A Study On Problems And Prospects Of Ecotourism Projects In Kalasamala, Thrissur District

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Abstract: Tourism is taken into consideration as one of the global largest smokeless industries. Nowadays, it is one of the quickest growing industries also. The importance tourism has been nicely identified in both developed and developing nations in recent times. This paper attempts to try to give a clean photo about Kalasamala ecotourism projects and its problems and potentialities. It is a budding ecotourism centre and a biodiversity history spot in Thrissur district. The essential goal of the study is that to recognize the socio financial blessings of the initiatives. Besides that the paper tries to find out the effectiveness of infrastructure centres research design is used for this look at. Data are amassed from hundred neighbourhood citizens thru comfort sampling approach. Chi square take a look at is also used to check the affiliation among development and infrastructure centres.

Key words: ecotourism, Kalasamala, socioeconomic benefits, problems and prospects, chi square test

1. INTRODUCTION
Kalasamala is a Virgin scenic hill station that lies to the north west of THRISSUR District, that's famed because the cultural capital of god’s personal us of a Kerala, the view from the top is over whelming. No surprise its miles being promoted as a budding eco –tourism cum biodiversity background spot within the District. Kalasamala additionally called kallazhikunnu, Narimadakunnu, positionned in Akathiyoor, a part of Chowannur in Porkulam panchayat. Kalasamala is a heavenly home and a biodiversity background website (one of the 5 inside the state, other four are irinole near Perumbavour in Ernakulam district and many others... the view from the hill faucet is spell binding Kalasamala is a temple grove wherein the dietiesare lord Shiva and lord Vishnu. The grove unfold over in 3.Five regions is jammed with 110 severely improved proper species referred to as Kulavetti or Vathamkoli in neighbourhood Language and “SyzygiumTravancorium” scientifically that is protected in the IUNC reed listing. According to the crimson listing handiest much less than 200 bushes are left in the international. There is a herbal cave inside the kalasamala hill top courting back to the stone- age that's referred to as Narimada (the domicile of tiger). A temple surrounded by using dense chola woodland is an brought appeal right here .Kalasamala has now turn out to be a visitor destination and cinema capturing area because it offers nature in it's definitely.

Objectives of the study
- To study problems and prospects ecotourism in Kalasamala
- To know the socio economic benefits of Kalasamala ecotourism projects
- To test the effectiveness of infrastructure facilities

Hypothesis
Ho: there is no association between infrastructure facilities and development

Research methodology
Research design: Descriptive research design is used for the study

Sources of data
Both primary and secondary data were collected for the study. Primary data was collected from hundred resident people through convenient sampling method. Secondary data were collected from books, published journals, articles, periodicals and reviews.

Sample method
Convenient sampling method is used for the study.

Sample unit
100 local residents are selected as sample unit

Data collection tool
A well-structured questionnaire is used for data collection

Data analysis tool
Table, percentage analysis and chi-square test are used for analysis

