

TABLE OF CONTENTS

CHAPTER	TITLE	PAGE NO
1	INTRODUCTION	1-7
	1.1 Introduction	
	1.2 Statement Of The Problem	
	1.3 Objective of study	
	1.4 Scope and Significance of the study	
	1.5 Methodology of the study	
	1.5.1 Source of data	
	1.5.2 selection of sample size and sample method	
	1.5.3 Sample size	
	1.5.4 Questionnaire construction	
	1.6 Data analysis and Interpretation	
	1.7 Organization of Chapter	
	1.8 Limitations of the study	
2	REVIEW OF LITERATURE	8-12
3	PROFILE: KOVALAM BEACH TOURISM	13-32
	3.1 Profile	
	3.2 Tourism In World	
	3.3 Tourism In India	
	3.4 Tourism In Kerala	
	3.5 Beaches	
	3.6 Development Of Beach Tourism	
	3.7 Beach Tourism In Kerala	
	3.8 Destination Profile	
4	DATA ANALYSIS AND INTERPRETATION	33-49
5	FINDINGS, SUGGESTIONS AND CONCLUSION	50-52
	5.1 findings	
	5.2 suggestions	
	5.3 Conclusion	
	BIBLIOGRAPHY	
	APPENDIX	
	Questionnaire	

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. 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 (within the traveller's own country) or international, and international tourism has both incoming and outgoing implications on a country's balance of payments.

The tourism industry, as part of the service sector, has become an important source of income for many regions and even for entire countries. The Manila Declaration on World Tourism of 1980 recognized its importance as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies, and on their international relations." Tourism brings large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting as of 2011 for 30% of the world's trade in services, and, as an invisible export, for 6% of overall exports of goods and services. It also generates opportunities for employment in the service sector of the economy associated with tourism.

Beach tourism is the major segment of holiday tourism that has led to an overall development of tourism in many parts of the world. Each year during the months of mellow sunshine and warm winter, thousands of tourists throng the famous beaches of the world. Beach tourism utilizes the aesthetic and environmental values of the beach. It also combines water and land resources usage. Water usage swimming, surfing, sailing and other water sports.

Kerala's landscape is adorned top to bottom by a plethora of beaches that cater to locals and visitors alike. The view on offer is magical and these draw in large crowds to simply relax by the shore or go for a soothing swim. There are numerous water activities and sports at these beaches for those seeking adventure. One also gets to taste regional

cuisine at its finest in the shacks lined up alongside these beaches. We have tried to capture these beautiful places and their unique cultural significance via the high-resolution images below that give you a sneak peek into what makes our beaches the best in the world.

Beach tourism has grown significantly throughout the world bringing enormous economic benefits to host communities, and causing many environmental and social impacts to the coastal environment. Development of beach resorts and attractions continues to expand to meet increasing intra-regional and domestic demand which is supplemented by long-haul demand.

Kovalam is one of the leading tourist destinations in India, Kovalam tourism brings money, enlightenment give and take, employment etc directly to the local population at the destination. The Kovalam-Poovar belt, which has the Light House, Eve's and Samudra beaches, satellite beaches of Pozhiyoor and Poovar, and several pocket beaches along the 17-km coastline, is to be redeveloped by Kerala Tourism "to a world-class tourism destination by 2042."

The leisure options at this beach are plenty and diverse. Sunbathing, swimming, herbal body toning massages, special cultural programmes and catamaran cruising are some of them. The tropical sun acts so fast that one can see the faint blush of coppery tan on the skin in a matter of minutes. Life on the beach begins late in the day and carries on well into the night. The beach complex includes a string of budget cottages, Ayurvedic health resorts, and convention facilities, shopping zones, swimming pools, Yoga and Ayurvedic massage centres.

The COVID-19 pandemic has caused significant disruptions in the global economy. By the end of the first quarter of 2020, the COVID-19 pandemic had brought international travel to an abrupt halt and significantly impacted the tourism industry. For many developed and developing countries, the tourism sector is a major source of employment, government revenue and foreign exchange earnings. Without this vital lifeline, many countries may experience a dramatic contraction in GDP and a rise in unemployment. Using a computable general equilibrium model (GTAP), we assess the implications of the COVID-19 crisis on the tourism sector. Depending on the duration

of the global lockdown, the paper estimates the direct and indirect costs of the shutdown for 65 individual countries and regions and 65 sectors, covering the global economy. In some countries, unemployment could rise by more than 20 percentage points and some sectors could nearly be wiped out if the duration of the tourism stand still is up to one year.

In the long run, the WTTC anticipates that the international tourism sector will likely return to pre-pandemic levels within a 19-month period. Depending on the duration of the pandemic and the measures to contain it, the model presents the effects in three time periods – from a 33 per cent to 100 per cent reduction in annual tourism spending. As the world slowly reopens its economies for tourism, it remains to be seen which scenario will be the most applicable. The damage incurred in the tourism sector goes beyond cancelled flights and hotel bookings. There is a strong case to be made for governments to intervene and cooperate at an international level to protect the lives and livelihoods around the world.

