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A Study On Responsible Tourism Practices In Kerala- With Special Reference To Kumbalangi

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Abstract

Responsible tourism means tourism that promotes responsibility to the environment through its sustainable use, responsibility to involve local communities in the tourism industry, responsibility for the safety and security of visitors and responsible govt., employees, employers, unions and local communities. Responsible tourism is a concept that overlaps significantly with concepts of sustainable tourism, ethical tourism, pro poor tourism and integrated tourism, but differs from them in the emphasis it places on the role of business in achieving sustainability. Responsible tourism offers a pragmatic approach to plan and develop tourism in such a way that it could benefit the stake holders at the destination communities. The Kerala declaration on responsible tourism was signed during the international conference on responsible tourism, held at Kochi. This paper focus on the impact of responsible tourism in Kumbalangi,,the first model tourism Village at a glance.

Key Words: Responsible tourism, sustainable management, village life experience

INTRODUCTION

Responsible tourism is regarded as a behaviour. It is more than a form of tourism as it represents an approach to engaging with tourism, be that as a tourist, a business, locals at a destination or any other tourism stakeholder. It emphasizes that all stakeholders are responsible for the kind of tourism they develop or engage in. Whilst different groups will see responsibility in different ways, the shared understanding is that responsible tourism should entail an improvement in tourism. Responsible Tourism (RT) is mainly conceived with three kinds of responsibilities which are termed as the 'triple bottom-line' economic responsibility, social responsibility and environmental responsibility.

Responsible tourism (RT) has been researched by scholars focusing on various avenues of responsiveness over the years. However, our understanding of the antecedents and implications of this phenomenon is still limited. This article presents a systematic review by synthesizing the extant research the study synthesizes. the literature addressing the four research questions of Where, What, Why and How in RT. The study also discusses the expansion of RT in the Asia-Pacific region where researchers mainly worked with four sub-regions such as South Asia, South-East Asia, East Asia and Australasia. The study can aid future researchers to foster the present repository and provides valuable insights to marketers and policymakers. We firmly believe that this review is not only well-timed and critically important but also it can become a single point reference for future studies in this domain (Mondal and Samaddar, 2021).

Though the concept of responsible tourism was there right from 1996, it was after the Cape Town Declaration of 2002 that a detailed picture of responsible tourism - including its aims, and factors evolved. According to the Cape Town Declaration on Responsible Tourism, the following are the main characteristics of responsible travel:

- Minimises negative economic, environmental, and social impacts
- Generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry
- Involves local people in decisions that affect their lives and life chances
- Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity
- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- Provides access for people with disabilities and
- Culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

STATEMENT OF THE PROBLEM

Kumbalanghi is India's first model tourism village situated in the Ernakulam district of the state of Kerala. The place has made significant progress in its economy and development indices using tourism. The most emerging view in the tourism sector is the adoption of Responsible Tourism Practices (RT). The idea of responsible tourism came in tandem with sustainable development goals. Being India's first model tourism village, it has not been enforced with responsible tourism which is evident from the Kerala Government's Responsible tourism website. Kumbalanghi being one of the prime tourism destinations in an environmentally fragile zone, it is essential to check whether the current practice in tourism is consistent with the objectives of responsible tourism.

SIGNIFICANCE OF THE STUDY

The study has its significance from the perspective of tourism and its significant role it plays in the local area development of the country. Kerala is a state with less opportunities for industrialisation, but has plenty of potential in terms of tourism. Tourism in order to thrive in a sustainable manner needs to install the principles of responsible tourism. Kumbalanghi being the model tourism village can ensure more progress with its tourism practices being responsible.

RESEARCH QUESTIONS

1. What are the perspectives of stakeholders towards Responsible Tourism (RT)?
2. Why is Responsible Tourism (RT) not enforced in a model tourism village like Kumbalanghi?
3. Is the tourism sector in Kumbalanghi works on a sustainable path conserving of resources?
4. How can tourism contribute to the local area development of Kumbalanghi?
5. What could be the best practices for Kumbalanghi's tourism sector?

