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## Perception of People Towards Kerala Tourism with Special Reference to Palakkad District

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### ABSTRACT

Kerala was the first Indian state to officially recognise tourism as a business. Kerala's tourist model is one of the most liberalised, with the private sector spearheading tourism development, according to the central and state governments' tourism strategy documents. Nine percent of the state's GDP comes from tourism. Kerala's excellent human development indicators and environmental friendliness are promoted to the rest of the globe through tourism. Given how much the government has invested in the growth of the state's tourism industry, its sustainability is both socially and economically imperative. Despite the Kerala government's vigorous efforts to promote tourism, especially through initiatives like Responsible Tourism (RT) and Health Tourism (HT), the industry has not yet reached its full potential in the state. Many of the state's average citizens are unaware of the extent of tourism. One of Kerala's fourteen states, Palakkad is situated in the state's centre. Because of the Western Ghats' Palakkad Gap, Palakkad serves as the entry point to Kerala. The goal of this study is to analyse the numerous facets of the district's tourism attractions and investigate how the residents of Palakkad feel about them.

## INTRODUCTION

One of the biggest and fastest-growing sectors in the world is tourism. According to data from the World Tourism Organisation (WTO), the tourism sector will keep growing over time. One of the most significant aspects of modern society is tourism, which has grown to be a hugely significant global economic activity. It's possible that very few activities engage that many people, either directly or indirectly. For any developing country like India, the potential of tourism for economic growth is quite encouraging. This is particularly true for Kerala, a state in India that has some of the strongest physical facilities for the growth of tourism, but being severely underutilised at the moment.

Kerala has earned the moniker "God's own Country," which the state uses to promote its travel-related goods. This Indian Union state is well-known for both its scenic beauty and cultural heritage. Its tropical climate is favourable. 34 lakes, 44 rivers, ponds, canals, and paddy fields make up its network. Kerala is located on the Malabar Coast, which stretches 360 miles (580 km) along the southwest coast of the Indian Peninsula. There are fourteen districts in the state of Kerala, ranging from Kasargod to Thiruvananthapuram. The southern part of Malabar is where the Palakkad district is located. The district is large and encompasses a large region. One of Kerala's fourteen districts is Palakkad. On January 1, 1957, the current Palakkad district was established. It was formerly a part of the Madras Presidency's Malabar district. In the past, Palakkad was known as "Palakkattuchery," a term derived from the word "Palainilam," which meaning "dry lands." "Kadu" means woodland, and "Pala" denotes tree (*Alstoniascholaris* tree), which is widely distributed in Palakkad. Although Malayalam is the primary language, Tamil is also used in the villages' customs and language. Other names for Palakkad include "The Granary of Kerala" and "The Rice Bowl of Kerala." A sizable portion of the population in Palakkad speaks Tamil, which has helped the area develop its distinct culture.

## REVIEW OF LITERATURE

**1.S. Vijayanand (2015)** focusses on the various problems and difficulties associated with pilgrimage tourism, including its significance, socioeconomic reach, and communication problems at Tanjur, the pilgrimage site. He makes some recommendations, such as promoting pilgrimage travel. Increased benefits for Tanjur's pilgrims in terms of foreign exchange, job creation, income, and government revenue are the goals. Widespread collective efforts are required to promote pilgrimage tourism and create policies.

**2. S. K. Thakur (2014)** examines the requirement for qualified personnel in India's tourism education system. It focusses especially on the many aspects of Indian tourist education. He looks at the ways that colleges and universities are failing to develop soft skills in their students by using the bare minimum of measures, as well as the presence of subpar individuals and a lack of infrastructure that makes quality impossible. The tourism business is in dire need of a star performer. The main issue facing India's tourism industry is its external image.

**3. Monica Goyal (2014)** evaluates if India is prepared to increase medical tourism. Her primary areas of interest include India's growing medical tourism and the healthcare sector. She also talks about the potential fields in India and whether the country is ready to welcome such a high volume of visitors from around the globe. The analysis identifies a number of possible areas that require improvement.

