

**Tourists Perception on Eco Tourism Activities in
Parambikulam Tiger Reserve**

By

Krishnaveni. A

16PTA007

Thesis submitted To

**Avinashilingam Institute for Home Science and Higher Education for
Women, Coimbatore–641043**

In Partial Fulfilment of the Requirements For

Master Degree

In

**MASTER OF BUSINESS ADMINISTRATION
(TOURISM AND TRAVEL MANAGEMENT)**

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CERTIFIED AS BONAFIED RESEARCH WORK


10/4/18

Signature of the HOD

Signature of External
Examiner


10/4/18

Signature of the
Guide

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ACKNOWLEDGEMENT

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INTRODUCTION

CHAPTER-1

INTRODUCTION

1.1 TOURISM INDUSTRY

Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment business and other hospitality services provided for individuals or groups travelling away from home. Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year driven by the natural urge of every human being for new experiences, and the desire to both educate and be entertained. Tourism today is a leisure activity of the masses. Major reasons for tourist travel are escape, relaxation, strengthening family bonding, prestige, social interaction, educational opportunity, and self-fulfilment and shopping. People today travel to national and international destinations to break the regular monotony of life. They are mainly attracted by either the scenic beauty of its nature or by fascinating leisure, sports and adventure activities offered by the destination.

1.2 GROWTH OF TOURISM INDUSTRY

Tourism is not an activity for pastime and entertainment but is an enriching and energizing activity. Tourism is the right vehicle for a developing country like India which is on the path of modern economic growth through structural transformation of the economy. The value-added effect of tourism is increasing. Sustainable tourism has vast scope in India by convergence of landscapes with finances capes, technoscapes, and medias capes. India's tourism industry has witnessed upsurge in recent years, paying rich dividends to both consumers and producers.

1.3 TOURISM IN INDIA

India is one of the best and beautiful countries and one of the most popular tourism destinations in South Asia. It is renowned for its lavish and heartfelt treatment of all visitors, no matter which corner of the world they come from. Tourism in India has countless options which can be relished by tourists on their vacation in the country. Cultural, heritage, adventure, wildlife, pilgrimage, beach, backwater, nature, medical, and monsoon tourism are popular tourism options available in India which enthrall tourists from all over the world. It is said that a country is well recognized by its culture and tradition. And, the country has rich culture, ancient civilization, glorious history and fascinating tradition which appeal tourists.

The role of Tourism is essential in the economic development of a country. Tourism is the second largest foreign exchange earner in India. The tourism industry employs a large number of people, both skilled and unskilled. Hotels, travel agencies, transport including airlines benefit a lot from this industry. It generates foreign exchange. It promotes cultural activities.

1.4 ECO TOURISM GLOBAL SCENERIO

Ecotourism is a new concept in tourism, which was originally sparked off by the idea of making harmonious co-existence with nature a reality once again. As defined by the Ecotourism Society, it is the responsible travel to natural areas, which conserves the environment and sustains the well-being of local people. Today, ecotourism is one of the fastest-growing segments of the tourism industry. Its potential for growth is virtually unlimited. Any tourism program which is: nature – based, ecologically sustainable, where education and interpretation is a major concept and where local people are benefited can be called ecotourism. The International Ecotourism Society defines ecotourism as: “responsible travel that conserves the environment and sustains the well - being of local people”. Clearly, at a time when traditional conservation through enforced protection of natural areas was being questioned for its effectiveness and social impacts, strategies such as ecotourism offered considerable potential for integrating conservation with development.

1.5 ECOTOURISM IN KERALA

The state of Kerala, forming part of the Western Ghats, contains a protected area of 2,324 sq.km in two National Parks and 12 Wildlife Sanctuaries. The Western Ghats of Kerala, with its tropical forest ecosystem, provides a natural advantage for development of Ecotourism. The Western Ghats regions of Kerala can be projected as an Ecotourism Zone in the true sense. It has now become necessary to evolve appropriate location specific strategies for sanctuaries in Kerala, in the sphere of ecotourism development. Proper ecotourism product development, it's marketing, environmental impact assessment, monitoring etc. are to be done in a systematic way. The Tourism Department of Government of Kerala has taken steps to give focused attention to ecotourism in the State. A separate ecotourism wing has been created to give policy support for the development of the ecotourism destinations in the State. Thenmala ecotourism project was established in and around Shenduruney Wildlife

Sanctuary with the co-operation of departments such as Forest, Irrigation and Tourism. It is considered to be the first planned ecotourism destination in India. Thekkady is another ecotourism destination, which offers the visitor an unforgettable experience. Except Thekkady, all other sanctuaries in Kerala are practically unknown to tourists. What is needed is a more focused strategy which is supply-driven and small group - oriented. Ecotourism activities, in an ecologically sensitive area need close monitoring. Tourism in these natural areas should be ecologically sustainable. There should be provision for the visitor to be educated about the environment. The economic benefit of such an activity should accrue to the local population to ensure sustainability. Ecotourism projects the concept of sustainability in tourism, that is, the needs of today's visitor should not be met at the expense of future generations.

1.6 PROTECTED AREAS

Protected areas are one of the important tools used across the globe for in situ conservation. Protected areas are often being considered as destinations because of their naturalness and high-quality tourism-related resources. It is commonly perceived that ecotourism in protected areas can bring incentives necessary for their management and has minimal physical and social impact on the visited area. They also demonstrate the commitment of the present generation to the future generation. Presently, about one tenth of the world's land surface is under some form of protected area network. In the IUCN's definition the term "clearly defined geographical space" clearly covers land, water or a combination of both. "Space" covers all the dimensions i.e. land surface, sub-surface, air surface, later bodies, water beds, sub surface, etc.,. The definition also covers the important aspect of recognition, dedication and management either through a legal means or otherwise. Further, the phrase "to achieve the long-term conservation of nature with associated ecosystem services and cultural values" sets out the importance of long term conservation strategy of nature with associated ecosystems and cultural values as against the short-term management strategies. By an amendment to Wildlife Protection Act (1972), the term "Protected Area" was included and defined in the Act.

1.7 PROTECTED AREA NETWORK IN INDIA

India is one of the 17 mega diverse countries of the world. With only 2.4% of the world's land area, 16.7% of the world's human population and 18% livestock, it contributes about 8% of the known global biodiversity, however, putting enormous demands on our natural resources. India is home to world's largest wild tiger's population and has got unique assemblage of globally important endangered species like Asiatic lion, Asian Elephant, One-horned Rhinoceros, Gangetic River Dolphin, Snow Leopard, Kashmir Stag, Dugong, Gharial, Great Indian Bustard, Lion Tailed Macaque etc.