OBJECTIVES OF THE STUDY

- To ascertain the extend of the responsible tourism in kumbalanghi model tourism village
- To assess the impact of factors affecting responsible tourism in local area development.
- To suggest the best practices in responsible tourism according to various stakeholders in kumbalanghi

DATA SOURCE

The study will be conducted using primary data. The data will be collected on the basis of questionnaire from the stakeholders involved in the Tourism sector. The population of Kumbalanghi is roughly around 45000 in which females are more than males. The major occupation of the village is fishing and allied activities. Tourism has offered new opportunities for the individuals. We will use all these people who are associated with tourism sector in Kumbalanghi.

SAMPLING FRAMEWORK

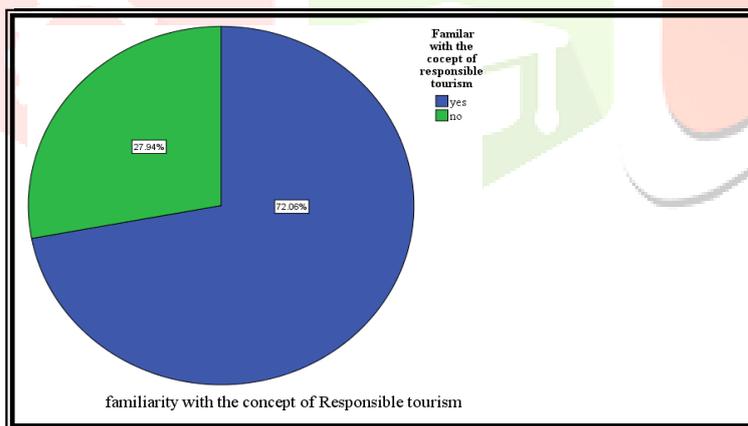
The study we will using judgmental sampling. It is a non-probability sampling technique in which the sample members are chosen only on the basis of the researcher's knowledge and judgment. This method is different from random sampling, which is a method of selecting a sample in which each member of the population has an equal chance of being selected. As the researcher's knowledge is instrumental in creating a sample in this sampling technique, there are chances that the results obtained will be highly accurate with a minimum error. The purpose of judgment sampling is to identify a representative subset of items from a larger population.

We will be using an interview schedule to interview the stakeholders including the operators, hoteliers, government officials, local people, and tourists that are part of Kumbalanghi tourism destination. The objective is to sample more at least 50 stakeholders from the groups mentioned above to make significant analysis.

Analysis of RT in Kumbalanghi

Awareness on Responsible Tourism

The following pie chart will give you a percentage details regarding the nature of awareness about Responsible Tourism (RT) among the stakeholders in the tourism sector of Kumabalanghi.



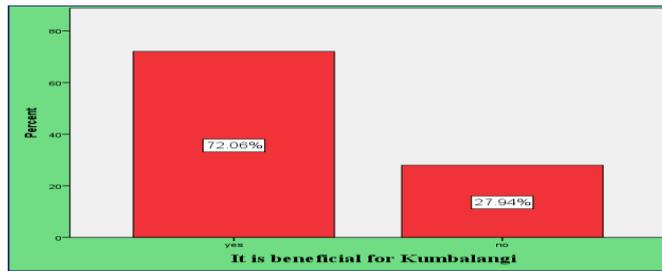
Source: primary survey conducted by the researcher

FIGURE 1: AWARENESS ON RESPONSIBLE TOURISM

From the given pie diagram, it is evident that majority of the people who participated are aware about responsible tourism. The samples shows that more than 70 percentage of people are aware about the concept of responsible tourism. But there is also a significant amount of people who lack awareness about responsible tourism. The government needs to do more promotion programs regarding RT so that 100 percentage of people gets to know about the importance of responsible tourism. It is essential in the aspect that RT is very important for sustainable development which is the most important topic of discussion as the world suffers from the negative impacts of climate change.

Is Responsible Tourism (RT) beneficial for Kumbalangi

The response regarding whether the RT is beneficial for Kumbalangi is been portrayed below.