**4. S. Praveen Kumar (2014)** The author discusses the function of the media in advancing India's tourist sector. The media may play a significant role in promoting different tourist attractions because customers, particularly travellers, have changed significantly in this age of rapid technological advancement. They now take a "Tourist Friendly" approach to gathering information. Indian tourists and adventurers are greatly impacted by the various motivational presentations that are shown on television, articles that are published in prestigious journals, and travel magazines. These presentations have a positive effect on their minds, attitudes, perceptions, psychology, and behaviour, especially when they are making final destination decisions.

**5. Suvidha Khanna and Nidhi Pathania (2014)** concentrate on how the demographics of visitors affect their desire for travelling and the destinations they choose, as well as the interaction between these two factors. Following study, they discovered that there aren't many gender-based differences in the pilgrims' motivations. Tourists' choices of pilgrimage destinations and their reason for travelling are positively correlated.

**6. Shunali and Manik Arora (2014)** conduct a study on the effects of Jammu's culinary tourism or gastronomy. Gastronomy is the study and appreciation of various flavours and tastes. It is among the easiest ways to learn about local cuisine and drinks, as well as new customs and culture. They concluded that there was only a 4.9% impact of food image on destination image. This could be because the study was conducted just in the Jammu region of Jammu and Kashmir, where pilgrimage is the primary reason for most tourists' visits.

**7. Ashish Ankush Naik & Sunil kumar Jangir (2013)** examined a social component of the growth of the Indian tourist industry, with a primary focus on the industry's prospects in the current liberalisation, privatisation, and globalisation age. India's tourist sector is currently beginning a significant innovation that could yield enormous financial rewards.

**8. Leena Kakkar and Sapna (2012)** The impact of tourism on the Indian economy is the overall subject of this study, which also focusses on how innovation and value creation for tourists are making India a major worldwide tourism destination. They projected that travel and tourism's share of the nation's GDP would increase over time, rising from 4.5% in 2011 to 4.9% in 2021.

### **OBJECTIVE FOR THE STUDY**

1. To determine the district of Palakkad's tourist attractions.
2. To assess how visitors feel about Palakkad tourism.
3. To assess the Palakkad district's tourism industry's current state and future potential.

### **RESEARCH METHODOLOGY**

Research technique is a systematic approach to solving research problems. It consists of the general research design, sampling technique, and data gathering and analysis procedure. The study is conducted using a descriptive research design. Data were gathered from primary and secondary sources. For collecting primary data. A convenient sample of tourists was carefully selected, and their opinions were obtained using a well-structured questionnaire designed specifically for the study. Secondary data for the study is gathered from a variety of sources, including websites, public documents, and journals. The study's population includes all tourists in the Palakkad district. 60 visitors from Palakkad District were selected as a sample and visited tourist destinations like as Malampuzha, Parambikulam Wildlife Sanctuary, Silent Valley National Park, Attapdy, Seetharkundu, and so on. The study employs the non-probability sampling method to choose the sample. The study employs the handy sampling method and the snowball sampling method, two non-probability sampling techniques. Numerous statistical methods, including weighted mean scores, percentage analyses, charts, graphs, and diagrams, were used to analyse the gathered data.

## **THEORETICAL FRAMEWORK**

### **TOURISM IN INDIA**

India's tourism industry is significant to its economy and is expanding quickly. National policies for the growth and promotion of tourism are created by the Ministry of Tourism. State governments, Union Territories, private sector representatives, and other Central Ministries and agencies are among the stakeholders with whom the Ministry talks and works during this process. There is a concerted attempt to encourage new types of tourism, including eco-tourism, medical tourism, cruise tourism, and rural tourism. The Incredible India campaign is also run by the Ministry. India offers a wide range of international tourism options, including medical, commercial, educational, and sports tourism, as well as heritage and cultural tourism, thanks to its rich history and geographical and cultural variety. Medical tourism, ecotourism, and monsoon tourism are the three main sectors of the Indian tourism economy.

