

A Study on Adventure Tourism in Kerala with Special Reference to Calicut District

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Abstract: *As an adventure destination, Kerala offers its visitors umpteen opportunities to unleash their enthusiastic selves. Adventure tourism is the best way to earn more without destroying nature. And not just that at time when natural disasters are occurring in Kerala As part of adventure activities numerous rescue operations this can be done. This present study is done in Kozhikode. Kakkadampoyi (Kozhikode) is one of the most important growing up adventure tourism centre in the state, Thusharagiri and Vellari Mala all with their picturesque locations and thriving wildlife which are ideal adventure spots for picnicking as well as trekking. The presence of the Western Ghats and the Arabian Sea increase the potential for adventure tourism in Kozhikode. The work aims to evaluate Kerala's achievement through adventure tourism and to assess the potential of adventure tourism in Kozhikode.*

Keywords: Adventure Tourism

I. INTRODUCTION

We are on the threshold of a new era, an era of tourism in which the growth of leisure travel around the world is expected to swell to dramatic proportions, an era in which people of all classes in the world will come to regard travel as a normal life. Tourism today is one of the world's fastest growing industries. World Tourism Organization statistics indicate that tourism will continue to grow strength to strength. From seventy million international tourist movements in the year 1960, the number is estimated to reach 1.5 billion by the year 2020. Novel ways of entertainment and new sights are being identified to attract tourist depending on the tastes of all age group and for people of all part of the world.

Past couple of years has witnessed an unprecedented surge of innovation in various segments and transformation in many business areas in global and Indian travel and tourism industry. The global economic slowdown pushed industry players to look for new avenues to bolster the bottom lines and also provide more value add ones to end customers in order to give them a good reason to travel. Innovation has become the key to success in this age and for Indian travel sector innovation has been mainly in the form of 'going niche'. Niche tourism is the 'in-thing' today as the industry offers wine tourism, pop culture, cruise tourism, medical tourism, gay tourism and much more. There are myriad categories of niche tourism available today and tour companies are willing to customize the itineraries according to the traveller's convenience. The concept of 'Niche tourism' has become popular in the western world for the past decade, while in India it is a recent phenomena, which is gaining momentum. Cultural tourism, Heritage tourism and Adventure tourism are among the major and popular segments of niche tourism in India, both with domestic and foreign travellers.

Adventure tourism is still a niche segment but one that is fast evolving in India and recording double digit growth and has the potential to turn into mainstream tourism in India in the near future. Instead of being seen as a small niche market a study shows that adventure tourism is a sizeable market with the potential for significant economic growth opportunities. Adventure based tourism in the country has recorded a growth of over 20% in the last few years and is emerging as one of the favourite destination for foreign tourist. The Adventure tourism is projected to be one of the major foreign exchange earner for the country with expected revenues of US \$ 20 billion (Rs 90,000 cores), provided the potential is fully exploited. The emerging niche adventure activities in India include scuba diving, sailing, paragliding, mountaineering, rock climbing trekking, skiing, skating, mountain biking, safaris,

river rafting canoeing, kayaking etc. Tourist can also enjoy animal safari, jeep safari, bird watching, wild camps, wild life safaris and jungle trail in the forest regions.

Various other states are also planning to develop adventure tourism which includes Orissa, West Bengal and Gujarat. Ministry of Tourism and Indian Travel Industry has launched a series of new initiatives to present and promote India as an upcoming adventure tourism destination. Even the highly successful incredible India campaign showcased India as an Adventure Tourism destination. The Ministry of Tourism has taken a landmark initiative and is working towards a strong Adventure policy and provide best class infrastructure in terms of safety, sustainability and management of Adventure destinations.

II. PERIOD OF STUDY

The study conducted on the "A STUDY ON ADVENTURE TOURISM IN KERALA WITH SPECIAL REFERENCE TO KOZHIKODE" was carried over Nov 2019- Feb 2020.

