is the "Darshan facility," which receives a remarkable rating of 4.4, highlighting its paramount importance. Following closely in the second rank is "Service at the temple", with a commendable score of 4.33, indicating the efficiency of temple services. The "Management of temple" secures the third position with a solid rating of 4.26, affirming the adeptness of the administrative practices. Lastly, the "Maintenance of tourist attraction" ranks fourth with a praiseworthy score of 4.01. This ranking not only reflects the overall high satisfaction with temple management but also underscores specific areas of strength within the management systems, showcasing an excellent level of competence in catering to the needs of visitors and devotees.

Table 13
Table showing respondents' satisfaction level of infrastructure

Variables	HS	S	N	D	HD	Mean	Rank
Availability information on the official website	37	50	10	0	3	4.18	2
Availability of souvenir	27	43	30	0	0	3.97	4
Maintenance of infrastructure	20	63	17	0	0	4.03	3
Safety arrangements	30	60	10	0	0	4.2	1
Shop keepers cooperation	20	43	30	3	4	3.72	5
Overall Mean						4.02	

(Source: Compiled from Primary Data)

(HS – Highly Satisfied, S – Satisfied, N- Neither Satisfied nor Dissatisfied, D – Dissatisfied, HD – Highly Dissatisfied)

The data in Table 14 offers a comprehensive perspective on the satisfaction levels concerning the infrastructure in place. It is unequivocally clear that the respondents express an exceptionally high degree of satisfaction, as substantiated by the impressive mean square rating of 4.02. This robust score underscores the overall contentment with the infrastructure provided. Moreover, the infrastructure components have been thoughtfully ranked based on their respective mean square scores, offering valuable insights into their performance. Securing the top position is "Safety arrangements," receiving a remarkable rating of 4.2, indicating the paramount importance placed on ensuring visitors' safety. The second rank is "Availability of information on the official website," earning a commendable score of 4.18, reflecting the effectiveness of the digital communication channel. The "Maintenance of infrastructure" secures the third position with a solid rating of 4.03, affirming the competence in keeping the infrastructure in good condition. Furthermore, "Availability of souvenirs" occupies the fourth rank with a praiseworthy score of 3.97, while "Shopkeepers' cooperation" takes the fifth rank with a commendable rating of 3.72. This ranking not only underscores the overall high satisfaction with the infrastructure but also highlights specific areas of strength within these components, showcasing a commendable level of efficiency in catering to visitors' needs and enhancing their overall experience.

Table 14
Table showing respondents' satisfaction level of Support service

Variables	HS	S	N	D	HD	Mean	Rank
Quality of tourism package by tour operator	10	30	57	3	0	3.47	4
Safety of transport facility	23	73	0	4	0	4.15	1
Organisation of local transport service	16	60	17	4	3	3.82	3
Proper interaction facilities at the tourist spot	20	43	37	0	0	3.83	2
Availability of tourist guide	0	13	40	37	10	2.56	5
Overall Mean						3.57	

(Source: Compiled from Primary Data)

(HS – Highly Satisfied, S – Satisfied, N- Neither Satisfied nor Dissatisfied, D – Dissatisfied, HD – Highly Dissatisfied)

Table 3.12.4 presents a comprehensive evaluation of the satisfaction level with support services, indicating a notable degree of contentment among the respondents. The calculated mean square for the overall satisfaction of these respondents stands at 3.57, emphasising the overall satisfaction with support services. The support services have been thoughtfully ranked based on their respective mean square

scores, revealing a hierarchy of importance. At the top of this ranking is the "Safety of transport facility," which has received a remarkably high rating of 4.15, underscoring its significance. Following closely in the second position is "Proper interaction facilities at tourist spots," with a commendable score of 3.83. In the third position, we find the "Organization of local transport service," with a rating of 3.82. The "Quality of tourism packages offered by tour operators" secures the fourth position with a respectable score of 3.47, while "Availability of tourist guides" is rated fifth, with a score of 2.56. These findings offer insights into the satisfaction levels associated with various support services and shed light on the relative importance of these services in the tourist experience.

Table 15

Table showing respondents' satisfaction level of Services by hotel

Variables	HS	S	N	D	HD	Mean	Rank
Easy accessibility of hotels and guest houses	40	47	13	0	0	4.27	2
Availability of rooms in hotels and guest houses	40	53	7	0	0	4.33	1
Banking facilities near the destination	44	40	13	3	0	4.23	3
Overall Mean						4.28	

(Source: Compiled from Primary Data)

(HS – Highly Satisfied, S – Satisfied, N- Neither Satisfied nor Dissatisfied, D – Dissatisfied, HD – Highly Dissatisfied)

Table 3 presents a comprehensive evaluation of hotel service satisfaction, showcasing an exceptionally elevated level of contentment among the study's respondents. This is substantiated by the calculated mean square for overall respondent satisfaction, which stands at an impressive 4.28. This metric underscores the overwhelmingly positive sentiment expressed by respondents towards the quality of hotel services they've experienced. The hotel services have been thoughtfully ranked based on their mean square scores, unveiling a hierarchical order. Leading the list is the "Availability of rooms in hotels and guest houses," which has been awarded an exceptional rating of 4.33. In a close second place is the attribute of "Easy accessibility of hotels and guest houses," garnering a score of 4.27. Securing the third position is the "Availability of banking facilities near the destination," with a notable rating of 4.23. These findings provide valuable insights into the outstanding level of satisfaction experienced by hotel service users and offer a nuanced perspective on the comparative performance of these essential service attributes in the hospitality sector.

1.8 Findings of the Study

1. Gender distribution of the sample reveals that 67% were male and 33% female among the respondents. Furthermore, it illustrates the age distribution of pilgrims, with 7% below 18 years, 23% in the 19-25 years group, 23% in the 26-34 years range, 20% in the 35-45 years category, and an additional 20% aged above 45 years. 94% of the respondents are travelling to Guruvayoor for prayer/pilgrimage.
2. The data in the charts offers valuable insights into various pilgrim preferences and behaviours when visiting Guruvayoor. Firstly, regarding the frequency of visits, it is evident that 53% of respondents are frequent visitors, having visited Guruvayoor more than five times. In comparison, 37% fall into the category of having visited 2-5 times, and 10% are first-time visitors. This distribution signifies a strong repeat visitation pattern, suggesting a deep and enduring connection to the place. Regarding how respondents learn about Guruvayoor, the data indicates that 97% rely on recommendations from friends and relatives, while only 3% get information from travel agencies. This highlights the significance of word-of-mouth and personal networks in influencing pilgrimage decisions, underscoring the role of trust and familiarity in shaping travel choices. Concerning travel modes and preferences, the data reveals that 60% of respondents opt for private buses, 30% choose railways, and 10% prefer taxis. Additionally, 87% of respondents prefer individual/private bookings, while 13% opt for travel agencies. The duration of the visit and accommodation preferences also display notable trends, with most respondents favouring shorter stays and various types of lodging, including temple-provided accommodations, homestays, and budget options. Additionally, the approximate budget preferences range from budget-friendly to mid-range expenditures.
3. The data analysis reveals a significant level of satisfaction among respondents regarding food services, with an overall mean square rating of 3.79. This high level of contentment is further reflected in the thoughtful ranking of food service attributes. "Quality of food" takes the top

spot with an impressive score of 4.11, emphasising its importance. Following closely, "Medical facility" secures the second rank with a commendable score of 4.03, and "Variety and availability of food" claims the third position with a notable rating of 3.98. The remaining attributes, "Hygiene at the restaurant" and "Hygiene in hotel rooms," occupy the fourth and fifth ranks, with scores of 3.43 and 3.4, respectively.