### **TOURISM IN KERALA**

Kerala is a state in southwest India on the tropical Malabar Coast. Kerala, one of the "10 paradises of the world" according to National Geographic, is well-known for its ecotourism programs. It is one among India's most visited tourist sites because of its distinctive customs and culture as well as its diverse population. The state's economy greatly benefits from the tourist sector, which is expanding at a rate of 13.31%. The Kerala Tourism Development Corporation, the government organisation in charge of tourism prospects, started aggressive marketing activities of the state laid the foundation for the growth of the tourism industry. In the decades that followed, Kerala Tourism was able to transform itself into one of the niche holiday destinations in India. The tag line Kerala God's Own Country was adopted in its tourism promotions and became a global super brand. Kerala is regarded as one of the destinations with the highest brand recall. Kerala is an established destination for both domestic as well as foreign tourists. Kerala is well known for its beaches, backwaters in Alappuzha and Kollam, mountain ranges and wildlife sanctuaries. Other popular attractions in the state include the beaches at Kovalam, Kappad, Cherai and Varkala; backwater tourism and lake resorts around Ashtamudi Lake, Kollam; hill stations and resorts at Munnar, Wayanad, Nelliampathi, Vagamon and Ponmudi; and national parks and wildlife sanctuaries at Periyar, Parambikulam and Eravikulam National Park. The beaches of Kovalam, Kappad, Cherai, and Varkala; Ashtamudi Lake, Kollam; hill stations and resorts at Munnar, Wayanad, Nelliampathi, Vagamon, and Ponmudi; national parks and wildlife sanctuaries at Periyar, Parambikulam, and Eravikulam National Park are some of the state's other well-liked

destinations. Ecologically sustainable tourism, which emphasises local culture, wilderness experiences, volunteerism, and the personal development of locals, is encouraged by the state's tourist plan. Traditional tourism's negative effects on the environment are reduced, and the cultural integrity of the local population is strengthened.

***The tourism industry in Kerala can be classified on the basis of different types of tourism:***

**Health Tourism:**

Thousands of foreigners are coming to Kerala for the local concepts of rejuvenation and restoration that is embodied in the Ayurveda system of treatment. For the visitor, the holiday is a stress - buster. Although ideally the treatment last for a month, there are shorter courses meant for the tourist in hurry. Many are the visitors who patronize Ayurveda and during this holiday take up short courses that will help them run parlous abroad.

***Cultural and Heritage Tourism:***

The state's god was Sri Padmanabha Swamy (Bhagwan Vishnu), whose temple was erected by Raja Marthandavarma in 1733 AD and included a majestic seven-story gopuram. Another significant element that has contributed to its unique gravity is its historical context. In addition to these, there are more attractions in Thiruvananthapuram, the political capital of Kerala, including the Napier Museum, Sri Chithra Art Gallery, Natural History Museum, Science and Technology Museum, Museum Art Gallery, and Zoo. Chinese fishing nets, Dutch architecture, a few mosques, temples, and a Jewish synagogue are all abundant in Cochin. Each one represents a distinct history and culture. In Mattanchery, the Jewish Synagogue was constructed in 1568 AD.

The Portuguese constructed Mattancheriy Palace in 1555 AD and gave it to the Cochin Raja. The Dutch made repairs in 1663. There are numerous chambers with 17th-century frescoes depicting the Ramayana and a museum of portraits of the Cochin Rajas. Tourists are drawn to the artificial island of Wellington, the Dutch-built palace on Bolghatty Island, and the islands of Gundu. There are numerous canals, waterways, and temples at Allapppy, which is 60 kilometres from Cochin. A well-known snake temple exists. There are at least 4,000 snake statues made of granite stone. Kerala's vibrant populace, festivals, cultural events, etc., are all additional draws in and of themselves. Onam, the harvest festival that takes place in August and September, marks the start of Kerala's tourism calendar.

