

**TOURISM AND SUSTAINABLE DEVELOPMENT OF  
KERALA – A CASE STUDY ON MUNNAR HILLS**

*Minor Research Project work done with the assistance of University Grants  
Commission.*

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**2018**

## **Declaration**

I Dr. Joy V S, hereby declare that this report entitled “**TOURISM AND SUSTAINABLE DEVELOPMENT OF KERALA – A CASE STUDY ON MUNNAR HILLS**” is a bonafide record of research work done by me and that the report has not previously published in any form.

## PREFACE

Hills have been a source of wonder and inspiration for human societies and cultures since time immemorial. Our fascination for these unique wilderness areas has been partly based on their remoteness and inaccessibility. Yet, today, the elements that attract people to hills – clean air, diverse landscapes, rich biodiversity, and unique cultures – are under threat, partly because of poorly managed and non-sustainable tourism. Travel to hill areas, which already account up to 20 per cent of global tourism, is increasing rapidly. Hills are second only to coasts and islands as popular tourism destinations, generating 20 per cent of annual global tourism income. While modern facilities of transportation have made even remote hill areas accessible to increasing numbers of visitors, hill tourism tends to be very unevenly distributed, with a small proportion of locations having significant tourism infrastructure.

Hill tourism is one of the fast growing tourism sectors in Kerala, contributing 30 per cent of the total revenue from tourism sector. Eastern Kerala consists of land encroached upon by the Western Ghats; the region thus includes high mountains, gorges and deep-cut valleys. The Kerala hills offer pleasant and pleasurable diversions that range from going on hiking, biking, trekking and hill climbing tours, wildlife safaris to the numerous wildlife sanctuaries located on the hills. The mist covered Kerala hills with clear blue skies as the perfect background and the evergreen forests that clothe these hills create a visual panorama that heightens the pleasure of all the tourists.

The present study has been undertaken to assess the perception of tourists and host community of Munnar hills on the facilities provided in the hills and the impact of tourism on the hills. Both primary and secondary data were used for the study. The primary data were collected from tourists (both foreign and domestic) and host community. A total of 100 tourists and, 100 host community were selected

conveniently from the selected tourism spots of Munnar hills by giving due weightage to all the categories. The secondary data were collected from books, periodicals, reports of Government of India and Kerala and other agencies and the Internet. For data analysis, statistical and mathematical tools were used.

The study is organised in four six chapters. Chapter one gives an introduction which contains review of literature, statement of the problem, significance of the study, objectives of the study and methodology used in the study. Chapter two contains an overview of Munnar hills. Chapter three contains the presentation of primary data collected and its analysis. The last chapter (Chapter Four) contains a summary of the findings, conclusion and suggestions based on the study.

The findings of the study would hopefully be useful to the Government and other agencies, local community, policy makers, scholars and academicians.

Dr. JOY V S

## ACKNOWLEDGEMENT

*In the preparation of this research work, I have been received assistance, open-handed help and benevolent support from a magnitude of people. Without their assistance and well wishes, this work could not have materialised. Hence, let me take this opportunity to extend my whole hearted gratitude to all of them.*

*At first, my warm gratitude is due to the Principal, and my Colleagues at Government Arts College, Thiruvananthapuram.*

*I convey my deep sense of gratitude to the authorities of University Grants Commission for having granted me MRP for completing this study.*

*I also take this opportunity to extent my profound gratitude to various officials of Department of Tourism, Government of India and Government of Kerala, and the officials of Forest department, KSEB, KTDC, DTPC, TATA, and VSS, for their sincere co-operation in giving me the required information.*

*My deep sense of acknowledgement is also due to the responses of foreign and domestic tourists, host community and others for supplying their valuable views and suggestions.*

*I also express my gratefulness to all my friends and colleagues especially, Dr. Subash. T, Dr. Biju S.K, and Sri. Sunil Kumar V for valuable suggestions, help and Inspiration.*

*I also express my deep sense of thanks to my wife Sini. S. Prasad, my son Aditya Joy and my daughter Vaishnavi Joy who offered inspiration and support in abundance, forgoing the delightful moments of togetherness and affection during the period of this work.*

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# Chapter 1

## INTRODUCTION

Tourism industry has steadily acquired an increasingly significant position in the global economy. A naive impression of it may illustrate the industry merely as a provider of basic facilities with a view to meet the expectations and perceptions of the tourists. A closer look would, however, reveal that, it incorporates and entails a whole set of complex factors and forces. Tourism promotes people-to-people contacts, ethnic cultural understanding, mutual appreciation and co-operation, thereby promoting peace. The development of tourism depends on various factors such as attraction, accommodation, transportation, recreation, restaurants, shopping, hospitality, safety and security, attitude of the host community, tourist destinations and so on.

Kerala, a State situated on the tropical Malabar Coast of south-western India, is one of the most popular tourist destinations in the world. Named as one of the "ten paradises of the world" and "50 places of a lifetime" by the *National Geographic Traveller*, Kerala is famous especially for its ecotourism. Its unique culture and traditions, coupled with its varied demography, has made Kerala one of the most popular tourist destinations in the world. Growing at a rate of 10 per cent, the tourism industry is a major contributor to the State's economy. Today, Kerala tourism is a global super brand and regarded as one of the destinations with highest brand recall. The State's tourism agenda promotes ecologically sustained tourism, which focuses on the local culture, wilderness adventures, volunteering and personal growth of the local population. Efforts are taken to minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. The most significant contribution of the tourism is the creation of employment in rural areas by stimulating local art, handicrafts and folklore. Tourism employs 10 per cent of total workforce and also contributes 5 million US Dollar annually as foreign exchange to the State (Economic Review, Government of Kerala). Major tourism destinations in the State include beaches,

hill stations, national parks, wildlife sanctuaries and the backwaters.

Hills have been a source of wonder and inspiration for human societies and cultures since time immemorial. Our fascination for these unique wilderness areas has been partly based on their remoteness and inaccessibility. Yet, today, the elements that attract people to hills – clean air, diverse landscapes, rich biodiversity, and unique cultures – are under threat, partly because of poorly managed and non-sustainable tourism. The meaning of the term ‘Sustainable Tourism has been seen as a value-laden construct and one that is open to interpretation. It is interpreted- as cast multifariously, as a philosophy, as an ideology, a concept, a political catch phrase, a process or even as product. The key for Sustainable Tourism ‘is not ensuring the continued introduction of small-scale, environmentally and culturally appropriate form of tourism, but as an activity to make existing mass tourism developments as sustainable as possible’. Sustainable tourism should be considered in the context of a whole system, rather than being conceived solely at the destination level as an approach; now being captured in measurement of tourists’ total ecological impacts. The World Commission on Economic Development defines sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” and it is framed by the domains of environmental integrity, social equity and economic prosperity, commonly referred to as the triple bottom line.

### **1.1 Review of Literature**

A number of studies have been undertaken by individual researchers, research institutes/agencies and governments all over the world on Tourism. Such studies have covered different areas of the tourism industry viz. tourism marketing, responsible tourism, various types of tourism, impact of tourism on the socio-economic development of the economy and the environmental impact of tourism etc. An attempt is made to review the major studies available in the field so as to find the literature gap for the present study.

Diamond (1977) recognized that although the adverse sociological and non-

economic effects of inbound tourism and foreign investment in the tourism sector of under developed countries had been reasonably well canvassed by the mid-1970s, the possible economic shortcomings of tourism had been given little systematic attention. While for some under developed countries inbound tourism expansion has brought great economic benefits, for others the results have proved to be disappointing. His study of Turkey pinpoints some of the difficulties in general associated with promoting tourism in developing countries.

One of the earliest studies to explore systematically the relationship between tourism and the State of the environment is by Pigram (1980). Pigram recognized that there may be negative, neutral or positive relationships between the development of tourism and the environment. However, he does not discuss the role of market failures in relations to the alteration of environments. He pointed out that “Tourism and environment are not merely interrelated but are interdependent”.

Peter Romilly, Xiaming Liu, and Haiyan Song (1996) examined the relationship between international tourism spending and a number of economic and social variables with a panel data set covering 138 countries over the years 1989 to 1995. The data set was initially divided into three country groups (low, middle, and high incomes), and the characteristics of the data set were analysed. The pool ability of data was then tested for, and a heterogeneous intercept model with homogeneous slope coefficients was estimated. Various tests were conducted to determine whether the fixed or random effects models were appropriate. By far the biggest single influence on international tourist spending is income, but the model also identified the real exchange rate, age structure, and degree of urbanization as significant influences.

Bonnie Martin, Francis McGuire, and Lawrence Allen (1998) conducted a survey to identify retirees’ attitudes toward tourism development in a resort community. Data analysis, including factor analysis, found that four dimensions described retirees’ attitudes: increased development, negative impacts, positive impacts, and tourism support. It was found that retirees do not support continued growth and strongly agreed that tourism had negative impacts,

supporting growth machine theory.

Mara Manente and Maria Carla Furlan (1998) analyse the quality of tourism as a system that includes final consumption, product based market services, the natural environment and cultural resources at no cost, and the impact on the local society, all from the macroeconomic point of view. They maintain that if optimal use is to be made of resources in the sense of achieving sustainable system quality, this use must be compatible with the carry capacity.

Mananyi, A (1998) in his article, Optimal Management of Ecotourism, considers the static and dynamic optimal tax policies that are designed to decentralize the social optimum, thereby internalizing the externalities and guaranteeing the sustainability of both the wildlife species and tourism. The sustainability debate strongly suggests that the viability of eco-tourism is in danger unless policies that promote the natural resource base are pursued.

Megan Epler Wood (1998) investigates the role of community participation in the development of eco-tourism in Ecuador from social, political, and conservation perspectives. Ecuador is a living laboratory of eco-tourism and community development issues that provides an excellent base to study and learn about how communities in tropical zones adapt eco-tourism to their needs. One inventory found 30 indigenous and controlled eco-tourism projects in the Amazonian region of Ecuador alone.

Heerschap, N.M (1999) describes the importance of employment and human resource issue for the “tourism industry.” The study proposes the use of both approaches (demand side and supply side) simultaneously by connecting basic life account through an employment module as the integration framework.

Pizam, A (1999) in an essay titled “Life and Tourism in the Year 2050”, represents the author’s personal vision of life and the state of the tourism industry in the year 2050. It describes the major expected developments in the areas of environment, demographics, economy and business, lifestyle and values, politics, housing, education, entertainment, shopping, and emerging technologies.

