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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Tourism is one of the fastest growing sectors in the world economy. In recent past Tourism has emerged as a major industry in almost all countries, with a sustained growth rate exceeding 5 percent per annum over the last twenty years. Tourism industry offers an opportunity for earning foreign exchange at a low social cost. It stimulates the rate of growth of the overall economy because of its immense growth potential. Domestic tourism strengthens national integration while international tourism promotes the international relationship and social interactions.

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.

Kerala is today the most sought after and most favoured tourism destinations in India. It is sought after for its breathtaking natural splendours, the luxurious greenery, bewitching backwaters and innovative tourism products. National Geographic Traveller' calls it 'one of the ten paradises of the world'. 'The New York Times' calls it 'where the smart traveler goes'. And 'the Times of India' calls it 'The Winning State'. This is the personality that Kerala has in front of the world community. God's own country, is just a slogan of the Department of Tourism or the Government of Kerala, but Kerala is truly the 'God's own country'.

In Kerala, Kochi has a distinct place for its geographical diversity, sparkling backwaters, magnificent beaches and delightful fairs and festivals. The backwaters of Kochi are now one of the most popular tourist attractions in the world.

Fort Kochi beach is located on the western coast of India and is often known as the 'Queen of the Arabian Sea'. It's a serene beach that offers a scenic view and natural beauty to its visitors. With its pristine water and tranquil ambience, it is extremely admired by tourists and local people as well. Whether you are alone or with your loved ones, this beach offers a soothing atmosphere to relax and chill out. The main attraction of this beach is the historic fort, which is the perfect example of the European architecture and the annual Kochi Festival that takes place every year on the white sands of the Fort Kochi Beach.

The eventful history of this city began when a major flood in 1341 AD threw open an estuary at Kochi, till then a land locked region, turning it into one of the finest natural harbours in the world. Kochi thus became a haven for seafaring visitors from all over the world and became the first European township in India where the Portuguese settled in the 15th century. The Dutch wrested Fort Kochi from the Portuguese in 1663 AD and later the British took over the town in 1795. During 1660s, Fort Kochi peaked in stature as a prime commercial centre and its fame spread far and wide - variously as a rich trade centre, a major military base, a vibrant cultural hub, a great ship building centre, a centre for Christianity, and so on. The result of these cultural influences is seen in the many examples of Indo-European architecture that still exist here. Today, centuries later, the city is home to nearly thirteen communities.

The tourist attractions of Fort Kochi are the Vasco Da Gama Square, Santa Cruz Basilica, St. Francis Church and Bastion Bungalow. The Santa Cruz Basilica, a church built originally by the Portuguese and elevated to a Cathedral by Pope Paul IV in 1558, was spared by the Dutch conquerors who destroyed many Catholic buildings. Later the British demolished the structure and Bishop Dom Gomez Vereira commissioned a new building in 1887. Consecrated in 1905, Santa Cruz was proclaimed a Basilica by the Pope John Paul II in 1984. Fort Kochi is also the home to one of India's oldest churches, the St. Francis Church. Another important fact about the church is that Vasco Da Gama,

who died in 1524, was buried here before his mortal remains were returned to Portugal 14 years later.

Apart from these architectural splendours, the Chinese fishing nets and an array of restaurants serving fresh seafood are popular among the tourists. Records say that the Chinese fishing nets were first set up between 1350 AD and 1450 AD. Vasco Da Gama Square, the narrow promenade that parallels the beach, is the best place to watch the nets being lowered and pulled out of the sea mouth

1.2 STATEMENT OF THE PROBLEM

Fort Kochi is one of the earliest European settlements in India, which was dominated and inhabited by European settlers since the 16th century. The Portuguese, in pioneering trade, the Dutch, in its domination and the British, in its colonization of the area, left behind a long lasting impression of their cultural signature in the form of bungalows, street houses, large buildings and bazaars. They stand out as conspicuous historical monuments of medieval architectural significance. Fort Kochi is crisscrossed by a number of streets, with each of them having their own exclusive characteristic elements of historical value. The preservation of this cultural richness and heritage has the potential to increase the inflow of tourism both from the international and domestic sectors, thus effectively enhancing the economy of the area.

1.3 SCOPE AND SIGNIFICANCE OF THE STUDY

Tourism sector act as one of the major development areas of our nation. This provides a major contribution to the national income in our country. One of the finest products which contribute to growth is pilgrimage tourism. The present article aims to highlight the impacts of Sustainable Tourism in Fort Kochi. Sustainable Tourism is that Tourism which will not be a hindrance to the present generation as well as the future generations. Cochin is an international cultural Centre. Naturally International tourists are interested in Cultural Tourism. Both the tourists as well as the local people have to be happy over the activities of tourism. Being an inhabitant of Cochin, the investigator is interested in studying the significance and implications of the study

1.4 OBJECTIVES OF THE STUDY

- To study the history of Fort Kochi
- To study the tourist major tourist attractions of Fort Kochi
- To study the amenities of Fort Kochi
- To suggest better ideas for developing tourism in Fort Kochi

1.5 METHODOLOGY OF THE STUDY

1.5.1 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 Andoor Municipality and tourism. 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.

1.5.2 Selection of Sample size and sample method.

A convenient sampling method is adopted for the study. A total 50 pilgrimage tourist 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 Fort Kochi.

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

1.5.3 SAMPLE SIZE

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

1.5.4 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 pilgrimage tourists of Fort Kochi.

1.6 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.

1.7 LIMITATIONS OF THE STUDY

- 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.
- It may not provide all the necessary data that is required for the project

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 Fort Kochi.

Chapter 4

This chapter presents the analysis of Primary Data collected from the visitors of Fort Kochi.

Chapter – 5

This is the final chapter which highlights various findings of the study in a systematic manner and the chapter also gives some recommendation to improve the facilities in the temple.