Today, the state government observes it as Tourism Week. Kerala commemorates Nrithotsavam for six months starting in October with the Onam festival. The Tourism Department organises dance programs. Kerala's sociocultural features are its primary draws. Kerala is home to numerous significant temples with religious significance. The state is home to over a dozen cave temples. Kaviyoor, Kottakal, Thrivikramangalam, Padmanabhaswami in Trivandrum, Bhagwati in Kodungalloor, Guruvayoor, and others are the principal temples. These temples are all still upholding their own unique customs that date back many centuries.

A lot of people attend various fairs and festivals. One of the major destinations for cultural tourism is the Kerala Kalamandalam in Cheruthuruthi, which was established and fostered by the renowned poet Vallathol of Kerala. A literary titan with exceptional gifts and unique lyrical insights was Vallathol Narayana Menon. Kerala Kalamandalam is an academy dedicated to reviving the state's temple and theatre arts. Kerala's unique dance style, Kathakali, is taught here. Another indigenous art style from Kerala, Mohini Attom, is also displayed. The services of numerous professionally qualified individuals are needed by museums and art galleries. Tourists require room and boarding, which creates employment opportunities. Another job sector associated with cultural tourism is the production and retailing of handicrafts. It makes use of local resources, such as coconut waste. Less money is needed for this kind of business. By offering security and direction, the tourist policies can benefit the visitors in these locations. Here. During certain seasons, musicians and artists are employed by cultural tourism.

### ***Ecotourism:***

Kerala is a small state that is bordered on the west by the Arabian Sea and on the east by highlands. There is a relationship between the many components of ecological phenomena. The first planned ecotourism destination in India, Thenmala Ecotourism, was established, marking the beginning of Kerala's ecotourism industry. Ecotourism is travel that is dedicated to the environment. Three elements are envisioned by Thenmala Ecotourism: pilgrimage tourism, ecotourism, and ecofriendly general tourism. The nature reserve has boating facilities. A deer rehabilitation facility exists. In Thenmala, the National Adventure Foundation offers one- to three-day night camps and trekking programs.

From Thenmala, one can travel on an eco-pilgrimage circuit that connects the three Ayyappa temples at Kualthupuzha, Aryankavu, and Achankoil. In the Kannur district's Paithal Mala, an area ideal for adventurous travel, the government has now chosen to encourage ecotourism. Adventure tourism is

where tourist police services are most helpful. One of the unique features of ecotourism is lodging that preserves the beauty of the environment. This calls for the assistance of experts. In adventure tourism, security personnel might be crucial.

#### *Coastal Tourism (Beach Tourism):*

Kerala's history was significantly shaped by the water because it is a coastal state with a roughly 575-kilometer coastline. Connections with several western nations are made easier by the sea. The famous beach resort of Kovalam is located in the Trivandrum district. It is among the world's best beaches. In the season when anybody can bathe safely, the sea at the base of the rocky promontory is like a serene pond. Veli is a boat-friendly lake close to Trivandrum. It is a rural place where tourists can observe Keralan life in its natural environment. Varkala's Papanasini beach is well-known for its rocky cliffs and springs.

Cherai Beach is a beautiful beach that is perfect for swimming and borders Vypeen Island. Here, dolphins can occasionally be spotted. Vasco de Gama had landed at Kozhikode's Kappad Beach in 1698 AD. This seashore is enchanted by the myths surrounding its ancient beginnings and customs. Kasaragod's Bekal Fort is a traditional, lovely palm beach. Black cliffs shield Muzhappilangad Beach, making it a swimmer's paradise. This is the only drive-in beach in Kerala where you can travel the full 4 km. Another popular tourist destination is Kannur's Payyambalam Beach. When tourists fall into the sea, the lifeguards are the ones who will rescue them. These people are experts at swimming. In beaches, it offers job prospects.