III. ADVENTURE TOURISM IN KERALA

Adventure Tourism Adventure is generally an outdoor activity of sport, which involves elements of daring and risk. Good physical fitness is generally a pre-requisite to participate in an adventure sporting activity. Like sports, adventure has always been an integral part of tourism. Today as a result of advances made in transport technology, which has reduced considerably the time taken to travel long distances plus the growing affluence this form of transport has made it possible for many people to afford to travel to places where they seek adventurous activities. In India there are many areas particularly in the Himalayan ranges where adventure sports are very popular.

The Indian sub-continent is regarded as the home to the highest mountain ranges in the world. These are the Himalayas and they have continuously held a demand for the travellers from throughout the world. In addition to the geographical diversity of other parts of the country, the other areas are the Western Ghats, the Thar Desert, the Rann of Kutch, the Eastern Ghats, the Konkan coast, hills, mountains, natural environmental conditions and the central Indian plateau region, wildlife, coast and islands, rivers. The country has a surplus of adventure activities to provide for across a wide range of sections within the adventure space. Adventure in the Indian subcontinent was assisted by the early mountaineers and explorers from Europe to the Himalayan regions during the colonial rule. A majority of them assumed under the patronage of the country's rulers as a means of discovering new avenues in their imperialistic ambitions, as well as instituting political supremacy by tapping the ethos of National pride through such expeditions.

While considering other states, Kerala's activities regarding adventure tourism is relatively low. Even though Kerala has its place on adventure tourism because of the activities which are conducted efficiently. One of the important among them is trekking. Kerala is the most effective trekking destination in India. The hotspot of surfing in Kerala is Kovalam, Varkala beach, etc... As Kerala is blessed with many rivers, people could experience the journey through backwaters. Paragliding is considered as the most elected activity due to its special experience. There are two types of adventure activities namely hard adventure and soft adventure. Discussions are conducted to include activities in these heads. Consider the basic activity to understand whether the journey is soft or hard adventure travel. Most of the adventure activities in Kerala will come under soft adventure travel.

IV. KOZHIKODE

Being a part of the most beautiful state in India, Kozhikode has been ranked the second best city in India to reside in. Also known as Calicut, this beautiful city boasts of beautiful beaches, parks, temples, churches, sanctuaries, hillocks, museums, wildlife, sculptures, rivers and lots more. It is the prominent trade and commerce centre in Kerala. Vasco Da Gama first set foot here in 1498 after which it became one of the most important ports in the Malabar region for the trade of spices, silk and other goods between European countries and India. The nature of land in Kozhikode is marshy. That is the reason why the world also knows Kozhikode as Chullikkad, which means a 'shrubby jungle'. The friendly nature of the people of Kozhikode, along with their love for traditional values is heart touching.

Kozhikode as an adventure destination was once the capital of the powerful Zamorin Dynasty. Its historical importance also stems from the fact that it was in the port here that Vasco-da-Gama landed in 1498, Once a prominent trade and commerce centre of British Malabar, Kozhikode in Kerala today greets visitors with its ancient monuments, lush green country sides, serene beaches, historic sites, rivers, a unique culture and a warm, friendly ambience that make it much sought after destination. Besides, Kozhikode charms visitors as an adventure spot. On a trip to Beypore, a prominent port and fishing harbour of ancient Kerala, one can witness the first hand the making of Uru (the Arabian trading vessel).

4.1 Picturesque Locations

The district also prides itself (Kallai) on being the World's second timber trading centre. The many museums and galleries, house wide collection of tools and devices used by the ancient tribal communities of Kerala, ancient mural paintings, antique bronzes, old coins, souvenirs and models of monuments await the adventure enthusiasts in Kozhikode. Travellers will love Kakkayam, Thusharagiri and Vellari Mala all with their picturesque locations and thriving wildlife which are ideal adventure spots for picnicking as well as trekking. The adventurous visitor in Kozhikode will also enjoy the bird sanctuaries, the waterfalls and the village ambience of this beautiful district.

