

A Study on Problems and Prospects of Gavi Eco Tourism, Kerala

Parvathy. R. Nair,

Research Scholar,
PG and Research Department of Commerce,
Government Arts College, Thiruvananthapuram, India.

ABSTRACT

Kerala tourism is a major development segment and well known global brand. Eco-tourism means responsible travel to natural areas, conserving the environment, and improving the well-being of the local people. Gavi eco-tourism project has caught the attention of tourists over a short period of time. The study is an attempt to find out the advantages and disadvantages of Gavi ecotourism. The data is collected from tourists visiting Gavi. The study concluded that most of the respondents came to know about Gavi from their friends/family and most of them have intention to visit there in future. Lack of sanitation facility is the hindrance which affects the tourist most. The study suggested to improve the quality of facilities provided to the tourists such as transportation facilities, sanitation facilities, parking areas, proper accommodation etc. to attract more and more tourist to the site.

Keywords: Eco tourism, Gavi, tourists.

INTRODUCTION:

Kerala tourism is a major development segment and well known global brand. To sustain tourism in the highly competitive market, where there is a need to ensure quality experience to the visitors while benefiting society and industry. Kerala's tourism agenda promotes ecologically sustained tourism, which focuses on the local culture, wilderness, adventure, and personal growth of the local population.

Eco tourism means responsible travel to natural areas, conserving the environment, and improving the well-being of the local people. It focuses on socially responsible travel, personal growth, and environmental sustainability.

Gavi eco tourism project has caught the attention of tourists over a short period of time. Gavi located in Pathanamthitta district offers its visitors activities like trekking, wildlife watching, outdoor camping in specially built tents, and night safaris.

STATEMENT OF THE PROBLEM:

The present study is an attempt to know the opinion of tourist visiting Gavi about their experience in the tourist site. The study is helpful in finding out the advantages and disadvantages of Gavi tourism.

OBJECTIVES:

The main objectives of the study are:

1. To understand whether the facilities provided to the tourists are adequate or not.
2. To understand the major challenges in the site
3. To know the opinion of tourists about the safety measures provided at the site.

SCOPE OF THE STUDY:

The study is an attempt to find out the advantages and disadvantages of Gavi ecotourism. The data is collected from tourists visiting Gavi. The study is based on the perception tourists towards the tourism facilities provided in Gavi and also the challenges faced by them.

RESEARCH METHODOLOGY:

Inorder to attain the above mentioned objectives the following research methodology is used:

Data Source:

Primary data: To make the study more realistic and accurate, a questionnaire was prepared and administered among 50 tourist visiting Gavi.

Secondary data: The secondary data chosen for aiding the study are mainly taken from books, journals, documents, websites, and other publication.

Population:

Population of the study consist of all the tourists visiting Gavi.

Sampling:

For the purpose of selecting the sample convenience sampling is used. 50 natives from Konni tourists were selected for the study.

Tools of Analysis:

The data is analysed and interpreted with the help of mathematical methods. Simple percentage method is used in analyzing' the data.

Simple percentage = No. of respondents /total no. of respondents *100

REVIEW OF LITERATURE:

1. Rani Marina John, International Journal of Fauna and Biological Studies 2018,conducted a study on "A study on the houseboat tourism on water environment and fish production in Kumarakom", focused on the impact of house boat tourism on water environment and fish production in Vembanad Lake.The study revealed that the overcrowding of houseboats is proving detrimental to the fishermen in the district with the pollution caused by them already destroying the huge fish wealth of Vembanad Lake. Water quality in many parts of the lake become deteriorated. The study suggested to provide proper infrastructure for solid and liquid wastes and sewage treatment plant has to be implemented in major boat jetty stations to reduce pollution in the tourism area.
2. Paul V. Mathew,(2016), in his study "Responsible tourism as a precursor to destination sustainability and quality of life of communities", studied the role of Responsible Tourism practices on the perceptions of Sustainability dimensions (Economic, Social, Cultural and Environmental) of tourism destinations and the corresponding Quality of Life (QOL) domains (Material well-being, Community well-being, Emotional wellbeing, and Health Safety well-being) of local residents in tourism destinations of Kerala. The study found that Responsible Tourism has a significant role in achieving sustainability of destinations and thereby improving the QOL of destination community. The findings of the study threw light on the endeavours of sustainable tourism development and destination management that in turn can improve image and competitiveness of tourism destinations.
3. P.K. Manoj, (2014), in his study on "tourism in Kerala: A study of the imperatives and impediments with focus on eco-tourism" made an attempt to (i) make a cursory review of the current status of global tourism,Indian tourism and detailed study of Kerala tourism with special reference to the growingly significant concept of ecotourism and to suggest eco-friendly strategies for sustainable tourism development in Kerala.The study concluded that tourism has got excellent prospects for promotion of rapid economic development of India and Kerala, the sustainability aspect of tourism needs more attention in government policies.There is a need of PPP approach towards a holistic, integrated and sustainable tourism development.

DATA ANALYSIS AND INTERPRETATION:

Table 1: Table showing medium through which came to know about Gavi.

Medium	No of respondents	Percentage
Family/friends	21	42
TV/Radio	19	38
Travel agencies	3	6

Medium	No of respondents	Percentage
Internet	7	14
Others	0	0
Total	50	100

Interpretation: The table shows that 42%of the respondents came to know about Gavi from their friends/family.38% through TV/Radio 14% through internetand3%through travel agencies.

Chart: 1

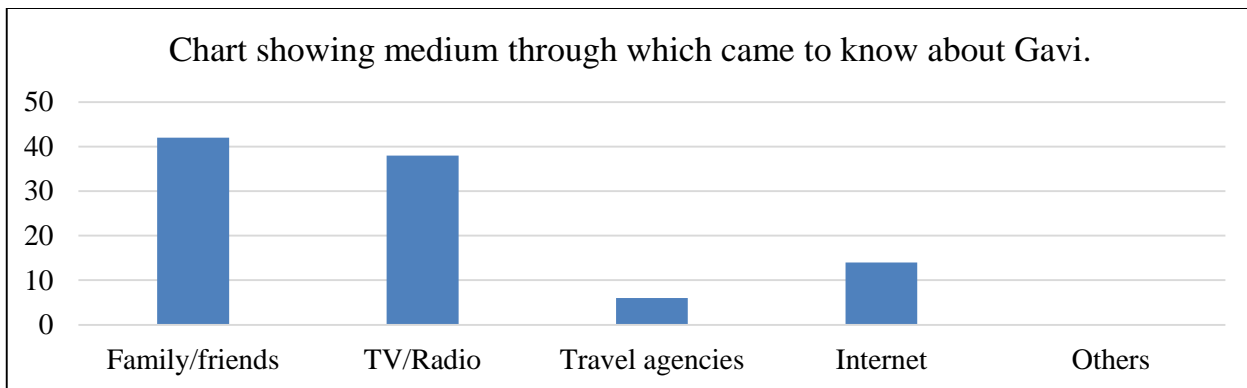


Table 2: Table showing interest for future visit

Opinion	No of respondents	Percentage
Yes	18	36
No	17	34
No opinion	15	30
Total	50	100

Interpretation: 36% of respondents have intention to visit Gavi in future.34% don't have such intention and others have no opinion in this regard.