Raphael Raymond (1999) in his study gives the national totals and the

figures for Eilat and for five other destinations. The economic benefits of tourism are reduced by the building of accommodation and facilities that are used only part of the year or have low annual usage, and by seasonal unemployment. Monthly occupation peaks and troughs in 1998 are presented for 16 countries, as well as the seasonal patterns of tourism by air to Israel, by principal origin and of inbound and domestic hotel demand.

Cevat Tosun (1999) investigates and explains the roots of unsustainable tourism development at the local level in a developing country, with special reference to Urgup in Turkey. It was found that the factors that ushered in unsustainable tourism development are beyond the control of local people and authorities. They are largely related to issues at the national level. The study concludes that achieving sustainable tourism development at the local level in a developing country requires hard political choices, a confident decision-making process, and the collaboration of international tour operators and donor agencies.

Karl Hoyer (2000) presents a critical discussion of the internationally prevailing understanding of the concept sustainable tourism. The study emphasizes that sustainable tourism should be linked to a concept of sustainable mobility. However, this mobility would imply not only a change in the means of transport but also a reduced level of mobility in the rich part of the world.

Richard Prentice and Vivien Andersen (2000) discuss the importance of familiarity as an explanatory variable of imagery and evoked opportunities, and this as a direct and indirect determinant of visiting propensity. Ireland is the destination used, and the model and repositioning appraisal are developed in the market for cultural tourism.

Peter Mason and Joanne Cheyne (2000) discuss the resident attitudes to tourism development. Research employing a questionnaire survey and focusing on a proposed development was conducted in a rural New Zealand region. The findings are discussed in relation to national tourism surveys in that country.

Renata Tomljenovic and Bill Faulkner (2000) examine the unprecedented growth of tourism in Australia. How this growth affects older residents is becoming increasingly important for the industry and urban planners. A survey of

Gold Coast residents was carried out to test this hypothesis. Contrary to expectations, the results revealed that older residents are generally as favourably disposed to tourism as their younger counterparts.

Derek R. Hall (2000) in his study analysed tourism's role in post socialist restructuring in Central and Eastern Europe, reflecting on issues of mass tourism and niche segregation. Rural tourism is examined as a vehicle for sustainable development in south-eastern Europe, and some of the paradoxes facing issues of sustainability in tourism development are examined in relation to recent development processes. With a dynamic mix of mass and niche markets to target, the potential of rural tourism development in south-eastern Europe continues to be constrained by regional instability.

Tim McClellan (2002) examines methods of measuring tourists' current perceptions using a destination in northern France as a case study and applies this to Traditional Response Hierarchy Theory. The application and results of perception measurement tests in the United Kingdom and France are discussed in a broad context together with general implications for the development of communication and marketing strategies to change perceptions of potential tourists. The need for destinations to meet potential visitor expectations is considered together with the possible effects of inappropriate product and communication strategies.

Julie L. Andsager and Jolanta A. Drzewiecka (2002) in their study explore how potential tourists interpret representation in terms of familiarity and desirability and whether stereotypes influence interpretation. College sophomores viewed guidebook images of two locations and listed thoughts about the scenes in terms of the people who live there and what vacations and living there would be like. Responses were analysed using a computer-assisted content analysis program that identifies co-occurrence of terms within cases, and terms were cluster analysed to determine relationships. Respondents preferred familiar images for vacations, differentiating among various images of those destinations. Interpretation of destination images and perceived familiarity appears to strongly rely on stereotypes of the places considered.

Bushell, R, Staiff, R and Conner N (2002) examine the question of how local communities value the contribution of natural and cultural heritage to their wellbeing. They look at conservation issues, with particular reference to the role of nature-based tourism as a vehicle for incorporating conservation into regional and rural development strategies and specifically as one of the mechanisms for the contribution by protected areas to the quality of life for local communities.

Metin Kozak (2002) in his study determines whether motivational differences existed between tourists from the same country visiting two different geographical destinations and among those from two different countries visiting the same destination. The analysis of findings was based on pull-and push motivations of British and German tourists visiting Mallorca and Turkey in the summer of 1998. The findings demonstrated that some tourist motives differed between nationalities and places visited.

Miljenko Bilen (2003) in his study tries to identify the aspects related to maintain the tourism destinations. Tourist demand is oriented toward destinations whose high-quality resources are able to meet recreational, cultural, and other needs of the contemporary traveller. Such areas are very few, and the majority of the global demand is oriented toward subtropical or Mediterranean regions, which have nearly reached the saturation point as a result of the large number of visits. The principal question of modern theory and practice is how to preserve tourist areas while meeting tourist demand. The author maintains that the process should involve both receptive and emissive tourist countries since their interests in the matter are mutual.

Bærenholdt, Jorgen Ole, and Michael Haldrup (2006) in their study challenge conventional understandings of territorial learning by comparing two cases of cultural tourism and their spin-off developments in Roskilde, Denmark: first the Viking Ship Museum, its development into a 'Museum Island' in the harbour area during the 1990s and its project 'Return of the Viking Long ship'; second, the Roskilde Festival with its still not fully developed projects 'Music on Valley' and 'Rock City'. The study also emphasizes the role of local authorities

and of international connections. In doing so, they attempt to bridge the gap between contemporary discussions of tourism and cultural economy in cultural and economic geography and ask how these attractions, events, and projects have emerged and how the dynamics producing tourist places are organized in time and space.

Sandra Wall Reinius and Peter Fredman (2007) in their study explore protected areas as attractions and their influence on tourists' behaviour. The importance of differing protection status (national parks, world heritage sites, and biosphere reserves) is also discussed. Data come from surveys conducted in protected areas in the Swedish mountain region. The results show that protection status matters to tourists, and it affects the decision to visit the area, but to a variable degree among the study sites. It is concluded that different protected area labels function as touristic markers but that the name national park has a stronger effect on tourists than the labels of world heritage site and biosphere reserve.

Barry Brown (2007) presents an ethnographic study that expresses the concern that 'tourists cause changes to both themselves and their destinations'. The focus is on the "work" of tourism: the organization and arrangement of the experience. The paper describes how tourists work in groups, use maps and guidebooks, and lastly pre- and post- visit places. An ethno-methodological approach is applied to the different ways in which tourists collaboratively find solutions to their problems.

Close analysis on the review of available literature throws light on the fact that the study undertaken in the field of tourism industry cover mainly certain specific areas like the impact of tourism on the socio-cultural, economic and environment scenario of a destination, the resident attitude towards the industry, images of destination, tourist behaviour etc. In this context, it assumes greater significance to initiate a study on the sustainable tourism development. Thus an established destination Munnar is taken as a case for further study.

## **1.2 Statement of the Problem**

Tourism in Munnar witnessed a high enthusiasm for the last two or three decades

by attracting a vast number of tourists from all over the world. Innovative and market-focused advertisement campaigns help the destination to boost its tourism inflows in both volume and value. About 20 per cent of the foreign and 35 per cent of the domestic tourists who come to Kerala visit the hill destinations of Kerala (Tourism Statistics, Government of Kerala, 2018). A major portion of the revenue in Munnar hill area is from tourism and it also offers a lot of employment opportunities for the host community throughout the year (Economic Review, Government of Kerala, 2017). Even though tourism has an important place in the economic development of Munnar hill areas, no pragmatic effort has been made by individual researchers or institutions to explore the potential of tourism in Munnar hills. It is in this context that the present study titled “Tourism and Sustainable development in Kerala – A case study on the Munnar Hills” has been undertaken.

### **1.3 Significance of the Study**

There are many economic benefits other than those commonly associated with tourism. Tourism can also have a positive impact on regional development, and may help to even out some of the inequalities between different parts of a given country. Regions which do not have access to some major resources or do not have major urban centres may be able to use tourism to improve regional income and reduce the exodus in search of employment. It has also been suggested that tourism encourages entrepreneurship and the development of new small scale business enterprises, particularly among groups who might not have easy access to formal labour markets. Special interest tourism, because of its being at a relatively early stage of development, is thought to be particularly conducive to entrepreneurial activity. Such entrepreneurial activity can range from specialised tour and guiding services to manufacturing local handicrafts. In this context, a study on the hills, - which have been isolated from the plane lands for several decades,- as tourism destinations, with special thrust on the facilities provided for the tourists and also the impact of tourism on the host community, is very much significant. It is hoped that the present study would be beneficial to tourists, host community, service providers and also the

government and other tourism promotion agencies for formulating suitable policy decisions for the betterment of tourism in Munnar hills.

#### **1.4 Scope of the Study**

The present study aims to explore tourism in Munnar hills. More specifically, it aims to assess the accessibility and amenities in the Munnar hill tourism destination and the socio-cultural, economic and environmental impact of tourism on the host community.

#### **1.5 Objectives of the Study**

The study aims at the following objectives:

1. To assess the accessibility and amenities in the Munnar Hills.
2. To assess the socio-cultural, economic and environmental impact of tourism in the Munnar Hills.

#### **1.6 Methodology**

The present study is empirical in nature based on both primary and secondary data. The sample, data source and tools of analysis used for the study are given in the following sections

The respondents for the study consist of 100 tourists (both domestic (60) and foreign (40)) and 100 host community. The respondents were selected conveniently from the selected destination by giving due weightage to all the categories.

##### **1.6.1 Data source**

Both primary and secondary data have been used for the study. The primary data were collected from the sample respondents with the help of two sets of scientifically pre-tested and structured interview schedules- one for tourists and one for the host community (given in Annexure I and II). The secondary data were collected from books, periodicals, Reports of Government of India and Kerala and other agencies and the Internet.

The data collected were classified and analysed with the help of statistical and mathematical tools

### **1.7 Presentation theme**

The study were presented in four chapters as

Chapter 1 – Introduction

Chapter 2 – Munnar hill – an overview

Chapter 3 – Primary data Presentation and analysis

Chapter 4 – Summary of findings, conclusion and suggestions.

## Chapter 2

# MUNNAR HILLS – AN OVERVIEW

### History

Modern day Munnar was carved out after a sequence of historic events. It is said that the Muthuvan tribal community were the earliest residents of modern day Munnar. The area was left untouched and unexplored until the latter part of the 19th century when a flurry of plantations came up in the area. John Daniel Munro introduced the world to Munnar in the 1870s. He came across the place by accident. As the British Resident of Travancore kingdom, he was called in to solve a border dispute between Travancore and its neighbour Madras. He fell in love with this new found area immediately. Though the Munnar region fell under the jurisdiction of the Travancore kingdom, it was the jenmam (birth) land of the Poonjar Royal Family. Since it was a 'jenmam land', the royal family enjoyed absolute powers over the land as the landlord. Munro convinced the royal family to lease the land to him and started transforming the area. Munro formed the North Travancore Land Planting & Agricultural Society in 1879. They started the cultivation of crops, including coffee, cardamom, cinchona and sisal in various parts of the region.