4. Descriptive data analysis indicates a remarkably high satisfaction level among respondents concerning the temple's management. This satisfaction is evident from the substantial mean square rating of 4.25. The thoughtful ranking of management attributes sheds light on their relative importance, with "Darshan facility" securing the top position with a remarkable score of 4.4. "Service at the temple" follows closely in the second rank with a commendable score of 4.33, and "Management of the temple" claims the third position with a solid rating of 4.26. The "Maintenance of tourist attraction" ranks fourth with a praiseworthy score of 4.01. These rankings highlight the overall high satisfaction with temple management and underscore specific areas of strength within the management systems.
5. Comprehensive view of the satisfaction levels related to infrastructure. Respondents express a remarkably high degree of satisfaction, with an impressive mean square rating of 4.02. The infrastructure components have been thoughtfully ranked, with "Safety arrangements" securing the top position with a remarkable rating of 4.2, underscoring the paramount importance of visitor safety. "Availability of information on the official website" occupies the second rank with a commendable score of 4.18, and the "Maintenance of infrastructure" claims the third position with a solid rating of 4.03. "Availability of souvenirs" secures the fourth rank with a praiseworthy score of 3.97, while "Shopkeepers' cooperation" takes the fifth with a commendable rating of 3.72. These rankings offer insights into the high satisfaction levels with infrastructure and emphasise areas of particular strength within these components.

1.9 Suggestions of the Study

To enhance the overall pilgrimage experience, several key recommendations can be considered. Firstly, the temple management should prioritise providing improved tourist guide services to assist pilgrims in navigating the sacred grounds, better understanding the temple's history, and facilitating a more meaningful visit. Secondly, introducing special transportation packages could prove highly appealing, attracting a broader range of pilgrims by simplifying their journey and ensuring convenient access to the temple. Thirdly, enhancing hygiene factors in the temple's vicinity is crucial, as this would contribute to the well-being and comfort of visitors, creating a more pleasant and spiritually enriching environment. Lastly, focusing on the quality of food services can significantly elevate the pilgrim experience, ensuring that their nutritional and culinary needs are met to the highest standards. By implementing these measures, the temple can further enrich the pilgrimage experience, ultimately fostering increased satisfaction among devotees and visitors.

1.10 Conclusion

In conclusion, the study on the expectations and satisfaction of pilgrims at the holy destination of Guruvayoor Temple has been successfully concluded. Evidently, most services and facilities provided to the pilgrims have met and satisfied their expectations. However, there are two specific areas, namely food services and tourist guide services, which require improvement compared to the other offerings. These findings collectively paint a comprehensive picture of pilgrim behaviours and preferences when visiting Guruvayoor. They emphasise personal recommendations' significance and frequent visitation patterns' influence. Furthermore, the study highlights the diverse travel modes, durations, and accommodation choices available to cater to a wide range of budget preferences among the pilgrims.

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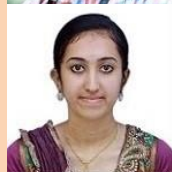


QUANTIFYING PROGRESS: A BIBLIOMETRIC EXPLORATION OF THE ENTREPRENEURIAL ECOSYSTEM OF RURAL TOURISM



PRADEESH K

Assistant Professor of Commerce
Government College Chittur, Palakkad, Kerala



V RESHMA

Research Scholar
Department of Economics
The Gandhigram Rural Institute, Didndigul, Tamil Nadu



CMA DR. MAHALAKSHMI. N.

Associate Professor of Commerce
Government Victoria College, Palakkad, Kerala

ABSTRACT

Purpose: With its distinctive fusion of cultural diversity and natural beauty, rural tourism has the ability to improve rural communities and spur entrepreneurship. Rural tourism is crucial for boosting entrepreneurship for two reasons: first, it encourages economic expansion and job creation, and second, it gives rural communities more control over their own economic future. As a result of the increased emphasis being paid to potential of rural tourism for creation of entrepreneurship opportunities, there has been scattering of research framework and knowledge dissemination. The current study aims to assess the growth of articles about entrepreneurship opportunities in rural tourism in order to identify trends, research significance, knowledge gaps, and the direction for future research by answering the following questions such as prominent authors, journals, countries and cluster analysis based on keyword co-occurrence.

Methodology: The Scopus database is used to retrieve peer-reviewed papers about rural tourism and entrepreneurship. The study period is from 1979 to 2022. Using a search query with the terms (rural tourism) AND (entrepreneur*) in the title and abstract field, research papers were retrieved. These articles were evaluated using bibliometric approach made possible by the software such as VOSViewer and biblioshiny.

Findings: The findings demonstrate that advanced countries as well as developing countries are paying close attention to research related to women empowerment through inclusiveness. The maximum articles have been published in the year 2022. The US have contributed the most, with China and Spain ranking in second and third place. Among the sources and authors, Sustainability (Switzerland) and, Kline C have the greatest number of publications each. The article discussing about the major challenges faced by the rural entrepreneurs has become the most influential article among other receiving highest number of citations. The result also suggests that recent research have been mainly focussing on the concept of sustainability, and heritage possibility of rural tourism.

Research limitations/implications: The study emphasises the value of collaboration across disciplines and knowledge exchange, promoting a more profound understanding of tourism entrepreneurship as rural tourism promotes the development of the economy by promoting local enterprise, creating employment, and revenue generation, which has the potential to influence areas with a lack of economic prospects. It urges decision-makers, academics, and state authority to have a realistic perception into the effectiveness of programmes for rural development that promote environmentally friendly development in rural areas as well as support entrepreneurship.

Keywords: Rural tourism, entrepreneurship, bibliometrics, VOSViewer.

1.Introduction

In the current global context, tourism assumes a prominent role as a crucial and integrated element of the environment. It acts as a link between different countries and cultures, an engine for economic expansion, and an avenue to cooperation. A viable alternative to meet the demands of sustainable growth and preservation of the environment for society as a whole, employment generation, both private and public investment, improvements to infrastructure, and economic advantages across a range of sectors is tourism (Ko, 2001). The lack of employment possibilities and the sharp decline in population in rural areas have a severe influence on regional economy. It is commonly acknowledged that these environments have the potential to grow as tourist destinations (Carlsen et al., 2008; Thomas et al., 2011).

As rural communities increase their revenue from tourism, the quality of life there improves. Additionally, the growth of the rural region, particularly its standard of living, will be aided by the establishment of sustainable companies in the tourism village, which will provide their goods and services of distinctive qualities and additional value (Leu, 2019; Alrawadieh & Alrawadieh, 2018). The multifaceted character of tourism affects the host society's system significantly, in addition to serving the demands of tourists (Dwyer et al., 2009). In this sense, rural tourism is a form of tourism that has a long tradition. A rural area's growth may be aided by rural tourism (Bel et al., 2015). Rural tourism benefits the host region's economy, social structure, culture, and environment by making it more attractive and inspiring a desire to utilise the area's resources (Radikoko et al., 2015). Tourism is an essential part of the economy; hence the entrepreneurial sector must be heavily involved in the tourism industry to broaden its range of products and meet the industry's growing demand (Lordkipanidze et al., 2005). Despite the fact that tourism has been highlighted as an approach for alleviating poverty and growth in the economy with a focus on micro entrepreneurship small and medium-sized tourism businesses confront a number of challenges (Cooney and Shanks, 2006; Manyara and Jones, 2007).

According to Bird (1995), those who found or transform organisations and generate value by managing resources and exploiting chances possess abilities to be entrepreneurs. The fundamental abilities of technical (the capacity to execute the essential business activities), supervisory (ability to organise properly and effectively handle the operations), entrepreneurial (the capability to recognise and take advantage of market possibilities), and individual maturity skills (self-awareness, accountability, psychological control) have been employed by Lichtenstein and Lyons (2001) to classify entrepreneurs in accordance to their respective level of competence in starting and running a company.

But it's undeniable that entrepreneurship has grown in popularity as a subject for the growth of rural areas (Carter et al., 2018). According to Schumpeter (1911), entrepreneurship is the main force behind economic growth, with innovation playing a crucial role. As a result, the entrepreneur is seen as someone who either develops new methods of production, is ready to take risks, organises and reorganises social and economic structures, or who, by taking advantage of commercial opportunities, reduces supply and demand imbalances, or who owns and runs a business (Barnett, 2020). It has been investigated in recent decades that entrepreneurship is an advancement catalyst and as a crucial element in attaining economic expansion, job creation, and enhanced productivity (Parker, 2018).

