

# Study on the Role of Tourism in Economic Development of Athirapilly

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**Abstract:** *The study is mainly focus on the role of tourism in economic development of athirapilly. It is homes to many important species including the rare forest the endanger great indian hornbill, the lion macaque and gains squirrels jumping across the trees that attract the attention of visitors and shutterbugs alike. the main goals of tourism is to strengthen the causes the conservation by providing informed wilderness experience to visitors and it enables the visitors to study and enjoy the forest ,wild life, people ,and their culture by providing additional employment opportunities for local communities<sup>1</sup>. The relevance of topic covers the business and trades, local resident, local tribe, of Athirapilly who have benefited from tourism and to know the career opportunities in both the private and public sectors*

**Keywords:** Nokia 8.1, Customer Satisfaction, Mobile Phone.

## I. INTRODUCTION

Athirapilly is the land of river, forest and great waterfalls. It is the major tourist place in Kerala. It is located in Thrissur district in kerala. Athirapilly waterfalls is situated 1000 feet above the sea level on chalakudy river at the entrance of the shoylar range of western ghats. Exactly Athirapilly is the a scenic combination of forests and little stream<sup>2</sup>. Waterfalls from a height of 80 feet is one of the largest in the state. Many endangered species of flora and fauna in the forest of Athirapilly vazhachal area. This beautiful forest area is degraded by mining and hydro-electric projects. Way to Athirapilly waterfalls there is small waterfalls in vazhachal both make the place as best to visit in kerala<sup>3</sup>. Even though the place is attractive, It is also dangerous proper precautions are taken on the site to prevent mishaps while swimming and a police camp is always positioned there. Daily jungle safari trips organised by Thrissur district tourism promotion council from chalakudy to mallakapara. Adventurous drive in the middle of jungle is enjoyable and night driving is not advisable<sup>4</sup>. Athirapilly is famous for jungle safaris. Jungle safari is the most memorable experience to tourist<sup>5,6</sup>. Favourite shooting location is one of the reason behind the popularity of athirapillyfalls. It attracts the Athirapilly waterfalls more beautiful. The gushing waters of Athirapilly waterfalls can be used for producing electricity. A hydro electric power was proposed to build at Athirapilly<sup>7</sup>. However it was opposed by several wild life conservationist and naturalist. The reason behind to oppose the hydro electric project was the river were diverted to make electricity. Vazhachal is one of the best bio -diversity hotspots in kerala<sup>8</sup>. The ecosystem of this place is considered to be one of its kind in the state. The area is near the western ghats, which are known for the intense green cover and vivid wildlife. These Ghats are the famous for the forest that are known as the Athirapilly-vazhachal area, the forest are the home to many endangered and rare species of animals and birds. The forests here are the home to primitive tribals called "kodars" who specialize in collecting natural honey, wax, sago and species like cardamom and ginger. The other attractions are charpa and water themeparks. There are two watertheme parks situated nearby Athirapilly. Dreamworld and silverstorm watertheme parks attracts the most tourist to this place and generate incomes. These two parks in Athirapilly provided energetic to tourist. The best time to visit Athirapilly from June to October. The watertheme parks opened for public between 8 in the morning to 6 in the evening<sup>9,10</sup>. These study aims to understand the positive and negative impact of tourism and to study the role of economic development of Athirapilly.

## II. SAMPLING

A sampling is definite plan for obtaining the samples from given population. It refers to the technique for procedure for selecting items for the sample.

Sample size

60 respondents are selected using non-probability sampling technique.

### III. DATA ANALYSIS

#### Gender of the Respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	35	58
Female	25	42
Total	60	100

(Source: Primary data)

#### Category Of Respondents

RESPONDENT	NUMBERS	PERCENTAGE
Keralite	42	70
Peoples from other state	12	20
Foreigners	6	10
Total	60	100

The above information shows that 10 percentage of respondents are local tribes ,70percentage are local resident,20 percentage was others

#### Occupation

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Business	10	17
Vss	30	50
Hotel	5	8
Hawker	8	13
Others	7	12
total	60	100

(Source :Primary data)

#### Mostly Visited Group

VISITED GROUP	NO. OF RESPONDENTS	PERCENTAGE
Keralite	10	17
Indians (other than Keralite)	25	42
Foreigners	25	41
Total	60	100

(Source :Primary data)

The above information shows that 17 percentage of peoples visit athirapilly is local residents ,42 percentage indians and 41 percentage foreigners

**Positive Effect On Employment After The AdventOf Tourism**

DETAILS	STRONGLY AGREE	AGREE	NEUTRAL	DISA GREE	STRONGLY DISAGREE
Positive impact on employment	27	19	5	9	0

The positive impact on employment after the advent of tourism was enquired to the respondents 27 percentage strongly agree to it ,where as 19 percentage agreed ,5 percentage showed a neutral attitude , 9 percentage disagree and 0 percentage disagree

**Positive Impacts Of Tourism**

SL NO	PARTICULARS	MEAN SCORE	RANK
1	Creation of employmentopportunity	3.25	II
2	Increase in investment	2.45	IV
3	Increase income	2.6	III
4	Increase infrastructure	3.3	I

The above table shows that positive factors of tourism is ranked and creation of employment opportunities ranked as II nd ,increase in income ranked as IIIrd ,increase in investment ranked as IV.

**Negative Impacts of Tourism**

SL NO	FACTORS	MEANSCORE	RANK
1	Car parking area		
2	Traffic problem		
3	Overcrowding problem forresidents		
4	Damages to natural environment		
5	Adversly affect tribal life		

Negative impact of tourism ranked,car parking area ranked as Ist ,traffic problem ranked as IInd ,overcrowding problem for residents ranked as IIIrd, damages tonatural environment ranked as IVth ,adversly affect tribal life ranked as Vth .