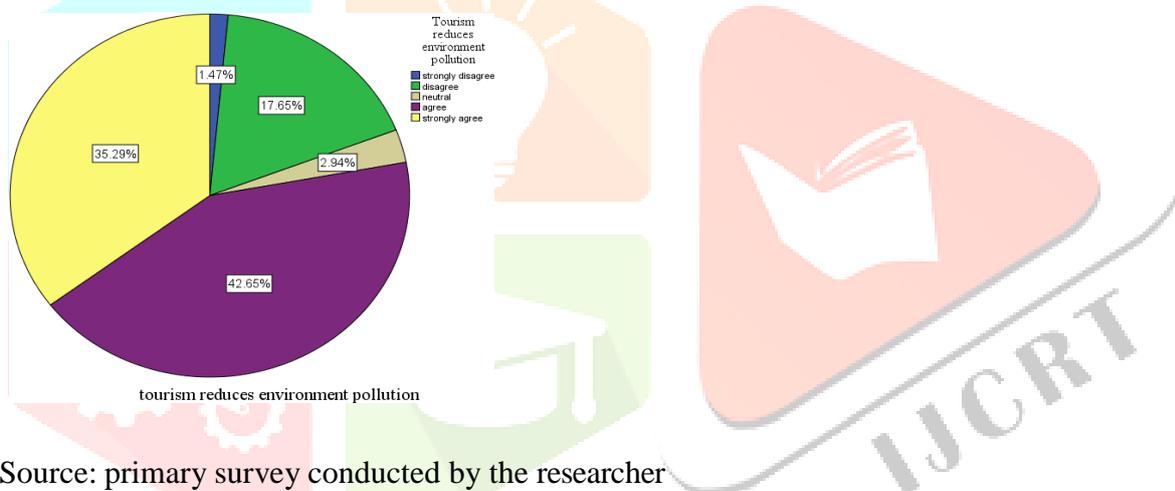


Source: primary survey conducted by the researcher

FIGURE 2: IT IS BENEFICIAL FOR KUMBALANGHI

When it comes to village tourism it should improve the life quality of the inhabitants of that area too. So, if a good percentage of people agree to believe that tourism is beneficial for their area then we can conclude that tourism is highly beneficial for people.

Tourism increases environment conciseness Tourism reduces environmental pollution



Source: primary survey conducted by the researcher

FIGURE 3: TOURISM REDUCES ENVIRONMENT POLLUTION

majority of people co-operated with this project believes that tourism reduces pollution. Responsible tourism should be the reason for this. More than 75 believes tourism reduces pollution. 17 % disagreed and mentioned tourism not reduces pollution. Only a small group of people strongly disagreed to the point ‘tourism reduces pollution.

Tourism protects natural beauty of our environment

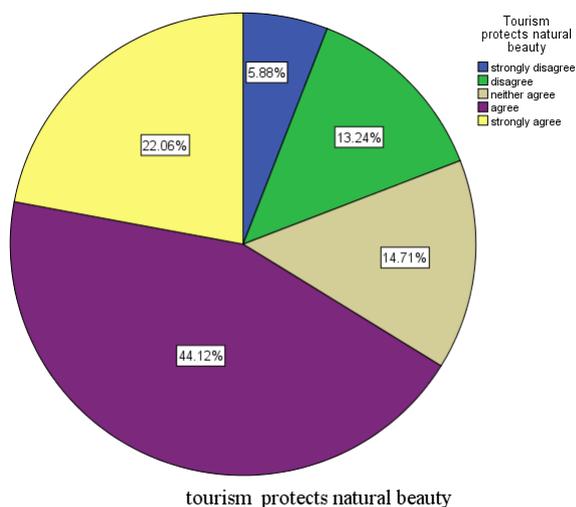
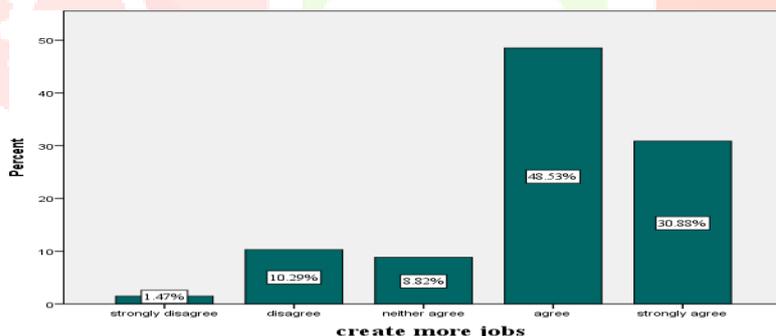


FIGURE 4: TOURISM PROTECTS NATURAL BEAUTY

Source: primary survey

66% of people that is majority of peoples believes tourism protects natural beauty. tourism places are well protected and well maintained in most of the tourist spots. This could be a reason for the people to mark their opinion regarding this view. almost 30% believes that tourism is harmful to natural beauty. And the small portion of people have no idea or neither agree to this.

