

**A Study on Visitors satisfaction Towards Recreational Tourism at  
Malampuzha Dam**

**BY**

**SANJANA R V**

**17PTA016**

Thesis Submitted to

**Avinashilingam Institute of Home Science and Higher Education for Women,**

**Coimbatore -641043**

In Partial Fulfillment of the Requirements for

**Master Degree**

**In**

**MASTER OF BUSINESS ADMINISTRATION**

**(TOURISM AND TRAVEL MANAGEMENT)**

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**CERTIFIED AS BONAFIDE RESEARCH WORK**

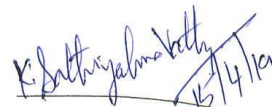
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# CHAPTER I

## INTRODUCTION

### 1.1 Introduction to Tourism

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. Tourism is also considered as a social, cultural and economical phenomenon. The people are called visitors and tourism has to do with their activities, some of which imply tourism expenditure. Tourism has become a popular global leisure activity, it can be domestic or international tourism has both incoming and outgoing suggestions on a country's balance of payments. Tourism is the fastest growing industry in modern world. Tourism is a service industry, consisting of transportation, accommodation, and hospitality. It is not merely a business for providing pleasure and rest. It has now grown into a big industry. Tourism is a necessity for all countries; however the goals adopted are different for different countries. Over the decades tourism has experienced continuous growth and depending diversification to become the one of the best fastest growing economic sectors in the world. Tourism is one of the thriving global industries with the power to shape the developing countries on both positive and negative impacts.

#### 1.1.1 Background of the Tourism Industry

Tourism is one of the world's fastest growing industries but while bringing pleasure and incentives to millions of tourists, the industry also putting more and more stress on fragile ecosystems. Its social, economic and environmental effects are immense and complex, because tourism often involves the visits to natural and culturally sensitive landscapes. Now days, tourism is also considered as a fiercely competitive global market, as most of the governments giving priority to short term economic earnings over long term environmental health. Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another. From a country to another for performing a specific task or it is a visit to a place or

several places in the purpose of entertaining which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, cultures, and history of the country. However, Tourism has been defined in different perspective by different researchers and Tourism Society. Tourism initially defined as ‘Temporary, short-term movement of people to destination outside the places, where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes. The tourism sector today aims to satisfy the needs and preference of all type of tourist, and thus seems to take into consideration specific area of their interest.

The different types of tourism are:

- ❖ Eco-tourism
- ❖ Leisure tourism
- ❖ Recreational tourism
- ❖ Cultural tourism
- ❖ Business tourism
- ❖ Medical tourism
- ❖ Sustainable tourism
- ❖ Sports tourism
- ❖ Culinary tourism
- ❖ Religious tourism
- ❖ Space tourism
- ❖ Dark tourism
- ❖ Mass tourism
- ❖ Volunteer tourism

## **1.2 Tourism in India**

India is a paradise for tourists and sightseers. It can provide attraction to people of all taste and temperament because of the unique and happy blending of modernism with oriental-ism. Tourism industry is the biggest service providing industry of India. Indian tourism industry is expected to cross 400 billion by 2019. Beautiful beaches, extraordinary natural beauty, soaring temples with delicate at works, historical monuments in stones and marble, enchanting mausoleums like the TajMahal, jungles teeming like

wildlife, ancient cities with age old splendor, colorful festivals- religious and national, deserts in Rajasthan, spectacular buildings of architectural interest are all over India.

### **1.2.1 History of Tourism in India**

In the early days, pilgrimage or pilgrim travel assumed great importance. Ashoka the great, travelled a great deal in his eagerness to spread the doctrines of Buddha. Throughout his travels, from Pataliputra to Lumbini to Kapilavastu and Sarnath and finally to Gaya, Emperor Ashoka had special memorials set up at each spot and also rest houses where travelers could rest. Trees were planted along the road sides so that the traveler would be protected from the harsh sun shine. Harsha was another great emperor who gently influenced by the Buddhist scriptures, built institutions and Dharamshalas for the travelers. Rest houses were built in towns and villages. A number of monasteries were also built for the pilgrims. This shows that travel facilities were much improved and travel was not a cumbersome experience. Some of the first foreigners to visit India were perhaps the Persians.

There is much evidence of caravans of Persians visiting India, in the inscriptions dating to the reign of the Persians King Darius. There is also reference to trade, commerce and cultural exchanges between Persia and India. During the reign of Chandragupta Maurya, Persian customs have been practiced in the courts. During the rule of the Mughals, the emperors travelled extensively and contributed towards resort development. Even today the remains of the past like the mile stones, arches and a network of roads and paths that make all corners of this vast country accessible. Over the years, however the scenario changed and a complex character of tourism emerged. The growth of modern technology, rising incomes and improved facilities contributed to the emergence of modern tourism. In the early 1960's The ITDC (India Tourism Development Corporation) was started to provide western comforts to International visitors. The ITDC played a major role as a catalyst in developing a modern superstructure (eg, The Ashoka group of hotels) for International tourists. The government set up infrastructure to promote tourism by establishing Air India and tourism promotion offices in London and Frankfurt. The tourism cell in the Ministry of Aviation was upgraded into a

department. The private sector was invited to establish luxury facilities for the highspending tourist.

### **1.2.2 Development of Tourism in India**

India being a vast and diverse country has something to offer to everyone. The traditional treatment of a visitor in India is based on the Mythological concept of "Atithi Devo Bhavah" (Guest is God). This is the latest mantra of the Indian tourism sector. The Tenth Plan approach to the sector is also aimed at ensuring that the tourist to India gets "physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and feels India within him". The Tourism Ministry, through the India Tourism offices abroad, undertakes a series of promotional activities in tourist generating markets for increasing the number of tourists visiting India. The beauty of its ancient monuments, the best and rhythm of its folk and classical dances that have come down the ages almost unchanged, its colorful crowded bazaars contrasting with the peace and grandeur of the snowcapped mountaintops, the quiet backwaters of Kerala and their beautiful beaches and above all its well-meaning, charming people. These are a few of the countless facets of India which are timeless in their appeal. The development of tourism in India is a fascinating subject. Tourism thrives on the history of the country. In fact, tourism cannot be isolated from history much less in a country like India whose cultural heritage has a wealth of attractions.

The following are the efforts of the Government to promote tourism in India:

- ❖ The Sargent Committee
- ❖ Tourist Traffic Section
- ❖ Tourist Administration Section
- ❖ Tourist Publicity Section
- ❖ Tourist Distribution Section
- ❖ Tourist Information Section

### **1.3 Kerala Tourism Development Corporation (KTDC)**

A Government of Kerala Public Sector Undertaking, the KTDC or Kerala Tourism Development Corporation is the chief agency that promotes and controls all activities related to tourism in the state. The headquarters of KTDC are located in Thiruvananthapuram, the capital of Kerala and there are offices of the corporations in all district headquarters of the state. With the catch phrase of the corporation being "Official hosts to God's own country." Kerala Tourism Development Corporation has succeeded immensely in developing tourism as the primary industry of Kerala. The KTDC brand is now established and under this brand is operating a chain of hotels, rest houses and holiday resorts in tourist hotspots that can meet the needs of the domestic as well international travelers of all categories.

In the 1960s and even in the early 1970s, India was not in the international tourists' agenda and much less known to tourists was the southernmost state of Kerala. The prince of the erstwhile state of Travancore; H.H. Col. GodaVarma Raja was the first to recognize the tourism potential of the area and created the company Kerala Tours Ltd. which began the work of creating tourist infrastructure in the main potential tourist spots. After the princely state of Travancore became the state of Travancore- Cochin after Independence and further became the state of Kerala in 1956, key tourist company; Kerala Tours Ltd. (KTL) became a private enterprise belonging to the erstwhile royal family of Travancore. For nearly two decades after independence, the Kerala Government did not give much importance to tourism nor was there much done to develop the Tourism department. It was only after the success of KTL which had by then developed Kovalam and put it firmly on the tourist map with the help of Thomas Cook, that the government saw the need to create a new body that would promote tourism in the state. The KTDC or Kerala Tourism Development Corporation was thus created in 1966 which began as the tourist department of the government and became a distinct business entity in the 1970.

## Main Objectives:

- ❖ Promotion of tourism in Kerala
- ❖ Development of places of interest for tourists in Kerala and promotion of these places to attract tourists
- ❖ Development of supplementary infrastructure to support tourism in these tourist places.
- ❖ To make available the best hospitality services to tourists.
- ❖ To make available all information related to tourism in Kerala that could be accessed from any office of the Corporation.
- ❖ To plan, develop and implement financially and socially feasible projects related to tourism that were profitable and also created employment.

### **1.4 Recreational Tourism**

Recreation is an activity of leisure, leisure being flexible time. The "need to do something for recreation" is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun". Humans spend their time in activities of daily living, work, sleep, social duties, and leisure, the latter time being free from prior commitments to physiologic or social needs, a prerequisite of recreation. Leisure has increased with increased permanency and, for many, with reduced hours spent for physical and economic survival, yet others argue that time pressure has increased for modern people, as they are committed to too many tasks. Other factors that account for an increased role of recreation are affluence, population trends, and increased commercialization of recreational offerings. While one perception is that leisure is just "spare time", time not consumed by the necessities of living, another holds that leisure is a force that allows individuals to consider and reflect on the values and realities that are missed in the activities of daily life, thus being an essential element of personal development and civilization. This direction of thought has even been extended to the view that leisure is the purpose of work, and a reward in itself and "leisure life" reflects the values and character of a nation. Leisure is considered a human right under the Universal Declaration of Human Rights.

Recreation is difficult to separate from the general concept of play, which is usually the term for children's recreational activity. Children may playfully emulate activities that reflect the realities of adult life. It has been planned that play or recreational activities are outlets of or expression of excess energy, directing it into socially acceptable activities that fulfill individual as well as societal needs, without need for compulsion, and providing satisfaction and pleasure for the participant. A traditional view holds that work is supported by recreation, recreation being useful to "recharge the battery" so that work performance is improved. Work, an activity generally performed out of economic necessity and useful for society and organized within the economic framework, however can also be pleasurable and may be self-imposed thus blurring the distinction to recreation. Many activities may be work for one person and recreation for another, or, at an individual level, over time recreational activity may become work, and vice versa. Thus, for a musician, playing an instrument may be at one time a profession, and at another a recreation. Similarly, it may be difficult to separate education from recreation as in the case of recreational mathematics.

### **1.4.1 Recreational Activities**

Recreation is an essential part of human life and finds many different forms which are shaped naturally by individual interests but also by the surrounding social construction. Recreational activities can be communal or solitary, active or passive, outdoors or indoors, healthy or harmful, and useful for society or detrimental. A significant section of recreational activities are designated as hobbies which are activities done for pleasure on a regular basis. A list of typical activities could be almost endless including most human activities, a few examples being reading, playing or listening to music, watching movies or TV, gardening, fine dining, hunting, sports, studies, and travel. Some recreational activities - such as gambling, recreational drug use, or delinquent activities - may violate societal norms and laws. Public space such as parks and beaches are essential venues for many recreational activities. Tourism has recognized that many visitors are specifically attracted by recreational offerings. In support of recreational activities government has taken an important role in their creation, maintenance, and organization, and whole industries have developed merchandise or services.

### **1.4.2 Recreation Center**

A recreation center is a place for recreational activities usually administered by a municipal government agency. Swimming, basketball, weightlifting, volleyball and kids' play areas are very common.

### **1.4.3 Organized Recreation**

Many recreational activities are organized, typically by public institutions, voluntary group-work agencies, private groups supported by membership fees, and commercial enterprises. Examples of each of these are the National Park Service, the YMCA, the Kiwanis, and Disney World.

### **1.4.4 Health and Recreation**

Recreation has many health benefits, and, accordingly, Therapeutic Recreation has been developed to take advantage of this effect. The National Council for Therapeutic Recreation Certification (NCTRC) is the nationally recognized credentialing

organization for the profession of Therapeutic Recreation. Professionals in the field of Therapeutic Recreation who are certified by the NCTRC are called "Certified Therapeutic Recreation Specialists". The job title "Recreation Therapist" is identified in the U.S. Dept of Labor's Occupation Outlook. Such therapy is applied in rehabilitation, psychiatric facilities for youth and adults and in the care of the elderly, the disabled, or people with chronic diseases. Recreational physical activity is important to reduce obesity, and the risk of osteoporosis and of cancer, most significantly in men that of colon and prostate,<sup>[16]</sup> and in women that of the breast; however, not all malignancies are reduced as outdoor recreation has been linked to a higher risk of melanoma. Extreme adventure recreation naturally carries its own hazards.

## **1.5 Location of the study area**

### **1.5.1 Malampuzha**

Malampuzha is a village in Palakkad district of Kerala, South India, near to the Malampuzha Dam. It is the place where Kerala's largest reservoir is situated. Malampuzha is one of the important tourist spots in Palakkad. It offers different modes of attraction around it. The architectural beauty of all the attractions is remarkable and people visit here more for the study purpose. Malampuzha dam is the most important destination in Malampuzha where more than thousand people visit the dam weekly. Malampuzha as a destination famous for its natural beauty. It is surrounded with thick forest as well as mountains and rivers. Malampuzha is well concentrated in recreational tourism, that it provides different recreational activities. The infrastructure of all the attractions in Malampuzha is noticeable, the infrastructure fully justifies the attraction. Kerala tourism development corporation takes over the place to protect and conserve the whole Malampuzha. The forest in Malampuzha is conserved by the government to protect the whole area.

