

A Detailed Study on Backpackers Tourism in Kerala with Special Reference To Alappuzha District

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Abstract: Backpacking is a low-cost, autonomous travel style that frequently entails staying in cheap accommodations and packing a bag with all of your essentials. Alappuzha is a backwater centre that attracts youngsters and tourist as well as backpacker tourists from all around the world. Tourists to Alappuzha often face difficulties which are caused by middle men, who are present at all levels. Moreover, this menace is getting worse by the day. The study's primary objective is a thorough examination of Kerala's backpackers' industry with particular emphasis on Alappuzha. The project mainly focuses on analysing the backpacker's tourism possibilities at Alappuzha district because backpacking is new to the tourism industry. This project also aims to discover the kinds of tourist who prefer this kind of tourism. The cheapest way to tour the backwaters is from Alleppey if money is truly tight. Taking public ferries to the nearby little towns could take you days.

Keywords: Backpacker Tourism, Allapuzha.

I. INTRODUCTION

Tourism is the biggest and fastest-growing sector in the world. It offers both employment and revenue. It also gives people the chance to learn about a country's culture, civilization and religious characteristics. Tourism refers to leisure and adventure travel¹. It includes pursuits like camping and sightseeing. Tourists are people who travel for pleasure. The expansion and development of numerous industries that are closely related to a thriving tourism industry, such as transportation, loading, wildlife, the arts and entertainment are among the positive consequences of tourism on a nation's economy².

World Tourism Organization defines tourists as people who travel to stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. ³ The national, regional, and local economies are all directly impacted by the incoming and outgoing economic phenomenon that is tourism. Development of the tourism industry has a positive impact on the area's economic growth⁴. To develop the tourism sector some of the important factors are: infrastructure, trekking, winter sports, beach resorts, facilitation procedures at the airports and railways e-booking and e-ticketing facilities, better transportation and bread and breakfast, development of different category of hotels

India is a significant travel and tourism market. Cruises, adventure, medical, wellness, sports, mice, eco-tourism, film, rural and religious tourism are just a few of the unique travel options it offers. Both domestic and foreign tourists are aware of India as a destination for spiritual tourism. India is a paradise for tourist and site seers it can provide attraction to people all tastes because of the unique and happy blending of modernism. Tourism industry is the biggest service providing industry of India.

Whether a person is wealthy, affluent, well educated, disadvantaged, and poor or belongs to socioeconomically underprivileged portions of the society, travel and tourism have always been an important part of their lives. There are many reasons why people engage in travel and tourism, including religious, cultural, sporting, educational, employment, medical, seeing wildlife, adventure, ecotourism, business, and so on. As a result, there are many reasons why people engage in travel and tourism India is a diverse nation with many different cultures, beliefs, faiths, and ethnicities.

It boasts beautiful temples, shrines, parks, wildlife sanctuaries, beaches, forts, tombs, museums, and other attractions that draw visitors from all over the world. India is becoming famous and is recognized to have a rich and cultural heritage due to its historical monuments, religious places, leisure and recreation areas, wildlife sanctuaries, beaches and forests.

In ancient times, the most of the travellers are gone for pilgrim tourism for religious purpose. All categories of people take pleasure in travelling to different places for the purpose of business, work, leisure, recreation, participation in fairs, festivals and other occasions. The travel and tourism industry are tactically important to the Indian economy because it offers a number of socioeconomic advantages. According to the world economic forum's travel and tourism competitiveness report 2013, India is ranked 65th globally and 11th among 140 economies on the travel and tourism competitiveness index.

Kerala is well-known for backwaters, eco-tourism, scenic beauty, amazing beaches and mouth-watering cuisine. Kerala is a tourist destination attracting people by its natural beauty. Some of the famous tourists' places are in Kerala are Thekkady, Alappuzha, Kumarakam, Wayanad and so on. Kerala is also known as God's own country.

Tourism is considered to be a major employment generating industry. The ecology and culture are indirectly benefited by tourism. Ancient cultures and handicrafts are also preserved with the aid of tourism. Backpacking is a self-governing and inexpensive method of travelling. The majority of travellers want to develop on the basis of business, a trip with friends or a honeymoon. They are also travelling as backpackers. The fact that travelling as a backpacker is more challenging, exciting and offers a wealth of new experiences. Some people travel by hitchhiking, camping, trekking, and tramping through the outdoors or in the forests. Some travellers travel with backpacks while staying in hotels and hostels while they drive throughout the nation. There are a large number of both domestic and foreign travellers who fall into different category. Backpacking gives you the opportunity to travel and see a lot of the world on a budget. You might need to lower your usual living standards a bit with eating street food and sharing a dorm and bathroom with other people. But it is a great way to see different environments on a low cost. However, backpacking is not just a way of travelling, it's a lifestyle.