## **TOURISM IN PALAKKAD DISTRICT**

### **Tourist Destinations in Palakkad:**

- **Malampuzha Dam** : Known as "The Vrindavan of Kerala," Malampuzha is 13 kilometres from Palakkad town and near Bharathapuzha. Malampuzha is endowed with both man-made architecture and scenic natural beauty. Since the dam's construction, the area has been transformed into a fantastic tourist destination. The massive dam in the steep area is quite remarkable. Malampuzha Gardens, a fish-shaped freshwater aquarium, Snake Park, a children's park, a reservoir, a garden house, a Japanese garden, a hanging bridge, the sculpture of Yakshi, a ropeway, a road train, a telescopic tower, a rock garden, and Fantasy Park are some of the other attractions in Malampuzha. You have the chance to enjoy boating and fishing at the reservoir. There is a water sports unit in the Garden House. The ride on the passenger



ropeway is exhilarating. In South India, this is the first instance of its kind. Another location that is worth seeing is the thread garden. The thread garden has a tonne of amazing lifelike models. Other attractions at this location are the Telescopic tower and the Rock Garden.

**2. The Palakkad Fort :** Located in the centre of the city, welcomes all tourists to this amazing location. This fort holds historical significance and narrates the stories of numerous historical heroes. The ancient granite fort in the centre of Palakkad town was constructed in 1766 by Hyder Ali of Mysore and is among Kerala's best preserved. Tippu's cavalry used to camp at the area to the west of the fort, which is called Kottamaithanam.

**3. Parambikulam Wildlife Sanctuary:** There are many attractions in Parambikulam, which is located in the Western Ghats around 125 km from Palakkad. The most well-known and often visited locations in Palakkad are the dam and the wildlife sanctuary. This is a well-known spot for birdwatchers. Here, a wide variety of animals and birds can be seen. Additionally, Parambikulam includes a reservoir where you may enjoy boating and fishing. The area is well-known for its teak plantations. Here stands "Kannimaree," the oldest teak tree. This area is home to a national park named for the well-known bird watcher Salim Ali.

**4. Silent Valley National Park :** One of Palakkad's special attractions is the evergreen national park, Silent Valley. The district's northeast section is home to the 90 square kilometre Silent Valley National Park. The valley is home to some of the rarest animal and bird species. In addition to these, the National Park is home to over a thousand different types of trees. All peninsular mammals are fairly represented in the valley. It will be thrilling to visit this national park in Palakkad.

**5. Attapady:** Numerous tribes, including the Irulars and Mudugas, who are thought to be descended from the Negrito race, call Attappady home. Anthropologists are quite interested in Attappady. The body and soul are revitalised by the cool climate and captivating natural beauty. There are also tea and coffee plantations.

**6. Seetharkundu:** The breathtaking scenery of Seetharkundu near Nelliampathy provides a perspective of the valley below. The 1000-meter-high water falls are one of the main draws here. It is thought that Rama, Sita, and Lakshmana resided here during the Vanavasa. The narrative that Sita Devi bathed here with Rama during the Vanavasa period is the source of Seetharkundu's name.

**7. Siruvani Dam** : Siruvani dam situated 80 km away from Palakkad town is the common reservoir of Kerala and Tamilnadu. The dam and the surrounding is blessed with amazing natural beauty. The dam is constructed across Siruvani Puzha which is the tributary of Bhavani Puzha. It supplies drinking water to Coimbatore municipality. There is a waterfall from 2000 feet height on the eastern side of the dam. The beauty and the cool climate of the place attracts so many visitors to this place.

**8.Mangalam Dam** : Mangalam Dam has been built on a tributary of River Mangalam and River Cherukunnappuzha for meeting the irrigation requirements in the region. The dam is a marvellous sight amidst dense forests. The wildlife thriving in the forest region can be spotted around the reservoir often. The region is quite a relief from the hustle and bustle of a city life and is a preferred picnic spot for many.