## Attractions:

- ❖ Malampuzha dam
- ❖ Snake park
- ❖ Aquarium
- ❖ kava catchment area
- ❖ Malampuzha Forest
- ❖ Rock garden
- ❖ fantasy Amusement Park

## How to reach

Train	Get down at Palakkad Junction Railway Station, and travel to Malampuzha.	BusFare: Approx. Rs. 12 Autorikshaw: Rs. 70 -120rs Taxi: Rs. 250
Bus	Private Buses are available from Palakkad Town Stand and Municipal Stand to Malampuzha frequently	Rs. 10 to Rs. 15
Car	There are 2 main routes are available to reach the destination.	Total Distance 7.2 km.

## 1.6 Objective of the Study

- To study the Visitor's Satisfaction towards Recreational Tourism at Malampuzha Dam in Palakkad.
- To identify key attractive factors of Recreational tourism activities for Visitor Satisfaction in Malampuzha Dam.
- To evaluate the Visitors Satisfaction on Recreational Activities and facilities available in the dam.
- To provide appropriate suggestions for the service providers for better visitor experience and satisfaction at the Malampuzha dam.

## **1.7 Need for the Study**

This study is based on the Visitors Satisfaction towards Recreational Tourism at Malampuzha Dam. Malampuzha Dam is one of the well-known places for Recreation in Palakkad. Malampuzha Dam provides good leisure experience for the tourist for many years. This recreational destination runs different recreational activities that create tourist to come out of the regular life. Malampuzha Dam is the only place in Palakkad that provides natural beauty, dam, activities, road trip etc., in one destination hence, by developing the Malampuzha Dam will enhance the visitors satisfaction and promotessustainability. Hence, this study was undertaken to measure the visitors satisfaction for various services provided in Malampuzha Dam.

## **1.8 Scope for the Study**

This study is mainly based on Recreational tourism where the study area was confined to recreational based destinations only, though the study takes Malampuzha Dam. The study focus primarily on the visitors satisfaction of the recreational tourist on facilities and activities of Malampuzha dam. This study is helpful in identifying the key factors that attracts the recreational tourist. This study is very useful for the stakeholders to understand the reach of the tourist towards leisure. This study helps to identify the factors of visitors intention to visit the Dam. Results of this study can be used by future researchers to carry out their study. This study looks out the overall satisfaction towards Malampuzha dam.

## **1.9 Limitations of the Study**

Even though the study was elaborate and well defined it has till got some limitations which are as follows:

- The research was carried out in the short span of time with a limited sample size.

- Due to the confidentiality of some information accurate responses was not revealed by some of the respondents.
- Respondents have 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.

## **1.10 Chapterisation**

### **Chapter 1- Introduction**

In this chapter holistic perspective is provided of the proposed research. The chapter provide brief of introduction about tourism, background of tourism, tourism in India, KTDC, recreational tourism, recreational activities, health and recreation, recreational centers and about Malampuzha.

### **Chapter 2- Review of Literature**

In this chapter review of related literature is conducted on tourism, recreational tourism, visitors experience and satisfaction.

### **Chapter 3- Research methodology and profile of area**

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

### **Chapter 4- Analysis and interpretation of results**

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

### **Chapter 5- Findings and Suggestions**

In this chapter the research is concluded. The findings of the study are summarized. It also purposes various suggestions for developing visitor experience and satisfaction on recreational tourism activities.

## CHAPTER 2

### REVIEW OF LITERATURE

A Literature review is a text written by someone to consider the critical points of critical 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 (eg. 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 offer an overview of significance literature published on a topic. The chapter review the existing literature put forward by different scholar and personalities on accessible tourism and the determinants of accessible tourism.

#### 2.1 TOURISM

**Mar Gomez et al., (2015)** conducted a study that aims to address this gap in the existing literature by proposing a model for the influence of the designation of origin (DO) brand image and the destination image on the brand equity of wine tourism destinations and examining these effects on two stakeholder groups, winery managers and winery visitors. Using a survey questionnaire that was completed by 219 managers and 598 visitors and a partial least squares-based multi-group analysis, the results demonstrate that the effects of the two influential factors varied between the stakeholder groups. The research also confirmed that over all , managers evaluate wine tourism destination brand equity, DO brand image and destination image more positively than visitors do.

**Alzbeta kiralova et al., (2015).** The paper defines the tourism destinations; characterizes the social media and communications in tourism. It summarizes the main characteristics of social media with implication to destination communication strategy and it deals with changes in visitor's behavior affecting the destination marketing. Social media play a significant role both on the demand and on the supply side of

tourism allowing destinations to interact directly with visitors via various internet platforms and monitor and react on visitor's opinions and evaluations of services. The main objective of the paper is to show that strategies aligned with social media can help destinations to remain competitive. Selected best practices of social media campaigns are presented, and key elements of successful social media strategy are identified.

**Chulmo koo et al., (2015)** this paper defines, describes and illustrates the idea of a smart tourism ecosystem (STE). It further draws on conceptualizations of smart technologies, smart cities and smart tourism to envision new ways in which value is created, exchanged and consumed in the STE. Technologies essential to the functioning of an STE are described and it is argued that data emerging from these technologies are the driver for new business models, interaction paradigms and even new species. Critical questions regarding the need for regulatory intervention and innovative research are raised.

**Kim (2013)** was developed a model with the objective to connect residents perception on impacts of tourism (economic impacts, social impacts, cultural impacts and environmental impacts) on context of resident satisfaction with domains of life community well-being, health and safety well-being, material well-being and emotional well-being and the overall life satisfaction. The study was projected for finding stable relationship among the variables. An important achievement of this study was to gain knowledge about tourism impacts were explained by four impacts s: social, economic, cultural, and environmental and those perceptions had a impact on influence on the sense of well being in domains of life.

**Acharya and Panda (2011)** scrutinized an encouraging the image that excelled in the minds of tourist visiting to Odisha. Total of 197 tourists were surveyed and parameters like security, responsiveness and communication was suggested to be improved. The marketing strategy of the destination emphasizes on clear and precise replica that would intensify the attention of potential tourist.

**Singh (2008)** made an in-depth study into different travel attractions and the different motivators of travel. He examines the domestic and international development of tourism and the different motives of the people towards visiting the attraction. He argues

that historical and cultural attractions play a crucial role in the promotion of foreign tourism. He analyses tourism industry in India in detail. He elaborately evaluates the government and institutional role in tourism promotion and the problems of development of tourism in India. He also considers the flow of the economic growth for the foreigners. He explains how to generate awareness among the people and highlights the importance of domestic tourism. Finally he had gone through all the aspects of the tourism, that motives tourist to visit the destination.

**Andereck (2005)** explored various impact of tourism using theory of social exchange, foundations, and residents. This paper mainly concentrates on the socio-cultural impact of tourism in both the positive and negative side. Results of positive and negative consequences of tourism following the attitude of people as tourism said to be one of the important economic tool. Also educational awareness is important for people who are not so awarded of tourism and its related advantages. Hence this contributes towards negative perspective of tourism.

**Rao (2005)** conducted a study after analyzing the relationship between tourism and foreign exchange, considering FOREX as the important element of tourism. He analyses all the important country's growth towards foreign exchange and which concluded that tourism is a revenue earner and the most significant source of foreign exchange in several countries. He revealed that a badly organized tourism development strategy will have some opposing effects on the country rather than the development of the country. He also examines that foreign exchange can be reflected as good or bad to the country's economy that depends the flow of the money value.

**Dhanasekaran (2005)** revealed a study on protection, development and improvement of the various constituents of the environment are among the basic conditions for the harmonious development of tourism. Similarly intelligent tourism management can contribute in large measure to the protection and development of the physical environment and cultural heritage of mankind as well as the as the improvement of the quality of human life. It is therefore advisable the tourism development and sound environmental management should be integral concerns of national development policies.

**Sharma (2000)** described that the conceptual model for planning of tourism industry with considering with various approaches, methodologies, techniques and principles in various stages of planning. The most of the author magnified the importance on integration approach, effective management of tourism, transportation, hospitality, promotion, information, physical environment, organizations hierarchy as the basic components for planning and development of tourism business, also it may have different phenomena in a particular region.

## **2.2 RECREATIONAL TOURISM**

**Santos. T et al., (2016)** presents an efficient method to detect spatial overlaps between different recreational activities which is useful when financial and personnel resources for monitoring visitors in recreational urban green areas are scarce. The dataset comprises Volunteer Geographic Information, publicly available through web sharing services. It constitutes an alternative or a complementary data base compared to direct survey methods. The study revealed the suitability of this methodological approach for the two most popular outdoor recreation activities within urban parks – mountain biking and running.

**Ralf Buckley (2012)** revealed a study on rush versus risk towards adventure tourism and recreation. It was told that there are both internal and external factor that influence this criteria, were it invented that the Experiences which provide rush are often risky, but it is rush rather than risk which provides the attraction. Rush is addictive and never guaranteed, but the chance of rush is sufficient motivation to buy adventure tours.

**Huery-Ren Yeh et al., (2010)** explores the opinions of an expert panel on factors affecting the attractiveness of forest recreation tourism in Taiwan. Twenty-three determinants of destination attractiveness were selected by reviewing the relevant literature. The relative importance of these determinants was analyzed by a panel of experts using the Analytical Hierarchy Process method. Results show that the uniqueness of forest landscapes and scenery and special climate phenomena are two of the most important attributes determining the attractiveness of forest recreation tourism.

The reliability and convenience of access to forest recreation sites owing to their remote location are also highly evaluated. The provision of high-quality accommodation and cuisine is considered an essential component to enrich visitors' recreational experience in forest settings. The major implications for both the public and private sectors to achieve long-term sustainability are threefold: ensuring sustainable use of natural environment, enhancing the reliability of access modes to the destination, and improving the quality of lodging facilities and catering services. Together these three requirements can help create socioeconomic sustainability in remote forest communities with limited alternative employment opportunities.

**Allan M. William (2009)** termed the Recent changes in land use for tourism and recreation have been driven by socio-demographic shifts, increases in disposable time and incomes, technological changes, transport developments, and emerging systems of policy and governance. Combined with changes in consumption preferences, these have led to general but differentiated increases in tourism and recreation. Outbound tourism has grown more rapidly than inbound, which has led to some displacement of land use demands. In the case of recreation, there are shifts between at home and outdoor recreation, and changes in the content and location of each. Future trends are considered in terms of how this broad set of drivers and the relationships between them are being and are likely to be transformed.

**Catherine Marina Pickering (2007)** explored that the impact of recreation and tourism in protected areas on plant biodiversity and vegetation communities in Australia. She made this study that considers all the impact of the tourism mainly in economic and socio-cultural impacts. This includes self-propagating impacts associated with the spread of some weeds from trails and roads. It also includes the severe impact on native vegetation, including many rare and threatened plants, from spread of the root rot fungus. This review highlights the impacts and development strategy for the negative effects that mentioned in the study and also highlights the need for more recreational ecology research in Australia.

**Eagles P.F.J. (2007)** defines 10 criteria for governance to evaluate the eight management models that most commonly underpin recreation and tourism partnerships

in parks and protected areas. When governance criteria were applied to the management models, those with high involvement by nonprofit organizations ranked higher in terms of the ideals of good governance, conversely, those models with high degrees of for-profit operations ranked lower. The analysis suggests that the 10 criteria for governance are not treated equally in practice; financial efficiency may be a essential criterion given more importance.

**Geoffrey Wall (1998)** explained that Tourism and recreation are important economic activities which are major agents of change globally and, more specifically, in wetland areas. There is a regular round of activities associated with the seasons and anything which influences operating seasons is likely to have substantial consequences for tourism businesses Atmospheric conditions influence both whether or not people will participate as well as the quality of the experience. In marine coasts, wetland recreations may be threatened by rising sea levels but recreation in inland water bodies may be affected more by deficiencies rather than superabundance of water. Marinas and recreational boating are harmed by extremes of both high and low water, particularly the latter which is the most likely situation under global climate change. Two main groups can be considered with respect to the potential to adapt to climate change. These are the participants themselves and the businesses which cater to them. It is argued that the former are likely to be much more adaptable than the latter.

**Sun .D & Walsh. D (1998)** revealed a study on the environmental impacts of recreation and tourism at Australia, which mainly concentrates on natural and semi-natural based resources. The study make vast comparison with the developed countries and find that some observations indicate that the most common recreational and tourist activities (such as bush walking, camping, horse-riding) can, if not well managed, adversely affect the values of Australian natural and semi-natural resources. Overall, they can affect the vegetation and other recreational sites physically and biologically.

**Derrin Davis & Clem Tisdell (1995)** discover a study on marine protected areas (MPA), were it protects the biological and environmental values in areas where such values are special. Many recreation pursuits trust heavily upon marine resources, and

marine-based tourism is growing at a significant rate. Scuba-diving is one recreational pursuit which is experiencing greater participation rates. Accordingly, conflicts between recreation and conservation may occur in multi-use MPAs, with scuba-divers impacting the natural environment on which the sport trusts. Dense usage by scuba divers also shrinks amenity values in MPAs. This research help for the further research to classify biological and social carrying capacities in MPAs and, successively, to formulate suitable management responses to reduced MPA values.

### **2.3 VISITORS SATISFACTION**

*Vanesa F. Guzman-Parra (2016)* this article has attempted to provide empirical evidence of the relationships between two groups of perceived destination image attributes tourist satisfaction and tourist loyalty. In this the destination study was segregated into two groups. These two aspects in this study examine the infrastructure and the flow of visitors in the destination. Destination progress get increase when only the tourist get to know about the destination and the explore level of the destination. The study only concentrates in to the visitors and collect the data through the questionnaires and finally it is resulted as the both the attributes that generate favorable word-of-mouth recommendations and revisit intentions.

**Girsh Prayag (2012)** this research assess the influence of socio-demographic characteristics on destination image and loyalty, thereby offering a segmentation perspective of visitors to the island of Mauritius.. Different image attributes predict visitors' revisit and recommendation intentions. These findings allow destination marketers to adapt the marketing mix elements to different segments while enabling a destination to emphasize the relevant attributes in promotion and positioning efforts.