Rural entrepreneurship is one of the most important factors in local economic development as well as standard of living (Booth et al., 2020). Through collaboration between the government, business, and academia, Sá (2019) defined local economic growth through rural enterprise. Rural entrepreneurship is extensively rooted in communities and has a significant influence on them (Elena et al., 2015; Harpa, 2017). On the contrary, numerous obstacles prevent the development of entrepreneurship in rural regions, which has an impact on both the breadth of entrepreneurial endeavour and its potential of success. The barrier is mainly pertaining to financial, social, learning, and market difficulties, such as a lack of funding for startups, a social attitude towards entrepreneurship, a lack of competencies, a lack of data, and reluctance to improvement and absence of advancement (Lordkipanidze et al., 2005). Since it is a service industry, tourism has experienced tremendous growth both in terms of gross income and foreign exchange earnings.

The tourism sector expands employment opportunities, especially in rural and underdeveloped areas, and builds vital economic infrastructure like roads and telecommunications (Pynshongdor et al., 2022). Beridze (2019) discovered that cooperative efforts between the government, municipal authorities, and business service providers, along with the participation of individuals from rural areas, are essential for the development of populated rural territory. Through their participation in the growth

of the tourism sector, local residents' social efforts and economic endeavours should receive special consideration.

Despite the acknowledged significance of the impact of entrepreneurial opportunity of tourism on rural development and growth, this viewpoint has not yet been the focus of any systematic literature assessments. Sustainable rural growth includes both rural tourism and entrepreneurship as essential elements. Through tourism, rural areas may boost local economies, produce more revenue, and create jobs. Entrepreneurship is essential to this strategy because it enables people in these areas to use their abilities, resources, and talents to produce goods and services that meet the demands of tourists. At the same time, rigorous performance analysis of scientific elements and knowledge mapping, or, to put it another way, a bibliometric or scientometric evaluation about the rural tourism and entrepreneurship, has not been conducted.

In order to fill the research gap and for potential future studies, the current article concentrates on conducting an in-depth performance evaluation, utilising a mix of qualitative and quantitative approaches as well as scientific mapping consisting of an analytical and theoretical structure. This article analyses the majority of research papers related to rural tourism and entrepreneurship in order to find past trends, present developments, and potential futures. The present inquiry aims to address the following research questions in order to achieve the above goals: What are the yearly and cumulative trends in the literature related to rural tourism and entrepreneurship? Which scientific journal is most productive? Which documents have the greatest impact? Who are the most prolific authors? Which are the most productive and influential countries and affiliations? What are the major developing themes that can be identified from the author's keywords? What pattern can be observed in the author's keyword combinations as well as citations? Since literature reviews and surveys usually suffer from the drawback of subjective bias, bibliometric analysis is the most suitable technique to address this problem and generate an analytical result that is realistic.

The present paper is organised into the following five sections: Section 2 includes the methodological framework along with a brief explanation in step-by-step format and details about the various software used in the analysis. Section 3 discusses the major findings and outlines the emerging themes for future study. Section 4 arrives at a conclusion as well as the shortcomings of the study.

2. Research techniques

The research methodology and the data source employed for carrying out and evaluating the current study are described in detail in the following sections.

2.1 Methodology

The current study employs bibliometric analysis for the investigation. The use of quantitative methods (such as bibliometric analysis, citation analysis) on bibliometric data (such as units of publication and citation) is known as bibliometric methodology (Pritchard, 1969). The phrase "bibliometrics" originally appeared in the book 'Traite de Documentation' under the chapter titled "Le Livre et la Mesure Bibliometrics" written in French by Otlet (Otlet, 1934). But the term became much widespread and gained acceptance after the work of Pritchard's in 1969 (Pritchard, 1969). Bibliometric analysis examines and assesses the quality and quantity of papers, article, and different kinds of publications employing scientific and statistical methods. This enables one to take into account the study that has been conducted in a specific field of knowledge, identify the people, and organisations engaged in that research field and judge the efficacy of those individuals and institutions (Palmetier et al., 2017; Tunger and Eulerich, 2018).

The methods of bibliometric analysis fall under the following two heads: performance analysis and scientific analysis (Donthu et al., 2021). The contribution of researchers to a specific subject are examined through performance analysis (Cobo et al., 2011) considering it as a typical practice in review to highlight the performance of different study constituents (such as authors, affiliations, nations and sources) in the field; this is similar to how the context or participant profiles is normally presented in research using empirical methods, though it is done in a more analytical way (Donthu et al., 2021). Science mapping concentrates at the connections between the study participants (Cobo et al., 2011; Baker et al., 2021). Citation evaluation, co-citation evaluation, bibliographic coupling, keyword analysis, are some of the methods used in scientific mapping (Baker et al., 2020).

2.2 Data Source

The current study employed journal database that was extracted from Scopus, as it is considered as one of the most reliable sources of peer-reviewed publications databases. Covering around 240 disciplines, Scopus is the most comprehensive citation as well as abstract database (Elsevier, 2023a).

Developed by Elsevier in November 2004, tracking citations details since 1996 and offers an in depth understanding of the global academic production (Sanchez et al., 2017). Scopus includes more than 87 million documents, 1.8 billion cited reference, 335k+ books in different field of research linking with 700 publishers in 105 nations (Elsevier, 2023b; Elsevier, 2023c).

Scopus allows to do searches by document, or by affiliation. In document search, Scopus allows to search by entering the terms which can be identified either in Title, keyword, or abstract, title and abstract, affiliation (name, region, country), keyword and much more. Using Booleans operators, special characters, Scopus search enables the formulation of higher-level queries (Elsevier, 2023).

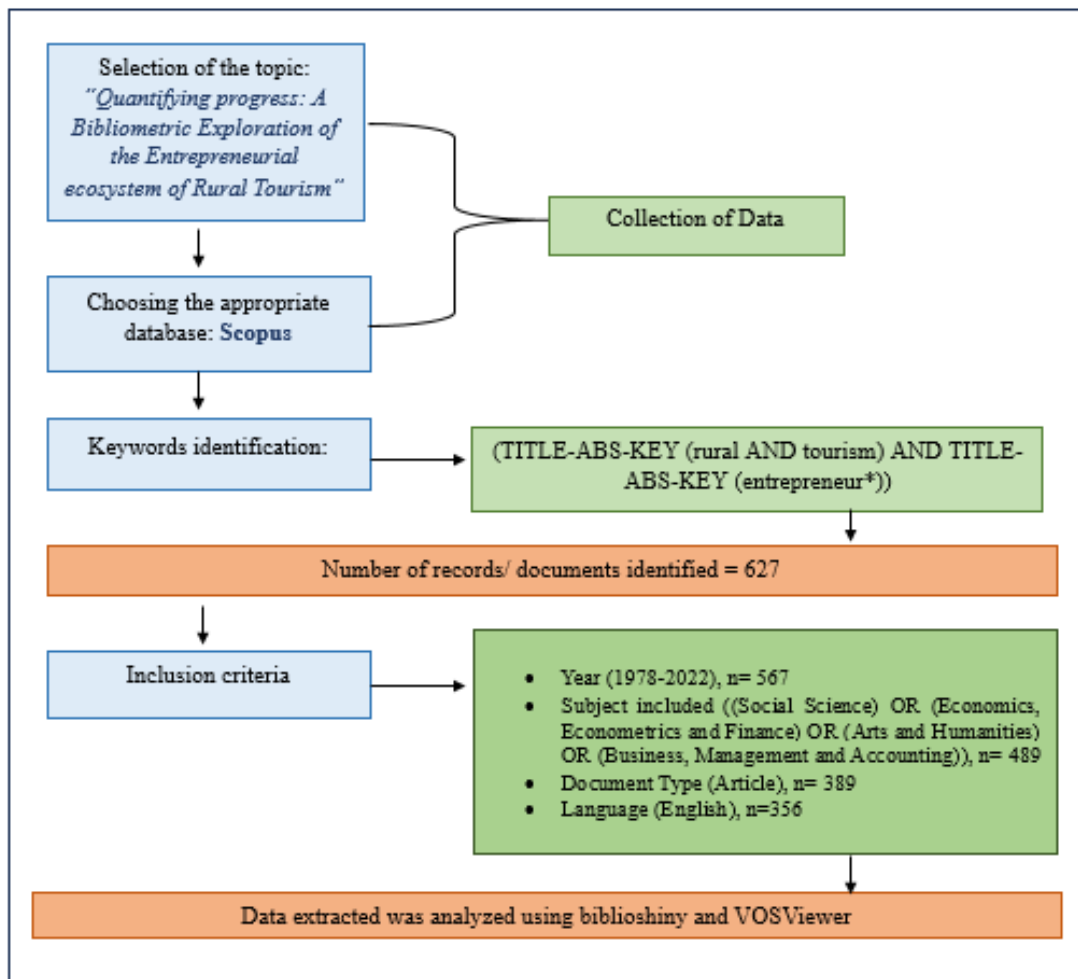
2.3 Search query

Creating a trustworthy and pertinent search query that generate the highest number of documents is the second challenge in any bibliometric analysis after selecting the most appropriate database (Swelich, 2020). In order to find all pertinent papers focusing on rural tourism and entrepreneurship used a rigorous and intensive search query. The following search term was employed in the current study:

(TITLE-ABS-KEY (rural AND tourism) AND TITLE-ABS-KEY (entrepreneur*)) AND PUBYEAR > 1977 AND PUBYEAR < 2023 AND (LIMIT-TO (SUBJAREA , "SOC") OR LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "ECON") OR LIMIT-TO (SUBJAREA , "ARTS")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English"))

356 papers were extracted as a result. The bibliometric information such as title, year of publication, abstract, keywords, sources, citations was obtained. Figure 1 illustrate the steps involved in screening process.

Figure 1. Research Procedure



2.4 Analyzing strategies

The data retrieved by searching was exported as CSV file for examination. Software programmes like VOSViewer and Biblioshiny were used for investigating this CSV file. VOSViewer is a software application employed to develop, visualize and delve deep into map created from network data (Eck and Waltman, 2022). Biblioshiny, which is an application intended for scientific map, stands noteworthy as being one of the comprehensive research tools linked to bibliometrics and scientometrics, and has an easy-to-use interface (Silva et al., 2022), was launched by installing bibliometrix packages in the RStudio (Aria and Cuccurullo, 2017). For co-occurrences analysis, VOSViewer is used in the current study. On contrary, biblioshiny were used to demonstrate the volume of publication, identify relevant and productive sources, affiliation (in terms of article counts), articles (in terms of citation count), highlighting the emerging themes of research and international collaborations.

3. Results and Discussions

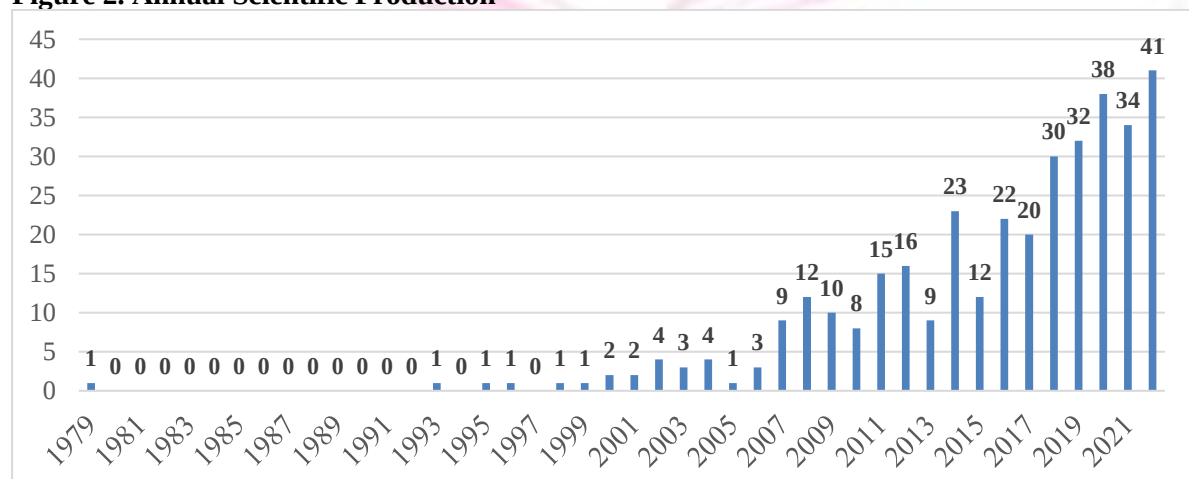
3.1 Annual scientific production

This study has examined the articles, conference proceedings to provide a summary of the relationship between rural tourism and entrepreneurship. Up until the year 2022, 356 papers- covering a span of around 43 years- have been published in Scopus data source by applying the inclusion criteria shown in the figure 2. Even though researchers began to concentrate on the field of rural tourism and entrepreneurship in the early states, between the years 1979-2000, in spite of this, there were only 3.36% articles were published annually on an average in the phase 1.

Additionally, the production rate began to rise from 2001 to 2015. In fact, only 2 articles were identified on this area of study in 2001, whereas 23 articles have been published on it by 2015, therefore the percentage growth of articles during phase 2 period is 13.65, or about 4 times as much as in phase 1. In 2016, there has been significant decrease in the number of publications in this field though the theme of world tourism was '*Tourism for all – promoting universal accessibility*' does not attracted the attention of researchers. A possible reason can be Britain exit from EU, which has created tensions among the entrepreneurs, which took the attention of academicians to that field of enquiry. Up to until 2020, the overall cumulative growth showed a gradual rise, then a decrease in 2021, before a dramatic surge on 2022 with annual growth percentage of 20.59% between 2021 and 2022. 41 publications had been identified in the year 2022 or 31 articles each year in phase 3 of 2016-2022, as many researchers are making contributions to this study field as there is an increasing awareness about the potentiality of rural tourism creating entrepreneurship opportunities.

The growth of tourism presents the rural community with the chance to provide services or sell commodities to visitors from all over the world. In order to achieve this goal, local community involvement in entrepreneurship is crucial in order to maximise economic potential and influence the course of growth in rural areas (Sharif and Lonik, 2014). Hence, Tourism is an approachable and increasingly sustainable option for revenue generation in rural areas where traditional rural sectors are under decline (Lai et al., 2017). Often, governments regard tourism as being essential to the preservation and revitalization of rural areas (Bosworth & Farrell, 2011; Nybakk & Hansen, 2008). This all increased the interest of academicians towards this field of research.

Figure 2. Annual Scientific Production



Source: Scopus/Biblioshiny

3.2 Most cited article

One way to determine a documents or article's importance, influence, or usefulness is by measuring the number of times it has been cited. The more citations a document received, the stronger the documents influence. At the same time there are also discipline –specific standards or even regulations that vary each journal within a subject, such as those that govern how and when to cite sources, and the minimum number of references that should be included in a paper (Hellqvist, 2010). The most frequently cited documents in the field of artificial intelligence and research ethics are examined in this section. By keeping a threshold limit of 100 citations, 17 articles out of 356 meet the criteria. The top 10 most cited article are given in table 1. Among the top 10, there are 7 articles which met the threshold limit between the year 1979 to 2008, and 3 papers between 2009 to 2022. 4 out of 10 articles were produced by USA followed by Finland (02), one article by UK, Germany, Canada, and Sweden. By receiving 373 citations, article authored by Sharpley, 2002 tops the ranking followed by articles authored by Wilson et al., (2001) and Byrd et al., (2009) with 366 and 281 citations respectively.

Many well-known tourist sites have also embraced rural tourism in an effort to broaden their tourist services and target markets as well as to extend the positive effects of tourism beyond the coastal resorts and into the countryside. At the same time main obstacles faced by rural tourism entrepreneurs are elevated expenses but low profits, limited demand, a lack of necessary skills, and the prevailing power of large-scale tourism operators (Sharpley, 2002). Due to potential of tourism in generating money, creating more employment opportunities, and boost entrepreneurship in the rural areas, it is imperative to implement development policies There is a necessity of the involvement and cooperation of businessman in contributing to rural communities' successful entrepreneurial development and the tourism industry (Wilson et al., 2001). At the same time, Bryd et al., (2001) states that there is significant difference in the attitudes of stakeholders such as inhabitants, investors, state authority as well as tourist about the detrimental effect of tourism industry on the rural communities. This difference exists in the opinion about how tourism enhance the local economy's growth, improves the standard of living and how environment suffers from long term repercussions as a result of tourism.