A network of 668 Protected Areas (PAs) has been established, extending over 1,61,221.57 sq. kms. (4.90% of total geographic area), comprising 102 National Parks, 515 Wildlife Sanctuaries, 47 Conservation Reserves and 4 Community Reserves. UNESCO has designated 5 Protected Areas as World Heritage Sites. As the ecosystems and species do not recognise political borders, the concept of Transboundary Protected Areas has been initiated for coordinated conservation of ecological units and corridors with bilateral and/or multilateral cooperation of the neighbouring nations. There are 4 categories of the Protected Areas viz, National Parks, Sanctuaries, Conservation Reserves and Community Reserves.

Sanctuary is an area which is of adequate ecological, faunal, floral, geomorphological, natural or zoological significance. The Sanctuary is declared for the purpose of protecting, propagating or developing wildlife or its environment. Certain rights of people living inside the Sanctuary could be permitted. Further, during the settlement of claims, before finally notifying the Sanctuary, the Collector may, in consultation with the Chief Wildlife Warden, allow the continuation of any right of any person in or over any land within the limits of the Sanctuary.

National Park is an area having adequate ecological, faunal, floral, geomorphological, natural or zoological significance. The National Park is declared for the purpose of protecting, propagating or developing wildlife or its environment, like that of a Sanctuary. The difference between a Sanctuary and a National Park mainly lies in the vesting of rights of people living inside. Unlike a Sanctuary, where certain rights can be allowed, in a National Park, no rights are allowed. No grazing of any livestock shall also be permitted inside a National Park while in a Sanctuary, the Chief Wildlife Warden may regulate, control or prohibit it. In addition, while any removal or exploitation of wildlife or forest produce from a Sanctuary requires the recommendation of the State Board for Wildlife, removal etc., from a National Park

requires recommendation of the National Board for Wildlife (However, as per orders of Hon'ble Supreme Court dated 9th May 2002 in Writ Petition (Civil) No. 337 of 1995, such removal/ exploitation from a Sanctuary also requires recommendation of the Standing Committee of National Board for Wildlife).

Conservation Reserves can be declared by the State Governments in any area owned by the Government, particularly the areas adjacent to National Parks and Sanctuaries and those areas which link one Protected Area with another. Such declaration should be made after having consultations with the local communities. Conservation Reserves are declared for the purpose of protecting landscapes, seascapes, flora and fauna and their habitat. The rights of people living inside a Conservation Reserve are not affected.

Community Reserves can be declared by the State Government in any private or community land, not comprised within a National Park, Sanctuary or a Conservation Reserve, where an individual or a community has volunteered to conserve wildlife and its habitat. Community Reserves are declared for the purpose of protecting fauna, flora and traditional or cultural conservation values and practices. As in the case of a Conservation Reserve, the rights of people living inside a Community Reserve are not affected.

Protected Area Network in India: A National Board for Wildlife (NBWL), chaired by the Prime Minister of India provides for policy framework for wildlife conservation in the country. The National Wildlife Action Plan (2002-2016) was adopted in 2002, emphasizing the people's participation and their support for wildlife conservation. India's conservation planning is based on the philosophy of identifying and protecting representative wild habitats across all the ecosystems. The Indian Constitution entails the subject of forests and wildlife in the Concurrent list. The Federal Ministry acts as a guiding torch dealing with the policies and planning on wildlife conservation, while the provincial Forest Departments are vested with the responsibility of implementation of national policies and plans.

Most PAs in India have a core zone with national park status and a peripheral buffer zone, which can be either a wildlife sanctuary or a reserve forest. Resource use has been restricted to the buffer zones, where it has been regulated, while core areas are completely closed. A 1991 amendment to the Wildlife Protection Act specifies that, in wildlife sanctuaries, the chief wildlife warden must certify that any manipulation does not harm wildlife, and that the manipulation be approved by the state government.

1.8 NEED FOR PROTECTED AREA

The future of the world's biodiversity is closely linked to the strength of the global protected areas network. Protected areas are the cornerstone of most national biodiversity conservation strategies. Providing an "ark" for threatened species in those places where changes in land use have been sudden and wide ranging, to allow wild species a breathing space until a combination of restoration and sustainable management creates more suitable habitat.

1.9 AREA OF STUDY

PARAMBIKULAM TIGER RESERVE

Parambikulam Tiger Reserve is a well-protected ecological portion in the Nelliampathy – Anaimalai landscape of the southern Western Ghats in India. It is located in the Palakkad district of Kerala. It is one of the biodiversity hotspot in the world supporting diverse habitat types and endemism. Considering its biological richness, abundance of wildlife and landscape beauty makes Parambikulam Tiger Reserve one of the most attractive places in the entire stretch of western Ghats. It was declared as tiger reserve during 2009 with total area of 643.66SqKm, which includes core area of 390.89 and 252.77SqKm buffer area.

The Sanctuary lies in between the Anaimalai hills and Nelliampathy hills. Much of the sanctuary is part of Anaimalai hills with peaks upto 1438meter (karimala gopuram) in the southern boundary of the sanctuary, 1120m (vengoli malai) in the eastern boundary, 1010m(puliyarapadam) in the west and 1290m (pandaravarai peak) in the north. Nelliampathy hills that lies in the north scale down and opens up itself at a place called Thoothampara, just abutting the northern boundary of the sanctuary which provides a natural opening through the Nelliampathy hills from Anaimalai hills, at an average elevation of 600m above mean sea level. From the south western perspective, where, parambiukulam Ar and Sholai Armeet at a point where the elevation is 473m (the lowest point in the sanctuary), to form Chalakkudy River, the sanctuary appears as a completely tilted drainage basin that drains to this point, except for a little portion in the north, where the drainage towards east.

1.10 OBJECTIVES OF THE STUDY

1. To understand the profile of tourists visiting the national park
2. To explore the Eco tourism activities facilities and services provided in the National park
3. To evaluate the tourist perception, behaviour and satisfaction level on ecotourism activities at Parambikulam Tiger Reserve.
4. To provide suggestions for better satisfaction of tourists on services provided at national park

1.11 NEED FOR THE STUDY

The study is based on Tourist perception on Ecotourism activities at Parambikulam Tiger Reserve in Palakkad, Kerala. The study primarily focuses on tourist perception and satisfaction level which is based on tourism activities and features of National Park at the ecotourism destination, which helps the stake holders in better planning and management of the National park.

1.12 SCOPE OF THE STUDY

The study area was confined to nature-based tourism destinations only. This study focuses primarily on the Tourist perception and satisfaction on the tourism activities, features of National park and transportation facility. The study helps to focus on the influential factors and attitude of tourists towards Eco Tourism in protected areas. The study looks out the overall satisfaction and experience towards the national park. It also gives significance on the quality of services and facilities provided at the national park.

1.13 LIMITATIONS OF THE STUDY

1. The research was carried out in the short span of time with a limited sample size.
2. Due to the confidentiality of some information accurate response was not revealed by some of the respondent.
3. Respondent had marked the questionnaire which may be socially incorrect irrespective of their actual feeling cannot be accurate since the survey is subjected to the bias and prejudices of the respondents.