Tea would replace everything else in the region soon enough with A.H. Sharp being the first to do so. Sharp planted tea in around 50 acres of land at Parvathy, which is now part of the Seven Mallay estate. In 1895, Finlay Muir & Company (James Finlay and Company Limited) entered the scene and bought 33 independent estates. The Kannan Devan Hills Produce Company was formed in 1897 to manage these estates.

Disaster struck the area in 1924. The monsoon that year was particularly bad. Heavy landslides and flooding destroyed the terrain. Many lives and property were lost. A lot of effort went into restoring the estates. It took the inhabitants a while to start re-planting the area. The Tata Group entered the area in 1964. They began collaboration with Finlay which resulted in the formation of the Tata-Finlay Group. Tata Tea Ltd. was

formed in 1983. In 2005, the Kannan Devan Hills Produce Company Pvt Ltd. was formed and Tata Tea transferred the ownership of its plantations to the new company.

The tourism industry redefined Munnar in the latter part of the 20th century. Its natural beauty and rare flora and fauna started attracting people in large numbers. A number of hotels and resorts came up and soon, word about Munnar spread across the world. Today it stands at the forefront as one of the most popular tourist hotbeds on the planet

### **Geographical Location of Munnar and Climate in the Region**

Munnar rises as three mountain streams merge - Mudrapuzha, Nallathanni and Kundala. 1,600 m above sea level, this hill station was once the summer resort of the erstwhile British Government in South India. Sprawling tea plantations, picturesque towns, winding lanes and holiday facilities make this a popular resort town. Among the exotic flora found in the forests and grasslands here is the Neelakurunji. This flower which bathes the hills in blue once in every twelve years will bloom next in 2018. Munnar also has the highest peak in South India, Anamudi, which towers over 2,695 m. Anamudi is an ideal spot for trekking.

Geographic coordinates of Munnar is 10°05 21 N 77°03 35 E. Munnar town is situated on the Kannan Devan Hills village in Devikulam taluk and is the largest panchayat in the Idukki district covering an area of nearly 557 square kilometres (215 sq. mi).

The region in and around Munnar varies in height from 1,450 meters (4,760 ft) to 2,695 meters (8,842 ft) above mean sea level. Since the region is a hill, the temperature ranges between 5 °C (41 °F) and 25 °C (77 °F) in winter and 15 °C (59 °F) and 25 °C (77 °F) in summer. Temperatures as low as -4 °C (25 °F) have been recorded in the Sevenmally region of Munnar.

## **Tourism spots in and around Munnar**

**1. Eravikulam National Park:** - One of the main attractions near Munnar is the Eravikulam National Park. This park is famous for its endangered inhabitant - the Nilgiri Tahr. Spread over an area of 97 sq. km., this park is also home to several species of rare butterflies, animals and birds. A great place for trekking, the park offers a magnificent view of the tea plantations caressed by blankets of mists. The park becomes a hot destination when the hill slopes here get covered in a carpet of blue, resulting from the flowering of the Neelakurinji. It is a plant endemic to this part of the Western Ghats which blooms once in twelve years.



**2. Anamudi Peak:** - Located inside the Eravikulam National Park is the Anamudi Peak. This is the highest peak in South India; standing at a height of over 2700 m. The place is ideal for trekking and offers many activities if you love to explore something adventurous as it is the highest point in India outside Himalayas. Treks to the peak are allowed with permission from the Forest and Wildlife authorities at Eravikulam.



**3. Chinnakanal & Anayirangal:** - Near Munnar Town lie Chinnakanal and its waterfalls, popularly known as the Power House Waterfalls, which cascade down a steep rock 2000 m above sea level. The spot is enriched with a scenic view of the Western Ghat ranges. When you have travelled about seven kilometres from Chinnakanal, you reach



Anayirangal. Anayirangal, 22 km from Munnar, is a lush green carpet of tea plants. A trip on the splendid reservoir is an unforgettable experience. The Anayirangal dam is surrounded by tea plantations and evergreen forests.

**4. Tea Museum:** - Munnar has a legacy of its own when it comes to the origins and evolution of tea plantations. Taking account of this legacy and to preserve and showcase some of the exquisite and interesting aspects of the genesis and growth of tea plantations in Kerala's high



ranges, a museum exclusively for tea was opened some years ago by Tata Tea in Munnar. This Tea Museum houses artefacts, photographs and machineries; all of which have a story to tell about the origins and growth of tea plantations in Munnar. The museum is located at the Nallathanni Estate of Tata Tea in Munnar and is worth a visit.

**5. Top Station:** - Top Station, which is about 32 km from Munnar, is at a height of 1700 m above sea level. It is the highest point on the Munnar-Kodaikanal road. With magnificent views all around, the scenic heights of Top Station will make you wish for wings to soar in the misty blue sky. One of the most beautiful spots in Munnar, Top Station is situated about 1,700 m above sea level. The cool breeze and wild flowers make this a great place to wind away the hours. Travellers to Munnar make it a point to visit Top Station to enjoy the panoramic view it offers of the neighbouring state of Tamil Nadu. Top Station will be in all its beauty during the flowering season of Neelakurinji and it's simply amazing to watch miles and miles of flowers blanketing the hills and valleys. It is among the prime spots in Munnar to enjoy the Neelakurinji flowers blooming over a vast area.

**6. Mattupetty:** - A 13-km drive from Munnar on a winding road cutting through lush greenery would take you to the Mattupetty hills. The hills are situated at about 1,700 m above sea level. Besides the green rolling hills, the

attractions here include a dam, lake and a dairy farm of international standards. Mattupetty fame is also attributed to the dairy farm run by the Indo-Swiss Livestock Project,



where one can encounter different high yielding breeds of cows. Boating on the calm serene Mattupetty Lake is a not-to-miss affair. The lake is on the border of a forest and if the travellers are lucky they could have the sight of elephant herds strolling on the grass land. The District Tourism Promotion Council (DTPC) of Idukki operates boat services in the lake.

**7. Indo Swiss Dairy Farm in Mattupetty:** - Indo Swiss dairy farm project or

Livestock project is located near Mattupetty Dam and is among the best Places to Visit in Munnar. This project was created to produce high yielding cattle and was launched in the year 1963 as part of the



bilateral agreement between India and the Swiss government. The sight of the cattle grazing freely on the hills of the wide farm is a unique experience which any tourist can have ever in his life. This project is currently operated by the Kerala Livestock Development and Milk Marketing Board was launched in the year 1963 as part of the bilateral agreement between India and the Swiss government

**8. Kundala:** - About 7 km from Mattupetty is Kundala, another beautiful picnic spot where large green tea plantations and a dam with a scenic reservoir await travellers. A stroll through the sprawling tea plantations would be one among the joyous moments of your travel. Another attraction here is the Kundala dam and a scenic lake where boating facilities are available. Row boats, pedal boats and shikkaras-style boats floating on the lake would be temptations to any traveller. The Kundala Club, which boasts of a proud past dating back to the colonial era, is another interesting place to visit. The Club has a golf course and you can have a game with the permission of the Club Secretary. The clubhouse and premises are worth a visit

**9. Pothamedu:** - Experience the amazing sights of Munnar! Take a trip to Pothamedu, a hill top site where you can enjoy fine views of the surrounding mist-clad hills and green valleys in the caress of cool winds. For those who love a quiet walk, the vast plantations here would give you a nice ambience. Pothamedu has large plantations of tea, coffee and cardamom. This is also a trekking site where you can explore the hills without breaking into a sweat. Pothamedu is about 6 km away from Munnar town

**10. Devikulam:** - Feast your eyes - head to Devikulam - a scenic location near Munnar town where you can have amazing sights of nature as if flipping a picture book. A tranquil lake, the highest in the region, is the centre of attraction here. The place is special for another reason too. Local legend has it that goddess Sita of the Hindu epic Ramayana took a bath here during the exile period. There is also a small temple here dedicated to the goddess

**11. Pallivasal:** - A short trip from Munnar town would take you to Pallivasal, a small hilly village. There are several scenic spots on the slopes of Pallivasal. The hills here are ideal for short treks. The population of the village is just over 11,000 (2001 census). Pallivasal is also home to the first hydro-electric project in the State. The 37.50-MW power station is situated in a scenic landscape

which travellers can visit with the permission of station authorities. Pallivasal is about 8 Km away from Munnar town.

**12. Attukad:** - A lovely spot lying between Munnar and Pallivasal is Attukad where rocky hills and small waterfalls dot the landscape. Wet your head under a small waterfall to refresh yourself in the cool and fresh waters. Allow the kids to make a sand dam to catch the splashing water. Attukad is about 9 km away from Munnar town



**13. Nyayamakad:** - Scenic views and a beautiful waterfall welcome travellers to Nyayamakad. The 1,600-m waterfall and the surrounding landscape are quite refreshing where you can spend hours playing in the frothy pool. Trekking to the nearby hills is an exciting affair. The hill tops offer scenic views of the surroundings. For those who love angling there is 'Gravel Banks', where you can try trout fishing. The site is situated in the Nyayamakad Estate. Nyayamakad is about 10 km away from Munnar town.

**14. Lockhart Gap in Munnar:** - Lockhart Gap stands among the salient stars of the Munnar stretch, with its plethora of trekking trails having gained traction with visitors over the years. The visuals on offer include valleys, misty slopes and wide plantations, offering every picnicker their dream vantage point. Explore this area on your trip, and its secluded vibe will surely never leave the inner reaches of your soul. Lockhart Gap is about 13 km away from Munnar.

**15. Blossom International Park:** - It's a park set in one of the beautiful locales in the country. A lot of activities are offered here including boating, roller skating, cycling etc. And if you wish a calm visit, admire the trees and a wide variety of beautiful flowers in the park. The 16 acres of beautiful

parkland is surely a worth visit spot in Munnar. The park is situated near the Pallivasal hydro-electric project. It is about 3 km away from Munnar town.

16. **Rajamala:** - The hills of Rajamala are home to Nilgiri Tahr, the rare mountain goat. One can see herds of the tahr grazing on the grasslands. You would love to spend hours in the grassland watching the playful animals in their natural habitat. The Rajamala hills offer a fine view of the surroundings and this is an ideal place to take a stroll. Rajamala is about 15 m away from Munnar.