3.3 Most Productive Author

The investigation yielded up 356 documents with contributions from 805 authors, 78 of them were sole authors. The top 10 authors with the greatest number of articles in the field of rural tourism and entrepreneurship from 1979 to 2022 are given in Table 2. Additionally, the highest-cited paper by the corresponding author has been recognised and is included on table 2. The majority of these researchers are associated with the following seven nations: Sweden (03), the United States (02), Canada (01), Spain (01), Australia (01), Portugal (01) and Malaysia (01). Based on information extracted from Scopus, Kline C. (07), who is affiliated with East Carolina University, has published the greatest number of papers, followed by Mitchell C.J.A. (05).

3.4 Most Productive Journal

Table 3 provides a list of the top 10 most widely published journals in the discipline of rural tourism and entrepreneurship. Elsevier and Taylor and Fransis owns three journals each, followed by MDPI, African Journals, Emerald, and Sage owning one journal each. 119 papers that this search yielded up have published in the journals listed in table 1. 119 papers that this search yielded up have published in the journals listed in table 1.

Sustainability (Switzerland) accounts for 27.73% of the total articles in this field with 33 publications. Sustainability is an international journal addressing human sustainability in terms of environment, culture, economy, and society. However, there have only been 247 citations. Among the papers published in this journal, the article by Birendra et al. (2018) achieved the most citations. Tourism is often regarded as a vehicle for economic growth and a way to help rural residents better their standard of living. Particularly, nature-based tourism, including wildlife tourism, is expanding more quickly than overall tourism, offering a variety of options for small-scale entrepreneurial activity. For the purpose of mitigating the problem of a shortage of social capital, microentrepreneurs interacted with one another in a bridging network structure (Birendra et al., 2018).

The Journal of Rural Studies, published by Elsevier, ranks in second with 16 articles (13.44%) and 707 citations. The paper written by Mitchell (1998) which focuses on how entrepreneurs have begun to response on marketing the countryside and its related rural heritage has the most citations out of the papers that were published in this journal, with 174 citations. The Elsevier owned Tourism Management journal garnered the most citations (1529), despite having just 11 articles, or around 9.24% of all publications, thereby becoming the most influential source in this field of research.

3.5 Most Productive affiliation

Table 4 lists the most prominent educational centres in the field of rural tourism and entrepreneurship along with their country affiliation. The most productive affiliation is Umeå University of USA which has 14 articles published. The article by Brouder, 2012 has the most citations out of all the others articles. In order to determine how tourist advantages for growth of those involved in tourism, including the local population, Brouder, 2012 in their article tries to investigate the mechanisms of local tourism innovation. Tourism frequently serves as a spur for creative local growth. Changes in institutional structures and improved connections amongst tourist stakeholders are both examples of innovation in the industry. Outcome of the study suggesting that tourism plays a modest but noticeable positive social influence in the community as a whole. With 11 papers, University of Granada in Spain is in second place. Peña et al., 2011 who focussed on how the application of ICT (information and communication technology) Market orientation (MO) impacts on smaller service businesses based in rural areas. ICT is found to positively influence MO and outcomes.

Table 1. Most Cited Document

Document Title	TC*	Author (s) and Year	Journal	Affiliation of the Author	Country	Publisher
Rural tourism and the challenge of tourism diversification: the case of Cyprus	373	Richard Sharpley (2002)	Tourism Management	University of Northumbria at Newcastle	UK	Elesiver
Factors for Success in Rural Tourism Development	366	Wilson et al., (2001)	Journal of Travel Research	Gustavus Adolphus College	USA	Sage
Comparisons of stakeholder perceptions of tourism impacts in rural eastern North Carolina	281	Byrd et al., (2009)	Tourism Management	The University of North Carolina at Greensboro	USA	Elesiver
Motivation for Agri-Tourism Entrepreneurship	261	McGehee (2004)	Journal of Travel Research	Virginia Polytechnic Institute and State University	USA	Sage
The role of individual entrepreneurs in the development of competitiveness for a rural tourism destination – A case study	233	Komppula (2014)	Tourism Management	University of Eastern Finland	Finland	Elesiver
The entrepreneurship factor in sustainable tourism development	199	Lordkipanidze et al., (2005)	Journal of Cleaner Production	International Institute for Industrial Environmental Economics	Sweden	Elesiver
Food tourism, niche markets and products in rural tourism: combining the intimacy model and the experience economy as a rural development strategy	185	Sidali et al., (2013)	Journal of Sustainable Tourism	Georg August University of Göttingen	Germany	Taylor and Francis
The use of value focused thinking and the A'WOT hybrid method in tourism management	174	Kajanus et al., (2004)	Tourism Management	Savonia University of Applied Sciences	Finland	Elesiver
Entrepreneurialism, commodification and creative destruction: a model of post-modern community development	173	Mitchell, 1998	Journal of Rural Studies	University of Waterloo	Canada	Elesiver
Gender and motivation for agri-tourism entrepreneurship	173	McGehee et al., 2007	Tourism Management	Virginia Polytechnic Institute and State University	USA	Elesiver

Source: Scopus/Biblioshiny. Note: *Total Citations

Table 2 Most Productive Author

Authors	Articles	Articles Fractionalized	Most cited Article	Journal	Current Affiliation	Country
Kline C	7	2.45	A Spatial Analysis of Tourism, Entrepreneurship and the Entrepreneurial Ecosystem in North Carolina, USA	Tourism Planning and Development	East Carolina University	USA
Mitchell C.J.A	5	2.67	Entrepreneurialism, commodification and creative destruction: A model of post-modern community development	Journal of Rural Studies	University of Waterloo	Canada
Carson D.A	4	1.42	International lifestyle immigrants and their contributions to rural tourism innovation: Experiences from Sweden's far north	Journal of Rural Studies	Umeå University	Sweden
Hernández-Maestro Rm	4	1.67	Rural Lodging Establishments as Drivers of Rural Development	Journal of Travel Research	University of Salamanca	Spain
Morais D.B	4	0.74	Bonding and bridging forms of social capital in wildlife tourism microentrepreneurship : An application of social network analysis	Sustainability (Switzerland)	North Carolina State University	USA
Carson D.B	3	1.08	International winter tourism entrepreneurs in northern Sweden: understanding migration, lifestyle, and business motivations	Scandinavian Journal of Hospitality and Tourism	Charles Darwin University	Australia
Cassel S.H	3	1.5	Performing Gender and Rurality in Swedish Farm Tourism	Scandinavian Journal of Hospitality and Tourism	Dalarna University	Sweden
Dias A	3	1.17	Developing poor communities through creative tourism	Journal of Tourism and Cultural Change	Universidade Lusófona	Portugal
Eimermann M	3	1.67	Two sides of the same coin: Dutch rural tourism entrepreneurs and countryside capital in Sweden	Rural Society	Umeå University	Sweden
Jaafar M	3	0.92	Tourism growth and entrepreneurship: Empirical analysis of development of rural highlands	Tourism Management Perspectives	Universiti Sains Malaysia	Malaysia