V. ADVENTURE TOURIST DESTINATION IN KOZHIKODE

5.1 Kakkadampoyil

Kakkadampoyil is a hill station that shares its border with Kozhikode and Malappuram district in Kerala. Kakkadampoyil experience cold climate for most part of the year, attracting visitors from around northern districts of Kerala. But only a very few travellers know about the trekking possibilities here. Prior permission from the Kerala Forest department is needed for trekking here.

Kakkadampoyil is home for Indigenous tribal groups called Kaadavar and less than 30 families are there in this tribal group. As a traveller you can watch and learn about their primitive lifestyle and how they live in harmony with nature. 4 Kms into the trekking you will reach Nayadanpoyil caves, which is believed to be the hiding place of Ruler Pazhassi Raja during his time. Kuruvan river: Kuruvan river is the major contributor to the famous Chaliyar river. A little adventure for those who loves rock climbing. But make sure you get the permission from the Forest dept. One can trek 6 Kms by the river and get to the picturesque waterfalls called Aanakallupara. The other side of the river is thick jungle known as Pantheerayiram forest which is home to endemic wildlife of Western Ghats. The Kozhipara waterfalls across the Kuruvan River are another attraction.

Main activities: trekking, off road ride (motor cycle and jeep)

5.2 Kozhikode Beach (Calicut Beach)

Kozhikode Beach or Calicut Beach is a beach on the western side of Kozhikode, situated on the Malabar Coast of India. The beach is accessible through four roads over bridges in the city. The beach has paved stones and illumination. There is one Lions Park for the children and an aquarium. Kozhikode beach has always been a prominent place for conducting public meetings. The beach road was renamed & "Gandhi Road &"; in 1934 after Gandhi visited Calicut in 1934. Kozhikode Beach is one of the most sought-after destinations for adventurous tourist.

Main activities: banana boat, boating, paragliding (Seasonal), other water sports activities...

5.3 Thusharagiri

Literally meaning the snow covered peak, the Thusharagiri Waterfall. lying in the Western Ghats of Kozhikode district in Kerala is a nature lover's delight. Fine droplets from the waterfalls clad a silvery veil over the mountain. The set of three major beautiful cascades- are Earattumukku, Thanni Muthassi and Mazhavil Chattam form Thusharagiri waterfalls. The plantation destination that abounds in rubber, areca nut, pepper, ginger and spices, is also a Trekkers delight. Hike through dense evergreen forests itself is hard not to mention climbing steep rocks. Though the possibility of sudden encounter with wild animals adds an extra dimension of adventure and thrill. There is much other attraction here a big hollow tree in which you can enter and see the sky from inside.

Thusharagiri is great for trekking and rockclimbing. An ideal destination for nature lovers and wild life enthusiasts, this Kerala waterfall is also a great picnic spot as well as a nice romantic retreat.

Main activities: Kayaking, Trekking, Rock climbing etc

5.4 Vellari Mala

A treat for the eyes, Vellari Mala forms many beautiful waterfalls at various points of its journey with verdant, rolling landscape, with numerous brooks, cascades and breathtaking waterfalls. Unwind yourself and immerse in the whiff of its limitless fresh air. River Kanjirapuzha, a tributary of the River Chaliyar, meanders through the rocky terrain, creating cascades and breathtaking waterfalls at many points. The landscape's beauty and topography is truly a trekker's paradise and is also an ideal picnic spot for people of all age groups to have a good time. Scintillating waterfalls and velvet green landscapes make this an ideal spot for trekking.

5.5 Kakkayam

The main thing about this wonderful natural gift is that, this place is still untouched by the tourist's crowd and is not at all there in the tourist map of Kerala. Near the dam location, elephants, bison's. And other animals can be seen roaming around. A rich forest area surrounded by hills, waterfalls, streams and more, Kakkayam is one of the most beautiful adventurous evergreen forest areas in Kerala. Journey through the curved hilly roads with deep green valley in one side and part of dense forest on the other side will be a memorable one for a treklover.

The main attractions near this tourists place are, Kakkayam valley, Kariyathan rock (Kariyathan Mala) and Urukkuzhi Waterfalls. The Hanging Bridge over these waterfalls is another attraction here. A giant tree named 'Tholaranji' about 87 years welcomes you at the start of the trek Kakkayam is also well known for its wealth of variety of plant species and animal variety. At the dam site one can spot a wide variety of butterflies and birds.