17. **Anayirangal:** - is for those who love gentle pursuits like a refreshing walk enjoying the soothing sights and sensual sounds of nature. The place is famous for tea plantations stretching miles across the hills and valleys. Mornings are busy here with the plantations getting abuzz with activities and the evenings are quiet except the chirping birds and the pleasant rustling of tea leaves in the cool breeze. Travellers can also visit a small hydro-electric dam here set with a backdrop of green plantations. Boating is offered in the reservoir. Anayirangal is about 22 km away from Munnar.

#### 18. **Meesapulimala**

If you are into hiking, then Meesapulimala trekking will be a good activity to do in Munnar. The trek starts from a place called silent valley and goes in between the tea gardens and forests. Get on top of Meesapulimala and if it is a cloudless day, you can see the beauty of Munnar Tea Gardens far and wide. Meesapulimala is one of the best mountains to trek in Munnar



## 19. Marayoor Dolmens

Pristine, exotic, adventurous, diverse and beautiful – Marayoor is a land of waterfalls, rivers, rocky hills, bamboo forests, sandalwood trees, cave temples and paintings. Dolmens in Marayoor dates back to the Stone Age and in Malayalam the dolmens are called as Muniyaras or dwelling places of the Sadhus. Dolmens were created using slabs of rock, three for the sides and the fourth slab placed on top of these three as a roof. There are dolmens with 5 rock slabs as well where the 5th stone slab acts as front wall with an opening as entrance. Neelakurinji



flowers that blossom only once in every twelve years is yet another spectacular native of Marayoor as well. Marayoor Dolmens are accessible from road only at *Kovilkadavu* which is in the Marayoor Kanthalloor route at a distance of 48 kilometres from Munnar and at *Pius Nagar* which is at a distance of 50 kilometres from Munnar. Go for visiting Marayoor Dolmens only if you are interested in history as the climate of Marayoor is totally different from Munnar.

### Facilities available in Munnar

The facilities include accommodation facilities food stalls, transport facilities, communication facilities, medical facilities, drinking water facilities, sanitation facilities, shopping facilities etc. which are essential for any tourism spots. The following tables (table 2.1, 2.2 and 2.3) show the details of facilities available in Munnar town and nearby areas.

**Table 2.1: Accommodation and Food**

Accommodation facilities		Food and Beverages	
Type of Accommodation	No	Type of Food stalls	No.
Hotels & Lodges	65	Hotels & Restaurants	70
Cottages	41	Cottages	41
Guesthouses	2	Guesthouses	2
Resorts	12	Resorts	12
Tourist Home	32	Tourist Home	32
Inspection Bungalows	1	Tiffin stall	40

Source: Panchayat Statistics, Munnar

**Table 2.2: Transport and Communication**

Transport		Communication	
Type of Transport	No	Type of communication	No.
Public Buses	30	Postal Service	4
Taxis - Car	600	Courier Service	6
Taxis - Auto rickshaws	978	Browsing centres	4
Jeeps and Vans	300	Information kiosks	5
Tourist operators vehicles	18	Public Telephone booth	3
Private Vehicles	10	Mobile Towers	6

Source: Panchayat Statistics, Munnar

**Table 2.3: Hospital, Drinking Water and Sanitation**

Hospital facilities	No	Drinking water	No.
Modern medicine	30	Public Taps	365
Ayurveda	6	House Taps	759
Homeopathy	3	Other source	42
Siddha & Unani	6	Sanitation facilities	
PHC & Dispensaries	5	Public use toilets	2
Clinical Labs & Medical Shops	10	Pay and use toilets	3

Source: Panchayat Statistics, Munnar

### **Tourist statistics of Munnar**

The table 2.4 shows the tourist arrivals for the last 7 years in Munnar. It shows that there is an increase in the flow of domestic tourists since 2011, but the arrival of foreign tourists is declining since 2016. While discussing this with the tourists the investigator finds that the decline is mainly due to the climatic problems and natural disaster happens in the region.

**Table 2.4: Annual Tourist Arrival in Munnar**

Year	Domestic	Foreign
2011	326584	31256
2012	344263	36158
2013	376129	37534
2014	398245	38256
2015	418630	42165
2016	467881	27632
2017	628427	24003

Source: Kerala tourism Statistics

## Chapter 3

### PRIMARY DATA PRESENTATION AND ANALYSIS

The present chapter has been devoted to make an in-depth analysis of primary data collected from the respondents. For the ease of analysis the chapter is divided into two sections. First section (Section A) deals with the facilities and accessibility to Munnar hills and second section (Section B) deals with the socio-cultural, economic and environmental impact of tourism on Munnar hills.

#### Section A

This section is divided into two parts – first part deals with the personal traits of host community and personal traits of tourists. The second part makes an in-depth assessment of the opinion of the respondents regarding the accessibility and facilities available at Munnar hills and also the cost of facilities.

#### 3.1 Personal profile of the respondents

a. **Personal traits of the host community:** - For analysing the personal traits of the host community, variables viz. age, gender, education, occupation, income, category (born/migrated) and relationship with tourism have been used.

The table 3.1 depicts that majority (80%) of the respondents are male. The age wise classification shows that 38.33 per cent respondents are in the age category of 26 to 35, followed by less than 25 (21.67%) , 35- 45(21.67%) and above 45(18.33%). The education wise classification depicts that majority (65%) of the respondents is graduates. The occupation wise classification shows that 40 per cent of the respondents are salaried followed by business (28.33%), agriculture (10%)and others(21.67%) which include skilled and semi-skilled daily wage employees, delivery boys , tour guides etc. The Monthly income analysis depicts that majority (56.67%) of the respondents earn an average monthly income in between Rs. 5000 – 10000. As regards category of residents majority (60%) of the respondents are born and brought up in the region. The relation with tourism analysis shows that 48.33 per cent of the respondents are employed in tourism, followed by tourism entrepreneur (25%), family members employed in tourism sector (15%) and 11.67 per cent respondent has no relation with tourism sector.

**Table 3.1: Personal Traits of Host Community**

Variables		No	Percentage
<b>Gender</b>	Male	48	80
	Female	12	20
<b>Age</b>	Less than 25	13	21.67
	26-35	23	38.33
	36-45	13	21.67
	Above 45	11	18.33
<b>Education</b>	SSLC	3	0.5
	Plus Two	18	30
	Graduate and above	39	65
<b>Occupation</b>	Salaried	24	40
	Business	17	28.33
	Agriculture	6	10
	Others	13	21.67
<b>Monthly Income</b>	Less than 5000	14	23.33
	5000 - 10000	34	56.67
	10001 – 15000	12	20
<b>Category of residence</b>	Born	36	60
	Migrated	24	40
<b>Relationship with tourism</b>	Employed in tourism sector	29	48.33
	Family members employed in tourism	9	15
	Tourism entrepreneur	15	25
	No relation	7	11.67
<b>Total</b>		<b>60</b>	<b>100</b>

Source: Primary Data

**b. Personal traits and tour particulars of Tourists:** - For analysing the personal traits of the tourists, variables viz. nationality, gender, age, education, occupation, income and travel habits like frequency, regularity, purpose of travel, mode of transport used etc. have been used.

**Table 3.2: Nationality**

Nationality /Region		
Nationality	Region	No.
Domestic	Kerala	18(30)
	Other south Indian states	30(50)
	Central and north Indian states	12(20)
Foreign	Other Asian Countries	16(40)
	Europe	16(40)
	North American Countries	5(12.5)
	Australia and New Zealand	3(7.5)

Source: Primary Data. Figures in Parenthesis show percentages.

The table 3.2 reveals that majority (80%) of the Domestic travellers are from Kerala and other South Indian states. Among foreign tourists 40 per cent

each from other Asian countries and Europe followed by North American countries (12.5%) and Australia (7.5%).

**Table: 3.3: Personal Traits of tourists**

Variables		Domestic	Foreign
Gender	Male	41(68.33)	19(47.5)
	Female	19(31.67)	21(52.5)
Age	Up to 30	31(51.67)	4(10)
	30 – 45	20(33.33)	12(30)
	45 – 60	4(6.67)	13(32.5)
	Above 60	5(8.33)	11(27.5)
Education	Graduate	14(23.33)	24(60)
	Post Graduate	7(11.67)	5(12.5)
	Professional	39(65)	11(27.5)
Occupation	Salaried	48(80)	19(47.5)
	Business	2(3.33)	-
	Professional	10(16.67)	11(27.5)
	Others	-	10(25)
Monthly Income	Up to 50000	12(20)	-
	50001 – 100000	35(58.33)	11(27.5)
	100001 – 150000	4(6.67)	5(12.5)
	150001 - 200000	9(15)	-
	Above 200000	-	24(60)
<b>Total</b>		<b>60(100)</b>	<b>40(100)</b>

Source: Primary Data. Figures in Parenthesis show percentages.

The table 3.3 depicts that majority of domestic tourists are male (68.33 %) whereas among foreign tourists majority are female (52.5%).

The age wise classification shows that majority of the domestic tourists are young and fall in the age category of below 30 (51.67) followed by 30 – 45 (33.33%). While in the case of foreign tourists majority of them are 45 years and above (45-60 – 32.5 per cent and above 60 – 27.5 per cent).

Educational wise classification shows that majority of the domestic tourists are professional (65%), while majority of the foreign tourists are graduates (60 %).

Occupation wise classification shows that majority (80%) of the domestic tourists is salaried employees. Whereas in the case of foreign tourists 47.5 per cent of the respondents are salaried employees followed by professional (27.5 %) and others (25%). Others include agriculturists, skilled labourers and semi-skilled labourers.

Monthly income of majority of domestic tourists is in between Rs.50000 and Rs.100, 000. In the case of foreign tourists majority (60%) of them earn an average monthly income above Rs.200, 000.

**Table 3.4: Tour Particulars**

Variables		Domestic	Foreign
<b>Regularity of visit</b>	Yes	38(63.33)	5(12.5)
	No	22(36.67)	35(87.5)
<b>Frequency of visit</b>	First time	46(76.67)	40(100)
	Second time	14(23.33)	-
<b>Purpose of Travel</b>	Pleasure/ Relaxation	58(96.67)	30(75)
	Experiencing Adventure	2(3.33)	8(20)
	Wildlife & Bird Watching	-	2(5)
<b>Mode of Transport used</b>	Private Vehicle	5(8.33)	5(12.5)
	Public transport system	13(21.67)	19(47.5)
	Tour operators vehicle	17(28.33)	-
	Public and Private	25(41.67)	16(40)
<b>Accommodation used</b>	Hotels	43(71.67)	35(87.5)
	Home stay	17(28.33)	5(12.5)

Source: Primary Data. Figures in Parenthesis show percentages.

The table 3.4 depicts the tour particulars of domestic and foreign tourists. It shows majority (63.33) of the domestic tourists are regular travellers while foreign tourists are not regular travellers to this region.

