

**A STUDY ON THE ROLE OF JATAYU NATURE PARK IN THE
PROMOTION OF TOURISM OF KERALA**

PROJECT REPORT

Submitted To

*The University of Kerala in partial fulfillment of the requirements for the award of Degree of
Bachelor of Commerce (Tourism and Travel management)*

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CERTIFICATE

This is to certify that the project title entitled “A study on the role of jatayu nature park in the promotion of tourism of kerala” is a bonafide work carried by SIJU S THOMAS (33816171019) ANANDHUKRISHNA (33816171025) MERIN MAMACHAN (33816171030) SREELEKSHMI. RS (33816171039) in partial fulfillment of the requirement for the award of Degree in Bachelor of Commerce (Tourism and Travel Management) of The University of Kerala.

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DECLARATION

We hereby declare that this report entitled is “**A STUDY ON THE ROLE OF JATAYU NATURE PARK IN THE PROMOTION OF TOURISM OF KERALA**” has been prepared by us under the supervision and guidance of Mrs. Deepa Jayanandhan, Assistant Professor, Department of Commerce, Mar Ivanios College of Arts and Science, Mavelikara. We also declare that this is a bonafide record of work done by us during the course of our study.

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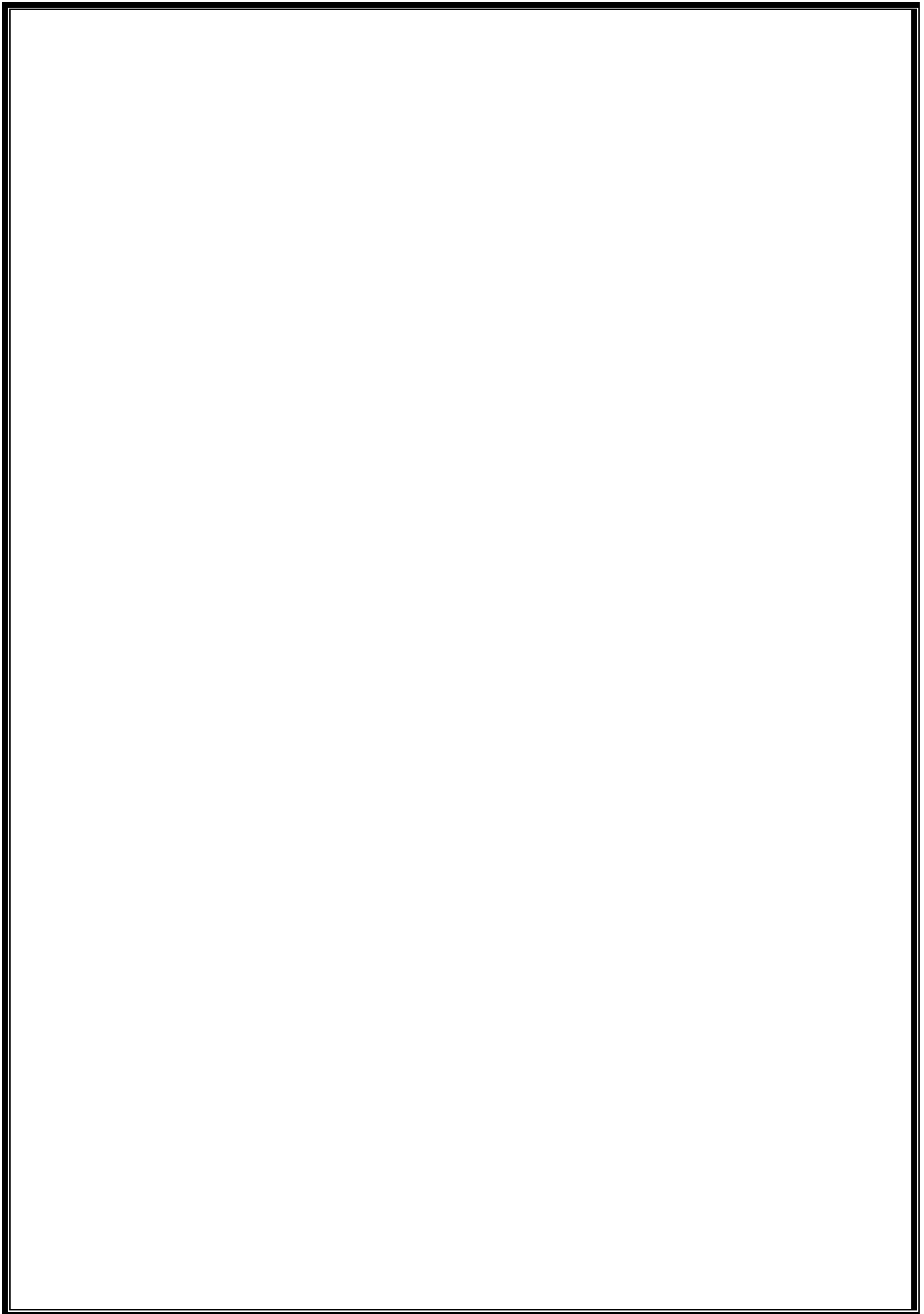
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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes". Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. As a service industry, tourism has numerous tangible and intangible elements. Major tangible elements include transportation, accommodation, and other components of a hospitality industry. Major intangible elements relate to the purpose or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new people and experience other cultures, or simply to do something different and have an adventure.

Tourism is vital for many countries, due to the income generated by the consumption of goods and service by tourists, the taxes levied on business in the tourism industry, and the opportunity for employment and economic advancement by working in the industry.. For these reasons NGOs and government agencies may sometimes promote a specific region as a tourist destination, and support development of a tourism industry in that area. The contemporary phenomenon of mass tourism may sometimes result in overdevelopment, however alternative forms of tourism such as ecotourism seek to avoid such outcomes by pursuing tourism in a sustainable way.

There are many destinations in the world which involved in the development of tourism industry. The Jatayu Nature Park in Kerala have great role in the promotion of tourism in Kerala. It is the first major BOT tourism in Kerala, India. Jatayu Nature Park is the first joint effort by the Tourism department of Kerala and Mr. Rajiv Anchal along with private equity holders to create a destination, which is a unique combination of all aspects of tourism and offers a complete Kerala, God's own Country experience to every tourist.

1.2 Review of literature

The New Indian Express (August 2018), “Grab a bird’s eye view of The Jatayupara Nature Park by exclusive chopper rides. The dream project of Rajiv Anchal, sculptor and filmmaker, this also becomes the first tourist spot in Kerala to offer helicopter services”. Great4 traveler (reviewed January 2017) ‘Huge rock! Good for trekking’. “This is a big rock, good for trekking, associated with the mythological bird Jadayu in Ramayana. This beautiful picnic spot is rich in natural beauty. Worth a visit”. According to the United Nations Environment Programme and World Tourism Organization (2005) sustainable tourism considers the needs of the visitors. According to Buckley (2012) Buckley, R. (2012). Sustainable tourism: Research and reality. *Annals of Tourism Research*, the specific term ‘sustainable tourism’ were first used almost two decades ago. During the first decade, basic frameworks from backgrounds in tourism, economics and environmental management were studied. The second decade yielded a number of reconceptualisation and a series of critiques including Sharpley (2000) Sharpley, R. (2000), Liu (2003) Liu, Z. (2003). Sustainable tourism development: A critique. *Journal of Sustainable Tourism*, 11.). Thirty years of sustainable tourism. In S. Gössling, C. M. Hall, & D. B. Weaver (Eds.), all adventure consumers generally seek some degree of physical activity, challenge, novelty, escapism, and emotional thrills from their experience (Buckley, 2007).

Renowned filmmaker Rajiv Anchal, who has conceived and developed the Jatayu sculpture and is Chairman of Jatayupara Tourism Pvt Limited, said that “Jatayu Park will set a new milestone in Kerala Tourism and will elevate the experience of travelers to Kerala.” Ajith Kumar, Director Jatayupara Tourism Pvt Ltd, said “Jatayu Nature Park would become a compelling tourist destination for foreign, as well as domestic tourists. There were exploring potential areas of collaboration with Dubai Tourism”.

1.3 Statement of the problem

The Jatayu bird sculpture, which will soon become the largest of its kind in the world, is nearing completion atop a giant rock situated 750 feet above the sea level. Director Rajiv Anchal is the all-in-all of the Jatayu nature park project at Chadayamangalam in Kollam district, which comprises an adventure park, cable cars and facility for rock trekking. For the last 12 years, Rajiv Anchal has been working on the project. Initially, the government had deputed to complete the sculpture of Jatayu here. Later, the government elaborated the project plan aiming to develop it as a tourism spot centered around the bird sculpture. They appointed Rajiv Anchal to complete this project on BOT basis. This is how the project on the 65-acre hilly terrain, which could soon become one of the hallmark features of Kerala, took wings.

The project was envisioned as one that would conserve nature. The main challenge was to carry water to the 750-foot high rock cluster. To solve this problem, a check dam to collect rainwater was constructed by joining two of the rocks. Since the harvested rainwater was available round the year, it soon facilitated the formation of a new ecosystem here.

As water became available, the valleys started turning green. Further, various medicinal plants were planted and an ecology that shelters small living beings was formed. Thus begun the journey to accomplish a great and responsible tourism project. Another plan has been envisaged to form a model agriculture project by linking the nearby fields.

While doing this study we are mainly focusing on the promotion of manmade destinations like Jatayu Nature Park. It is one of the famous mythological destinations of Kerala. Governments have spent crores of crores to make it in this stage. But as a man made destination it doesn't had its promotion as expected. The Jatayu nature park must be properly promoted as a man made destinations, which will increase the income of tourism sector.

It is the biggest man made attraction in Kerala. It has a potential to bring Kerala tourism in high level. This study conducted by us to study the potential to promote Jatayu Nature Park as biggest man made destination in Kerala.

1.4 NEED AND THE SIGNIFICANCE OF THE STUDY

- To promote Jatayu Nature Park as manmade tourism destination.
- To attract more and more international tourists to the destination.
- To make aware about the mythological fact behind the destination.
- More and more tourists entry can be generated.
- It can bring Kerala tourism into high level.
- It improves the living standards of the local community of that area.
- It helps to earn more and more foreign exchange.
- It improves the infrastructural development of the destination.
- More and more adventurous activities should be promoted.
- The rock-theme park will present a good scope to support local communities with conservation assignments like generating renewable energy and harvesting rainwater.

1.5 OBJECTIVES

- To study the impact of the growth of the park in locality.
- To study the facilities and services provided to the visitors.
- To study the scope of adventures tourism.
- To identify the promotional activities taken in Jatayu Nature Park to promote tourism.
- To understand the sustainability principle implemented in Jatayu Nature Park.
- To study the myth behind Jatayu Nature Park.

1.6 RESEARCH METHODOLOGY

The chosen method to conduct this research is by using qualitative approach in order to achieve deeper understanding the role of the Jatayu Nature Park in the promotion of tourism. The study is based on primary data collected through by providing questionnaire among the visitors at the Jatayu nature park and the management of Jatayu Nature Park. The totals of 25 individuals were consulted during the study, both males and females. The questionnaire was being circulated and the feedback has been collected during the month of January 2019.

1.6.1 RESEARCH DESIGN

Research design specifies the methods and procedure for conducting a particular study. A research design is the arrangement of conditions for collections for collection and analysis of the data in the manner that aims to combine relevance to the research purpose with economy in procedure. Research design id broadly classified into three types as:

- Exploratory Research Design
- Descriptive Research Design
- Causal Research Design

The study is a Descriptive and analytical research that aims at the promotion of Jadayu Nature Park as a tourism destination.

1.6.2 SAMPLE DESIGN

A Sample design is a definite plan for obtaining a sample from a given population. It refers to the techniques adopted in selecting items for the research study.

1.6.2.1 POPULATION

A research population is a well- defined collection of individuals or objects known to have similar characteristics. All individuals or objects with a certain population usually have a common, binding characteristics or trait. In the present study the population was customers of Federal Bank.

1.6.2.2 SAMPLE SIZE

The sample size of the study is 50. The sample is considered as representative

1.6.2.3 SAMPLING TECHNIQUE

Sampling is concerned with choosing a subset of individuals from a statistical population to estimate characteristics of a whole population. In this study convenience sampling method is used for selecting samples.

1.6.3 SOURCES OF DATA

For this study, the data were compiled from primary and secondary data.

1.6.3.1 PRIMARY DATA

Primary data means original data that has been collected specially for the purpose in mind. It means someone collected the data from the original source first hand. Data collected this way is known as primary data.

The primary data has been obtained through questionnaire

1.6.3.2 SECONDARY DATA

Secondary data refers to the data that was collected by someone else other than the user.

Secondary data for the study was obtained from different sources:

- Internet websites
- Journals, Magazines, Newspapers etc.

1.6.3.3 TOOLS USED FOR THE STUDY

Investigator used a questionnaire consisting of 22 questions.

1.6.3.4 TOOLS FOR DATA ANALYSIS

The data were analyzed with the help of computer software and Microsoft excel. Mathematical and statistical tools such as chi-square and percentage analysis method, ranking techniques etc...

- Percentage analysis: Percentage refers to a kind of ratio. It is used to make comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data since the percentage reduce everything as common base and allow the meaningful comparison to be made.

$$\text{Percentage} = \frac{\text{Number of respondent}}{\text{Total respondent}} \times 100$$

1.6.3.5 PERIOD OF STUDY

The study was conducted for a period of one month

1.7 LIMITATIONS OF THE STUDY

Every research has its own limitations. The research was conducted with sincere efforts, which help to reduce the limitation to great extent. The various limitations are:

1. The cost and time was limiting factor in this research work.
2. The validity of the study may change according to the prevailing situation.
3. The accuracy of the details mainly based on the answers of the respondents.
4. The way of answering of the respondents is influenced by some characteristics such as attitude, mood, biases etc.
5. The usual hindrances were in collection of data like non responses, errors in consistent response are being faced.

1.8CHAPTERISATION

The report of the study is arranged in the following chapters.

CHAPTER 1: INTRODUCTION

Present a brief introduction of the problem, the review of literature, statement of the problem, need and significance of the study, objectives of the study, scope and limitations of the study, research methodology and chapterisation scheme.

CHAPTER 2: THEORETICAL BACKGROUND AND SECONDARY DATA

It includes tourism in India, tourism in kerala, tourism in Kollam, literature related to Jatayu Nature Park.