**Sabine Boener (2011)** this study investigates visitors' satisfaction with their subjective experience in theatres. Reconciling research on theatre marketing and theatre studies, a model of visitors' satisfaction in theatre is suggested and an instrument to capture visitors' satisfaction and its determinants is developed. The result explained that

Comparing experienced to inexperienced visitors' judgments, no differences were found. Conclusions for theatre marketing are drawn.

**Garyfallos Arabatzis & Evangelos Grigoroudis (2010)** conducted the study to examine visitors' satisfaction, regarding various factors, such as the region's natural characteristics, the level of service and the adequacy of the accommodation facilities for visitors. The relevant data was processed using MUSA software. The emerging results focus on identifying the factors affecting visitors' satisfaction level, as well as the [critical points](#) that the management authority of the National Park must concentrate its improvement actions.

**Yasin Bilim et al., (2010)** describe a study to explore the role of attachment in predicting satisfactory holiday experiences and destination loyalty. Despite its significance, only limited research has been conducted to determine the likely influences of emotional associations or meanings tourists attach to the places they visit on their satisfaction and future behavior. Results of the structural equation modeling show that positive emotional and cognitive bonds with a place could indeed affect an individual's critical assessment of a destination and his/her loyalty to the place.

**Maria Devesa (2010)** in this study they investigate the relationship between motivation and visitor satisfaction. The two wide factors that taken for the study is motivation and visitors satisfaction. The results verified that motivation is a determinant of the visit valuation criteria and, as a direct consequence, of the level of satisfaction of the visitor. And it also concludes that, this also detected the existence of certain elements, which are independent of the reasons that motivated the journey but which affect general satisfaction. In their findings, implications for management and marketing are presented.

**Meng Tepanon & Uysal (2008)** examined that relationship between destination attribute importance and performance, travel motivation and satisfaction. The results revealed that friendly/quality services and lodging performance are significant factors

in determining the overall satisfaction, whereas food and location are of significant importance in the satisfaction evaluation.

**Vinay Chauhan and Suvidha Khanna (2007)** attempted to investigate the satisfaction of the tourist's vis-à-vis the tourist infrastructure which includes accommodation, transportation, communication, drinking water, and civic amenities available in the Jammu and Kashmir. The study is based on survey where 100 tourists were considered who visited the various tourist centers of Jammu and Kashmir. The research suggested measures to improvise the available infrastructure to enhance the tourist satisfaction.

**Alvin Ho et al., (2007)** this study assesses the satisfaction of different tourist groups using a conceptual model that combines the concepts of the Expectancy Disconfirmation. A series of analyses were performed on the segmented groups—Europe, Asia, Oceania and North America. In both the disconfirmation and perceptions-only models used in this study, it was consistently found that 'Price' was insignificant in shaping overall satisfaction levels for all groups of tourists. 'Accommodation and Food' was significant for the North Americans' overall satisfaction. 'Attractions' was significant for the European and Asian tourists while 'Culture' was significant for the Oceania tourists. There was no single factor that appealed to all the groups of travellers. It was also found that all tourists were willing to recommend Singapore to their relatives and friends and they were willing to revisit Singapore in the future.

**Jae –Hoon-Jeong, Kyung-Hoon- Lee (2006)** in this study, a comprehensive inquiry has been made into what effect the physical environment of museums has had upon visitors' satisfaction. Thirty museums mainly located in Seoul, South Korea, and the vicinity was selected for this. The results are as follows: (1) Using factor analysis, the physical characteristics of the museum environment were categorized into three subgroups such as the exhibition environment, the ambient environment and museum size. (2) Among these factors, the exhibition environment was the main factor that had the biggest effect on satisfaction. (3) The ambient environment had an indirect effect on satisfaction, but it did not have a pronounced effect. (4) The size of the museum had a

slight direct effect on satisfaction, but its effect was mainly on the mental and physical fatigue felt by the visitors.

**Lee, Graefe and C Burns (2004)** explored the interrelationships between service quality and satisfaction, and their influence on behavioral intention among forest visitors. The findings suggested that service quality is an antecedent of satisfaction and satisfaction plays a mediating role between service quality and behavioral intention. The results of the study provide important theoretical implications to natural-based tourism management.

**Kozak and Metin (2002)** this study is an assessment of the findings of a single instrument distributed among four different groups of tourists visiting Mallorca and Mugla. Its objective was to investigate the strength and importance of each destination attribute on the level of tourists' satisfaction and their intentions of recommendation and repeat visitation. The findings suggest that the impact of an attribute on the overall tourist satisfaction, the intention of recommendation, and repeat visiting is influenced by multiple attributes and differs from one customer group and from one destination to another.

**Thomas, et al., (2002)** their study explored the interrelationship between quality of service performance, visitors satisfaction, specific benefits sought and future behavioral intentions and identified the service performance domains that contributed most to explaining overall service performance, visitors satisfaction and future behavioral intentions. Resulted the wildlife and generic features performance domains were positively and significantly related to future behavioral intentions, overall service performance and visitors satisfaction.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Methodology

Research Methodology defined what the activity of research is how to proceed and how to measure progress and what constitute success. Research Methodology is a way to systematically solve the research problem. What data has been used and such question are answered when a well structure Methodology concerning the research problem is devised.

##### 3.1.1 Definition

According to Grinnell (1999) research is a structure inquiry that utilized acceptable scientific methodology to solved problem and create new knowledge that is general acceptable.

#### 3.2 Research Design

Research design is the arrangement of conditions for collection and analysis of data in manner that aims to combine relevance to the research purpose without deviating from the scientific procedure the research design is the conceptual structure the thing which research is conducted; measurement and analysis of data.

Research design stands for advance planning of methods to be adopted for collecting the relevant data and the technique to be used in the analysis. Descriptive research design is used for this study where the questionnaire was given to the respondents to gather information systematically.

#### 3.3 Sampling Design

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

- Type of universe  
For the purpose of the project study, a finite universe is selected.
- Population

Polit and Hungler (1999) refer to the population as an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. Population is the aggregate of all the units with the specific characteristics on which the samples are drawn. All the items in any field of enquiry constitute a universe or population. Population is finite and number of items is certain. For the purpose of the study tourists who visits the Malampuzha Dam selected as the population

### **3.3.1 Sample Size**

Sample size denotes the number of element selected for the study. For the present study 250 respondents were selected at random. The entire 250 respondents were the people those are visited the Malampuzha Dam.

### **3.4 Source of Data Collection**

The researchers used data collection. It has been designed as a primary research instrument. Questionnaire was distributed to the respondents for their feedback. Further coding and analysis was done for each question's responded to reach the findings and suggestions and finally to the conclusion of the topic.

#### **Primary data:**

The primary data are those which are collected for the first time and thus data is original. Tool for collecting primary data is 'questionnaire'. These data was collected from the tourist visiting the Malampuzha Dam.

#### **Secondary data:**

The secondary data is the data which has already been collected by someone else and which have been passed through the statistical process. The secondary data mainly been passed through the statistical process. The secondary data mainly consists of information collected from journals articles book pamphlets and website related to the topics.

### 3.5 Data Collections

#### Questionnaire:

A questionnaire consist of a number of questions printed or typed in a definite order on a form or set of form or set of form. The respondents filled the multiple choice questions and likert's scale questions.

#### Questionnaire design:

The structured questionnaire consist of mainly two kinds of questions

- Multiple choice questions
- Likert scale questions

#### Scaling techniques

The scaling used in the questionnaire is Likert –type scale with the five point scale.

#### Likert scale:

Likert scales are developed for utilizing the term analysis approach wherein a particular item is evaluate on the basis of how it discriminates between those person whose total score is high and those score is low. In a Likert scale, the respondents are asked to respond each of the statement in terms of several degrees, usually five degrees of agreement or disagreement. The questionnaire was administrated in the following way:

Scales	Scores
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

### 3.6 Tools for Analysis

Primary data collected through questionnaire that distributed to the respondents for their feedback. From the collected back questionnaire future and analysis was done for each question to reach up to the findings suggestions and then come into a conclusion for the study. The scaling techniques used in the research method for questionnaire re five-point likert scale. It consisted of the points like highly agree, agree, neutral, disagree, and highly disagree. The statistical analysis was done though SPSS 16.0 version.

### **3.6.1 Frequencies**

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

### **3.6.2 Z-Test**

Z-test is based on the normal probability distribution and is 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 measured concerned. This test is used when binominal distribution or frequently used test in research studies. This test is used even when binominal distribution or t-distribution is applicable on the presumption that such for comparing the sample proportion to a theoretical value of population proportion or judging the difference in proportions of two independent samples when it happens to be large. Besides the test may be used for judging the significance of median , mode, coefficient of correlation and several other measures.

### **3.6.3 ANOVA**

Analysis of variables (abbreviated as ANOVA) is an extremely useful technique concerning researchers 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 samples cases are involved. The ANOVA technique is important in the content of all those situations where one can compare more than two populations. ANOVA is essentially a procedure for testing the difference among group 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 populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

### 3.6.3.1 One Way ANOVA

1. To obtain the each mean of each sample  $X_1, X_2, X_3, \dots, X_k$  when there are  $K$  samples
2. Work out the mean of sample mean as follows:

$$X = \frac{X_1 + X_2 + X_3 + \dots + X_k}{\text{No. Of samples (k)}}$$

3. To find out the sum of squares for variation between the samples (SS)

$$SS \text{ between} = n_1(X_1 - X)^2 + n_2(X_2 - X)^2 + \dots + N_k (X_k - X)^2$$

4. To find Mean Square (MS)

$$MS \text{ between} = \frac{SS \text{ between}}{(k-1)}$$

5. So sum of squares within groups can be written as:

$$SS \text{ within} = \sum (x_{1i} - X_1)^2 + \sum (x_{2i} - X_2)^2 \dots + \sum (X_{ki} - X_k)^2$$

Where  $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$MS \text{ within} = \frac{SS \text{ within}}{(n-k)}$$

7. Sum of squares for total variance:

$$SS \text{ for total variance} = \sum (X_{ij} - X)^2$$

Where  $i = 1, 2, 3, \dots$        $j = 1, 2, 3, \dots$

$$SS \text{ for total variance} = SS \text{ between} + SS \text{ within}$$

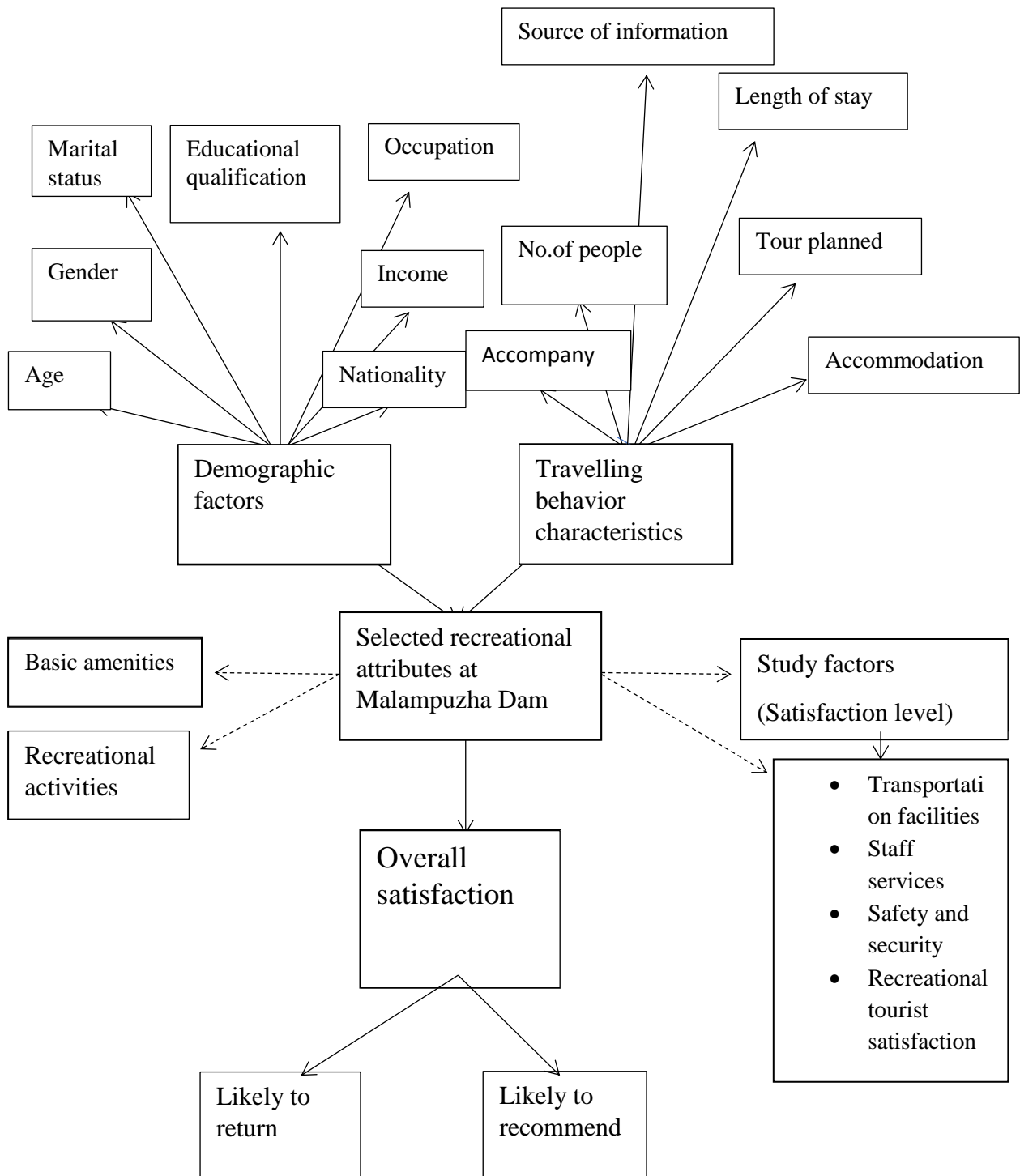
8. F ratio worked out as

$$F \text{ ratio} = \frac{MS \text{ between}}{MS \text{ within}}$$

### 3.6.4 Descriptive Statistics

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis they found the basis of virtually every quantitative analysis of data.

