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CHAPTER I
INTRODUCTION

1.1 INTRODUCTION

The World Tourism Organization defines “cultural tourism” as trips with the main or concomitant goal of visiting sites and events with cultural and historical value. Cultural tourism includes a means or opportunity to enjoy past human accomplishments. In other words, “visiting such places creates admiration, national pride, and the rediscovery of the achievements of our ancestors.”

An important aspect of cultural tourism is intangible cultural heritage. This is defined as those practices, expressions, knowledge, and skills that communities and individuals recognize as part of their cultural heritage. Transmitted through generations and constantly recreated, they provide humanity with a sense of identity and continuity.

Another author has identified “Five Pillars” of cultural tourism. For the most part, these concepts suggest intended benefits to a DMO by employing a cultural tourism strategy. Collectively, they provide further insight into the potential success produced by a focus on not just the place or its history, but the indigenous and sometimes more allusive culture. Tourism is an ever growing industry and it takes in to its sweep the global boundaries. Tourists bring nations together. They are means of not only cultural exchanges but also bring economic prosperity of the nations they visit. Tourism is the largest export industry in the world. International tourism is the largest single item in the world's foreign trade and for some countries it is already the most important export industry and earner of foreign exchange. Interestingly, tourism receipts have registered a higher growth than that of world export in services and merchandise exports.

Kottiyoor Siva temples, an ancient pilgrimage destination in North Kerala, is situated in the peaceful hilly area of the Western Ghats. On the opposite banks of the Bavali River situate two temples, AkkareKottiyoor and IkkareKottiyoor. Akkare Kottiyoor opens only for twenty-eight days during Vaishakhamahotsavam - the annual festival of the

temple, which falls in the months of May-June. During that time, Ikkare Kottiyoor remains closed.

1.2 OBJECTIVES OF THE STUDY

- To study about the importance of cultural tourism in Kannur.
- To study about the importance of Kottiyoor temple in the cultural heritage of Kannur district
- To study about the rituals and customs related with Kottiyoor temple.
- To find out the visitors' opinion about the facilities available in the Temple.

1.3 SCOPE AND SIGNIFICANCE OF THE STUDY

The purpose of this project report is to study the cultural tourism in Kannur with a special reference to Kottiyoor temple. Cultural tourism industry in India is yet to be explored to its full potential. This sector shall give a sea of opportunities to new business startups and provide a large number of employment in a country Hence, the primary objective to present the paper is to study the possibilities and potential in cultural tourism. Also this study intends to know they are the problems faced by tourism sector in Kannur district.

1.4 STATEMENT OF THE PROBLEM

Cultural tourism has enabled the countries to accord importance to the development of cultural products intended for visitors and to the protection of natural environment. Tourism destinations reinvent themselves for various reasons. The focus of cultural tourism is on culture, art, literature, history and architecture of a country. Thus tourism has a significant role in India's pattern of inbound tourism. Cultural tourism is a major tourism resource of any tourist destination. The importance of preservation and management of cultural heritage has been realized as an increasing number of tourists are visiting cultural

attractions. In this context the researcher decided to study the importance of Kottiyoor Temple is one of the major cultural tourist attractions of Kannur.

1.5 AREA OF STUDY

Kottiyoor Siva temples, an ancient pilgrimage destination in North Kerala, is situated in the peaceful hilly area of the Western Ghats. On the opposite banks of the Bavali River situate two temples, Akkare Kottiyoor and Ikkare Kottiyoor.

1.6 METHODOLOGY OF THE STUDY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm theoretical model phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions, it is not the something as a method, set of methods or so called, “the best practices” can be applied to specific case for example, to calculate a specific result. The proper objective setting of the study is ensuring a specific result. Taking this objective into consideration, the methodology comprises the source of data, selection sample size and methods, questionnaire construction of data.

1.6.1 Sources of data

Both primary and secondary sources of data were used together the data with regard to tourist and officials. Primary data include the method of gathering data with the help of questionnaire. Tourists and officials were administered the questionnaire at the study state. The secondary data pertaining to the cultural tourism and Kottiyoor Temple In addition many institutions, libraries, interpretation centres, were also visited to collect hard and soft copies of literature for getting an indebt knowledge and clear understanding on the research

problem. Several research references, such as journals, books periodical web references and data basis were also referred to understand the concepts, current trends, challenges, problems and development of tourism and aspects in relation with other key elements.

1.6.2 Selection of Sample size and sample method.

A convenient sampling method is adopted for the study. A total 50 tourist and travelers are interviewed with a structured questionnaire. Questionnaire distributed to the tourist and travelers in the site area to collect the visitor experience and suggestions for the better development of Kottiyoor Temple

The time period for the collection of data is schedule from November 2020 to February 2021.

1.6.3 Sample size

For the present research work a total of 50 samples have been collected from the tourists of Kottiyoor Temple. The data collected, filtered and finally determined for data analysis.

1.6.4 Questionnaire construction.

Questionnaire is considered a research instrument used to capture the best data from the field after the preliminary field works. Survey and review of literature. A well-structured questionnaire was prepared.

The questionnaire was designed for the tourists of Kottiyoor Temple

1.6.5 Data analysis and interpretation

After the primary data is collected the data is coded and filtered and finally the 50 questionnaires from the tourist have been finally retained for data analysis. The selected data is coded and feeded in Microsoft Excel software and analyzed to get the output. Simple

percentage method is used to get the output. And this data are to be converted into the graphs and diagrams.

1.7 LIMITATIONS OF THE STUDY

- This study mainly based on the secondary data source.
- Time constrain was the main limitations of the study
- Lack of prior research studies on the topic

1.8 CHAPTERIZATION

The project report layout has been outlined as below:

Chapter 1

Deals with the introduction of the study. The introduction chapter starts with a brief introduction about the topic. This chapter also included major objectives, significance and scope of the study in a systematic manner. The chapter also highlights the sources of data collection method, sampling method, sample size, questionnaire design, pilot study and use of statistical tools.

Chapter 2

The second chapter contains review of literature. This chapter deals with the scholarly articles related with the project topic.

Chapter 3

This chapter begins with the introduction of the cultural tourism. The major part of this chapter deals about Kottiyoor Temple.

Chapter 4

This chapter presents the analysis of Primary Data collected from the visitors of Kottiyoor Temple. It presents the output of the primary data in different tables relevant to the study. This chapter presents interpretations consists of data analysis of visitor respondents.

Chapter – 5

This is the final chapter which highlights various findings of the study in a systematic manner and the chapter also suggests some important improvement of preservation of the Kottiyoor Temple