Majority of domestic (76.67%) and foreign (100%) tourists visit Munnar for the first time. Majority of the domestic (96.67%) and foreign (75%) tourists visit Munnar for pleasure/relaxation.

As far mode of transport used 41.67 per cent domestic tourists use private and public transport system followed by Tour operator's vehicle (28.33%). In the case of foreign tourists 47.5 per cent use public transport system followed by public and private system (40%).

Majority of the domestic (71.67%) and foreign (87.5%) tourists stay in hotels.

### 3.2 Source of information collected by tourists

The source of information about a destination also has an impact on its selection. Obtaining accurate information about the destination is a pre-requisite to prepare a travel itinerary. The reliable and timely information in most cases stimulates a traveller in selecting destinations. Visual media, print media, websites, travel agencies, friends/relatives, exhibitions and road shows of various tourism agencies and the tourism department are the various sources of information about the destination. Among these sources, in the information revolution age, websites play a critical role in providing information about the accessibility, amenities and facilities of a tourist spot. In addition it also helps in viewing the critics and comments of earlier visitors. Next to this the peer group plays a crucial role for assimilating reliable data about the destination. The respondents selected for the study were asked to state the main sources of information regarding the destination. The responses are given in Table 3.5. Regarding the source of information about destination the visual media is ranked first, followed by the newspaper, the internet, friends/relatives, Travel agencies, exhibitions and road shows

**Table 3.5: Source of Information**

Source of Information	Mean	Rank	F	p value
Newspaper	2.24	2	13.558	.000*
Internet	3.18	3	1.282	.278**
Friends/Relatives	3.47	4	15.677	.000*
Exhibitions and road shows	4.50	6	9.810	.000*
Visual Media	1.58	1	13.012	.000*
Travel Agencies	4.33	5	7.476	.000*

Source: Primary Data

### 3.3 Opinion of Tourists and Host on the facilities available at Munnar

The facilities at the tourism destination are classified into three – Accessibility, Tangible facilities and Intangible facilities.

### 3.3.1 Accessibility and Tangible facilities

Accessibility includes Road network to various tourism spots and transport facilities available in the area. Tangible facilities includes accommodation facilities , quality of food and beverages available, quality of drinking water, sanitation facilities, public lighting, communication system, banking facilities, shopping facilities, hospital facilities and recreation facilities. Opinion of both tourists and host community is collected and presented in the following table.

**Table 3.6a: Overall Satisfaction Score of the Facilities at the Munnar Hills  
(Based on the Opinion of Tourists and Host Community)**

Sl. No.	Facilities	Mean Score		
		Domestic	Foreign	Host Community
<b>Accessibility</b>				
1	Road Network	1.40	2.00	2.98
2	Transport	3.00	3.00	2.88
TOTAL		<b>4.40</b>	<b>5.00</b>	<b>5.86</b>
% to Maximum(6)		<b>73.33</b>	<b>83.33</b>	<b>97.67</b>
<b>Tangible facilities</b>				
3	Accommodation	2.98	3.00	3.00
4	Food and beverages	2.93	2.67	3.00
5	Drinking water	2.56	2.80	2.94
6	Sanitation	3.00	3.00	3.00
7	Public lighting	1.69	2.13	2.18
8	Communication	2.80	2.93	2.98
9	Banking	2.75	2.87	3.00
10	Shopping	3.00	3.00	2.67
11	Hospital	1.76	1.60	1.40
12	Recreation	1.82	1.47	1.72
TOTAL		<b>25.29</b>	<b>25.47</b>	<b>25.88</b>
% to Maximum(30)		<b>84.30</b>	<b>84.90</b>	<b>86.27</b>

Source: Primary data (Compiled)

Note: Scale -Good (3); Average (2) and Poor (1).

Score: Excellent above 85%; Good 65-84.99 %; Average 50 – 64.99 %; poor<50%.

The table 3.6a depicts that according to tourists the accessibility to the destination is good (domestic - 73.33 and foreign - 83.33) further analysis shows that the quality of road network in the destination is below average (domestic – 1.40 and foreign – 2). But as per host community the quality of accessibility in the destination is excellent.

The table also depicts that according to the domestic and foreign tourists the quality and performance of tangible facilities in the destination is good whereas host community states it as excellent. Further detailed analysis shows that according to both tourists and host community the quality of facilities like hospital and recreation is poor in the destination

### 3.3.2 Intangible Facilities

As regards intangible facilities only the opinion of tourists is collected since the host are the provider of such facilities and only the tourists use such facilities, the facilities are publicity, working of tourism information centers, sightseeing facilities, performance of tourist guide, adventure facilities in the destination, quality of safety and security available, maintenance of law and order at the destination, quality of rejuvenation facilities, attitude of host community towards tourists and overall environment of the destination etc.

**Table 3.6b: Overall Satisfaction Score of the Facilities at the Munnar Hills (Based on the Opinion of Tourists)**

<b>Intangible Facilities</b>			
Variables		Domestic	Foreign
13	Publicity	2.98	3.00
14	Tourism Information Centre	3.00	3.00
15	Sight seeing	3.00	3.00
16	Tourist guide	3.00	3.00
17	Adventure	2.95	2.87
18	Safety and security	2.87	3.00
19	Law and order	2.87	3.00
20	Rejuvenation	2.95	2.67
21	Attitude of locals	3.00	3.00
22	Overall Environment	3.00	3.00
<b>TOTAL</b>		<b>29.62</b>	<b>29.54</b>
<b>% to Maximum(30)</b>		<b>98.73</b>	<b>98.47</b>
<b>Grand Total</b>		<b>59.31</b>	<b>60.01</b>
<b>% to Maximum(66)</b>		<b>89.86</b>	<b>90.92</b>

Source: Compiled data.

Note: Scale -Good (3); Average (2) and Poor (1).

Score: Excellent above 85%; Good 65-84.99 %; Average 50 – 64.99 %; poor<50%.

The table 3.6b states that according to both domestic as well as foreign tourists the quality of intangible facilities is Excellent in the destination.

### 3.4 Cost of accessibilities and facilities available in the Munnar hills

**Table 3.7: Opinion of the tourist on the cost of accessibilities and facilities available at Munnar hills**

Variables		High	Moderate	Low	Total
Transport facilities	Domestic	12(20)	48(80)	-	60(100)
	Foreign	14(35)	26(65)	-	40(100)
	Total	26(26)	74(74)		100(100)
Accommodation facilities	Domestic	54(90)	4(6.7)	2(3.3)	60(100)
	Foreign	21(52.50)	16(40)	3(7.50)	40(100)
	Total	75(75)	20(20)	5(5)	100(100)
Food and Beverages	Domestic	30(50)	29(48.33)	1(1.67)	60(100)
	Foreign	22(55)	16(40)	2(5)	40(100)
	Total	52(52)	45(45)	3(3)	100(100)
Basic amenities	Domestic	-	42(70)	18(30)	60(100)
	Foreign	-	37(92.50)	3(7.50)	40(100)
	Total	-	79(79)	21(21)	100(100)
Recreation and Amusements	Domestic	35(58.33)	24(40)	1(1.67)	60(100)
	Foreign	29(72.50)	8(20)	3(7.50)	40(100)
	Total	64(64)	32(32)	4(4)	100(100)
Communication	Domestic	-	59(98.33)	1(1.67)	60(100)
	Foreign	-	37(92.50)	3(7.50)	40(100)
	Total	-	96(96)	4(4)	100(100)
Shopping	Domestic	29(48.33)	29(48.33)	2(3.34)	60(100)
	Foreign	35(87.50)	3(7.50)	2(5)	40(100)
	Total	64(64)	32(32)	4(4)	100(100)
Medical treatment	Domestic	17(28.33)	43(71.67)	-	60(100)
	Foreign	16(40)	24(60)	-	40(100)
	Total	33(33)	67(67)	-	100(100)
Rejuvenation facilities	Domestic	54(90)	6(10)	-	60(100)
	Foreign	32(80)	8(20)	-	40(100)
	Total	86(86)	14(14)	-	100(100)

Source: Primary Data. Figures in parenthesis shows percentages

The table 3.7 depicts that majority of the tourists (both domestic and foreign) are of the opinion that the cost of facilities is high in Accommodation

(75%), Food and beverages (52%), Recreation and amusements(64%), Shopping(64%) and Rejuvenation facilities (86%). Whereas both domestic and foreign tourists opined that the cost of certain facilities is moderate in Transport (74%), Basic amenities (79%), Communication (96%) and available medical treatment (67%).

### 3.5 Problems of Tourists at Munnar Hills

Tourists face many problems during their visit to Munnar like booking of accommodation, crime and cheating, language problem, spicy food and lack of proper sign boards. The respondents selected for the study were asked to state the main problem they faced while visiting and staying at the destination. The responses are given in Table.

Regarding the problems faced by the tourists at the destination, accommodation booking is ranked first, followed by lack of proper sign boards, spicy food, crime and cheating, language problem, map not to scale, local conveyance, and water and sanitation are ranked the second, third, fourth, fifth, sixth, seventh and eighth respectively.

**Table 3.8: Problems of Tourists at the Munnar Hills**

Problems	Munnar	
	Mean	Rank
Accommodation Booking	1.00	1
Water and Sanitation	5.38	8
Crime and cheating	6.34	4
Language problem	6.45	5
Food(spicy food)	4.26	3
Local conveyance	4.96	7
Lack of proper sign boards	2.91	2
Maps in the brochures etc. not to scale	4.77	6

Source: Primary data.

## **Part B**

Hills of Kerala are rich in natural resources that include water, timber, minerals, and biodiversity and equally important is the rich cultural heritage of the local community. As the desired destination of many tourists, migrants and pilgrims, Munnar hills offer a place of rest, solitude, adventure, recreation and scenic beauty. For centuries, the relative remoteness and isolation of Munnar hills has resulted in less human impact and higher resource sustainability than in many lowland regions. With the combined advances in extractive resource technology and increase in leisure time, however, the impacts of human activity in this area have increased significantly since the invention of good transport vehicles. Once sheltered areas, are now, open to the tourism industry and an external population that can rapidly deplete or alter the resource base. The extraction of hill resources has advanced with little or no reinvestment into either the ecology or the local communities that are the traditional stewards of the ecosystems. Many of the primary issues in sustainability – including biodiversity, traditional production systems, and social change are either directly or indirectly associated with the increased use of the area as tourist destinations. While controlled tourism can bring benefits to the local community, in normal practice, usually the bulk of economic benefits go elsewhere, leaving local people with depleted resources and inflated local prices.