Source: Scopus/Biblioshiny

Table 3 Most Productive Journal

Sources	A*	h-index	TC**	Most Cited Article (Author)	Article Title	TIC***	Publisher
Sustainability (Switzerland)	33	10	247	Birendra et al., 2018	Bonding and Bridging Forms of Social Capital in Wildlife Tourism Microentrepreneurship: An Application of Social Network Analysis	25	MDPI
Journal of Rural Studies	16	11	707	Mitchell, 1998	Entrepreneurialism, commodification and creative destruction: a model of post-modern community development	174	Elsevier
Tourism Management	11	11	1529	Richard Sharpley (2002)	Rural tourism and the challenge of tourism diversification: the case of Cyprus	373	Elsevier
Tourism Planning and Development	10	8	295	Brouder, 2012	Creative Outposts: Tourism's Place in Rural Innovation	98	Taylor and Francis
Journal of Sustainable Tourism	9	8	597	Sidali et al., (2013)	Food tourism, niche markets and products in rural tourism: combining the intimacy model and the experience economy as a rural development strategy	185	Taylor and Francis
Journal of Travel Research	9	7	806	Wilson et al., (2001)	Factors for Success in Rural Tourism Development	366	Sage
Scandinavian Journal of Hospitality and Tourism	9	7	282	Carson et al., (2016)	International winter tourism entrepreneurs in northern Sweden: understanding migration, lifestyle, and business motivations	52	Taylor and Francis
Worldwide Hospitality and Tourism Themes	8	5	77	Dávid, 2011	Tourism ecology: Towards the responsible, sustainable tourism future	31	Emerald
African Journal of Hospitality, Tourism and Leisure	7	3	28	Mthembu and Mutambara, 2018	Rural Tourism as a Mechanism for Poverty Alleviation in Kwa-Zulu-Natal Province of South Africa: Case of Bergville	16	Africa Journals
Annals of Tourism Research	7	6	516	Zhao et al., 2011	Social capital and tourism entrepreneurship	170	Elsevier

Source: Scopus/Biblioshiny

Note: *No. of publications; **Total citations received by the journal; *** Total citations received by the most cited article

Table 4 Most Productive Affiliation

Affiliation	A#	Most Cited Article*	Author(s) and Year	Journal**	Major theme***
Umeå University	14	Creative Outposts: Tourism's Place in Rural Innovation	Brouder, 2012	Tourism Planning and Development	Tourism and Local development
University of Granada	11	Impact of Market Orientation and ICT on the Performance of Rural Smaller Service Enterprises	Peña et al., 2011	Journal of Small Business Management	Market Orientation and ICT in rural location enterprises
North Carolina State University	10	Comparisons of stakeholder perceptions of tourism impacts in rural eastern North Carolina	Byrd et al., 2009	Tourism Management	Tourism and Local development
University of Waterloo	10	Entrepreneurialism, commodification and creative destruction: A model of post-modern community development	Mitchell, 1998	Journal of Rural Studies	Rural heritage and Community Development
East Carolina University	9	A Spatial Analysis of Tourism, Entrepreneurship and the Entrepreneurial Ecosystem in North Carolina, USA	Kline et al., 2014	Tourism Planning and Development	Entrepreneurial ecosystem
University of Tehran	9	The contributions of social entrepreneurship and transformational leadership to performance: Insights from rural tourism in Iran	Naderi et al., 2019	International Journal of Sociology and Social Policy	Social entrepreneurship and rural tourism
University of Azores	7	The Rural and Nature Tourism Development Potential in Islands	Batista et al., 2022	Sustainability (Switzerland)	Entrepreneurship and rural tourism
Zhejiang University	7	Small accommodation business growth in rural areas: Effects on guest experience and financial performance	Ye et al., 2019	International Journal of Hospitality Management	Entrepreneurship and rural tourism
Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I Of Romania"	6	Smart Tourist Village—An Entrepreneurial Necessity for Maramures Rural Area	Ciolac et al., 2022	Sustainability (Switzerland)	Entrepreneurship and rural tourism
Dalarna University	6	The entrepreneur–opportunity nexus: discovering the forces that promote product innovations in rural micro-tourism firms	Yachin, 2019	Scandinavian Journal of Hospitality and Tourism	Entrepreneurial behavior of Micro-tourism firms

Source: Scopus/Biblioshiny

3.6 Most Productive Countries

The countries with the highest number of articles in rural tourism and entrepreneurship are listed in Table 5. One North American country (USA), six European countries (Spain, Sweden, Romania, Portugal, UK, and Italy), three Asian countries (China, Indonesia, and Malaysia) made up the top ten countries. This indicates that publications from advanced nations account for a larger share of the total and have a substantial influence in this field of research. The USA took first place globally, garnering 969 citations for a total of 91 publications. China have received 293 citations for 57 articles published. Despite having 52 articles in the account, Malaysia influence might be greater taking into account the low frequency of citations (8.7). UK, which has only produced 37 articles, has a far higher frequency of citation (42.1). This demonstrates the importance and impact of the articles published from this European country.

Table 5. Most Productive Countries

Region	Articles	Total Citations	Average Article Citations
USA	91	969	42.1
China	57	293	18.3
Spain	54	359	23.9
Malaysia	52	78	8.7
Sweden	52	976	34.9
Romania	39	64	8
Portugal	37	274	30.4
UK	37	969	42.1
Indonesia	36	22	3.7
Italy	36	438	33.7

Source: Scopus/Biblioshiny

3.7 Author's Keyword Co-occurrences and Theme development

We obtained the graph (Fig. 3) in VOSViewer that displays the correlations between the co-occurrences of the 31 keywords. The ability to zoom and scroll is one advantage of using VOSviewer's combined cluster and map visualisation, which enables us to learn more specific details about a map. Different colours are used to indicate the keywords in the various clusters of the network visualisation (Fig. 3). From the 31 keywords the author employed in the area of rural tourism and entrepreneurship, five clusters were formed. When keywords are grouped together, they are more likely to point to related themes. Each cluster contains a different number of subject keywords. The specifics of the clusters are shown in Table 6.

Table 6 reveals that cluster 1 has the greatest number of words, which may indicate that researchers from around the globe are paying more attention to this subject (Liu et al., 2011). This means that the fields in cluster 1 are the ones that are the most centralised. To put it another way, the terms in Cluster 1 have received more attention from this particular discipline.

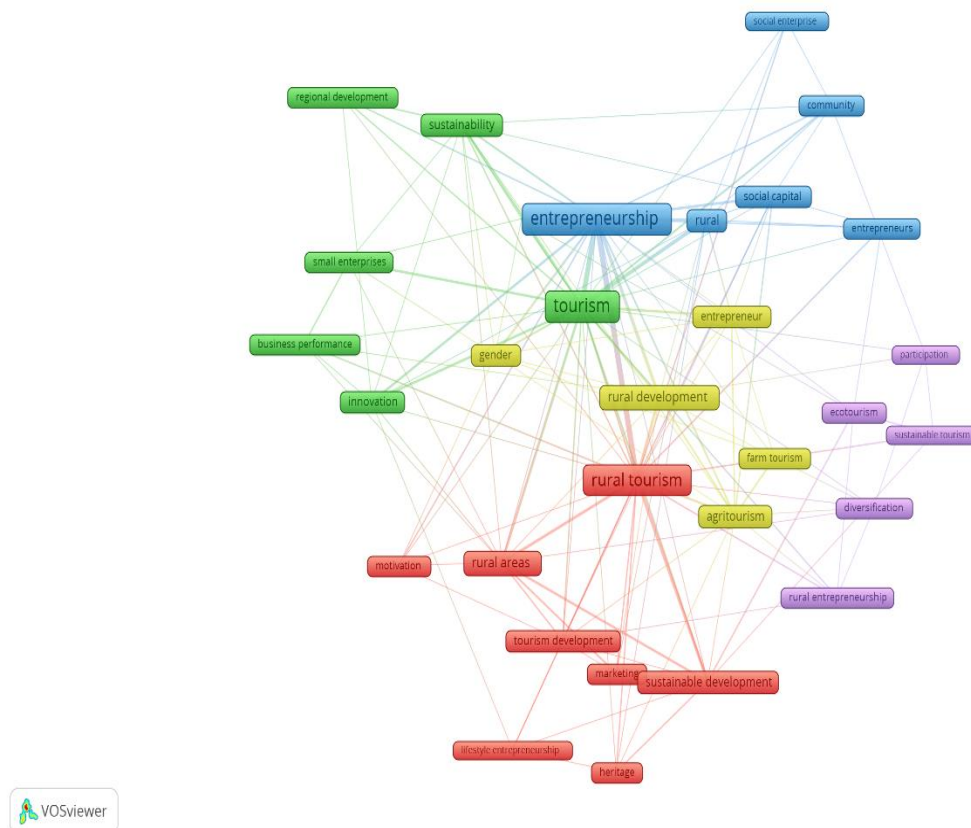
Table 6. Cluster of Rural Tourism and Entrepreneurship