CHAPTER 3: DATA ANALYSIS AND INTERPRETATION

Discuss the results of analysis and interpretation of data their in.

CHAPTER 4: SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Present a summary of the findings and suggestions of the study followed by conclusion

CHAPTER 2: THEORETICAL BACKGROUND AND SECONDARY DATA

2.1 Tourism in India

India is the country which is surrounded by the Himalayas, Arabian Sea, Bay of Bengal and the Indian Ocean, as we all know that it is rich in its culture, heritage, unique style temples, wildlife, sanctuaries etc. which will attract the tourists large in number. India is not only limited to above areas but also it has many tributaries like Sharavathi, Ganga, Yamuna, Brahmaputra, Indus and many more. Many amazing waterfalls places can also be found in almost all parts of India. India has many entertainment and recreational centers like PVR Cinemas in Delhi, Malls and Water parks in Bangalore. You can also visit many eco-parks like coorg and munnar in India. Besides this we also have peak hills, bushy forests, adventures sport like Rock Climbing, Rafting, Snow Skiing, Biking etc.

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹15.24 lakh crore (US\$210 billion) or 9.4% of India's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. In 2014, 184,298 foreign patients traveled to India to seek medical treatment.

Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur were the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked 28th by the number of foreign tourist arrivals, while Mumbai is ranked 30th, Chennai 43rd, Agra 45th, Jaipur 52nd and Kolkata 90th.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism maintains the Incredible India campaign focused on promoting the tourism in India.

2.2 TOURISM IN KERALA

Kerala, a state situated on the tropical Malabar Coast of southwestern India, is one of the most popular tourist destinations in the country. Named as one of the ten paradises of the world by National Geographic Traveler, Kerala is famous especially for its ecotourism initiatives and beautiful backwaters. Its unique culture and traditions, coupled with its varied demography, have made Kerala one of the most popular tourist destinations in the world. Growing at a rate of 13.31%, the tourism industry is a major contributor to the state's economy.

Until the early 1980s, Kerala was a relatively unknown destination, with most tourism circuits concentrated around the north of the country. Aggressive marketing campaigns launched by the Kerala Tourism Development Corporation the government agency that oversees tourism prospects 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. In 2010, Kerala attracted 660,000 foreign tourist arrivals. 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, Varkala, Kollam and Kapad; 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 "backwaters" region extensive network of interlocking rivers, lakes, and canals that centre on Ashtamudi Lake, Kollam, also see heavy tourist traffic. Heritage sites, such as the Padmanabhapuram Palace, Hill Palace, and Mattancherry Palace, are also visited. The city of Kochi ranks first in the total number of international and domestic tourists in Kerala. To further promote tourism in Kerala, the Grand Kerala Shopping Festival was started by the Government of Kerala in 2007. Since then it has been held every year during the December–January period.

2.3 Tourist attractions in kerala

Kerala is located on the tropical southwestern coast of India. Kerala's art and architecture, Ayurveda and spa, verdant hill stations, palm-fringed backwaters, breathtakingly beautiful beaches, abundant wildlife, world class hotels and gracious hospitality makes it one of the most popular tourist places to visit in India. It isn't surprising that Kerala has been rated one of the 50 Places in the World to Visit in a Lifetime by National Geographic Traveler.

Kasargod

Kasargod is a small town lying on the sea coast displaying a delightful blend of various religions, culture and bounty of nature. Blessed with majestic forts, lofty hills, meandering rivers and golden beaches, the town oozes charm and tranquility from every aspect.

Kasargod is also known for its rich and glorious past, is considered to be home to some of the best preserved forts in Kerala. The variety of art and culture of the town speaks volume about its diversity. In fact, one can hear about seven languages spoken in the town, Tulu, Malayalam, Kannada, Tamil and Konkani being the most famous ones. Adorned with several tourist attractions, pleasant winter season and booming coir and handloom industry.

Kannur

Cradled in the lap of nature, right in the middle of God's own country, Kannur is a place that you will find sprinkled with beauty. Fondly known as Cannanore, this beautiful town is bundled with a plethora of sightseeing options like beaches, monuments, ancient temples and mesmerizing picnic spots.

Steeped in vibrant culture and distinctive local art forms unique to their state, Kannur still has an aura of a colonial era. The deep footprints of the Dutch, the Portuguese, the British and the Mysore Sultanate are still imbibed in to the town and can be witness all around. The town blessed with exceptional art of weaving and huge cashew trees perhaps rooted by Portuguese, the beautiful weather and pleasant wind chasing the glow of setting sun is enough to attract tourists from all over the country.

Wayanad

Replete with enchanting waterfalls, historical caves, comfortable resorts and home stays; this popular town is famous for its spice plantations and wildlife.

Among the prettiest areas of Kerala, Wayanad has a multitude of options for its visitors. Part of a forest reserve, Wayanad is located on the border of Tamil Nadu and Kerala. The entire region is completely green with hilly ranges and wildlife including Tholpetty in the North, Muthanga in the east bordering with Tamil Nadu, Kalpetta in the south, and Mananthvadi in the north-west and Sultan Bathery (Sultan Battery) in the east. Walking through the sprawling spice plantations, taking that trek into the pre-historic caves and experiencing a resort holiday are one of the many things you can do to get a taste of Wayanad. A great place to spot wild elephants, cool breeze, beautiful scenery.

Kozhikode

Formerly known as Calicut, Kozhikode was the Capital of Malabar during the Zamorin rule 500 years ago and is famous for its centuries old trade in cotton and spices with Jews, Arabs, Phoenicians and Chinese.

Vasco da Gama had set his foot on the remote beach of Kappad in Kozhikode in 1498 and 'Discovered India' and established trade routes with the west. Kozhikode city continues to be a centre of flourishing domestic and international trade. Its contribution to all round development of the district in trade, commerce and economic development over the years is spectacular. Kozhikode city is the marketing centre for commodities like pepper coconut, coffee, rubber, lemongrass oil etc., produced in Kozhikode and the neighboring districts of Wayanad, Malappuram and Kannur. Basking in the idyllic setting of the serene Arabian Sea on the west and the proud peaks of the Wayanad hills on the east, this district with the serene beaches, lush green countryside, historic sites, all combine to make Kozhikode a popular tourist destination filled with a warm ambience to fascinate a visitor.

Malappuram

Located on NH213, 50 kms southeast of Kozhikode and being a one-time headquarters of British troops, Malappuram is replete with colonial history.

Malappuram is a hill-town famous for its Juma Masjid and temples. Malappuram Juma Masjid is one of the oldest mosques in Kerala. Besides, Shanthitheeram - a riverside park the Kottakkunnu - known as the marine drive of Malappuram is famous for its open-air theatre, art gallery & themed water parks

Palakkad

The quaint twee town of Palakkad boasts of picturesque landscape, tranquil scenery and clear backwaters. Palakkad gets its name from pala trees which once dominated the area. Located near a wide low pass in the Western Ghats mountain ranges, Palakkad is the land of Palmyras and Paddy Fields and is famous as the "gateway of Kerala".

Located near a wide low pass in the Western Ghats mountain ranges, Palakkad is the land of Palmyras and Paddy Fields and is famous as the chief granary of Kerala. This is the area which links Kerala to Tamil Nadu and perhaps does so in a cultural sense too, since the language spoken in the villages here is Tamil, unlike the rest of the state where Malayalam is prevalent. Some other locations that can be visited in the area include the Palakkad Fort, Silent Valley National Park, Pothundy Dam, Jain Temple, Dhoni waterfalls, Walayar Dam etc.

Thrissur

Officially known as the cultural capital of Kerala, Thrissur is famous for fostering classical Kerala performing arts, religious sites and the renowned Onam festival, Thrissur Pooram festival and Vadakkumnathan Temple.

Thrissur which has also been known as Trichur is from where Kerala gets a fair share of its festive glitter and dynamic and sound instances of classical arts. Thrissur is sure to cast a spell on you with its colourful chants ringing with a rich Kerala culture. The festivals celebrated here are the major attraction for tourists and a visit to Thrissur is incomplete without witnessing these. Other tourist spots in Thrissur include the Vadakkumnathan Kshetram Temple, Tomb of Shakthan Thampuran, Archaeology Museum, Athirapally Falls, Heritage Garden and many more.

Kochi Tourism

Situated on the south-west coast of India, Kochi or Cochin is a bustling commercial port city with a trading history that dates back to at least 600 years. Called as the Queen of the Arabian Sea, the city is the financial, commercial and industrial capital of Kerala.

The city is marked by influences of Arabs, Dutch, Phoenicians, Portuguese, Chinese and the British city as well as that of the Indian rule of Chera Dynasty followed by rule of the Feudal Lords. A gaggle of islands inter-connected by ferries, this cosmopolitan town has up market stores, art galleries and some of the finest heritage accommodations. In a true vintage-meets-future fashion, pubs, restaurants, shopping hubs and futuristic stores crowd Ernakulum, Jew Town and Fort Kochi while palaces, beaches, temples and heritage sites.

Idukki Tourism

With remains of Chera dynasty, Vembolinad Kingdom, and European plantations in the later years, this rugged hill resort is best known for its wildlife sanctuaries, beautiful bungalows, tea factories, rubber plantations and forests.

Idukki's speciality lies in its arch dam which is the largest in the country, and the Anamudi, which is the highest peak in India, south of the Himalayas. Idukki is situated at the top of the Western Ghats surrounded by mountains. The arch dam built across the Kuravan Kurathi mountain is incredible and beyond description. Attached to this dam of 650 feet length and 550 feet height, two other dams are also there in Kulmavu and Cherunthony. This beautiful high range district of Kerala is geographically known for its rugged hills and dense forests.

The district headquarters of Idukki is located at Kuyilimala in Painavu. A land-locked district, Idukki is one of the most nature rich areas of Kerala. It is one of the districts in the state which has some wildlife sanctuaries and offers abundant scope for promotion of eco tourism if infrastructure facilities and proper promotional activities are provided. It is also famed for its spice production, tea plantations and rubber cultivation.

Kottayam

Culturally rich and naturally enchanting, Kottayam is a destination in Kerala offering a complete package for a perfect vacation. It is an ancient town located on a hilltop bordered with tantalizing Western Ghats on east and green paddy fields and thrilling Vembanad Lake on the west.

Apart from the nature's bounty, the town has many laurels to its name. It is a proud town to achieve 100% literacy in India for the first time. Also being the land of several publishing houses and print media, Kottayam is also tagged as the 'Akshara Nagari' meaning 'City of letters'. The city is also a significant commercial hub for spices and crops especially rubber. One will see acres of well kept plantation of rubber all across the town. Other than its commercial importance, Kottayam is also dotted with plethora of ancient and fascinating shrines all narrating a story of their own. With mesmerizing landscape and verdant fields.

Alappuzha

Alappuzha is a district of immense and natural beauty. Referred to as the Venice of the east by travelers from across the world, this backwater country is also home to diverse animal and bird life. By virtue of its proximity to the sea, the town has always enjoyed a unique place in the maritime history of Kerala. Today Alleppey has grown in importance as a backwater tourist centre, attracting several thousands of tourists each year. Alappuzha is also famous for its boat races, houseboat holidays, beaches, marine products, and coir industry. A singular characteristic of this land is a region called Kuttanad. A land of lush paddy fields, Kuttanad is also called the Rice Bowl of Kerala and is one of the few places in the world where farming is done below sea level.

Pathanamthitta

Pathanamthitta, in southern Kerala, is a town immersed in spirituality and mysticism. Blessed with several ancient temples, it is renowned as headquarters of pilgrimage in Kerala as Sabarimala is situated in the Pathanamthitta district. It is a land of untouched beauty awash with pristine rivers, lofty mountain ranges and sprawling coconut groves. The region is parted into a fascinating topography of highlands, midlands and lowlands crafted by three rivers coursing in the town. The town of Pathanamthitta is also marked by a culture unique to this place as well as

an art of metal mirrors i.e. Aranmula Kannadi, handcrafted with intricacy and poise. The town also practices the art of 'vaasthu vidya' in its purest form at a heritage village of Vasthu Vidya Gurukulam.

Kollam

Steeped in rich past, entangled with unique culture and attributed with nature divine, Kollam lies on the southwest coast of India and has many more hidden treasures troves to be explored. It is one of the oldest ports in Arabian Sea bustling with the activities since the time of ancient Rome.

Chinese, Arab, Portuguese, Dutch and British, all have tried their hands on trading spices and cashew crops from this famous port. In fact till date, the place has retained its commercial importance especially being a largest producer and exporter of finest quality of cashews. Sitting deftly on the shores of Ashtamudi Lake, the town is highlighted with several temples and mosques while the serene and tranquil backwaters offers an unwinding experience of luxurious boat ride. Where the main town is buzzing with activities and hectic, the surroundings compliments it with just the chattering of waves, swaying of coconut palms, calm and green cashew plantations and rustic image of traditional villages. Perfect weather, delicious food and enchanting views of the town never fail to lure tourists from all around the globe.

Trivandrum

Offering an appealing blend of a strongly rooted heritage and a nostalgic colonial legacy, the city of Trivandrum has an exceptional vibe to it. Despite being the capital of Kerala, the city has, quite astonishingly, managed to keep itself far removed from the ruthless aura that generally surrounds a capital city. Built upon seven hills, this city has long since left the days when it was only used by seafaring explorers behind - today, Trivandrum is a swanky metropolis with a quaint urban charm and plenty of scenic places to visit. Proudly retaining its age-old cultural charm, Trivandrum offers a huge variety of sights including incredible museums, beautifully designed palaces, sacred temples and mesmerizing beaches, making the city one of the best tourist spots in South India.

The Padmanabhaswamy temple (also known as Anantha Padmanabhaswamy temple), is a must-visit temple of India. Located in the heart of the city, the temple is dedicated to Lord Vishnu, and

stands out for its striking mix of Keralan and Dravidian style architecture, showcasing a sublime artistic temperament. The 18-foot high idol of Lord Vishnu is awe-inspiring, and tourists throng this temple all year round to seek the blessings of and pay their respects to Lord Vishnu. The city is home to a few museums such as the Kuthiramalika Palace Museum and the Napier Museum. Both these museums serve to provide valuable insights into Kerala's rich legacy of culture and history. Trivandrum is home to many idyllic beaches, the most famous of them being the Kovalam beach. With a long shoreline creating a spellbinding bay of calm water, breathtaking views of sunrises and sunsets, and eye-catching options for leisure, this beach attracts tourists for all the right reasons. Other beaches in the vicinity include the Hawa beach and the Shanghumukham Beach.