A sustained tourism industry is predicated on a number of factors; in particular, consideration should be given to the impact that tourism has on the community as a whole and the individuals who make up that community. The impacts of tourism require some monitoring in order to protect the well-being of the community, and to ensure the long term viability of the tourism product. The community, as hosts to the tourists, is vital in the visitor experience and may affect tourism development by its willingness, or otherwise. Tourism impacts come in many shapes and forms. These are often discussed in terms of the socio-cultural, economic and physical environment of the destination areas.

Socio-cultural relates to the issues of culture, lifestyle and human interaction; economic aspects concern issues of employment, foreign exchange, improvement in infrastructure, overall growth of the region; the physical environment concerns issues of landscape and land-use in both built-up and natural settings.

Because of the rich wildlife diversity and scenic beauty, the Munnar hills have in the past four decades attracted domestic and foreign tourists from various countries. The growth of tourism in the region also resulted in the establishment of tourist facilities in the area. Tourism in the area is characterized by both consumptive and non-consumptive wildlife uses. As a result, significant tourist activities in the region include elephant safari, walking trails, motoring through woods and several other photographic tourist activities.

This Part of the chapter investigates the socio-cultural, economic and environmental impacts of tourism in Munnar. The assessment has been done by taking the perception of selected host communities with the help of some well refined variables

**Table 3.9: Socio Cultural Impacts**

<b>Statements</b>	<b>Agree</b>	<b>Disagree</b>	<b>No opinion</b>
<b>POSITIVE IMPACTS</b>			
Tourism Promotes Social interaction	90(90)	10(10)	-
Tourism Promotes Cultural Exchange and Education	84(84)	10(10)	6(6)
Tourism Promotes Cultural Advancement	94(94)	4(4)	2(2)
Tourism Preserves the cultural Identity of the destination	96(96)	2(2)	2(2)
Tourism supports revival of traditional Art, Craft and culture	100(100)	-	-
Tourism ensures restoration of historical sites	98(98)	-	2(2)
<b>NEGATIVE IMPACTS</b>			
Tourism commodifies culture and traditional way of life	84(84)	10(10)	6(6)
Tourism causes changes in the Art, Craft and Festival	16(16)	80(80)	4(4)
Tourism leads to demonstration effect	76(76)	20(20)	4(4)
Tourism increases the number of crimes	76(76)	22(22)	2(2)
Tourism results in more vandalism	88(88)	-	12(12)

Tourism exploits host community	80(80)	18(18)	2(2)
Tourism leads to drug use and alcoholism	70(70)	30(30)	-
Tourism leads to sexual abuse and Prostitution	22(22)	78(78)	-
Tourism spreads the intensity of disease	34(34)	62(62)	4(4)
Tourism leads to degradation of local colloquial language	42(42)	56(56)	2(2)
Tourism leads to friction between host community and tourists	54(54)	44(44)	2(2)
Tourism adversely effect on the community's way of life	72(72)	24(24)	4(4)
Tourism leads to displacement of community	76(76)	22(22)	2(2)

Source: Primary Data. Figures in parenthesis show percentages.

The table 3.9 shows that majority of the respondents agree with the Positive statements as follows Tourism Promotes social interaction (90%), Tourism promotes cultural exchange and education (84%), Tourism promotes cultural advancement (94%), Tourism preserves the cultural identity of the destination (96%), Tourism supports revival of traditional Art, Craft and culture(100%) and Tourism ensures restoration of historical sites(98%).

As far as negative statements are concerned majority of the respondents agree with the following - Tourism commodifies the cultural and traditional way of life (84%), Tourism leads to demonstration effect (76%), Tourism increases the number of crimes(76%), Tourism results in more vandalism(88%), Tourism exploits host community(80%), Tourism leads to drug use and alcoholism(70%), Tourism leads to friction between host community and tourists(54%), Tourism adversely effect on the community's way of life(72%) and Tourism leads to displacement of community(76%).

But majority of the respondents disagree with the following negative statements – Tourism causes changes in Art, Craft and Festivals (80%), Tourism leads to sexual abuse and prostitution (78%), Tourism spreads intensity of disease (62%) and Tourism leads to degradation of local colloquial language (56%).

**Table 3.10: Economic Impacts**

Statements	Agree	Disagree	No opinion
<b>POSITIVE EFFECTS</b>			
Tourism Provides job opportunities	100(100)	-	-
Tourism motivates new business units and expansion of existing units	100(100)	-	-
Tourism increases income of the local community	100(100)	-	-
Tourism improves education infrastructure	94(94)	-	6(6)
Tourism improves the standard of living	88(88)	-	12(12)
Tourism promotes gender equality and empower women	92(92)	-	8(8)
Tourism improves infrastructure	90(90)	4(4)	6(6)
Tourism leads to increase in shopping opportunities	85(85)	12(12)	3(3)
Tourism leads to development of nearby areas	95(95)	-	5(5)
Tourism leads to an increase in foreign exchange	78(78)	18(18)	4(4)
<b>NEGATIVE EFFECTS</b>			
Tourism leads to an increase in price of land, houses and essential commodities	98(98)	2(2)	-
Tourism leads to shortage of consumables	66(66)	34(34)	-
Tourism prevents setup of other industries	82(82)	16(16)	2(2)
Tourism leads to increase tax burden	84(84)	10(10)	6(6)
Tourism leads to increased cost of living	96(96)	-	4(4)

Source: Primary Data. Figures in parenthesis show percentages.

Table 3.10 shows the opinion of respondent on the economic aspects. As far as positive impacts is concerned majority of the respondents agree with the statements -Tourism provides job opportunities(100%), tourism motivates new business units and expansion of existing units(100%), tourism increases income of the local community(100%), tourism improves education infrastructure(94%), tourism improves the standard of living(88%), tourism promotes gender equality and empower women(92%), tourism improves infrastructure(90%), tourism leads to development of nearby areas(95%), tourism leads to increase in shopping opportunities(85%) and tourism leads to increase in foreign exchange earnings(78%).

As far as negative statements on the economic aspects the opinion of the host community is as follows

The table 3.10 depicts that majority of the respondents agree with negative statements on economic aspects – Tourism leads to an increase in price of land, houses and essential commodities (98%), Tourism leads to shortage of consumables (66%), Tourism prevents set up of other industries in the area (82%), Tourism leads to increase tax burden (84%) and tourism leads to increased cost of living (96%).

**Table 3.11: Environmental Impacts**

Statements	Agree	Disagree	No opinion
<b>POSITIVE IMPACT</b>			
Tourism creates increased environmental consciousness	86(86)	12(12)	2(2)
Tourism leads to improved quality of public services	78(78)	18(18)	4(4)
Tourism leads to improved waste management	80(80)	18(18)	2(2)
Tourism generates income for the preservation of the nature	88(88)	12(12)	-
<b>NEGATIVE IMPACT</b>			
Tourism leads to increased pollution	98(98)	-	2(2)
Tourism leads to scarcity of water and electricity	94(94)	6(6)	-
Tourism leads to drainage and sanitation problem	95(95)	5(5)	-
Tourism leads to climate change	100(100)	-	-
Tourism leads to degradation of natural resources	100(100)	-	-
Tourism leads to deforestation	98(98)	2(2)	-
Tourism damages biodiversity and quality of landscape	100(100)	-	-

Source: Primary Data. Figures in parenthesis show percentages.

The table 3.11 shows the opinion of respondents on the statement of environmental impacts. As far as positive statements are concern majority of the respondents agree with statements as follows - Tourism creates increased environmental consciousness in the society (86%), Tourism leads to improved quality of public services (78%), Tourism leads to improved waste management (80%) and tourism generates income for the preservation of the nature (88%).

In negative statements also majority of the host community agree as follows – Tourism leads to increased Pollution (98%), Tourism leads to scarcity of water and electricity (94%), Tourism leads to drainage and sanitation problems (95%), Tourism leads to climate change (100%), Tourism leads to degradation of natural resources (100%), Tourism leads to deforestation (98%) and Tourism damages biodiversity and quality of landscape (100%).

## **SUMMARY OF FINDINGS AND CONCLUSION**

Tourism is an important catalyst in the socio-economic development in the modern times, contributing in multiple ways and strengthen the inter-connected processes. It is cited as a panacea for so many social evils such as underdevelopment, unemployment etc. in all the countries, especially in developing economies. India has also taken seriously this industry as a catalyst for growth. All the states in India have paved their attention to the tourism and allied industries recognising its social and economic potentialities.

Through the last three decades, Kerala has emerged as a popular travel destination for people from all parts of the world. Much of Kerala's exotic appeal is centered in the highland areas of Western Ghats. The major portion of the revenue of hill areas is from tourism and also it offers a lot of employment opportunities for the host community throughout the year. Munnar is the most popular hill resort in Kerala which attracts many foreign tourists and tourists from other states. Therefore, it is high time to unveil the full potential of tourism in Munnar, which caters through products and services to the travellers in particular, and contributes to the economic improvement of the host community and the region in general. It is in this context that the present study has been undertaken to evaluate the socio, cultural, economic and environmental impact of tourism in the region.

The study has been carried out with the following objectives:

1. To assess the accessibility and amenities in the Munnar Hills.
2. To assess the socio-cultural, economic and environmental impact of tourism in the Munnar Hills.

The study is empirical in nature. The data required for the study were collected by administering scientifically pre-tested and structured interview schedules. Munnar hills in Kerala constitute the universe for the study. The host community and the tourists (both domestic and foreign) were the respondents.

For the intensive study, 100 tourists (60 domestic and 40 foreign) and 100 respondents from the host community were selected conveniently. Thus, a total 200 from tourists and host community constitute the sample respondents for the study. The secondary data were collected from books, periodicals, and committee reports, reports of the agencies, WTO publications, government publications and the Internet.

#### **4.1 Major findings of the study**

##### **I Profile of Host Community**

1. Male domination is prevalent among the host community and as regards age majority (60%) are in the age group of 25 – 45. Furthermore, 65 per cent holds an education qualification of Graduation and above.
2. As regards the occupation of the host population, 40 per cent are salaried employees and 28.33 per cent are entrepreneurs. The average monthly income of most of them is below Rs. 10,000.
3. More than three fifth of the host community are born and brought up in the destination and more than three fourth of them are either directly or indirectly related to tourism.

##### **II Personal Traits of Tourists**

###### **(a) Foreign Tourists**

1. Most of the foreign tourists are from Europe (40%) and other Asian countries (40%) and more than a half (52.5%) of them are female.
2. Most of the foreign tourists are above 45 years of age (60%) and they

are well educated as all are graduates and above.