5.6 Pullurampara

Pullurampara, is a village situated near the town of Thiruvambady in the Calicut district of the Indian state of Kerala. It is approximately 42 km from Calicut and is in two panchayats, Thiruvambady and Kodencheri. Iruvanjippuzha River flows through Pullurampara River Rafting and other water sports activities take place here. River rafting costs Rs 700 for 2 km and Rs 1000 for 5 km

VI. DATA ANALYSIS

6.1 Age Wise Analysis

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Below 18	0	0%
18 – 25	34	68%
25 – 40	14	28%
Above 40	2	4%
Total	50	100%

6.2 Gender Wise Analysis

Variables	No Of Respondents	Percentage (%)
Male	32	64%
Female	18	36%
Others	0	0%
Total	50	100%

6.3 Mostly Visited With

Variables	No of Respondents	Percentage (%)
Family	12	24%
Friends	16	16%
Group	12	12%
Individual	10	20%
Total	50	100%

6.4 Satisfaction of Tourist by the Facility Available at Kozhikode

Variables	No of Respondents	Percentage (%)
Yes	20	40%
No	30	60%
Total	50	100%

6.5 Local Transportation Availabilities

Variables	No of Respondents	Percentage (%)
Excellent	2	4%
Good	18	36%
Average	28	56%
Poor	2	4%
Total	50	100%

6.6 Prior Experience in Any Area of Adventure Tourism

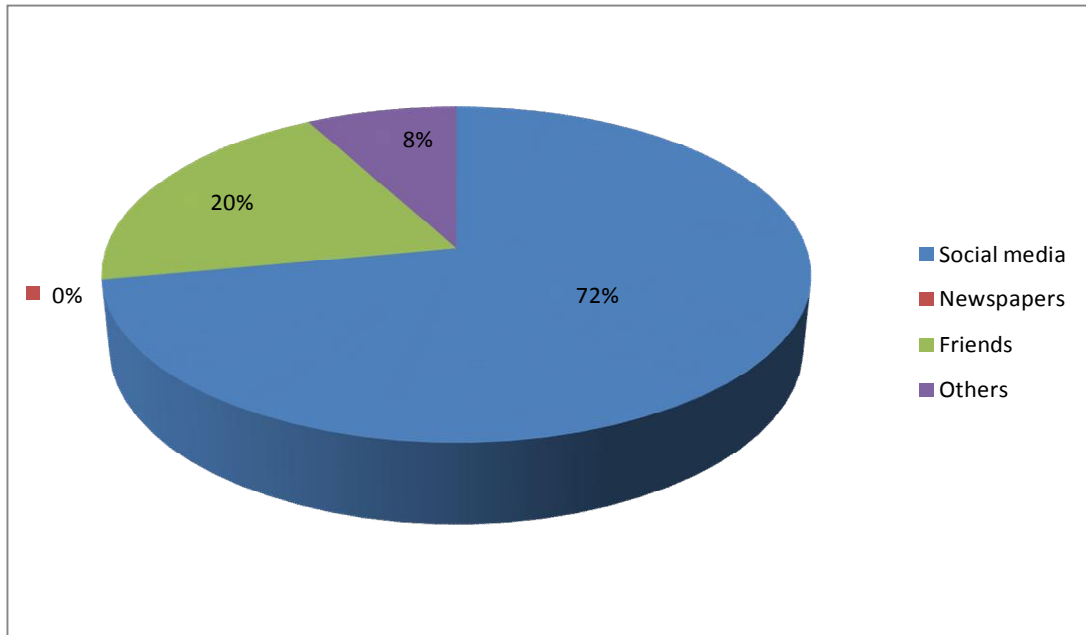
Variables	No of Respondents	Percentage (%)
Yes	26	52%
No	24	48%
Total	50	100%