1.14 CHAPTERIZATION

The following chapter and content analysis will be applicable to the research study:

CHAPTER 1- INTRODUCTION

In this chapter holistic perspective is provided of the proposed research. The chapter provide brief of introduction about tourism industry, growth of tourism industry, tourism in India, eco-tourism global scenario, eco-tourism in Kerala, protected area network in India, need for protected area, area of study, objective of the study, need for the study, scope of the study, limitations of the study in Parambikulam Tiger Reserve.

CHAPTER 2- REVIEW OF LITERATURE

In this chapter review of related literature is conducted on tourism, eco-tourism, Protected areas, Parambikulam Tiger Reserve, tourist perception.

CHAPTER 3- METHODOLOGY AND AREA OF THE STUDY

In this chapter, briefs on data collection, sample and various tools used in the analysis. It also gives a detailed account on the locations of the study area.

CHAPTER 4- ANALYSIS AND INTERPRETATION OF RESULT

In this chapter, data is analysed in detail and interpreted in the teams of primary theme of the dissertation. The results of the analysis and its discussion are given to the proposed research problem.

CHAPTER-5 FINDINGS, SUGGESTION AND CONCLUSION

In this chapter the research is concluded. The finding of the study is summarized. It also proposes various suggestions for **Tourist perception on Ecotourism activities in Parambikulam Tiger Reserve.**

REVIEW OF LITERATURE

CHAPTER -2

REVIEW OF LITERATURE

A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings, as well as theoretical and

methodological contributions to a particular topic. Literature reviews are secondary sources and as such, do not report any new or original experimental work. Also, a literature review can be interpreted as a review of an abstract accomplishment. A literature review overviews articles, books and other sources (e.g. dissertation, conference proceedings) relevant to a particular issue, area of research, or theory, providing description, summary, and critical evaluation of each work. The purpose is to often an overview of significance literature published on topic. The chapter review the existing literature put forward by different scholar and personalities on “Tourists Perception on Eco Tourism Activities in Parambikulam Tiger Reserve”

2.1. TOURISM

Rajakumari (2007) defines that to decrease financial leakages in tourism, it would be important to increase local ownership of tourism-related business, building up tourism infrastructure using local depositors and avoiding purely foreign savings.

Haque Immanuel and ShanawazAhammed Dur (2007) examined An Indian Perspective showed the meaning of tourism specifically with reference to employment sector, infrastructural facilities and poverty eradication.

According to **Dhanasekaran (2005)** examined that protection, development and improvement of the various constituents of the environment are among the basic conditions for the harmonious development of tourism. Likewise, intelligent tourism management can contribute in large amount to the protection and development of the physical environment and cultural heritage of mankind as well as the improvement of the quality of human life. It is therefore advisable that tourism development and sound environmental management should be integral fears of national development policies.

Babu Paul (2001), the former Secretary of Tourism, Government of Kerala, in his paper entitled A Perspective Paper on Tourism Development in Kerala outlined the profile of tourism in Kerala and taken out the limits and prospects of tourism industry. He also brought out a clear view on tourism promotion and on the role of private sector in Kerala tourism.

Batra and Chawla (1994) explains that Tourism Management- A Global Perspective holds a view that ecotourism is supposed as a practical alternative route by which a

measure of economic benefit can be won from tourism, with minimal damage to the environment and society and maximum advantage to local people.

Mathew (2004) explains that Natural Environment and Tourists in flow made an attempt to review into the positive and negative externalities of an economic activity like tourism and also suggest how one can minimise negative externalities and maximise the positive ones. It also looks into the possibility of developing ecotourism as another to mass tourism

Burkart and Melik (2000), describes the relationship between tourism and environment. the author shows the relationship between leisure, tourism and mainly natural resources as a general background to planning and development in tourism

DimtriLoannides and Keith Debbage (2000) explains that tour operators give more importance to eco tours. The importance placed on environmental protection by travel industry experts in their key destinations is an attempt to protect ecotourism products.

2.2. ECO TOURISM

David and Fennell (2000) explain Ecotourism the need to promote the right kind of tourism, that is, quality and eco-friendly tourism, so that maximum benefit can be connected without disturbing and changing physical and social quality.

Ramesh Chawla (2006) states that eco-tourist visits to relatively undeveloped areas in the life of appreciation, involvement and sensitivity. The eco-tourist follows a non-consumptive use of wildlife and natural resources and contributes helping the conservation of the site.

Prabha Shastri Ranade (2008) analyses a number of issues rising in trying to control what creates successful ecotourism and how to balance conservation with development. he also makes an attempt to highlight broad issues related to the concept and principles of ecotourism. His book focuses on ecotourism experiences and plans of various countries, including island nations. It highlights ecotourism and local economic development. It considers how ecotourism can make economic benefits and provide other employment and income opportunities for the local communities.

Rathandeep Singh (2003) explains the Indian environmental rule in detail. Indian environmental rules and regulations are discussed very deeply. In his words

“biodiversity conservation has become an essential qualification for successful ecotourism inside a national park or sanctuary in India”. Similarly, public participation and local community’s part in benefits due to ecotourism activity is not covered.

MohdNawayaiYasak (2007) made an effort to review the ecotourism in Malaysia. Local people are involved actively in ecotourism activities in Malaysia. National ecotourism plan was developed to provide a more united approach to achieve specific national ideas

Colin Hunter and Jon Shaw (2004) tells that academic interest in ecotourism has grown fast in recent years, fuelled by the increasing popularity of ecotourism holidays. This paper accepts ecological foot print (EF) analysis as a means of estimating the potential net EF of proposed international ecotourism situations involving air travel

Geoffrey Wall (2014) describes that Ecotourism is an agent of change. Measurement of the impacts of tourism is troubled with similar challenges to those involved in calculating impacts in general and tourism in specific. He also states that Research on the influences of tourism has not been increasing because of the approval of an inappropriate example and insufficient attention to the contexts in which impacts occur. It is suggested that collected information is more useful than immediate actions and the features of useful indicators for measuring impacts and monitoring change are described.

Santhanakumar (2006) states that man and all living materials have the duty to make environmental conservation. For sustainable utilisation of tourism requires conservation of natural resources

Ravi Shankar Kumar Singh (2008) comments that ecotourism activities have been increasing rapidly worldwide over the past two decades and further growth is expected in the years coming fast

Jennifer Hil and Tingale (2000) observed that relationship between tourism and the environment is a complex one to evaluate. Tourists are increasingly searching for more experiential types of tourism and ecotourism is one such example. Ecotourism

has been discussed in terms of other modified settings, including artificial reefs, agricultural lands and surface mines and quarries.

Richard Denman (2004) explains the Ecotourism Challenges within a Sustainable Development Agenda. He presented a plan for making tourism more sustainable, based on 12 aims, which can help to understand the requirements of quality ecotourism. He concludes that more attention should be rewarded to opportunities for ecotourism on private properties.

Melody Natasha Mendez (2013) describes that this research investigated the potential of ecotourism identifying human and physical resources- including the natural and cultural features – available for development. It also identified socio-environmental problems to highlight the necessity for a win-win poverty alleviation and conservation strategy.