Chart: 2

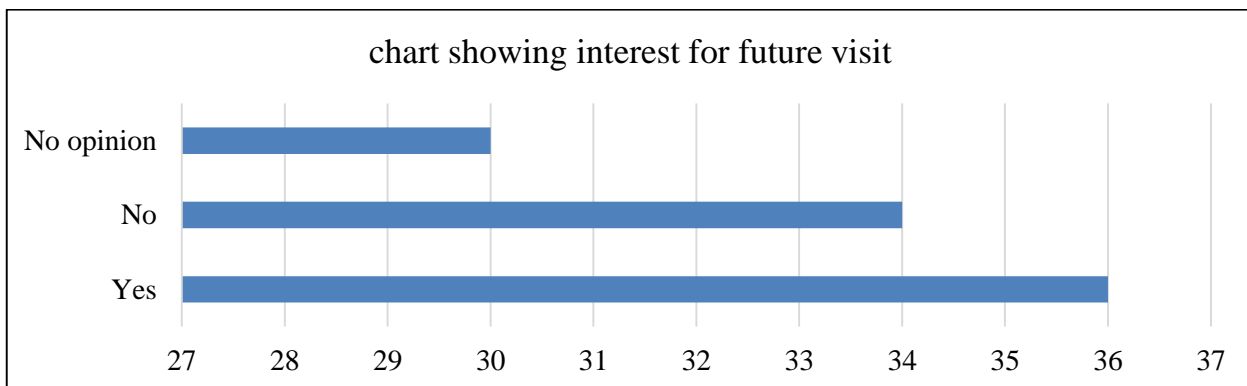


Table 3: table showing opinion about safety measures provided by the local bodies

Opinion	No of respondents	Percentage
Poor	5	10
Moderate	20	40
Good	23	46
Very good	2	4
Total	50	100

Interpretation: 46% of respondents are of the opinion that safety measures provided at the site is good.40% of respondents think that it is moderate.10%are of the opinion that it is poor and only 4% think that it is very good.

Chart: 3

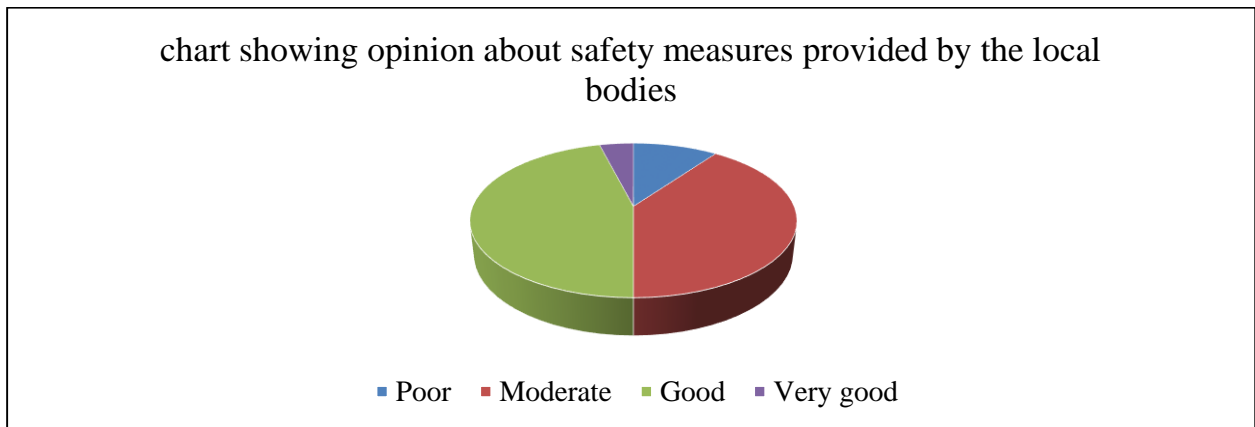
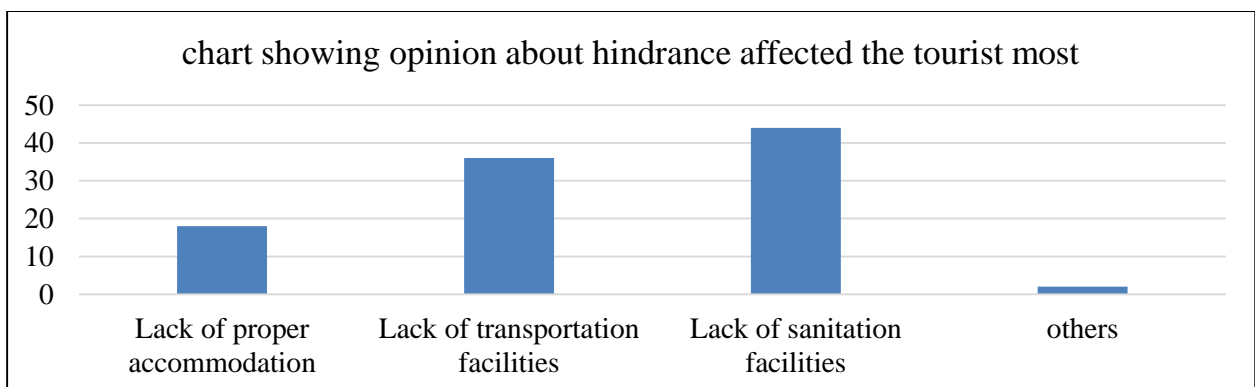