6.7 Scope Adventure Tourism in Kerala

Variables	No of Respondents	Percentage (%)
Yes	44	88%
No	6	12%
Total	50	100%

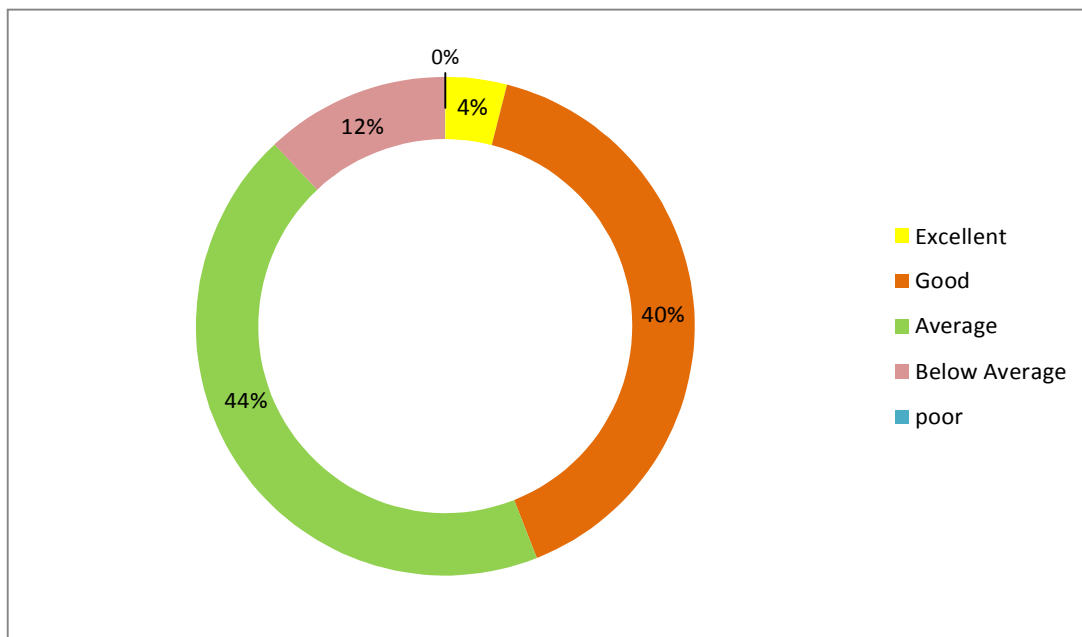
6.8 Source of Information about Adventure Tourism Activities in Kerala

Variables	No of Respondents	Percentage (%)
Social media	36	72%
News papers	0	0%
Friends	10	20%
Others	4	8%
Total	50	100%



6.9 Opinion on Promotional Measures Made by Kerala State to Promote Adventure

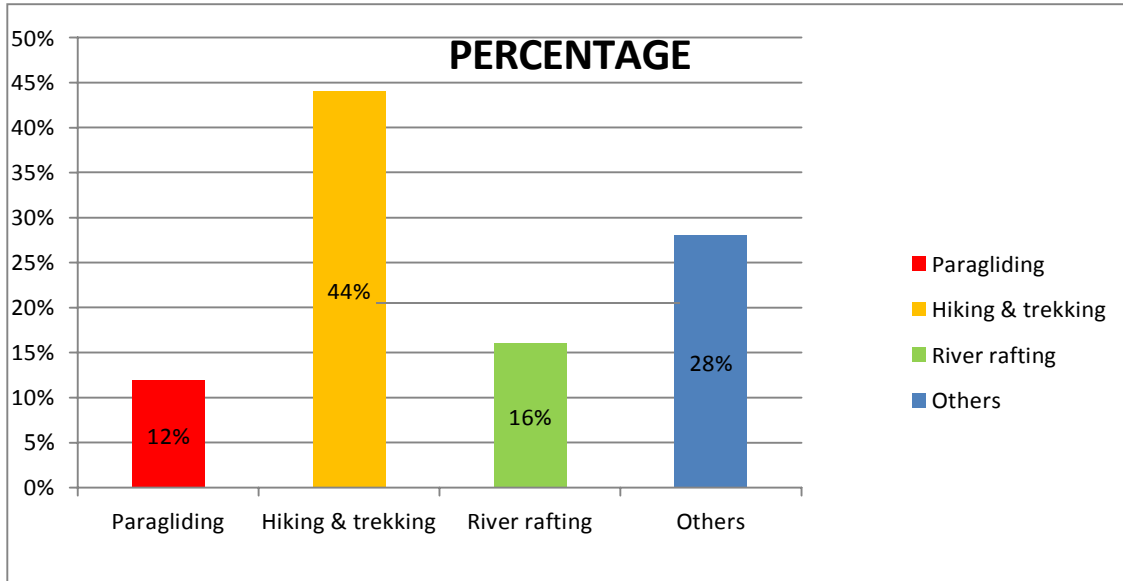
Variables	No of Respondents	Percentage (%)
Excellent	2	4%
Good	20	40%
Average	22	44%
Below Average	6	12%
Poor	0	0%
Total	50	100%