Cluster	Number of Keywords	Keywords
1	8	heritage; lifestyle entrepreneurship; marketing; motivation; rural areas; rural tourism; sustainable development; tourism development
2	7	business performance; innovation; regional development; small enterprises; sustainability; tourism; women
3	6	community; entrepreneurs; entrepreneurship; rural; social capital; social enterprise
4	5	agritourism; entrepreneur; farm tourism; gender; rural development
5	5	diversification; ecotourism; participation; rural entrepreneurship; sustainable tourism

Source: Scopus/VOSViewer

Figure 4 displays the co-occurrence matrix's network map. It might logically demonstrate the connections between rural tourism and entrepreneurial subjects of research. The size of nodes may represent the frequency of keywords; the more frequently a term occurs, the larger the node size. The thickness of the line is inversely connected with the distance between two terms; the closer the relationship, the thicker the line. The largest node in Fig. 3 is the Rural tourism node, which shows that Rural tourism has the highest frequency of terms. It has a 64-link strength overall. The Entrepreneurship is growing more and more prevalent, together with agritourism, sustainability, and rural development. Thinner lines, which indicate a closer connection between two keywords, can be seen between the terms "marketing," and "social enterprise". On the other hand, some terms with a low frequency and a small node size, like "innovation", "heritage", and "life style entrepreneurship" can also be found rapidly. Furthermore, there isn't a line linking those keywords to any other keywords, demonstrating that they are at the forefront of the research field.

Figure 4. Keyword Co-occurrence



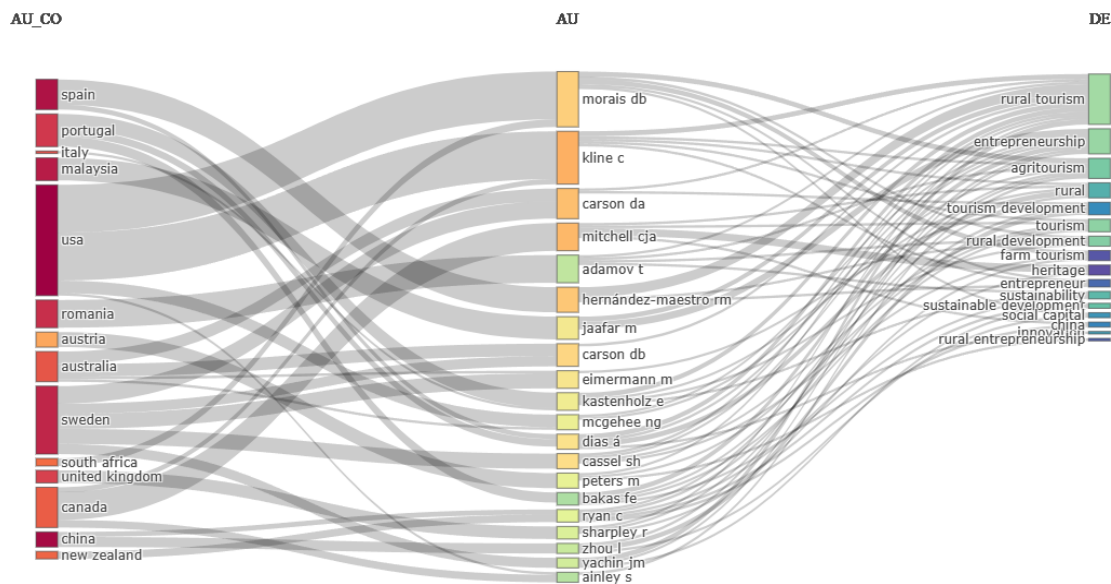
Source: Scopus/VOSViewer

3.8 Three field

The Sankey plot, which is commonly referred to as the three-field plot is illustrated in the figure 4 demonstrates the connection between the countries, authors and keywords of articles on artificial intelligence and research ethics. Relevant components were presented in rectangles in a variety of colors. The length of the rectangles (one of the components: authors, nations, keywords) was determined by the sum of the value of the total of the relations emanating among the components that the rectangles depicted. The element with greatest number of relations is shown by higher rectangles (Agbo et al., 2021).

The left side column lists the countries, the middle column displays the authors and the right-side column indicates the author's keywords. On the basis of nation, USA has the highest number of authors' affiliation with around 44 authors associated to the nation. This was in line with the finding of USA being the most productive country. Sweden ranks second with 27 authors though it occupies 5th in the overall productivity of nation. Despite the fact that China ranks second in the analysis related to the top 10 productive countries, they placed eighth in the authors' affiliation. Canada secures third place with 16 authors' affiliation. Kline and Morais are the two most significant contributors from USA indicated by the thickness of the line connecting the nation to the authors, and the major themes they explored are about the agritourism, rural tourism and entrepreneurship. In Sweden, Carsson and Cassel are the most productive authors who mainly investigated on the topic rural tourism. The two prominent authors from Canada who have discussed mainly about rural tourism, and heritage is Mitchell.

Figure 4. Three field Plot Test



Source: Scopus/Biblioshiny

4. Conclusion and Limitations

In accordance with Lane (1994), rural tourism has been considered as a means of achieving social and economic growth and revitalization that can be advantageous to the local population. Compared to other industries of economy, like agriculture, directly creates 44.6 jobs and industrial sector generates 12.6 employment, tourism greater employment options (Agarwal, 2016). According to Rodriguez et al. (2018), the economic impact from the tourism project is still minimal yet essential in the community. According to Lebambo (2019), the majority of clients and users of these programmes related to tourism and the organisations that provide support are urban, literate, and well-established businesses, while rural entrepreneurs are unable to obtain the help owing to a lack of understanding or knowledge, or because of distance and expense.

Local community involvement can be beneficial in terms of new jobs, new industries, job diversity, etc. and can help generate sustainability for a long-term regional development (Harpa, 2017). Local participation will afterwards prevent conflicts between competing interests in rural development and help prospective entrepreneurs identify innovative tourism goods and services (López et al., 2019). Phelan and Sharpley (2012) discussed the entrepreneurial and individual the ability of the owners and administrators of rural tourism. By providing viable options for creating employment opportunities, the provision of services and products, and the protection of natural resources, entrepreneurial participation in small tourism-related businesses has the potential to improve the financial, social, and ecological results for the communities they serve (Hajilo et al., 2017; Morrison, 2016).

The data used in the current study was solely taken from Scopus, although it might have been broadened to include data from other literature sources as well. The current analysis does not attempt to couple citations. This can be looked into in the future. In addition, the researchers' interest in the subjects of sustainability, life style entrepreneurship, and heritage has not been as strong as it could have been, according to an analysis of the keyword co-occurrences. Focus should be increased in these areas. In addition to providing an alternative remedy for many issues in rural regions, rural tourism growth also contributes to the preservation and improvement of the local infrastructure and the natural surroundings (Sharpley, 2002).

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SCOPE OF AGRI TOURISM IN KERALA



SHABNA BABU

Research Scholar in Commerce, Maharaja's College, Ernakulam, Kerala
Assistant Professor of Commerce, Sree Narayana College, Nattika, Kerala

ABSTRACT

Kerala, a state that is heavily reliant on agriculture, has enormous potential for rapidly expanding agri tourism with little additional investment. The study tries analyse the scope of agri tourism in Kerala purely based on secondary data and arrived at a conclusion that since Kerala is one of the popular tourist destination in the world, there is a chance to turn state-owned land that might be used for agriculture into a tourist destination with little assistance.

Key Words: *Agri Tourism, Farm Tourism*

Introduction

The convergence of tourism with agriculture is referred to as agri-tourism. It mixes agricultural production and/or processing with tourism in order to draw visitors to farms, ranches, and other agricultural businesses for the purpose of entertainment and education, and in exchange it generates income for the owner of a farm or business (Arru et al., 2021; Bhatta & Ohe, 2020). Agri tourism in Kerala is a thriving industry that offers visitors a unique experience to explore the agricultural practices of the state. With its lush green landscapes and diverse farming techniques, Kerala has become a popular destination for those interested in learning about sustainable farming, organic practices, and traditional agricultural methods. Tourists can participate in various activities such as harvesting crops, planting seeds, and taking care of livestock. Additionally, they can also indulge in farm-to-table experiences by tasting fresh produce and homemade delicacies (Obeidat, 2022; Singh & Kumar, 2016). Agri tourism in Kerala not only promotes the state's agricultural heritage but also provides income opportunities for local farmers. It is an excellent way for visitors to connect with nature, learn about farming, and support the local economy.