**Tourism Effect On Road**

RESPONDENT	NO. OF RESPONDENTS	PERCENTAGE
Improve	40	67
May be improve	15	25
Not at all improve	5	8
Total	60	100

(Source :Primary data)

**Public Transportation**

RESPONDENT	NO. OF RESPONDENT	PERCENTAGE
Improve	40	67
May be improve	15	25
Not at all improve	5	8
Total	60	100

(Source :Primary data)

**Tourism Effect On Education**

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Improved	0	0
May be improved	15	25
Not at all improve	45	75
Total	60	100

**Life Style**

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Improved	5	8
May be improved	50	84
Not at all improved	5	8
Total	60	100

(Source :Primary data)

**Quality of Food Available**

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Improved	42	70
May be improved	8	13
Not at all improved	10	17
Total	60	100

**Tourism Effect On Availability Of Drinking Water**

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Improved	10	17
May be improved	40	67
Not at all improved	10	16
Total	60	100

**Tourism Effect On Medical Facilities**

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Improved	40	67
May be improved	5	8
Not at all improved	15	25
Total	60	100

**Tourism Effect On Communication Facility**

RESPONSE	NO. OF DIFFERENCE IN RESPONSE	PERCENTAGE
Improved	50	84
May be improved	5	8
Not at all improved	5	8
Total	60	100

**Most Benefited Outcome From Tourism**

SL NO	PARTICULARS	MEANSCORE	RANK
1	Financial assistance	4.2	III
2	Emopyment generation	4.7	II
3	Infrastructure development	4.9	I
4	Promotion of local tribe	3.9	IV
5	Protection of environment	3.9	IV

(Source :Primary data)

The most benefited outcome of tourism in Athirapilly was observed and infrastrure development was ranked as I st,employment generation ranked as II nd ,financialassistance ranked as III rd and followed by promotion of local tribe and protection of environment .

**Vss As Stable Source Of Income**

RESPONSE	NO. OF RESPONDENT	PERCENTAGE
Yes	20	67
No	10	33
Total	30	100

**SELECTION CRITERIA**

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Yes	5	17
No	25	83
Total	30	100

(Source :Primary data)

**Benefits Received From Vss**

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Stable income	10	33
Training	15	50
Membership in club	5	17
Total	30	100

Satisfaction Level Towards Vss

SLNO	PARAMETERS	SCORE	ATTITUDE
1	Salary	75	Favourable
2	Job security	55	Unfavourable
3	Additional benefits	40	Favourable
4	Training	55	Unfavourable
5	Work time	65	Favourable

**V. FINDINGS**

- 58 percentage of respondents are male and 42 percentage is female.
- 70 percentage of respondents are keralite, 20 percentage peoples from other state, 10 percentage are forigner .
- 17 percentage of respondents are business peoples ,50 percentage vss,8 percentage hotel owners ,13 percentage of hawkers ,12 percentage others .
- 27 percentage strongly agree that there is a positive impact on employment after the advent of tourism .
- 16 percentage of visited groups are keralite ,42 percentage indians,42 percentage foreigners .
- Positive factors of tourism is ranked as increase infrastructure ranked as 1st,creation of employment opportunity ranked ad 2nd ,increase income ranked as 3rd and increase in investment is ranked as 4th .
- Negative impact of tourism ranked 1st as car parking area ,traffic problems are ranked 2nd ,overcrowdind problem as 3rd ,
- 67 percentage opinion that infrastructure on the area has improved , 25 percentage opinioned that it may be Improved , 8 percentage of people opinioned that the infrastructure are not at all improved
- 67 percentage of respondent opinion that public transportation are improved , 25 percentage responded it maybe improved ,8 percentage responded that it not at all improved.
- 25 percentage respondents thinks that the education may be improved., 75 percentage of people responded that the tourism cant make any change in education system
- 8 percentage of peopled thinks that the tourism change the life style , 84 percentage of people thinks that the tourism could may improved the life style
- , 8 percentage of of respondents opinioned that the tourism cant make any impact on the life style.
- The quality of food availability improved .
- 17 percentage suggest that drinking water facility improved
- 8 percentage opinion that medical facility are improved,67 percentage may be improved ,17 percentage not at all improved
- communication facilities has improved 83 percentages.
- Most outfitted outcome from tourism infrastructure development ranked as 1<sup>st</sup>
- Vss is a source of income for 67 percentage respondents .
- 2 percentage respondent that they received training frequently.
- 83 percentage said there is no selection criteria .
- Benefits received from vss 33 percentage says source of income ,50 percentage says training,17 percentage respondent says he gets membership from vss .
- The salary and working time is more favourable for vss

**VI. SUGGESTIONS**

- More govt.incentives ,pension ,job security ,additional benefits should be improved to VSS.
- Car parking area should be improved .
- Environmental protection measures should be improved .
- provide saftey support system to visitors .
- provide trainings to vss staff .

## VII. CONCLUSION

Tourism is one of the fastest growing sector in the world and it is a major source of employment creation. Tourism turned out be an economic development of many countries. A lot of economic development factors like transportation, drinking water facilities, infrastructural facilities etc improved through tourism. This study shows that the tourism will increase the employment opportunities and improve the life style and infrastrual facilities. Bt the study reveals that the major problems faced by the tourist in Athirapilly is lack of improper car parking area. The tourism is benefited to the local residents, local tribes, businessman, and hotel owners in Athirapilly.

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