6.10 Most Preferred Adventure Tourism Activities In Kerala

Variables	No of Respondents	Percentage (%)
Paragliding	6	12%
Hiking & Trekking	22	44%
River rafting	8	16%
Others	14	28%
Total	50	100%



6.11 Satisfaction with the Adventure Activities in Kozhikode

Variables	No of Respondents	Percentage (%)
Yes	15	30%
No	35	70%
Total	50	100%

6.12 Chances for Natural Disasters as a Result of Adventure Tourism Activities

Variables	No of Respondents	Percentage (%)
Yes	18	36%
No	32	64%
Total	50	100%

6.13 Can Adventure Tourism Can Play a Big Role in the Growth of Kozhikode

Variables	No of Respondents	Percentage (%)
Yes	41	82%
No	9	18%
Total	50	100%

6.14 Opinion on Malabar River Festival

Variables	No of Respondents	Percentage (%)
Excellent	14	28%
Good	28	56%
Average	6	12%

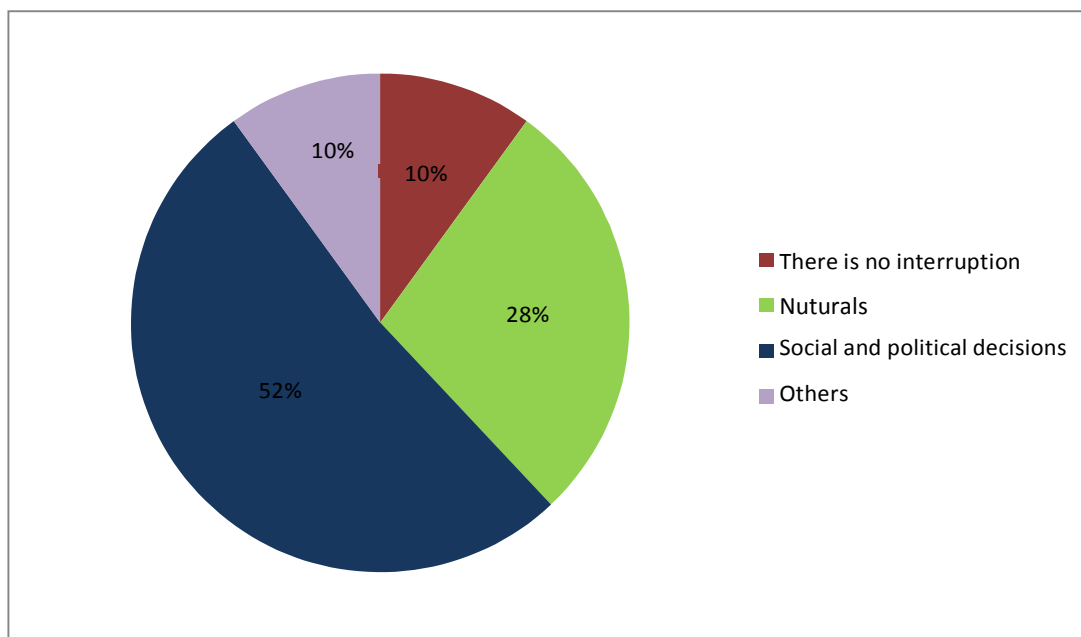
Below Average	1	2%
Poor	1	2%
Total	50	100%