2.4 NATURE PARK IN KEARALA

ERAVIKULAM NATIONAL PARK	IDUKKI
SLIENT VALLEY	PALAKKAD
PAMPADUM SHOLA NATIONAL PARK	IDUKKI
MATHIKETTAN SHOLA NATIONAL PARK	IDUKKI
ANAMUDI SHOLA NATIONAL PARK	IDUKKI

2.5 TOURISM IN KOLLAM

Kollam, also known as Quilon or Desinganadu, is the place which takes the credit for being the hub of the country's cashew trading and processing industry. Affording an impeccable blend of scenic surrounding, tradition and hospitality, Kollam is often referred to as the dreamland of kerala.

Kollam is considered as one of the oldest ports on the Malabar Coast and has long been drawing the attraction of international countries. The town served as the leading spice market in medieval and modern. The name of the place that is Kollam is believed to have been derived from the Sanskrit word Kollam meaning pepper. The present town area is believed to have been built by a Syrian merchant, Sapir Iso, in the 9th century A.D.

The first foreign communities to settle in Kollam were Chinese. Trade relations were established as early as 14th century. The first among the Europeans to land in this prosperous town were Portuguese, followed by Dutch and then British. Kollam in the bygone days was famous for its palaces and the place was sometimes called as the City of Palaces. The region also has a reputation for cashew plantations.

Gateway to backwaters

Kollam is an old sea port town on the Arabian coast, standing on the Ashtamudi Lake. In the ancient times, Kollam had a sustained commercial reputation around the world. Fed by the Chinese trade, it was regarded by Ibn Batuta, as one of the five ports, which he had seen in the course of his travels during a period of 24 years, in the 14th century AD.

Kollam, the gateway to Kerala's beautiful backwaters is blessed with unique representative features - sea, lakes, plains, mountains, rivers, streams, backwaters, forest, vast green fields and tropical crop of every variety, both food crop and cash crop. It's aptly called God's Own Capital.

The district also has some interesting historic remnants and a number of temples built in the traditional ornate architectural style. Among the towns in Kerala, Kollam is one town that's famous for its antiquity! During ancient times, Kollam was a renowned international trade centre ... for the port of Kollam was frequented by Phoenicians, Persians, Romans, Arabs and Chinese.

Also, famous travelers like Marco Polo and Ibam Batuta have acclaimed the historical importance of Kollam as a commercial town.

2.6 TOURIST ATTRACTIONS N KOLLAM

Jatayu Earth's Centre

Jatayu Nature Park is a rock-themed park which got opened on November 25, 2017. Built to promote mythology and adventure tourism, the tourism centre boasts of 6D theatre, a digital audio-visual room, cable car and ayurvedic cave resort. It is also a home to umpteen adventure activities including paintball, laser tag, archery, bouldering, rock climbing, air-rifle shooting etc. The primary attraction of the park, however, is the world's largest stone-cut bird sculpture replicating Jatayu, the mythical bird from Ramayana.

Ashtamudi Lake

The second largest lake in Kerala, Ashtamudi Lake is situated in the Kollam district. The lake runs over a length of 16 kilometers and covers almost 30% of the town of Kollam. Its name, Ashtamudi has been derived from two words 'Ashta' meaning eight and 'Mudi' meaning branch, thereby stating the fact that lake has eight branches. All the eight branches converge into a single channel that meets with the Arabian Sea. The lake is fed by the major river, Kallada. Coconut trees and palms surround the entire vicinity of the lake adding to its beauty.

Palaruvi Waterfalls

Palaruvi Falls, cascading downstream from the height of 300 ft, is one of the prime attractions in Kutrallam or as some call it Courtallam, Tamil Nadu. Owing to its height; it is the 32nd highest fall in our country. The name Palaruvi means 'Stream of Milk' in the regional language. Ironically it seems to be a glittering stream of milk as it flows down. Hence, the beauty of this fall stands unimaginable till witnessed with own eyes. The roaring sounds of the fall stand in stark contrast to the silence of the forests and mist-kissed mountains around it.

Situated in the Thenmala ranges, Palaruvi falls are surrounded by lush green forests, the Kallada River and some minor waterfalls. The enchanting place is perfect for savouring nature's beauty.

The fall not only does have an alluring beauty but also is considered sacred by the locals. The milk-like water is worshipped by people who believe it to be a religious spot. Also, Palaruvi waterfalls are among those seasonal waterfalls which ace their mightiness during the shower season and almost dry up in the midst of hot summers. The heavy downpour of water creates a splashing pool beneath for the people to enjoy the freshness of its water.

Sasthamcotla Lake

Sasthamcotla Lake is the largest freshwater lake in Kerala and said to have derived its name from an ancient Sastha Temple located near the lake. The lake is the biggest source of drinking water for the residents of kollam town.

Located 19 kms from kollam town, this lake houses a large population of larva cavborus which is responsible of consuming bacteria from the lake water and makes its healthy for drinking.

Thangassery Lighthouse

The Thangassery Lighthouse, also known as the Tangasseri Light House, boasts of being the second tallest on the entire coast of Kerala and is thus even one of the most visited lighthouses in the state on this account. Located at Tangasseri in the city of Kollam, it is one of the two lighthouses in the Kollam Metropolitan Area and is presently under the surveillance of the Chennai Directorate General of Lighthouses and Lightships. The majestic tower is clearly visible and distinct, with its painted red and white oblique bands, and looks pretty indeed in all its glory and majesty. The tower has a total height of 41 meters, or 135 feet, and has been operational since the year 1902.

Kollam Beach

Voted as the first 'Beach Wedding Destination' in Kerala, the Kollam Beach requires no introduction. This scenic and breathtaking natural wonder is also known as the Mahatma Gandhi Beach and boasts of pristine blue waters that seem to unite with the bright sky at an infinite distance, while tourists marvel at the sheer magnificence of the majestic scene. The Kollam Beach is brimming with a large number of local and international tourists all year round who can be seen enjoying the numerous activities that the beach offers, while also appreciating the

enchanting panoramic views of the Arabian Sea. The cultural and spiritual aura of the beach is indeed contagious and fills the visitors with renewed energy and passions.

The Kollam Beach also houses the Mahatma Gandhi Park, which was inaugurated in 1961, and has been a significant tourist attraction ever since. The area was formerly a port city and was also the harbour for Chinese ships and trade, and the traces of Chinese commerce can still be seen here. The beautiful beach is till date famous for its Chinese fishing nets, Chinese water pots and sampan like boats. The exotic views, lush greenery, calm backwaters and myriad of activities offered here make the place one of the most popular tourist attractions in all of Kerala. It appeals to people of all age groups, from children to adults and the elderly, who never seem to get enough of the beach in just one visit.

Azheekal Beach

Located at a distance of 40 km from Kollam, Azheekal is a small town surrounded by water on three sides. The beach is known for the clear brown shores, shimmering blue waters and a picturesque landscape.

Kottukkal Cave Temple

The Kottukkal Cave Temple, also known as Kaltrikkovil in the Malayalam language, is a beautiful and serene rock-cut shrine that is located in the Kottukkal Village near Anchal in Kollam in Kerala. The temple is an excellent example of rock cut architecture that prevailed between the 6th and 8th centuries CE, and is looked at with awe by architecture students as well as pious devotees alike. As per local legends, the big rock that makes up a significant part of the temple was brought to its present area by the incarnations of Lord Shiva, which also included Nandi.

Kattil Mekkathil Temple

Kattil Mekkathil Temple at Ponmana, near Chavara in Kollam District, in Kerala is located in a unique spot – where lake meets sea. The temple is on an island created by the lake and sea. The shrine is dedicated to Goddess Bhadrakali – the Mother Goddess worshipped here is ugra murti. The Kattil Mekkathil Temple at Ponmana has the Arabian Sea on one side and the TS Canal on the other. Kattil Mekkathil Temple is located at a distance of 22 kms from kollam city.

Thousands of devotees from all over the country come to the tree to tie the sacred bells given to them from the temple. The devotees go round the tree seven times before they tie the bell onto it. At the seventh round, they make a wish and it will be fulfilled. The tree is covered with such bells tied by the devotees. A small gust of breeze from the sea is enough to send a thousand chimes ringing from the tens of thousands of bells tied up a huge banyan tree on the premises of a temple here at Ponmana. Bhadrakali is the popular form of Devi worshipped in Kerala as Sri Bhadrakali and Kariam Kali Murti Devi. In Kerala she is seen as the auspicious and fortunate form of Kali who protects the good. This goddess is represented with three eyes, and four, twelve, or eighteen hands. She carries a number of weapons, with flames flowing from her head, and a small tusk protruding from her mouth. Her worship is also associated with the Tantric tradition of the Matrikas as well as the tradition of the ten Mahavidyas and falls under the broader umbrella of Shaktism According to the Kerala traditions.

Thenmala Tourism

Snuggled in between dense woods of Western Ghats, Thenmala is an ecotourism destination located in Kollam district of Kerala. A fetching fusion of pristine nature and fabricated design, it offers quietude unlike any place else. Dotted with winding roads and rubber and tea plantations, Thenmala boasts of being the first planned ecotourism site in India. Spread over acres of dense timber trees, the name 'Thenmala' translates to Honey Hill suggesting the supply of high-quality honey from the region. This honey has medicinal properties because of the surrounding floral varieties and is exported in large amounts.

Thevalli Palace

A place of great historic importance, Thevally Palace is situated on the banks of Ashtamudi Lake. Once served as the home of Maharaja of Travancore, it was constructed under the rule of Gauri Parvathi Bai between 1800 and 1819. The striking feature about the palace is that it presents an intriguing fusion of Dutch, English and Portuguese style of architecture.

2.7 TOURISM IN JADAYU NATURE PARK

The first major BOT tourism in Kerala, India Jatayu Nature Park is the first joint effort by the Tourism department of Kerala and Mr. Rajiv Anchal along with private equity holders to create a destination, which is a unique combination of all aspects of tourism and offers a complete Kerala, God's own Country experience to every tourist. The concept is the brain child of renowned film director, art director and sculptor Mr. Rajiv Anchal and his team took ten years to meticulously design and complete this monumental project. Guruchandrika Builders and Property Pvt.Ltd. Have leased the government owned land for 30 years to build and operate Jatayu Nature Park.

Jatayu Nature Park tourism project is spread over 65 acres of multi terrain landscape at Jatayupara near Chadayamangalam town in Kollam district of Kerala. The terrain is 1000 feet above sea level and has diverse geographic features ranging from hills, valleys, rugged rocks, caves to cultivable lands. The destination is right at the epic center of the south Kerala tourist spots and is easily accessible, since it is only 500 meters away from the Main Central (MC) road. The nearest international airport, Trivandrum, is only 50 kms away from Jatayu Nature Park. Jatayu' symbolises an era when humans and other living beings cared for each other and lived together peacefully."

The ₹100 crore (US\$14 million) worth initial phase of Jatayu Nature Park is expected to open in the first quarter of 2017 with an adventure zone having 3 km (1.9 mi) radius. On 29 November 2015, Dubai Corporation for Tourism and Commerce's Director of stakeholder relations, Majid Al Marri visited the under construction Jatayu Nature Park along with the Chief Minister of Kerala, Mr. Oommen Chandy and he got amazed by the project. The statue symbolizes protection of women.

The second phase of Jatayu Nature Park including rock theme park, Cable car service and helicopter local flying service will be inaugurated on 4 July 2018 by Pinarayi Vijayan, Chief Minister of Kerala.

THE STATUE

The giant concrete statue of Jatayu is built on a mighty rock named Jatayupara (Para means rock in Malayalam). The colossal statue is 200 feet long, 150 feet wide and 70 feet making is the

largest functional bird sculpture in the world with an enter into the Guinness Book of World Records.

SUSTAINABLE TOURISM

Jatayu Nature Park is a glorious example of sustainable and eco-friendly tourism in India. The hills, valleys, caves and vegetation spread across 65 acres remain almost unaffected even though a crowd-pulling tourist destination is built right there. Moreover Jatayu sculpture stands as a guardian to the hills and rocks by protecting them from mining. Hence the name Jatayu Nature Park is most appropriate for this project.

One of the biggest challengers for the project was the uninterrupted availability of water source. After thorough analysis of the landscape, a check dam was constructed between two rock valleys with a capacity of twenty lakhs liters for water conservation. The water scarcity issue was thus solved by collecting and storing rainwater and using it throughout the year. The ready availability of water enriched the flora of the place.

The electricity required for the smooth functioning of the Jatayu Nature Park is domestically harnessed from solar power.

A planned agricultural society is formed to promote organic farming in the adjoining cultivable lands. Special stalls will be set up at the Nature Park for visitors to buy fresh products from those farms. Thus Jatayu Nature Park is conceptualized and implemented with environmental protection and ecological equilibrium.

THE LEGEND

In the great epic Ramayana, Jatayu is characterized as a noble bird of divine origin. One day he happened to hear the plaintive cry of a lady.

Was Sitha lamenting for help while she has being abducted to Lanka by the demon king Ravana. Jatayu rushed to her rescue, stopped Ravana's chariot named Pushpaka Vimana and engaged in a battle with him. Eventually, Ravana took his powerful sword Chandrahasta, cut off the bird's left wing and went away with Sitha.

It is said that the injured Jatayu and his lost wing landed on top of a rock. In time, the rock got the name Jatayupara. This is where the monumental statue of Jatayu is now built.

There is a pond near the rock which is said to be formed by the stroke of Jatayu's beak. It has water throughout the year and never goes dry. Legend also says that Lord Rama later came to Jatayupara and gave moksha or deliverance to the wounded and dying Jatayu. The good bird

told the whole story and Rama got the vital information about his wife Sitha. There is a mark of footprint said to be that of Lord Rama. A temple dedicated to him can be experienced in an adjacent compound.

EPITOME OF VALOR

Jatayu is an embodiment of valor and chivalry. Risking his life, he tried his best to save sitha from her abductor. Hence the Jatayu sculpture uprighs as a towering tribute to women's safety and honour.

Jatayu also represents a bygone era when humans, animals, birds and other living forms cared for each other and fellow begins and lived peacefully on this Earth. In the words of Mr. Rajiv Anchal, this symbolism has great relevance in today's social scenario since the crime rate against women is on a high. Each guest at Jatayu Nature Park is requested to understand and emulate the inner meaning of this inspiring creation.