### 3.7 Conceptual Model of the Study



## **3.8 Location of the Study Area**

### **3.8.1 Malampuzha Dam**

Malampuzha Dam is the largest reservoir in Kerala, located near Palakkad in south India with the scenic hills of the Western Ghats in the background. The idea for a dam in the Malampuzha region to boost agriculture started from the second decade of the 20<sup>th</sup> Century. However, it was only after India's independence on 27<sup>th</sup> of March 1949, that the then Public Works Minister, Sri. M. Bhaktavatsalam laid the foundation stone for the project. Palakkad was a part of the Madras Presidency during those times. The dam was constructed in record time, and on October 9<sup>th</sup> 1955, the then Chief Minister of Madras, Sri. K Kamaraj, inaugurated the dam. The place where the dam, its catchment area, the garden on the front side, and the distribution canal are now situated is collectively known as "Malampuzha", which were earlier known as Ponpaara, Chovankaadu, Iduppady, Vadukampaadam, Thanjikapallam, Kaarakkaad, Thoopallam, Vaarani, Akkarakkaadu, Kadukkaamkunnam, Aanakkuzhykkaadu, Thampuraattypotta, Aanamukkara, Paandipotta, Thekkumpaadam and Koshavanidukku.

The Malampuzha Irrigation Project is the first large-scale irrigation system attempted in Kerala State. The project consists of a dam constructed across the river Malampuzha, a tributary of Bharathapuzha and network of canal system to irrigate an area of 21,245 hectares. The dam is straight gravity type of masonry with an earthen saddle. The length of masonry portion 1626.71 m and the earthen portion is 222.20 m. The capacity of the reservoir is 226 mm<sup>3</sup> at Full Reservoir Level (FRL) + 115.06 m and a water-spread area of 22 sq.km. The maximum height of the masonry dam is 38.10 m (125 feet). There is a network of two canal systems that serve the dam's reservoir of 42,090 hectares. The canal systems serve to irrigate farm land while the reservoir provides drinking water for Palakkad Municipality and 6 adjacent panchayaths. During summer, if scarcity of water is too high, Irrigation Department lifts the shutters of the dam so that the water supply wells in Bharathappuzha are refilled, thus enabling water supply to Parali, Mankara, Lakkidi, Ottapalam, Mannanur, Shornur, Ongallur, Pattambi, Thrithala, etc. The work

of a mini Power Station of Kerala State Electricity Board of 2.5 MW capacity is in progress since years.

The dam was conceived as a multi-purpose project to provide water for irrigation, drinking, industries, power generation, fish farming and water transport. However, plans for water transport was dropped from the initial phase itself, and later, boating services for leisure was started. Soon after the inauguration of the dam, Palakkad and Malampuzha became a part of the newly formed Kerala State. Kerala Government started the Malampuzha Gardens on the front side of the dam. Later, various other features were added like the Rock Gardens, an aquarium, Snake Park and Rope Way. In 2005, major renovation works started in Malampuzha Gardens as part of the Golden Jubilee celebrations. The dam was re-painted, and a huge LED Hoarding was placed on top of the dam. The entire garden was demolished for constructing a new and modern garden. At a cost of Rs. 21.57 cores, a new garden was created which has made Malampuzha Gardens the best tourist destination of Kerala. The dam and the gardens are open from 9:00 AM in the morning to 8:00 PM in the evenings on all days.

### **3.8.2 Attractions in Malampuzha dam**

❖ Ropeway	❖ Rock Garden
❖ Malampuzha Garden	❖ The Hanging Bridge
❖ Children's Park	❖ Boating Facilities
❖ Japanese Garden	❖ Lights at Night
❖ Sculpture of Yakshi	❖ Swimming Pool

### **3.8.2.1 Malampuzha Garden**

Malampuzha Garden is a beautifully landscaped garden on the front side of the Malampuzha Dam. It is full of lush green lawns with well laid-out flower beds. There are pathways to watch and enjoy variety of fountains and marvelous sculptures, including the famous Yakshi sculpture created by Sri. Kanayi Kunhiraman. There is a canal flowing through the middle of the garden, which has 2 hanging bridges above it. The ropeway moves across the garden giving an unforgettable aerial view of the garden. Boating Facility is available in the Garden. The dam and the garden is illuminated at nights on Weekends and Public Holidays. There is a swimming pool in the Garden, which is open from 9:00 AM to 6:00 PM. The pool will be closed for Lunch Break from 1:00 PM to 2:00 PM, and only ladies will be permitted from 2:00 PM to 3:00 PM. The pool is safe for people of all age groups, and all necessary security gadgets are available. While going for swimming, bags and other belongings can be kept in a safety locker, which is charged at Rs. 15 per locker. (A refundable amount of Rs. 100 is to be paid as caution deposit for using the Swimming Pool Locker). The entire garden is under video surveillance under the Tourism Police. The following facilities are available in the garden:

- ❖ Pure Drinking Water
- ❖ Food Court
- ❖ Toilet
- ❖ Dam Top Safari
- ❖ Swimming Pool
- ❖ Wheel Chair
- ❖ Shopping Court
- ❖ Boating
- ❖ Children's Park
- ❖ Security Officers at important points

Timings	9:00 am – 8:00 pm (All days)
Entry Fees	Rs. 25 per adult, Rs. 10 per children (3 to 12 yrs)
Swimming pool	Rs.75/- per head / hour, Locker fee :Rs.15/-
Camera	Rs.100-still camera, Rs.1000- video camera
Dam top safari	One way : Rs. 15, Two way : Rs.25

### **3.8.2.2 Ropeway**

There is a ropeway running parallel to the Dam, which is first of its kind in South India. The ropeway gives a 20 minutes thrilling ride with an aerial view of the Malampuzha Gardens and the Dam. This 2000 ft long ropeway runs at a height of 60 feet from the ground. There are 64 rope cars, each with a capacity of 2 persons. The Ropeway operates from 10:00 AM to 6:00 PM, and safety gadgets are provided. The ropeway, named "Udan Khatola", is operated by Usha Breco Ltd., an ISO 9001:2008 company.

### **3.8.2.3 Children's Park**

Inside the Malampuzha Gardens in a Children's park which contain lots of recreational and enjoyment facilities for children. There are plenty of slides, see-saws, merry-go-rounds, swings etc, overhead ladders and the like. There is also a Toy train that goes round the Children's park. The Children's Park is open from 8:00 AM to 8:00 PM. It is pretty safe to leave children there, as the park is well surrounded by fence, and children cannot accidentally go out of the park.

### **3.8.2.4 Japanese Park**

The oriental flavor of this pretty little garden, designed in typical Japanese style, adds an enchanting touch to the park. The Japanese Park was recently renovated to add more attractions. There is also a rope bridge over the canal nearby. It is open from 10:00 AM to 1:00 PM and from 2:30 PM to 8:00 PM.

## **CHAPTER 4**

### **ANALYSIS AND INTERPRETATION**

This Chapter deals with the analysis of the data that has been collected from the respondents by administering questionnaire. The researcher analyzed and tabulated the data based on the demographic profile of the respondents, tourist knowledge and preference towards the recreational Tourism. Analysis and Interpretation forms the central part of the research process.

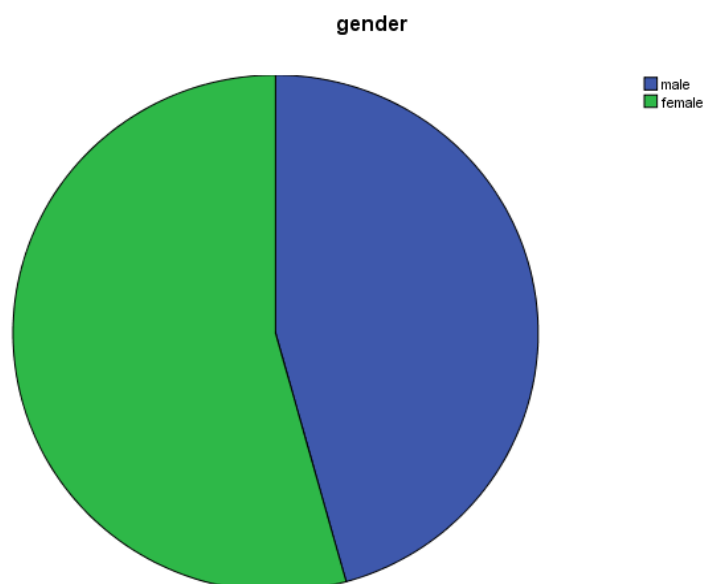
Analysis of the data includes studying the tabulated material in order to determine the inherent factors. It is a process of breaking down the complex factors into simpler forms and to put them together in new arrangement for the purpose of interpretation. Interpretation is a research for the process, to find meaning for the research. The analysis is to summarize the collected data in such a way that they provide answer to the questions. The analysis is to study the relationship among various items in detail and interpretation will be given for the explanation of real fact in the study.

Analysis is a systematic approach to problem solving. It refers to the computation of certain measures along with searching for patterns of relationship that exists among data collected. Complex problems are made by separating them into more understandable elements. This involves the identification of purpose and facts, the statement of defensible assumptions, and the formulation of conclusion.

**Table 4.1.1 Gender of the visitors**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	113	45.2
Female	137	54.8
Total	250	100.0

**Figure 4.1.1 Gender of the visitors**

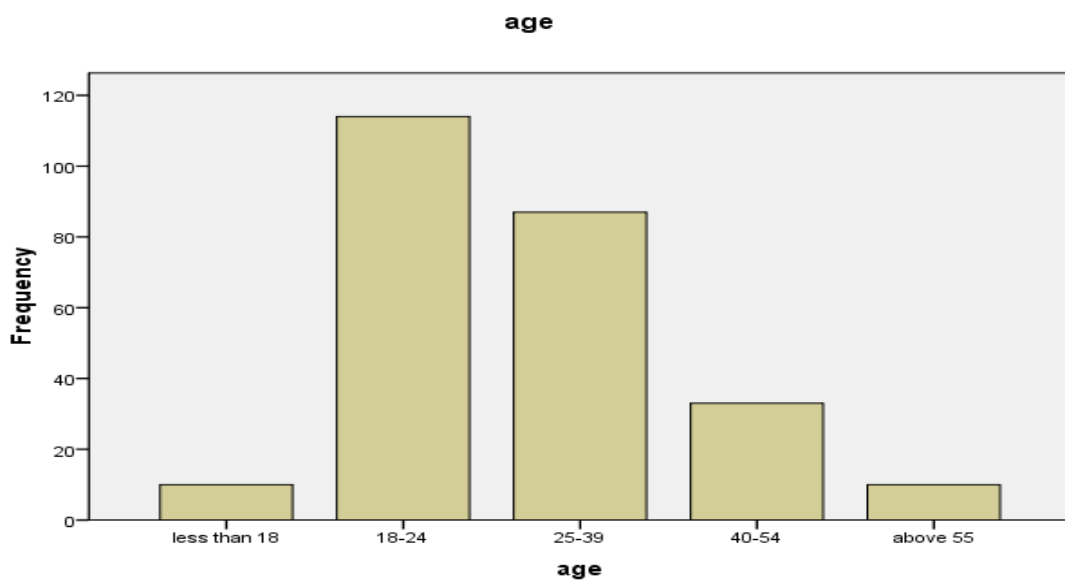


The above table 4.1.1 shows that 45.2 percent of visitors are male respondents and 54.8 percent of visitors are female respondents. This shows that the majority of respondents are from female which is slightly higher than male.

**Table 4.1.2 Visitors Age Group**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
Less than 18	10	4.0
18-24	111	44.4
25-39	86	34.4
40-54	33	13.2
above 55	10	4.0
Total	250	100.0

**Figure 4.1.2 Visitors Age Group**

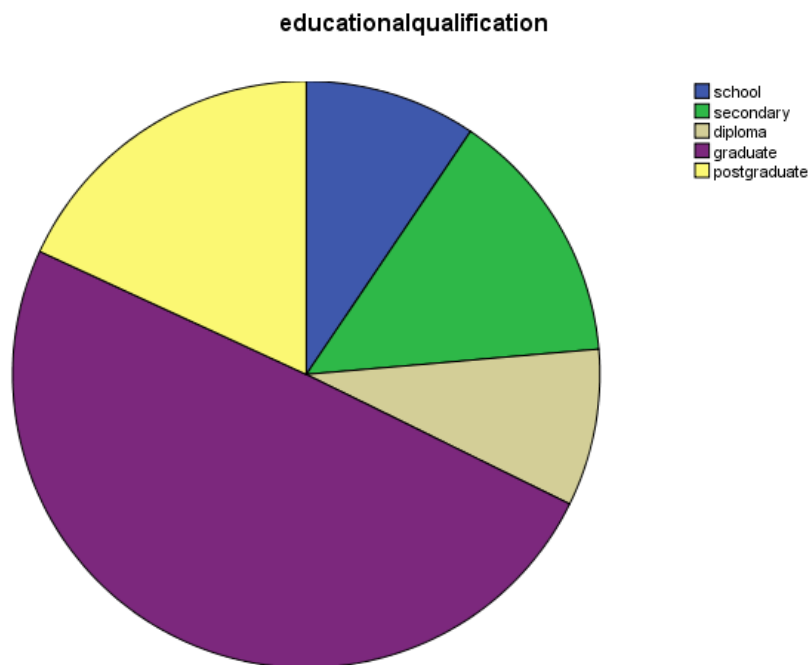


The above table 4.1.2 shows that majority of the visitors are of age group between 18-24 years with 44.4 percent, followed by age group between 25-39 with 34.4 percent, 40-54 with 13.2 percent and only 4 percent of visitors were below 18 years and above 55 years of age. Thus it is interpreted that the majority of the visitors who visited Malampuzha Dam are between 18-24 years of age.