6.15 Is Kozhikode District Suitable for Adventure Tourism

Variables	No of Respondents	Percentage (%)
Yes	32	64%
No	18	36%
Total	50	100%

6.16 Factor Seem to Impede the Activities of Kozhikode's Adventure Tourism

Variables	No of Respondents	Percentage (%)
There is no interruption	5	10%
Naturals	14	28%
Social and political decisions	26	52%
Others	5	10%
Total	50	100%



VII. FINDINGS

1. Trekking and wildlife tours are the major adventure activities practiced in Kerala.
2. Foreign tourists are attracted majorly soft adventures such as house boat stay, kayaking and cycling.
3. Kozhikode has wider scope in water based adventure activities such as kayaking, river rafting, boating, banana boating etc...
4. Apart from Munnar, Wayanad, Kovalam, Payyambalam Beach and Vagamon, Kozhikode District is an ideal place for adventure tourism.
5. The presence of the International Airport in District has increased the number of foreign tourists.
6. Paragliding and Banana Boating are held at Kozhikode beach during the seasonal time.
7. River Rafting Facilities are provided at the Iruvazhinji River at Pulloorampara, a hidden destination.
8. Kakkadampoyil, a place that experiences cool weather throughout the year in Kozhikode district, offers adventure activities like trekking, mountain biking and 4x4 off-road jeep safari.

9. To attend the Malabar River Festival, Foreign adventure tourists are coming in Calicut district.
10. Realizing the potential of adventure tourism in Kozhikode district, the Calicut branch of Freeland travels is focusing exclusively on adventure tourism.
11. Kerala have different topography and Kerala have wider opportunities in adventure tourism.
12. In total 28 states and union territories of India adventure tourism is prevalent and most adventure tourism activities are practiced in India.

VIII. SUGGESTIONS

1. Major adventure destination is Kakkadampoil need good infrastructure facilities such as pay and park, good walking areas, wash rooms, clock rooms and restaurants are also eco friendly.
2. In order to attract foreign tourists, you should place large boards offering adventure tourism in front of the airport.
3. Water skiing, river crossing, under water diving, water zorbing adventure have a wider opportunity in Kozhikode.
4. KTDC should come forward to promote adventure tourism in Kozhikode district.
5. After survey I realized it is the political decisions that hinder tourism development in Kozhikode district. Therefore action should be taken against it.
6. River rafting in Himachal Pradesh with only 5 rivers is very relevant, but river rafting in Kerala with 44 rivers is very low. The Government of Kerala should promote adventure sports like river rafting

IX. CONCLUSION

Adventure tourism is very popular among young age tourists. Adventure tourism gains much of its excitement by allowing the tourists to step outside their comfort zone. This may be from experiencing cultural shock or through the performance of acts that required some degree of risk (real or perceived) and physical danger. Adventure travel is a leisure activity that takes place in an unusual, exotic, and remote or wilderness destination. It tends to be associated with high levels of activity by the participant, most of it outdoors. Adventure travelers expect to experience various levels of risk, excitement, and tranquility and be personally tested. In particular, they are explorers of unspoiled, exotic parts of the planet and also seek personal challenges.

Kerala is a great tourism destination in the world. Unfortunately the people of Kerala are unaware of the relevance of adventure tourism; the government spends a lot of money to promote tourism. But adventure tourism does not emphasize the importance of other tourism sectors. One thing I have learned from my survey, though for the first time in Kerala's history, a travel agency with a focus on adventure tourism has been launched in the Kozhikode district to promote Kerala's adventure tourism. Kozhikode is a perfect place for adventure. Most of the soft adventure activities are taking place in Kozhikode District. Another thing that I understand through this survey there are many political decisions that hinder the tourism of Kozhikode. I am concluding this project with the hope that Kerala will make the world a better adventure tourism destination by tackling these shortcomings.

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