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CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

Tourism is one of the world's fastest growing industries as major sources of foreign exchange earnings and employment for many developing countries. Tourism is travel for pleasure or business; also the theory and practise of tourism, the business of attracting, accommodation, entertaining tourists, and the business of operating tours. Tourism may be international, or within the travellers country. The World Tourism Organisation defines tourism more generally, in terms which go beyond the common perception of tourism as being limited to holiday activity only, as people travelling to and staying places outside their usual environment not more than one consecutive year for leisure, business and other purposes.

Tourism is the activity of travel for predominantly recreational or leisure purposes, and also refers to the provision of services in support of this act. According Hunziker and Kraft, in 1941, defined tourism as the sum total of phenomena and relationship arising from travel and stay of non-residence, in so far as they do not lead permanent residence and are not connected with any earning activity.

Tourism represents the greatest mass migration in human history, and it is one of the most significant social, economic, and cultural phenomena of our times. Wars, military coups, political unrest, terrorist attacks, natural disasters, disease epidemics, and recessions all prove to be temporary setbacks as tourism continues to grow and extend its outreach to all parts of the globe and beyond, as civilian space travel enters its pioneering phase. And tourists keep on travelling; shrugging off criticisms levelled at them by serious travel writers and other anti-tourists, disregarding Hollywood's ridicule and the postmodernist claim that tourism has become "ordinary" and offers little in the way of novel experiences.

Thirunelli Temple is the only temple in the world where the devotees can perform all the rituals related to one's life, starting from birth to death and life after death.

It is one of the most ancient temples in Kerala. It is believed that here the prathishta of Lord Vishnu was performed by Lord Brahma. It is also known as "Sahyamala Kshetram" and "Kashi of the South".

Thirunelli Temple draws pilgrims from all over, primarily for ancestral rites. The rituals are performed on the banks of the stream Papanasini which flows down from Mount Brahmagiri. It is believed that this stream has divine power to dissolve sins of all the mortals. Another major attraction of the temple is the holy rock where people pray for their forefathers.

On the western side of the temple is the cave temple Gunnika, dedicated to Lord Shiva. Thus Thirunelli becomes blessed by the unique presence of all the members of the trinity.

The beautiful Brahmagiri hills and the surrounding lush green forests have made the temple premises a valley of tranquility. So everybody feels completely relaxed after sitting in the sanctum of the temple. The temple is an embodiment of ancient temple architecture. The aquaduct that brings water to the temple is also a witness to hundreds of years of history.

1.2 STATEMENT OF THE PROBLEM

Pilgrimage tourism is the type of tourism that entirely or powerfully motivates tourists for the achievement of religious attitude and practices. One of the oldest types of visiting the attractions and a global experience in the olden times of spiritual growth, it can be differentiated into different forms. The temporary religious sightseeing is well-known by excursions to close by pilgrimage centers or religious conferences. The durable implies visits of quite a few days or weeks to nationwide and worldwide pilgrimage sites or conferences. This paper investigates the issues and challenges of pilgrimage tourism and also its civilizing significance in Thirunelli Temple. There is only limited historic and archaeological information on the place, though it is beyond dispute, that Thirunelli was once an important town and pilgrim center in the middle of an inaccessible jungle valley surrounded by mountains on four sides. There exists records proof that Thirunelli at the time of Tamil Chera king Bhaskara Ravi Varma I (962–1019 CE) was an important town and pilgrim center in South India. In the dense

jungles surrounding temple, the ruins of two ancient villages can be found. Noted historian V. R. Parameswaran Pillai in his book Thirunelli Documents states that this temple was once an integral part of the early recorded history of Kerala.

1.3 OBJECTIVES OF THE STUDY

- To study about the scope of developing pilgrimage tourism in Kerala
- To make a detailed study of Thirunelli Temple
- To study about the influence of pilgrimage tourism among people
- To understand the importance of pilgrimage destinations in tourism sector

1.4 SCOPE AND SIGNIFICANCE OF THE STUDY

Pilgrims with pilgrimage tourism is one of the fastest growing tourism in the world. Not only has it become an important component of the Indian life style but it has had a profound impact on other peoples of the world and the environments in which they live. The Malabar Manuel, written by William Logan too has mentions on the place. While laying roads to the place, it is said that, people got coins which dated back to 9th and 10th centuries, indicating the importance of the place during the reign of Kulasekhara. All these facts show that Thirunelli was an important town and pilgrim centre in north Kerala for centuries.

1.5. 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.

1.4.2 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 eco-tourism and Thirunnelli 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 reffered to understand the concepts, current trends, challenges, problems and development of tourism and aspects in relation with other key elements.

1.4.3 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 Thirunnelli Temple

The time period for the collection of data is schedule from November 2019 to February 2020.

1.4.5 SAMPLE SIZE

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

1.4.6 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 Thirunnelli Temple

1. 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 entered 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.

1.8 ORGANIZATION OF CHAPTERS.

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 Thirunneveli Temple.

Chapter 4

This chapter presents the analysis of Primary Data collected from the visitors of Thirunneveli 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 Thirunnelli Temple

1.9 LIMITATIONS OF THE STUDY

- This study depends only on secondary data
- Lack of information relate with this topic
- Research period is very less.
- The major limitations of primary data are that the researcher cannot be sure whether the information received is relevant, accurate, current and unbiased.