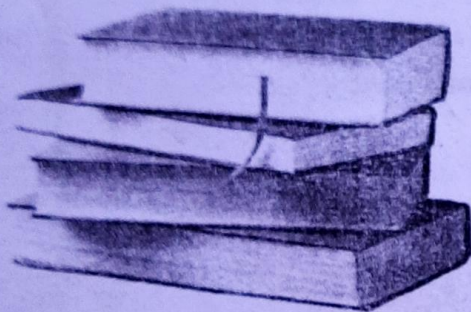


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## RESPONSIBLE TOURISM; WITH REFERENCE TO COASTAL AREAS IN ALAPPUZHA DISTRICT

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### ABSTRACT

“Responsible Tourism is any form of tourism that can be consumed in a more responsible way.” It minimizes negative social, economic and environmental impact, generates greater economic benefits for local people and enhances the well being of host community. Responsible Tourism should be effectively followed in coastal areas, by both tourist and host community. As beaches have completely reversed their role and have become the driving force behind the economic welfare it is apt to preserve these for future generation while enjoying it now to the fullest. All stakeholders of tourism have a duty. Motivations of each of the key stakeholders considers factors to act responsibly, right from the tourist, host community and private sector. Responsible tourism should be promoted accordingly especially in coastal areas for the development of tourism industry and to preserve it , whereby maximizing the positive and minimizing the negative impacts of tourism.

**KEYWORDS-** Responsible Tourism (RT), Host Community.

### INTRODUCTION

Tourism is travel for pleasure or business; outside their usual environment for leisure, business or other purpose. A dynamic and competitive industry that requires the ability to adapt constantly to customers changing needs and desires. As Customer’s satisfaction, safety and employment are particularly the flows of the tourism business. Tourism has contributed spectacular changes to the nature of Indian Villages too, Very specially it is true that the coastal villages of India, has benefitted enormously and changed their face through tourism enhanced by globalization. Responsible tourism is which minimize negative social, economic and environmental impact which generate greater economic benefits for local people and enhances the well being of host communities. Coastal areas are transitional areas between the land and sea characterized by a very high biodiversity and they include some of the richest and most fragile ecosystems on earth. Among all different parts of the planet, coastal areas are those which are most visited by tourists and in many coastal areas tourism



presents the most important economic activity. It is very important for the tourism industry to promote responsible tourism and takes actions accordingly in order to better develop of the coastal areas and preserve the culture and heritage of one's country.

### RESPONSIBLE TOURISM

The importance of Responsible Tourism was recognized in South Africa. The concept of Responsible Tourism was first endorsed by the White Paper on the development and promotion of Tourism in South Africa [RSA, 1996b] which was followed by the publication of the National Responsible Tourism Guidelines for South Africa [DEAT, 2002] and the Cape Town Declaration of Responsible Tourism in Destination [Cape Town, 2002]

Responsible Tourism represents a way of doing tourism planning, policy and development to ensure the benefits are optimally distributed among impacted populations, governments, tourists and investors. Furthermore Responsible Tourism practices require strong leadership and involve ways of managing tourism resources to achieve optimum benefits for the different communities of interest. It is a tourism or leisure activity implementing practices that are respectful of natural and cultural environment and which contributes in an ethical manner to the local economic development. It is therefore favours that tourists awareness concerning his own impacts on the local territory and makes him an actor of his experience.

### COASTAL AREAS IN ALAPPUZHA

Kerala is situated between the Arabian Sea to the west and the Western Ghats to the east. Kerala's Coast runs some 580 kms in length. It is the Alappuzha and Kannur districts of Kerala has the largest length of coastline about 82 kms which is about 13.9% of the total length. 80% of the Alappuzha district lines in coastal region and the rest in midland region. Water bodies constitute 13 % of the district. It is the only district in the State where there is no reserved forest. The main coastal areas which are attracted by Tourists are Alappuzha and Mararikulam. These are emerging beach destination in Tourism. Marari Beach is known for its peaceful environment nestled in the picturesque fishing village verged by unlimited lines of coconut palms. Alappuzha beach has its tremendous and tempting natural beauty all around.