3. Salaried class (47.5%) and professionals (27.5%) dominate among the foreign tourists and most of them (60%) have a monthly income above Rs. 200,000.

**(b) Domestic Tourists**

1. Most of the domestic tourists are from Kerala and other south Indian States (80%) and more than two third of them are male.
2. A lion's share of domestic tourists are below 45 years of age (85%) and they are well educated as all are graduates and above.
3. Salaried class (80%) dominates among the domestic tourists and most of them (78.33%) have monthly income in below Rs. 100,000.

**III Tour Particulars**

1. As regards regularity of visit nearly 63 per cent of the domestic tourists are regular visitors and more than 85 per cent of the foreign tourists are visiting the destination for the first time. Among the regular visitors more than 75 per cent of domestic and entire foreign tourists visited the destination for the first time.
2. The analysis reveals that visual media play a very important role in imparting information to the tourists.
3. Pleasure/relaxation is the prime motive behind the travel among both foreign and domestic tourists.
4. More than a half of the domestic tourists depend on either private or tour operators' vehicles to arrive at the destination whereas only less than a half of the foreign tourists depend on private or tour operators' vehicles.
5. A major chunk of domestic tourists and almost all foreign tourists have stayed at the destination and most of them prefer hotels as their place of accommodation.

#### **IV (a) Accessibility and Tangible facilities**

1. Regarding the transportation facilities at the destination most of the tourists as well as the host community opined that there exists good system of transportation.
2. Regarding the adequacy of road network to the tourism spots, most of the tourists rated it as average whereas more than two third of the host community rated it as good.
3. Most of the tourists and the host community rated the available accommodation facility as Excellent.
4. As regards quality of food and beverages available at restaurants, most of the tourists as well as host community opined it as good.
5. As regards the quality of available drinking water at the destination most of the host community as well as tourists commented it as good.
6. Majority of both the tourists and the host community opined that the sanitation facility and the communication facility available at the destination are Excellent.
7. Majority of the foreign tourist and host community opined that the public lighting system at the destination is good, whereas the domestic tourists evaluate it as average.
8. As regards banking facilities, most of the tourists as well as host community commented it as excellent.
9. With regard to the quality of shopping facility at the destination, all of the tourists evaluate it as Excellent, whereas the host community opined it as good.
10. A majority of both tourists and the host community are of the view that availability of quality hospitals and recreation facilities at the destination is average.

#### **IV (b) Intangible Facilities**

1. Most of the tourists rated the publicity of tourism products and the working of Tourism Information Centres as Excellent.
2. Majority of the tourists are of the opinion that the sightseeing packages, facilities for adventure activities and safety and security facilities available at the destination are Excellent.
3. Most of the tourists is of the opinion that good quality rejuvenation facilities are available at the destination.
4. Entire tourists are of the opinion that the law and order facility at the destination is good.
5. The entire tourists rated the quality tourist guide services, overall environment at the destination and the attitude and approach of the host community as good.

#### **V Cost of Facilities at the Destination**

1. More than three fourth of the tourists are of the opinion that the cost of transportation facilities at the destination is moderate.
2. Nearly 75 per cent of the tourists viewed cost of the accommodation facility at the destination as high.
3. More than a half of the tourists are of the opinion that the cost of food and beverages available at the destination are high.
4. More than three fourth of the tourists viewed the cost of basic amenities at the destination as moderate.
5. Majority of the tourists opined that the cost of recreational facility available at the destination is high.
6. A large majority of tourists evaluates the cost of communication facility at the destination as moderate.
7. Majority of the tourists commented upon the cost of shopping as high.
8. More than 60 per cent of the tourists opined that the cost of medical treatment facility available at the destination is moderate.
9. More than three fourth of the tourists are of the opinion that

cost of rejuvenation facilities available at the destination is high.

## **VI Problems Faced by Tourists at the Destination**

Among the problem faced by tourists at the destination, accommodation booking ranked first. followed by lack of proper sign boards, spicy food, crime and cheating, language problem, map not to scale, local conveyance, and water and sanitation are ranked the second, third, fourth, fifth, sixth, seventh and eighth respectively.

## **VII Socio Cultural Impacts of Hill Tourism in Kerala**

1. A major chunk of the host community is of the opinion that tourism promotes social interaction, cultural exchange, cultural education and cultural advancement.
2. A large majority of the local community opined that tourism leads to the preservation of cultural identity, revival of traditional arts and that it also ensures restoration of historical sites.
3. A major portion of the host population viewed that tourism Commodifies culture and the traditional way of life.
4. A major portion of the host population viewed that tourism doesn't make changes in the art, craft and festivals.
5. A large number of people from the host hold the view that tourism leads to an increased demonstration effect among the community and it also increases the number of crimes and creates more vandalism in the society.
6. It is revealed that a lion's share of the hosts feel that tourism exploits them and that it leads to high drug use and alcoholism.
7. Majority of the local population disagree with the statements that tourism leads to sexual abuse, prostitution and intensifies spreading of diseases.
8. A large chunk of the host community viewed that tourism leads to the

degradation of local languages and that it also creates some friction between the host community and the tourists. They also hold the view that it adversely affects the community's way of life.

9. A large portion of the local people also holds the view that tourism leads to the displacement of community.

### **VIII Economic Impacts of Hill Tourism in Kerala**

1. Most of the local community opined that tourism creates job opportunities, motivates new business, expands the existing units and also increases the income of the local community.
2. The lion's share of the people in the destination feels that tourism improves educational facilities in the locality, improves standard of living of the people and the infrastructure of the locality.
3. Majority of the hosts viewed that tourism promotes gender equality, more shopping opportunities and leads to the development of rural areas thereby increasing the foreign exchange earnings in the region.
4. A large portion of the local people opined that tourism leads to shortage of consumables and it increases tax burden and the cost of living.
5. More than two third of the local people hold the view that tourism prevents setting up of other industries.

### **IX Environmental Impacts of Hill Tourism in Kerala**

1. As regards the impacts of tourism on environment a lion's share of the local people opined that tourism increases environmental consciousness, improves the quality of public services and also improves waste management.
2. More than three fourth of the local people also expressed that tourism generates sufficient funds for the preservation of nature.
3. A large portion of local population viewed that tourism leads to increased pollution, scarcity of water and electricity and also creates

certain sanitation problems in the local environment.

4. A lion's share of people in the local area expresses the view that tourism leads to climate change, degradation of natural resources, damages to biodiversity and leads to deforestation.

## **4.2 Conclusion**

In the globalised era, a country which wants to be a leader cannot ignore its service sector. Next to oil, tourism is the largest foreign exchange earning sector in the world. Countries with picturesque natural beauty and rich cultural traditions can prosper a lot through the sustainable use of these natural gifts. Beaches and hill destination are the prominent endowments which attract globetrotters. Among these, hill destinations with attractive natural features, enchanting atmosphere and eye catching sites allure a large number of people from around the world.

Kerala is a pioneer State in India which markets its natural beauty. Its natural boons like the sandy beaches, picturesque hills, ancient monuments, famous traditional festivals and above all, the enchanting climate attracts a number of travellers around the world. Among these natural endowments, hills in Kerala constitute a significant contributor in the foreign exchange earnings of the State. The present study has been conducted to examine the various factors which need attention for the sustainable development of hill destinations, especially Munnar hill destination a major tourism product of the Kerala.

Accessibility to the destination and availability of various facilities –both tangible and intangible are the pre-requisites for the development of any destination. While spotting out the availability of quality facilities at the destinations, it is observed that there exist good system of transport, good accommodation facilities, supply of quality food and beverages, quality drinking water and good sanitation, banking and shopping facilities. But

it is remarkable to note that good motorable road networks, hospital and recreation facilities and above all proper public lightening system, which will be considered as symbols of civilised society, are lacking. Mere existence of facilities/amenities does not guarantee proper development of a destination. Certain intangible factors such as publicity, law and order, service of tourist guide, etc., will also attract the tourists to a destination. On examining the availability of intangible factors, it is found that publicity of tourism products, working of Tourist Information Counters, sightseeing packages, facilities for adventure activities, safety and security, maintenance of law and order and the overall environment at the destination are satisfactory.

Cost is a prime criterion which determines the itinerary of budget class travellers. It is often criticised that the cost of various facilities are high in India in comparison with the neighbouring countries. On examining the cost of facilities at the destination, it is observed that costs of accommodation and recreation facilities are high in the region. In order to attract more tourists to the destinations the existing high cost facilities should moderately priced.

The tourist is an outsider; he may face so many problems while travelling. On examining the various problems faced, accommodation booking ranked first followed by the lack of proper sign board, conveyance, etc. These problems should properly be addressed in order to ensure sustainable progress in tourism.

Tourism is a smoke less industry. It generates employment, increased foreign reserve, and provides national integration and international understanding. Yet, there are some environmental and cultural issues levelled against tourism. On examining the socio-cultural impact, it is revealed that tourism promotes social interaction, preserves cultural diversity and revives traditional arts. It is but criticised that tourism leads to create demonstration effect, high use of drug, sexual abuse and degradation of local language. On examining the

economic impact, it is disclosed that tourism creates job opportunities, improves educational facilities and promotes shopping opportunities. It is also spotted that tourism leads to shortage of consumables and prevents setting up of new industries in other sectors. On searching the environmental impacts it is divulged that, tourism improves the quality of public service, increases environmental conscience and generates fund for the preservation of nature. But it is also unveiled that tourism leads to increased pollution, scarcity of water and above all degradation of natural resources.

It can be concluded that Munnar hills is realised as one of the most important tourism product in the State, in terms of revenue and provision of employment. The saleability of hill tourism as a tourism product depends upon the accessibility and facilities (both tangible and intangible) available at the destination. In addition the price of the facilities should be moderately fixed to match to the pocket of budget travellers. Tourism has made positive impact on the economic dimension in the life of local communities. However, social evils, cultural degradation and environmental degradation resulting from the increased interaction with tourists, purposive construction etc. destruct the forest and commercialise the culture, emerged as a danger in the development of tourism in the region. By considering the above facts the authorities should ensure proper utilisation of this precious natural resource.

#### **4.3 Suggestions**

Based on the findings of the study, observations and propositions made by the respondents, the following suggestions are advanced.

**1. Construct High Quality Motorable Road Network: - Good** road network helps the tourists to access the length and breadth of the destination with ease, but the study has found out that the road networks in the area is just above average. Hence it is suggested that the government should construct good motorable roads to connect different tourism spots to the main centre.