STATUE OF WOMEN SAFETY AND HONOUR

- Giant rock with a height of 1000 feet.
- World's largest bird sculpture.
- The Jatayu sculpture has a length of 200 feet, width of 150 feet and a height of 70 feet.
- 15,000 square feet of utility space inside this functional sculpture.
- An audio- visual museum is built inside the sculpture which spans over five levels.
- A multi-dimensional mini theatre is functional inside the wing of sculpture.
- Cable car facility has been provided to reach the hill top.
- A Rama Temple and its mythical markings are in a fenced area on the hill top, which is managed by a private trust.
- A rain water reservoir is made on the hill top with a capacity to hold 1.5 million liters of water.
- Jatayu Adventure Center incorporates international standards of safety.
- Number of adventures group can range from 10 to 100.
- A distinctive feature is the integrated paint ball station which is spread across the large natural terrain.

- An hour long trekking through the safe private forest.
- An audio-visual museum is built inside the sculpture which spans over five levels.
- Ideal for corporate team-building programs with activities such as: rappelling, jumnering, bouldering, valley crossing, chimney climbing, vertical ladder, archery, zip-line, commando net, rifle shooting, log walking and much more. 250 meter long Zip-line zone.
- Sky Cycling.
- Campfire
- Moon light dinner for family with live music.
- Live kitchen, live music.
- Opportunity to be a part of forestation
- Traditional Siddha rejuvenation in natural caves with accommodation facilities.
- Herbal garden with wide variety of plants.
- Ten-day long Siddha rejuvenation package.
- Heli-taxi service available.
- Opportunity to be part of preservation and protection of natural ecosystem

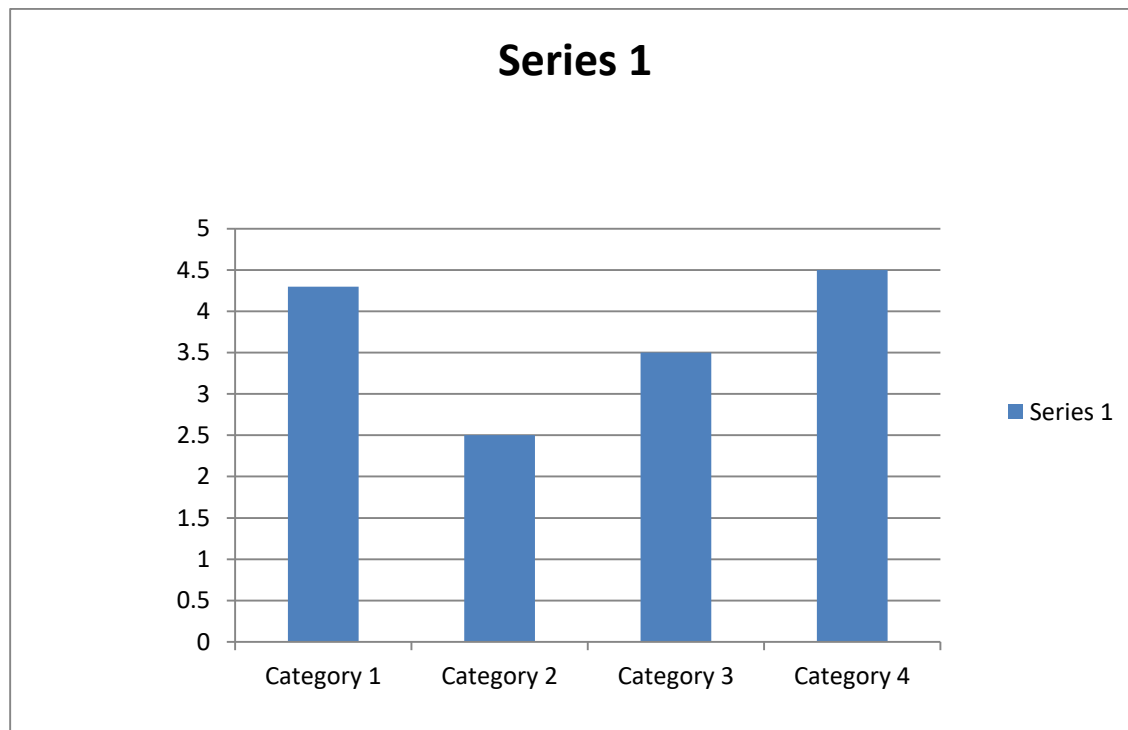
CHAPTER 3: DATA ANALYSIS AND INTERPRETATION

3.1 Age of the Respondent

TABLE 3.1

SL NO	AGE	NUMBER OF RESPONDENT	PERCENTAGE
1	15-25	10	40%
2	26-45	12	48%
3	ABOVE 45	3	12%
	TOTAL	25	100%

FIG 3.1



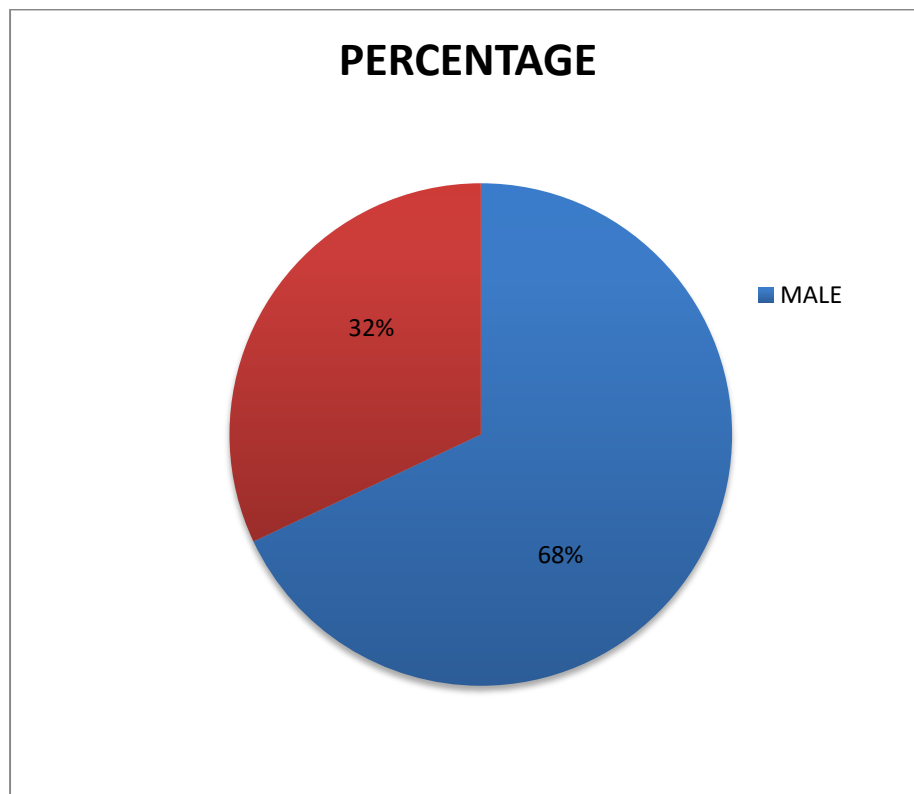
INTERPRETATION: The above table show that Out of 25 respondents, (48%) of respondents are in between the age of 26 and 45. (40%) of respondents are in between the age of 15 to 25 and 12% of respondents are above 45.

3.2 GENDER OF THE RESPONDENT

TABLE 3.2

SL NO	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1	MALE	17	68%
2	FEMALE	8	32%
	TOTAL	25	100%

FIG 3.2



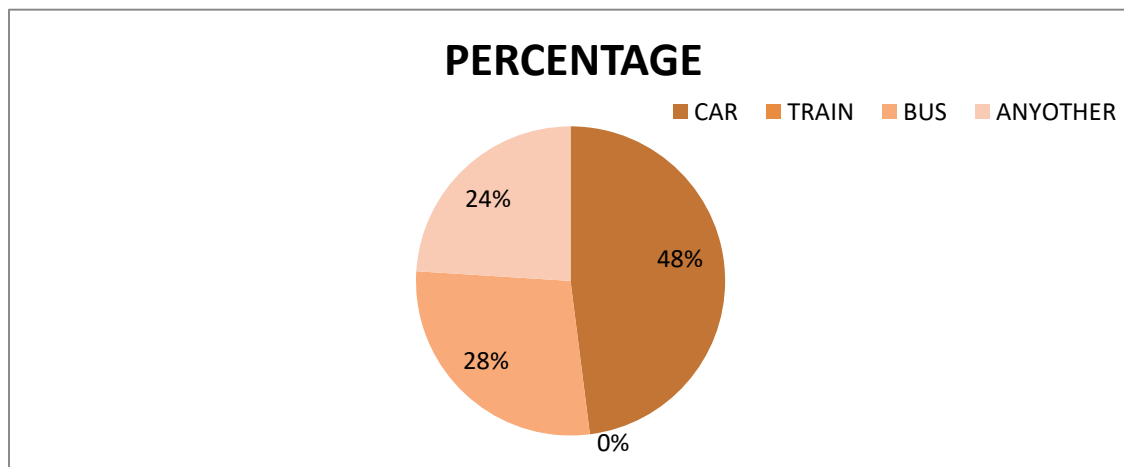
INTERPRETATION: From the above table, it can be inferred that 68% of the respondents are male and 32% of the respondents are female.

3.3 MODE OF TRANSPORTATION USED TO REACH THE PARK

TABLE 3.3

SL NO	MODE OF TRANSPORTATION	NO: OF RESPONDENTS	PERCENTAGE
1	CAR	12	48%
2	TRAIN	0	-
3	BUS	7	28%
4	ANY OTHER	6	24%

FIG3.3



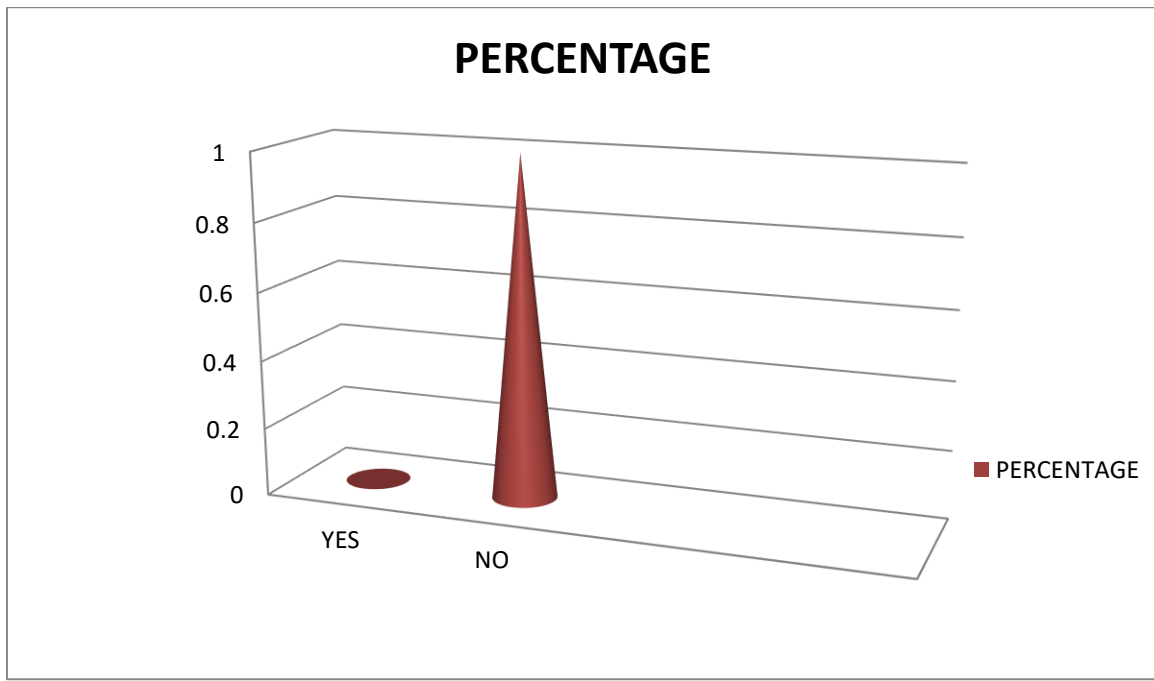
INTERPRETATION: From the above table, we can understand that 48% of the respondents use car to reach the park, 28% use bus and 24% use other modes of transportation to reach the park.