Andrew Wallace (2006) states that The Environmental Protection Agency currently highlights formal environmental education but informal environmental education (e.g. visiting a National Park) may also be an effective method of environmental education. This study explores the influence of visiting National Parks, National Recreation Areas, and National Monuments during different school grades on environmental attitude and behaviour, together termed awareness.

2.3. PROTECTED AREA

Susan A. Moore and Amanda Polley (2007) describes Visitors perceptions on impacts and acceptable standards for environmental conditions can provide essential information for the sustainable management of tourist destinations, especially protected areas.

Ashok pradhham (2006) explains the social, economic, and political effects of environmental conservation projects as they are manifested in protected areas and analyse the worldwide growth of protected areas over the past 20 years and offer suggestions for future research trajectories in anthropology. To examine protected areas as a way of seeing, understanding, and producing nature (environment) and culture (society) and as a way of attempting to manage and control the relationship between the two. The focus on social, economic, scientific, and political changes in places where there are protected areas and in the urban centres that control these areas

and also examine violence, conflict, power relations, and governmentality as they are connected to the processes of protection. Finally, to examine discourse and its effects and argue that anthropology needs to move beyond the current examinations of language and power to attend to the ways in which protected areas produce space, place, and peoples.

Rosie Woodroffe and Joshua R.Ginsberg (2008) explains that small populations may be driven to extinction by random fluctuations in demography and loss of genetic diversity through drift. However, population size is a poor predictor of extinction in large carnivores inhabiting protected areas. Conflict with people on reserve borders is the major cause of mortality in such populations, so that border areas represent population sinks. The species most likely to disappear from small reserves are those that range widely—and are therefore most exposed to threats on reserve borders—irrespective of population size. Conservation efforts that combat only stochastic processes are therefore unlikely to avert extinction.

Sanjay K (2000) describes that The Himalayas in Nepal have become popular destinations for international tourism, which has rapidly increased in recent years with serious socioeconomic and environmental consequences. In the light of the recently concluded Visit Nepal. it is important to reconsider the environmental impacts of tourism and reformulate strategies that would make tourism a viable industry and a sustainable alternative in this country. this paper discusses some national level policy and management issues. The paper concludes by stressing the need for more scientific research and forging a partnership between local people, the service industry, and tourism professionals.

2.4. PARAMBIKULAM TIGER RESERVE

A.Vinodan and James Manalel (2011) describes that Ecotourism is increasingly recognized as a community development tool with significant economic contribution. This paper examines local economic development of destination communities especially the tribal in forest regions through a case study on Parambikulam Tiger Reserve. The study explores the benefits enjoyed by local community members through active participation of ecotourism programmes. It also reveals that community intervention in ecotourism has helped to reduce their excessive dependence on forest resources for their livelihood.

2.5 TOURIST PERCEPTION

Zurlinia (2006) describes that A person's socio-economic status, cultural ties, and past experiences influence how people perceive environmental quality. In the case of tourism, people using protected area scan differ in many ways, including their personal characteristics and perception about the recreation environment. This research addresses the general problem of tourist perception in a marine protected area (MPA), focusing on tourists' awareness of being in a MPA, tourists' opinion on management activities, the importance of natural attractiveness components, tourists' satisfaction with recreational experience and willingness to come back, and on tourists' awareness of their environmental impacts. This research put in evidence that a different perception can be due to environmental and park related attitudes, but also to the profile of visitors who frequent protected areas. In this respect, we stress the importance of a better identification of visitors' profile, for a better management of tourism development in a MPA

Melinda Hillery (2007) explains Tourist perception of environmental impact investigated the relationship between measured environmental impact and tourists' perception of it, A positive relationship between annual visitation to a site and measurable impact was found, despite the small amount of tourism impact in the area. Tourists' perception of impact varied in degree. A majority identified relevant environmental threats (tourism or introduced species), while a smaller proportion suggested management options to address track spreading, the major impact identified by this study. Overall, environmental conditions were rated lower at sites with a higher intensity of impacts, reflecting some tourists' ability to distinguish impacts.

Andrew Lepp (2008) explain that Tourist role, perceptions of risk associated with travel to particular regions of the world, and international travel experience were investigated in relation to Sensation seeking and gender. SS was related to tourist role, with those higher in SS choosing explorer and drifter roles. The findings provide empirical support for the proposition that personality traits may influence travel styles and destination choices.

Carla santos (2004) examined tourist perceptions and interpretations of newspaper leisure travel articles revealing three central themes: intimacy and trust, tradition and authenticity, and socio-cultural knowledge. the findings are the considerable role that leisure travel writers play as cultural intermediaries between local realities, readers, and future tourists. In particular, perception and interpretation of leisure travel articles revealed the expectations and shared meanings of the tourist perception

Peter Nijkamp (2012) describes that A crowding perception model for the tourist presented, identifying a relationship between various personal characteristics, characteristics of others, density, and crowding perception. While the association between crowding levels and acceptability turned out to be significantly negative, further findings suggested that this relationship depends largely on individual preferences and suggest the importance of extending the research to these settings in order to get a better understanding of the full range of crowding perception, preference and acceptability.

R Rajesh (2014) describes that the objective this research paper is to develop a destination loyalty theoretical model by using tourist perception, destination image and tourist satisfaction. This study analysed the components like attributes, factor influencing the destination image and examine the tourist satisfaction and determinants of destination loyalty and evaluating recent empirical on destination image, tourist satisfaction and loyalty. Tourist Perception constructs have been influenced by factors like Historical and Cultural Attractions, Destination, Affordability, Travel Environment, Natural Attractions, Entertainments and Infrastructure

RESEARCH METHODOLOGY AND AREA OF STUDY

CHAPTER-3

RESEARCH METHODOLOGY AND AREA OF STUDY

3.1 METHODOLOGY

Research methodology defined what the activity of research is how to proceed and how to measure progress and what constitute success. The dictionary defines research as a studious inquires or examination, especially an investigation or experimentation aimed at the discovery and interpretation of fact or practical application of such a new or revised theory or law. The purpose of research is to discovered answer the question through the application of scientific procedure.

Research methodology is a way to systematically solve the research problem. Why the research has been undertaken and what research problem has been identified. What data has been used and such questions are answered when well structure Methodology concerning the research problem is devised.

3.2 DEFINITION

According to **Grinnell (1999)** “Research is considered to be formal, systematic, intensive process of carrying on the scientific method of analysis. It involves a more systematic of investigation usually resulting in some of formal record of procedures and report of result or conclusion.”

3.3 RESEARCH DESIGN

Research design stands for advance planning of the methods to be adopted for collecting the relevant data and technique to be used in the analysis. Descriptive research design is used for the study where the questionnaire was given to the respondents to gather information systematically. For a better understanding, concerning the behavioural styles of the respondents, analytical research is also we utilized for the study where hypothetical relation between the variable could be established.