**2. Set-up Hospitals with Modern Facilities:** - Quality medical facility in a region is one common yardstick of that area's prosperity and quality of life. It also influences those who come to that region. The Munnar hills lack proper multi-speciality hospital facilities, so it is highly recommended to take suitable measures from the part of government to set up hospitals with all modern facilities on their own or with the help of other agencies.

**3. Set-up Recreational Facilities:** - Recreational facilities viz., amusement parks, theatres, play grounds, natural gardens/leisure areas, are one of the major attractions of a site which draw the tourists. Quality recreational facilities can scarcely be found in the region. Hence it is suggested that proper recreational facility must be set up at Munnar hill destination after considering the peculiar nature of the site.

**4. Establish Accommodation Facility:** - The availability of quality, value-for-money accommodation is a key component which influences the destination choice of a traveller. The destination lack in providing proper accommodation facility which caters to the needs of back packers and low budget tourists. Hence it is suggested that more budget hotels are to be established at Munnar.

**5. Give Due Consideration to the Local Community:** - It is found that the host community is dissatisfied with the way investments are being made in tourism. A large number of host community lost their land in the name of tourism development and also a majority of them do not get any direct benefit from tourism. So it is suggested that proper rehabilitation packages should be given to those who suffer due to tourism development. It is also put on record that the grievances of the local community should be taken in consideration while developing a site into tourism spot in future.

**6. Set-up Other Industries at Tourism Destinations:** - One of the major complaints aroused by the host community is that the income from tourism is seasonal and it prevents the setting up of a new industry in other sectors. To improve the general standard of a destination, it is suggested that government must take necessary steps to set up those other industries which do not harm tourism development but help the local community to earn a regular income.

**7. Protect the Natural Beauty of Destinations:** - The eco-system of Munnar hills in Kerala is very sensitive and it has a globally acknowledged, rich biosphere. It is our duty to preserve this for the sake of our future generation and for the whole world. It is found that the development of tourism in the Munnar adversely affect the bio-diversity of that region. So it is recommended that proper care should be given to protect the nature in the hills of Munnar. While investing for the development of tourism in future, priority should be given to nature-based-tourism. I.e. minimising the construction of physical man-made structures in the biologically sensitive region.

ANNEXURE I

**TOURISM AND SUSTAINABLE DEVELOPMENT IN KERALA –  
A CASE STUDY ON THE MUNNAR HILLS**

**Interview Schedule for Tourists**

**1. Sampling Details**

1.1 Sl. No.

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**2. Personal Profile**

2.1 Name:

2.2 Gender: 1. Male

2. Female

2.3 Age:

2.4 Education:

1. School level

2. Graduate

3. Post graduate

4. Professional education

5. Technical education

6. Others (specify).....

2.5 Occupation

1 Salaried

2. Business

3. Professional

4. Agriculture

5. Others (Specify)

2.6 Monthly income (in Rs):

1. Up to Rs.50, 000

2. Rs.50, 001 to 100,000

3. Rs.100, 001 to 150,000

4. Rs.150, 001 to 200,000

5. Above Rs.200, 000

2.7 Nationality:

1. Indian

2. Foreigner

2.7.1 If Indian, please specify the Region

1. Kerala;

2. Other South Indian States;

3. Central & North Indian States

- 2.7.1 If foreigner, Please specify the Region
- 1. Europe;
  - 2. North American Countries;
  - 3. Other Asian Countries
  - 4. African countries
  - 5. South American Countries;
  - 6. Australia & New Zealand
- 

**3. Accessibility and Amenities in Hill Stations**

- 3.1 Are you a regular visitor to this station?
- 1. Yes
  - 2. No

- 3.2 If yes, please state the number of times you visited this station
- 1. Two
  - 2. Three
  - 3. More than three
- 

3.3 Where did you get the information about this station?

(Rank in the order of preference)

1	Newspaper	
2	Internet	
3	Friends and relatives	
4	Exhibitions and road shows	
5	Visual media	
6	Travel agencies	
7	Past experience	

- 3.4. Please state the mode of transport which you used to reach the destination
- 1. Private vehicle
  - 2. Public transport system
  - 3. Vehicle arranged-by Tour operator
  - 4. Public and private transport
  - 5. Any other (specify) .....

- 3.5. Please state the main purpose of your visit to this destination
- 1. Pleasure/relaxation
  - 2. Visit relatives/friends
  - 3. Experiencing adventures.
  - 4. Wildlife & Bird Watching.
  - 5. Any other (specify).....

- 3.6. Who accompany you while coming to this destination?
- 1. Family
  - 2. Friends
  - 3. Other group
  - 4. Alone

- 3.7. Are you staying here?
- 1. Yes
  - 2. No



3.10 State your view regarding the cost of the following facilities at the destination

<b>Variables</b>		<b>High</b>	<b>Moderate</b>	<b>Low</b>
3.10.1	Local conveyance			
3.10.2	Food & beverage			
3.10.3	Accommodation			
3.10.4	Recreation and amusement			
3.10.5	Shopping			
3.10.6	Communication			
3.10.7	Medical Treatment			
3.10.8	Ayurveda & yoga			
3.10.9	Basic amenities			

3.11 Did you find any problem while staying at the destination?

1. Yes      2. No

3.12 If yes, please state the problems (Rank in the order of preference)

1.	Accommodation booking	
2.	Water and sanitation	
3.	Crime and cheating	
4.	Language problem	
5.	Food	
6.	Local conveyance	
7.	Lack of Proper and correct sign boards	
8.	Maps issued by the information centre is not up to the scale	

ANNEXURE II

**TOURISM AND SUSTAINABLE DEVELOPMENT IN KERALA – A  
CASE STUDY ON THE MUNNAR HILLS  
Interview Schedule for Host Community**

**1. Sampling Details**

1.1 Sl. No.

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**2. Personal Profile**

2.1 Name:

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2.2 Gender:      1.Male

2.Female

2.3 Age:

--

2.4 Education:

- 1. Below SSLC      2. SSLC
- 3. Plus Two      4. Graduate
- 5. Post graduate      6. Others (specify).....

2.5 Occupation:

- 1. Salaried      2. Business
- 3. Professional      4. Agriculture
- 5. Student      6. Others (Specify).....

2.6 Monthly income (in Rs.):

- 1. Up to 5000      2. 5001 – 10000
- 3. 10001 – 15000      4. 15001 – 25000
- 5. 25001 – 40000      6. Above 40000

2.7 Specify the category in which you belong:

- 1. Born and brought up in this locality
- 2. Migrated to this destination

2.8 Specify your relationship with Tourism

- 1. Employed in tourism      2. Family members employed in tourism
- 3. Tourism entrepreneur      4. No relation
- 5. Others (specify).....

### 3. Amenities in the Hill Station

3.1 Please state the your opinion on the following facilities available at your station

Facilities at the destination		*G	*A	*P
3.1.1	Transport facilities			
3.1.2	Road network			
3.1.3	Lodging & Boarding			
3.1.4	Pure drinking water			
3.1.5	Food and Beverages			
3.1.6	Electricity & Public lighting			
3.1.7	Telephone & Internet facilities			
3.1.8	Banks/ATMs/Foreign exchange centre			
3.1.9	Shopping facilities			
3.1.10	Public Comfort stations			
3.1.11	Recreation			
3.1.12	Well-equipped hospitals			

\*G – Good      \*A – Average      \*P – Poor

3.2 Are you accessible to these amenities?

1. Yes      2.No

3.3 Are the authorities maintaining these facilities properly?

1. Yes      2.No

### 4. Socio-cultural, Economic and Environmental Impact of Tourism

(A – Agree; NO – No Opinion; DA – Disagree;

4.1 State your opinion on the following with regard to the socio- cultural impact of tourism		A	NO	DA
4.1.1	Supports revival of traditional art, craft and culture			
4.1.2	Ensures restoration of historic building			
4.1.3	Promotes cultural advancement of the community due to increased interaction with tourists			

4.1.4	Preserves the Cultural identity of the station			
4.1.5	Provides cultural exchange and education			
4.1.6	Promotes social interaction			
4.1.7	Increases the number of crime in the area			
4.1.8	Commodifies culture and traditional ways of life			
4.1.9	Results in more vandalism in the area			
4.1.10	Increased tourists arrivals result in friction between local residents and tourists			
4.1.11	Increased tourists arrivals negatively affect the community's way of life			
4.1.12	Results in displacement of community			
4.1.13	Causes change in the art, craft and festivals in the region			
4.1.14	Leads to demonstration effect in the life style of the region			
4.1.15	Community are being exploited by tourism			
4.1.16	Leads to drug use and alcoholism			
4.1.17	Leads to sex abuse and prostitution			
4.1.18	Spreads the intensity of disease			
4.1.19	Degradation of local language			

(A – Agree; NO – No Opinion; DA – Disagree)

4.2 State your opinion on the following with regard to the economic impact of tourism		A	NO	DA
4.2.1	Provides worthwhile job opportunities			
4.2.2	Motivates business units to expand			
4.2.3	Helps to increase the income of the community			
4.2.4	Helps to improve the educational facilities in the region			
4.2.5	Helps to increase the standard of living			
4.2.6	Helps to increase the infrastructure			

4.2.7	Helps to increase the investment in the area			
4.2.8	Increased Shopping opportunities			
4.2.9	Spreads development to nearby areas			
4.9.10	Increases foreign Exchange earnings.			
4.2.11	Results an increase in the cost of living			
4.2.12	Prevents the creation of other productive industry in the area			
4.2.13	Leads to increased tax burden to the community			
4.2.14	Results increase in the prices of land, house and commodities necessary for daily life			
4.2.15	Leads to shortage of consumables			

**(A – Agree; NO – No Opinion; DA – Disagree)**

4.3 State your opinion on the following with regard to the environmental impact of tourism		A	NO	DA
4.3.1	Improved waste management can be achieved			
4.3.2	Increased environmental consciousness among host community			
4.3.3	Generation of income for the preservation of nature			
4.3.4	The quality of public services in the area has improved due to tourism			
4.3.5	Leads to degradation of forests through increased traffic			
4.3.6	Leads to climate change			
4.3.7	Leads to destruction of forests			
4.3.8	Leads to increased pollution of air, water etc.			
4.3.9	Leads to scarcity of water and electricity to locals			
4.3.10	Leads to drainage and sanitation problems			
4.3.11	Can damage bio-diversity and quality of the landscape			

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## **Web Sites**

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<http://www.unwto.org>

<http://www.wttc.org>

<http://www.nationalgeographic.com>

<http://www.lonelyplanet.com>

<http://www.leisuretourism.org>

<http://www.elsevier.com>

<http://www.incredibleindia.org>

<http://www.keralatourism.org>