Tourism is likely to create more job opportunity



Source: primary survey conducted by the researcher

FIGURE 5: CREATE MORE JOBS

78% said tourism creates more job opportunities. since it is a direct result that people could experience from tourism.it is evident that job opportunities are one of the main benefits of responsible tourism. Still 11% disagree to this point.

Tourism improves standard of living**tourism improves standard of living**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	1.5	1.5	1.5
disagree	6	8.8	8.8	10.3
neither agree	5	7.4	7.4	17.6
agree	31	45.6	45.6	63.2
strongly agree	25	36.8	36.8	100.0
Total	68	100.0	100.0	

TABLE 1: TOURISM IMPROVES STANDARD OF LIVING

81% of people mentioned that Tourism improves the standard of living. Economic progress can be obtained for the local people through tourism. So The more growth in tourism helps the local people to increase their life quality.

Tourism is well integrated to the local economy**tourism is well integrated to the local economy**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	4	5.9	5.9	5.9
disagree	13	19.1	19.1	25.0
neither agree	7	10.3	10.3	35.3
agree	28	41.2	41.2	76.5
strongly agree	16	23.5	23.5	100.0
Total	68	100.0	100.0	

TABLE 2: TOURISM IS WELL INTEGRATED TO LOCAL ECONOMY

Source: primary survey ,2023

63% made their opinion like, tourism more integrated in the local economy. That could the business and activities available in tourism destinations. With tourism the local business and activities are becoming more depended on it. Creating a tourism-based economy for the local people

Tourism can uplift the disabled people

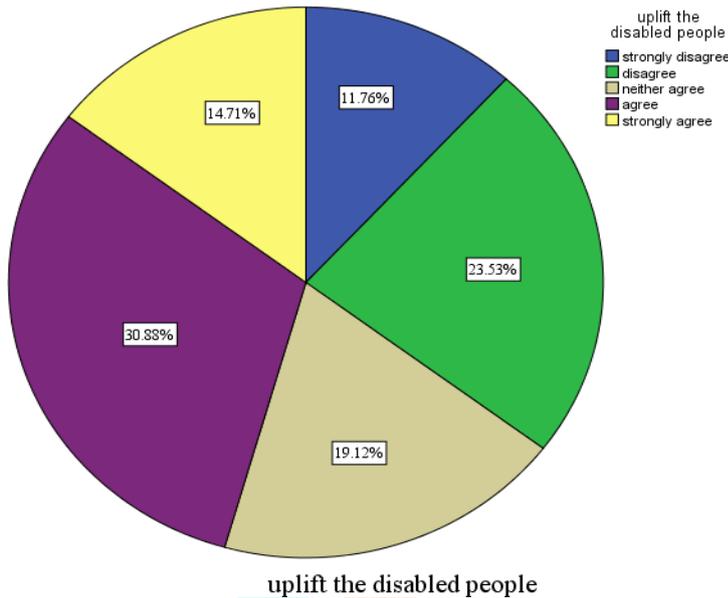


FIGURE 6: UPLIFT THE DISABLED PEOPLE

Regarding tourism uplifting disabled people, we got mixed opinions.44% agreed and 35 % disagreed to this. This may be because of the lack of options being provided in the tourism destinations for them and thus providing we need more support to be given to people with disabilities to uplift their lives.

Tourists can experience village life

Experience village life

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	3	4.4	4.4	4.4
Disagree	9	13.2	13.2	17.6
neither agree	9	13.2	13.2	30.9
Agree	26	38.2	38.2	69.1
strongly agree	21	30.9	30.9	100.0
Total	68	100.0	100.0	

TABLE 3: EXPERIENCE VILLAGE LIFE

Source: primary survey ,2023

As we know. Urbanization is happening from place to place.in modern age it's growing rapidly.so tourists find it enjoyable to experience villages life by visiting and staying there for a while 68% of people have this opinion. That could be indicated to how many tourists they are seeing in Village areas.