REVIEW OF LITERATURE
Meyer et al (2019) recently proposed that the nutritional condition of white sharks is unaffected by cage diving tourism. This conclusion was reached after analysing changes in the fatty acid profile of muscle samples collected from sharks that had spent more time around cage diving and contrasting them to sharks relatively unexposed to these activities. Here we want to caution on the interpretation of these results which do not fully take into consideration the way energy metabolism functions in elasmobranchs. We provide some alternative metabolic targets which could be retrieved from the field and would be more relevant to e...
purpose of this study is to examine whether environmentally friendly tourists spend more (or less) on nature-based activities. Using survey data collected from local and international tourists in Kuching (the capital city of Sarawak state in Malaysia), we find evidence that eco-friendly tourists spend less on nature-based activities. Tek B. Dangi and William J. Gribb (2018) in their study sustainable ecotourism management and visitors experiences:-Managing conflict perspectives in rocky mountain National Park USA examined how different perspectives of Management and service providers impact sustainable ecotourism management and visitors experiences. The study aims to conducted research to explore perceptions both similar and dissimilar of two key stakeholders Park managers and concessionary inside the park at Rocky Mountain National Park USA, regarding sustainable Eco tourism management and visitor’s experiences. The study collected data through a brief questionnaire from 27 park confectioneries and seven management staff. The study found that both respondents are agreed on Eco tourism activities and their overall positive impact, but they differed on carrying capacity, horse uses impact and visitor conflict issues. Tsung Hung Lee & Fen-Hauhjan (2017) conducted a study on ecotourism behavioural model using environmental mind-set, subjective norms, perceived behavioural manage, perceived Eco tourism usefulness, biospheric price, ecotourism self-identity, ecotourism behavioural aim and ecotourism behaviour among nature primarily based tourist. Study tested 10 hypothesis and integrated the concept of planned behaviour the technology acceptance model fee accept as true with norms theory and social identification idea to provide an included ecotourism behavioural model for 4 vital Taiwanesnature based totally tourism destinations. Based on the chi-square take a look at the respondents at these nature based totally destinations statistically differed in the age, occupation and place of house. Dr. Manoj pk (2016) conducted a study and it revealed the vast prospects of rural tourism for employment creation and economic development based on kumbalangi-A role tourism destination in Ernakulum District of Central Kerala and the first model tourism village in India. The study projects the immense development potential of tourism on one hand and the utmost need for preserving the quality of the environment. The study tries to analyse the feedback of tourist to understand the factors influencing the sustainability of rural tourism. The main objective of the study is to study from a global perspective the pattern of tourist Arrival to Kerala vis a visa India as a whole particularly the foreign tourist Arrival to Kerala and to identify whether there is a declining trend in the foreign tourist Arrival to Kerala. This study is a descriptive and analytical nature. Primary data collected by using a sample survey at kumbalangi. The major findings of the study is that the natural beauty is the most important factor which impresses the tourist and gradual degradation of natural environment is the worst challenge. Parvathy R Nair (2019) revealed in her study “problem and prospects of ecotourism with special reference to Konni” was that, most number of tourists arriving Konni are domestic tourist. Foreign tourists are second in place. The main objective of the study is to find out whether the facilities provided to the tourist are adequate and to assess whether the pollution control measure are adequate .Convenience sampling method is used for the study. Simple percentage method is used in the analysis of the data .The study suggests that the sites are more popularly to bring more tourist from abroad through advertisement book and social media and other sources .The study tries to through light on the prospects of Konni as an eco-tourism site. Dorupostica, Antonio Cardoso (2014) conducted a study “current development level of Eco tourism and Eco tourist product in Moldova”. The study examined the current situation and development level of Eco tourism in Moldova by presenting and commenting the result of some studies made on national level. The study conducted based on Royal forest and proposes a basic project to improve this destination. The main objective is to assess the current level of ecotourism and existing products on the national market. Research methods used for the study were observation method, logical analysis and synthesis analogy and comparison. Kalasamala groveKalasamala grove in Akathiyoor close to Kunnmakulam is the primary biodiversity history web page of the kingdom exact by way of the Kerala nation biodiversity board (KSBDB). Lord shiva and lord Vishnu are the fore most deities of this sacred temple grove. Experts have identified the grove as home to certifiably endangered tree species referred to as syzygium travancoricum in the temple premises at kalasamala. The temple authorities of kalasamala grove are thecaretakers of this precise eco device and play a essential role in the management of the biodiversity conservation device. The country wide biodiversity authority (NRDA) and the KSBDB supplied financial help to the temple authority for the safety of this expenional atmosphere the local Panchayat also allocates budget in its plan for conservation and fortification of the web site a complete ban on cutting bushes within the sacred grove is in vicinity. attractions in kalasamala or narimadaA part from the grove, there is herbal cave on the hilltop in Kalasamala regionally referred to as Narimada which dates back to the stone ac and it also has a dense shola wooded area having a stunning temple in the center standing exceptional kind shape of stones in there inside the kallazhikunnru standing another temple of murugan. Different sort's swami ashram's right here. Totally the kalasamala is a heritage enchantment Kalasamala is a best destination for film shootingKalasamala is first-class vacation spot for the film shooting so any films are directing or taking pictures on this area, the natural difference from other area and delightful range timber, cave different and none elements are which includes for movie shoot.Years in the past, a Telgu movie turned into shot right here for which the art director had created a miniature temple when the movie unit left, the temple remained abandoned there. One day a kalvilakku(multilayer lamp made of stone) seemed infrent of the model temple, quickly followed by way of religious rituals the well timed interference of the panchayath stopped. The film's miniature temple model from turning into a actual temple. The scenic kalasamala hill has been see in many Malayalam movies, consisting of bhoothankandi- directed by means of Lohithadas starring mammotty. Evenings are the perfect time to visiting this picture sque locate. For urban humans, kalasamala offers the suitable respite from the hustle and bustle of town lifestyles and enhancing creation to the beauty of nature. Kalasamala is region for shooting unique film are shooting there. Like Katha, Pattanathilbhootham,
Ummapenniuuriyadapayyan, emaninallaoral, ithihasa,jinger,etc... extraordinary album and different songs are capturing in kalasamala.Kalasamala as a Kerala tourist destination gives nature at its satisfactory even to the most discerning traveller. Syzygium Travancoricum kalasamala & Chola (Kulavetty) KFRIinitiatives to conserve threatened timber of syzygiumtravancoricum at kalasamala ‘SYZYGIUM TRAVANCORICUM’ is a severely superior species red indexed by IUCN in 1998. This species is domestically called ponyal,and kulavetty. There are approximately 500 stated individuals of the species wherein extra than 200 are from kalasamala Thirissur which indicates the importance of the populace. This place is especially threaded because of addition of latent soil from the pinnacle hill, mainly due to mining and creation sports. This changed into took place in closing decade before that it was perfect swamp ecosystem with perennial water drift. These modifications resulted in total failure of regeneration. In additional changes in microhabitat greater stem boner attack and numbers of nature trees are reducing in each 12 months. KFRI has risen 250 seeding of this species in lab and 100 seedlings have been planted at kalasamala on ju fifth in connection with environmental day celebration. This became the first initiatives to re stone the habitat which desires keeps long time commitment and enter. KFRI will retain is efforts to preserve the population of syzygiumtravancoricumatakalasam, considered one of the largest populations described to date stated DR B.S Cormic IFS, director of KFRI .Officals from porkulam gramapanchayat, temple authorities scholar of English higher secondary college and local public are very plenty supportive to the attempt for protecting this population stated DR V. Sreekumar scientist who raised the habitat which desires keeps long time commitment and enter. KFRI will generate statistics on this populace for scientific control and conservation.