3.4 SOURCE DATA

The researcher had used primary and secondary data for the study. Questionnaire has been designed as a primary research instrument. Questionnaire was distributed of

respondents for their feedback. Further coding and analysis was done for each question responded to reach the findings suggestion and finally to conclusion of the topic.

3.4.1 PRIMARY SOURCE

The primary sources are those which are collection afresh and for the first time, and thus happen to be original in character, the questionnaire is considered to collect the survey opinion. Thus, the primary data has been collected through a structured questionnaire and multiple-choice questions. Thus, the sample includes the tourists in Parambikulam Tiger Reserve, Palakkad, Kerala.

3.4.1 SECONDARY SOURCE

The secondary sources are those which have already been collected by someone else and which have been passed through the statistical process such as published books, journals, internet and published survey reports of various countries on based on tourist perception.

3.5 QUESTIONNAIRE

A questionnaire consists of a number of questions printed or typed in a definite order or set of form. The respondents filled the multiple-choice questions especially on five-point Likert's scale questions are used to collect the attitudinal measures. The scaling technique used in the research method for the questionnaire is five-point Likert's scale. It is considered of the points like strongly agree, agree, neutral, disagree, strongly disagree ranging from 5 to 1.

3.6 SAMPLING DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or a procedure the researcher would adopt in selecting item for the sample. Sample design deals with the method of selecting item to be observed with the given study. Sample design determined before data are collected.

3.6.1 SAMPLE SIZE

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size of the study is 300.

3.6.2 SAMPING PROCEDURE

The sampling procedure used is convenience sampling. The sampling is selected on the basis of tourist perception. Which served as the main factor for the selection of this sampling procedure. Convenience sampling is a non – probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researchers.

3.7 PERIOD OF THE STUDY

The data used for the purpose of analysis in this study are collected for a period of three months from January 2018 to March 2018

3.8 TOOLS USED FOR ANALYSIS

Data were analysed using descriptive statistic, SPSS (statistical package for social science) version 23.0 with descriptive statistics such as Frequencies, ANOVA, Z- Test

3.8.1 FREQUENCIES

A Frequency is a distribution generally some frequencies issued for looking at detailed information on nominal (category) data and describing the results. It is used to obtain counts on a single variable values.

3.8.2 ANOVA

Analysis of various (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. The ANOVA technique is important in the context of all those situations where one can compare more than two populations. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the population by examining the amount of variation within each of these samples, relative to the amount of variation between samples. One-way ANOVA is administered to find the difference between the various constructs and demographic factors among the tourism activities in Parambikulam Tiger Reserve. The demographic factors taken in this study are education, occupation, income, travel companion, source of information and mode of transportation.

3.8.3 Z-TEST

Z-Test is based on the normal probability distribution and used for judging the significance of several statistical measures, particularly the mean. The relevant test statistics is worked out and compared with its probable value at a specified level of significance for judging the significance of the measure concerned. This test is used when binomial distribution or frequently used test in research studies. This test is used even when binomial distribution or t- distribution is applicable on the presumption that such a distribution tends to approximate normal distribution as 'n' becomes larger. Z-test is generally used for comparing the sample proportions to a theoretical value of population proportion or for judging the difference in proportions of two independent samples when a happens to be a large. Besides, the test may be used for judging the significance of median, mode, coefficient of correlation and several other measures.

3.9 AREA OF STUDY

Parambikulam Tiger Reserve is a well-protected ecological portion n in the Nelliampathy – Anaimalai landscape of the southern Western Ghats in India. It is located in the Palakkad district of Kerala. It is one of the biodiversity hotspot in the world supporting diverse habitat types and endemism. Considering its biological richness, abundance of wildlife and landscape beauty makes parambikulam tiger reserve one of the most attractive places in the entire stretch of western Ghats. It was declared as tiger reserve during 2009 with total area of 643.66SqKm, which includes core area of 390.89 and 252.77SqKm buffer area.

The Sanctuary lies in between the Anaimalai hills and Nelliampathy hills. Much of the sanctuary is part of Anaimalai hills with peaks upto 1438meter (Karimala gopuram) in the southern boundary of the sanctuary, 1120m (vengoli malai) in the eastern boundary, 1010m(Puliyarapadam) in the west and 1290m (Pandaravarai peak) in the north. Nelliampathy hills that ies in the north scale down and opens up itself at a place called Thoothampara, just abutting the northern boundary of the sanctuary which provides a natural opening through the Nelliampathy hills from Anaimalai hills, at an average elevation of 600m above mean sea leavel. From the south western perspective, where, parambiukulam and Sholai Armeet at a point where the elevation is 473m (the lowest point in the sanctuary), to form Chalakkudy River, the sanctuary

appears as a completely tilted drainage basin that drains to this point, except for a little portion in the north, where the drainage towards east.

Parambikulam Tiger Reserve has a rich treasure of 1438 species of flowering plants falling under 704 genera and 136 families. It includes 81 species of Orchids both terrestrial and epiphytic. The natural forests of the Reserve are a rich treasure of medicinal plants. About 50 endangered medicinal plants are found in the Karianshola (MPCA) alone in addition to the common species. About 17 of them are already listed in the Red Data Book of IUCN which emphasizes the importance of their conservation. There are about 285 rare endemic and endangered species of flora found in the Sanctuary. *Haplothismia exannulata*, a monotypic genus of Burmanniaceae rediscovered here after 1951. *Coscinium fenestratum*, *Uleria salicifolia*, the IUCN 'redlisted' medicinal plants endemic to Anamalais are also found here, apart from *Syzygium palghatense*, *Pteroceras monsooniae* and *Medinilla anamalaina*, which are endemic to Parambikulam Tiger Reserve.

The sanctuary includes 36 species of mammals, 16 species of amphibians, 268 species of birds, 61 species of reptiles, 47 species of fish, 124 species of butterflies and more than a thousand species of insects. The animals consist of lion-tailed Macaque, Nilgiri Tahr, elephant, tiger, pant the common species found here are Asian Elephant, Gaur, Royal Bengal Tiger, Spotted Deer, Sambar, Barking Deer, Common Langur, Nilgiri Langur, Malabar Giant Squirrel, Sloth Bear, Panther Wild Dog etc. The common birds found are Drongos, Bee-eaters, Treepies, Mynas, Woodpeckers, Kingfishers and Birds of prey. Reptiles like Pythons, King Cobras, Pit Vipers, Lizards and Tortoises are also found. The rare species include Tiger, Lion-tailed Macaque, Mouse Deer, Nilgiri Tahr, Nilgiri Marten, Great Pied Hornbill, Peninsular Bay Owl, King Cobra, Cane Turtle, etc. Besides Homopteran parambikulam, an endemic frog of Parambikulam and *Garra surendranathanii*, an endemic sucker fish of Parambikulam are worth mentioning.