Table 4: table showing opinion about hindrance affected the tourist most

Problems	No of respondents	Percentage
Lack of proper accommodation	9	18
Lack of transportation facilities	18	36
Lack of sanitation facilities	22	44
others	1	2
Total	50	100

Interpretation: For 44% respondents lack of sanitation facility is the major hindrance.36% of the respondents think that lack of transportation facility is the most affected hindrance.18% of the respondents think that lack of proper accommodation is the major hindrance.

Chart: 4



FINDINGS SUGGESTION AND CONCLUSION:

1. 70% of the respondents are male.
2. 76% of the respondents are under the age group of 25-35.
3. 42% of the respondents came to know about Gavi from their friends/family.
4. 60% of the respondents are visiting Gavi for the first time.
5. 55% of respondents are staying at Gavi only for one day.
6. 36% of respondents have intention to visit Gavi in future.
7. 70% of respondents are coming to Gavi using their own vehicle
8. Natural beauty of the place is the most interesting feature of Gavi tourism.
9. 48% of the respondents are of the opinion that the accommodation provided there is poor.

10. 46% of respondents are of the opinion that safety measures provided at the site is good.
11. 44% respondents are of the opinion that lack of sanitation facility is the major hindrance which affect the tourists.

SUGGESTIONS:

1. Improve the quality of facilities provided to the tourists such as transportation facilities, sanitation facilities, parking areas, proper accommodation etc.
2. Local bodies must take tourism promotion activities and give more publicity to the site through social medias, television, brochures at various languages, press etc. It will help in attracting more tourists to the site.
3. Try to start package tour to Gavi
4. Try to promote adventure tourism at the site by restarting trekking and such adventure activities

CONCLUSION:

Gavi is a village in Pathanamthitta district of Kerala located deep inside the Ranni reserve forest. It is very close to Periyar tiger reserve and is blessed with a rich population of flora and fauna. The present study is an attempt to know the opinion of tourist visiting Gavi about their experience in the tourist site. From the study it is clear that most of the respondents came to know about Gavi from their friends/family and most of them have intention to visit there in future. Lack of sanitation facility is the hindrance which affects the tourist most.it is clear from the study that there are both positive and negative aspects related to Gavi tourism. Preventive measures must be taken to avoid negative aspect of tourism to attract more and more tourists to the site.

REFERENCES:

- Kathleen L. Andereck and Christine A. Vogt (2000). The Relationship between Residents' Attitudes toward Tourism and Tourism Development Options, *Journal of travel research*.
- M.V. Vinitha, Sinu Susan Varghese, Sneha Alex, (2018). A Study on Tourists Inclination to Visit Konni, *IJBMI*
- N.K.Nikhil * Dr.Santha S, (2015). Effectiveness of Responsible Tourism at Kumarakom, Kerala, *IJMIE*
- P.K. Manoj, (2014). Tourism in Kerala: A study of the imperatives and impediments with focus on eco-tourism, *Research gate*
- Paul V. Mathew, (2017). Responsible tourism as a precursor to destination sustainability and quality of life of communities, *Journal of Hospitality and Tourism Management*.
- Rani Marina John, (2018). A study on the houseboat tourism on water environment and fish production in Kumarakom, *International Journal of Fauna and Biological Studies*.