**Table 4.1.3 Educational Qualification of the Visitors**

<b>Educational level</b>	<b>Frequency</b>	<b>Percentage</b>
School	24	9.6
Secondary	35	14.0
Diploma	21	8.4
Graduate	124	49.6
Post graduate	46	18.4
Total	250	100.0

**Figure 4.1.3 Educational Qualification of the Visitors**

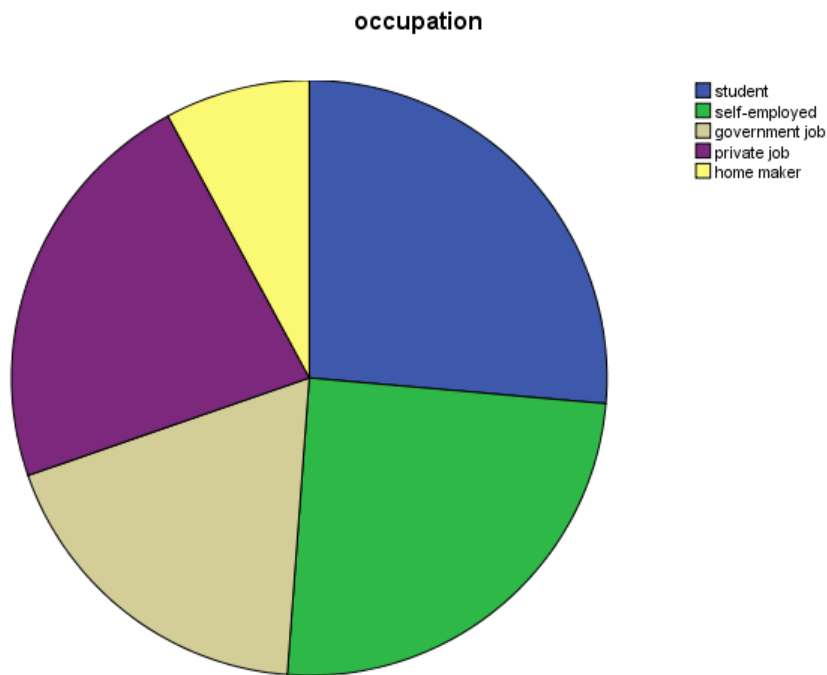


The above table 4.1.3 shows that 9.6 percent of the visitors have completed school education, 14.0 percent with secondary education, 8.4 percent are diploma holders, 49.6 percent are graduate, 18.4 percent are post graduate. Thus it is interpreted that the majority of the visitors are graduates.

**Table 4.1.4 Occupation of the Visitors**

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Student	67	26.8
Self-employed	62	24.8
Government job	46	18.4
Private job	55	22.0
Home maker	20	8.0
Total	250	100.0

**Figure 4.1.4 Occupation of the Visitors**

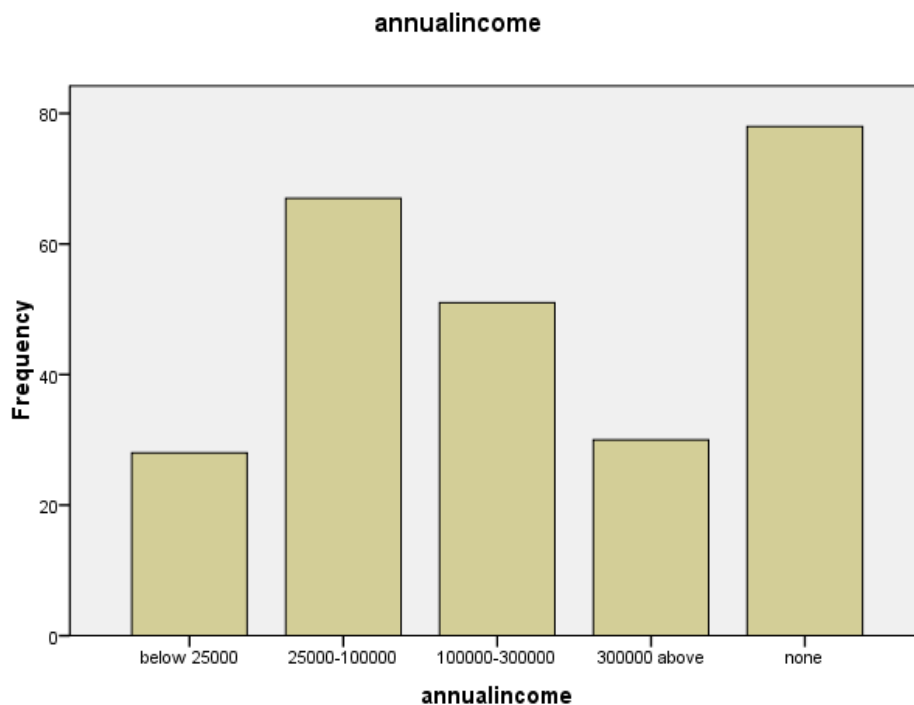


The above table 4.1.4 shows that majority of the visitors are students with 26.8 percent, followed by self- employed with 24.8 percent, private job with 22.0 percent, Government job with 18.4 percent, home maker with 8.0 percent, thus it is understood that the majority of the visitors are students.

**Table 4.1.5 Annual Income of the Visitors**

<b>Annual income</b>	<b>Frequency</b>	<b>Percentage</b>
Below 25000	25	10.0
25000- 100000	67	26.8
100000-300000	50	20.0
Above 300000	30	12.0
None	78	31.2
Total	250	100.0

**Figure 4.1.5 Annual Income of the Visitors**

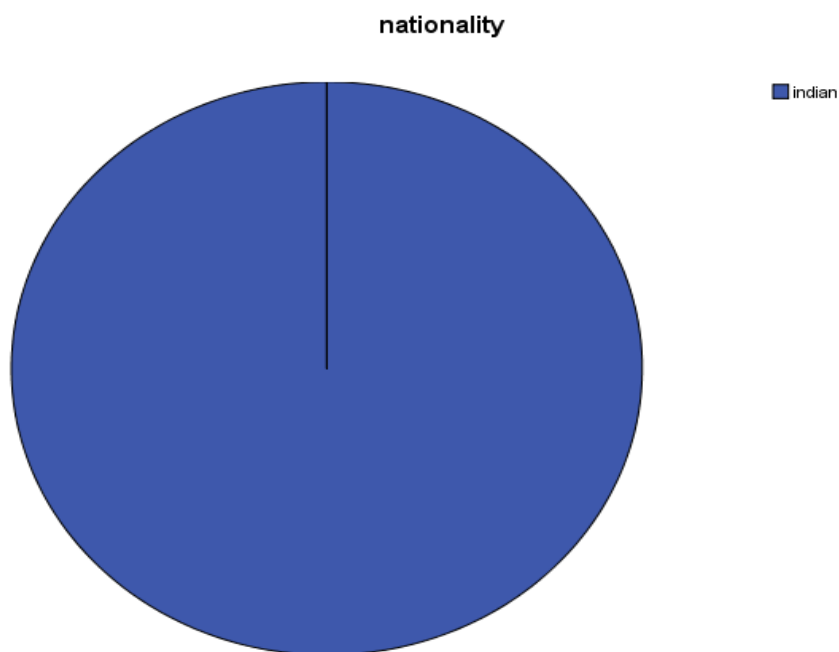


The above table 4.1.5 shows that 31.2 percent of the visitors are without any annual income followed by 26.8 percent with annual income of Rs 25000- 100000, 20.0 percent with 100000-300000, 12.0 percent with 300000 above and 10.0 percent with below 25000. Thus majority of visitors are not working.

**Table 4.1.6 Nationality of the Visitors**

<b>Nationality</b>	<b>Frequency</b>	<b>Percentage</b>
Indian	250	100
Foreigner	0	0
Total	250	100.0

**Figure 4.1.6 Nationality of the Visitors**

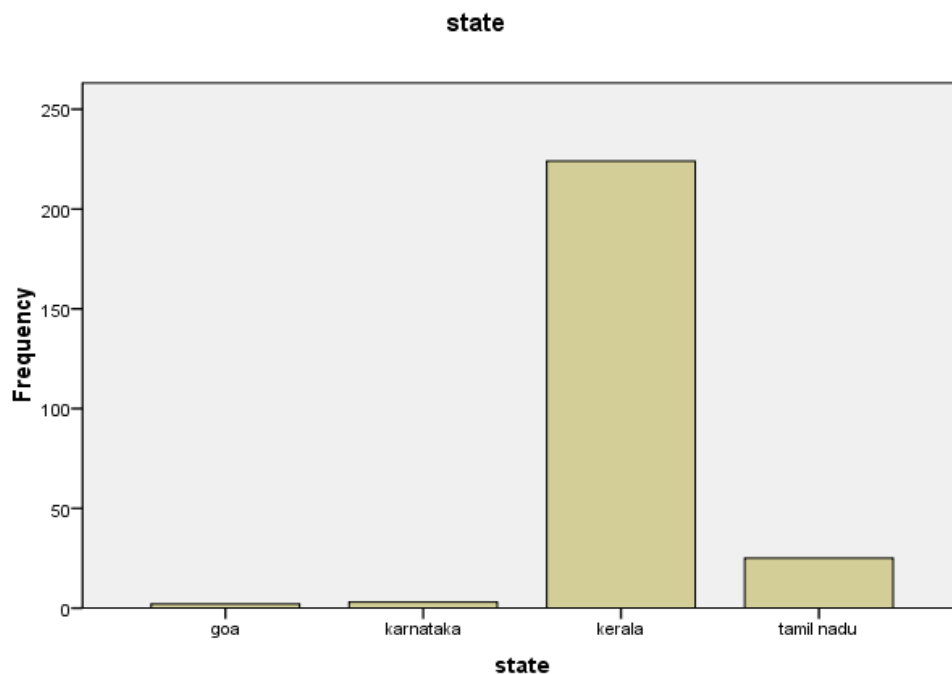


The above table 4.1.6 shows that the 100 percent of visitors are Indians. Thus it is concluded that the destination have limited flow of foreigners during the study period.

**Table 4.1.7 Residents of the Visitors**

State	Frequency	Percentage
Goa	2	.8
Karnataka	3	1.2
Kerala	220	88.0
Tamil Nadu	25	10.0
Total	254	100.

**Figure 4.1.7 Residents of the Visitors**

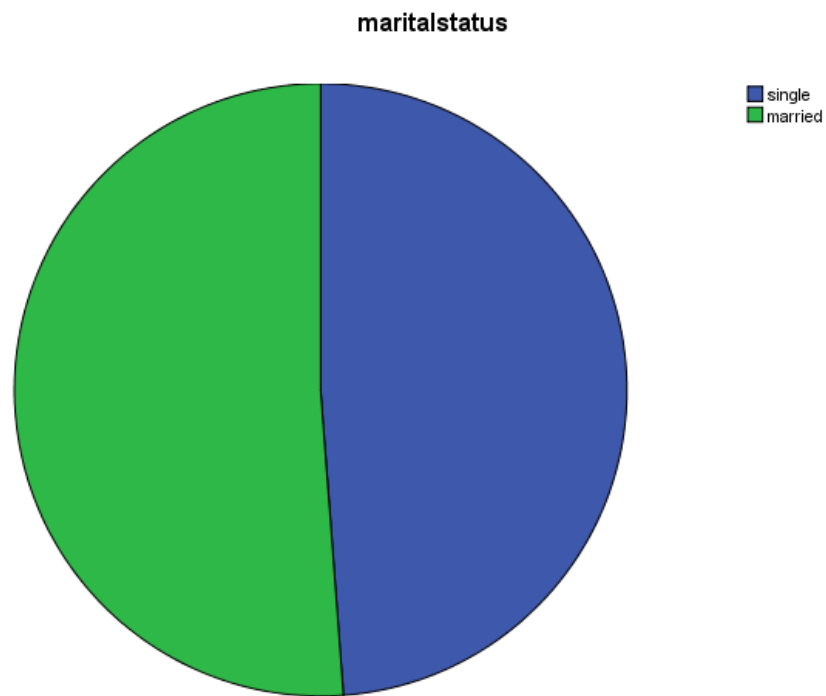


The above table 4.1.7 display that 0.8 percent of the visitors are from Goa, 1.2 percent of visitors are from Karnataka, 88.0 percent of visitors are from Kerala, and 10.0 percent of visitors are from Tamil Nadu. Thus it is concluded that most of the visitors are from Kerala.