3.4 ACCOMMODATION FACILITIES IN THE PARK

TABLE 3.4

SL NO	RESPONSE	NO.OF RESPONDENTS	PERCENTAGE
1	YES	NILL	0
2	NO	25	100%
	TOTAL	25	100%

FIG 3.4



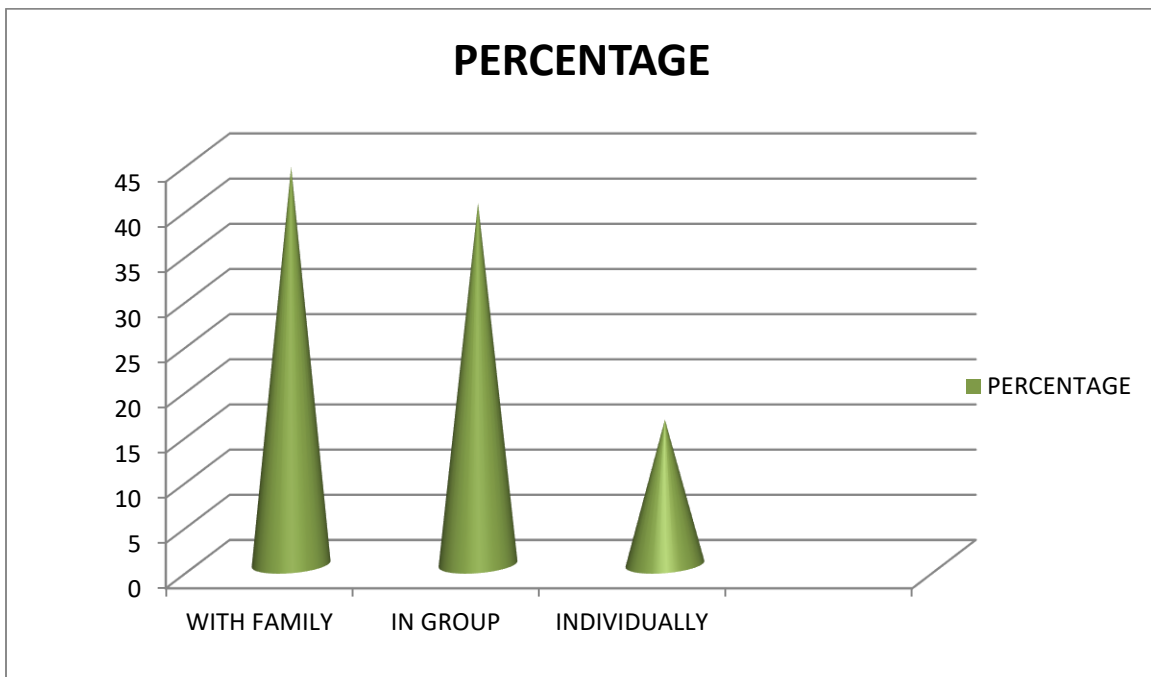
INTERPRETATION: From the above table we can understand that there are no accommodation facilities in the park

3.5 HOW DID YOU TAKE UP YOUR TRIP

TABLE 3.5

SL NO	TRIP TAKEN	NO.OF RESPONDENTS	PERCENTAGE
1	WITH FAMILY	11	44%
2	IN GROUP	10	40%
3	INDIVIDUALLY	4	16%
	TOTAL	25	100%

FIG 3.5



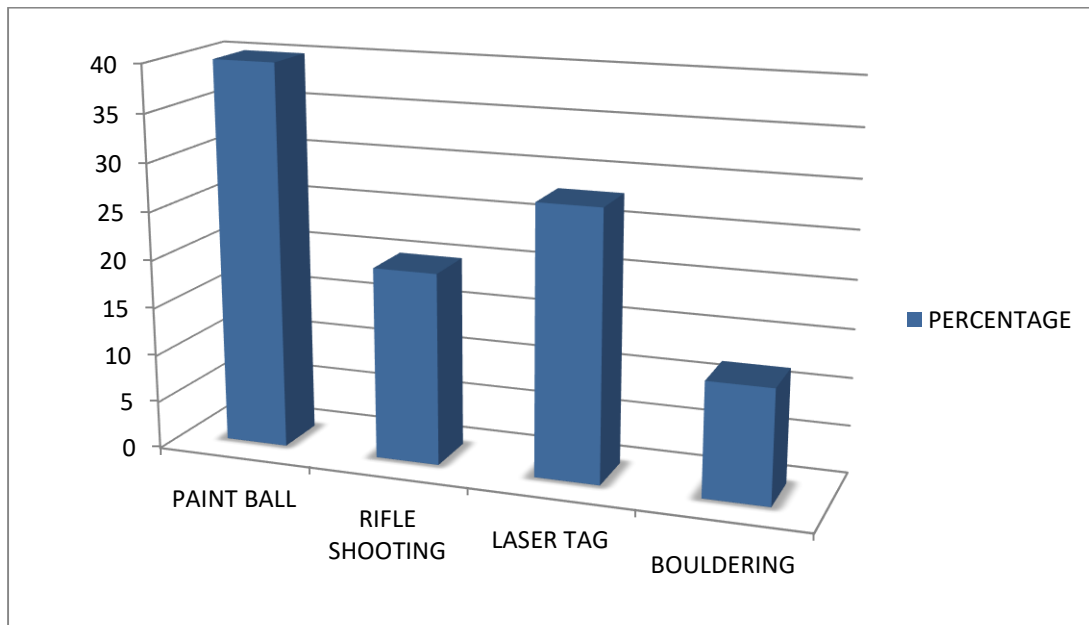
INTERPRETATION: The above table shows that 44% of the respondents (tourist) come with family, 40% of the tourists come in group and 16% of the tourists come alone.

3.6 ADVENTURE ACTIVITIES PREFERED BY THE VISITORS

TABLE 3.6

ADVENTURE ACTIVITIES	NO.OF THE RESPONDENTS	PERCENTAGE
PAINT BALL	10	40%
RIFLE SHOOTING	5	20%
LASER TAG	7	28%
BOULDERING	3	12%
TOTAL	25	100

FIG 3.6



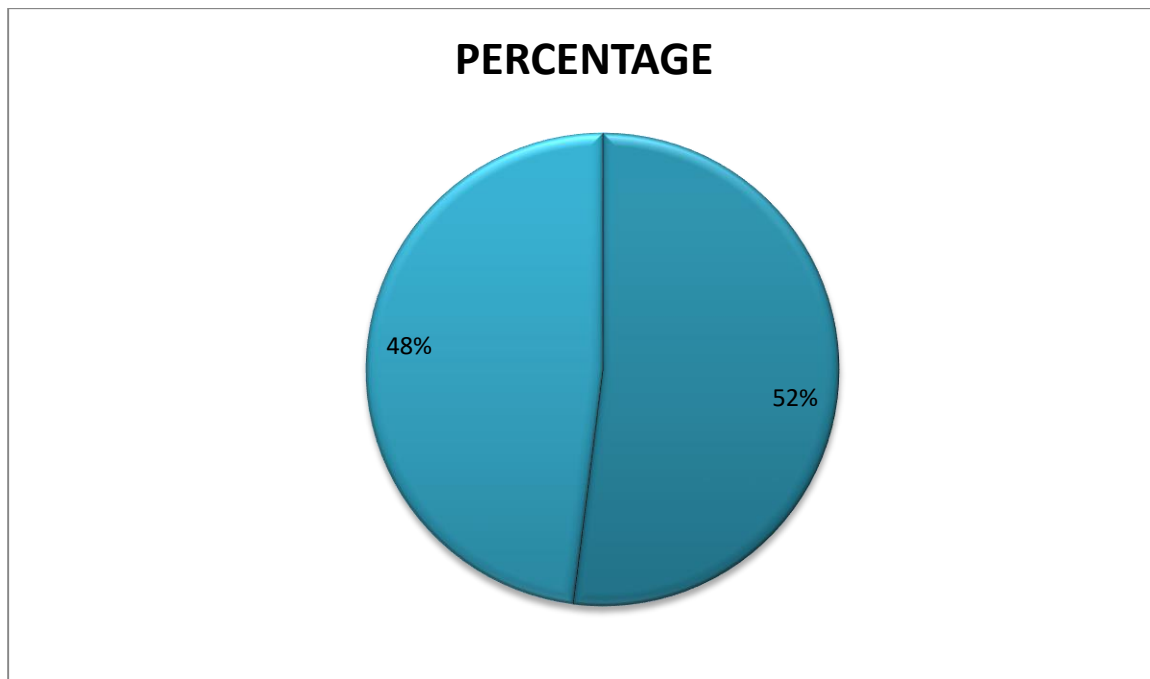
INTERPRETATION: From the above table we can understand that while visiting 40% of the tourist preferred paint ball, 20% of the tourist prefer rifle shooting, 28% of the tourist prefers laser tag and 12% of the tourist prefer bouldering.

3.7 SATISFACTION WITH THE FACILITIES PROVIDED IN THE PARK

TABLE 3.7

SATISFACTION WITH THE FACILITIES IN THE PARK	NO.OF RESPONDENTS	PERCENTAGE
SATISFIED	13	52%
NOT SATISFIED	12	48%
TOTAL	25	100

FIG 3.7



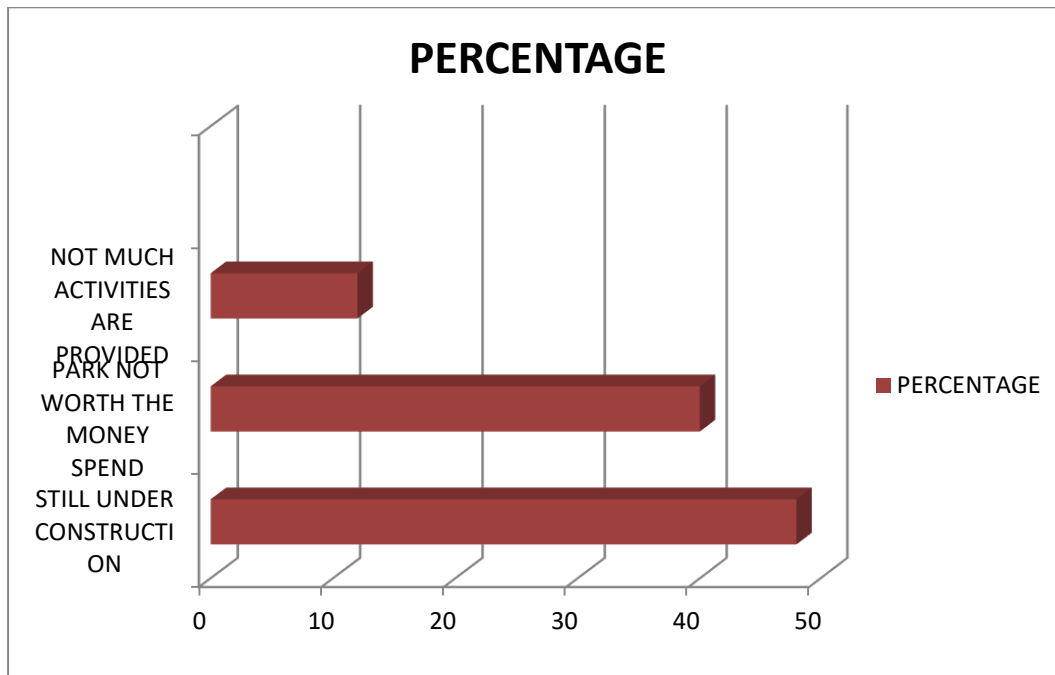
INTERPRETATION: From the above table we can see that 52% Of the respondents are satisfied with the facilities provided in the park and 48% of the respondents are not satisfied with the facilities.

3.8 REASONS FOR DISSATISFACTION AMONG VISITORS

TABLE 3.8

REASONS	NO .OF RESPONDENTS	PERCENTAGE
STILL UNDER CONSTRUCTION	12	48%
PARK NOT WORTH THE MONEY SPEND	10	40%
NOT MUCH ACTIVITIES ARE PROVIDED	3	12%
TOTAL	25	100

FIG 3.8



INTERPRETATION: The above table shows the reasons for dissatisfaction among visitors.44% are dissatisfied with the incompleted construction work of the park. 40% said that park does not

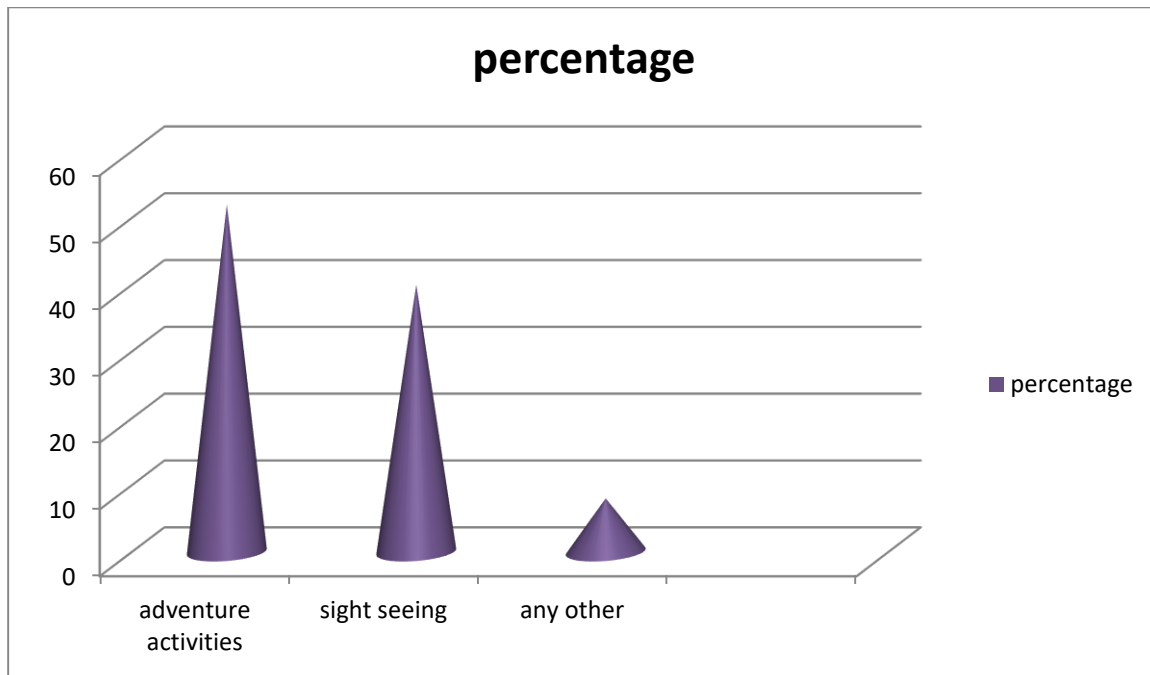
worth the money spend and 12% of the respondents are dissatisfied because of low number of activities provided.

3.9 PURPOSE OF VISIT

TABLE 3.9

PURPOSE OF VISIT	NO.OF RESPONDENTS	PERCENTAGE
ADVENTURE ACTIVITIES	13	52%
SIGHT SEEING	10	40%
ANY OTHER	2	8%
TOTAL	25	100

FIG 3.9



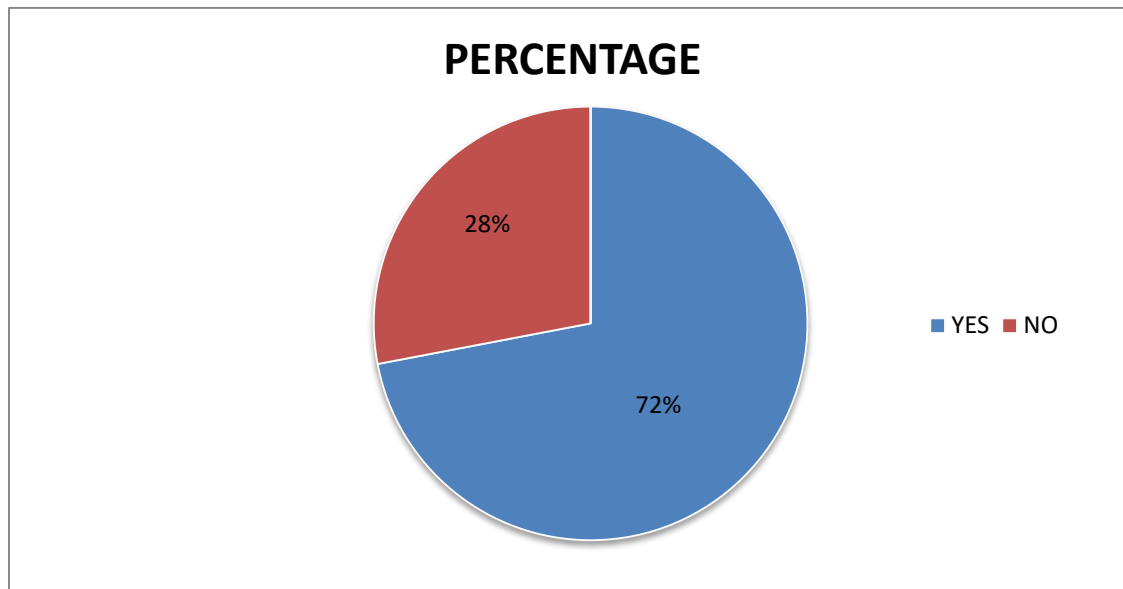
INTERPRETATION: In the case of purpose of visit, 52% are visiting the park for adventure activities. 40% are visiting the park for sightseeing and the rest of 8% are visiting for other purposes.