ANALYSIS AND INTERPRETATION

CHAPTER-4

ANALYSIS AND INTERPRETATION

Introduction

The Chapter deals with the analysis of data that has been collected from the respondents by administering questionnaire. The researcher analysed and tabulated the data base on demographic profile of the respondent. Analysis and interpretation are the central part of the research process.

Analysis of the data includes studying the tabulation material in order to determine the inherent factor. It is a process of the breaking down the complex factor into simpler form and putting new arrangements for the purpose of interpretation.

Interpretation is the process to find meaning for the research. The analysis is to summarize the collected data in such a way that they provide answers to the question. The analysis is to study the relationship among the various items in detail and interpretation will be given for the explanation of real fact of the study.

Analysis is the systematic way of problem solving. It refers to the computation of certain measures along with searching for the pattern of relationship that exists among the data collection. It involved the identification of purpose fact the statement of defensible assumption and formulation of conclusion.

FREQUENCY TABLES:

TABLE NO.4.1

GENDER

S.No	Gender	Frequency	Percent
1	Male	199	66.3
2	Female	101	33.7
	Total	300	100.0

From the above table 4.1 it is inferred that 66.3 percent of the respondents are male and 33.7 percent of the respondents are female. Hence it is inferred that majority of the respondents are male.

TABLE NO.4.2

AGE

S.No	Age	Frequency	Percent
1	Less than 18 years	22	7.3
2	18-24	136	45.3
3	25-35	75	25.0
4	35-49	48	16.0
5	50-64	19	6.3
	Total	300	100.0

From the above table 4.2 it is inferred that 7.3 percentage of the respondents belongs to the age group of less than 18 years, 45.3 percent of the respondents belongs to the age group of 18-24 years, 25.0 percent of the respondents belongs to the age group of 25-35 years, 16.0 percent of the respondents belongs to the age group of 35-49 years and 6.3 percent of the respondents are under the age group of 50-64 years. Hence it is inferred that majority of the respondents falls under the age group of 18-24 years.

TABLE NO.4.3
CATEGORY OF VISITOR

S.No	Visitor	Frequency	Percent
1	Foreign	107	35.7
2	Domestic	193	64.3
	Total	300	100.0

From the above table 4.3 it is inferred that 35.7 percent are foreign tourists and 64.3 percent are domestic tourists. Hence it is inferred that majority of the respondents visiting the national park are domestic tourists.

TABLE NO 4.4
LEVEL OF EDUCATION

S.No	Education	Frequency	Percent
1	School	15	5.0
2	Secondary	53	17.7
3	Diploma	43	14.3
4	Graduation	115	38.3
5	Post-graduation	60	20.0
6	Others	14	4.7
	Total	300	100.0

From the above table 4.4 it is interfered that 5.0 percent of the respondents have completed School education, 17.7 percent of the respondents have completed higher secondary, 14.3 percent are diploma holders, 38.3 percent of the respondents are Graduate, 20.0 percent of the respondents are Post graduate's and 4.7 percent of the respondents are others. Hence it is inferred that majority of the respondents are under Graduate.

TABLE NO 4.5
OCCUPATION

S.No	Occupation	Frequency	Percent
1	Self-employment	85	28.3
2	Government	46	15.3
3	Private	101	33.7
4	Business	40	13.3
5	Retired	19	6.3
6	Housewife	9	3.0
	Total	300	100.0

From the above table 4.5 it is inferred that 28.3 percent of the respondents are self-employed, 15.3 percent of the respondents are government employees, 33.7 percent of the respondents are private employees, 13.3 percent of the respondents are doing business, 6.3 percent of the respondents are retired and 3.0 percent of the respondents are homemakers. Hence it is inferred that majority of the respondents are private employees.

TABLE NO 4.6
ANNUAL INCOME

S.No	Income	Frequency	Percent
1	Below 50,000	72	24.0
2	50,000-1,00,000	116	38.7
3	1,00,000-2,00,000	34	11.3
4	3,00,000-5,00,000	51	17.0
5	5,00,000 and above	27	9.0
	Total	300	100.0

From the above table 4.6 it is inferred that 24.0 percentage of the respondents earn below Rs. 50,000, 38.7 percent of the respondents earn between Rs. 50,000 - 1,00,000, 11.3 percent of the respondents earn between Rs.1,00,000-2,00,000, 17.0 percent of the respondents earn between Rs.3,00,000-5,00,000 and 9.0 percent of the respondents earn 5,00,000 and above. Hence it is inferred that majority of the visitors earn between Rs.3,00,000-5,00,000 as annual income.

TABLE NO 4.7
MARITAL STATUS

S.No	Marital Status	Frequency	Percent
1	Single	170	56.7
2	Married	130	43.3
	Total	300	100.0

From the above table 4.7 it is inferred that 56.7 percent respondents are single and 43.3 percent respondents are married. Hence it is inferred that majority of the respondents visiting the national park are single.

TABLE NO 4.8
FIRST VISIT

S.No	First Visit	Frequency	Percent
1	Yes	235	78.3
2	No	65	21.7
	total	300	100.0

From the above table 4.8 it is inferred that 78.3 percent of the respondents are first time visitors, 21.7 percent of the respondents have visited few times before. Hence it is inferred that majority are first time visitors.

TABLE NO 4.9
NUMBER OF VISIT

S.No	Number of Visit	Frequency	Percent
1	2-3 times	24	8.0
2	3-5 times	30	10.0
3	More than 5times	11	3.7
4	0 times	235	78.3
	Total	300	100.0

From the above table 4.9 it is inferred that 8.0 percent of the respondents have visited 2-3 times, 10.0 percent of the respondents have visited 3-5 times, 3.7 percent of the respondents have visited more than 5times, 78.3 percent respondents are first time visitors. Hence it is inferred that majority of the respondents are the first-time visitors.

TABLE NO. 4.10
TRAVEL COMPANION

S.No	Travel companion	Frequency	Percent
1	None	21	7.0
2	Spouse	77	25.7
3	Family & children	88	29.3
4	Friends & colleagues	114	38.0
	Total	300	100.0

From the above table 4.10 it is inferred that 7.0 percent of the respondents have travelled alone, 25.7 percent of the respondents are accompanied with spouse, 29.3 percent of the respondents are accompanied with Family and children, 38.0 percent of the respondents are accompanied with Friends and colleagues. Hence it is inferred that majority of the respondents are accompanied with Friends and colleagues during their visit to the national park.

TABLE NO 4.11
SOURCE OF INFORMATION

S.No	Source of information	Frequency	Percent
1	Brochures	44	14.7
2	Tour Operator	82	27.3
3	Hotel	57	19.0
4	KTDC	9	3.0
5	Friends & Relatives	65	21.7
6	Website / blog	23	7.7
7	News paper	20	6.7
	Total	300	100.0

From the above table 4.11 it is inferred that the source of information for 14.7 percent of the respondents is through brochures, 27.3 percent of the respondents through Tour operators, 19.0 percent of the respondents through Hotels, 3.0 percent of the respondents through KTDC, 21.7 percent of the respondents through Friends and relatives and 7.7 percent of the respondents through website/blog. Hence it is inferred that the source of information of majority of the visitors are gathered from tour operators.