**Table 4.1.8 Marital Status of the Visitors**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage</b>
Single	121	48.4
Married	129	51.6
Total	250	100.0

**Figure 4.1.8 Marital Status of the Visitors**

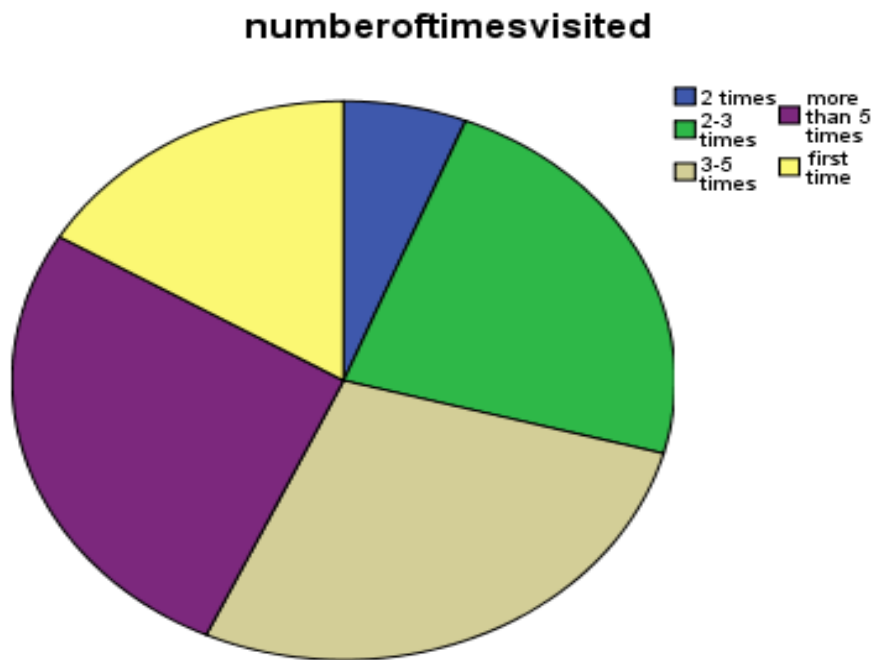


The above table 4.1.8 shows that majority of the visitors are married with 51.6 percent and 48.4 percent of the visitors are singles. Thus it is understood that the majority of the visitors are married.

**Table 4.1.9 Number of Times Visitors Visited Malampuzha Dam**

Number of times	Frequency	Percentage
2 times	15	6.0
2-3 times	58	23.2
3-5 times	69	27.6
more than 5 times	67	26.8
First time visit	41	16.4
Total	250	100.0

**Figure 4.1.9 Number of Times Visitors Visited Malampuzha Dam**

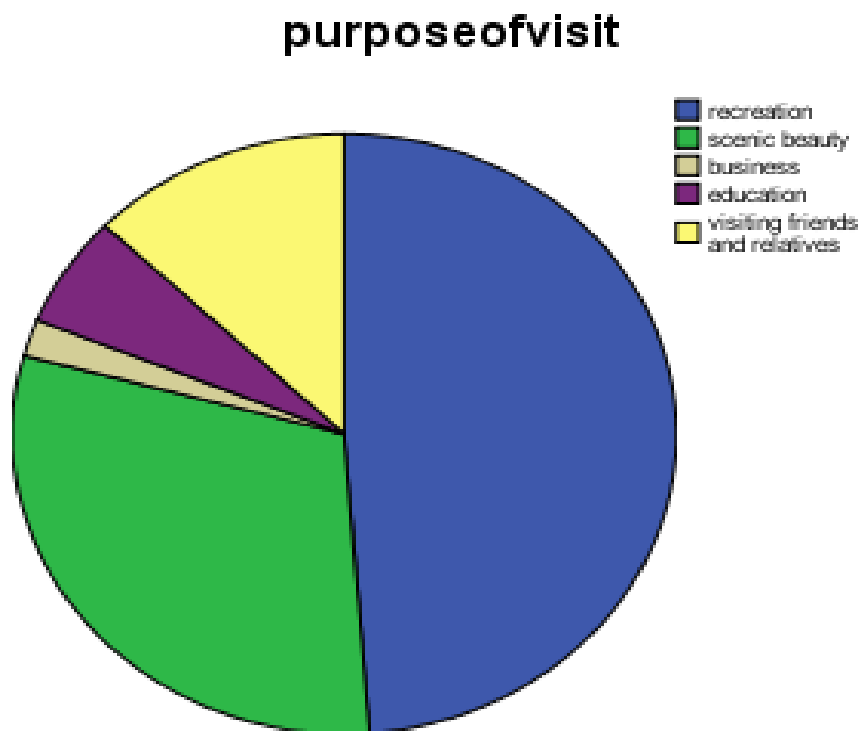


The table 4.1.9 above shows that most of the visitors are repeat visitors. 2 times with 6.0 percent, 2-3 times with 23.2 percent, 3-5 times with 27.6 percent, more than 5 times with 26.8 percent and 16.4 percent visitors are first time visitors. Thus it is concluded that majority of visitors has visited the destination more than 3-5 times.

**Table 4.1.10 Purpose of the Visit to Malampuzha Dam**

<b>Purpose</b>	<b>Frequency</b>	<b>Percentage</b>
Recreation	122	48.8
Scenic beauty	76	30.4
Business	5	2.0
Education	15	6.0
Visiting friend and relatives	32	12.8
Total	250	100.0

**Figure 4.1.10 Purpose of the Visit to Malampuzha Dam**

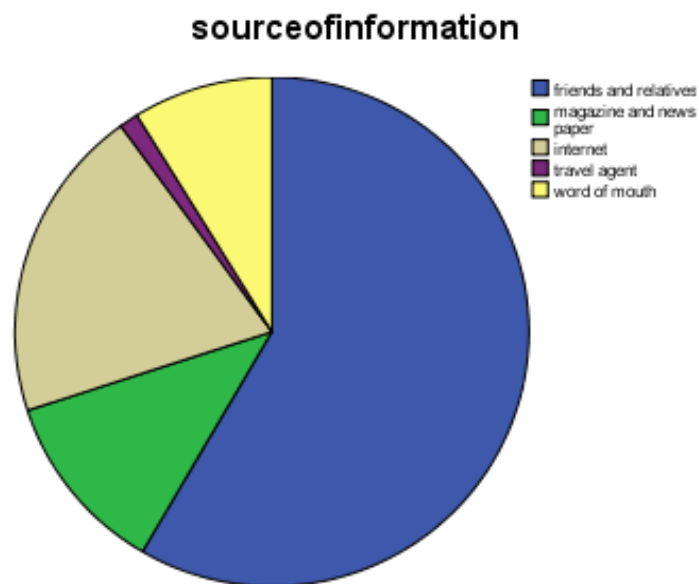


From the above table 4.1.10 it is understood that majority of visitors purpose of visit is recreation with 48.8 percent followed by scenic beauty with 30.4 percent, visiting friends and relatives with 12.8 percent, education with 6.0 percent and for business with 2.0 percent. Thus it is concluded that visitors intention to visit the Malampuzha Dam is for Recreation.

**Table 4.1.11 Visitors Source of Information about Malampuzha Dam**

<b>Source of information</b>	<b>Frequency</b>	<b>Percentage</b>
Friends and relatives	146	58.4
Magazine & news paper	29	11.6
Internet	50	20.0
Travel agent	3	1.2
Word of mouth	22	8.8
Total	250	100.0

**Figure 4.1.11 Visitors Source of Information about Malampuzha Dam**

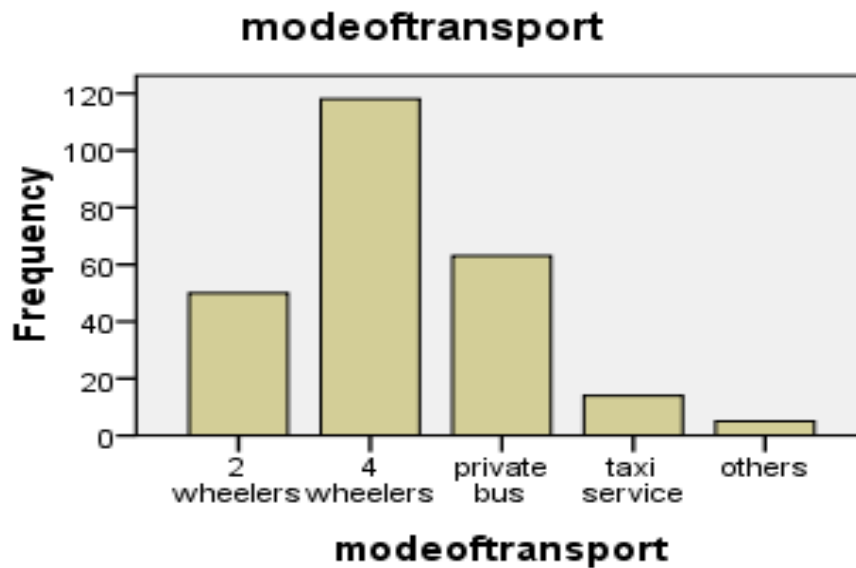


The above table 4.1.11 shows that majority of the visitors get the information from friends and relatives with 58.4 percent followed by internet with 20.0 percent, magazine and newspaper with 11.6 percent, word of mouth with 8.8 percent and travel agent with 1.2 percent. Thus it is concluded that visitors friends and relatives provided more information about Malampuzha dam than other sources.

**Table 4.1.12 Mode of Transportation used by Visitors**

Mode of Transport	Frequency	Percentage
2 wheeler	50	20.0
4 wheeler	118	47.2
Private bus	63	25.2
Taxi service	14	5.6
Others	5	2.0
Total	254	100.0

**Figure 4.1.12 Mode of Transportation used by Visitors**

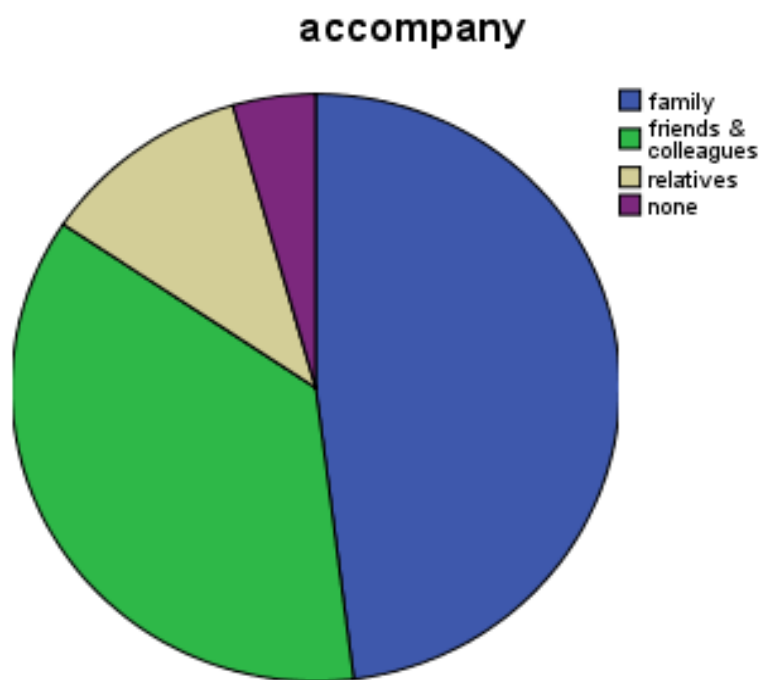


The above table 4.1.12 shows that 20.0 percent of visitors are using 2 wheelers, 47.2 percent visitors using 4 wheelers, 25.2 percent visitors using private bus, 5.6 percent visitors using taxi service and 2.0 percent of visitors are using other services. Thus it is concluded that majority of visitors are using 4 wheelers to reach the destination.

**Table 4.1.13 Accompanies in the Visit**

<b>Accompany</b>	<b>Frequency</b>	<b>Percentage</b>
Family	120	48.0
Friends and colleagues	91	36.4
Relatives	28	11.2
None	11	4.4
Total	250	100.0

**Figure 4.1.13 Accompanies in the Visit**

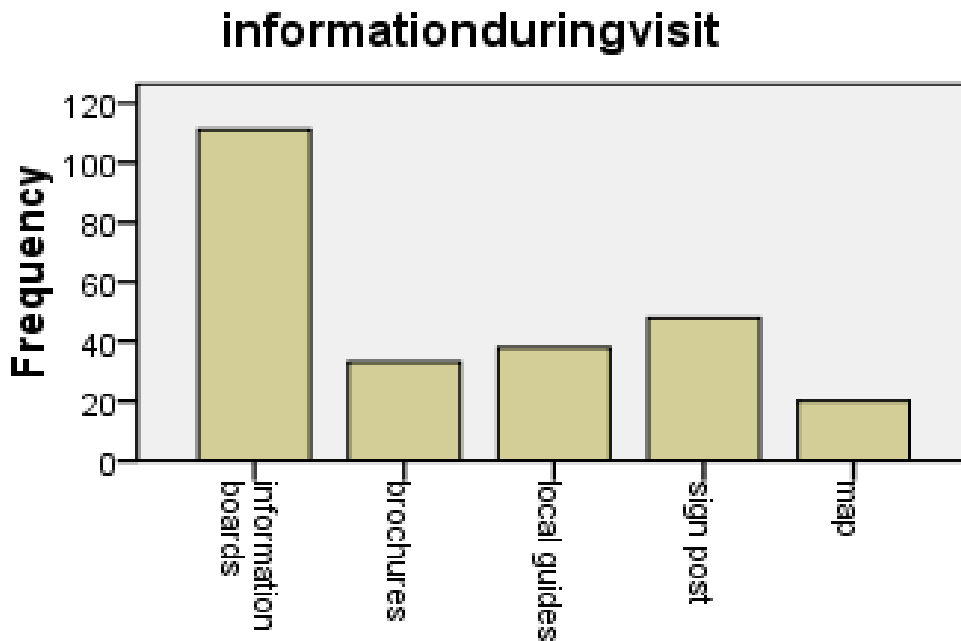


The above table 4.1.13 displays that 48.0 percentage visitors accompany with family, 36.4 percent with friends and colleagues, 11.2 percent with relatives and 4.4 percent are visited alone. Thus it is inferred that most of the visitors visit the destination with their family.