3.10 FACILITY OF CABLE CAR GIVES A NEW EXPERIENCE

TABLE 3.10

FACILITY OF CABLE CAR GIVES A NEW EXPERIENE	NO.OF RESPONDENTS	PERCENTAGE
YES	18	72%
NO	7	28%
TOTAL	25	100

FIG 3.10



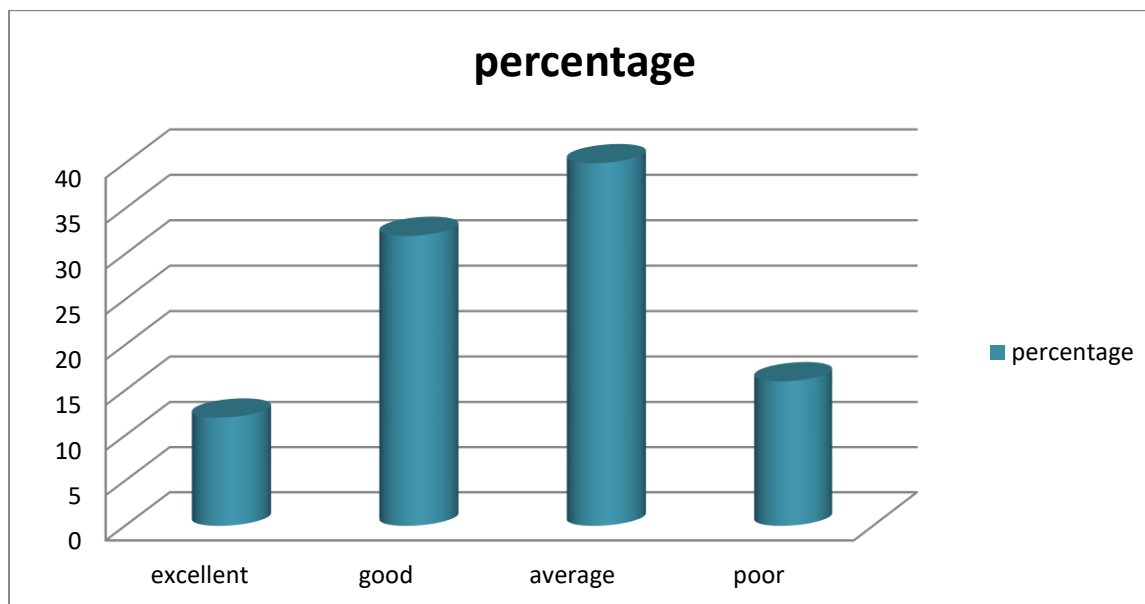
INTERPRETATION: In the case of facility of cable car, 72% of the visitors get new experience and 28% didn't get a new experience from the cable car.

3.11 SERVICE QUALITY RATING

TABLE 3.11

SERVICE RATING	NO.OF RESPONDENTS	PERCENTAGE
EXCELLENT	3	12%
GOOD	8	32%
AVERAGE	10	40%
POOR	4	16%
TOTAL	25	100

FIG 3.11



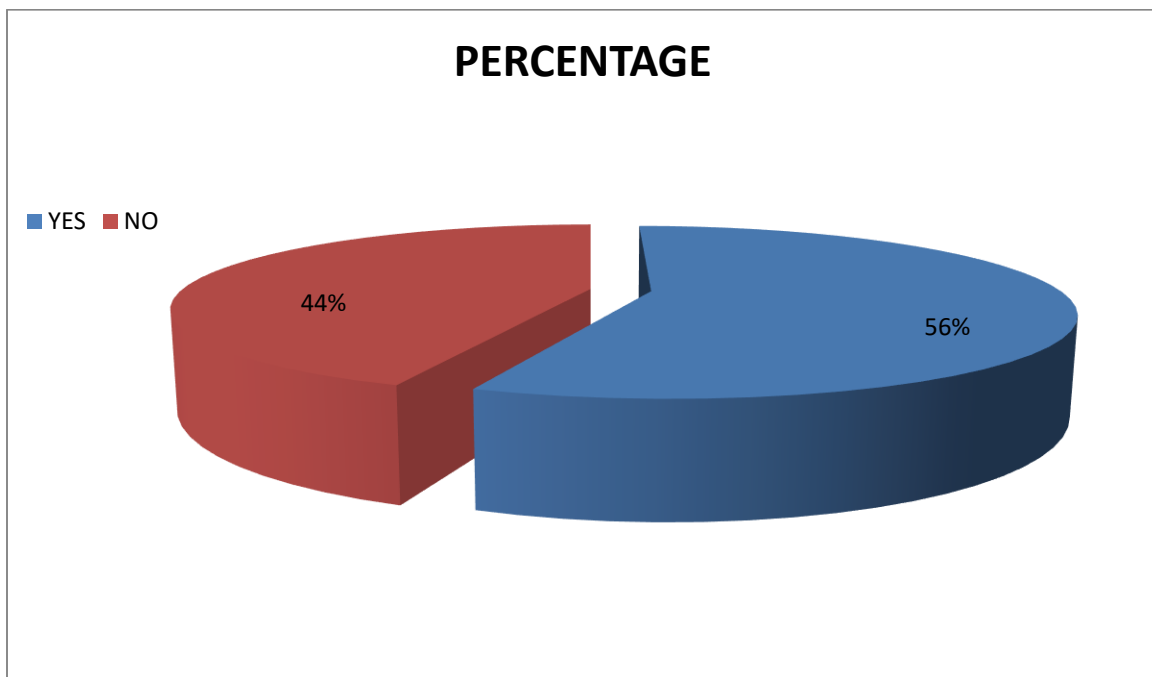
Interpretation: From the above table 12% confirmed that the service provided by the park was excellent, 32% agreed it was good, 40% agreed it was average and 16% answered that the quality of services provided by the park was poor.

3.12 JATAYUNATURE PARK GIVES A PLEASURE EXPERIENCE

TABLE 3.12

PARK GIVES A PLEASURE EXPERIENCE	NO.OF RESPONDENTS	PERCENTAGE
YES	14	56%
NO	11	44%
TOTAL	25	100

FIG 3.12



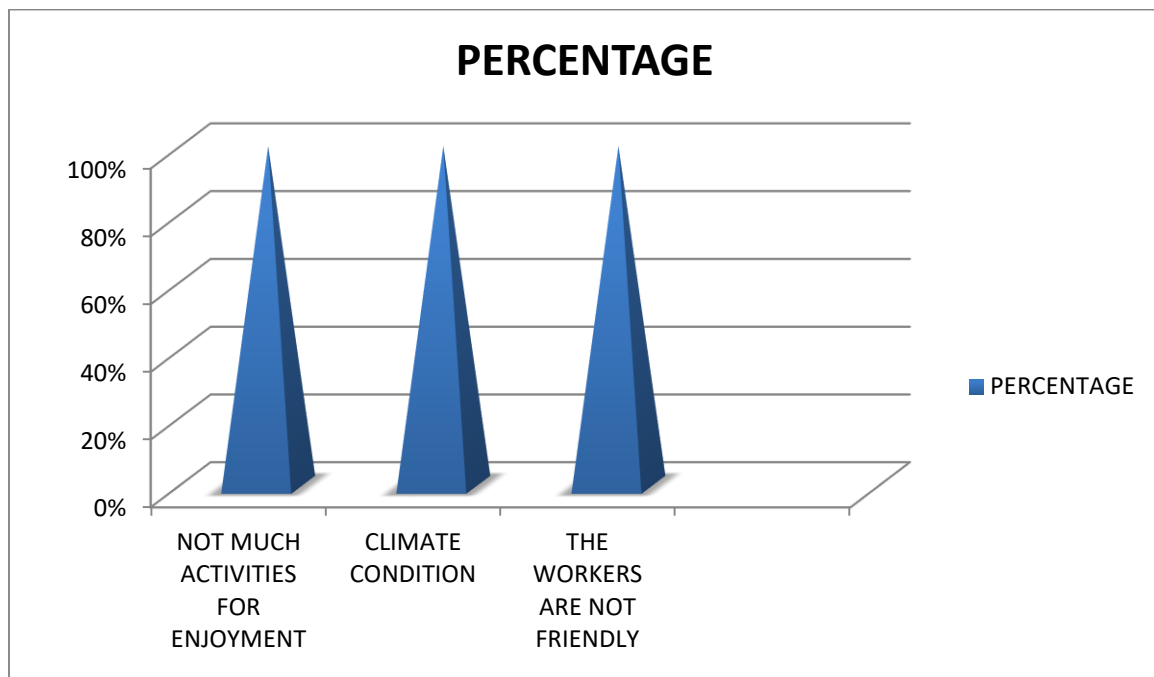
INTERPRETATION: 56% confirmed that park gives a pleasure experience and 44% of respondents get unpleasant experience from the park.

3.13 REASONS FOR UNPLEASANT EXPERIENCE IN PARK

TABLE 3.13

REASON FOR UNPLEASANT EXPERIENCE	NO. OF RESPONDENTS	PERCENTAGE
NOT MUCH ACTIVITY FOR ENJOYMENT	9	36%
CLIMATE CONDITION	11	44%
THE WORKERS ARENT FRIENDLY	5	20%

FIG 3.13



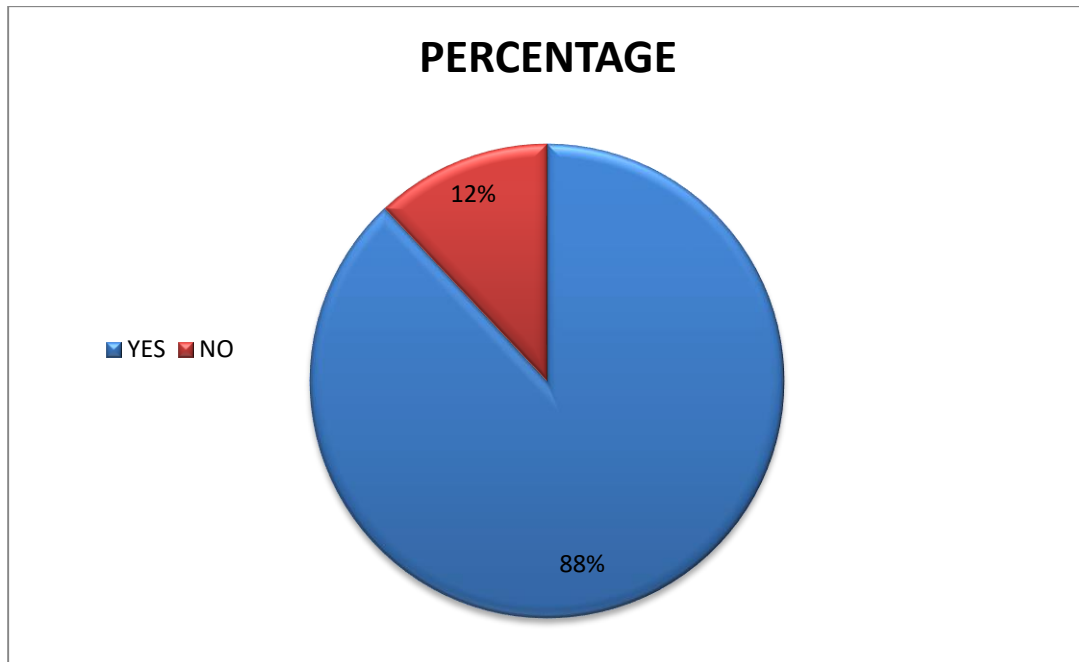
INTERPRETATION: 36% of respondents said that park doesn't have much activity for enjoyment. 44% of respondents answered that the climate of the park was hot when they visited and 20% of the respondents said that the workers aren't friendly.

3.14 SAFETY AND SECURITY FOR THE ADVENTURE ACTIVITIES

TABLE 3.14

RESPONSE	NO.OF RESPONDENTS	PERCENTAGE
YES	22	88%
NO	3	12%
TOTAL	25	100

FIG 3.14



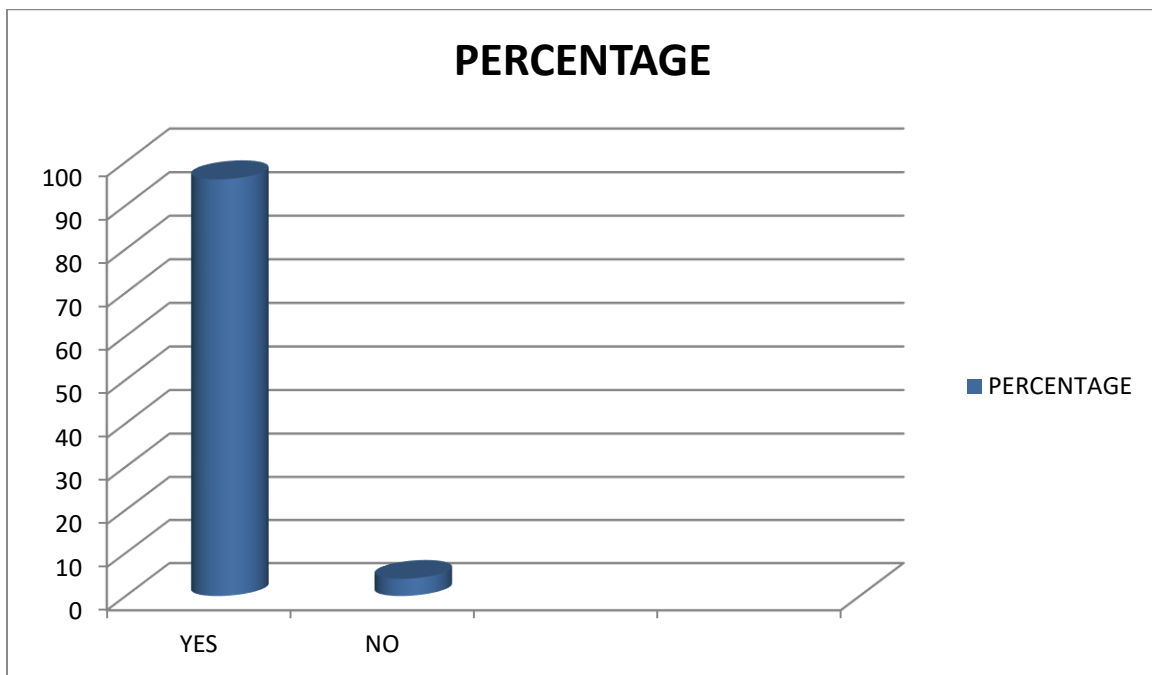
INTERPRETATION: From the above table we can understand that 88% of respondents confirmed that there is safety and security measures for the adventures activities and 12% of respondents answered that there is no safety and security measures for the adventure activities.