Objectives of the study

Farm Tourism, a key component of Kerala's much praised Responsible Tourism concept, will guarantee financial gains for the agricultural community by fusing farming and tourism. In order to strengthen agricultural tourism and provide the tourism industry more impetus in the post-Covid phase, Mr. P.A. Mohamed Riyas, Minister for Tourism, Government of Kerala, founded the Kerala Agri Tourism Network and started a state-level training program.

He announced that Kerala Tourism will collaborate with local self-government organizations in every region of the state to identify 500 new travel destinations over the course of five years. One important factor in attaining this goal is the Responsible Tourism Mission. So the objective of this study is to know whether Kerala has the opportunities for becoming successful in agri tourism in wake of its agriculture and number of tourists arrival.

Statement of the problem

Agri tourism, also known as agricultural tourism, has gained popularity in Kerala as a unique form of tourism that allows visitors to experience rural life and engage in farming activities. However the study focuses on

- Whether Kerala has the strong agricultural practices to attract tourists?
- Is Kerala an attractive destination for tourists?
- Is agriculture strong in Kerala's attractive tourist destinations?
- Is there a possibility for agri-tourism in Kerala by looking at the agriculture in Kerala and the arrival of tourists?

Scope of the study

This study tries to find out scope of agri tourism in Kerala and is limited to the analysis of statistical reports of agriculture (India, n.d.) and tourism (*Tourist Statistics*, n.d.) published by Government of Kerala in the year 2023.

Data analysis and Interpretation

The study titled ‘Scope of agri tourism in Kerala’ is purely based on secondary data which is collected from the website of Government of Kerala.

Table 1: CROPPING INTENSITY OF KERALA

Year	Gross cropped area (Ha)	Net area sown (Ha)	Intensity of cropping (%)
2016-17	2584007	2015482	128.21
2017-18	2579699	2040415	126.43
2018-19	2571101	2033631	126.43
2019-20	2586452	2026064	127.66
2020-21	2568960	2035128	126.23
2021-22	2523014	2029368	124.33

Source: Agricultural statistics 2021-22 (Govt of Kerala)

The table shows that Kerala has a strong intensity of cropping i.e. above 125%. During the last five years there is no huge change in intensity of cropping. This shows that Kerala has strong agricultural practices to attract tourists.

Table 2: TRENDS IN DOMESTIC AND FOREIGN TOURISTS ARRIVALS IN TO KERALA

Calendar Year	Domestic Tourist	% variation	Foregin Tourist	% variation
2017	14673520	11.39	1091870	5.15
2018	15604661	6.35	1096407	0.42
2019	18384233	17.81	1189771	8.52
2020	4988972	-72.86	340755	-71.36
2021	7537617	51.09	60487	-82.25
2022	18867414	150.31	345549	471.28

Source: Kerala tourism statistics 2022 (Govt of Kerala)

This table shows that arrival of domestic tourists during the year 2020 decreased by 72.86% compared to previous year and foreign tourists arrival decreased during 2020 by 71.36% compared to previous year. It is assumed that the outbreak of Covid 19 was the reason for this drastic decrease. During the year 2021 the arrival of domestic tourists increased but foreign tourists still in the decreasing trend. But in the year 2022 a notable increase in the arrival of both domestic and foreign tourist happened. This shows that Kerala is one of the top destinations attract tourists.

Table 3: DISTRICT WISE FOREIGN AND DOMESTIC TOURIST VISITS DURING THE YEAR 2022

Sl.No	District	Foreign	Domestic	Total
1	THIRUVANANTHAPURAM	81916	3058858	3140774
2	KOLLAM	1283	420097	421380
3	PATHANAMTHITTA	506	369103	369609
4	ALAPPUZHA	11469	770916	782385
5	KOTTAYAM	9682	440759	450441
6	IDUKKI	27005	2656730	2683735
7	ERNAKULAM	186290	4048679	4234969
8	THRISSUR	6177	2130420	2136597
9	PALAKKAD	659	474452	475111
10	MALAPPURAM	6224	676582	682806
11	KOZHICODE	10623	1209088	1219711
12	WAYANAD	1967	1509207	1511174
13	KANNUR	1290	811461	812751
14	KASARAGOD	458	291062	291520
	TOTAL	345549	18867414	19212963

Source: Kerala tourism statistics 2022 (Govt of Kerala)

It is very clear from the table that Ernakulam district attracts both domestic and foreign tourists the most followed by Thiruvananthapuram at the second place and Idukki stands at the third place.

Table 4: DISTRICT WISE AREA UNDER CROPS DURING THE YEAR 2021-22

Sl.No	District	Total cropped area(in Ha)
1	Thiruvananthapuram	151786.64
2	Kollam	135299.06
3	Pathanamthitta	113593.10
4	Alappuzha	108728.10
5	Kottayam	205415.82
6	Idukki	256149.29
7	Ernakulam	168867.54
8	Thrissur	167135.33
9	Palakkad	266761.01
10	Malappuram	230519.48
11	Kozhikode	188162.11
12	Wayanad	164425.91
13	Kannur	214172.78
14	Kasargode	151998.14

Source: Agricultural statistics 2021-22 (Govt of Kerala)

This table shows that area under crops is highest in Palakkad followed by Idukki and Malappuram respectively.

Table 5: DISTRICT WISE COMAPRISON AREA UNDER CROPS AND FOREIGN AND DOMESTIC TOURIST VISITS DURING THE YEAR 2021-22

Sl.No	District	Total tourist arrival	Total cropped area(in Ha)
1	Thiruvananthapuram	3140774	151786.64
2	Kollam	421380	135299.06
3	Pathanamthitta	369609	113593.10
4	Alappuzha	782385	108728.10
5	Kottayam	450441	205415.82
6	Idukki	2683735	256149.29
7	Ernakulam	4234969	168867.54
8	Thrissur	2136597	167135.33
9	Palakkad	475111	266761.01

10	Malappuram	682806	230519.48
11	Kozhikode	1219711	188162.11
12	Wayanad	1511174	164425.91
13	Kannur	812751	214172.78
14	Kasargode	291520	151998.14

Source: Agricultural statistics 2021-22 and Kerala Tourism statistics 2022 (Govt of Kerala)

This table shows that area under crops is highest in Palakkad followed by Idukki and Malappuram respectively but only Idukki has promising number of tourist as compared to other districts having highest cropped area. This indicates that Kerala's agri tourism sectors yet to promote so that the state can achieve so that tourist can explore the state's green landscapes and diverse agricultural practices.

Discussion

Kerala, known for its lush green landscapes and diverse agricultural practices, has a promising scope for agri tourism since Kerala is well known for its ecological projects and stunning backwaters, earning it a spot on National Geographic Traveler's list of the top ten paradises on earth. Kerala is one of the most popular tourist destinations in the world due to its distinctive culture and customs as well as its diverse population. The study reveals that the Kerala's agricultural practices are strong but it fails to attract tourists to its agricultural lands. It is very clear that the government has to undertake better marketing and promotional strategies to attract more tourists to agri tourism destinations (Sunitha, 2021).

With its favorable climate and fertile land, the state offers a wide variety of agricultural experiences that can be enjoyed by tourists. From visiting spice plantations and tea gardens to exploring paddy fields and organic farms, agri tourism in Kerala provides a unique opportunity to understand the agricultural heritage and practices of the region. Additionally, tourists can engage in activities like fruit picking, participating in traditional farming methods, and learning about the cultivation of various crops. The scope of agri tourism in Kerala is not only limited to showcasing the agricultural aspects but also encompasses the promotion of sustainable practices and eco-friendly tourism. This opens up avenues for tourists to learn about organic farming techniques, animal husbandry, and the conservation of biodiversity. With its rich agricultural traditions and scenic landscapes, Kerala has the potential to become a sought-after destination for agri tourism, attracting both domestic and international tourists who seek to immerse themselves in.

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