II. SAMPLING

A set of 25 questions are prepared and given to tourist at Alappuzha primary data mainly collected from the opinions and view point of 100 respondents.

Data Analysis

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE AGE GROUP

Options	Frequency	Percentage
Below15 Years	0	0%
20 -30Years	72	72%
30– 40 Years	20	20%
Above40	8	8%
Total	100	100%

INTERPRETATION:

From the above Table we can understand that the majority of respondents (72%) are from age group of 20 – 30 years and 20% of respondents are from the age group of 30 – 40 years. Only 8% of respondents are from the age group of 40 and above.

This shows that most of the respondents are between the age group of 20 – 30 years.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE GENDER

Options	Frequency	Percentage
Male	54	54%
Female	44	44%
Other	2	2%
Total	100	100%

INTERPRETATION:

From the above Table we can understand that 54% of respondents are male and 44% of respondents are female. This shows that most of the respondents are male.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE NATIONALITY

Options	Frequency	Percentage
Indians	81	81%
Foreigners	19	19%
Total	100	100%

INTERPRETATION:

From the above Table we can understand that 81% of respondents are Indian and 19% of respondents are foreigners. This shows that majority of the respondents are Indian.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE KNOWLEDGE ABOUT BACKPACKERS TOURISM

Options	Frequency	Percentage
Yes	74	74%
No	26	26%
Total	100	100%

INTERPRETATION:

The above Table shows that 74% of respondents are aware about backpackers tourism and 26% of respondents are not aware about backpackers tourism. This shows that most of the respondents are aware about backpackers tourism.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR FIRST EXPERIENCE AS BACKPACKER TOURIST

Options	Frequency	Percentage
Yes	60	60%

No	40	40%
Total	100	100%

INTERPRETATION:

The above Table No.4.5 shows that 60% of respondents are newly experiencing as an backpacker tourist and 40% of respondents are visiting more than one time. Thus most backpacker tourists are newly experiencing as a backpacker tourist.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE SOURCE OF INFORMATION ABOUT BACKPACKERS TOURISM

Options	Frequency	Percentage
Internet	34	34%
Family/Friends	66	66%
Magazines	0	0%
Others	0	0%
Total	100	100%

INTERPRETATION:

The above Table shows that 66% of respondents go to the information about backpackers tourism from family/friends and 34% of respondents go to the information from internet. This shows that most of the respondents go to the information from family/friends.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR VISIT

Options	Frequency	Percentage
Yes	54	54%
No	46	46%
Total	100	100%

INTERPRETATION:

The above Table No 4.7 shows that 54% of visitors are visiting Alappuzha for the first time and 46% of visitors are frequent visitors. This shows that majority of the respondents are visiting Alappuzha for the first time.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE PURPOSE OF THE VISIT

Options	Frequency	Percentage
Study/Research	4	4%
Leisure	84	84%

Others	12	12%
Total	100	100%

INTERPRETATION:

The above Table we can understand that 84% of respondents travel for purpose of leisure and 4% of respondents are travel for the purpose of study/ research. This shows that most of the people travel for the purpose of leisure.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE MODE OF TRANSPORTATION USED

Options	Frequency	Percentage
PublicTransportation	29	29%
Two-Wheeler	42	42%
Four-Wheeler	27	27%
Others	2	2%
Total	100	100%

INTERPRETATION:

The above Table we can understand that 42% of respondent prefer two-wheeler for the transportation and 29% of respondents prefer public transportation. This shows that most of the respondents prefer two wheelers for their travel.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR INTEREST ON TYPES OF TOURISM

Options	Frequency	Percentage
Ecotourism	34	34%
Adventuretourism	57	57%
Culturaltourism	8	8%
Religioustourism	1	1%
Total	100	100%

INTERPRETATION:

The above Table shows that 51% of respondents prefer adventure tourism and 34% of respondents prefer eco-tourism% of respondents prefer cultural tourism and 1% of respondents prefer religious tourism. This shows that most of the respondents prefer adventure tourism.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR WILLINGNESS TO VISIT NEARBY DESTINATIONS

Options	Frequency	Percentage
Yes	89	89%

No	11	11%
Total	100	100%

INTERPRETATION:

The above Table shows that 89% of respondents like to visit nearby destination and 11% of respondents are not interested to visit nearby destination. This shows that most of the respondents like to visit nearby destination.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE BEHAVIOUR OF LOCAL PEOPLE

Options	Frequency	Percentage
1	2	2%
2	9	9%
3	21	21%
4	46	46%
5	22	22%
Total	100	100%

INTERPRETATION:

The above Table shows that 46% of respondent's rates good about the behavior of local people. 22% of respondent's rates excellent about the behavior of local people. 21% of respondent's rates satisfactory about the behavior of local people and 9% of respondent's rates poor. 2% respondent's rates very poor about the behavior of local people. This shows that most of the respondent's rates good about the behavior of local people.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE OPINION ABOUT THE CROWD IN ALAPPUZHA