1.2 STATEMENT OF THE PROBLEM

This research is undertaken to study in detail about the concept of Tourism through a detailed analysis of Kovalam Tourism. This research would help to study the feasibility of Tourism in Kovalam.

Tourism sector acts as one of the major development areas of our nation. This provides a major contribution to the national income of our country. One of the finest tourism products which contribute to growth is beach tourism. As far as Kerala is concerned, Thiruvananthapuram is regarded as one of the finest tourism destinations, which attracts many tourists. My project is titled as a study on perception of tourists in beach tourism destinations- Kovalam beach. This study aims to find out the tourist perception on various aspects of Kovalam beach.

1.3 OBJECTIVES OF STUDY

- To study the importance of Kovalam as a beach tourist destination in Thiruvananthapuram, Kerala
- To find out the present scenario for tourism in Kovalam.

- To identify the problems faced by tourism due to Covid 19 in Kovalam.
- To analyse and suggest measures to promote tourism in Kovalam.
- To make suggestions for the sustainable development of Kovalam beach

1.4 SCOPE AND SIGNIFICANCE OF THE STUDY

Kerala's one of the important and famous beach destination Kovalam beach is situated in Thiruvananthapuram. It is a destination which is continuously undergoing development and this destination is mostly famous among the domestic tourists. This study mainly focuses on the infrastructure facilities available for the tourist at Kovalam. The infrastructure facilities of a tourist destination play a crucial role in developing the place into a tourist destination. This study helps to know about the various infrastructure facilities available at Kovalam and it also helps to find out the further development which could be made in the available infrastructure facilities. Considering the importance of beach and tourism over Kovalam, there is an immense scope for promoting tourism related activities in a sustainable manner. The tourists' perception on various aspects is addressed in this report.

1.5 METHODOLOGY OF THE STUDY

Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it, we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. This chapter clearly defines the research methods used to conduct the study. The researcher explains how the necessary data and information to address the research objectives and questions were collected, presented and analyzed.

The study is entirely based on the visitors who are there in the destination and the nature of the study is based on the survey conducted and there was also an observation study (where the data are not controlled under experimental conditions, but from archived databases or published sources) in order to understand the activities that are undertaken and packages to form a tourism product in order to attract tourists and earn income.

A methodology does not set out to provide solutions- it is, therefore, not the same as a method. Instead, a methodology offers the theoretical underpinning for understanding which method, set of methods, or best practices can be applied to specific case.

1.5.1 SOURCES OF DATA

Both primary and secondary sources of data were used to gather the data with regard to tourist and officials, primary data include the method of gathering data with the help of questionnaires and direct interview. Tourist and officials were administered the questionnaires at the study site separately. The secondary data pertaining to Kovalam are collected from the department of the tourism; DTTC the secondary data has helped the researchers to substantiate many data's.

The research relied on both primary and secondary data in order to come up with accurate and objective findings. The data for this study will be collecting from primary and secondary sources . The secondary data and the relevant material will be collecting from the magazines, net, article, etc.

1. Primary Data

Primary data refers to data collected for the first time in the field. Jewel (2001), defines it as data that has been collected for the purpose for which it is originally used. Primary data for this particular research was collected using questionnaires. Questionnaire was given to the tourists who visit Kovalam beach.

2. Secondary Data

Secondary data is data that is collected for purposes other than the original use. It is an analysis of data that have already been collected for some other purpose. Sources used to gather secondary data were books, journals, newspapers, articles and internet

1.5.2 SELECTION OF SAMPLE SIZE AND SAMPLE METHOD.

A simple random sampling method is adopted for the study. A total of 50 tourist and travelers respondents should be collected from the field. Questionnaires will be distributed to the tourist and travelers and direct interview will conducted for those who are not responding to questionnaires in the site area to collect the visitor experience and suggestion for the development of Kovalam on a beach destination in

a sustainable manner. Then the primary data will be collected from the field by the researcher himself.

- Sampling Method

The non-probability sampling ie simple random sampling method is used in this study. The time period for the collection of data is schedule from November 2020 to February 2021.

1.5.3 SAMPLE SIZE

Deciding on a sample size for a qualitative enquiry can be more difficult than for a quantitative one because there are no rules to follow. It all depends on what will be useful, what will have credibility and what can be done within available time and resources. A sample refers to a representative sub-group of the population. For the purpose of this research the sample size chosen is 20.

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 visitors of Kovalam beach.

1.6 DATA ANALYSIS AND INTERPRETATION

After the primary data is collected the data is coded and filtered and finally 20 questionnaires from the tourist have been finally retained for data analysis. The selected data is coded and feed in Micro Soft Excel software and analyzed to get the output. Simple percentage method is used to get the output. And this data are to be converted in to the graphs and diagrams.

1.7 ORGANIZATION OF CHAPTER

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 deals with the profile of the study area ie Kovalam beach. The facilities and features of Kovalam is given in this chapter. This chapter also analyze the importance of beach tourism in tourism sector.

Chapter 4

This chapter presents the analysis of Primary Data collected from the visitors of Kovalam Beach

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 facilities and to protect Chal beach from pollution.

1.8 LIMITATIONS OF THE STUDY

- Time allowed for the study is limited
- Inadequacy of periodical data
- No previous experience
- Lack of reliability of data