TABLE NO 4.12
MODE OF TRANSPORT

S.No	Mode of Transport	Frequency	Percent
1	4-wheeler	82	27.3
2	Govt. bus	49	16.3
3	Tourist bus	79	26.3
4	Luxury taxi	54	18.0
5	Shared taxi	5	1.7
6	Flight	31	10.3
	Total	300	100.0

From the above table 4.12 it is inferred that 27.3 percent of the respondents arrived at the national park by 4-wheeler, 16.3 percent of the respondents by government bus, 26.3 percent of the respondents by tourist bus, 18.0 percent of the respondents by luxury taxi, 1.7 percent of the respondents by shared taxi and 10.3 percent of the respondents by flight. Hence it is inferred that majority of the respondents are arrived by 4- wheeler.

TABLE NO. 4.13
ONE WAY ANOVA

H₀ – There is no significant difference between Tourism activities with education

		Df	Mean Square	F	Sig.	Null Hypothesis
Tourism Activities	Between Groups	4	245.805	9.599	.000	Rejected**
	Within Groups	295	25.607			
	Total	299				
Features of National park	Between Groups	4	13.670	1.516	.197	Accepted
	Within Groups	295	9.018			
	Total	299				
Transportation	Between Groups	4	51.136	2.176	.072	Accepted
	Within Groups	295	23.497			
	Total	299				

From the above table 4.13, it is inferred that there is a significant difference between tourism activities and education with significance value of .000 which is lesser than 0.05. Hence Null hypothesis is rejected and perceived that tourism activities opted by the visitors differs with educational level of visitors

TABLE 4.14
ONE WAY ANOVA

H₀- There is no significant difference between Tourism activities, Features of National park, Transportation with occupation

		Df	Mean Square	F	Sig.	Null Hypothesis
Tourism Activities	Between Groups	5	69.538	2.496	.031	Rejected**
	Within Groups	294	27.856			
	Total	299				
Features of National park	Between Groups	5	26.580	3.027	.011	Rejected**
	Within Groups	294	8.782			
	Total	299				
Transportation	Between Groups	5	110.743	4.946	.000	Rejected**
	Within Groups	294	22.389			
	Total	299				

From the above table 4.14, it is inferred that there is a significant difference between occupation and tourism activities, Features of national park, Transportation with significance value of .000 which is less than 0.05. Hence Null hypothesis is rejected and inferred that perception of tourists on tourism activities, Features of national park and Transportation differs with Occupation.

TABLE NO 4.15
ONE WAY ANOVA

H₀- There is no significant difference between Tourism activities, Features of National park, with income.

		Df	Mean Square	F	Sig.	Null Hypothesis
Tourism Activities	Between Groups	5	183.391	7.075	.000	Rejected**
	Within Groups	294	25.919			
	Total	299				
Features of National park	Between Groups	5	20.367	2.292	.046	Rejected**
	Within Groups	294	8.888			
	Total	299				
Transportation	Between Groups	5	45.640	1.942	.087	Accepted
	Within Groups	294	23.496			
	Total	299				

From the above table 4.15, it is inferred that there is a significant difference between tourism activities, features of national park and income with significance value of .000 and .046 which is lesser than 0.05. Hence Null hypothesis is rejected.

TABLE NO 4.16
ONE WAY ANOVA

H₀- There is no significant difference between Features of National park, Transportation with Travel companion.

		Df	Mean Square	F	Sig.	Null Hypothesis
Tourism Activities	Between Groups	2	27.275	.955	.386	Accepted
	Within Groups	297	28.561			
	Total	299				
Features of National park	Between Groups	2	43.522	4.919	.008	Rejected**
	Within Groups	297	8.848			
	Total	299				
Transportation	Between Groups	2	183.106	8.033	.000	Rejected**
	Within Groups	297	22.794			
	Total	299				

From the above table 4.16, it is inferred that there is a significant difference between features of national park, Transportation and Travel companion with significance value of 0.008,0.000 which is lesser than 0.05. Hence Null hypothesis is rejected and inferred that perception of tourist on national park and transportation differs with travel companion.

TABLE NO 4.17
ONE WAY ANOVA

H₀- There is no significant difference between Tourism activities, Transportation with source of information.

		Df	Mean Square	F	Sig.	Null Hypothesis
Tourism Activities	Between Groups	3	222.885	8.384	.000	Rejected**
	Within Groups	296	26.583			
	Total	299				
Features of National park	Between Groups	3	17.152	1.906	.129	Accepted
	Within Groups	296	8.998			
	Total	299				
Transportation	Between Groups	3	94.351	4.075	.007	Rejected**
	Within Groups	296	23.152			
	Total	299				

From the above table 4.17, it is inferred that there is a significant difference between tourism activities, Transportation and source of information with significance value of .000 and .007 which is lesser than 0.05. Hence Null hypothesis is rejected and inferred that perception of visitor on perceived that tourism activities, transportation differs with source of information

TABLE NO 4.18
ONE WAY ANOVA

H₀- There is no significant difference between Tourism activities, Features of national park, Transportation with Mode of Transportation.

		Df	Mean Square	F	Sig.	Null Hypothesis
Tourism Activities	Between Groups	6	125.331	4.717	.000	Rejected**
	Within Groups	293	26.571			
	Total	299				
Features of National park	Between Groups	6	51.076	6.214	.000	Rejected**
	Within Groups	293	8.220			
	Total	299				
Transportation	Between Groups	6	160.368	7.611	.000	Rejected**
	Within Groups	293	21.071			
	Total	299				

From the above table 4.18, it is inferred that there is a significant difference between mode of transportation and tourism activities, features of national park and Transportation facilities with significance value of .000 which is lesser than 0.05. Hence Null hypothesis is rejected and inferred that perception of visitors on Tourism activities, Features of national park, and transportation differs with mode of transportation.

T-TEST

TABLE NO 4.19

H₀: There is no difference between Marital status and Features of National park, Transportation, tourism activities

Factor	Marital status	N	Mean	Df	Sig.(2-tailed)	Sig.	Null hypothesis
Features of National park	Single	170	19.4647	298	.319	.272	Accepted
	Married	130	19.8154	292.861	.310		
Transportation	Single	170	24.4235	298	.418	.001	Rejected**
	Married	130	23.9615	294.207	.408		
Tourism Activities	Single	170	43.8647	298	.000	.055	Rejected**
	Married	130	41.1308	245.566	.000		

From the above table 4.19, it is inferred that there is significant difference between Transportation, tourism activities and marital status. Hence null hypothesis is rejected and inferred that perception of tourist on transportation and tourism activity have significant relationship with marital status.