Options	Frequency	Percentage
1	1	1%
2	5	5%
3	9	9%
4	56	56%
5	30	30%
Total	100	100%

INTERPRETATION:

The above Table shows that 56% of respondent's rates good for the crowd in Alappuzha. 30% of respondent's rates excellent. 9% of respondents rates satisfactory. 5% of respondents rates poor and 1% of respondents rates very poor. This shows that most of the respondents rates good for the crowd in Alappuzha.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE PRODUCTS SATISFACTION DURING THE VISIT AT ALAPPUZHA

Options	Frequency	Percentage
Accommodation	24	24%
Activity	42	42%
Food	29	29%
Others	5	5%
Total	100	100%

INTERPRETATION:

The above Table shows that 42% of respondents are satisfied with activities at Alappuzha and 29% of respondents are satisfied with food and 24% of respondents are satisfied with accommodation. This shows that the most respondents are satisfied with activities.

CLASSIFICATION OF RESPONDENTS ACCORDING TO UNCOMFORTABLE DURING THE VISIT AT ALAPPUZHA

Options	Frequency	Percentage
Accommodation	12	12%
Activity	27	27%
Food	35	35%
Others	26	26%
Total	100	100%

INTERPRETATION:

The above Table shows that 35% of respondents are uncomfortable with food and 27% of respondents are uncomfortable with activity and 12% of respondents are uncomfortable with accommodation. This shows that most of the respondents are uncomfortable with food.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE SATISFACTION AT ALAPPUZHA

Options	Frequency	Percentage
Excellent	51	51%
Good	33	33%
Satisfactory	3	3%
Poor	13	13%
Total	100	100%

INTERPRETATION:

The above Table shows that 51% of respondents rates excellent for the satisfaction at Alappuzha. 33% of respondents rates good for the satisfaction at Alappuzha. 13% of respondent rates poor for the satisfaction at Alappuzha and 3% of respondents rates satisfactory for the satisfaction at Alappuzha. This shows that most of the respondents rates excellent for the satisfaction at Alappuzha.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE RATE OF THE WASTE MANAGEMENT PRACTICES AT ALAPPUZHA

Options	Frequency	Percentage
1	12	12%
2	16	16%
3	22	22%
4	48	48%
5	3	3%
Total	100	100%

INTERPRETATION:

The above Table shows that 48% of respondents rates good with waste management. 22% of respondents rates satisfactory with waste management. 16% of respondents rates poor with waste management. 12% of respondent rates very poor with the waste management and 3% of respondents rates excellent with the waste management. This shows that most of the respondents are satisfied with waste management.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE RATE OF CLEANLINESS AND NEATNESS OF ALAPPUZHA

Options	Frequency	Percentage
1	10	10%
2	18	18%
3	15	15%
4	50	50%
5	7	7%
Total	100	100%

INTERPRETATION:

The above Table shows that 50% of respondents are rated good with cleanliness and neatness of Alappuzha. 18% of respondents are rated poor. 15% of respondents are rated satisfactory. 10% of respondents rated very poor and 7% of respondents rated excellent. This shows that most of the respondents are satisfied with cleanliness and neatness.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE PROBLEMS FACED WHILE FINDING THE ROUTES

Options	Frequency	Percentage
Yes	14	14%
No	86	86%
Total	100	100%

INTERPRETATION:

The above Table shows that 86% of respondents have not faced problems while finding the routes and 14% of respondents have faced problems while finding the routes. This shows that most of the visitors have no problems while finding the routes.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE RATE OF SAFETY AND SECURITY OF TOURIST

Options	Frequency	Percentage
1	1	1%
2	8	8%
3	25	25%
4	52	52%
5	14	14%
Total	100	100%

INTERPRETATION:

The above Table shows that 52% of respondents rates good for the safety and security of tourist. 25% of respondents rates satisfactory. 14% of respondents rates excellent. 8% of respondents rates poor and 1% of respondent rates very poor. This shows that most of the respondents satisfied for safety and security for tourist.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE ATTITUDE OF GOVERNMENT IN THE DEVELOPMENT OF TOURISM DESTINATION

Options	Frequency	Percentage
Positive	43	43%
Negative	15	15%
Interactive	36	36%
Others	6	6%
Total	100	100%

INTERPRETATION:

The above Table shows that 43% of respondents opinion about attitude of government in the development of tourism is positive and 15% of respondents opinion is negative and 36% of respondents opinion is interactive. This shows that the attitude of government towards the development of tourism destination is positive.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE SATISFACTION ABOUT PUBLIC SANITARY FACILITIES IN ALAPPUZHA