Table 1:
Source: Author's field work (2019).

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<thead>
<tr>
<th>Development/ Infrastructure facilities</th>
<th>Average</th>
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<td>Developed</td>
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<td>42</td>
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<tr>
<td>Not developed</td>
<td>12</td>
<td>46</td>
<td>58</td>
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<tr>
<td>Total</td>
<td>30</td>
<td>70</td>
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4. TESTING OF HYPOTHESIS
Ho: no association between infrastructure facilities and development of Kalasamala local area.
Development Infrastructure facilities

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Source: Author's field work (2019).
d.f= (r-1)(c-1)
Table value at 5% level of significance is 3.841. So reject the null hypothesis.

FINDINGS
- Most of the people are little privy to Kalasamala eco – tourism.
- The maximum interesting issue for traveling in kalasamala is Chola, Narimada and Kulavetty.
- Most of the people agreed that herbal resource safety and tourism can be compatible
- Majority humans agreed that protection of nearby historical past and tourism can be well suited
- Majority humans trust the citizens might gain from development of eco – tourism in Kalasamala.
- Most of the human beings are positive that the eco-tourism work is well
- Most of the human beings agreed that the panchayath officers are gambling an vital role within the process of eco – tourism development.
- Most of the people opined that, Kalasamala ecotourism task doesn't influences unfavourable in the lifestyles or surroundings.
- Majority humans agreed that there's no land attack happens in Kalasamala.
- It was found that, after enforcing eco – tourism in Kalasamala there's a 50% increase of employment opportunities.
- Majority of the respondents agreed that, Kalasamala is the fine vacation spot for movie shooting.
- Most of the respondents agreed that, while enforcing ecotourism plan, there is no problems among officers and neighbourhood citizens.
- The resident human beings responds in opposition to the anti- socialist trouble to the improvement of ecotourism
- Majority of the respondents aren't agreed with the adoption of price ticket device
- All the people agreed that there may be no trouble of any unhygienic sports with regard to tourism development.
- The simple necessities consisting of consuming water & all of us responding 50-50% or neutral answering
- Most of the respondents dissatisfied with the prevailing transportation centres.
- Majority of the respondents upset with the prevailing banking centres.
- Majority of the respondents agreed about the pilgrim scope in Kalasamala.
- Most of the respondents opined that, there's much less political interference while enforcing the challenge.

SUGGESTIONS
• Provide a better cognizance approximately Kalasamala eco – tourism.
• Provide sufficient transportation and banking facility for tourist.
• Protect Kalasamala from the anti- socialist problem.
• Provide higher primary requirements such as ingesting water & Sanitation.
• Protect Kulavetty bushes in Kalasamala.
• Adoption of ticket system even as travelling the place enables to minimise the advent of antisocialists.
• More danger to movie enterprise.
• Provide employment opportunities in Kalasamala.
• Protect the children’s play floor within the Kalasamala.
• Provide Chances to broaden sustainable eco- tourism.
• Other stake holders have to go to and check the improvement of eco- tourism.
• Develop pilgrim centres to attract pilgrim vacationers.
• Protect narimada, chola,kulavettyother trees by adopting unique laws.
• Strict action need to be taken against the folks that are dumping the wastage in Kalasamala.
• Immediate final touch of the challenge enables unemployed to get employment possibilities.
• Protect from soli prom pollutants.

CONCLUSION
Eco –tourism is one in every of the quick growing sectors in Kerala. Kalasamala is a virgin scenic hill station that lies to the north west of Thrissur district, that is famed because the culture capital of god’s very own Kerala. The view from the pinnacle is overwhelming no surprise it is being promoted as a budding eco –tourism cum biodiversity heritage spot within the district. This the eco-tourism situated in kunnakulam taluk chowannur block panchayath/porkulam panchayath akathiyoor. This study may be concluded that the eco- tourism venture is a well going project in Kalasamala. In this take a look at attempts to give consciousness about Kalasamala eco- Tourism .This study tries to present consciousness approximately Kalasamala eco- Tourism. The look at determined out the primary troubles situated in Kalasamala. Most of the people disenchanted approximately banking and transportation centres. Kalasamala isn’t always only an ecotourism centre but a pilgrim centre additionally. The Kalasamala eco-tourism mission will offer employment possibilities to neighbourhood citizens in close to destiny. Moreover it’s far a first-class destination for movie shooting. Besides that this examine gives a few proposal to shield the kids play floor, and some plan to reduce wastage dumping and also offer better transportation and banking facilities.

REFERENCES