FINDINGS

The study project was conducted on people above 18 years of age. The survey was done inside a small village -kumbalangi and people from different classes were participated in it. People are educated and most of them are well aware of tourism projects in the village. People are educated with the benefits & opportunities provided by tourism. Tourism empowering local villagers economically. People find tourism related business more profitable. People became very conscious about protecting the environment. Responsible tourism improved the quality of both associating and non-association group of people. Along with tourism its allied sectors are also developing. Economically and socially tourism brings up the group of people in the attic below. Responsible tourism minimises the environmental problems people who were associated with it are being educated with importance of protecting the resources.

Responsible tourism created the impression to preserve the way it sustains. Responsible tourism made huge changes in the face of tourism. Today's world has made the whole earth accessible under one umbrella. Even a smallest of the tourist place is now expecting a foreign visitor, this situation creates an importance to provide world recognised quality of infrastructure standards. Even when plastics destructive nature is well known still our environment is being heckled by the use of plastic materials. In tourism promotions proper waste management is now being implemented that includes and other bio and non-bio wastes. People finding many possibilities to find an income through tourism from small scale to big. The number of business and better opportunities are growing every day. Thus, being very helpful in uplifting the economically backward people. The rising cost of living is bug concern for the local people, with more facilities, the more the cost increases. Resulting in high cost of living.

SUGGESTION

The exploration of the tourism possibilities are much more to go. There are many more factors that can be a part of a prosperous future of our tourism, cultural programs which reflects our own Rich Heritage by making use of the natural resources in an unharmful way. Proper waste management including sanitary facilities local cuisines like toddy & availability of the varieties of beverages with affordable prices. Public recreational spaces which accommodate locals as we as foreign tourists. another thing which could contribute to tourism possibilities is the use of the exceptional talent of the local people to make use of the coconut to make famous coir and shell to make handicrafts. Using this shell. Kind of making use of local raw material into a value-added commodity. More over bringing up the well-educated young generations to this new vision of tourism. Most importantly the attitude of the people towards the tourists and tourism should be more welcoming this creating the friendly existence.

Transportation has a major role in creating the tourist places more accessible. Then all age group of people will find it easier to reach. advertisement plays a major role in creating - visibility to the tourist spots, both domestic and foreign tourists will get to know the new places through proper online promotions. Festival and carnivals are one of the well-known methods of attracting tourists depending on the season these events could play big roles in attracting more tourists. Thus, exploring the wide-open opportunities of tourism.

CONCLUSION

The study investigates in to the Responsible tourism practices in kumbalangi. The majority of the respondents were well aware about the concept of r Responsible tourism and its benefits. It benefits the locality through minimization of waste and its careful disposal, making the region clean and free from pollution. It was found that the Responsible tourism practices has greatly influenced the capacity building and the infrastructural development of the region. The inflow of tourist has accelerated the employment opportunities of the people especially in the traditional sector. The highlight is that the awareness of the Responsible tourism practices among the localities has created an equilibrium between the environment and economy. The development of tourism is usually positively correlated with the environmental degradation. but the Responsible tourism has prevented this. The Responsible tourism has also played a prominent role in the preservation of the traditional cultures especially the art forms. Most of the such art forms are now vanishing from the cultural realm. The responsible tourism has generated job opportunities at local level which leads to the grass root level development.

Responsible tourism has widened the market for local products like handicrafts, coconut shell-based products etc. such products are facing severe foreign competition. most of such products are being eliminated from the market. thus, it is a relevant fact that the Responsible tourism practices of kumbalangi region has been able to secure enough market for such products. It provides sustainable and remunerative income for those engaged in the sector. one of the disadvantage is that the cost associated with the development of Responsible tourism practices is very high. The high cost will reduce the net benefit from the Responsible tourism practices. Thus, it is advisable to concentrate on cost minimising practices. With effect to this Responsible tourism has high potential to accelerate the economic growth and at the same time keeping a watch on the environmental quality.

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