3.15 THE FACILITIES ARE CONTROLLED AND MAINTAINED PROPERLY

TABLE 3.15

FACILITIES ARE CONTROLLED AND MAINTAINED	NO.OF RESPONDENTS	PERCENTAGE
YES	24	96%
NO	1	4%
TOTAL	25	100

FIG 3.15



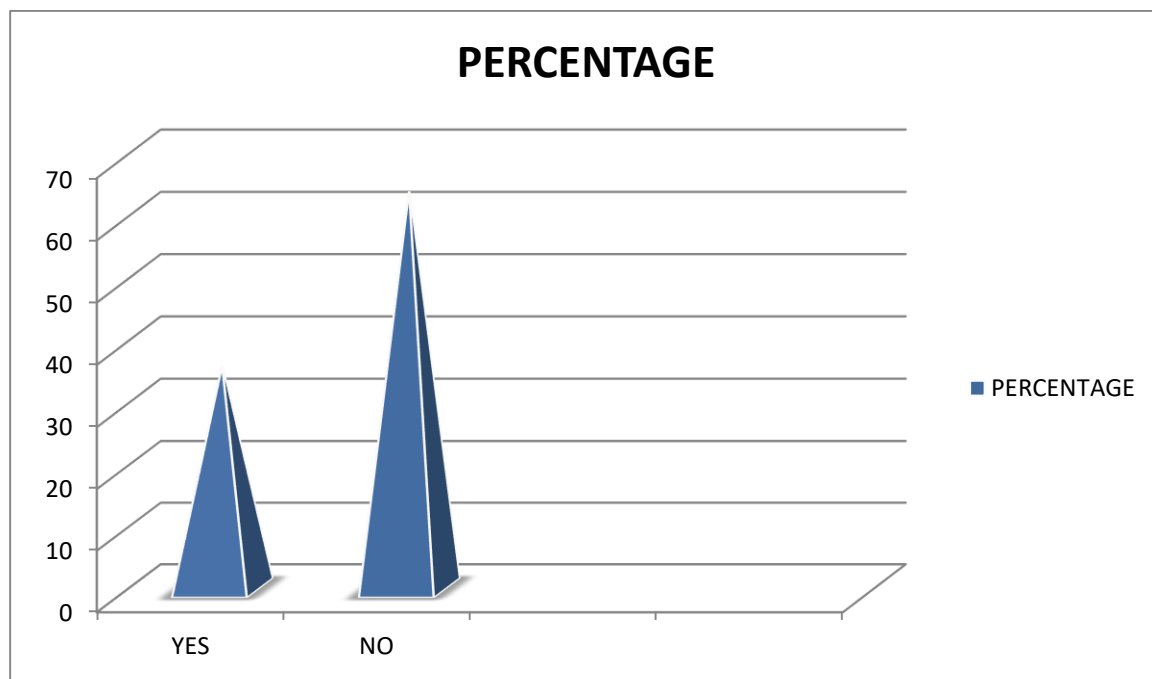
INTERPRETATION: The above table shows that 96% of the respondents answered that the facilities are controlled and maintained properly but 4% said that the facilities are not properly maintained and controlled.

3.16 HAVE YOU FACED ANY DIFFICULTIES WHILE VISITING JADAYU NATIONAL PARK

TABLE 3.16

RESPONSE	NO.OF RESPONDENTS	PERCENTAGE
YES	9	36%
NO	16	64%
TOTAL	25	100

FIG 3.16



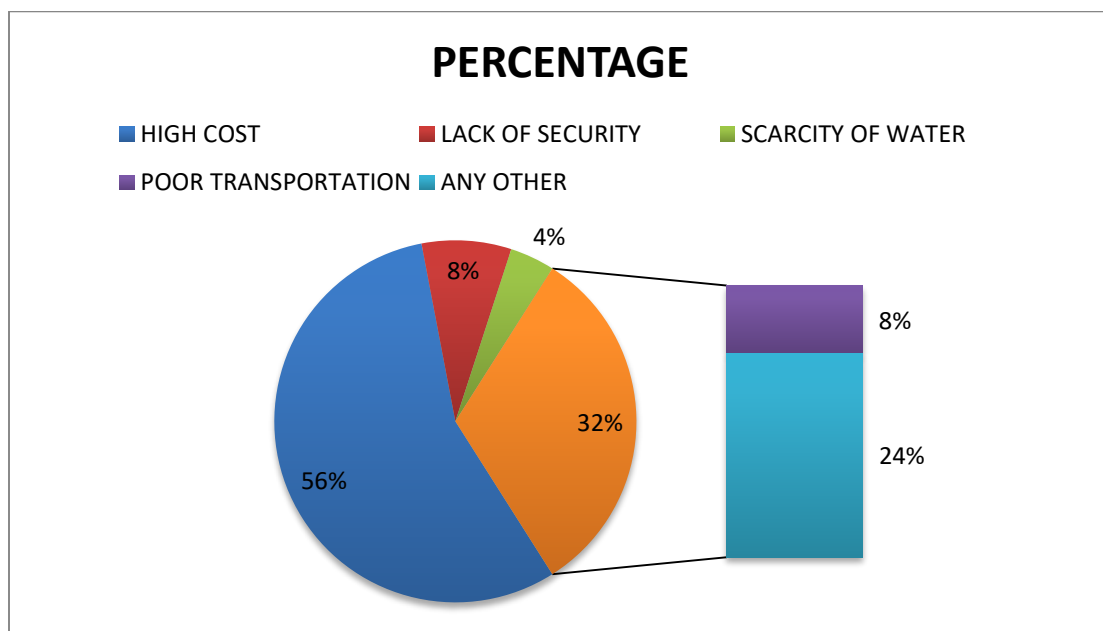
INTERPRETATION: From the above table we can understand that 36% of the respondents haven't faced any difficulties while visiting Jatayu Nature Park and 64% of the respondents have faced difficulties while visiting.

3.17 DIFFICULTIES FACED BY THE VISITORS WHILE VISITING

TABLE 3.17

DIFFICULTIES	NO.OF RESPONDENTS	PERCENTAGE
HIGH COST	14	56%
LACK OF SECURITY	2	8%
SCARCITY OF WATER	1	4%
POOR TRANSPORTATION	2	8%
ANY OTHER	6	24%
TOTAL	25	100

FIG 3.17



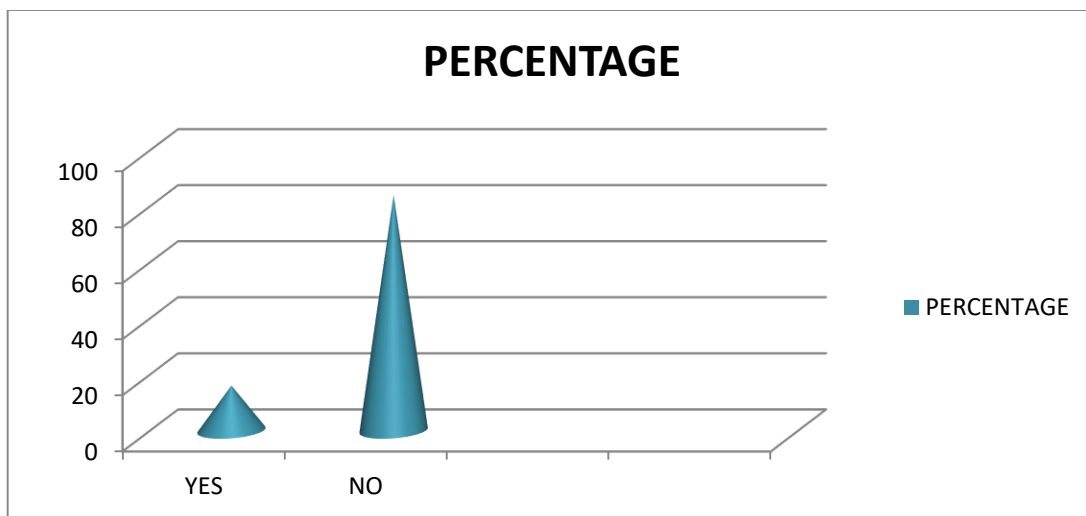
INTERPRETATION: The above table shows the difficulties faced by the visitors while visiting 56% of the respondents faced high cost. 8% of the respondents faced lack of securities. 4% of the respondents face scarcity Of water. 8% of respondents face poor transportation and 24% of respondents face other difficulties while visiting the park.

3.18 AFFORDABILITY OF RATE

TABLE 3.18

AFFORDABILITY OF RATE	NUMBER OF RESPONDENTS	PERCENTAGE
YES	4	16%
NO	21	84%
TOTAL	25	100

FIG 3.18



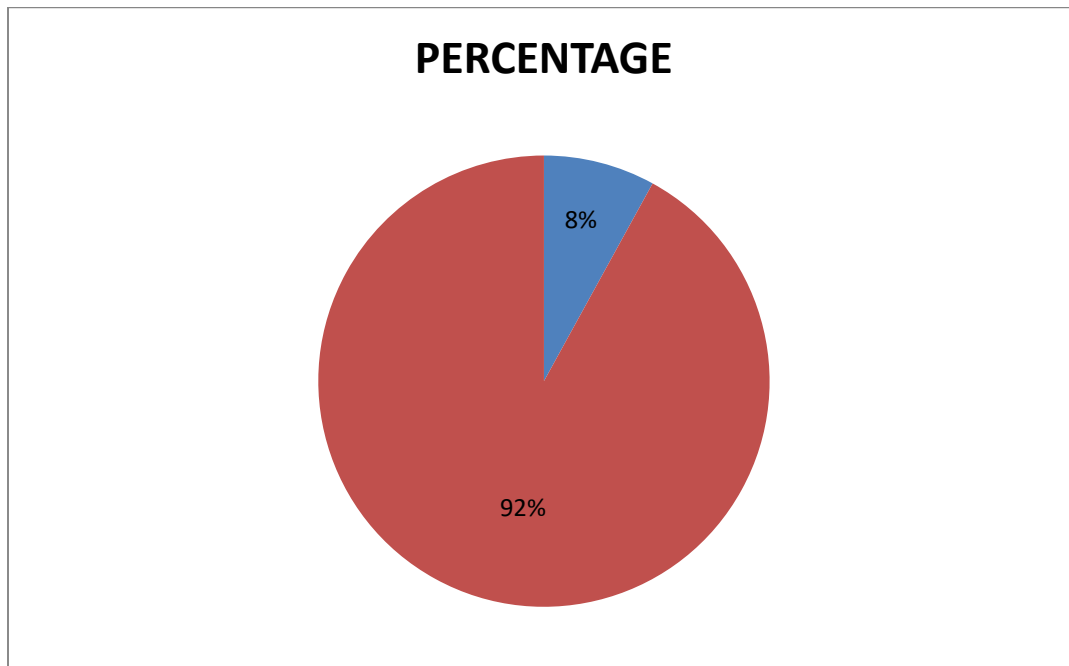
INTERPRETATION: In the case of rate in the park, 16% of the respondents confirmed that the rate is affordable and 84% of the respondents that rate is not affordable.