## TOURIST AND HOST COMMUNITY OF COASTAL AREA IN RESPONSIBLE TOURISM

A truly exotic, retreat perfect for adventure and relaxation. From glistening backwaters and palm fringed beaches to colourful villages and wildlife. Kerala is mostly attracted by Tourist. Tourists visit places as a part of leisure and enjoyment, who should accept responsibility; which shows every decision and action has an impact. The places they visit are of environment importance, which are to be protected for the coming generation also which in turn develop an environmental and social consciousness among them.

Host community includes the persons who run Home stays, vendor and other services providers. Responsible Tourism should be taken by them as the coastal area provides economic opportunities which stimulates business. It is coastal areas which act as an engine of growth of them, which enhances the well being of the host community, improves working conditions. In Responsible Tourism venture in Kerala, the native reap the benefits of the new industry by offering their product and services to visitors. It also provides opportunity for interaction with tourists giving the natives exposure to new ideas and culture, and also gives them a platform for showcasing their talents.

### REVIEW OF LITERATURE

1. "Responsible Tourism and Sustainability – The Case of Kumarakom, Kerala" published in Journal of Policy Research in Tourism Leisure and Events, November 2012 by JithendranKokkranikal and Angelique Chettiparamb, discusses about the notion of ' Responsible Tourism' and its current use within the tourism literature. The responsible tourism initiatives at the state level and local level are then described highlighting the "how" of the implementation and the impact that it has product.
2. "Responsible Tourism for the protection of Nature and cultural heritage in Bulgaria" in Journal of 'Constantin Brancusi" University for Targu Jiu,2015 by DessislavaAlexova analyses the situation with the over building and the problem of the mass tourism development in Bulgaria and they are given proposals how the obstacles should be overcome and also attention is given for sustainable development of Bulgarian tourism, nature conservation and cultural heritage.
3. CavatTosun has found that there are operational, structural and cultural limits to community participation in the tourism development planning in many developing countries although they do not equally exist in every tourist destination. Moreover



while these limits tend to exhibit higher intensity and greater persistence in the developing world than in the developed world; they appear to be a reflection of prevailing socio- political, economic and cultural structure in many developing countries.

### STATEMENT OF PROBLEM

Responsible Tourism is an innovative and far reaching concept in Kerala Tourism literature. It is becoming a global trend. Operators, destinations and industry organization in many countries are already practicing Responsible Tourism. RT is not a product but an approach which take place in communities, natural and cultural heritage sites and environments where people live and work. A combined effort of all stakeholders tourist and host community is required for the effective functioning of RT. So the present study focus on the tourist and host community participation in Responsible Tourism at coastal areas of Alappuzha which will help to provide suggestions to increase the effectiveness of RT in coastal areas which will make the areas a better place to live in and a better place to visit.

### OBJECTIVES

- To understand the awareness of Responsible tourism among the tourist and host community in coastal areas of Alappuzha
- To identify the responsibilities taken by the tourist and host community as part of Responsible Tourism.
- To know about the benefits of the host community which enhances the well being of the their living
- To understand the contributions to the conservation of natural and cultural heritage.

### RESEARCH METHODOLOGY.

Primary data and Secondary data was used. Primary data was collected from tourist visiting the coastal areas of Alappuzha [ Alappuzha and Mararikulam] from October and November 2019, as well as from host community. Host community consists of person who are benefitted from the tourism in coastal areas like persons who run home stays, vendors, taxi and auto drivers. A sample of 50 respondents [25 Tourists and 25 Host community] were selected by using simple random sampling. Secondary data were collected from various books, journals and websites. The data so collected have been tabulated and analysed.