TABLE NO 4.20

H₀: There is no difference between number of visits and Features of National park, Transportation, tourism activities

Factor	First time visit	N	Mean	df	Sig.(2-tailed)	Sig.	Null hypothesis
Features of National park	Yes	235	19.9319	298	.001	.636	Accepted
	No	65	18.4769	108.277	.000		
Transportation	Yes	235	24.7106	298	.001	.038	Rejected**
	No	65	22.4615	92.530	.003		
Tourism Activities	Yes	235	43.1319	298	.005	.282	Accepted
	No	65	41.0462	109.554	.004		

From the above table 4.20, it is inferred that there is a significant relationship between first time visit and transportation. Hence null hypothesis is rejected and inferred that perception of tourist on transportation has significant relationship with first visit.

**FINDINGS,
SUGGESTION AND CONCLUSION**

CHAPTER 5

FINDINGS AND SUGGESTION

5.1 FINDINGS

The socio demographic profile of respondents shows that, 66.3 percent of the respondents are male, and 45.3 percent of the respondents are 18 to 24 years. 64.3 percent of the respondents are domestic visitors. 38.3 percent of the respondents have completed graduation. 33.7 percent of the respondents are private employees. 38.7 percent of the respondents earns an annual income between Rs50,000 to 1,00,000 per year. 56.7 percent of the respondents are single and 78.3 percent of the respondents are visit the national park for first time. 38.0 percent of the respondents preferred to visit the national park with Friends and colleagues. Source of information for 27.3 percent of the respondents is through Tour operator and 27.3 percent of the respondents are arrived at the national park by 4-wheeler.

Z-TEST

- Gender and visitor category has no relationship between Features of National Park, transportation and Tourism Activities
- Marital status of the tourist has significant relationship between Transportation and Tourism Activities.
- Perception of tourists on transportation has significant relationship with the number of visits to the national park
- Different mode of transportation of the visitors influences Tourism activities (.000), Features of national park (.000), Transportation (.000)

ANOVA

- Perception of tourists on Tourism activities at national park differs with Education level of the visitors
- Perception of tourists on features of national park and Transportation differs with occupation of the visitors

- Perception of tourists on Tourism activities and features of national park differs with Income level of the visitors
- Perception of tourists on Features of National park and transportation differs with Travel Companion
- Perception of tourists on Tourism activities and transportation differs with Source of information received about the national park.

5.2 SUGGESTIONS

- Stake holders should bring improved plans and schemes for the eco-tourism which brings sustainable development of destination
- Well maintained roads and public transportation services may be improved to enhance visitor experiences and satisfaction level.
- Upgradation of basic services like refreshment stalls, parking facilities, drinking water provisions can be improved to increase the level of satisfaction of visitors
- Handicrafts and traditional stalls can be introduced Show casing the local culture and tradition to benefit the local communities as well as the tourists.
- Awareness can be brought among tourists on significance of Ecotourism development in the region.

5.3 CONCLUSION

Protected areas are locations which receive protection because of their recognized natural ecological and cultural values. Protected areas are essential for biodiversity conservation. The research was carried out in Parambikulam Tiger reserve which is well known for the conservation of tiger and other endangered animals like Indian Bear, Indian Elephant, Nigiri Tahir and Lion tailed monkey. The research study revealed the features, facilities and perception of tourists on ecotourism activities at Parambikulam Tiger reserve. The study identified the factors behind the motivation to visit the national park and suggested measures to improve the facilities and services at national park to attain better perception of tourists and sustainable development of the national park. Also, it is suggested to bring awareness among tourists on Eco

tourism in Parambikulam Tiger reserve which helps the national park authorities in conservation and management of the nature and wildlife.

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ANNEXURE

ANNEXURE-1

Dear Respondent,

As part of my MBA Tourism and Travel Management, I need to complete a project in the final semester. I am doing a project on **Tourists Perception on Eco Tourism Activities in Parambikulam Tiger Reserve**". I will be happy if you provide appropriate information. The information will be used only for research and academic purposes.

Place_____ Pin
code_____

1.Name:

2.Gender: (a)Male (b)Female

3.Category of the visitor

(a) Foreign (b) Domestic

4.Age Group

(a) Less than 18 (b) 18-24 (c) 25-35 (d) 35-49 (e) 50-64 (f) 65+

5.Level of Education:

(a) School (b) Secondary (c) Diploma (d) Graduation (e) Post Graduate (f) others

6.Occupation: (a) Self-employment (b) Government (c) Private (d) Business (e) Retired

7.Annual Income:

(a) Below 50,000 (b) 50,000to1,00,000 (c) 1,00,000to2,00,000 (d) 3,00,000to5,00,000

(f) 5,00,000 and above

8.Marital Status: (a) Single (b) Married (c) Divorce

9. Is this Your first visit to Parambikulam National park? (a) Yes (b) No

10. If No, how many times have you visited this site during the last 3 Years?

(a) 2-3 (b) 3-5 (c) More than 5 times

11. Have you ever, in your lifetime, visited a national park, national recreation area, national monument, or other unit managed by the national park service?

(a) yes (b) no (c) Don't know

12. Who accompanies you in this visit?

(a) none (b) spouse (c) family & children (d) friends & colleagues

13. How did you come to know about the parambikulam national park as a place of tourist interest? (a) Brochures (b) Tour operator (c) Hotel (d) KTDC (e) friends & relatives (f) website/ Blog (g) newspapers (h) others specify_____

14. Which is the mode of your transport?

(a) 4-wheeler (b) Govt bus (c) Tourist Bus (d) Luxury Taxi (e) Shared Taxi (f) Train (g) flight

15. What are the ecotourism activities that you are interested to carry out in Parambikulam National Park?

5-very Important 4- Important 3-Neutral 2-less Important 1-least Important

	Tourism Activities	5	4	3	2	1
TA1	jungle safari					
TA2	Trekking					
TA3	Rafting					
TA4	Bear path Trekking Trail					
TA5	Bamboo Rafting					
TA6	Camping					
TA7	Jungle camp					
TA8	Pugmark Trekking Trail					
TA9	Shopping					

TA10	Nature walk					
TA11	Elephant Safari					

16. Kindly rate the Features of National park

5-strongly agree 4-agree 3-neutral 2-disagree 1-strongly disagree

	Features of National park	5	4	3	2	1
FN1	Reasonable entry fee ticket					
FN2	Exhibitions of local arts and crafts					
FN3	Peacefulness					
FN4	Location of ticket counter is convenient					
FN5	Binoculars are provided to watch the wild animals from boat					

17. Kindly rate the Transportation facility

5-strongly agree 4-agree 3-neutral 2-disagree 1-strongly disagree

	TRANSPORTATION	5	4	3	2	1
TF1	Adequate vehicles are provided for safari					
TF2	Buses are clean and hygiene					
TF3	Battery vehicles are provided					
TF4	Vehicles are frequently available					
TF5	Separate parking lots available for 2wheeler 4wheeler& buses					
TF6	Proper Traffic Maintenance					
TF7	Overflow of parking lots					

THANK YOU FOR YOUR RESPONSE&VALUABLE SUGGESSTION