3.19 DO YOU FACE ANY DIFFICULTY IN GETTING ENTRANCE TO THE PARK

TABLE 3.19

RESPONSE	NO.OF RESPONDENTS	PERCENTAGE
YES	2	8%
NO	23	92%
TOTAL	25	100

FIG 3.19



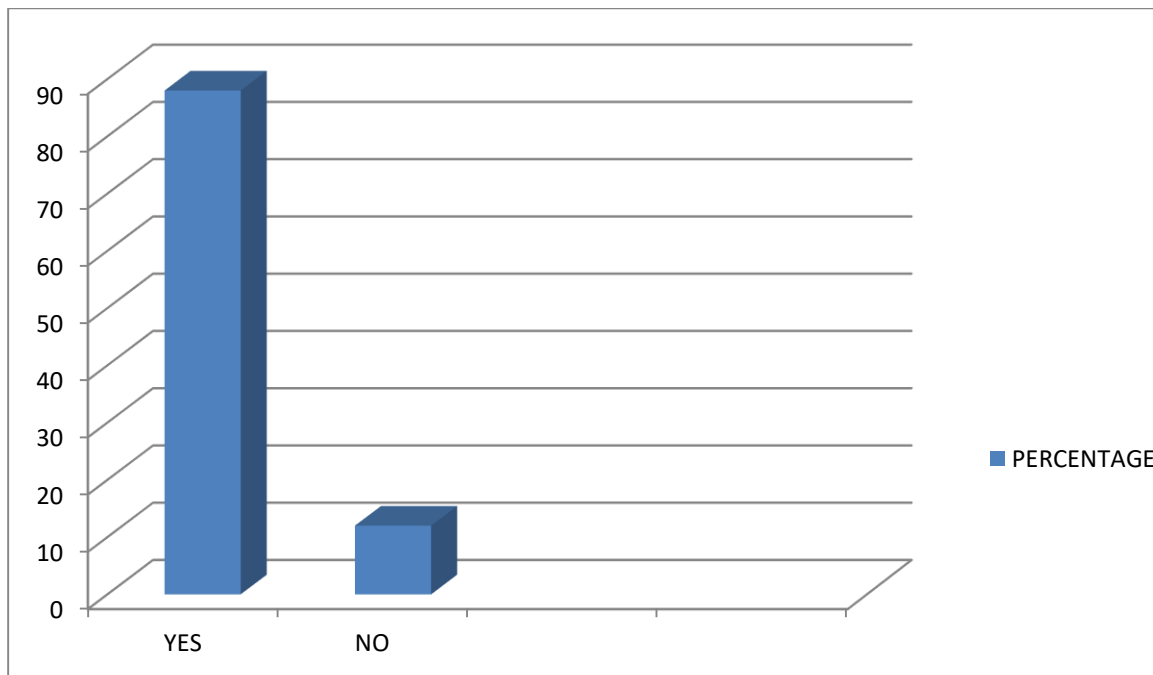
INTERPRETION: In case of facing difficulty in getting entrance to the park 8% of respondents face difficulty and 92% of respondents face no difficulty in getting entrance to the park

3.20 HAVE YOU VISITED ANY OTHER ADVENTURE PARK

TABLE 3.20

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
YES	22	88%
NO	23	12%
TOTAL	25	100

FIG 3.20



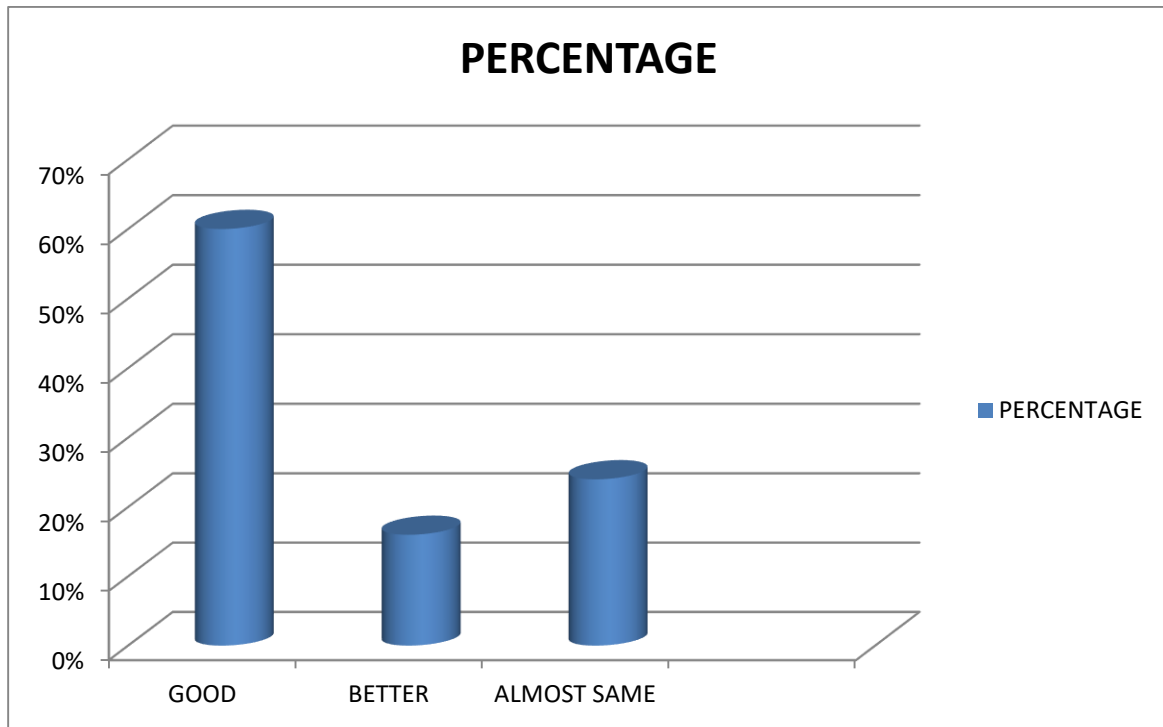
INTERPRETATION: From the above table we can see that 88% other respondents visited other adventure park beside Jatayu Nature Park and 12% have not visited.

3.21 COMPARISON OF JATAYU NATURE PARK WITH OTHER PARKS

TABLE 3.21

COMPARISON	NO. OF RESPONDENTS	PERCENTAGE
GOOD	15	60%
BETTER	4	16%
ALMOST SAME	6	24%
TOTAL	25	100

FIG 3.21



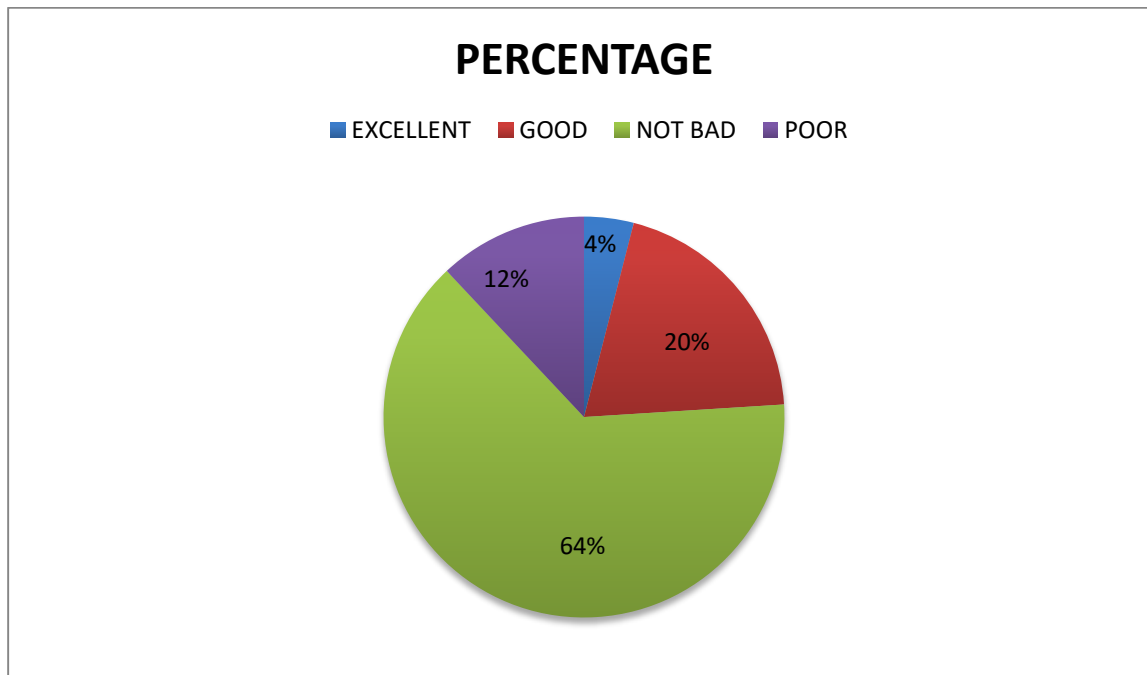
INTERPRETATION: In the case of comparison of jatayu Nature Park with other parks. 60% of the respondents answered that it is good, 16% of the respondents agree that it is better and 24% of the respondents stated that the parks they visited is similar to Jatayu Nature Park.

3.22 EXPERIENCE AFTER VISITING THE PARK

TABLE 3.22

EXPERIENE AFTER VISITING THE PARK	NO. OF RESPONDENTS	PERCENTAGE
EXCELLENT	1	4%
GOOD	5	20%
NOT BAD	16	64%
POOR	3	12%
TOTAL	25	100

FIG 3.22



INTERPRETATION: 4% respondents agreed that the experience after visiting the park is excellent, 20% agreed that it was good, 64% agreed that it was not bad and 12% agreed that the experience after visiting park was poor.

CHAPTER 4: FINDINGS, SUGGESTIONS & CONCLUSION

4.1 FINDINGS

- ❖ In the case of age of respondents 48% are between the ages of 26 – 45, 40% are between 15-25 and as per 12% it is above 45.
- ❖ In the case of gender of respondents 68% are males and 32% are females.
- ❖ According to mode of transportation used to reach the park 48% of the respondents opted using cars, 28% used bus, 24 % used other modes and train was used by none.
- ❖ There is no accommodation facilities offered in the park as per 100% of the respondents.
- ❖ 44% of the respondents were accompanied by their family, 40% came with group, and 16% came alone to the park.
- ❖ In the case of adventure activities preferred by the visitors, 40% preferred Paintball, 28% preferred laser tag, 20% preferred rifle shooting and 12% preferred bouldering.
- ❖ In the case of satisfaction with facilities provided in the park, 52% of the respondents are satisfied with facilities and 48% are not satisfied with facilities.
- ❖ According to the reasons for dissatisfaction among visitors, 44% are dissatisfied with the uncompleted construction work of the park, 40% are said that park not worth the money spend and 12% of the respondent dissatisfied with the reason of not much activity is provided.
- ❖ In the case of purpose of visit, 52% are visiting the park for adventure activities, 40% are visiting for sightseeing and the rest of 8% are visiting for other purposes.
- ❖ In the case of facility of cable car, 72% of the visitors get a new experience and 28% didn't get a new experience.
- ❖ 12% confirmed that the service provided by Jatayu Nature Park was excellent, 32% agreed it was good, 40% Agreed it been average and 16% answered that the quality of service was poor.
- ❖ 56% of respondents confirmed that parks give a pleasure experience and 44% of respondents get unpleasant experience from the park.
- ❖ According to the reasons for unpleasant experience in park, 36% of respondents Said that park doesn't have much activities for enjoyment, 44% Of respondents answered that the climate of the park was hot when they visited and 20% of the respondents said that the workers aren't friendly.

- ❖ In the case of safety and security, 88% of respondents confirmed that there is safety and security measures for adventure activities and 12% of respondents answered that there were no safety and security measures for adventure activities.
- ❖ In the case of facilities controlled and maintained, 96% of respondents agreed that the facilities in the park are controlled and maintained properly and 4% of respondents answered that the facilities are not properly controlled and maintained.
- ❖ 64% of respondents have faced difficulties while visiting the park, 36% of respondents haven't face any difficulties while visiting the park.
- ❖ In the case of difficulties faced by the visitor while visiting 56% of respondents faced high cost, 8% of respondents faced lack of security,4% of visitors faced scarcity of water.8% of respondent are faced poor transportation at last 24% visitors are respondent face other difficulties while visiting the park.
- ❖ According to the rate providing in Jatayu Nature Park, 16% of the respondent confirmed that the rate in affordable and 84% of the respondent answered the rate is not affordable.
- ❖ The difficulty is getting entrance to the park, 8% of visitors respondent difficulties and 90% of visitors respondent face no difficulty in getting entrance to the park.
- ❖ In the case of other adventure park, 88% other visitors respondent other adventure park beside Jatayu Nature Park and 12% have not visited.
- ❖ 60% of visitor's respondent and answered in good for in the case of good for in the case of comparison of Jatayu Nature Park, 16% of the respondent agree that it in better and 24% of respondent started that the park they visited is similar to Jatayu Nature Park.
- ❖ In the case of experience 4% of visitors respondent agreed with the beautiful experience of this park and 20% agreed that it was good, 64% agreed that it was not bad and 12% respond that the experience after visiting park was poor.

3.2 SUGGESTIONS

- ❖ More interesting activities should be provided
- ❖ Satisfaction among the visitors should be increased by improving facilities offered
- ❖ Should sell their tickets at more reasonable rate to attract more visitors
- ❖ The services provided should be enhanced
- ❖ The trip of the visitors should be hassle free to avoid unpleasant experiences
- ❖ Rest and recreation facilities should be provided in the park
- ❖ The management and staffs should be more vigilant about the visitors' queries.
- ❖ The space should be effectively utilized by the authority.
- ❖ Provide job opportunity to empower the local people
- ❖ Staff must be well trained. They need to respond to their visitors in an amicable way and be promote in their services.
- ❖ The feedback from the visitors must be taken in to consideration to increase the quality of services.
- ❖ Safety and security measures should be improved in adventure activities.

4.3 CONCLUSION

The world's largest functional bird sculpture Jatayu Nature Park aims to protect the rock and preserve Nature around it. And it's a world class tourist destination in terms of hospitality and environment. It being different from other parks by the good quality and services provided from management, staffs etc. This is beyond imagination that there is such an exciting place in Kerala, even though it is manmade. The professionalism with which they perform their duty is price worthy. Jatayu Nature Park promotes such an eco-friendly and nature free parks more in sustainable way. Its tempt to the development of local region and tourism in Kerala.

They have an important role in the promotion of tourism in Kerala.

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ANNEXURE/ APPENDIX

QUESTIONNAIRE FORMAT

Dear Respondent,

We student of 6th semester B.com Tourism and Travel Management conducting a study on “THE ROLE OF JATAYU NATURE PARK IN THE PROMOTION OF TOURISM OF KERALA” in the partial fulfillment of degree Tourism and Travel Management. You are requested to extend your cooperation by filling the following questionnaire. I insure you that the information would be kept confidential. You may provide a frank opinion on the following questions.

QUESTIONNAIRE FOR TOURIST

Name :

Age :

Nationality:

Occupation:

Gender :

1. Which mode of transportation you have used to reach here?

Car Train Bus Any other

2. Is there any accommodation facilities in the park?

Yes No

3. How did you take up your trip?

With Family In Group Individually

4. What adventure activities do you prefer while visiting?

Paintball Rifle shooting Laser tag Bouldering

5. Are you satisfied with the facilities provided in the park?

Yes No

6. If no, specify the reason.....?

7. What is the purpose of your visit?

Adventure activities Sightseeing any other

8. Do you think that the facility of cable car gives a new experience?

Yes No

9. How would you rate the quality of service?

Excellent Good Average Poor

10. Did Jatayu Nature Park give a pleasure experience?

Yes NO

11. If no, specify.....

12. Are there any safety and security measures for the adventure activities?

Yes NO

13. Do you think the facilities are controlled and maintained properly?

Yes No

14. Have you faced any difficulties while visiting Jatayu Nature Park?

Yes No

15. If yes, what are they?

High Cost Lack of Security Scarcity of Water

Poor Transportation Any other

16. Is the rate affordable?

Yes No

17. Do you face any difficulty in getting entrance to the park?

Yes No

18. If yes, specify the difficulties.....

19. Had you visited any other adventure park?

Yes

No

20. How did you compare that park with this?

Good Better almost same

21. Your experience in after visiting the park.

Excellent Good Not Bad Poor