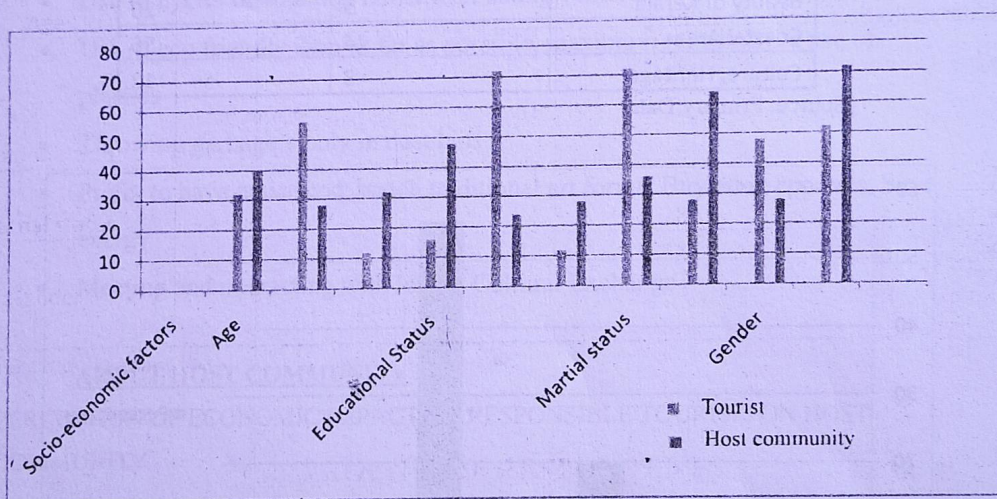
## ANALYSIS AND INTERPRETATION

### 1. PROFILE OF THE SAMPLE

Socio-economic factors	Variable	Tourist	percentage	Host community	percentage
Age	Below-30	8	32	10	40
	30-40	14	56	7	28
	Above 40 years	3	12	8	32
Educational Status	Matriculation and +2	4	16	12	48
	Graduate & PG	18	72	6	24
	Others	3	12	7	28
Marital status	Single	18	72	9	36
	Married	7	28	16	64
Gender	Male	12	48	7	28
	Female	13	52	18	72

[Source : Primary Data]

### PROFILE OF RESPONDENTS

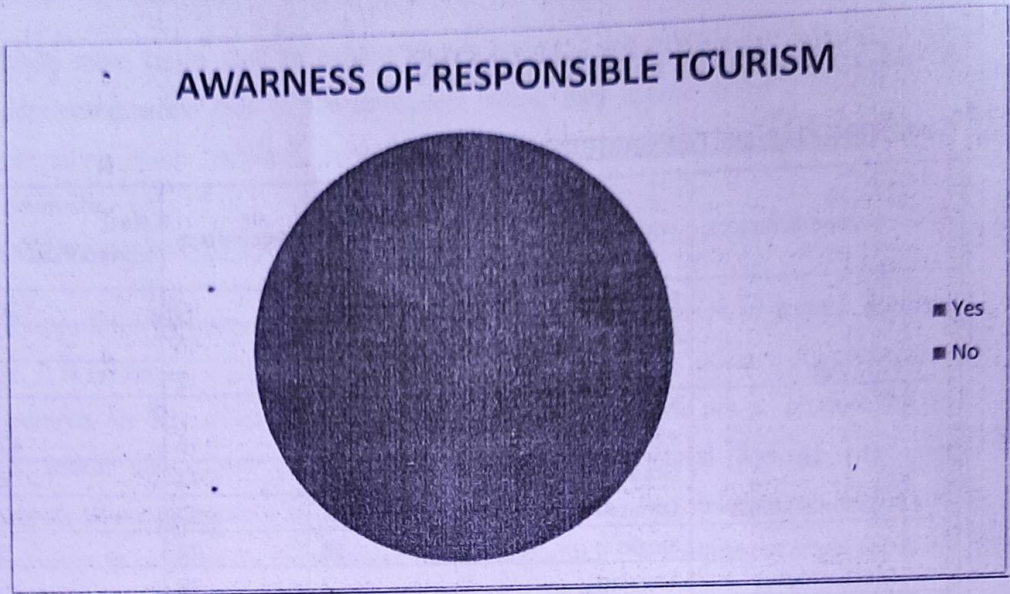


### 2. AWARENESS OF RESPONSIBLE TOURISM

Tourists	Percentage	Host Community	Percentage
21	84	13	52

[Source: Primary Data]