Options	Frequency	Percentage
1	11	11%
2	14	14%
3	17	17%
4	50	50%
5	8	8%
Total	100	100%

INTERPRETATION:

The above Table shows that 50% of respondents are satisfied for the public sanitary facilities and 8% of respondents rates poor for public sanitary facilities. This shows that most of the visitors are satisfied with the public sanitary facilities.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE FUTURE ASPECTS OF BACKPACKERS TOURIST

Options	Frequency	Percentage
Will increase	80	80%
Will decrease	3	3%
Remains same	17	17%
Total	100	100%

INTERPRETATION:

The above Table shows that 80% of respondents opinion is that backpackers will increase in the future. 3% of respondents opinion is that it will decrease in future and 17% of respondents opinion is remains same in future. This shows that most of the visitors opinion is that the future aspects of backpackers tourist will increase.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE OPINION REGARDING DISABLE FRIENDLY DESTINATION

Options	Frequency	Percentage
Yes	22	22%
No	75	75%

Maybe	3	3%
Total	100	100%

INTERPRETATION:

The above Table shows that 22% of respondents opinion is that the destination is disable friendly and 75% of respondents opinion is that the destination is not a disable friendly destination. This shows that the destination is not a disable friendly destination.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE OPINION ABOUT THE TYPES OF PROMOTIONAL ACTIVITIES TO PROMOTE ALAPPUZHA

Options	Frequency	Percentage
Mouthto mouth	29	29%
Marketingthroughsocial media	70	70%
Marketing throughbrochures	1	1%
Others	0	0%
Total	100	100%

INTERPRETATION:

The above Table shows that 70% of respondents suggest marketing through social media for the promotion. 1% of the respondents suggest marketing through brochures. 29% of respondents suggest mouth to mouth for the promotion. This shows that most of the respondents suggest marketing through social media.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE OPINION ABOUT THE WILLINGNESS TO VISIT THE DESTINATION AGAIN

Options	Frequency	Percentage
Yes	94	94%
No	6	6%
Total	100	100%

INTERPRETATION:

The above Table shows that 94% of respondents are willing to visit the destinations in Alappuzha again. And 6% of respondents are not willing to visit the destinations in Alappuzha again. This shows that most of the tourist is willing to visit the destinations in Alappuzha again.

III. FINDINGS

- Majority of backpack tourists are between the age group of 20-30 years.
- Men constitute a larger share of respondents.
- The majority of the respondents are from India.
- Around three fourth of respondents are aware of backpacker tourism.
- First-time backpackers account for the majority of responders. And they are almost equally distributed between first-timers and others, with a slight majority to the former.
- Family/friends account for a higher percentage as an information source for backpacker tourism.

- The respondents majorly travel for leisure activities.
- Preference given to the two-wheelers is more than other modes.
- Most of the respondents prefer adventure tourism, and they are most likely to give priority to nearby destinations.
- The rating based on behavioral aspects shows that the locals respond favorably. Based on the crowd conditions in Alappuzha, a similar response as behavior is marked.
- The activities are satisfactory to the respondents. But the food experience is marked as uncomfortable. Overall, the satisfaction level is excellent.
- Overall, the respondents are satisfied with waste management measures, neatness, and cleanliness.
- Most of the respondents felt easiness in finding routes. Same with the safety and security of backpackers.
- The governmental attitude towards the development of tourist destinations is positive.
- Public sanitary facilities for visitors are satisfactory.
- The prospects of the backpackers are positive and expected to increase as per the visitors.
- The destinations are not disable-friendly.
- Received great support for the idea of social media marketing for promoting tourism in Alappuzha
- Nearly all visitors would like to return to the destinations of Alappuzha.

IV. SUGGESTIONS

- Promoting the idea of backpacking among tourist through brochures, marketing through social media, word of mouth publicity etc.
- Budget friendly accommodation & food and beverage.
- Provide Waste bins near all the tourist destinations in Alappuzha.
- Reduce Plastics in the destination.
- Provide luggage carrying facility for backpackers.
- Give access to public sanitary.
- Provide Machines equipment for disable friendly tourists

V. CONCLUSION

Backpacking can be a great way to see the world, as it allows travelers to go further and explore more of a destination. This is especially true for those who are looking to see more than just the big cities. By traveling with a backpack, travelers are able to explore remote areas and have a more authentic experience. Backpacking tourism in Alappuzha is a unique and amazing experience. Tourists are able to explore the diverse culture, traditions, and natural beauty of this coastal town. The services provided by the local businesses, and the hospitality of the locals, make the experience even more enjoyable. The safety and security measures taken by the government and local authorities have made Alappuzha a safe destination for tourists. The variety of tourist attractions, and the affordability of the accommodation and transport services, have made it an attractive destination for backpackers. Therefore, Alappuzha is a great destination for backpackers to explore and discover the wonders of India.

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