**9. Thunchan Madom** : Thunjan Madom also called as Guru Madom on the banks of ‘Sokanashini’ (destroyer of sorrow) Chittoorpuzha is a place blessed with the presence of literary men. In Sokanashini, an old building at Chittur Thekkegramam village, Thunchath Ramanujan Ezhuthachan, the father of Malayalam language spent his last years. The pen he used for writing is still kept here as a precious memento.

**10. JP Smrithivanam and Deer park** : JP Smrithivanam and Deer Park located at Walayar reserve forest 22 km away from Palakkad town in Palakkad- Coimbatore road is a must visit place. This spreads an area of 100 acres. One can watch deer and other animals roaming here in their natural habitat. The park offers you elephant riding.

## RESULTS AND DISCUSSIONS

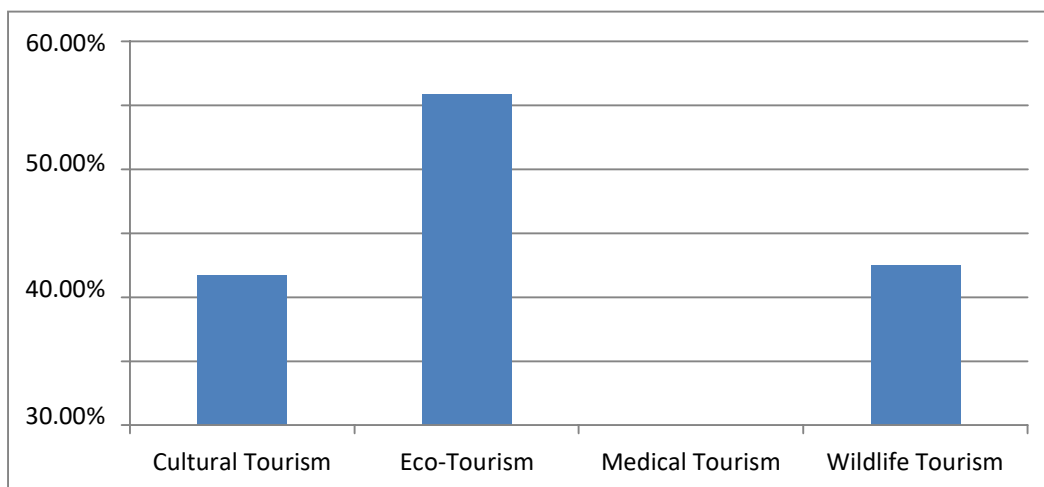
**Table 1 Type of tourism preference of respondents**

Type of Tourism	Number of Respondents	Percentage
Cultural Tourism	14	23.33%
Eco-Tourism	31	51.67%
Medical Tourism	0	0.00%
Wildlife Tourism	15	25%

<b>TOTAL</b>	<b>60</b>	<b>100%</b>
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(Source: primary data)

**Figure 1: Type of tourism preference of respondent**



From the above table and figure, we can interpret that 51.67% of the respondents prefer Eco-Tourism. 25% of the respondents prefer Wildlife Tourism. 23.33% of the respondents prefer Cultural Tourism. None of the respondents prefer Medical Tourism.