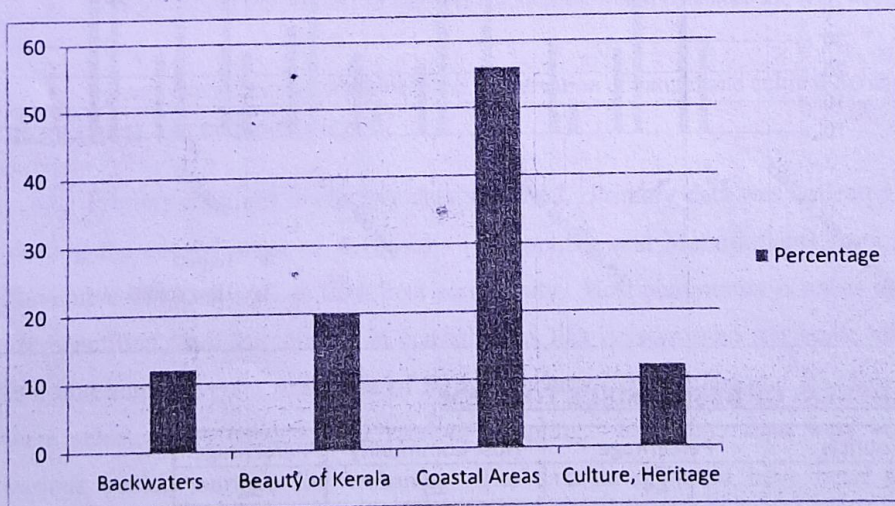


#### ABOUT TOURIST

##### 1. REASONS OF ATTRACTION

Variable	No. of respondents	Percentage
Backwaters	3	12
Beauty of Kerala	5	20
Coastal Areas	14	56
Culture, Heritage	3	12

[Source: Primary Data]

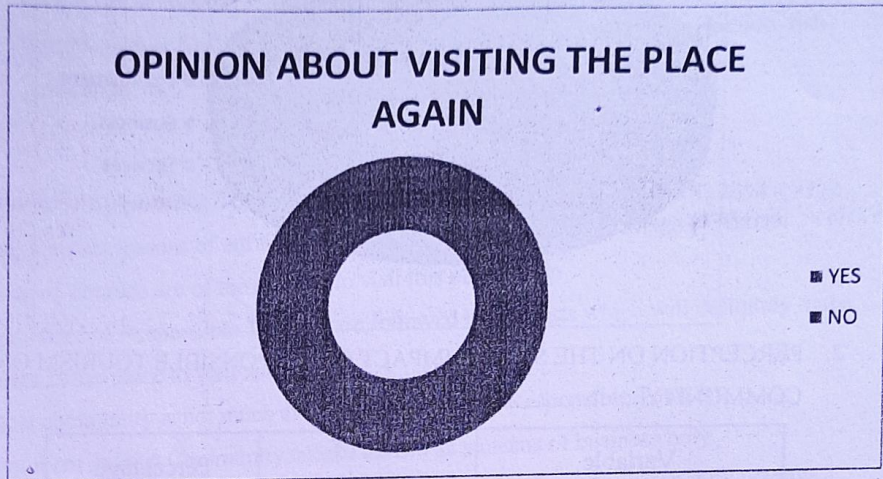




2. OPINION ABOUT VISITING THIS PLACE AGAIN

Yes	No
15	10

[Source : Primary Data]



3. RESPONSIBILITIES TAKEN UP AS A TOURIST IN THIS PLACE

- Use of cycles or walking, rather than taking vehicles
- Use of eco friendly item as far as possible, maximum reducing the use of plastics
- Throwing garbage's only in dust bins
- Prefer to have ethic food, watch traditional art forms, Buy ethic apparels, Save energy
- Meeting and interacting with locals, Cultural Exchange

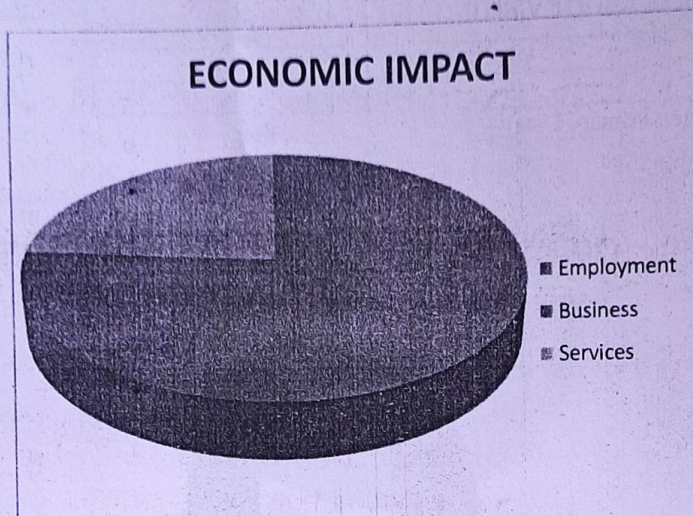
**ABOUT HOST COMMUNITY**

1. PERCEPTION OF ECONOMIC IMPACT ON RESPONSIBLE TOURISM ON HOST COMMUNITY

Variable	No. of respondents	Percentage
Employment	9	36
Business	10	40
Services	6	24