**Table 4.1.14 Visitors getting Information during Visit**

Sources	Frequency	Percentage
Information boards	111	44.4
Brochures	33	13.2
Local guides	38	15.2
Sign boards	48	19.2
Map	20	8.0
Total	250	100.0

**Figure 4.1.14 Visitors getting Information during Visit**



The above table 4.1.14 shows that information boards with 44.4, brochures with 13.2 percent, local guides with 15.2 percent, sign boards with 19.2 percent, map with 8.0 percent. Thus it is concluded that majority of visitors use information boards for guidance inside the Dam.

**TABLE 4.2.1 ANOVA – Age Vs Study Factors**

**Hypothesis H<sub>0</sub>:** There is no significance difference with respect to mean value between age and study factors such as Basic amenities, Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction.

Factors	Age	Sum of squares	Df	Mean square	F	Sig.	Null hypothesis
Basic amenities	Between groups	31.527	4	7.882	1.442	.221	Accepted
	Within groups	1339.069	245	5.466			
	Total	1370.596	249				
Activities	Between groups	676.355	4	169.089	4.454	.002	Rejected
	Within groups	9302.045	245	37.968			
	Total	9978.400	249				
Transportation	Between groups	310.169	4	77.542	5.416	.000	Rejected
	Within groups	3507.767	245	14.317			
	Total	3817.936	249				
Staff service	Between groups	151.458	4	37.864	2.462	.046	Rejected
	Within groups	3768.046	245	15.380			
	Total	3919.504	249				
Safety and security	Between groups	152.551	4	38.138	3.475	.009	Rejected
	Within groups	2689.213	245	10.976			
	Total	2841.764	249				
Recreational satisfaction	Between groups	2849.409	4	712.352	6.100	.000	Rejected
	Within groups	28610.335	245	116.777			
	Total	31459.744	249				

From the table 4.2.1, it is interpreted that factors such as Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction have reported that F values are significant. Therefore H<sub>0</sub> is rejected which implies that there is significant difference in mean values between Age and Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction.

**Table 4.2.2 ANOVA –Educational Qualification Vs Study Factors**

**Hypothesis H<sub>0</sub>:** There is no significance difference with respect to mean value between Educational qualification and study factors such as Basic amenities ,Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction.

Factors	Educational qualification	Sum of squares	Df	Mean square	F	Sig.	Null hypothesis
Basic amenities	Between groups	80.915	4	20.229	3.843	.005	Rejected
	Within groups	1289.681	245	5.264			
	total	1370.596	249				
Activities	Between groups	299.875	4	74.969	1.898	.111	Accepted
	Within groups	9678.525	245	39.504			
	total	9978.400	249				
Transportation	Between groups	154.518	4	38.630	2.583	.038	Rejected
	Within groups	3663.418	245	14.953			
	total	3817.936	249				
Staff service	Between groups	38.584	4	9.646	.609	.657	Accepted
	Within groups	3880.920	245	15.840			
	Total	3919.504	249				
Safety and security	Between groups	33.237	4	8.309	.725	.576	Accepted
	Within groups	2808.527	245	11.463			
	total	2841.764	249				
Recreational satisfaction	Between groups	827.532	4	206.883	1.655	.161	Accepted
	Within groups	30632.212	245	125,029			
	total	31459.744	249				

From the table 4.2.2, it is interpreted that factors such as Basic amenities, Transportation have reported that F values are significant. Therefore H<sub>0</sub> is rejected which implies that there is significant difference in mean values between Educational Qualification and study constructs such as Basic amenities and Transportation.

**Table 4.2.3 ANOVA – Occupation Vs Study Factors**

**Hypothesis H<sub>0</sub>:** There is no significance difference with respect to mean value between Occupation and study factors such as Basic amenities, Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction.

Factors	Occupation	Sum of squares	Df	Mean square	F	Sig.	Null hypothesis
Basic amenities	Between groups	116.784	4	29.196	5.705	.000	Rejected
	Within groups	1253.812	245	5.118			
	Total	1370.596	249				
Activities	Between groups	511.386	4	127.846	3.309	.012	Rejected
	Within groups	9467.014	245	38.641			
	Total	9978.400	249				
Transportation	Between groups	249.389	4	62.347	4.280	.002	Rejected
	Within groups	3568.547	245	14.565			
	Total	3817.936	249				
Staff service	Between groups	138.284	4	34.571	2.240	.065	Accepted
	Within groups	3781.220	245	15.434			
	Total	3919.504	249				
Safety and security	Between groups	111.012	4	27.753	2.490	.044	Rejected
	Within groups	2730.752	245	11.146			
	Total	2841.764	249				
Recreational satisfaction	Between groups	3349.864	4	837.466	7.299	.000	Rejected
	Within groups	28109.880	245	114.734			
	Total	31459.744	249				

From the table 4.2.3, it is interpreted that factors such as Basic amenities, Activities, Transportation, Safety and Security and Recreational Satisfaction have reported that F values are significant. Therefore H<sub>0</sub> is rejected which implies that there is significant difference in mean values between Occupation and Basic amenities, Activities, Transportation, Safety and Security and Recreational Satisfaction.

**Table 4.2.4 ANOVA – Annual Income Vs Study Factors**

**Hypothesis H<sub>0</sub>:** There is no significance difference with respect to mean value between Annual Income and study factors such as Basic amenities, Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction.

Factors	Annual income	Sum of squares	Df	Mean square	F	Sig.	Null hypothesis
Basic amenities	Between groups	27.277	4	6.819	1.244	.293	Accepted
	Within groups	1343.319	245	5.483			
	Total	1370.596	249				
Activities	Between groups	1412.010	4	353.003	10.096	.000	Rejected
	Within groups	8566.390	245	34.965			
	Total	9978.400	249				
Transportation	Between groups	151.625	4	37.906	2.533	.041	Rejected
	Within groups	3666.311	245	14.965			
	Total	3817.936	249				
Staff service	Between groups	312.752	4	78.188	5.311	.000	Rejected
	Within groups	3606.752	245	14.721			
	Total	3919.504	249				
Safety and security	Between groups	219.906	4	54.976	5.137	.001	Rejected
	Within groups	2621.858	245	10.701			
	Total	2841.764	249				
Recreational satisfaction	Between groups	1366.059	4	341.515	a2.780	.027	Rejected
	Within groups	30093.685	245	122.831			
	Total	31459.744	249				

From the table 4.2.4, it is interpreted that factors such as Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction have reported that F values are significant. Therefore H<sub>0</sub> is rejected which implies that there is significant difference in mean values between Annual Income and factors such as Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction.

**Table 4.3.1 Gender Differences of the Respondents towards The Study Constraints.**

**Ho:** Respondents with different Gender have same opinion towards the Study Constraints.

Factors	Gender	N	Mean	F	Df	Sig (2 tailed)	Sig	Null Hypothesis
BASICAMENITIES	male	113	14.0973	5.135	248	.515	.024	Rejected
	female	137	14.2920		247.726	.506		
ACTIVITIES	male	113	31.3186	2.596	248	.069	.108	Accepted
	female	137	32.7810		219.706	.074		
TRANSPORT	male	113	21.4867	1.118	248	.068	.291	Accepted
	female	137	22.3942		239.826	.068		
STAFF SERVICES	male	113	17.3274	4.822	248	.001	.029	Rejected
	female	137	19.0511		237.986	.000		
SAFETY AND SECURITY	male	113	18.4779	.419	248	.188	.518	Accepted
	female	137	19.0438		236.507	.189		
RECREATIONAL SATISFACTION	male	113	69.9204	.154	248	.009	.695	Accepted
	female	137	73.6569		240.001	.009		

From the above table 4.3.1, it is inferred that there is significant difference in opinion exists among male and female for the factors of Basic amenities, Staff services. Hence the null hypothesis is rejected for the factors Basic amenities, Staff services. Hence, there is no significant difference in opinion exists among the male and female respondents for the factors Activities, Transport, Safety and Security and Recreational satisfaction. Hence null hypothesis is accepted for the factors of Activities, Transport, Safety and Security and Recreational satisfaction.

**Table 4.3.2 Marital Status Of Respondents Towards The Study Constraints.**

**Ho:** Respondents with different marital status have same opinion towards the study constraints.

<b>Factors</b>	<b>Marital status</b>	<b>N</b>	<b>Mean</b>	<b>F</b>	<b>Df</b>	<b>Sig (2 tailed)</b>	<b>Sig</b>	<b>Null Hypothesis</b>
BASIC AMENITIES	Single	121	13.8760	.453	248	.032	.502	Accepted
	Married	129	14.5116		247.751	.032		
ACTIVITIES	Single	121	32.5702	9.702	248	.277	.002	Rejected
	Married	129	31.6977		232.501	.280		
TRANSPORT	Single	121	22.1074	.349	248	.630	.555	Accepted
	Married	129	21.8682		245.130	.631		
STAFF SERVICES	Single	121	18.5950	10.808	248	.213	.001	Rejected
	Married	129	17.9690		184.009	.221		
SAFETY AND SECURITY	Single	121	18.8926	7.073	248	.636	.008	Rejected
	Married	129	18.6899		222.711	.639		
RECREATIONAL SATISFACTION	Single	121	72.8264	.719	248	.243	.397	Accepted
	Married	129	71.1628		244.186	.244		

From, the above table 4.3.2, it is inferred that there is significant difference in opinion exist among single and married respondents for the factors. Activities, Staff service, Safety and Security. Hence, the null hypothesis is rejected for the factors Activities, Staff service, Safety and Security. But, there is no significant difference in opinion exists among the single and married respondents for the factors of Basic amenities, Transportation, Recreational satisfaction. Hence, null hypothesis is accepted for the factors like Basic amenities, Transportation, Recreational satisfaction.

**Table 4.4.1 Visitors View Towards Activities**

<b>ACTIVITIES</b>	<b>N</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEAN</b>
Ropeway	250	1.00	5.00	3.6080
Hanging bridge	250	1.00	5.00	3.9560
Swimming pool	250	1.00	5.00	3.7160
Boating	250	1.00	5.00	3.5760
Trekking	250	1.00	5.00	3.5240
Sight seeing	250	1.00	5.00	3.6440
Jeep safari	250	1.00	5.00	3.3560
Fishing	250	1.00	5.00	3.3360
Photography	250	1.00	5.00	3.4040

The satisfaction level of the visitors towards the activities of Malampuzha dam mean value ranges from 3.33 to 3.95. Thus it is clear that visitors have a neutral level of satisfaction about the various activities. The hanging bridge of Malampuzha dam has the highest mean value of 3.95 and the fishing activity has the lowest mean value of 3.33.

**Table 4.4.2 Visitors View Towards Transportation Facility**

<b>TRANSPORTATION</b>	<b>N</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEAN</b>
Bus frequency	250	1.00	5.00	3.6320
Parking facility	250	1.00	5.00	3.9760
Jeep availability	250	1.00	5.00	3.5720
Maintenance of ropeways	250	1.00	5.00	3.7160
Defined pathways	250	1.00	5.00	3.6200
Maintained boats	250	1.00	5.00	3.4680

The satisfaction level of the visitors towards transportation facility of Malampuzha Dam ranges from 3.97 to 3.46, it is clear that majority of visitors were satisfied with the transportation facility in and around Malampuzha Dam. The Parking facilities in the Malampuzha Dam has the highest mean value with 3.97 and the Boat maintenance has the lowest mean value with 3.46.

**Table 4.4.3 Visitors View Towards Staff Service**

<b>STAFF SERVICE</b>	<b>N</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEAN</b>
Tour guide availability	250	1.00	5.00	3.7640
Staff in ticket counters	250	1.00	5.00	3.8440
Staff service inside the dam	250	1.00	5.00	3.5840
Cordial and informative staff	250	2.00	5.00	3.3960
Staff in swimming pool	250	1.00	5.00	3.4520

The satisfaction level of the visitors towards the staff services in Malampuha dam is neutral that ranges from 3.96 to 3.39. It is concluded that the visitors are neutrally satisfied with the staff services provided in the Dam. The highest mean value with 3.84 is for the services of the ticket counter staffs and lowest mean value with 3.39 is for the cordial and informative staffs.

**Table 4.4.4 Visitors View Towards Safety And Security**

<b>SAFETY AND SECURITY</b>	<b>N</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEAN</b>
Personal safety and security	250	1.00	5.00	4.2040
Emergency reliefs	250	1.00	5.00	3.7680
Ambulance and first aid	250	1.00	5.00	3.7560
Maintained life jackets	250	1.00	5.00	3.6160
Safety during ropeway ride	250	1.00	5.00	3.4440

The visitors satisfaction towards safety and security is high ranging from 4.20 to 3.44. Thus it is concluded that visitors having efficient safety and security during the visit and they are satisfied with the services. The personal safety and security has the highest mean value of 4.20 and the safety during the ropeway ride has lowest mean value of 3.44.

**Table 4.4.5 Visitors Satisfaction Towards Recreational Factors**

<b>RECRATIONAL TOURIST</b>	<b>N</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEAN</b>
Kindness of the local people	250	1.00	5.00	4.1720
Interesting architecture	250	1.00	5.00	3.7560
Information Centers	250	1.00	5.00	3.7240
Souvenir	250	1.00	5.00	3.4240
Possibilities for shopping	250	1.00	5.00	3.5640
Accommodations	250	1.00	5.00	3.6960
Cost effectiveness	250	1.00	5.00	3.4840
Accessibility	250	1.00	5.00	3.6800
Amenities	250	1.00	5.00	3.4240
Recreational activities	250	1.00	5.00	3.4240
Overall cleanliness of the destination	250	1.00	5.00	3.7720
Climate conditions	250	1.00	5.00	3.3400
Opportunity for rest	250	1.00	5.00	3.5760
Help you to escape from the work life	250	1.00	5.00	3.7360
Comfort of premises	250	1.00	5.00	3.4080
Natural beauty of destination	250	1.00	5.00	3.6480
Regular garbage pickups	250	1.00	5.00	3.6480
Destination maintenance	250	1.00	5.00	3.6720
State tourist board website	250	1.00	5.00	3.4600
Overall satisfaction of visited place	250	1.00	5.00	3.3600

The visitors satisfaction towards recreational factors is neutrally satisfied ranges from 4.17 to 3.34. Thus it is concluded that the visitors are satisfied with the recreational satisfaction factors. The kindness of the local peoples has the highest men value with 4.17 and the climatic condition has the lowest mean value with 3.34.