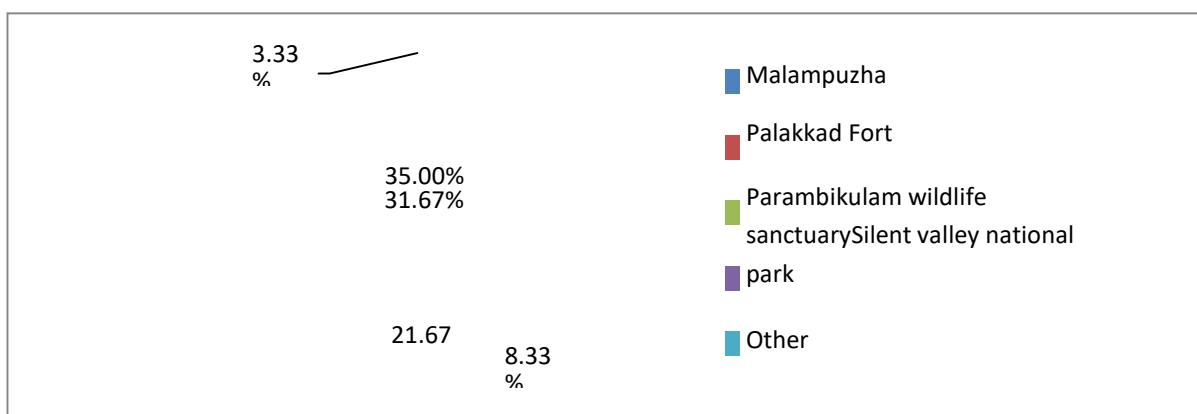
**Table: 2 Classification according to their preferred destination**

Preferred Destination	Number of respondents	Percentage
Malampuzha	19	31.67%
Palakkad Fort	5	8.33%
Parambikulam wildlife sanctuary	13	21.67%
Silent Valley national park	21	35.00%
Other	2	3.33%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

(Source: primary data)

**Figure 2: Classification according to their preferred destination**

From the above table and figure, we can interpret that the preferred destination of 35.00% of the respondents is Silent valley national park. 31.67% of the respondents have Malampuzha as their preferred destination. The preferred destination of 21.67% of the respondents is Parambikulam



wildlife sanctuary. 8.33% of the respondents have Palakkad fort as their preferred destination. 3.33% of the respondents have other preferred destinations.

**Table 3 Perception of respondents towards the tourist destinations**

SL No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Palakkad is a safe place to travel	28(47%)	29(48%)	3(5%)	0(0%)	0(0%)
2	Palakkad has good infrastructural facilities	10(17%)	32(53%)	17(28%)	1(2%)	0(0%)
3	The tourist destinations in Palakkad are very attractive	18(30%)	29(48%)	12(20%)	1(2%)	0(0%)

4	The entry fees charged at tourist destinations in Palakkad is very fair	20(33%)	28(47%)	8(13%)	4(7%)	0(0%)
5	The guide facility available in Palakkad district is very good.	9(15%)	24(40%)	20(33%)	5(8%)	2(4%)

From the above table, we can interpret that 48% of the respondents agree that Palakkad is a safe place to travel. 53% of the respondents agree that Palakkad has good infrastructural facilities. 48% of the respondents have a favorable opinion on the attractiveness of Palakkad. 47% of the respondents agree that the entry fees charged at tourist destinations in Palakkad is very fair. 40% of the respondents agree that the guide facility available in Palakkad district is very good.

**Table 4 Purpose of visiting the tourist destinations**

SL No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I visit these destinations to relax mentally and Physically	22(36%)	10(17%)	6(10%)	7(12%)	15(25%)
2	I visit these destinations to gain knowledge and Experience	15(25%)	10(17%)	11(18%)	15(25%)	9(15%)
3	I visit these destinations to seek recreation and	18(30%)	7(12%)	12(20%)	9(15%)	14(23%)

	entertainment					
4	I visit these destinations to meet more people and make friends	8(13%)	9(15%)	16(27%)	15(25%)	12(20%)
5	I visit these destinations to be adventurous	15(25%)	1(2%)	15(25%)	14(23%)	15(25%)

(Source: primary data)

From the above table, we can interpret that 36% of the respondents visit these destinations to relax mentally and physically. 25% of the respondents agree that they visit these destinations to gain knowledge and experience. 30% of the respondents agree that they visit these destinations to seek recreation and entertainment. 27% of the respondents are neutral in visiting these destinations to meet more people and make friends. 25% of the respondents visit these destinations to be adventurous. Another 25% of the respondents disagree that they visit these destinations to be adventurous.