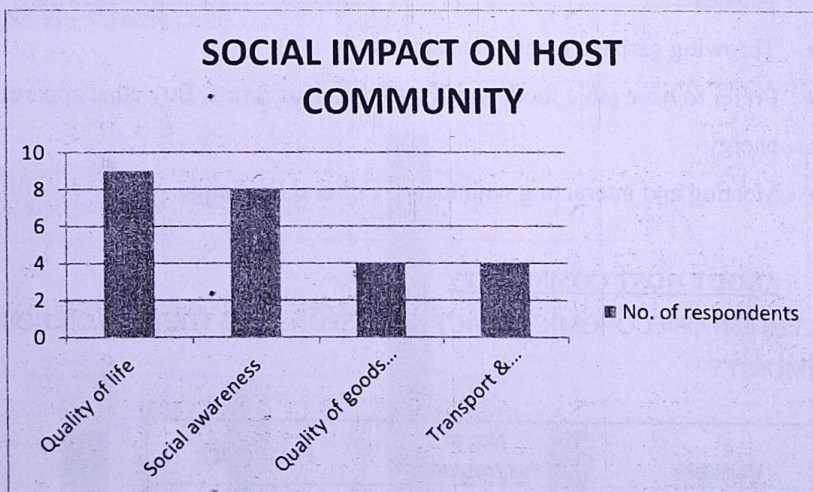
[Source: Primary Data]





2. PERCEPTION ON THE SOCIAL IMPACT OF RESPONSIBLE TOURISM ON HOST COMMUNITY

Variable	No. of respondents	Percentage
Quality of life	9	36
Social awareness	8	32
Quality of goods & services	4	16
Transport & Communication	4	16



3. RESPONSIBILITIES TAKEN UP AS HOST COMMUNITY IN RESPONSIBLE TOURISM



- Installation of waste management system especially biogas, collection of plastic waste by Gramapanchayat
- Use and promote eco friendly products, right from carry bags, paper straws till coconuthusk products.
- Proper use of toilets constructed by GramaPanchayat.
- Use of organic fruits and vegetables which promotes agriculture production, fish cultivation etc.

## FINDINGS

- Awareness of Responsible Tourism is more among Tourists.
- Among Tourists reasons of attraction are coastal area, culture and heritage of Kerala.
- Majority of Tourists are of the opinion to visit this place again
- Best practices of Responsible Tourism are followed by Tourists which will definitely make this place better place to visit and live in
- The host community is not much aware about the theme Responsible Tourism.
- Most of them in Host Community takes Tourism as a means of business only.
- Host Community is heterogeneous , many different kinds of people , often with unequal positions and different aspirations which leads to unequal participation in tourism activities.
- There is quite improvements in their quality of life and also social awareness.

## SUGGESTIONS

- ❖ Both the group Tourists and Host community suggest the need of Government intervention is providing facilities like common toilets for those who come in beaches, small restaurants, arranging for security guards during day and night at beaches etc.
- ❖ Waste management system especially provide dustbins at beaches are needed. GramaPanchayat of Mararikulam initiatives of collecting plastics and recycling it should be made in large scale.
- ❖ Adequate programmes to me Host Community aware about Responsible Tourism can be conducted under Responsible Tourism Mission Kerala
- ❖ Host community can take the leadership of Responsible Tourism in their respective places so that they too can behave responsibly to conserve the nature and heritage

## CONCLUSION

Being the most acceptable form of Tourism the Responsible Tourism has its benefits both globally and locally. The wide range of the acceptance for the Responsible Tourism practices are due to the unparalleled benefits of this new wave of thinking. Effectiveness of



Responsible Tourism at coastal areas need to be improved . Rather than Tourist, host community must consider that Responsible Tourism focuses more on local culture and tradition and promotes it. An institutional mechanism must be established relative to each destinations preserving all their indigenous peculiarities; the participation of all interested local groups or interest must be guaranteed. Common issued should be tackled in consulting with concerned authorities, whereby all together can preserve coastal areas and tourism potential in its natural way. Thus could produce the original outcome of Responsible Tourism.

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