## Chapter 5

### Findings, Suggestions and Conclusion

The title of the project is “**A Study on Visitors Satisfaction Towards Recreational Tourism at Malampuzha Dam**”. The study was conducted to analyse the visitors satisfaction towards basic amenities, activities, transportation facilities, staff services, safety and security and recreational tourist overall satisfaction at Malampuzha Dam.

#### 5.1 Findings

The main aim of the research is to find out the truth which is hidden and which has not been discovered yet. A detailed presentation of the findings of the study generally comprises the main body of the report. The study finds out the level of visitors satisfaction at Malampuzha Dam to analyze the growth of the recreational tourism at Malampuzha Dam.

- Among the respondents, most of the visitors are female and majority belongs to the age group of 18-24 years. The half of the respondents is graduate with 49.6 percent and most of the visitor are students. All the visitor are domestic tourist and people coming from Kerala is highest among the visitors with 88.0 percent. 51.6 percent of visitors are married.
- Most of the respondents visit the destination 3-5 times with 27.6 percent. Majority of the respondents are aware of the destination and get information about destination through friends and relatives and they mostly visit the destination for the purpose of recreation. Most of the visitor used 4 wheelers and they accompanied their family for visiting Malampuzha Dam. 96.8 percent of the respondents have not preferred accommodation, because most of the visitors preferred one day trip. Information boards are used by the majority of visitors during the visit.
- By using ANOVA between age groups and the different study factors like Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction has significant level below 0.05. Hence, its null hypothesis is rejected. Thus there is significant difference between Age and

Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction.

- By using ANOVA between Educational Qualification and the different study factors, The Basic amenities and Transportation has significant level below 0.05. Hence its null hypothesis is rejected. Thus there is significant difference between the educational qualification and Basic amenities and Transportation facilities.
- By using ANOVA between occupation and the study factors like The Basic amenities, Activities, Transportation, Safety and Security and Recreational Satisfaction has significant level below 0.05. Hence, its null hypothesis is rejected. Thus there is significant difference between the occupation and Basic amenities, Activities, Transportation, Safety and Security and Recreational Satisfaction.
- By using ANOVA between Annual income and the different study factors, the Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction has significant level below 0.05. Hence, its null hypothesis is rejected. Thus there is significant difference between the Annual income and Activities, Transportation, Staff service, Safety and Security and Recreational Satisfaction
- By the help of Z-test, it is inferred that there is significant difference in opinion exist among single and married respondents for the factors like Activities, Staff service, Safety and Security. Hence, the null hypothesis is rejected for the factors Activities, Staff service, Safety and Security and it is also inferred that there is significant difference in opinion exists among male and female for the factors of Basic amenities, Staff services. Hence the null hypothesis is rejected for the factors Basic amenities, Staff services.
- From the descriptive analysis regarding the activities in the Malampuzha Dam, it is clear that visitors are neutrally satisfied with the activities with 3.93 mean values then also the majority of visitors satisfied with the transportation facility in and around Malampuzha Dam with 3.97 mean value. The satisfaction level of the staff service is satisfactory for the visitors with 3.96 mean value. The highest mean value of the safety and security is 4.20, so it is understood that visitor

having efficient safety and security during the visit and they are satisfied with the services. In Recreational tourist satisfaction almost all the scores are approximately 4 which means that the satisfaction level of the visitors is high.

## **5.2 Suggestion:**

Malampuzha Dam is one of the most visited recreational destination in Palakkad, Kerala. Even though it has good visitors flow, researcher has given some suggestions to improve the activities and the satisfaction level of the visitors to increase the visitors satisfaction and revisit intension.

- The recreational activities can be increased to improve the visitors satisfaction, visitors can experience more recreational activities and also need to improve the existing activities like fishing and jeep safari.
- As the Malampuzha Dam is situated in rural area the government can include more adventure activities like trekking, mountain climbing zip line etc. along with the recreational activities.
- The appointment of more trained staff will progress the visitors satisfaction and also provide good guidance to the visitor for getting better experience.
- The safety measures during the ropeway ride should be developed for the complete satisfaction of the visitors and also need to provide adequate guidance during the ride.
- The souvenir should be given to the visitors to recollect the memories after the visit to Malampuzha Dam.
- The government can conduct exhibitions or trade fairs to improve the flow of visitors during summer season.
- The stakeholders can improve the accommodation facility around the Malampuzha Dam to make the visitors to explore more the destination by spending more than one day.
- Providing more awareness by advertising and other promotion strategies to attract peoples will increase the number of visitors in Malampuzha Dam.

### **5.3 Conclusion**

The project is done on the topic “**A Study on Visitors Satisfaction Towards Recreational Tourism at Malampuzha Dam**”. Travelling for health, wellness and recreation is one of the most important tourist patterns of economic returns generated by the tourism industry. The research was carried out in Malampuzha which is situated in Palakkad district of Kerala. The study was carried out to find the visitors satisfaction who visits Malampuzha Dam for leisure and recreation. The research revealed the features, facilities and perception of tourist on recreational activities at the Malampuzha dam. Different recreational activities can be introduced for improving visitors satisfaction and also help to provide well recreational life to the visitors. The study identified the factors behind the motivation to visit the Dam and suggested measures to improve the facilities and services at Dam to attain better satisfaction level of tourist and sustainable development of the Malampuzha Dam.

Being a developing region more awareness can be created among tourist about the facilities and attractions available in Malampuzha Dam. The positive impact created by the destination is a boon for the society and income generation for the country as a whole.

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## QUESTIONNAIRE

I am doing MBA in tourism and travel management as part of my project I am doing “A STUDY ON VISITORS SATISFACTION TOWARDS RECREATIONAL TOURISM AT MALAMPUZHA DAM”. I request you to fill up the questionnaire. The purpose of this study is purely academic. I assure that your response will be kept confidential.

### PART A

1. Gender:	a) <input type="checkbox"/> Male b) <input type="checkbox"/> Female c) <input type="checkbox"/> Others
2. Age:	a) <input type="checkbox"/> <18 b) <input type="checkbox"/> 18 – 24 c) <input type="checkbox"/> 25 – 39 d) <input type="checkbox"/> 40 – 54 e) <input type="checkbox"/> above 55
3. Educational Qualification details:	a) <input type="checkbox"/> School b) <input type="checkbox"/> Secondary c) <input type="checkbox"/> Diploma d) <input type="checkbox"/> Graduate e) <input type="checkbox"/> Postgraduate
4. Occupation:	a) <input type="checkbox"/> Student b) <input type="checkbox"/> Self- Employed c) <input type="checkbox"/> Government job d) <input type="checkbox"/> Private job e) <input type="checkbox"/> Home maker
5. Annual Income:	a) <input type="checkbox"/> Below 25,000 b) <input type="checkbox"/> 25,000 – 1,00,000 c) <input type="checkbox"/> 1, 00,000 - 3,00,000 d) <input type="checkbox"/> 3,00,000 Above e) <input type="checkbox"/> none
6. Nationality:	a) <input type="checkbox"/> Indian b) <input type="checkbox"/> Foreigner
7. If Indian, State:	
8. Marital Status:	a) <input type="checkbox"/> Single b) <input type="checkbox"/> Married

### PART B

9. Is this your first visit to Malampuzha dam? a)  Yes b)  No
10. If NO : a)  2 times b)  2- 3 times c)  3- 5 times d)  more than 5 times
11. Purpose of your visit to Malampuzha Dam? a)  Recreation b)  Scenic Beauty c)  Business d)  Education e)  Visiting Friends and relatives
12. How do you come to know about Malampuzha dam? a)  Friends & relatives  
b)  Magazine & News Paper c)  Internet d)  Travel Agent e)  Word of Mouth
13. How did you travel to Malampuzha Dam?  
a)  2 Wheelers b)  4 Wheelers c)  Private bus d)  Taxi Service e)  Others
14. Who accompanies you in the visit? a)  Family b)  Friends & colleagues  
c)  Relatives d)  None
15. Number of People in the Journey: a)  2 b)  3 – 5 c)  5 – 10 d)  >10
16. Have you arranged for any stay in Malampuzha? a)  yes b)  No

17. If Yes, place of stay\_\_\_\_\_.
18. What will be the duration of your trip?  
 a)  One day trip b)  1 – 2 days c)  3-4 day d)  More than one week
19. Who made your tour arrangements? a)  Travel Agents b)  Self
20. If Travel Agent, Who\_\_\_\_\_.
21. How did you find out the information about the dam during the visit?  
 a)  Information boards b)  Brochures c)  Local guides d)  Sign post  
 e)  Map
22. **Rate the basic amenities available in the park?**

S.No	BASIC AMENITIES	High	Moderate	Low
BA 1	Drinking water facilities			
BA 2	Toilet facilities			
BA 3	Refreshment stalls			
BA 4	Sign boards			
BA 5	Guide facilities			
BA 6	Parking facilities			
BA 7	Changing room			
BA 8	Shopping Facilities			

**23. Rate the Recreational activities available in the park?**

(5-Very good, 4- good, 3- neutral, 2- bad, 1- very bad.)

S.No	ACTIVITIES	5	4	3	2	1
AC 1	Rope way					
AC 2	Hanging bridge					
AC 3	Swimming pool					
AC 4	Boating					
AC 5	Trekking					
AC 6	Sight seeing					
AC 7	Jeep safari					
AC 8	Fishing					
AC 9	Photography					

**24. Rate the level of satisfaction on transportation facilities provided in the dam:** (5- Highly satisfied, 4- satisfied, 3- neutral, 2- dissatisfied, 1- highly dissatisfied.)

SL.NO	TRANSPORT FACILITIES	5	4	3	2	1
TF 1	Bus frequency					
TF 2	Separate parking facility for buses 2 wheelers and 4 wheelers					
TF 3	Adequate jeeps for safari					
TF 4	Availability and maintenance of ropeways					
TF 5	Well defined pathways					
TF 6	Well maintained Boats					

**25. Rate the level of satisfaction on staff services in the dam.**

S.NO	STAFF SERVICE	5	4	3	2	1
ST 1	Availability of Tour Guides					
ST 2	Adequate staff in ticket counters					
ST 3	Availability of staff services inside the dam					
ST 4	Cordial and informative staff					
ST 5	Adequate Trained staffs in Swimming pool					

**26. Rate the level of satisfaction on Safety and security provided in the Dam**

S.NO	SAFETY AND SECURITY	5	4	3	2	1
SA 1	Personal safety and security					
SA 2	Emergency reliefs are available					
SA 3	Adequate ambulance and first aid facilities in the dam					
SA 4	Well maintained life jackets					
SA 5	Safety measures during ropeway ride					

**27. How would you rate level of satisfaction with regard to what the destination visited has offered?**

S.No	RECREATIONAL TOURIST SATISFACTION	5	4	3	2	1
RS1	Kindness of the local people					
RS 2	Interesting architecture					
RS 3	Information Centers					
RS 4	Souvenir					
RS 5	Possibilities for shopping					
RS6	Accommodations					
RS 7	Cost effectiveness					
RS 8	Accessibility					
RS 9	Amenities					
RS 10	Recreational activities					
RS 11	Overall cleanliness of the destination					
RS 12	Climate conditions					
RS 13	Opportunity for rest					
RS 14	Help you to escape from the work life					
RS 15	Comfort of premises					
RS 16	Natural beauty of destination					
RS 17	Regular garbage pickups					
RS 18	Destination maintenance					
RS 19	State tourist board website					
RS 20	Overall satisfaction of visited place					

28.Likely to return :a)  Very unlikely b)  somewhat unlikely c)

Uncertain d)  somewhat likely e)  Extremely likely

29.Likely to recommend: a)  Very unlikely b)  somewhat unlikely c)

Uncertain d)  somewhat likely e)  Extremely likely

30. Do you have any suggestion?

\_\_\_\_\_.

## PHOTO GALLERY

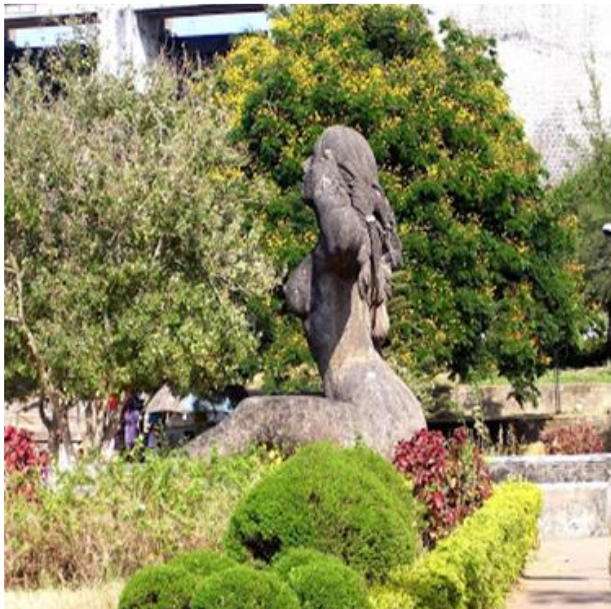
### Malampuzha Dam Entrance



### Malampuzha Dam



### Malampuzha Yakshi



### Malampuzha Dam Garden



### Activities provided in Malampuzha Dam

## Ropeway



## Boating



## Hanging Bridge



## Trekking