**Table 5: Classification on the basis of satisfaction level of respondents**

SL No.	Statement	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied
1	Resting places	15(25%)	37(62%)	6(10%)	0(0%)	2(3%)
2	Climate conditions	17(28%)	36(60%)	6(10%)	1(2%)	0(0%)
3	Cleanliness	9(15%)	20(33%)	22(37%)	9(15%)	0(0%)

4	Transportation facilities	9(15%)	34(56%)	13(22%)	3(5%)	1(2%)
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(Source: primary data)

From the above table, we can interpret that 62% of the respondents are satisfied about the resting places in Palakkad. 60% of the respondents are satisfied about the climate conditions in Palakkad. 37% of the respondents are neutral in their opinion regarding the cleanliness of the destinations. 56% of the respondents are satisfied about the transportation facilities in these tourist destinations.

**Table 6 Frequency of preference among factors while choosing a tourist destination**

Preference	1	2	3	4	5	Total
Affordability	40	4	0	4	12	60
Climate	0	32	16	8	4	60
Distance	4	4	36	4	12	60
Beauty	8	12	8	24	8	60
Safety	8	8	0	20	24	60

(Source: primary data)

**Table 6 : Showing weighted rank table of factors**

SL no.	Variables	Weight					Total Weight	Weighted Average	Rank
		5	4	3	2	1			
1	Affordability	200	16	0	8	12	236	3.93	1
2	Climate	0	128	48	16	4	196	3.27	2



3	Distance	20	16	108	8	12	164	2.73	4
4	Beauty	40	48	24	48	8	168	2.8	3
5	Safety	40	32	0	40	24	136	2.27	5

From the above table, we can interpret that Affordability has the 1<sup>st</sup> rank. Climate, Beauty, Distance and Safety have 2,3,4,5 ranks respectively.

### FINDINGS

- ❖ Majority (52%) of the respondents prefer Eco-tourism
- ❖ Silent valley national park is the preferred destination of most of the respondents (35%).
- ❖ Most of the respondents (48%) agree that Palakkad is a safe place to travel.
- ❖ Majority of the respondents (53%) agree that Palakkad has good infrastructural facilities.
- ❖ Most of the respondents (36%) visit these destinations to relax mentally and physically.
- ❖ Most of the respondents (25%) agree that they visit these destinations to gain knowledge and experience.
- ❖ Most of the respondents (30%) agree that they visit these destinations to seek recreation and entertainment.
- ❖ Majority of the respondents (60%) are satisfied about the climate conditions in Palakkad.
- ❖ Most of the respondents (37%) are neutral in their opinion regarding the cleanliness of the destinations.
- ❖ Majority of the respondents (56%) are satisfied about the transportation facilities in these tourist destinations.
- ❖ On the basis of preference of factors while choosing a tourist destination, Majority of the respondents assigned first rank to Affordability.

### SUGGESTIONS

- It is suggested to improve the medical tourism department.
- It is better to improve accommodation facilities near tourist destinations.



- It is better to reduce the fair prices in these tourist destinations.
- It is suggested to improve the guide facilities available in tourist destinations.
- The cleanliness of the tourist destinations should be drastically improved.
- Attractive tourist packages can be presented to attract more visitors.
- Tourism department should take remedial action to maintain tourist places as neat and clean and also make a “plastic zone”.
- In order to avoid accidents in tourist spot, Tourism department should be fixed danger signals board and appoint more trained security guards in concerned spots.
- Tourism department should give publicity about tourist places.

## CONCLUSION

The district of Palakkad is the traditional gateway to Kerala from the north. One of the larger districts of Kerala, Palakkad has a topography that is a blend of forest cover, rivers, valleys, hills etc. It is also one of the regions in Kerala having a tribal population and the district has close cultural ties with the adjoining state of Tamil Nadu, towards its east. Among the important contributing factors were the growing number of people in employment, the increase in real disposable incomes and available leisure time, and changing social attitudes towards leisure and work.

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